



October 28, 2024

Town Council Meeting 144 Church St NW – Signage

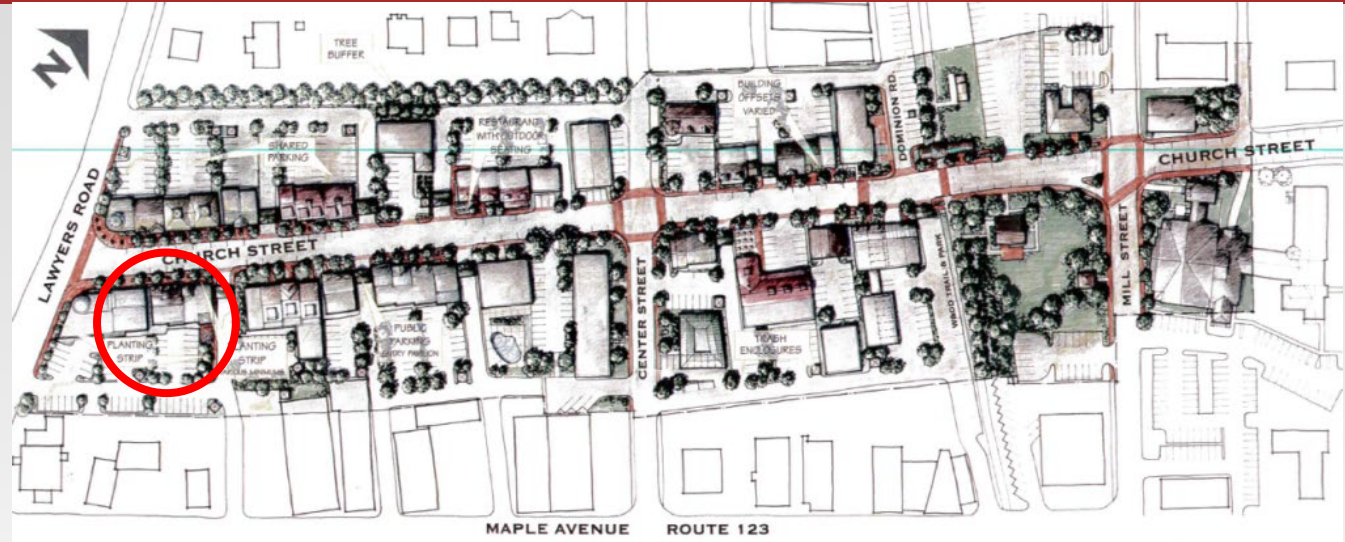
Kelly O'Brien, Deputy Director, Planning & Zoning



144 Church St NW - Sign

Church Street Vision

- ❑ The Vision Project is a voluntary program
- ❑ To participate owner agrees to follow;
 - Vision Design Guideline
 - Architectural Representations in the Vision Plan
 - CS-O Church Street Vision Incentive Overlay
- ❑ Developer Incentives;
 - Modified requirements for building, site and parking
 - Expedited Town Review: **Only Town Council's approval**, without Planning Commission and Board of Architectural Review's



MATERIAL DESCRIPTION AND ARCHITECTURAL ELEMENTS

TOWN OF VIENNA, VIRGINIA

CHURCH STREET VISION

CONCEPTUAL ELEVATION

COURTESY OF PAUL LAYER, A.I.A.

Approved Master Sign Plan



Flat w/ 1/4" thickness Architectural



WHITE

BLACK

DARK RED

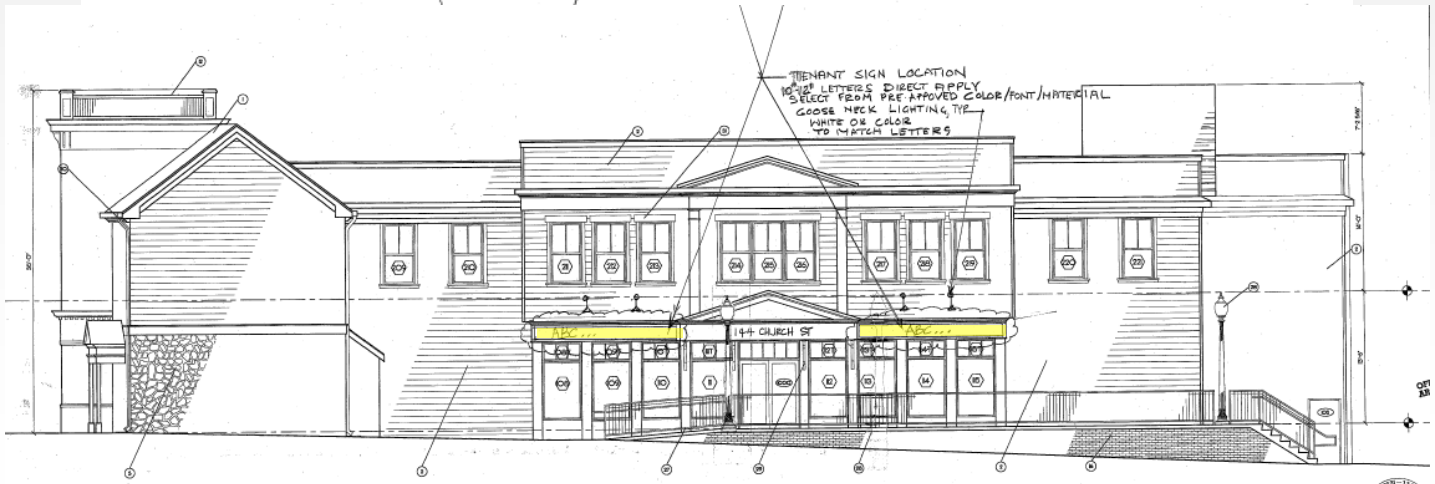
DARK GREEN

BRASS

COPPER

Colors are for sign letters, background and/or light fixtures

Letters may be flat or architectural, see samples

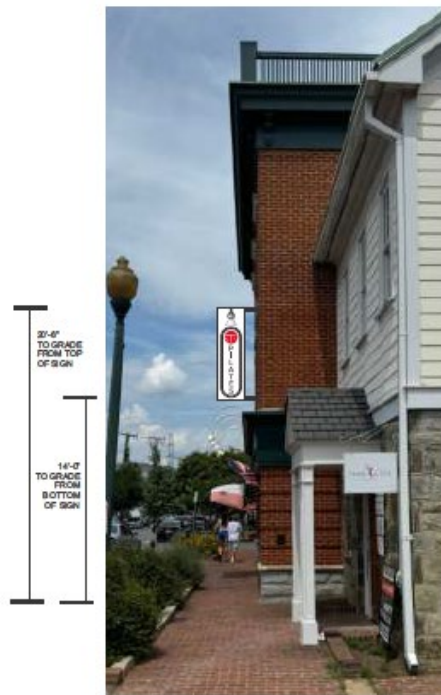


144 Church St NW - Sign Proposed Sign

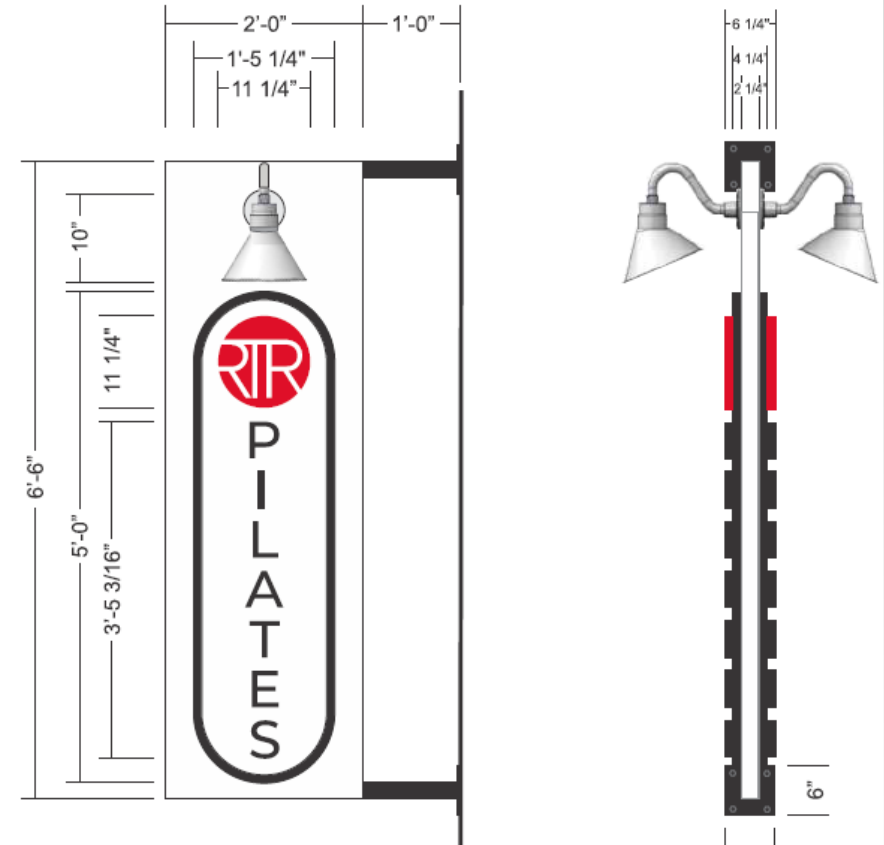


FRONT VIEW

ENTRANCE WALL 16'-7" WIDE.
RED BRICK WALL 29' WIDE.
SQUARE FOOTAGE BASED ON ENTRANCE WALL WIDTH.
RTR ON THE 2ND LEVEL. SIGN 14' FROM GRADE.



SIDE VIEW



FRONT VIEW

D/F ILLUMINATED BLADE SIGN

END VIEW

144 Church St NW - Sign

Proposed/Suggested Motion

Possible Motion(s):

"I move to approve the requested deviations from the Master Sign Plan for 144 Church Street NW as presented."

Or

Other action deemed necessary by the Planning Commission.