



Memorandum

To: Board of Architectural Review

From: Kelly O'Brien, Principal Planner

Meeting Date: May 21, 2020

Re: **Item No. 5 - Docket No. PF-11-20-BAR**
South Block Juice – 207 Maple Avenue E

Item No. 5: Request for approval of one façade sign for South Block Juice located at 207 Maple Ave. E., Docket No. PF-11-20-BAR, in the C-2 General Commercial district; filed by Rahmein Mostafavi, business owner.

The applicant is proposing the installation of a new exterior façade business identification sign. The sign is proposed as individually illuminated channel letters and a circle logo mounted on an aluminum raceway painted to match the façade. The letters are white acrylic with grass green vinyl overlay. The LED sign lighting is proposed as 160 LM and 7100 K; the lighting specifications are attached. The sign area proposed meets the allowed sign area for this tenant space per Town Code regulations.

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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*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.*