



Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: March 20, 2025

Re: **Item No. 02 – Docket No. PF-1580908-BAR
Labelle MD Esthetics – 305 Maple Ave W
Sign**

Request for approval of a wall sign for Labelle MD Esthetics, located at 305 Maple Ave W, Docket No. PF-1580908-BAR, in the AW, Avenue West zoning district, filed by Adam Ehrlich of Alpha Consulting Enterprises, LLC, project contact.

The applicant is proposing a new wall sign to be located on the first floor of the building at 305 Maple Ave W, known as the Iris Building. While the building has an approved master sign plan, the colors for the proposed sign fall outside of the specifications outlined in the plan. The applicant intends to install a 25.125 square foot internally lit sign, with lighting levels proposed at 3500 Kelvins and 150 lumens per module. The applicant is also proposing 3 color options as follows:

- Option A – White Polycarbonate face with PMS Rich Gold vinyl applied and White Aluminum returns and trim cap.
- Option B - White Polycarbonate face with PMS Rich Gold vinyl applied and Black Aluminum returns and trim cap.
- Option C - White Polycarbonate face with PMS Rose Pink (P75-4C) vinyl applied and White Aluminum returns and trim cap.

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 request for **wall sign for Labelle MD Esthetics, located at 305 Maple Ave W, Docket No. PF-1580908-BAR, in the AW, Avenue West zoning district**, filed by Adam Ehrlich of Alpha Consulting Enterprises, 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.