



Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: April 18, 2024

Re: **Item No. 10 - IDT Docket No. PF-1267923-BAR
Vienna Tobacco - 401 Maple Ave E
Signs**

Request for approval of façade signs for Vienna Tobacco, located at 401 Maple Ave E, Docket No. PF-1267923-BAR, in the AE, Avenue East Zoning District; filed by Matthew Green, Advanced Graphics, Project Contact.

The applicant is proposing two new illuminated channel letter façade signs. The sign facing Maple Ave is proposed at 16.6 feet wide by 1.75 feet high totaling 29.05 square feet and the sign facing Branch Ave is proposed at 12.7 wide by 1.33 feet high, totaling 16.9 square feet. The channel letters will be made of 3/16-inch acrylic letters with vinyl overlay in Red, PMS 1788c and Yellow, PMS 102c. The channel letter signs will have 6" Black aluminum returns and will be installed directly to the façade with 4-inch wood screws. The lighting for both signs is proposed at 150 Lumens and 3400 Kelvins.

The signs as proposed do not meet the master sign plan for the shopping center (Attachment 05), which was approved by the Board on March 13, 2013. The master sign plan allows for an aluminum panel painted "Fresh Market Green" with white letters/logo. The staff report included with the master sign plan attachment notes that any new signs or re-facing of existing signs would require Board review and approval.

Attachments: 01 - Staff Report
02 - Application and Authorization
03 - Site View
04 - Staff Exhibit - Shopping Center Signs
05 - Approved Master Sign Plan
06 - 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 application for façade signs for Vienna Tobacco, located at 401 Maple Ave E, Docket No. PF-1267923-BAR, in the AE, Avenue East Zoning District; filed by Matthew Green, Advanced Graphics, 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.