Memorandum

To: Board of Architectural Review

From: Andrea West, Planner

Meeting Date: November 21, 2019

Re: **Item No. 3 - Docket No. PF-54-19-BAR**
                Cardinal Pointe Financial Group
                112 Pleasant Street NW, Suite D

Item No. 3: Request for approval of a new wall sign located at 112 Pleasant Street NW, Suite D, Docket No. PF-54-19-BAR, in the C1-A Special Commercial zoning district; filed by Laura L. Young, of Cardinal Pointe Financial Group.

The applicant is requesting approval of a new wall sign at the business location at 112 Pleasant Street NW, Suite D. The business operator, Ameriprise Financial, is rebranding to Cardinal Pointe Financial Group and updating the signage. The proposed sign is a non-illuminated, aluminum sign painted charcoal and white with lettering and a compass logo. The sign is 7.8 square feet and meets the requirements of the Town Code.

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.

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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 <u>will not</u> relieve any pending violations.
This staff report is not an approval, or building permit. Board approval is not a building permit.