

February 2, 2026

SIGNS:UNLIMITED

communicate your identity

6801 Mount Hermon Church Rd, Building C, Durham, NC 27705

Town of Vienna
 Shelly Koslowski, Town Clerk
 127 Center Street S
 Vienna, VA 22180

To whom it may concern,

This letter is to submit an alternative approach for the signage project at 265 Cedar Ln SE, formerly denied by the Board of Architectural Review under project PF-18008851-BAR. Per the items discussed at the Work Session meeting on 1/22, we are proposing two options.

Our preferred option is to paint the existing backer to match the stucco columns on the façade. We believe this will improve cohesiveness between the sign and the architecture. This would also provide the minimum amount of disturbance and cost.

The second option also includes a matching backer, but changes the copy to only "ACE", which would be compliant with the business's brand standards. Per guidance, the maximum height of this backer would be within 2" of the longest of the slats on the sign band, which still complies with the maximum sign allowance.

Thank you,

Desi Varsel
 Permits Manager



Signature

Desi Varsel
 2026.02.02 11:17:19
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Date

2/2/2026