



Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: May 21, 2026

Re: **Item No. 4 - Docket No. PF-2142888-BAR
Bakeshop Vienna - 421 Maple Ave E
Sign**

Request approval of refacing two wall signs and a new tenant panel, located at 421 Maple Ave E., Docket No. PF-2142888-BAR, in the AE, Avenue East zoning district; filed by Justin Stegall, Bakeshop Vienna, Project Contact.

The applicant proposes new lighting and the refacing of two existing sign boxes, as well as the replacement of one tenant panel. The refaced wall signs will consist of white acrylic panels with black lettering, reading "BAKESHOP" on one sign and "BAKERY & CAFÉ" on the other. The "O" in "BAKESHOP" will feature the bakery's logo. The new lighting will operate at 3000 Kelvins and 132 lumens per module, with a total light output of 6,600 lumens across 50 modules. The proposed tenant panel will replace the existing Maggio's panel and will match the blue used on the other panels within the pylon sign. The new panel will display "BAKESHOP," again incorporating the logo within the "O."

Attachments: 01 - Staff Report
02 - Application and Authorization
03 - Sign Rendering
04 - Surrounding Photos
05 - Relevant Code Sections

Recommended motion:

I move to (approve/defer/deny) the application for two wall signs and a new tenant panel, located at 421 Maple Ave E., Docket No. PF-2142888-BAR, in the AE, Avenue East zoning district; filed by Justin Stegall, Bakeshop Vienna, Project Contact. (as submitted / with the following conditions....)

***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.***

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.