



Memorandum

To: Board of Architectural Review

From: Michael D'Orazio, Acting Deputy Director

Meeting Date: April 19, 2018

Re: Item No. 1

Request for approval of façade sign for Total Health Concepts Counseling Center located at 115 Beulah Road NE, suite 200B (Docket No. BAR-19-18), in the C-1 Local Commercial and T Transitional zoning district (split zoned); filed by Michael Kirnan, sign agent.

The applicant is requesting approval for a façade sign placed between the first and the second floor of the building in front of the parking lot. The proposed size is within the allowable signage area measuring approximately at 174.44" long by 24.36" tall, 29.5 square feet in area (based on the 37' building width, the maximum allowable signage area is 74 square feet). The sign consists of 1" thick dimensional acrylic letters with a Cream color (PMS 7499). The text reads "TOTAL HEALTH CONCEPTS COUNSELING CENTER." The sign will be mounted directly to the wall and this sign is not illuminated.

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

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This staff report is not an approval.

Applicants should 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.