



Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: June 12, 2025

Re: **Item No. 1 – Docket No. PF-1589352-BAR
Mah Boutique – 527 Maple Ave W
Sign**

Request approval of a new sign for Mah Boutique, located at 527 Maple Ave W., Docket No. PF-1589352-BAR, in the AW, Avenue West zoning district; filed by Ehsan Ayoub, Mah Boutique LLC., Project Contact.

The applicant is proposing the replacement of the existing sign panel for the building-mounted box sign currently displaying the name "Norah Boutique." The new sign panel will be a 37.5 square foot panel, made of 3/16" thick white polycarbonate acrylic plastic, finished with a Dark Brown Duranodic vinyl film. The sign panel will be installed within the existing sign box and will read "Mah Boutique". There are no proposed changes to the existing illumination for the sign.

This business currently has an active zoning violation; if the signage is approved, the existing violation will be resolved.

Attachments: 01 – Staff Report
02 – Application and Authorization
03 – Sign Rendering
04 – Previous Sign
05 – Relevant Code Section

***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 a new sign for Mah Boutique, located at 527 Maple Ave W., Docket No. PF-1589352-BAR, in the AW, Avenue West zoning district; filed by Ehsan Ayoub, Mah Boutique 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.