

# TOWN OF VIENNA

## MEMORANDUM

TO: Town Council

FROM: Hyojung Garland, Deputy Director of Planning & Zoning

DATE: April 25, 2016

SUBJECT: Staff Report for the Public Hearing of May 9, 2016  
144 Church Street NW, Master Sign Plan

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### ITEM NO. 4:

**Request for approval of Master Sign Plan for 144 Church St NW, in the C-1B Pedestrian Commercial zoning district; filed by Steve Bukont, property owner.**

**Introductory Comments / Characteristics of the Existing Property/ The Current Proposal:**

In 2000, the existing building at 144 Church Street NW was developed under the Church Street Vision and had to adhere to all design guidelines and building, site and parking requirements. In exchange for following these strict guidelines, the developer received an expedited review that was only subject to Town Council approval, forgoing review by the Planning Commission and Board of Architectural Review. At this point, the developer proposes to create a master sign plan for the building, requiring all signs to adhere to the sign guidelines that will be in compliance with the Church Street Vision. Upon approval of this Master Sign Plan, any signs that comply with the Master Sign Plan can be processed administratively in the future.

The current proposal includes approximately 18" height and 200" wide sign for 4 different locations. The proposed color pallet includes white, black, dark red, dark green, brass and copper colors. These colors are for sign letters, background and/or fixtures. The letter may be flat with ¼" thickness or architectural (sample included). It may be illuminated by existing gooseneck lighting.

Staff reviewed the application compared to Sec.18-87.5-Building and Plan Design Features, K-Design guidelines for signs and determined that the application complies with the Town Code.

**Staff Recommendation:**

The Department of Planning & Zoning performed a review of the application and recommends that Council approves the Master Sign Plan within the spirit of the established Church Street sign design criteria.