



# Town of Vienna

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## Meeting Minutes - Final Board of Architectural Review

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Thursday, December 18, 2025

7:30 PM

Charles Robinson Jr. Town Hall, 127 Center  
St. South

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### Roll Call

The Board of Architectural Review met in a regular session on Thursday, December 18, 2025, at 7:30 p.m. in Town Hall, 127 Center St S, Vienna, VA 22180.

Roll Call: Mr. Penati, Mr. O'Keefe, Ms. Couchman, and Ms. Hanley were present.

Absent member: Ms. Shelly

Staff present: Planner Sharmaine Abaied and Board Clerk Yaska Camacho Castillo.

### Approval of Minutes

Minutes: November 20, 2025 regular meeting minutes were accepted into the record.

### Regular Business

[BAR25-653](#)

386 Maple Ave E - Sign

**Item No. 1: Request approval of an updated sign for the business located at 386 Maple Ave E., Docket No. PF-1950803-BAR, in the AE, Avenue East zoning district; filed by Sabrina Sullivan, Project Contact.**

**Application representative(s) present: Sabrina Sullivan with Joseph Moton and Jackie Moton.**

The applicant requested revising the lower panel of an existing multi-tenant sign by removing individual tenant listings and replacing them with general rental and website information. Board members expressed concern regarding excessive negative space, legibility from Maple Avenue, and the appropriateness of including rental information on a permanent sign. Discussion focused on alternative design approaches, including the addition of a simple graphic or imagery, refinement of typography to better align with existing signage, removal of the "www" from the website address, and reserving temporary banner signage for active leasing periods. There was no public comment for this application.

After discussion, the Board determined that additional design refinement was needed prior to approval.

Mr. O'Keefe moved to defer the application with the following recommendations:

1. Reduce negative space through added graphics or imagery;
2. Remove rental-information language from the permanent sign;
3. Update the typeface to better align with existing signage on the structure; and
4. Remove "www" from the website address and consider capitalization for clarity.

**Motion: Mr. O’Keefe**  
**Second: Mr. Penati**  
**Motion Carried (Deferral)**

[BAR25-654](#) 105 Park St SE - Marcillo Astrology - Signs

**Item No. 2: Request approval of a refaced awning sign and window signs for Marcillo Astrology, located at 105 Park St SE., Docket No. PF-1918945-BAR, in the AC, Avenue Center zoning district; filed by Marcillo Mitchell, business owner.**

**Application representative(s) present: Marcillo Mitchell with Stephanie Stevens**

The applicant proposed reusing the existing awning with updated lettering and window signage consistent with other awnings in the building. Board members discussed lighting visibility and potential glare, noting that illumination appeared stronger in photographs than observed in person. No changes to the existing lighting configuration were proposed.

There were no public comments for this application.

Mr. O’Keefe moved to approve the refaced awning sign and window signs as submitted.

**Motion: O’Keefe**  
**Second: Mr. Penati**  
**Motion Carried**

[BAR25-655](#) 442 Maple Ave E - Clarity - Exterior Modification

**Item No. 3: Request for approval of outdoor pergolas and string lighting for Clarity Restaurant, located at 442 Maple Ave E., Docket No. PF-1633753-BAR, in the AE, Avenue East zoning district; filed by Viswanath Vasireddy, Clarity Virginia, LLC., project contact.**

**Application representative(s) present: Viswanath Vasireddy**

Staff explained that the application was submitted to resolve an existing zoning violation related to previously installed pergolas and string lighting. The applicant confirmed that certain planters had been removed and that the pergolas are existing structures intended to remain. Board members discussed pedestrian access, egress clearance, and coordination with building code requirements, emphasizing the need for a minimum three-foot unobstructed path of travel. There were no public comments for this application.

Mr. O’Keefe moved to approve the outdoor pergolas and string lighting, with the recommendation that staff verify compliance with Fairfax County egress and accessibility standards.

**Motion: O’Keefe**  
**Second: Mr. Penati**  
**Motion Carried**

[BAR25-656](#) 820 Follin Ln SE - NFCU - Exterior Modifications (Pavilion)

**Item No. 4: Request for approval of exterior modifications, including an outdoor pavilion and landscaping, for Navy Federal Credit Union, located at 820 Follin Ln SE, Docket No. PF-1918712-BAR, in the CP, Corporate Park zoning district; filed by Martin PerezCespedes, Dewberry, project contact.**

Application representative(s) present: Erica Nelles and Brandon Smallwood

The applicant presented plans for an outdoor pavilion and associated landscaping intended to serve as an employee amenity space. Materials, finishes, and site placement were reviewed, consistent with concepts previously discussed during a work session. Board members discussed the scale, materials, and integration of the pavilion with the surrounding site and adjacent stormwater facilities. There were no public comments or concerns for this item.

Ms. Couchman moved to approve the exterior modifications, including an outdoor pavilion and landscaping as submitted.

Motion: Ms. Couchman

Second: Mr. O'Keefe

Motion Carried

[BAR25-657](#)

411 Maple Ave E - Dunkin & Baskin Robbins - Signs

Item No. 5: Request approval of new signs for Dunkin & Baskin-Robbins, located at 411 Maple Ave E., Docket No. PF-1937475-BAR, in the AE, Avenue East zoning district; filed by Rick Flather, Developing Solutions, Project Contact.

Application representative(s) present: Christian Cabral and Andy Cabral

The applicant presented proposed new building-mounted and pylon signage as part of a co-branded Dunkin & Baskin-Robbins location. The Board discussed brand hierarchy, sign layout, spacing, negative space, illumination, and consistency with existing signage along Maple Avenue. Particular focus was given to the pylon sign layout and the visual balance between the Dunkin, Baskin-Robbins, and drive-through elements.

Board members expressed concern regarding the density of elements on the pylon sign and requested adjustments to improve balance and legibility. The applicant confirmed flexibility within brand guidelines and agreed to revise the sign layout accordingly. Illumination details were discussed, including confirmation that lighting would comply with Town standards for lumens and color temperature. There were no public comments for this application.

Mr. O'Keefe moved to approve news signs with the following conditions -

1. The pylon sign be changed as follows:
  - a. Drive Thru be placed in the center of the sign
  - b. Dunkin be placed in the top portion of the sign
  - c. BR Baskin Robbins be placed in the lower portion of the sign
2. Submit the updated pylon sign to staff
3. Provide staff with documentation if the pylon sign requires updated lighting. If updated lighting is required, it must stay within the BAR's recommendations of 150 Lumens per module and 3000 Kelvins

Motion: Mr. O'Keefe

Second: Mr. Penati

Motion Carried

[BAR25-658](#)

411 Maple Ave E - Dunkin & Baskin Robbins - Exterior Modifications

Item No. 6: Request for approval for all exterior modifications listed in the application and staff report for Dunkin & Baskin-Robbins, located at 411 Maple Ave E., Docket No.

PF-1942449-BAR, in the AE, Avenue East zoning district; filed by Rick Flather, Developing Solutions, project contact.

Application representative(s) present: Andy Cabral and Christian Cabral

The applicant presented exterior modifications intended to modernize the existing building, including new materials, accent panels, lighting, and drive-through elements. The Board discussed material selection, durability, water management, and visual consistency with the surrounding area. Members expressed a preference for fiber cement (Hardie plank) materials at ground level rather than EIFS, citing durability and long-term maintenance considerations.

Lighting was reviewed in detail, including accent lighting associated with architectural bands. The Board noted that the proposed lighting appropriately accentuated building features without creating glare or excessive illumination. Landscaping and future outdoor seating opportunities were discussed as potential future phases, with staff recommending coordination prior to any site plan or seating proposals. There were no public comments for this application.

Ms. Couchman made a motion to approve the exterior modifications with the following conditions –

1. The accent panels be constructed of Hardie Plank instead of EIFS
2. The accent wall with the coffee cup on the West elevation be centered in the black painted portion of the building.

Motion: Ms. Couchman

Second: Mr. O’Keefe

Motion Carried

## Other Business:

### Discussion on The Design Guidelines

The Board held a discussion on the Lighting and Signage Design Guidelines.

Staff provided an update on the draft Lighting and Signage Design Guidelines prepared by Clanton + Associates, noting the document is approximately 90% complete. Staff emphasized that the guidelines are intended to serve as informational and illustrative guidance for applicants and the Board and are not regulatory. Finalization of the document will occur only after adoption of the related zoning code amendments by Town Council, as the guidelines must align with the final adopted code language.

Board members generally expressed support for the clarity, organization, and visual quality of the draft guidelines, while offering preliminary feedback for refinement. Several members stressed the importance of clearly distinguishing between guidelines and enforceable code requirements and cautioned against language that could be misconstrued as regulatory.

The Board discussed freestanding signs, monument signs, and pylon signs in particular, emphasizing safety and legibility for signs intended to be read from moving vehicles. Members suggested that the guidelines could reference established traffic-safety principles, such as minimum letter size, limits on the number of words, and overall sign simplicity, to reduce visual clutter and improve readability. Staff agreed to research applicable standards and best practices.

Digital signage generated significant discussion. Board members reiterated strong reservations about digital and electronic message signs, particularly due to concerns

about light intensity, color, glare, neighborhood compatibility, and enforcement challenges. Members noted that digital signage is not currently permitted under the Town Code and emphasized that any allowance would require explicit Council action. While acknowledging evolving technology, the Board expressed a preference for static, externally illuminated signs, especially near residential areas and institutional uses. The Board also discussed lighting characteristics, including color temperature, lumen limits, glare control, dimming capability, and external versus internal illumination. Members requested clearer explanations and reduced use of acronyms within the document, recommending that terms such as color temperature (CT), correlated color temperature (CCT), and electronic message center (EMC) be written out upon first reference. The Board emphasized the need for plain-language explanations so the guidelines are accessible to applicants and the general public. Additional suggestions included encouraging the use of dimmers and lighting controls, clarifying distinctions between internal illumination of channel letters and external lighting of signs, and reinforcing existing landscaping requirements around freestanding and monument signs. Members also suggested minor graphic refinements and greater consistency in fonts and visual examples.

Staff noted that once the zoning code amendments are adopted, the revised guidelines will return to the Board for consideration and potential acceptance as an advisory document to be used during application review.

## Meeting Adjournment

**Adjournment:**

The meeting adjourned at 10:11 pm.

**Board Clerk**

*THE TOWN OF VIENNA IS COMMITTED TO FULL COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT STANDARDS. TRANSLATION SERVICES, ASSISTANCE OR ACCOMMODATION REQUESTS FROM PERSONS WITH DISABILITIES ARE TO BE REQUESTED NOT LESS THAN 3 WORKING DAYS BEFORE THE DAY OF THE EVENT. PLEASE CALL (703) 255-6304, OR 711 VIRGINIA RELAY SERVICE FOR THE HEARING IMPAIRED.*