



Memorandum

To: Board of Architectural Review

From: Andrea West, Planner

Meeting Date: September 19, 2019

Re: **Item No. 6 - Docket No. PF-44-19-BAR**
McDonald's - 544 Maple Ave W

Item No. 6: Request for approval of new freestanding signs, three illuminated menu boards, for McDonald's located at 544 Maple Ave W, Docket No. PF-44-19-BAR, in the C-1 Local Commercial zoning district; filed by Makayla Ngoun of Expedite the Diehl, sign agent.

The applicant is proposing to replace the existing internally illuminated static menu boards serving the drive-through lanes at the rear of the McDonald's Restaurant at 544 Maple Avenue W.. The proposed menu board consists of three separate screens totaling 29.85 square feet in area. The screens are mounted approximately 22" off the ground, and stand at a total height of 5'-11". Both screens black, metal framing.

The application materials include a letter explaining the levels of illumination and controls included in the system for controlling brightness, and a sample photometric plan from a similar installation in Virginia. In addition, videos of the screens in use are attached. The illuminated screens are prohibited from displaying graphics with motion or flashing graphics by the Town Code of Vienna, Chapter 18:

Sec. 18-178. - Prohibited signs and sign structures. Signs prohibited by this article include:

6. Moving or rotating signs and pennants, banners, streamers, etc., are prohibited. Signs which involve motion or rotation of any part, or display flashing or intermittent lights are prohibited.

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.

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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.