



TOWN OF
VIENNA
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Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: March 20, 2025

Re: **Item No. 07 - Docket No. PF-1638935-BAR
Dunkin - 314 Maple Ave W
Sign**

Request for approval of a wall sign for Dunkin', located at 314 Maple Ave W, Docket No. PF-1638935-BAR, in the AW, Avenue West zoning district, filed by Rick Flather, Developing Solutions, project contact.

The applicant is proposing the installation of an approximately 15-square-foot internally illuminated channel letter sign, featuring the Dunkin' coffee cup logo. The logo will be displayed using Orange (3M 3630-3202) vinyl and Pink (3M 3630-1511) vinyl. The sign will be mounted on a raceway that will be painted to match the building's color. The proposed lighting levels are 6500 Kelvins with 135 lumens per module.

The applicant was informed that the Board prefers lighting between 3000-3500 Kelvins. In response, the applicant stated that a Kelvin value of 3500 would shift the whites towards yellow and cause other colors to appear more blue, both of which are not acceptable for the Dunkin' brand's visual identity.

This application is being submitted to address a current zoning violation, as the sign was installed without prior approval from the Board of Architectural Review (BAR).

Attachments: 01 - Staff Report
02 - Application and Authorization
03 - Sign Rendering
04 - Sign Installation
05 - 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 request for a wall sign for Dunkin', located at 314 Maple Ave W, Docket No. PF-1638935-BAR, in the AW, Avenue West zoning district, filed by Rick Flather, Developing Solutions, 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.