



Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: October 16, 2025

Re: **Item No. 2 – Docket No. PF-1883736-BAR**
Electric Bull – 176 Maple Ave W
Sign

Request approval of a new wall sign for Electric Bull, located at 176 Maple Ave W., Docket No. PF-1883736-BAR, in the AC, Avenue Center zoning district; filed by Matthew Higgins, Concept Unlimited, Inc., Project Contact.

The applicant proposes the installation of a new 41.41 square foot illuminated channel letter sign. The sign will feature white acrylic channel letters spelling “ELECTRIC BULL”, overlaid with 3M Translucent Vinyl (3630-53) in Cardinal Red. The aluminum letter returns will be painted red, as well as the 1” red Jewelite trim cap. The sign will incorporate the business’s bull logo, which will be rendered in black vinyl. The logo’s aluminum returns will be painted black, with a black 1” Jewelite trim cap. The sign will be internally illuminated at 3000 Kelvins and 98 lumens. It will be installed using 3/8-inch lag bolts.

Attachments: 01 – Staff Report
02 – Application and Authorization
03 – Sign Renderings
04 – Material Specifications
05 – Relevant Code Section

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) new wall sign for Electric Bull, located at 176 Maple Ave W., Docket No. PF-1883736-BAR, in the AC, Avenue Center zoning district; filed by Matthew Higgins, Concept Unlimited, Inc., 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.