



Town of Vienna

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Meeting Minutes Board of Architectural Review

Thursday, March 21, 2019

8:00 PM

COUNCIL CHAMBERS-VIENNA TOWN
HALL

1. Roll Call

The Board of Architectural Review met in regular session in the Vienna Town Hall, 127 Center Street, South Vienna, Virginia, with Paul Layer presiding as Chair. The following members were present: Roy Baldwin, Laine Hyde, Michael Cheselka, and Patty Hanley. Staff members Andrea West, Planner, and Sharmaine Abaied, Board Clerk were present.

Mr. Layer opened the meeting for the Board of Architectural Review and asked for the roll to be called.

ROLL CALL:

Ms. Abaied called roll with Roy Baldwin, Laine Hyde, Paul Layer, Michael Cheselka, and Patty Hanley being present.

2. Approval of Minutes

Mr. Cheselka made a motion to approve the meeting minutes from February 2019

Mr. Baldwin seconded the motion.

Motion: Cheselka

Second: Baldwin

Approved: 5-0

3. Regular Business

211 Maple Ave E - AT&T

Request for approval of a new wall sign for AT&T located at 211 Maple Ave E, Docket No. 10-19-BAR, in the C-2 General Commercial zoning district; filed by Gary Brent, of MG Permits.

Mr. Gary Brent was present to represent the application.

Mr. Brent stated that page four stated the specifications of the sign and reviewed page for with the Board.

Mr. Cheselka made a motion that the request for approval of a new wall sign for AT&T located at 211 Maple Ave E, Docket No. 10-19-BAR, be approved as submitted

Motion: Cheselka

Second: Baldwin

Approved: 5-0

360 Maple Ave W Unit F - Dr. Goldberg & Associates

Request for approval of a new wall sign and freestanding sign (tenant replacement panel) for Dr. Goldberg & Associates located at 360 Maple Ave W, Unit F, Docket No. 15-19-BAR, in the C-1 Local Commercial zoning district; filed by Dr. Noel Goldberg, business owner.

No one was present to represent the sign application. The Board discussed the sign briefly at the end of the meeting.

Mr. Cheselka made a motion that the request for approval of a new wall sign and freestanding sign (tenant replacement panel) for Dr. Goldberg & Associates located at 360 Maple Ave W, Unit F, Docket No. 15-19-BAR, be deferred.

Motion: Cheselka

Second: Baldwin

Approved: 5-0

320 Maple Ave E Unit D - New York School of Arts

Request for approval of a new wall sign for New York School of Arts located at 320 Maple Ave, Unit D, Docket No. 12-19-BAR, in the C-1A Special Commercial zoning district; filed by Ray Lee, business owner.

Ms. Marie Lim was present to represent the application.

Ms. Hanley asked for how the samples related to the drawings. Ms. Lim stated the logo would be on top and the sample dropped off would be the colors that go underneath the logo. The logo will be an acrylic face and back with led lights at 100 lumens.

Mr. Layer mentioned the confusion of the colors samples in reference to the presentation. Ms. Lim explained the color samples. Ms. Hanley asked if she did not have color samples for the NYSA (logo). Ms. Lim said they would be white acrylic with pantone color of letter will be there. Ms. Lim continued that they were not trying to pop out the letters. Ms. Hanley asked for the actual color sample. Ms. Lim said it was a pantone color. Mr. Layer asked Ms. Lim to approach the board with her paper that showed the pantone colors.

Mr. Layer asked if the black color sample was part of the sign and Ms. Lim stated it was not it was just a sample of the color. Mr. Layer asked about the silver sample and Ms. Lim stated they were offering black or stainless steel. Mr. Layer asked if they were giving the Board a choice and if Ms. Lim had a preference. Ms. Lim said yes, and that they would like the black acrylic.

Mr. Baldwin inquired about the name and Ms. Lim stated that most of the instructors were educated in New York. There was continued discussion regarding the naming of the school. Mr. Baldwin stated he thought the Y in NYSA looked more like a V and asked if they would consider re-working the Y for clarity for passerby's. Ms. Lim stated she understood the concern. The Board and applicant continued discussing the style of the logo.

Ms. Hyde asked for clarification with the letters as the rendering states dark grey. Ms. Lim stated that their discussion was black acrylic and that perhaps it was printed out

wrong. Ms. West stated that the pantone colors refer to it as a black 7C, but it could be a washed out black that is grayer. Mr. Layer stated that in the motion it can be clarified as black.

Mr. Cheselka wanted to go on record stating he was not a fan of the big fat signs as it seems less like a nice sign and more like a big banner. Mr. Cheselka recommended lessening the size of the NYSA and increasing the size of New York School of Arts.

Mr. Layer inquired about the white panel behind the letters.

Ms. Hyde made a motion that request for approval of a new wall sign for New York School of Arts located at 320 Maple Ave, Unit D, Docket No. 12-19-BAR, be approved with the proviso that the New York School of Arts letters be black.

Motion: Hyde

Second: Hanley

Approved: 5-0

328 Maple Ave E - Mathnasium

Request for approval of a new wall sign and freestanding sign (tenant replacement panel) for Mathnasium located at 328 Maple Ave E, Docket No. 13-19-BAR, in the C-1A Special Commercial zoning district; filed by Jessica Sutherland, Talley Sign Company, sign agent.

Ms. Jessica Sutherland was present to represent the application.

Mr. Layer asked if it was the same sign as their previous sign and Ms. Sutherland said yes.

Ms. Hanley asked if it would be a raceway sign and Ms. Sutherland said yes and it would match the building. Ms. Hanley asked if it would match the building. Ms. Sutherland said yes and that the rendering shows a shade darker, but onsite they will ensure that it matches.

Mr. Baldwin asked if it was a new location and Ms. Sutherland stated she was not sure.

Mr. Baldwin made a motion that the request for approval of a new wall sign and freestanding sign (tenant replacement panel) for Mathnasium located at 328 Maple Ave E, Docket No. 13-19-BAR, be approved as submitted.

Motion: Baldwin

Second: Hyde

Approved: 5-0

418 Maple Ave E - Bank of America

Request for approval of an exterior modification, new ATM kiosk, for Bank of America (ATM kiosk) located at 418 Maple Ave E, Docket No. 16-19-BAR, in the C-1 Local Commercial zoning district; filed by Christopher Ledbetter of Infinity Engineering Group, LLC.

Mr. Christopher Ledbetter was present to represent the application.

Mr. Ledbetter explained that they would be upgrading a Bank of America kiosk with a new

Bank of America standard kiosk. Mr. Ledbetter expressed additional details of the upgrade.

Mr. Baldwin asked for confirmation that would only be one kiosk to be installed as the rendering showed two. Mr. Ledbetter stated it would only be one, but the only rendering they had of the kiosk shows two in the rendering. Mr. Baldwin inquired about the LED lights. Mr. Ledbetter explained that the LED lights were the Bank of America standard and they were there for security reasons. There was continued discussion regarding the lighting and lighting standards.

Ms. Hanley stated the lighting standards for lighting for this application was consistent with the USAA ATM kiosk application the Board had reviewed last year.

Ms. Hanley made a motion that the request for approval of an exterior modification, new ATM kiosk, for Bank of America (ATM kiosk) located at 418 Maple Ave E, Docket No. 16-19-BAR, be approved as submitted.

Motion: Hanley

Second: Hyde

Approved: 5-0

235 Maple Ave W - Bank of America

Request for approval of exterior modifications, new exterior lighting, for Bank of America located at 235 Maple Ave W, Docket No. 11-19-BAR, in the C-1A Special Commercial zoning district; filed by Ryan McGrath, of Little Diversified Architectural Consulting.

Mr. Ryan McGrath was present to represent the application.

Mr. McGrath explained to the Board the light fixtures and poles would be replaced with LED in efforts to reduce power on site as well as for safety and security concerns for employees and customers. Mr. McGrath explained the details of the changes.

Mr. Layer asked if the replacement of the lighting fixtures would direct the light downward more than it current. Mr. McGrath said yes, with less spillage. Mr. Layer asked for the light kelvin. Mr. McGrath stated it was 4000. Mr. Layer asked if it could be 3000. Mr. McGrath stated he could not agree to drop it as dropping it to 3000 means the bank, historically, will fail their insurance requirements. There was continued discussion regarding the kelvin threshold. Mr. Layer asked if the overall lumen level was less, more, or the same as it used to be. Mr. McGrath thought it would be more, but did not know the exact number. Mr. Layer stated he would like to keep the applications for lighting out to reference when future applications come in for lighting. Mr. Layer continued stating they would like the lighting to be as low as possible according to acceptable engineering standards as related to the function. There was continued discussion regarding lighting standards. Ms. Hanley asked if staff could have applicants, in a tabular form; identifying the fixture, the height, and lumen level. This will make it easier for the current Board and future Board members to review lighting plan applications. Mr. Layer agreed and stated it should be indexed, with a key/legend, so the Board can see where the fixtures are located. Mr. Layer expressed the purview of the Board and how and application effects surrounding neighbors/neighborhoods. Mr. Layer asked staff to ask applicants for the engineering standards that the applications are indexed to and that they are proven to be at the lowest level acceptable engineering standards. There was continued discussion regarding the future applications.

Mr. Cheselka asked if the beam spread would be larger than current. Mr. McGrath stated

it would be less. Mr. Layer stated that it would be a less beam spread, but the overall light would be more. There was additional discussion about lighting.

Ms. Hanley stated Bank of America had exposed their dumpster when they cleared the trees and although it is not messy, neighbors would be in favor of any plantings. Mr. McGrath stated he would pass that along.

Mr. Baldwin made a motion that the request for exterior modifications, new exterior lighting, for Bank of America located at 235 Maple Ave W, Docket No. 11-19-BAR, be approved as submitted.

Motion: Cheselka

Second: Hanley

Approved: 5-0

260-280 Cedar Ln SE (131 Patrick St SE) - Cedar Park Shopping Center

Request for approval of a new master sign plan for Cedar Park Shopping Center located at 260-280 Cedar Ln SE (131 Patrick St SE), Docket No. 14-19-BAR, in the C-1 Local Commercial zoning district; filed by Gregg Zike, of First Washington Realty.

Mr. Gregg Zike and Mr. Kip Happ were present to represent the master sign application.

Mr. Kip Happ stated that on the first page was their branding elements, pylons, and entry and exit signs. The locations and sizes of the signs would be explained further in the packet. The second page of the packet was the tenant signage and location. He continued stating that page three showed the color palette. Mr. Layer asked if this application was to establish the acceptable signs for tenants and defining all of the signs, not just the site signs. Mr. Happ stated that was correct. Mr. Zike stated that there would be some options on pages four and five. Mr. Layer asked if tenants would have the option to opt and Mr. Happ said yes. Mr. Layer then confirmed with Mr. Happ that the tenants who opted out would need to go before the Board if they opted out. Mr. Happ continued by explaining the fonts and the main branding sign with the lettering and log. Mr. Happ also explained the second floor and design elements. Ms. Hanley inquired about a tenant sign and the specifics of the font. Mr. Happ stated it would be gothic. Mr. Happ continued with the branding element sign on Park on the tower, which was similar to the main branding, just smaller. He then explained the tenant signage, with background design, lettering, panel shapes, and color palette for the background. They will keep the white acrylic lettering with the LEDs behind for illumination. Ms. Hyde asked about the limitation on rotation of colors for the background. Mr. Zike stated they would handle it case by case, but it wasn't written into the master sign plan unless it was required. Mr. Layer inquired about the color palette. Discussion continued regarding the color palette. Ms. Hanley asked staff if the welcome and thank you signs were required to be part of the master sign plan. Ms. West stated they were not required, but that since they were larger than the 1.5 square feet it and require the Boards review it was good for them to be included in the package. There was continued discussion regarding including the welcome and thank you signs in the master sign plan package. Mr. Happ and Mr. Zike continued by explaining the anchor stores signs, panels, lettering, and lettering. Ms. Hanley asked if the 20'6" x 4'6" was the designated area for the CVS sign. Mr. Happ stated it was the maximum size due to the vertical columns and would not want to go any larger. Mr. Happ went over the tenants on the side and the sign options. For one tenant the options were a raceway sign and a non-illuminated projected sign. Mr. Layer asked what they meant by projected and Mr. Happ stated that it would be perpendicular to the wall. Mr. Zike stated they would like a waiver due to the location of the tenant and their difficulty leasing the space. Mr. Layer

stated blade signs do not exist in the code. Ms. West stated that the Board would not be able to grant relief from the sign code. There was additional discussion regarding blade signs. Mr. Zike stated that the issue was; people coming from Cedar would need to see a sign to be able to get to the tenants door. Mr. Layer suggested that putting a canopy piece that projected out on the building would allow them to put the sign on the front. The Board continued discussion with the applicants regarding possibilities for signage for the tenant on the side. Mr. Happ continued with the welcome and thank you signs. Mr. Happ went back to the canopy for the tenant on the side. Mr. Zike, Mr. Happ and the Board discussed what would be able to work for a sign with the canopy that is allowable by code. Mr. Layer reiterated the need to make sure that the sign was not on top of the roof of the canopy. Discussion continued regarding the location of the sign on the canopy. Mr. Happ continued with the, non-illuminated, under canopy signage for tenants with lettering towards the street in each direction. Mr. concluded with the pylon sign stating that the sign area of the proposed is the same as the current.

Ms. Hanley asked if approving the master sign plan would tie it to their new site plan as she felt the signs could go up sooner. Mr. Layer asked if she was suggesting they go in advance of construction and Ms. Hanley said yes. Ms. Hanley clarified that she didn't see an issue with the new pylon sign going in, but not the building/tenant signs.

Ms. Hyde stated her gratitude for all their efforts and time they took regarding the current master sign application and the previous exterior modification application. The Board reiterated Ms. Hyde's comment.

John Lister from JL Architects asked if in the motion the Board would permit the pylon sign to be erected before the rest of the project was constructed. Mr. Layer stated that the Board does not state the sequence when an application is approved. Ms. West stated the sign plans are not linked to site plan approval in any way unless there was a condition applied. Mr. Layer also stated it would be the applicant's sequence.

Ms. Hyde made a motion that the request for approval of a new master sign plan for Cedar Park Shopping Center located at 260-280 Cedar Ln SE (131 Patrick St SE), Docket No. 14-19-BAR, be approved with the proviso that a rendering of page nine alternate be provided to staff to show consistency with code requirements. Also, for the Board to sign off on alternate rendering for page nine.

Motion: Hyde
Second: Cheselka
Approved: 5-0

4. Meeting Adjournment

The Board looked at item 2 although no one was present to represent the application. The Board voted to defer the item to the next meeting.

New Business:

Ms. Hanley asked about an update for the Wawa lighting plan. Ms. West stated there was no additional information that had been sent, but that they would be back before the Board for other site plan changes. Ms. Hanley circled back to the table that was discussed with agenda item six. She asked the Board if they would like to require a similar table for the landscaping plan putting tree or shrub with species common name, and size of plant. Mr. Layer asked if applicants were not currently putting a tabular form on a plan, Ms. Hanley stated it was not consistently there. The Board continued discussion creating a standard requirement of the tabular form to be used for landscaping plans going forward. Mr.

Layer brought up the lighting information received from applicants is no different than color samples as it too is an element of design. It does effect what the Board reviews and regulates. The drawings should state that it satisfies the lowest possible light levels according to an engineering standard listed on the drawings. Discussion continued regarding lighting standards and materials needed from applicants.

Ms. Hanley spoke with the Board about the previous night's work session regarding the code changes to the master sign plan, waivers, and an approval through Town Council. Ms. Hanley wanted to encourage the Board to look at the process, as it would be applied to the proposed MAC code amendments. The Board discussed the possible changes.

Mr. Cheselka asked about the lighting at Chipotle as to what the requirements are for lighting, the Board discussed the issue further.

Ms. Hanley made a motion to adjourn the meeting. Mr. Cheselka seconded the motion. The meeting adjourned at 9:35 PM.

Respectfully submitted by,

Sharmaine Abaied
Board Clerk

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