Memorandum

To: Board of Architectural Review

From: Andrea West, Planner

Meeting Date: September 20, 2018

Re: Item No. 3 - Docket No. BAR-49-18
                Gem Tea - 155 Maple Avenue West

ITEM No. 3: Request for approval of façade signage, freestanding sign (tenant replacement panel), and exterior modifications of Gem Tea at 155 Maple Ave W (Docket No. PF-49-18-BAR), in the C-2 zoning district; filed by Matthew Hawkins, Assoc. AIA of Helbing Lipp Recny Architects.

On the front façade, set-back from facing Maple Avenue, the applicants are proposing the removal of the existing brown seamed metal soffit and replacing it with a grey Hardi board panel. This modification will extend across both tenant spaces in the development, including the neighboring Marjan Carry Out & Catering. Their existing sign will be reinstalled on the new façade. Lighting is proposed for the under-canopy; the applicant will provide lighting details at the hearing after consulting with staff about the Board's preferences for lumens and kelvins.

The tenant has a rear door in their space; the applicant proposes cleaning-up and renovating the door for customer access. A contemporary metal trellis canopy will be over the door area, with the wall painted Sherwin Williams Dovetail (grey). Existing equipment related to the carwash will be screened.

Three signs are proposed for the Gem Tea: a sign on the Maple Avenue façade, a tenant replacement panel sign in the freestanding sign, and rear-facing façade sign. The tenant façade is approximately 33.5 feet in length, and would be permitted 67 square feet of signage; the proposed sign is 47.9 square feet.

The rear wall sign proposed does not meet the code, and will be amended. The rear wall sign must be 4' or less in width and no larger than 12 square feet.

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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 <u>will not</u> relieve any pending violations.