



## Memorandum

To: Board of Architectural Review

From: Andrea West, Planner

Meeting Date: September 19, 2019

Re: **Item No. 4 - Docket No. PF-46-19-BAR**  
**Virginia ABC – 419-B Maple Ave E**

**Item No. 4: Request for approval of a new façade sign and new tenant panel sign for Virginia ABC located at 419-B Maple Ave E, Docket No. PF-46-19-BAR, in the C-1 Local Commercial zoning district;** filed by Jessica Sutherland of Talley Sign Company, sign agents

The applicant is proposing the installation of a new façade sign for the proposed Virginia ABC store relocating to 419-B Maple Ave E., formerly the Posh retail store. The proposed façade sign will be located within the pediment on the front façade of the building, and the existing freestanding tenant panel will be replaced.

The wall sign is a channel letter sign stating “VA ABC” in the standard logo and colors of the retail chain. The sign face is .177 white polycarbonate with surface applied vinyl in the blue and red colors. The returns are white aluminum. The sign is internally illuminate with white LED, emitting 80 lumens at 2500 kelvins. The sign is 27.44 square feet, and is within the allowable sign area based on the Town Code.

The tenant panel within the freestanding sign is 3’ by 6’ and constructed of the same materials. No changes to the existing illumination is proposed.

### *Process*

Per Town Code Chapter 4, all land areas zoned other than single-family detached residential are architectural control districts. Any lot, parcel or area of land within any area zoned for single-family detached residences, which is used for other than single-

family detached residences, or which is the subject of an application for a use permit or building permit involving any such other use, is also designated an architectural control district.

No structure, building, sign or other improvements or other major landscape features surrounding such building, structure, sign or improvement located on any land within any architectural control district shall be erected, reconstructed, altered or restored until the plans for such shall have been approved by the Board of Architectural Review.

\* \* \* \* \*

**NOTE:**

*Applicants must 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.*