



Memorandum

To: Board of Architectural Review
From: Andrea West, Planner
Meeting Date: January 17, 2019
Re: **Item No. 3 - Docket No. P-66-18-BAR**
Orange Theory Fitness - 127 Maple Avenue West

Continuation of a Request for approval of exterior modifications (window screening) and one window sign for Orange Theory Fitness located at 127 Maple Ave W, Docket No. P-66-18-BAR, in the C-1A zoning district; filed by Stephen Kolakowski., business owner

The applicant is requesting approval for a graphic with signage to fill a side window blocked on the interior of the store by a merchandise display area within the lobby. The applicant has proposed installing a vinyl graphic within the window illustrating a fitness class at the business with a ~12 square foot sign consisting of the Orange Theory logo and the phrase “More Life” in the lower left-hand corner in white.

In July and June of 2018 Orange Theory Fitness was approved for two façade signs and a tenant panel sign in an existing freestanding sign.

In September 2018, Town Zoning Enforcement staff was made aware of a window covering containing a graphic, the phrase “Coming Soon”, and a phone number in the east facing window, which looks on to Maple Avenue and the adjoining parking lot. Staff notified the business that temporary window signage was not allowed to cover more than 25% of the window, or contain phone numbers. Through working with the owners of the business, it was determined that the window was intended to be covered permanently, and that the Board of Architectural Review approval was required for any permanent installation in the window.

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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.
This staff report is not an approval, or building permit.
Board approval is not a building permit.