



Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: August 21, 2025

Re: **Item No. 02 -Docket No. PF-1792553-BAR**
302 Maple Ave W - Frame Coffee
Sign

Request approval for removal of an existing awning to install a secondary projecting sign for Frame Coffee, located at 302 Maple Ave W, Docket No. PF-1792553-BAR, in the AW, Avenue West zoning district, filed by Spring Lee, The Best Sign Inc., project contact.

The applicant proposes removal of an existing brick red awning on the left elevation of 302 Maple Ave W. The awning is to be removed to make room for an illuminated sign that will be just under 1 ½ square feet. The white acrylic sign will have black lettering that reads “FRAME” and “COFFEE ROASTERS” with a coffee cup logo in black as well. The sign will be attached with a 1/4-inch aluminum mounting plate and 3/8-inch galvanized bolt and nut. The proposed lighting levels are 4000 Kelvins and lumens no greater than 150 (1.2W).

Attachments: 01 – Staff Report
02 – Application and Authorization
03 – Sign Rendering
04 – 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 removal of an existing awning to install a secondary projecting sign for Frame Coffee, located at 302 Maple Ave W, Docket No. PF-1792553-BAR, in the AW, Avenue West zoning district, filed by Spring Lee, The Best Sign Inc., 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.