



Memorandum

To: Board of Architectural Review

From: Andrea West, Planner

Meeting Date: July 18, 2019

Re: **Item No. 3 - Docket No. 31-19-BAR**
Loyal Companion - 144 Maple Avenue West

Request for approval of one wall sign for Loyal Companion located at 144 Maple Avenue W, Docket No. 31-19-BAR, in the C-2 General Commercial zoning district; filed by Jessica Sutherland, Talley Sign Company, sign agent.

The applicant is requesting the approval of a raceway mounted, channel letter sign for the new branding of the former Kriser's Natural Pet Supplies and Grooming. The sign consists of the Loyal Companion logo and block letters stating "LOYAL COMPANION."

The letter faces are white acrylic with applied blue vinyl, white trip caps, and white returns mounted on a raceway painted "Butter Up SW 6681." The rear wall color will not change; damage from the existing sign mounting will be repaired. The internal illumination will be white LEDs, 80 lumens, and 2500 kelvins.

The sign meets the regulations of the Town Code. The leased unit is 25.5' linear feet, allowing for 51 square feet of sign area.

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Applicants are required to attend the meeting and represent their application. Failure to appear will result in the deferral of the item and project approval delays.

Failure to appear will not relieve any pending violations.

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

Board of Architectural Review approval is not a building permit.