



Memorandum

To: Board of Architectural Review

From: Andrea West, Planner

Meeting Date: May 21, 2020

Re: **Item No. 6 - Docket No. PF-12-20-BAR**
Signs - Viva Sol Juice Co. - 124 Maple Ave W

Item No. 6: Request for approval of signage for Viva Sol Juice Co. located at 124 Maple Avenue W, Docket No. PF-12-20-BAR, in the C-2 General Commercial district; filed by Kathy Baker, of Concept Unlimited, sign agent.

The applicant is proposing the installation of a two wall signs on the Maple Avenue and interior façade of the unit at 124 Maple Avenue W in the Vienna Shopping Center.

The Maple Avenue façade sign is a channel letter set mounted on a background panel and raceway. The background panel is white aluminum, with black and yellow acrylic pieces containing the logo and lettering. The sign is internally illuminated with white LED modules.

The interior parking lot sign is a set of non-illuminated Sintra (PVS) letters stating the business name with no sun logo. The edges of the PVC letters are smoothed and painted flat black.

The signs proposed meet the requirements of the Town Code. The leased space is 20 linear feet, allowing 40 square feet of sign area. The two signs total 40 square feet.

Process

***Applicants must attend the meeting and represent their application.
Failure to appear may result in the deferral of the item or amendments to the design.
Failure to appear will not relieve any pending violations.***

Per Town Code Chapter 4, all land areas zoned other than single-family detached residential are architectural control districts. Any lot, parcel or area of land within any area zoned for single-family detached residences, which is used for other than single-family detached residences, or which is the subject of an application for a use permit or building permit involving any such other use, is also designated an architectural control district.

No structure, building, sign or other improvements or other major landscape features surrounding such building, structure, sign or improvement located on any land within any architectural control district shall be erected, reconstructed, altered or restored until the plans for such shall have been approved by the Board of Architectural Review.