



Town of Vienna

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Meeting Minutes Board of Architectural Review

Thursday, March 20, 2025

7:30 PM

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

Roll Call

The Board of Architectural Review met in a regular session on Thursday, March 20, 2025, at 7:30 p.m. in Town Hall, 127 Center St S, Vienna, VA 22180.

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

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

Approval of the Minutes

The February 20, 2025, BAR regular meeting minutes were accepted into the record.

Regular Business:

[BAR25-576](#)

****WITHDRAWN**** 176 Maple Ave W - Electric Bull - Outdoor Dining

Request for approval of exterior modifications to include string lights, awning, space heaters, painting of the façade, and revisions to the tables and chairs for Electric Bull, located at 176 Maple Ave W, Docket No. PF-1610163-BAR, in the AC, Avenue Center zoning district, filed by Steve Kenney, RV Architects, project contact.

The applicant withdrew the application before the meeting date.

[BAR25-577](#)

305 Maple Ave W - Labelle MD Esthetics - Sign

Request for approval of a wall sign for Labelle MD Esthetics, located at 305 Maple Ave W, Docket No. PF-1580908-BAR, in the AW, Avenue West zoning district, filed by Adam Ehrlich of Alpha Consulting Enterprises, LLC, project contact.

Applicant present: No show when called at 7:31 pm. The item was placed at the bottom of the agenda.

[BAR25-578](#) 442 Maple Ave E - Clarity - Signs

Request for approval of a wall sign, vinyl window clings, and a secondary sign for Clarity, located at 442 Maple Ave E, Docket No. PF-1555195-BAR, in the AE, Avenue East zoning district, filed by Burton Francois, BeBold Sign Studio, project contact.

Applicant present: Burton Francois

Mr. Francois stated that they are replacing an existing building-mounted sign, which is currently green, by essentially refacing it with vinyl elements. Additionally, they are installing a secondary sign at the front due to the poor visibility of the building-mounted sign, ensuring better brand recognition for passersby.

Mr. O'Keefe noted that the gazebos are not in compliance with zoning regulations, and Ms. Abaied mentioned that the zoning compliance staff has already addressed this separately with the business owner. Mr. O'Keefe believes the need for better visibility stems in part from the presence of the non-conforming gazebos. While the wall sign is generally well-received, there are concerns about the placement of the secondary sign, as it appears to compete with the existing sign. He suggested that it might be better positioned to face a different direction or be placed near the entrance to help guide visitors. Alternative locations proposed include the left corner, by the entrance, or the far-left corner for improved visibility and functionality.

After further discussion, the board agreed that it would be inappropriate to make a judgment on the circular sign until the non-conforming gazebo issue was resolved. Additionally, they felt that the business owner should be present to address the circular sign due to the ongoing zoning compliance concerns. There were no concerns with the primary sign. The board decided to vote on the primary sign and defer the circular sign.

Mr. O'Keefe made a motion to approve the wall sign and defer the secondary sign for Clarity, located at 442 Maple Ave E, Docket No. PF-1555195-BAR, in the AE, Avenue East zoning district, filed by Burton Francois, BeBold Sign Studio.

Motion: Mr. O'Keefe

Second: Ms. Couchman

Motion Carried

[BAR25-579](#)

112 Pleasant St NW Suite D - Himalayan Massage & Spa - Signs

Request for approval of a wall sign and tenant panel for Himalayan Massage LLC, located at 112 Pleasant St NW, Suite D, Docket No. PF-1623906-BAR, in the AW, Avenue West zoning district, filed by Beshoy Ibrahim, Himalayan Massage & Spa, project contact.

Applicant present: Bishoy Ibrahim

Mr. Ibrahim stated that the business wants to replace their small door and window signage with a professional sign on the building wall. Additionally, they need a sign on the directory pole by the street.

Mr. O'Keefe asked for clarification on the door sticker sign, he wondered if that was to be reviewed by the board. Ms. Abaied clarified that the only signs being reviewed were the wall sign and tenant panel. The applicant stated that the signs would match the rest of the neighboring signs.

Mr. Penati made a motion to approve the wall sign and tenant panel for Himalayan Massage LLC, located at 112 Pleasant St NW, Suite D, Docket No. PF-1623906-BAR, in the AW, Avenue West zoning district as submitted.

Motion: Mr. Penati

Second: Mr. O'Keefe

Motion Carried

[BAR25-580](#)

538 Maple Ave W - Chick-fil-A - Exterior Modifications

Request approval for installation of a new bi-parting drive-thru door at 538 Maple Ave W, Docket No. PF-1637389-BAR, in the AW, Avenue West Commercial Zoning district, filed by Brandy Sego, Interplan LLC, project contact.

Applicant present: Brad Huff

Mr. Huff stated that they are proposing to replace the drive-through window with a drive-through door. Mr. O'Keefe wondered what was the motivation for the change. The applicant said it was to better serve their guest.

There was a discussion addressing the potential need for mirrors near the exit to improve employee safety, especially at night, by increasing visibility before stepping outside. While not within the board's purview the installation of "eyeball mirrors" was suggested as a recommendation that the business could implement if deemed beneficial. The mirrors were compared to those commonly placed in driveways to enhance visibility around obstacles like transformers.

Mr. O'Keefe made a motion to approve the request for the installation of a new bi-parting drive-thru door at 538 Maple Ave W, Docket No. PF-1637389-BAR, in the AW, Avenue West Commercial Zoning district, filed by Brandy Sego, Interplan LLC, with the recommendation that an eyeball mirror be added for the safety of the employees.

Motion: Mr. O'Keefe

Second: Ms. Couchman

Motion Carried

[BAR25-581](#) 146 Maple Ave W - Cucos Peruvian - Signs

Request for approval of a wall sign for Cuco's Peruvian, located at 146 Maple Ave W, Docket No. PF-1633262-BAR, in the AC, Avenue Center zoning district, filed by Gary Brent, MG Permits LLC, project contact.

Applicant present: Gary Brent

Mr. Brent stated that the proposal includes an externally illuminated wall sign with raceway-mounted individual red acrylic letters. The logo is vinyl-covered, featuring a red design with a blacked-out cuckoo bird. The sign will have white LED lighting at 3000K and 150 lumens to meet town criteria. The raceway will be painted PMS cool grey to match the wall for a seamless look.

Ms. Couchman asked if the black circle on the bird's face was supposed to be the eye since it was far down on the bird's neck. It was confirmed that the bird's eye was placed in the correct location after looking at the company's website.

Ms. Couchman made a motion to approve the request for a wall sign for Cuco's Peruvian, located at 146 Maple Ave W, Docket No. PF-1633262-BAR, in the AC, Avenue Center zoning district, filed by Gary Brent, MG Permits LLC, as submitted.

Motion: Ms. Couchman

Second: Mr. Penati

Motion Carried

[BAR25-582](#)

314 Maple Ave W - Dunkin' - Sign

Request for approval of a wall sign for Dunkin', located at 314 Maple Ave W, Docket No. PF-1638935-BAR, in the AW, Avenue West zoning district, filed by Rick Flather, Developing Solutions, project contact.

Applicant present: Christian Cabral

Mr. Cabral stated that the location underwent renovations in November. The business is applying for a signage change required by the brand, reflecting Dunkin's rebranding by removing "Donuts" from the logo. Additionally, a cup logo will be added. Both the channel letter sign and the cup logo will be mounted on a raceway painted to match the building.

Mr. O'Keefe compared the rendering spacing between the existing and proposed signs noting that one appears to have more space. He questioned whether the proposed 30-inch height matches the current signage.

Ms. Abaied stated that the project is already completed and will resolve a violation. She checked the shopping center's signage, which is based on linear frontage times two, and found that there is still space available for additional signs. All tenant spaces are currently occupied, and the signage meets requirements with extra capacity remaining.

Ms. Couchmand suggested adding white to the cup in the sign for better visibility if it ever needs to be replaced. Ms. Hanley said she was okay with the sign's placement but disagreed with the lighting choices, noting that the board prefers consistent white lighting and avoids blue tones. She expressed frustration that the sign was installed without approval but is not inclined to reject it if it meets zoning requirements. She discussed the 6500K lighting level, stating that the town's standard is a maximum of 3500K for signage unless a strong justification is provided and suggested adjustments to make the lighting more harmonious with surrounding signs.

There was a discussion about how the item can be brought into compliance rather than just being told it should be adjusted. The board required documentation proving the lighting levels have been reduced to a board-approved (3000 or 3500K).

Mr. O'Keefe made a motion to defer the request for a wall sign for Dunkin', located at 314 Maple Ave W, Docket No. PF-1638935-BAR, in the AW, Avenue West zoning district, filed by Rick Flather, Developing Solutions.

Ms. Hanley confirmed that there are no objections to the design or aesthetics of the sign, only to the lighting levels. She emphasized that the maximum should be 3500K.

Motion: Mr. O'Keefe

Second: Ms. Couchman

Motion Carried

[BAR25-583](#) 416 Maple Ave E - Aroma Express - Sign

Request for approval of a wall sign, awning, and tenant panel for Aroma Express, located at 416 Maple Ave E Docket No. PF- 1630322-BAR, in the AE, Avenue East zoning district, filed by Heejin Chang, Creation Sign LLC, project contact.

Applicant present: Heejin Chang

The applicant explained that the space used to be a Potbelly Sandwich shop and the new tenant is essentially replacing it with a similar setup. They are installing a wall-mounted sign, replacing the awning, and updating the tenant panel on the monument sign. The new branding will feature navy and gold, maintaining consistency throughout the building.

Mr. O'Keefe commented that the word "Aroma" could be larger to prevent it from getting lost in the overall sign design. However, he acknowledged that the design is acceptable as presented.

Ms. Shelly made a motion to approve the request for a wall sign, awning, and tenant panel for Aroma Express, located at 416 Maple Ave E Docket No. PF- 1630322-BAR, in the AE, Avenue East zoning district, filed by Heejin Chang, Creation Sign LLC, as submitted.

Motion: Ms. Shelly

Second: Ms. Couchman

Motion Carried

[BAR25-584](#)

820 Follin Ln SE - NFCU - Exterior Modifications

Request approval for exterior modifications to include: a transformer, switchgear, three new generators, increased landscaping, a 14-foot-tall chain link fence with AcoustiBlok, and enclosing two steel doors for the groundskeeping spaces. These requests are for Navy Federal Credit Union located at 820 Follin Ln SE, Docket No. PF-1576050-BAR, in the CP, Corporate Park Zoning district, filed by Rhiannon Schroth of Fentress Architects, project contact.

Applicant present: Rhiannon Schroth

Ms. Schroth provided an update on a project involving new generators, load banks, and switchgear equipment. She presented distances from neighboring properties and site plan details, including the removal of existing asphalt and placement of new equipment on concrete pads.

Site photos illustrate key viewpoints, including neighboring properties, the existing landscape, and temporary construction staging. In response to previous feedback, they added views from Follin Lane and expanded the fence to enclose the entire equipment yard for better sound retention.

The applicant confirmed that the lighting fixtures now meet Dark Sky compliance at 3000K. Additionally, she detailed the Acousta block material used to reduce noise and explained plans to enclose two existing doors with brick matching the current building materials.

Ms. Couchman asked about the placement of the Acousta block, which the applicant confirmed to be on the inside of the fence, with the fence on the outside. Ms. Hanley inquired about the color of the chain-link fence, which the applicant confirmed to be galvanized gray. The discussion continued.

Mr. Penati made a motion to approve the request for exterior modifications to include: a transformer, switchgear, three new generators, increased landscaping, a 14-foot-tall chain link fence with AcoustiBlok, and enclosing two steel doors for the groundskeeping spaces. These requests are for Navy Federal Credit Union located at 820 Follin Ln SE, Docket No. PF-1576050-BAR, in the CP, Corporate Park Zoning district, filed by Rhiannon Schroth, as submitted.

Motion: Mr. Penati

Second: Mr. O'Keefe

Motion Carried

[BAR25-585](#)

437 Knoll St NW - KinderCare - Exterior Modifications

Request approval for installation of new exterior lighting at 437 Knoll St NW, Docket No. PF-1637389-BAR, in the RS-12.5, Residential zoning district, filed by Marcelo Rodas, Rodas Home Improvements, project contact.

Applicant present : Marcelo Rodas

Mr. Rodas explained that his client wants to replace exterior lights, which are located near exterior doors, walls, fences, and floodlights. The applicant noted that the building is surrounded by residential neighbors. He is unsure when the lights were originally installed but notes that Kindercare technicians have been maintaining and replacing the bulbs.

Ms. Hanley questioned whether the selected light fixtures didn't appear residential and expressed concern about their cost, noting that standard door fixtures typically range from \$40 to \$50 each. She wondered if the selected fixtures included extra features, such as adjustable lighting levels from 3000K to 2500K, and suggested exploring more affordable options. There was also a discussion about the floodlight, with a recommendation to keep it at the lowest possible lumen levels and ensure the color temperature remains consistent with residential lighting. Additionally, Ms. Hanley proposed using low-voltage pathway lighting to minimize unnecessary light spread. Ms. Abaied noted that the lumens for signage differ from those for regular lighting.

Mr. O'Keefe noted that the back of the building is set far from its neighbors, with significant setbacks. While one side is closer to a neighboring house, the distance still provides some separation. Ms. Abaied mentioned that the light fixture is proposed to be facing downward which Ms. Hanley stated that it would be better to get that is down lighting and doesn't move. Some suggestions were provided.

Mr. Rodas stated that there are no objections to switching between the proposed lights and the alternative mentioned, as long as the lighting is directed downward to avoid issues with neighbors. Fixtures with downward shades, such as barn-style lights or downward-facing cups, were suggested to minimize light spills as the discussion continued.

The applicant asked if he needed to bring the lighting to the board once they decided what option to go with. Ms. Hanley responded that the spec sheet should be sent to staff for review to ensure it aligns with the decision made in the motion tonight before he ordered the items.

Ms. Couchman made a motion to approve the request for the installation of new exterior lighting at 437 Knoll St NW, Docket No. PF-1637389-BAR, in the RS-12.5, Residential zoning district, with the following conditions:

- Replace existing flood lights with floodlights as proposed.
- Use fixed lights oriented downward with a maximum lumen level of 1000 for the other locations.
- A maximum of 3000 Kelvin level.

Motion: Ms. Couchman

Second: Mr. Penati

Motion Carried

Recall: Item No.2: Request for approval of a wall sign for Labelle MD Esthetics,

located at 305 Maple Ave W, Docket No. PF-1580908-BAR, in the AW.

Applicants present – Adam Erlich & Dr. Lorena Popp

Mr. Erlich stated that LaBelle MD Esthetics will have a channel letter Raceway sign at the 3500K level, matching the size and dimensions of the Health Check sign. While other color options were provided, pink is the applicant's first option as it represents Dr. LaBelle's corporate identity. Samples were provided to the board for review. It was noted that this location has a master sign plan, but the approved colors are limited to those used in the Health Check Urgent Care sign light blue, navy blue, and red. As a result, this item is being presented to the board for review rather than being reviewed solely by staff.

Mr. Erlich asked if there was any objection to the proposed pink. He suggests keeping the color pink permanently and questions the need to change it to white at night. Ms. Hanley stated that the perforated letters provide uniformity and stand out more in the evening, so she would prefer to keep them.

Mr. O'Keefe acknowledged that the building looks beautiful overall but recalls concerns about the health check sign having too many colors when the item was part of the master sign plan application. He believes the pink option is the best among the options presented tonight but he would prefer if the sign appears white at night.

Dr. Lorena Pop, the business owner of LaBelle Spa, addressed the board, expressing her desire to keep her sign illuminated in pink at night. She noted that many other businesses on Maple Ave. have lit signage and emphasized that pink is her brand color, which she believes creates a warm and soothing effect.

The board explained their goal of maintaining a cohesive look for the building and suggested a compromise allowing the logo to remain pink while ensuring the "LaBelle" text appears white at night. Dr. Pop was pleased with this option, sharing that her entire brand, including her scrubs and office design, follows a pink theme. She also proudly mentioned that her niece, an award-winning architectural designer, created the office design and logo.

Mr. O'Keefe made a motion to approve the wall sign for Labelle MD Esthetics located at 305 Maple Ave W, Docket No. PF-1580908-BAR, in the AW, Avenue West zoning district, filed by Adam Ehrlich of Alpha Consulting Enterprises, LLC, in the format submitted as option C with the modification that the logo may remain pink when lit.

Motion: Mr. O'Keefe

Second: Mr. Penati

Motion Carried

Other business:

The board discussed the following:

- April 3, 2025 – Special meeting for Outdoor dining.
- April 22, 2025 – Work Session with Clanton Associates.
- Discussion on Jurassic Parliament for the new board members.

Meeting Adjournment

The meeting adjourned at 8: 57 pm.

Yaska Camacho Castillo
Board Clerk

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