

Meeting Transcript
Board of Architectural Review
Town of Vienna

The meeting began at 7:30 PM, August 21, 2025, in the Town Council Chambers. The item was number three on the agenda.

Item #3: BAR25-624: Request for a new wall sign for Vienna Ace, located at 264 Cedar Ln SE, Docket No. PF-1808851-BAR, in the GS, Gateway South zoning district, filed by Desi Varsel, Signs unlimited, Inc., project contact.

John O’Keefe: Item number three, request approval for a new wall sign for Vienna Ace located at 264 Cedar Lane Southeast, docket number PF-1808851-BAR in the GS Gateway South Zoning District. Please come forward, the applicant and identify your name and place of business.

Applicant: Berton Francois, BeBold Sign Studio, 504 Shaw Road, Sterling, Virginia.

O’Keefe: Thank you. Can you tell us a little about this ah.. application?

Berton Francois: So it's to install, um..it used to be a CVS, so basically um..replacing the CVS sign with an Ace Hardware sign. So replacing, um..it's called for two um..tenant panels, double-sided, and a wall sign, very similar to the previous sign over there for um.. the CVS store.

Sharmaine Abaied: If it's okay with the board, I'd just like to point out what was in the staff report, that the tenant panels and the um..panels that came down under the canopy, those meet the master sign plan. It's the um..Vienna Ace sign, the wall sign that deviated from the master sign plan, so that's really the only sign that you guys will be reviewing.

John O’Keefe: Ah, okay. Um..so, yeah, let's focus in on the main sign.

Berton Francois: Yup

John O’Keefe: Can you tell us a little bit about it?

Berton Francois: Yeah, it's um.. a 58 um..square foot sign, um..channel letters on a backer board, face lit channel letters.

John O’Keefe: Face lit?

Berton Fracois: Face lit channel letters

Joh O’Keefe: um..and Ms. Abaied can you tell what, what is it about this that doesn't..it differs from the master sign plan, is it size?

Sharmaine Abaied: um..it's the materials. CVS was the same way, um..It was approved as a sign, but not as the master sign package.

John O'Keefe: Ah.

Sharmaine Abaied: The sign, the other tenants that have like these brown, shades of brown, those are the ones that are the master sign package.

John O'Keefe: Like Dollar Tree?

Sharmaine Abaied: It's just like the RedBird Cafe had to come up in front of the board a few months back because they were branded, they went with their logo.

John O'Keefe: Got it.

Sharmaine Abaied: They didn't realize what was already approved as the master sign plan.

O'Keefe: Got it, that's like Dollar Tree is next door, similar, okay, the larger tenants. Got it. Um..any questions from members of the board on Vienna ACE?

Patty Hanley: I just have a comment. Um..I'm not sure if Ms. Abaied has a broader picture of how it goes with the...

O'Keefe: Yes, there is one.

Patty Hanley: All of the other signs seem like the letters take up most of the sign and the backer board is..is just framed around it and this sign has just a lot of excess white, in my opinion um..

John O'Keefe: I think the one called site photos at the end gives the best...is that what you were looking for?

Patty Hanley: But I don't know if anybody's catching what I'm saying, but if I'm looking at the red bird, it's centered, like the mass of the sign, verbiage or whatever, just seems to be the predominant and to me the backer board seems to be more predominant.

Berton Francois: It's because of the brand and the Vienna which is smaller than the ACE, so you have that extra space there, but you want to retain the proportions of the brand and their logo.

Patty Hanley: Well, Vienna is not part of ACE's branding, um..so I think it was put together, the way it ended up formatting just leaves this big blank empty space and it being white just makes it kind of different than everybody else. That's just my thought. I don't know what other members feel on that.

Ellen Shelly: and to..to your point, I guess that was going to be my question, is it an ACE franchise kind of corporate standard, this design?

Berton Francois: Yes, they were presented several different options. One of the options would be the ACE is centered in the middle and then you have a lot of white space on the sides. And that was one of the options.

Patty Hanley: Yeah, the branding um.. point is not resonating with me as much on it um..because

Berton Francois: It's an ode to Vienna.

John O'Keefe: It's the white, right?

Patty Hanley: It's the white.

John O'Keefe: In general, I mean, I think white back signs, and I've actually felt that way a little bit about the red bird as I drive by that one a lot. I'm not a huge fan.

Nate Penati: Black space.

John O'Keefe: Yeah, black, yeah. I would have rather that been red back than the white letter anyway, um..

Patty Hanley: And the one they did on the monument side I think is very classy and very much fits, well, obviously that matches the master sign plan.

Berton Francois: Let's look at the CVS plan. The CVS sign, it was very similar to that in terms of the white space.

Patty Hanley: I saw that as centered on the, like the mass of the letters was centered.

Berton Francois: They're centered.

Patty Hanley: So if I was just a, I'd definitely hate putting suggestions because this is not, I'm only one person and this is not what it is, but if it was, if the ACE was smaller, maybe ACE of Vienna, I don't know, but if it was like CVS pharmacy, like do you see how the pharmacy's even,

Berton Francois: smaller?

Patty Hanley: the pharmacy's in the center of the top and bottom. That to me is where...

John O'Keefe: is the?

Berton Francois: I see what you're saying, but ACE has architecture to the...the..the

Patty Hanley: There's nothing wrong with the...

Berton Francois: The longer, it's a building so it's straight lines. I think this better conforms with their brand than having it centered.

Patty Hanley: Well, I'm not going to have a debate about the conformance of their brand because that's

Berton Francois: right.

Patty Hanley: just ideology and that's just,

Berton Francois: yeah,

Patty Hanley: that doesn't make sense to have that discussion. They have those in boardrooms at ACE headquarters.

Berton Francois: yeah

Patty Hanley: That's just my tribulation. One person.

John O'Keefe: Any other thoughts on that topic or others from members of the board?

Sarah Couchman: I appreciate what Ms. Hanley is saying. I don't have a better alternative. I don't have a suggestion, um..

Nate Penati: The only alternative would be just to change the color matching the monument, but another background with white letters. That might work.. [unintelligible].

Sarah Couchman: May I just ask, as the contractor creating the sign, you presented a number of... I'm trying to understand the process. You presented a number of options to...

Berton Francois: To them, yes.

Sarah Couchman: To the larger ACE hardware or to the franchise owner?

Berton Francois: Yes, yes, we presented, um.. I believe, three different options for the sign layout and that's the one that they selected and we moved forward with it.

Sarah Couchman: and then are they required to conform with a larger corporate identity in any particular ways?

Berton Francois: Yes, there's guidelines in terms of how..what they put next to the ACE name and how they lay that out.

John O'Keefe: Yeah, that was actually, I think I was curious as well because there's a big delta, a big difference here between the size of the word Vienna and the size of ACE. Obviously, ACE is the main brand. Vienna is sort of complementary to it. Do they have internal guides that dictated like, it has to be a percentage height relative to the ACE? Is that a set thing or is that just based on...

Berton Francois: That, I'm not aware of

John O'Keefe: ok

Berton Francois: in terms of the specifics to the brand guide.

John O'Keefe: Got it.

Berton Francois: But I know the specifics in terms of what's next to the name.

John O'Keefe: right

Berton Francois: is the ACE in around the space and around the name as well.

John O'Keefe: Right, so if the ACE were smaller then there'd be less white space, right? For example, if it came down a little there'd be a little less of...

Sarah Couchman: um..

John O'Keefe: Sorry, I interrupted a little.

Sarah Couchman: No, its ok. So the ACE hardware in Fairfax does not have a background to it. It's the letters sort of freestanding. Have you seen the Fairfax location?

Berton Francois: I've seen the Arlington location. We're doing that.

Sarah Couchman: Does..um..Per the Cedar Lane Park, could they have... Do they... I see that all the other signs are the name on a placard kind of thing. Did they have to do that? like they can't have...

Patty Hanley: That would be up to the property owner because this is a veering of the master sign plan so..

Sarah Couchman: right. ok, um..

Patty Hanley: and I didn't know if the backer board was an explicit requirement of the landlord when they presented this option because the backer board's the problem for me. Just adding to...

John O'Keefe: the mass.

Sarah Couchman: right.

Patty Hanley: to the mass and not... drawing more attention to something that's not like the others.

Sarah Couchman: Yeah, I'm wondering... Can you just Google ACE... Is that what you're doing? Oh, that's what you're doing? Can you Google ACE hardware Fairfax? Can you see how that one... twins.

John O'Keefe: twins, but it's..

Sarah Couchman: there it is.

John O'Keefe: It's sort of a different kind of sign.

Sarah Couchman: It is, but so... I don't know. Maybe that would look horrible, but something like that where the... you know, because there is kind of the architectural detail on the Cedar Lane shopping center, so I don't know.

Patty Hanley: I think that's what I have the most problem with is because the backer board is interrupting

John O'Keefe: mmm..

Sarah Couchman: yeah.

Patty Hanley: that architectural detail in a way that's not serving a purpose and detracting from both the sign, I think, and the architecture.

Sarah Couchman: Yeah.

John O'Keefe: What we're looking at there is probably backlit. This is going to be front lit. Is that right?

Berton Francois: Yeah.

John O'Keefe: Okay. um..any other questions, comments from members of the board? Any comments from members of the public? Okay. hearing none, what... Does anyone have a thought?

Patty Hanley: Do we have samples of the cones?

John O'Keefe: Yes. Sorry, they were coming around while you were...

Patty Hanley: They were. This is the PVC. My only thought would be to take this color and match the pillars around on the facade so the color was a little more gray.

Sarah Couchman: Mm-hmm.

John O'Keefe: hmm..

Sarah Couchman: So it's not...[unintelligible].

John O'Keefe: Yeah

Patty Hanley: Yes, and I didn't know if the applicant has a thought about that or any of the board members.

Berton Francois: I'll have to go back to the customer.

John O'Keefe: Yeah, you don't have the authority to make any changes, I take it. What's their timeline?

Berton Francois: ASAP.

John O'Keefe: Well... It's always ASAP, but what's their timeline for opening?

Berton Francois: Um..I believe it's like the end of um..like the first week of September.

John O'Keefe: Oh, okay. Very soon.

Sharmaine Abaied: I just want to remind the board, you can make a motion with conditions that you would like the backer board to be the same color as the pillars. It's something you can

take to the applicant. If the applicant was amenable to that, then they can move forward with the sign. If not, then they can come back to the September meeting

John O'Keefe: yea

Sharmaine Abaied: and provide changes to the sign.

John O'Keefe: Yes, okay. That's four feet high, right? Yeah. 48 inches, yeah. Does anyone have a thought about a motion?

Patty Hanley: I have a question for the applicant. Is that... If we paused and heard about this, maybe let a couple items go by, would you be able to get into contact with somebody to determine if that's even helpful?

Berton Francois: In terms of what, changing the background color?

John O'Keefe: Yes.

Berton Francois: To gray?

Patty Hanley: To match the pillars, which is a... Do you know what I mean by pillars?

John O'Keefe: Right next, yeah.

Patty Hanley: It's almost framed around it,

Berton Francois: yes, yes

Patty Hanley: and it would be just a little muted. And if you can't get ahold of anybody, I think an approval that Ms. Abaied suggested, even though it's not what you were asking for, at least it gives you something and they have the option to say, no, we really don't like that, we came up with a different idea, and you'd be out back here next month, but it wouldn't be until the third week of September.

Berton Francois: I would question, would the black stand out as much? Would the rest of the colors stand out as much? Colors always pop against white, but again, it's just...

John O'Keefe: Understood, yeah.

Patty Hanley: I think there would be plenty of contrast. It's not a very dark gray, or it's just a little off-white almost umm.

Berton Francois: It's my two cents.

John O'Keefe: No, understood, understood.

Patty Hanley: And it's a different... If you look closely at it, the ones that are going vertical versus the ones that are horizontal, the horizontal ones seem a little grayer than the ones that are going vertical, so I think what you're... You're getting some reflections or something off that

picture that made me think it's a little grayer, but I believe that they're not gray. It's an off-white, and it will... Black will pop off of any shape that's not close to it, and the red will look nice.

Sarah Couchman: Yeah, while we're... Sorry, while we're discussing, I just Googled Ace Hardware and started looking at a bunch of images, and very few of them actually are... Very few locations have signs that are on a backer board. Most of them are just the lettering against whatever background the shopping center or the building has, and in fact, there's one... The Westlake Ace Hardware, in fact, has a vertical architectural element, somewhat similar, and they just use the individual letters, and I... I'm liking all these signs.

Berton Francois: We're doing Arlington, and Arlington is against... It's black letters below it against a white background.

Patty Hanley: Right, but we're trying to compare it to this building and how it accentuates and harmonizes with the existing architecture.

Berton Francois: Sorry, I was addressing her comment regarding the different signs, the different locations that have...

Patty Hanley: I think her point was it wasn't... It wasn't mandated from corporate, of their branding, to have the backer board in this fashion.

Sarah Couchman: Right. In fact, most... It seems, it appears that most do not have the backer board, and I... Yeah, I like these better, and so I would agree with Ms. Hanley if you were able to get in touch with your client and just speak to them, let them know that we've had some comments, and see if they would be amenable to revisiting the sign, I think.

Berton Francois: The design of the sign?

John O'Keefe: No, the color on it. I mean, it's basically...

Berton Francois: What color would you guys like?

John O'Keefe: We're... Well, like we said, we were discussing the color that's on the columns, so I think the suggestion was, we have an agenda that is pretty has several items here so we could just um..hold this in a ...[unintelligible] not act on it on this moment. You can step out on the hall make some phone calls, we can bring you back up you can give us some feedback from somebody who does have decision-making authority over this as to as to whether that would be helpful to them.

Berton Francois: Would it help if I showed it to you or presented the various options that were presented to the customer and that the customer selected this option?

Patty Hanley: Are they different than...

Berton Francois: They are different, yes.

Patty Hasnley: Then that would be fine..

Berton Francois: some..some of them..I..I..I do have one of them was just Ace..right..in..in middle, but that was not an option they wanted to go with.

John O'Keefe: but either way you would have to...

Patty Hanley: I would be interested in seeing those so that you can have a discussion with your client and just say they were thinking this but they also said that number 2 was ok as well. I have no problem taking a look at that.

John O'Keefe: Do we have the ability to .. [unintelligible] or do you have to um..

Berton Francois: I could..um.. I could try to email it to um..someone.

Sharmaine Abaied: I don't have access to my email. Uh..

Yaska Camacho Castillo (Clerk): Let me see..want me to try? Let me see if I have access?

John O'Keefe: oh, cause we are having...

Yaska Camacho Castillo (Clerk): oh right, yeah.

Sharmaine: [unintelligible] ..share it to my one way..one drive [unintelligible].

Patty Hanley: AirDrop it to my iPad.

John O'Keefe: Can you put it up...

Sharmaine: On here?

Patty Haley: it's..

John O'Keefe: Yeah. You want us to take a look at the....

Patty Hanley: [unintelligible]....I like for the public to see..

John O'Keefe: should we..should we take..a little time maybe and bring this back up, and uh, a little bit after, maybe you have... do you think you would be able to speak to your...

Berton Francois: [unintelligible] phone call

Patty Hanley: Mr. Chair, why don't we table this item um until

John O'Keefe: We are item 3, push down to between 6 and 7 maybe?

Patty Hanley: That would be great.

John O'Keefe: okay. Does that work?

Patty Hanley: does that work for everybody?

John O’Keef: To take a few minutes to table this, and then we come back and you can discuss whether there is an alternative that you are..that you did present to them already that they think we might be interest in you can mention that we are interested whether they would accept the uh slight change of the background color from the bright white to match...

Patty Hanley: Does he want to pass that around?

Sharmaine Abaied: [unintelligible]....

Berton Francois: There is um..maybe 4 or 5 if you go down, but they are kind of similar, just different layouts.

Sarah Couchamn: Okay. The black..the white on black are all for the monument signs.

John O’Keefe: [unintelligible]..is really just Vienna ACE, ACE Hardware..

Sarah Couchman: and presumably there is a pretty big cost differential between doing this uh, sign like that with backerboard than doing like a [unintelligible]....

[multiple speakers talking at once]

Ellen Shelly: [unintelligible]..continuity in that shopping center, everything else has a backerboard too.

John O’Keefe: It is true

Berton Francois: and that is sometimes why you will see that different locations have..

John O’Keefe: Yes

Berton Francois: different requirements because of the landlord vs. [unintelligible].. typically less penetrations in their wall with the backerboard..

John O’Keefe: hmm..

Berton Francois: vs. individual letters where you have maybe five penetrations for each..

John O’Keefe: okay

Berton Francois: letter. I don’t know if that helped.

[multiple speakers talking at once]

John O’Keefe: Significantly better..yeah, I mean ah..um..there is a lot of white right? , so, I think we are all reacting to that big massive open empty white, doing nothing except yeah creating a rectangle, so I think if that can be muted in someway um..with a softer color that is not bright white like the surrounding columns, which are not that far off probably um..I think we would probably be more amenable to that. So we can give you that approval, I think potentially

I'm not speaking to my...[unintelligible]..give you that approval now or let you talk to your client to see if that even ...[unintelligible]..

Berton Francois: give me...say that again..

John O'Keefe: You can talk to your.. you can go talk to your client now and say hey, this is what they are thinking. Would you be amenable to changing the color of the backer board to match the paint on the brick paint, paint on the brick that surrounds it, and then you come back and say he is or she is or isn't amenable to that or you can just we can possibly make a motion, and just say that we would require that..

Patty Hanley: Then they would have to come back

John O'Keefe: They would have to come back if they don't like that..right..so it might be helpful to have that discussion.

Berton Francois: I will go talk to them

John O'Keefe: Okay. Thank you. Alright, so, we will table this for a few items.

Sarah Couchman: Thank you.

A few items later, the board resumed the discussion on item number 3.

John O'Keefe: I see the applicant for item 3 is back um.Mr. ahh Marcel, is it? Or no? or come forward.

John O'Keefe: Yes,

John O'Keefe: Can you just restate your name

Berton Francois: Berton Francois, BeBold Sign Studio, 504 Shaw Road, Sterling, Virginia.

John O'Keefe: Thank you, Mr. Francois. Any thoughts from the client?

Berton Francois: Yes, they brand colors are red, white, and black, so they would like to as much possible stick to their brand colors. However, is it up to you but that's ...[unintelligible]..

John O'Keefe: Okay.. Okay. Any thoughts from the board? I'm still view that we although I want to adhere to ah brand I want to respect brand trademarks that are out there which we do um the level of one white vs another, which I really think this is what it is frankly I don't think this is a gray to be honest with you um..is very you now, those are...[unintelligible].. , I don't think that is going to change it dramatically and I really do think it would fit in a lot better and be much less of a block of white my personal take. '

Nate Penati: Yea, um..can you put the um.....[unintelligible]..of the existing?

Patty Hanley: Existing?

[multiple speakers talking at once]

John O'Keefe: On the existing. The one that's um..that one?

Nate Penati: If you look at RedBird..

John O'Keefe: Mm-hmm

Nate Penati: Is that white?

John O'Keefe: I do think it is. I think we didn't have the same reaction to it because it wasn't, because the..the red filled much more of the..the backerboard. So wouldn't not be the only one white in the..

Nate Penati: ..[unintelligible]..that and umm..let say you to um..try to match the columns and what not we still have white there and gray that's not matching columns. So I mean is like ..[unintelligible]..

John O'Keefe: yup..yup

Nate Penati: So..

John O'Keefe: Okay. Any other thoughts from members of the board?

Patty Hanley: I..yeah, without um.. repositioning of the letters, I feel that..the CVS is in the center, Dollar Tree is in the center, RedBird is in the center, and this one is not, and that's when this harmony comes in. Um..

John O'Keefe: Yeah..yeah..is the letters..make the lettering work.

Patty Hanley: Is the asymmetry when everything else is..is got symmetry is where..so I think, I think Mr. Penati is right where the color..is not as much the color, but the color makes me pause even more, so it gets there but is not really addressing the symmetry that I originally have the issue with. Um..

John O'Keefe: Does anyone wants to make a motion?

Nate Penati: To approve? [laughs]

John O'Keefe: We don't all have to agree.

Patty Hanley: If we don't..um..

[multiple speakers talking at once]

Patty Hanley: Yeah, and I just wish we can give them an approval but they..[unintelligible].. strongly like that and I think maybe going back to the drawing board or getting something[unintelligible]..the ACE being as large as it is and not stacking on top of Vienna or not like that would make it in the center and solve the asymmetry that this bring to this sign and shopping

center. If this was a standalone building this would not be a thought in my mind at all. Its just that its in a shopping center that has a master sign plan and they are deviating from the master sign plan so its really kind of whats the point of a master sign plan if we are not trying to bring harmony to the shopping center. That is where I am at so..I'm inclined not to approve this as it this and the alternative is not much ..[unintelligible]..that I suggested but...

Berton Francois: So, what is the alternative? What..if I have to come back here in September what do you want to see?

Patty Hanley: Personally, I would like to see ah a sign that does not have asymmetry that this sign has umm.

Berton Francois: To twin store reference is the same symmetric. It is it..

Sarah Couchman: Twin?

Berton Francois: It is part of their..not ..[unintelligible]..

Sarah Couchman: Oh twins

Berton Francois: Yeah..it is..kind of..elem.sorry...is kind of an element of their brand.

Patty Hanley: Well, you presented one to your client that had the Vienna part where the ACE was in the middle, which would be symmetrical, which would solve the asymmetry that I'm seeing on this sign that makes it..conflicting with the..with the rest of the signs in the shopping center. So that would be an option for me as well, um..

John O'Keefe: I will say, though..just my first reaction when you..the public didn't see this, but the sample that you showed where it was Vienna..black Vienna, red ACE, black Hardware was not that attractive but it was more attractive than this, it had less white maybe ess white space, it was a little bit more symmetrical but I really didn't find it um..visually attractive, um..it was crowded umm, I don't love black against the white signage um..is much different than white lettering with the black surrounding that you put up for twins umm..it just has very different feel, um..[unintelligible].

Patty Hanley: or even losing the backerboard and doing something straight up on that architectural detail would be..

John O'Keefe: On the race way or..[unintelligible]..

Berton Francois: ..[unintelligible].. that is a landlord requirement

John O'Keefe: Right, that they want the backerboard.

Berton Francois: they want the backerboard.

[multiple speakers talking at once]

Patty Hanley: I mean I would push back if you're getting this kind of feedback, where you are not getting something that you would want, um..and..I think that they were just trying to keep everything ..[unintelligible]..but if, if they know that we are going to give you a hard time about it..they want their tenants to be happy, just a little push of act might not be a bad thing so that you can get the exact design you want and not have this limitation because of the backerboard and trying to fit your logo and your message across there.

Sarah Couchman: Is this location officially Vienna ACE or is that just..um just, like you know, is all of the business cards, brochure, whatever else, ahh have Vienna ACE or could it be ACE Hardware of Vienna like, what..what are the..do you know what..what the official name of this location is?

[multiple speakers talking at once]

Sarah Couchman: Because I guess that would, that would also impact what options are..again, don't know fully how franchising works, but um..

Patty Hanley: Are they reusing the backerboard?

Berton Francois: No

John O'Keefe: and is that the size as the CVS? Is it 4 feet high?

Sarah Couchman: May I ask a question to the board? How do we feel about the backerboard standing the entire width of the space? Do we feel like they can a smaller, shorter I guess..

John O'Keefe: I don't...

Sarah Couchman: Do we want it to fill..do we want it to be length-wise or do we feel like they can do like ACE and the Vienna under like..so, so it won't be as wide. How...

John O'Keefe: I'm having trouble picturing that personally...um..

Ellen Shelly: Yeah..[unintelligible]..consistency to ..[unintelligible]..Dollar tree is kind of this proportion and RedBird is ..[unintelligible]..of this proportion.

Patty Hanley: I can make of motion if we heard rom the public.

John O'Keefe: Ah, yeah, do we have any comments from the public? No? no.

Patty Hanley: Then I make a motion to approve the monument sign...

John O'Keefe: We don't need to, we don't have to.

[multiple speakers talking at once]

Patty Hanley: So then I can make a motion to defer the wall sign for Vienna Ace, located at 264 Cedar Ln SE, Docket No. PF-1808851-BAR, in the GS, Gateway South zoning district, with the

um, recommendation for the applicant to come back with an symmetrical, a more symmetrical sign consistent with the other signs and the shopping center.

John O’Keefe: Does anyone want to second that motion?

Patty Hanley: so that we can have a discussion about it.

Sarah Couchman: discussion.

Patty Hanley: We need a second

Yaska Camacho Castillo (Clerk): We need a second

Sarah Couchman: oh.

John O’Keefe: you can second for purpose of discussion.

Sarah Couchman: I will second for the purpose of discussion.

John O’Keefe: okay, discuss [laughs].

Sarah Couchman: well, I’m just wondering if um..well, my preference would also be to include the um....[unintelligible]..background color.. don’t know how anyone else feels about that.

Patty Hanley: okay, I just put out something for discussion [laughs].

[multiple speakers talking at once]

Sarah Couchman: I’m..again still cruising other ACE Hardware signs and um..

Patty Hanley: But if we are going to defer or deny we need to give um..guidance of what would be acceptable and...and I don’t even know if this motion is going to pass.

John O’Keefe: I will say if it was a um..for my pers..perspective honestly if it was a red backerboard with the white..with the ACE in white um,,I would prefer that over the white. The large white backdrop billboard style is..is..just a lot of white. White, is very different. So red would not as be pronounce and I don’t know quite what to do with the Vienna in that context um, is that white, is that different color black, it doesn’t work on red[unintelligible]..so I mean in terms of guidelines, I mean I would like to see something other than that big white space...if the landlord is going to insist on the backerboard, then you need a color on the back of the board or come up with an alternative that doesn’t involve a backerboard.

Nate Penati: What if they move Vienna up a bit to center it?

Patty Hanley: or put some tools above Vienna screwdriver and a hammer [laughs]. That’s getting away from their logo. Um yeah.

Berton Francois: They might be more amenable to that than changing their brand colors.

Patty Hanley: Like I said..

John O’Keefe: Well, I’m not suggesting to change their brand colors..I was just..you know..I’m just there is an application with white on red, red on white..

Nate Penati: Put Vienna on top hardware on the bottom in black.

Berton Francois: In terms of centering the Vienna in terms of up and down? Yes.

Patty Hanley: Ms. Abaied are we um..anywhere close to um maxing out how many letters they can have? I know we measured um signage differently than we used to do.

Sharmaine Abaied: like the linear frontage

Patty Hanley: No, I meant like the backerboard, like, can we fill the entire backerboard or is it, this backerboard bigger and we can only go..

Sharmaine Abaied: I mean, they can put more in there.

Patty Hanley: They can put more, so if like if they chose to put Vienna Hardware in center and have the centered we are looking for on the white backerboard they wouldn’t be going over on their signage allotment.

John O’Keefe: got it!

Sarah Couchman: Or if the Vienna were uh were at the top the V were in lined with the point of the A..[unintelligible]..

Patty Hanley: I don’t know if that makes it better.

Sarah Couchman: Well, you can move..because the ACE is angled you can move it over a little bit. I don’t know we are getting into..

John O’Keefe: Yeah

Sarah Couchman: Sorry

John O’Keefe: [laughs] Um..ok, so we have a motion and a second on a deferral with some feedback..umm should we vote on the..is there any further discussion on that motion to differ?

Patty Hanley: Can we call the vote.

John O’Keefe: ok, call the vote. All in favor to defer this application

Patty Hanley: Aye

Sarah Couchmn: Aye

John O’Keefe: Aye. All opposed?

Ellen Shelly: ..[unintelligible]..

Nate Penati: ..[unintelligible]..

John O’Keefe: Alright, so the ..[unintelligible]..is deferred.

Berton Francois: feedback?

John O’Keefe: I mean, I think you heard us..uhh

Berton Francois: It wasn’t consistent, it’s..

Sharmaine Abaied: I will send an email out with the comments from the board members with the feedback so you can give to your client.

Berton Francois: Thank you!

John O’Keefe: Thank you!