



Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: January 22, 2026

Re: **Vienna Ace - Work Session**
264 Cedar Ln SE - Sign

Request approval for a new wall sign for Vienna Ace, located at 264 Cedar Ln SE, Docket No. PF-1808851-BAR, in the GS, Gateway South zoning district, filed by Desi Varsel, Signs unlimited, Inc., project contact.

An application for a new sign was submitted to the Board of Architectural Review (BAR) for approval in August and September 2025. At the August meeting, the BAR voted to defer the application with recommendations. The application was subsequently resubmitted for the September BAR meeting without any modifications, at which time the BAR voted to deny the sign request.

The applicant requested a work session with the Board of Architectural Review, along with the Vienna ACE owner(s), to discuss ACE brand-approved signage options and to identify an alternative that would satisfy the Board's recommendations outlined during the August 2025 BAR meeting

Attachments: 01 - Staff Memo
02 - Application and Authorization
03 - ACE Logo Proposals
04 - ACE Brand Book
05 - August 2025 BAR Deferral Order
06 - Previous Sign Request

Role of the Board of Architectural Review:

The Board of Architectural Review is authorized by Chapter 4 of the Town Code, and the Town Charter, to review exterior modifications within designated architectural review districts.