



## Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: September 18, 2025

Re: **Item No. 04 -Docket No. PF-1847248-BAR**  
**332 Maple Ave E – Burke & Herbert Bank**  
**Signs & Exterior Modifications**

**Request approval for: a refurbished pylon sign, new directional signs, building mounted sign, vinyl signs, ATM signs, ATM's and new canopy color for Burke & Herbert Bank, located at 332 Maple Ave E, Docket No. PF-1847248-BAR, in the AE, Avenue East zoning district, filed by Gary Brent, MG Permits LLC., project contact.**

The applicant is proposing refurbishing and updating the signage, including color changes to some of the buildings' features. The proposed changes are as follows:

### Ground Mounted Signs –

The applicant is proposing to retain the pylon sign, but refurbish it by painting the sign's pole, cabinet, and retainers Virtus Blue (Pantone 534C). The sign face will be replaced with aluminum route out push thru faces with the text "Burke & Herbert Bank". The text is proposed as the same Virtus Blue as the repainted sign with the ampersand in Virginia Gold (C16, M25, Y69, K0).

Two new directional non-illuminated signs, each measuring 2.67 square feet, are also proposed. These new signs will replace the existing directional signs and be placed in the same location.

Below is a list of the colors for the new signs and the location of each of the colors (renderings on pages 2-4 of Attachment 03):

- Virtus Blue – Cabinet
- Marigold – Arrows
- Virginia Gold – Ampersand
- Reflective White – Letters

***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.***

- White – Reveal

#### Building Signs –

The applicant is proposing multiple new building signs. The information and specifications for the signs can be found below (renderings on pages 1-7 of Attachment 04):

- New 35.55 square foot internally lit channel letter sign on a backer with the following specifications:
  - White Backer
  - Virtus Blue (Pantone 534C) letter face
  - Virginia Gold ampersand face
  - Black Returns
  - Illumination at 3000 kelvins and 150 lumens
- Three 2.22 square foot vinyl signs on the front and rear doors as well as the drive through window as follows:
  - White text
  - Ink Blue strip/line
  - Gold Metallic ampersand
- Two 8.25 square foot ATM signs with 6.25 square foot logos:
  - Signs: White backer, Virtus Blue letters, reading “Burke & Herbert Bank” with Gold Metallic ampersand. Backlit signage at 3000 kelvins and 150 lumens.
  - Logos: Gold Metallic reading “Burke & Herbert Bank 1852”

#### Exterior Modifications –

The applicant is proposing installation of new ATM surrounds for the drive through and walk-up ATM’s. The new ATM Surrounds are proposed at 42 square feet, just 3 square feet larger than the existing. The proposed color for ATM is PMS 534 C (Virtus Blue) with a stipple finish. The canopies are also proposed to be recovered / repainted with Virtus Blue Pantone 534c.

Attachments:       01 – Staff Report  
                          02 – Application and Authorization  
                          03 – Gound Mounted Signs  
                          04 – Building Signs  
                          05 – Canopy Paint Color  
                          06 – Relevant Code Sections

***Recommended motion:***

I move to (approve/defer/deny) a refurbished pylon sign, new directional signs, building mounted sign, vinyl signs, ATM signs, ATM's and new canopy color for Burke & Herbert Bank, located at 332 Maple Ave E, Docket No. PF-1847248-BAR, in the AE, Avenue East zoning district, filed by Gary Brent, MG Permits 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.