

Memorandum

To: Board of Architectural Review

From: Kelly O'Brien, Principal Planner

Meeting Date: May 21, 2020

Re: **Item No. 2 - Docket No. 06-20-BAR**
Chick-fil-A Signage
538 Maple Avenue West

Item No. 2: Request for approval a façade signs for Chick-fil-A located at 538 Maple Avenue West, (Docket No. 06-20-BAR), in the MAC Maple Avenue Commercial zoning district; filed by Guy Paolozzi, building owner.

The building located at 538-540 Maple Avenue W has a building frontage of 180 feet. Per Section 18-184.B of Town Code, the building is permitted a total of 360 square feet of exterior and interior building signage. The Board previously approved two building mounted signs:

- “Chick fil A” - 180 square feet
- “Flagship CARWASH” – 148.5 square feet

The applicant is requesting approval of the following additional building mounted signage.

- Chick-fil-a Icon – 8.27 square feet
Cardinal red translucent vinyl on the surface of an internally illuminated flush mounted cabinet with white 3M panographic III flex face. Sign panel is proposed to be located on the south side of the tower feature facing towards the parking lot entrance approximately 40 feet above the ground elevation.
- “Drive Thru” - 8.8 square feet

*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.*

An internally illuminated flush mounted façade sign stating “Drive Thru” in white letters on a grey background. The proposed location is one foot below and flush to the right of the previously approved “Chick fil A” sign. The sign is constructed of white acrylic face with painted grey background and aluminum returns painted to match the brick of the façade it is to be mounted to.

The proposed signage area total of 17.07 square feet plus the square feet of existing building signage brings the total signage to 351.57 square feet, which does not exceed the maximum allowable sign area of 360 square feet per the Town of Vienna Zoning Code.

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.