



Memorandum

To: Board of Architectural Review

From: Andrea West, Planner
Mike D'Orazio, Deputy Director

Meeting Date: May 16, 2019

Re: **Item No. 3 - Docket No. 23-19-BAR**
Potomac Appalachian Trail Club - 118 Park St SE

Item No. 3: Request for approval of a new wall sign for Potomac Appalachian Trail Club located at 118 Park St SE, Docket No. 23-19-BAR, in the C-2 General Commercial zoning district; filed by Jake Ambrose, New Home Media, sign agent.

The applicant is requesting approval of a new wall sign on the front façade of the 118 Park Street SE building. The building has one other existing wall sign, which reads "POTOMAC APPALACHIAN TRAIL CLUB." The existing sign measures 3' x 7 1/2' (22.5 square feet). The new sign, also for Potomac Appalachian Trail Club, is a half-inch thick, 66.55" tall by 48" wide lusterboard aluminum sign (22.18 square feet) with the Potomac Appalachian Trail Club logo. The logo includes yellow, red, green, and black colors and displays trees in the foreground with mountains in the background.

* * * * *

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.