



Memorandum

To: Board of Architectural Review
From: Michael D’Orazio, Deputy Director
Meeting Date: May 17, 2018
Re: Item No. 2

Request for approval of façade sign for Ben and Jerry’s located at 136C Maple Avenue West, (Docket No. BAR-29-18), in the C-2 General Commercial zoning district; filed by Kyle Hosch, sign agent.

The applicant is requesting approval for a façade sign placed above the storefront of the tenant space. The proposed size is within the allowable signage area measuring approximately at 143 5/8” long by 27 1/2” tall, 27.43 square feet in area (based on the 17’ tenant space width, the maximum allowable signage area is 34 square feet). The sign consists of 5” thick, internally illuminated channel letters with white and black text, and a multi-color (tie-dye color) letter. The letters are not to exceed 100 lumens. The sign reads “BEN & JERRY’S” with “PEACE, LOVE & ICE CREAM” subtext.

The channel letters are to be mounted onto a raceway. The raceway is proposed to match the color of the proposed wood background, which is proposed as blue.

The applicant has also provided two alternatives to the wood background. Alternative 1 includes a smaller blue background with an aluminum composite material, versus the proposed wood background. Alternative 2 includes a painted charcoal gray background with a blue awning with clouds below the sign band.

Illustrations and material samples 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.