



Memorandum

To: Board of Architectural Review

From: Andrea West, Planner

Meeting Date: February 20, 2020

Re: **Item No. 1 - Docket No. PF-05-20-BAR**
Banfield Pet Hospital – Signs - 414 Maple Ave E

Item No. 2: Request for approval of new wall sign and new tenant replacement sign panel for Banfield Pet Hospital located at 414 Maple Ave. E, Docket No. PF-05-20-BAR, in the C-1 Local Commercial zoning district; filed by CP Leopold, sign agent, Sign Graphx.

The applicant is requesting the approval of two signs for the Banfield Pet Hospital to be located at the recently renovated commercial space, 414 Maple Avenue E. The space, formerly occupied by Sandy Spring Bank, was renovated in 2019 for a new tenant.

Banfield Pet Hospital has proposed one channel letter wall sign stating “Banfield Pet Hospital” and the business logo. The letter faces are 3M brand orange vinyl applied to 3/16” white acrylic. The returns are black with a white interior, with black trim caps. The new wall sign will emit 95 lumens a square foot, at 4100 kelvins.

The logo is 34” by 34” with a total sign length of 27’-3 1/8”. The total sign area is 77.2 square feet; the Town of Vienna Code allows ~94 square feet of sign area for this tenant. The neighboring business, Leslie’s Pool Supplies, has a separate square footage based on the linear frontage of the unit.

The freestanding replacement panel is 16-3/4” by 7’-1/4” (7.7 square feet) to fit into the existing opening below the existing Leslie’s Pool Supplies sign. The proposed panel has a white background with orange vinyl lettering and graphics to match the proposed building mounted sign. The illumination of the freestanding sign is existing.

*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.*

Board of Architectural Review 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.