



Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: March 20, 2025

Re: **Item No. 08 - Docket No. PF- 1630322-BAR**
Aroma Express - 416 Maple Ave E
Signs

Request for approval of a wall sign, awning, and tenant panel for Aroma Express, located at 416 Maple Ave E Docket No. PF- 1630322-BAR, in the AE, Avenue East zoning district, filed by Heejin Chang, Creation Sign LLC, project contact.

The applicant is proposing the installation of two signs and an awning. The first sign is a non-illuminated wall sign, measuring approximately 33.75 square feet. It will be made of an aluminum fabricated backer board in Marine Blue, with Brushed Gold lettering that reads "Aroma" and "EXPRESS," as well as Brushed Gold detailing for the coffee beans.

The applicant is also requesting the covering of the existing awning frame with Marine Blue Sunbrella fabric. The awning will feature lettering in Sherwin Williams Different Gold (SW 6396), displaying the words "BAKERY," "COFFEE," and "WINE."

Lastly, the proposal includes a 9.9 square foot tenant replacement panel. The panel will be Marine Blue with Brushed Gold lettering reading "Aroma" and "EXPRESS."

Attachments: 01 - Staff Report
02 - Application and Authorization
03 - Sign Rendering
04 - Sign Installation
05 - Relevant Code Sections

***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.***

Recommended motion:

I move to (approve/ defer/ deny) the request for a wall sign, awning, and tenant panel for Aroma Express, located at 416 Maple Ave E Docket No. PF- 1630322-BAR, in the AE, Avenue East zoning district, filed by Heejin Chang, Creation Sign LLC, project contact. (as submitted / with the following conditions....)

Process

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.