

Department of Planning and Zoning
Town of Vienna, Virginia
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Applicant Name: Tim Markle

Applicant Company: Navy Federal Credit Union

Applicant Email: Tim_Markle@navyfederal.org

Project Type: Board of Architectural Review: Signs

Project Name: Install Parking Availability Signs - BAR EXT
MOD

Jurisdiction: Town of Vienna

ProjectID: 2175931

Thursday, May 28, 2026

On page two of this document are staff's comments for your application submitted on 5/22/26.

How to Respond to Comments:

- After editing documents, use the review and upload link in IDT Project # 2175931 to begin the resubmission process,
- Review and confirm the application is still correct and consistent with revised plans,
- When prompted, respond to the open issues,
- Upload **complete sets of plans**, including: grading, site, and architectural when applicable, including sheets that may not have revisions.

If you have any questions, please contact your project administrator or the comment author.

Resources:

[Public Works Information](#)

[Town of Vienna Zoning Map](#)

[Town of Vienna Town Code](#)

1. Sign type not permitted

Kelly O'Brien
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Staff has completed an initial review of the proposed parking guidance display signs included in the Board of Architectural Review application. Based on the materials submitted, the proposed signs appear to consist of fully electronic LED display panels capable of dynamic messaging, changing displays, and electronic content.

Section 18-544(4) of the Town Code currently prohibits:

"Signs with electronic messages; changeable copy; changing color(s); flashing, blinking, or oscillating effects; that imitate movement through lighting effects; or that use video display of any kind."

The submitted product information for the proposed CleverCiti signs describes the displays as "fully dynamic, high-resolution LED messaging" signs with "live data changes," "dynamic message signage (DMS)," and remote content management capabilities. The application renderings also depict electronic parking availability displays with changing numerical counts and illuminated digital display panels.

Under the current provisions of the Zoning Ordinance, the proposed electronic display signs are permitted. As such, the application cannot proceed in its current form.

Staff notes that discussions regarding potential future amendments to the Town's sign regulations may occur; however, no ordinance amendments permitting this type of electronic sign display have been adopted to date. Any future code changes would need to be formally approved and enacted prior to consideration of this type of signage.

Accordingly, the application is being returned at this time. You may choose to revise the proposal to comply with the current sign regulations or resubmit in the future should the Town Code be amended to permit such displays.