



Memorandum

To: Board of Architectural Review
From: Andrea West, Planner
Meeting Date: September 20, 2018
Re: **Item No. 2 - Docket No. BAR-48-18**
Panera Bread - 136B Maple Ave W

ITEM No. 2: Request for approval of a façade sign (replacement) and window sign for Panera Bread at 136B Maple Ave W (Docket No. PF-48-18-BAR), in the C-2 zoning district; filed by Val Neitzey of Shane's Signs, sign agent.

The applicant is requesting approval for an internally illuminated façade sign to replace an existing west-facing sign with the new Panera Bread branding, and one internally illuminated window sign.

The proposed signs meet the standards of the Town Code. The west-facing façade of the Panera store is ~48.65 linear feet, and a 97.3 square foot sign would be permitted. The proposed façade sign is 38.24 square feet.

On the Maple Avenue W, the façade has ~517 square feet of window area. The proposed window sign is 5.84 square feet.

The lumen output for the signs will be approximately 95 lumens, as measured on the sign face.

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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.