

TOWN OF VIENNA  
Office of Planning & Zoning

Filing Fee:  
\$100.00

FEB 28 2013

Town of Vienna  
BOARD OF ARCHITECTURAL REVIEW

RECEIVED

SIGN REVIEW APPLICATION

DOCKET NO.: PF-22-13-6A2  
(Office Use Only)

NAME OF PROJECT: Danor Plaza Shopping Center-master sign plan / Paint color

BUSINESS ADDRESS: ↓ TELEPHONE: ↓

BUSINESS OWNER: \_\_\_\_\_

Property Owner: P. Daniel Orlich c/o Jerry Forker TELEPHONE: 804-307-1183

Property Owner Address: 107 East Street NE Vienna, VA 22180

The following information and items are **required to be submitted** for review by the Board **prior to approval** of any sign in the Town. All information must be submitted at least twenty-one (21) days prior to a scheduled Board meeting to be placed on an agenda. Incomplete applications will not be placed on an agenda.

- 1. Type of sign: Facade  Freestanding \_\_\_\_\_ Monument \_\_\_\_\_  
Replacement Face Panel \_\_\_\_\_ Under-Canopy \_\_\_\_\_  
Window \_\_\_\_\_ Other \_\_\_\_\_

2. Proposed Location on site or building (include dimensions as necessary): Current location of signs not to be changed

3. Dimensions (sign exterior and interior design elements): \_\_\_\_\_

4. Colors and Materials (include manufacturer, number, thickness, etc.) Fresh Market Green paint, SW Industrial enamel HS B54 T2404 please see attached 6401-18709

5. Illumination details: \_\_\_\_\_

6. Other Information: This application serves as a request for existing sign cabinets of Danor Plaza, tenants of P. Daniel Orlich only. Paint over existing cabinets with Fresh market Green paint. Samples enclosed

7. Required Items to be submitted:

**Scaled drawing:** Six (6) copies of all proposed signs; include all proposed text and images; show dimensions of sign, letters and images. One (1) copy of the drawings must be a colored set.

**Site Plan:** Six (6) **folded** copies showing the proposed location of any freestanding sign.

**Photographs** with the proposed location of any sign indicated as nearly as possible.

**Samples** of proposed colors, materials, and paint chips.

Applicant's Name: P. Daniel Orlich c/o Jerry Forker

Company: P DANIEL ORLICH

Address: 107 East Street NE Vienna, 22180

Telephone: 804-307-1183

E-mail: \_\_\_\_\_

401-409 MAPLE AVE E

116-124 BRANCA RD SE

**BOARD OF ARCHITECTURAL REVIEW**

Vienna, Virginia

**Project:** Request for approval of a master sign plan for Danor Plaza Shopping Center located at 401-409 Maple Avenue, E, and 116-124 Branch Road, SE, (Docket No. BAR-22-13), in the C-2 General Commercial zoning district; filed by P. Daniel Orlich c/o Jerry Forker.

**Docket No.:** BAR- 22 - 13

1. As required by Chapter 4 of the Vienna Town Code, an application has been made for approval of the above referenced project at the above location.
2. An application of public record is on file at the Vienna Town Hall under the above referenced docket number and is available for public review.
3. On March 21, 2013, a public hearing was held, all applicable information was considered, a vote of the Board members was taken and the following decision was made.

**DECISION**

The terms or conditions of my decision shall not be modified without the Board of Architectural Review's approval.

  X   The Board voted to approve the application as submitted.

       The Board voted to approve the application with the condition(s) or modification(s) as listed on the back of this paper.

       The Board voted to defer/deny the application for the reason(s) listed on the back of this paper.

### CONTINUING CONDITIONS

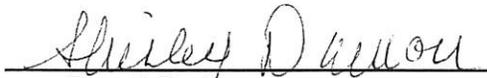
Pursuant to Section 4-15, Design Criteria, this Certificate of Approval is issued on the basis that the signage and design features used will not deteriorate rapidly, are not of a short term architectural or aesthetic acceptability, are not plainly offensive and will not constitute a reasonable foreseeable detriment to the community. Accordingly, the applicant/owner is required to maintain all signage and design features to preserve the goals and intent of the Certificate of Approval.

### DEVIATIONS FROM APPROVED PLANS PROHIBITED

Please be aware that once having obtained approval and a Certificate of Approval, any deviation from the approved plan shall be considered a misdemeanor as well as a zoning violation.

### AUTHORITY

This represents the final decision of the Board of Architectural Review pursuant to Section 4-11 of the Vienna Town Code and is further detailed in the minutes of the meeting noted above. This decision is effective from the date of the above meeting. Any changes to the decision requires review by the Board of Architectural Review.

  
Board Chairman

  
Board Secretary

Conditions or Modifications of Approval:

Mr. Baldwin made a motion that the request for approval of a master sign plan for Danor Plaza Shopping Center located at 401-409 Maple Avenue, E, and 116-124 Branch Road, SE, (Docket No. BAR-22-13), be approved as submitted.

Motion: Baldwin  
Second: Cheselka  
Approved: 5-0

Reason(s) for Denial:

**DENIAL**

An appeal to a decision of the Board of Architectural Review may be made to the Vienna Town Council. Such appeal shall be made **in writing, within fourteen (14) days of the date of the decision**, accompanied by **twenty-five dollars (\$25)** and be filed with the **Town Clerk's office**. Further information is available in Section 4-12 of the Vienna Town Code or from the Department of Planning and Zoning (703) 255-6341.

Revised 07-15-04

SIGN PERMIT APPLICATION  
Town of Vienna, Virginia  
Chapter 18, Article 19, Town Code

Date Paid: 2-28-13 Permit Number: 266 FEE: \$75.00

PROJECT NAME: Dancy Plaza Shopping Center Master Sign Plan / Paint color  
Address: Maple Ave SE Branch Rd Danor Plaza  
Contact Person: Jerry Forker SE  
Zoning District: Town of Vienna

TYPE OF WORK: New: \_\_\_\_\_ Repair: \_\_\_\_\_ Alter:  New Paint

FACADE SIGN: Dimensions: \_\_\_\_\_ Total Square Feet: \_\_\_\_\_

FREESTANDING SIGN: Dimensions: \_\_\_\_\_ Total Square Feet: \_\_\_\_\_

OTHER SIGN: Type \_\_\_\_\_ Dimensions: \_\_\_\_\_ Total Square Feet: \_\_\_\_\_

Wording: Danor Plaza

Location ON Building or Site: Next to Maple Ave entrance closest to Exxon

Length of Frontage (bldg. or suite): \_\_\_\_\_

SUBMITTAL REQUIREMENTS: Every sign must have a separate permit. A detailed drawing must be on file reflecting the sign as approved by the Vienna Board of Architectural Review, its location on site/building and its method of support.

The permit number must be visible in the lower right hand corner in not less than one inch (1") letters.

APPLICANT'S NAME (please print): JERRY FORKER

Telephone Number: (804) 307-1183

E-mail address for Applicant: jerryforker@gmail.com

SIGNATURE OF APPLICANT: Jerry Forker

Office Use Only	
BAR Approved: <u>5-0 MARCH 21, 2013</u>	Approved <u>MF 3/26/13</u>
<u>[Signature]</u> Director of Planning and Zoning	<u>3-28-2013</u> Date

PAINTING OF FREESTANDING SIGN ONLY

Revised 11/25/2008

The Town of Vienna does not discriminate on the basis of disability in the administration of access to treatment, or employment in its programs or activities. This document will be made available in large print or audio cassette upon request. Call 255-6300 (voice); TDD users dial 255-5730 (Police), 255-5735 (Town Hall) or 255-5739 (Parks and Recreation).

MEMORANDUM

DATE: March 21, 2013
TO: Board of Architectural Review
FROM: Matthew J. Flis, Deputy Director
RE: Item No. 10

Request for approval of a master sign plan for Danor Plaza Shopping Center located at 401-409 Maple Avenue, E, and 116-124 Branch Road, SE, (Docket No. BAR-22-13), in the C-2 General Commercial zoning district; filed by P. Daniel Orlich c/o Jerry Forker.

The applicant is requesting approval for a master sign plan for a portion of the Danor Plaza Shopping Center. As the shopping center is split between two owners, this application only pertains to those tenants of P. Daniel Orlich. The proposal would change the background color of the existing sign cabinets and portions of the free-standing sign to a green color, similar to that found on the existing "Fresh Market" sign.

The applicant proposes to strip the existing cabinets to their metal base and repaint them with the proposed green color. A color sample been included in the application, however the exact paint type has not been identified. The existing lettering, including font and color, would not change on any sign. The size of the existing signs would not change.

The new green color will apply to the existing building facade signs noted below (refer to staff file for exact sign wording):

- "Aditi Spice Depot"
- "Aditi Music & Video"
- "Crepe Amour"
- "Turmeric Indian Dining"
- "Vision of Beauty"
- "Merle Norman Cosmetics"
- "Clip & Style Barber Shop"
- "Pazzo Pomodoro"
- "Baskin Robbins"
- "Sweet Ginger"
- "Cenan's Bakery/Cafe"
- "UniPrice Cleaners"

In addition, the applicant proposes to paint portions of the existing freestanding sign in the color green. The new paint would apply to the upper portion of the sign which reads "Danor Plaza" and the lower base, as indicated in the submittal. Staff recommends that, in addition to the sign face, the sign edges also be painted green to match.

Staff notes that this master sign plan applies only to the existing signs. The applicant has not provided any standards for the inclusion of new signs. As such, any new signs or re-facing of existing signs would require Board review and approval the future.

Further, the Board may wish to discuss the timing of the proposed improvements. It would be appropriate for all signs to be painted at the same time so as to provide some continuity in the shopping center. It is not clear whether this is the intent and whether all tenants have been consulted regarding the timing.

\* \* \* \* \*

This staff report is not an approval.

Applicants should 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.

Town of Vienna

Danor Plaza Master Sign Plan- New paint color for sign cabinets and monument sign

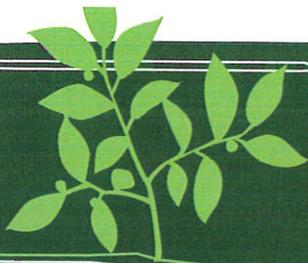
The following applications for Danor Plaza propose the paint color of the existing sign cabinets to be painted Fresh Market Green.

This pertains only to the tenants of P. Daniel Orlich.

TOWN OF VIENNA  
PLANNING DEPARTMENT  
2013 FEB 28 10:00 AM

FEB 28 2013

RECEIVED



# DANOR PLAZA

Maple Ave & Branch Rd  
Vienna, VA

RENOVATION  
WINTER 2010



JUST SIGNED!  
The Fresh Market  
Scheduled to Open  
Spring 2011



## FOR LEASE:

- 1,475 to 6,000 SF Available
- Nearby retail includes:  
CVS, Giant Food, Whole Foods,  
Walgreens, Shops & Restaurants

## PLEASE CONTACT:

Jeff Pollak  
240-479-7200  
jpollak@streetsense.com

Jared Meier  
240-479-7195  
jmeier@streetsense.com

streetsense.

DANON SHOPPING CENTER



EXISTING SIGNS – 03.11.13 - BAR 22-13

STAFF COPY

DANON SHOPPING CENTER



DANON SHOPPING CENTER



EXISTING SIGNS – 03.11.13 - BAR 22-13

DANON SHOPPING CENTER



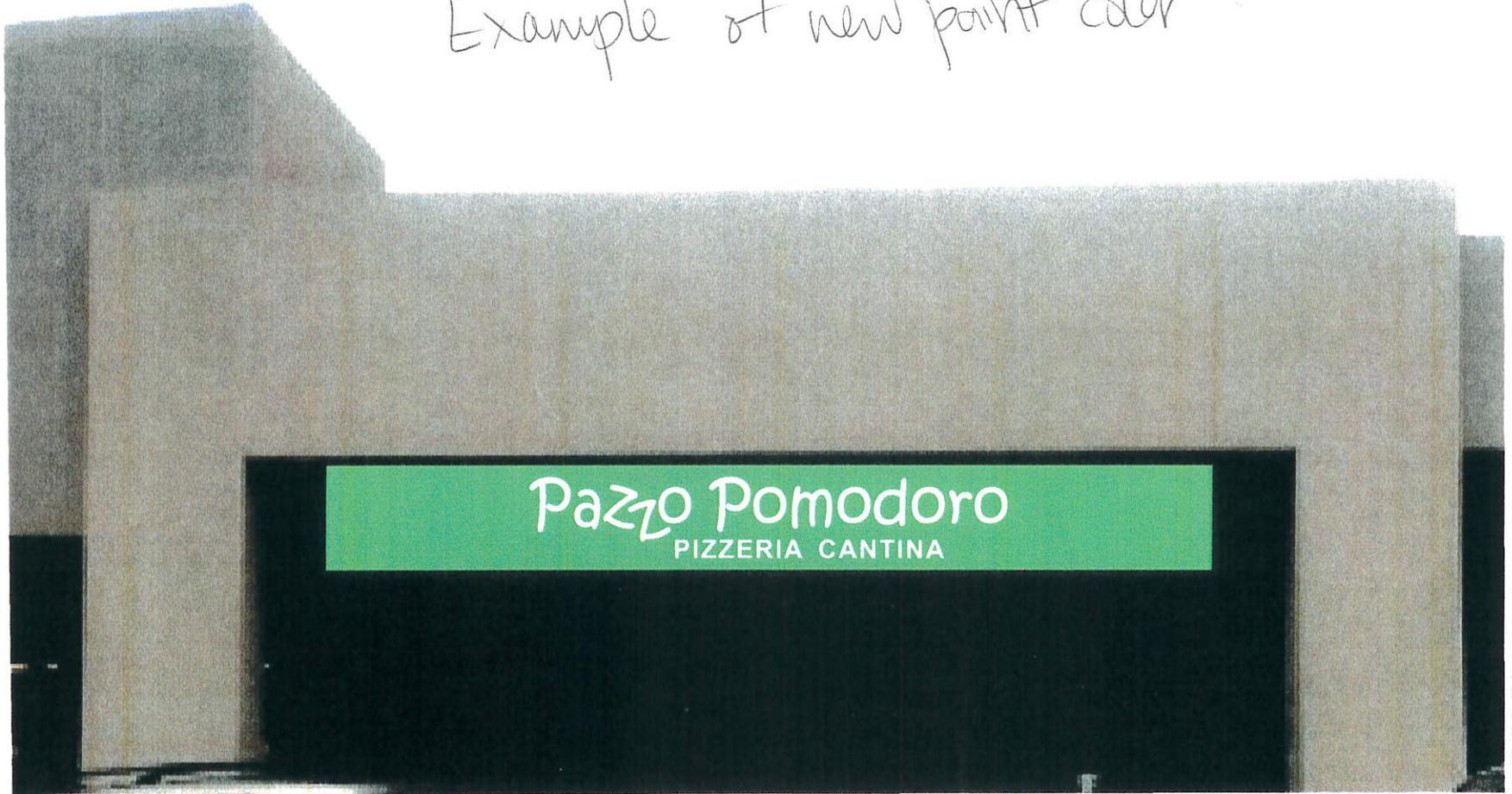
EXISTING SIGNS - 03.11.13 - BAR 22-13

**ALUMINUM FACE W/ACRYLIC BACKING**

ALUMINUM FACE/PAINTED TO SPECS  
ACRYLIC BACKING (WHITE LETTERS/LOGO)

FEB 28 2013

Example of new paint color



STAFF COPY

ALUMINUM FACE W/WHITE ACRYLIC

FOR PAZZO POMODORO/Jim Audia

LOCATION: 118 Branch Rd Vienna, VA

7M G.A.

+703-751-6971

+703-277-9538

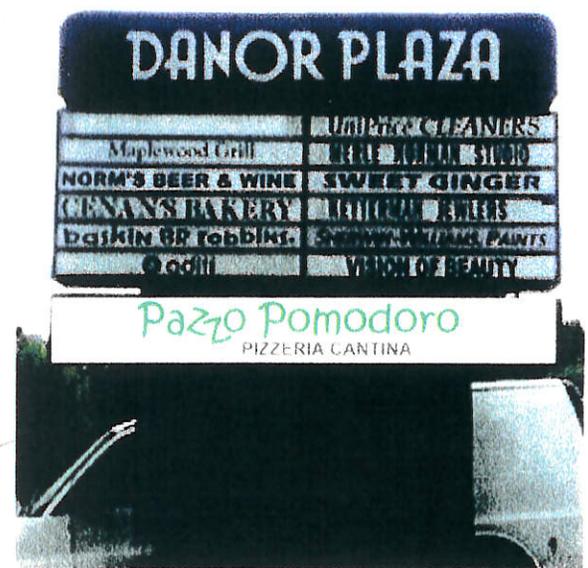
3160-B Spring St. Fairfax, VA 22301

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# Monument Sign

## ACRYLIC SIGNS W/VINYL GRAPHICS

3/16" WHITE ACRYLIC SIGN FACES ON EXISTING TENANT SIGN  
 APPLY FRESH MARKET GREEN VINYL LOGO (PAZZO POMODORO) AND PEWTER GRAY VINYL  
 (PIZZERIA CANTINA) ON X2 WHITE ACRYLIC SIGN FACES (DOUBLE SIDED)



## VINYL GRAPHICS ON ACRYLIC BKG. SPECIFICATIONS



PROJECT WHITE ACRYLIC W/GREEN/GRAY VINYL GRAPHICS  
 CLIENT PAZZO POMODORO/Jim Audio LOCATION 118 Branch Rd. Vienna, VA  
 DESIGNER: FERNANDO A. +703-751-6971 | +703-277-9538 | 3160-B Spring St. Fairfax, VA 22301

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SW INDUSTRIAL ENAMEL HS

B54 TZ 404

C401-18709

FRESH MARKET GREEN

BAC COLORANT	OZ	32	64	128
B1 - Black		11		
L1 - BLUE	2	46		
G2 - New Green	4	16		
Y1 - YELLOW	2	32		
Y3 - Deep Gold		47		
W1 - White		14		
R2 - MAROON		3		

FEB 28 2013