



Memorandum

To: Board of Architectural Review

From: Kelly O'Brien, Principal Planner

Meeting Date: October 21, 2021

Re: **Item No. 5 – IDT Docket No. PF-633178-BAR**
Yama Chen - 320 Maple Avenue W
Signage

Request for approval of signage, for Yama Chen located at 320 Maple Ave W., Docket No. PF-633178-BAR, in the C-1A Special Commercial zoning district, filed by Burton Francois, BeBold Sign Studio, project agent.

The applicant is proposing one new sign (building mounted) and two sign refacing (arcade and pylon signage) for a tenant location in Vienna Plaza Shopping Center. The building mounted sign is proposed as LED facelit raceway mounted channel letters to read "Yama Chen's Sushi House". The letters are proposed with white acrylic fronts and black returns and red and white logo. The letters are proposed to be mounted to 5" deep by 3.5" raceways painted to match building fascia. The previous raceway was painted the 536c color shown on the plan sheet, however, the applicant feels the 427c is closer to the actual color of the fascia and proposes it as the new raceway color. The lighting levels proposed are 2700 kelvins and 150 lumens.

The arcade sign is proposed as white background with black letters which is consistent with the similar sign type for the other tenants of the shopping center. The pylon sign panel color is proposed to match the other panels and have white letter like the other panels, as required by the property owner. No changes are proposed to lighting or sizes of these signs.

Illustrations and proposed photos have been included as part of the submittal package.

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.

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.