



## Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: April 18, 2024

Re: **Item No. 2 - IDT Docket No. PF-1284457-BAR  
Mattress Warehouse - 229 Maple Ave E  
Sign**

**Request for approval of a façade sign and tenant panel for Mattress Warehouse, located at 229 Maple Ave E, Docket No. PF-1284457-BAR, in the AE, Avenue East Zoning District; filed by Gary Brent, MG Permits, LLC., Project Contact.**

The applicant is proposing a new façade sign at 23.31 feet wide by 1.5 feet high totaling 34.96 square feet. The channel letter sign is proposed to have 3/16 inch Red acrylic faces saying "MATTRESS Warehouse" with aluminum Black returns. The sign will be mounted on a raceway which will be painted to match the façade. The sign will be illuminated with 115.5 lumens and 2,167.1 Kelvins.

The applicant is also proposing the installation of a tenant panel on the existing pylon sign. The tenant panel will be identical to the other polycarbonate tenant panels with blue vinyl lettering reading: "MATTRESS WAREHOUSE".

Attachments: 01 - Staff Report  
02 - Application and Authorization  
03 - Site View  
04 - Façade Sign  
05 - Tenant Panel  
06 - Staff Exhibit - Shopping Center Signs  
07 - 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 façade sign and tenant panel application for Mattress Warehouse, located at 229 Maple Ave E, Docket No. PF-1284457-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.