



Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: December 15, 2022

Re: **Item No. 3 – IDT Docket No. PF- 902528-BAR**
110 Pleasant Ave NW Unit D – Dr. Goldberg & Associates
Signs

Request for approval of signs for Dr. Goldberg & Associates, located at 110 Pleasant St NW., Docket No. PF- 902528-BAR, in the C-1A Special Commercial zoning district; filed by Bob O’Hern, Image360 Fairfax, Project Contact.

The applicant is requesting installation of façade sign and suite sign from previous business location, and installation of a new tenant panel.

The applicant is proposing moving their previously approved façade sign from the current business location at 370 Maple Ave W. The 72” x 48” Medium Dark Bronze Aluminum sign is a 2” deep non-illuminated box sign. The sign will be blind stud mounted into the brick façade. The 18”x 8” suite sign is Medium Dark Bronze with white cut vinyl lettering mounted to the sign. The suite sign will be mounted with double sided tape and clear silicone adhesive. Both signs say “DR. GOLDBERG & ASSOCIATES MENTAL HEALTH” with the business logo.

The applicant is also proposing installation of a brushed aluminum tenant panel with black cut vinyl lettering saying “DR. GOLDBERG & ASSOCIATES MENTAL HEALTH” with the business logo. The 25”x16” will match the existing tenant panels on the pylon sign. This tenant panel will replace the Ameriprise tenant panel and will be installed like the other panels with ½” standoffs 1” from the corners of the panel.

***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.***

- Attachments:
- 01 - Staff Report
 - 02 - Application and Authorization
 - 03 - Façade & Suite Sign Renderings
 - 04 - Tenant Panel Rendering
 - 05- Photos of building and surrounding area

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.