



Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: April 18, 2024

Re: **Item No. 1 - IDT Docket No. PF-1262475-BAR
Pure Green - 136 Maple Ave W
Sign**

Request for approval of a sign for Pure Green, located at 136 Maple Ave W, Docket No. PF-1262475-BAR, in the AC, Avenue Center Zoning District; filed by Chelsey Bashorun, Signarama, Project Contact.

During the March 21, 2024, BAR meeting, the applicant proposed installation of a façade sign. The Board voted (-_-) to defer the application for the following reasons:

- Supply color samples,
- Incorporate suggestions in an updated sign rendering:
 - logo colors to remain,
 - the colors for the words can remain as proposed if they are perforated (green during the day, white at night)

The applicant is proposing the installation of a façade sign at 10.3 feet wide by 1.6 feet high (15.56 square feet total), with the business logo and business name saying, “pure green”. Based on the Board’s comments, the applicant is now proposing channel letters that will be made of 3/16-inch flex faces to show as Dark Green (PMS 349C) and Light Green (PMS 368C) during the day and shine white at night. The logo will remain 3/16-inch translucent acrylic in the brand colors. The sign will be mounted on a raceway painted to match the façade, PMS 7506C. The sign will be internally lit with 115 lumens, 3000 kelvins and will be installed per building code standards.

***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.***

Attachments: 01 – Staff Report
 02 – Application and Authorization
 03 – Site View
 04 – Sign Rendering & Specifications
 05 – Staff Exhibit Shopping Center Signs
 06 – Relevant Code Sections

Recommended motion:

I move to (approve/defer/deny) the sign application for Pure Green, located at 136 Maple Ave W, Docket No. PF-1262475-BAR, in the AC, Avenue Center Zoning District; filed by Chelsey Bashorun, Signarama, 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.