



Memorandum

To: Board of Architectural Review

From: Andrea West, Planner

Meeting Date: September 19, 2019

Re: **Item No. 3 - Docket No. PF-45-19-BAR**
Exxon - 395 Maple Ave E

Item No. 3: Request for approval of new signage for the existing Exxon service station, located at 395 Maple Ave E, Docket No. PF-45-19-BAR, in the C-2 General Commercial district; filed by Himal Chand, The Plan Source.

The applicant is requesting the addition of new pump decals, two “wave” structures over the exiting gasoline pumps with signage, and three under canopy “blade style” signs with signage. The signage portion of the waves and the under canopy signage totals approximately 9.2 square feet; each sign area is measured at ~1.84 square feet.

The wave structures are approximately 10 feet in height, and constructed out of a low density polyethylene (LDPE) frame around a steel tube with an acrylonitrile butadiene styrene (ABS) outer skin; the blade style signage is constructed of the of the same materials. Both sign types are internally illuminated with an LED strip with a 516 lumen and 129 lumen output.

The proposal does not include modification to the primary canopy or building signage.

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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NOTE:

*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.
This staff report is not an approval, or building permit. Board approval is not a building permit.*