



Memorandum

To: Board of Architectural Review
From: Michael D'Orazio, Deputy Director
Meeting Date: June 21, 2018
Re: Item No. 7 - Docket No. BAR-26-18
VPAC Mural at Vienna Shopping Center - 160-180 Maple Avenue West

Request for approval of a mural for Vienna Shopping Center located at 160-180 Maple Avenue West, (Docket No. BAR-26-18), in the C-2 General Commercial zoning district; filed by Midge Biles of the Vienna Public Arts Commission.

The applicant is requesting approval for a painted mural to be installed on a portion of the rear building façade of the Vienna Shopping Center. The mural depicts the Town of Vienna and the surrounding area, including Tysons Corner and Arlington. The W&OD trail serves as the visual anchor for the mural. The mural will be painted with Benjamin Moore aura semi-gloss exterior latex paints, which are intended to be durable and long-lasting in outdoor applications.

The mural measures approximately 200 feet by 18 feet. The mural extend into portions of the metal parapets (see "mockup rendering" on Page 2 of applicant submission).

On April 5, 2018, the Board held a work session with the applicant to discuss the proposal. At the work session, the Board made the following recommendations:

1. Check that the proposed yellow paint will be durable enough to withstand fading from the sun;
2. Take into account the existing door openings and signs mounted on the rear of the building;
3. Take into account the existing lights mounted on the rear of the building;
4. Make sure that the application of the paint on the metal exterior of the parapet will last.



In regards to the existing signs, the applicant proposes leaving an area of not more than 12 square feet above the tenant doors located in the alcoves. The identification signs will be recessed and will be non-illuminated. The applicant will be seeking approval from the Board of Architectural Review for the tenant identification signs at a later date.

A scale mock-up, material palette and specifications have been included as part of the submittal package.

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This staff report is not an approval.

Applicants should 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.