



Memorandum

To: Board of Architectural Review

From: Kelly O'Brien, Principal Planner

Meeting Date: February 17, 2022

Re: **Item No. 1 - IDT Docket No. PF-663506-BAR
Removery Tattoo - 431 Maple Ave W
New Signs**

Request for approval of building mounted sign and pylon sign for Removery Tattoo, located at 431 Maple Ave W, Docket No. PF-663506-BAR, in the C-1 Local Commercial zoning district, filed by William Rosenberg of Econo Signs, Inc., project contact.

The applicant is proposing one new building mounted sign and one monument panel replacement for a tenant location at 431 Maple Ave W. The building mounted sign is proposed to be an exterior black day/white night LED illuminated channel letter sign that reads "Removery". The letters below read "Tattoo Removal & Fading" and are proposed as black FCO letters. The letters are mounted by drilling and tapping for 10-24 studs. Studs are included in the shipment, along with a mounting pattern. The installer would place the pattern on the wall, drill the holes, screw the studs into the back of the character, insert the letter/ stud into the appropriate holes along with suitable adhesive, typically silicone. The proposed 10' 2 1/8" long by 24" high channel letter and pin letter sign will replace the existing 12' long by 25" high box sign.

"Removery" and "Tattoo Removal & Fading" proposed color is 100% Black Satin Finish with the logo in Pantone 7709C Satin Finish (Turquoise). The 10' 2 1/8" long by 9 1/2" high raceway will be PTM Wall Satin Finish (Gray).

At the January 20, 2022 BAR meeting the applicant's representative was unable to answer if the building mounted signage used halo lighting and the Board requested more information.

The applicant is also proposing a replacement panel for the monument sign. The replacement panel will read "Removery" and "Tattoo Removal & Fading" with the logo replacing the

***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.***

existing panel. The panel sign for the monument was approved by the Board at the January 20, 2022 meeting.

Illustrations and proposed photos have been included as part of the submittal package.

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.