

July 7, 2025

Town of Vienna Town Council Meeting 111 Church St NW Master Sign Plan Modification

Lyndsey Clouatre, Principal Planner

111 Church St NW Master Sign Plan Modification

Site Location



111 Church St NW Master Sign Plan Modification

Site Exterior



111 Church St NW Master Sign Plan Modification

Site Exterior



111 Church St NW Master Sign Plan Modification

Site Exterior



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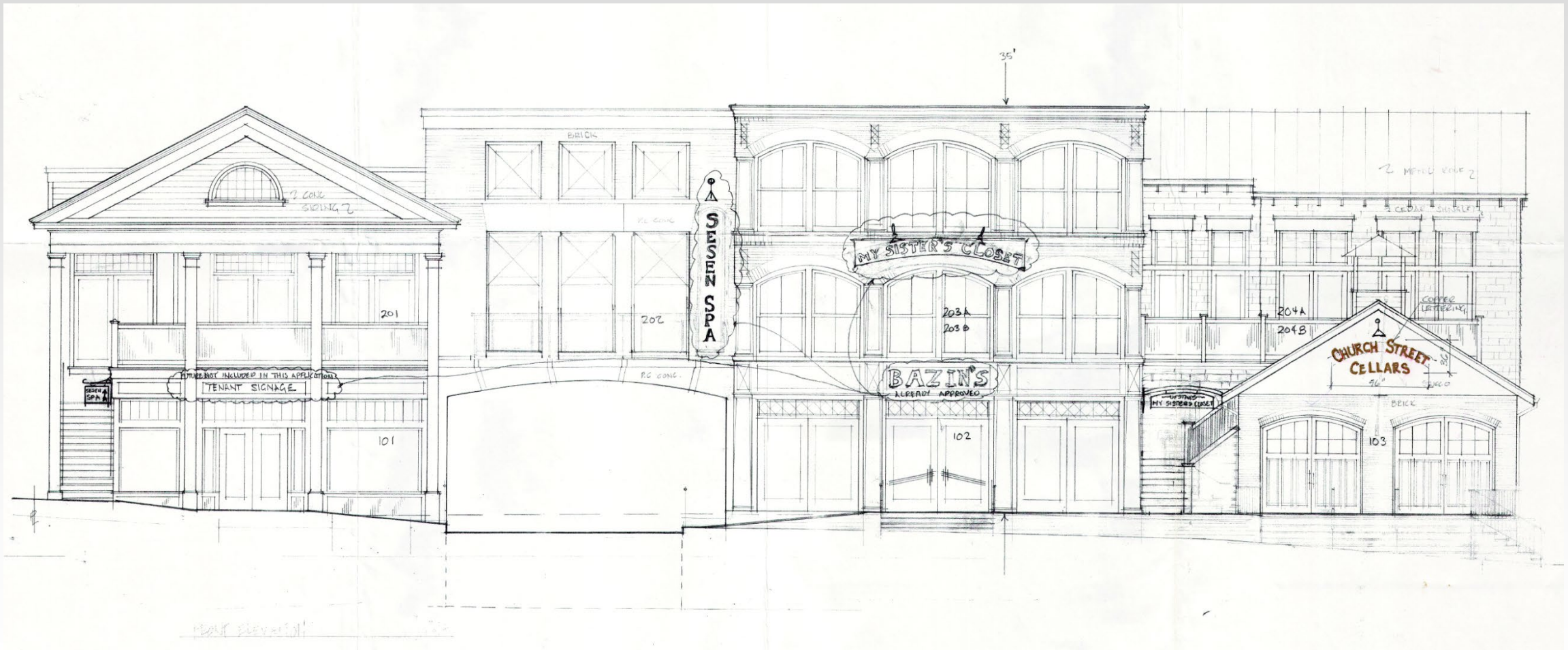
Church Street Vision

- Adopted in July 1999
- Opt-in zoning overlay to encourage main street urban architecture reminiscent of late 19th century, small-town America streetscapes
- Developers benefit from additional square footage, reduced parking requirements, and an expedited review process
- Four properties have been developed using the Church Street Vision overlay



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Existing Master Sign Plan



Proposed Master Sign Plan



Proposed Master Sign Plan Regulations

- All signage shall total 252 sq. ft. or less
- Each tenant may install two signs
- Signage is allowed in areas colored in blue (wall-mounted) or yellow (hanging)
- Provides further regulations regarding sign size, installation, and allowable colors

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Signage Pending Approval

- Pending signage applications must abide by proposed regulations
- Applicant has been made aware that some non-compliant signage will need to be removed



Staff Analysis

Staff recommends **approval**

- Existing guidance is both too narrow and too broad
- Revised guidance offers clearer guidance and increased flexibility for applicants
- Revised guidance allows majority of proposed signage to be approved administratively

Proposed Motion

“I move that the Town Council approves the proposed update to approved Master Sign Plan for 111 Church St NW.”

Or other motion as deemed necessary by the Town Council.