



## Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: May 15, 2025

Re: **Item No. 8 - Docket No. PF-1683249-BAR**  
**Pure Green - 136 Maple Ave W**  
**Signs**

**Request approval of a wall sign and window sign for Pure Green, located at 136 Maple Ave W, Docket No. PF-1683249-BAR, in the AC, Avenue Center zoning district; filed by William Zaklis, of Pure Green, Business Owner.**

Pure Green has recently undergone a nationwide rebranding initiative that requires all franchise locations to update their signage to align with the new brand standards. As part of this effort, the applicant is requesting approval for the installation of a new wall sign and a window sign.

The proposed wall sign will measure approximately 24 square feet and feature illuminated channel letters and logo in PMS 368C Green and white, with a 1-inch black trim cap and black returns. Directly beneath the primary sign, the applicant proposes a pill box-style tagline sign constructed of white acrylic with black vinyl overlay. The tagline will read "SMOOTHIES + ACAI BOWLS + JUICE" with the text cut out to reveal white. The lighting is proposed at 2700 Kelvins and no greater than 150 lumens

The applicant also proposes a round acrylic window sign measuring approximately 7.5 square feet. The sign incorporates the Pure Green logo and the text "pure green" and "ACAI + SMOOTHIES" in PMS 368C Green, PMS 349C Emerald Green, and white. Lighting was not provided for the window sign.

Please note: the window sign is currently installed and has an active zoning violation. Approval of this signage request will resolve the existing violation.

***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.***

Attachments:        01 – Staff Report  
                             02 – Application and Authorization  
                             03 – Wall Sign  
                             04 – Window Sign  
                             05 – Relevant Code Sections  
                             06 – Previously Approved Wall Sign

***Recommended motion:***

I move to (approve/defer/deny) the request for wall sign and window sign for Pure Green, located at 136 Maple Ave W, Docket No. PF-1683249-BAR, in the AC, Avenue Center zoning district; filed by William Zaklis, of Pure Green, Business Owner. (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.