



## Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: September 18, 2025

Re: **Item No. 02 -Docket No. PF-1808851-BAR**  
**264 Cedar Ln SE - Vienna Ace**  
**Sign**

**Request approval for a new wall sign for Vienna Ace, located at 264 Cedar Ln SE, Docket No. PF-1808851-BAR, in the GS, Gateway South zoning district, filed by Desi Varsel, Signs unlimited, Inc., project contact.**

The applicant proposed a wall sign to the Board at the August 21, 2025, BAR meeting. At that time, the sign was deferred with the recommendation that a more symmetrical design, consistent with other signage in the shopping center, be submitted for approval.

The applicant has opted to move forward with the originally proposed design. The sign is a 58.46 square foot acrylic channel letter sign mounted to a white aluminum backer panel using stainless steel bolts. The channel letters will read "Vienna" in black and "ACE" in red. The sign is proposed to be illuminated at a color temperature of 3000-3300 Kelvins and a brightness of 70 lumens.

Although Cedar Park Shopping Center has an approved master sign plan, the proposed wall sign deviates from the approved specifications and therefore requires BAR approval.

The proposed signage for the main pylon sign and the under-canopy hanging sign are consistent with the approved master sign plan and do not require BAR review or approval.

It should be noted that the wall sign has already been installed without prior approval from the Board of Architectural Review (BAR) or Fairfax County.

***Applicants must 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.***

Attachments:       01 – Staff Report  
                          02 – Application and Authorization  
                          03 – Sign Rendering  
                          04 – Ace Logo Document  
                          05 – BAR Deferral Order  
                          06 – Current Photo  
                          07 – Relevant Code Sections

***Recommended motion:***

I move to (approve/ defer/ deny) a new wall sign for Vienna Ace, located at 264 Cedar Ln SE, Docket No. PF-1808851-BAR, in the GS, Gateway South zoning district, filed by Desi Varsel, Signs unlimited, Inc., project contact. (as submitted / with the following conditions....)

***Process***

Per Town Code Chapter 4, all land areas zoned other than single-family detached residential are architectural control districts. Any lot, parcel or area of land within any area zoned for single-family detached residences, which is used for other than single-family detached residences, or which is the subject of an application for a use permit or building permit involving any such other use, is also designated an architectural control district.

No structure, building, sign or other improvements or other major landscape features surrounding such building, structure, sign or improvement located on any land within any architectural control district shall be erected, reconstructed, altered or restored until the plans for such shall have been approved by the Board of Architectural Review.