



## Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: March 16, 2023

Re: **Item No. 2 – IDT Docket No. PF- 956432-BAR**  
**374 Maple Ave E. – Monarch**  
**Signs**

**Request for approval of signs for Monarch, located at 374 Maple Ave E., Docket No. PF-956432-BAR, in the C-1A Special Commercial zoning district; filed by Gary Brent of MG Permits, Project Contact.**

The applicant is requesting installation of a new façade sign and tenant panel replacement sign for Monarch at the same location of the previous business, State Farm Insurance.

The applicant is proposing installation of a channel letter sign with the business logo in white acrylic with #3630-141, Gold Nugget, and 3630-49, Burgundy, vinyl on a Duradonic Bronze aluminum returns. Below the crown logo will be the business name “MONARCH” in white acrylic on a Duradonic Bronze aluminum returns. The sign will be installed with 3/8” thru bolts in the building’s mullions. The sign will be internally lit LED with the illumination at 3000 Kelvins and 150 Lumens max.

The applicant is also proposing the replacement of the tenant panel in the pylon sign. The panel will be 3’ wide by 11” high in teal vinyl to match the existing tenants with the logo and business name cut drop-out.

Attachments: 01 – Staff Report  
02 – Application and Authorization  
03 – Façade Sign Rendering  
04 – Pylon Sign Rendering

***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 requesting installation of a building mounted sign, and tenant panel for Monarch located at 374 Maple Ave E., Docket No. PF-956432-BAR, in the C-1A, Special Commercial zoning district; filed by Gary Brent, of MG Permits, 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.