



Town of Vienna

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Meeting Minutes Board of Architectural Review

Thursday, April 19, 2018

8:00 PM

COUNCIL CHAMBERS-VIENNA TOWN
HALL

Regular Meeting

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 Michael D'Orazio, Deputy Director of the Department of Planning & Zoning, and Sharmaine Abaied, Board Clerk were present.

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

2. Approval of the Minutes:

Mr. Cheselka made a motion to approve the meeting minutes from March 2018

Ms. Hanley seconded the motion

Motion: Cheselka

Second: Hanley

Approved: 5-0

3. Regular Business:

Total Health Concepts

ITEM NO. 1:

Request for approval of façade sign for Total Health Concepts Counseling Center located at 115 Beulah Road NE, suite 200B (Docket No. BAR-19-18), in the C-1 Local Commercial and T Transitional zoning district (split zoned); filed by Michael Kirnan, sign agent.

Mr. Michael Kirnan was present to represent the sign.

Ms. Hanley asked if the sign would match the other signs. Mr. Kirnan stated it was designed to match the other signs. Ms. Hanley then asked if the letters would be centered. Mr. Kirnan stated they could be placed where the board would like, but that they were planning to have them centered over the center columns.

Mr. Chelselka commented that it may be hard to read. Mr. Kirnan stated they chose the color to mimic the other sign and color scheme.

Ms. Virginia Inglese, owner of Total Health Concepts, asked if it would be better for it to be a different color. There was continued discussion regarding the color of the letters for the sign.

Mr. Layer asked for a motion

Mr. Baldwin made a motion that the request for approval of façade sign for Total Health Concepts Counseling Center located at 115 Beulah Road NE, suite 200B (Docket No. BAR-19-18), be approved as submitted with the provision that the letters will be centered below the middle windows of the building, as represented by applicant, and that the applicant will provide staff with a sample of the sign in the same shade that will be put on the sign

Motion: Baldwin

Second: Hanley

Approved: 5-0

Noble's Nail Salon

ITEM NO. 2:

Request for approval of façade sign for Noble's Nail Salon located at 303 Maple Avenue West, Suite B, (Docket No. BAR-20-18), in the C-1A Special Commercial zoning district; filed by Won Jun Seo, sign agent.

Mr. Won Jun was present to represent his application.

Mr. Baldwin asked why the sign wasn't the same name as the business name in the window. Mr. Jun stated the limited space determined the length of the sign as well as the price for the channel letter sign. Mr. Baldwin also stated putting the name over the door may be more appealing. Mr. Jun stated the reason for putting the sign to the right was to make it visible to the road. There was continued discussion regarding the letters of the sign.

Ms. Hanley asked if the face of the building would be painted white and if the roof color would change. Mr. Jun stated the face of the building was currently white and the roof color would stay the same.

Mr. Layer asked about the lumen output for the sign. Mr. Jun stated he didn't have that information as of yet, but could provide it. Mr. Layer stated that the lumen level needs to be submitted. Mr. Layer also asked Mr. D'Orazio if he could find the reasonable lumen output for a sign of this nature before finalizing the approval.

Mr. Cheselka made a motion that request for approval of façade sign for Noble's Nail Salon located at 303 Maple Avenue West, Suite B, (Docket No. BAR-20-18), be approved with the proviso that the lumen level be presented to staff and board will confirm with staff that it is in acceptable guidelines in terms of signage as it relates to light output.

Motion: Cheselka

Second: Baldwin

Approved: 5-0

USAA

ITEM NO. 3:

Request for approval of exterior modifications for USAA located at 527 Maple Avenue East, (Docket No. BAR-24-18), in the C-1 Local Commercial zoning district; filed by Shawn Johnson, agent.

Mr. Shawn Johnson was present to represent the application.

Ms. Hanley asked the height of the wall mounted lights and Mr. Johnson stated they would be 15 feet.

Mr. Cheselka asked if the originally three approved light poles were going down to two. Mr. Johnson stated that two wall packs would replace the three light poles. Mr. Cheselka then asked about the light spread of the wall mounts. Mr. Johnson stated the light spread would not go beyond the property line which is why they chose wall mounted lights.

Mr. Baldwin inquired to the location of the wall packs.

Ms. Hyde made a motion that request for approval of exterior modifications for USAA located at 527 Maple Avenue East, (Docket No. BAR-24-18), be approved as submitted.

Motion: Hyde

Second: Baldwin

Approved: 5-0

Jennings Management Sign Plan

ITEM NO. 4:

Request for approval of master sign plan for the Jennings Building located at 115-123 Church St, NW, (Docket No. BAR-22-18), in the C-1B Pedestrian Commercial zoning district; filed by Cleopatra Burke, sign agent.

Ms. Cleopatra Burke was present to represent the application.

Mr. Baldwin asked if the tenant signs on the freestanding sign would be able to be locked in. Ms. Burke stated they would be screwed in to the tracks. Mr. Baldwin also inquired about changing northwest to N.W. Ms. Burke stated they wanted to make sure it was able to be read from the road. There was continued discussion regarding N.W. Mr. Baldwin asked if the awning signs were examples or if they were the signs for the tenants. Ms. Burke stated they were part of the request for approval. Mr. Baldwin pointed out a few discrepancies between the awning and freestanding signs. There was continued discussion regarding the names for the signs.

Ms. Hyde asked what the criteria would be, with the master sign plan, for changing from beige to white. Ms. Burke stated the landlord would make the decision and it would be for all tenants, not just one.

Ms. Hanley asked about the font in the master sign plan citing III.E of the sign plan: with respect to national or regional chain stores or franchises, "trade name" fonts will be allowed if approved by landlord. Ms. Hanley stated she thought it may need to go before

staff for approval. Ms. Burke stated the master sign plan would be a guideline. Mr. Layer stated the sign plan will be approved as submitted and that any fonts that would vary would have to be submitted independently. There was continued discussion regarding fonts.

Ms. Hanley made a motion that Request for approval of master sign plan for the Jennings Building located at 115-123 Church St, NW, (Docket No. BAR-22-18) be approved with the following provisions: exclusion of master sign plan item III.E. Variations from site plan regarding trademarks, logos, or fonts must go before the board of architectural review as a standard submission. The N.W. needs to be below Church Street on the freestanding sign. The awning show Young's Tailors to be consistent with the freestanding sign

Motion: Hanley
Second: Cheselka
Approved: 5-0

Starbucks

ITEM NO. 5:

Request for approval of exterior improvements and signage for Starbucks located at 362 Maple Avenue West, (Docket No. BAR-16-18), in the C-1A Special Commercial zoning district; filed by Scott Sanfilippo of Curry Architects, agent for Starbucks.
Ms. Claudia Humphrey was present to represent the application.

Ms. Hanley inquired about the monument sign and that it had not been part of the work session and that it didn't match the aesthetics of the building. Ms. Humphrey stated they were flexible on the finish.

Mr. Cheselka asked if the logo out front was the standard for every store. Ms. Humphrey stated it varies based on the available area for the logo. Mr. Cheselka asked if the fencing in the seating area was bollard fencing. Ms. Humphrey stated the posts seen on the fencing are bollards with rails in between the posts. Mr. Cheselka asked about the ladder to the roof. Ms. Humphrey stated there was no change to the current location of the roof ladder.

Ms. Hyde stated her concern regarding the monument sign. She stated it would be new to the board as a combination of a pole and monument sign with the disc extending on top. She continued stating her concern with a logo extending up above a sign.

Mr. Baldwin shared similar concerns regarding the monument sign as Ms. Hyde. He also inquired as to the industry standard of the bollards. Ms. Humphrey stated there was an industry standard and that they would adhere to those standards.

Mr. Layer stated, regarding the monument sign, that the logo has now become the monument which can then turn into an advertising competition. He continued stating the code looks at how things harmonize with the neighbors and community. Mr. Layer stated the monument needs to be discussed separately as it is a combination of a pylon and monument. Mr. Layer stated that only recently the town has started moving back in the direction of logos due to the difficulty of a design that harmonizes. He then stated due to that he proposed to defer the monument sign to be discussed further. Ms. Humphrey stated they do have flexibility with the monument sign.

Ms. Hyde made a motion that request for approval of exterior improvements and signage

for Starbucks located at 362 Maple Avenue West, (Docket No. BAR-16-18), be approved regarding that the exterior improvements and signage with the exception of the monument sign. The monument sign must be considered and a subsequent meeting.

Motion: Hyde

Second: Cheselka

Approved: 5-0

Virginia Tire & Auto

ITEM NO. 6:

Request for approval of exterior modifications for Virginia Tire & Auto of Vienna at 141 Maple Ave. W, (Docket No. BAR-15-18), in the C-2 General Commercial zoning district; filed by Michael Holmes, business representative

Mr. Mike Holmes and his architect Mr. Jon Sammer were present to represent the application.

Mr. Cheselka asked about the paint on the brick. Mr. Sammer stated it was special paint for masonry that allows it to breathe. Ms. Hanley asked if the mortar would be painted as well and Mr. Sammer stated it would be painted as well.

Mr. Layer inquired about the white band below the garage doors. Mr. Holmes stated it was just part of the rendering. Mr. Layer asked what the closest white is to the bays as they can acquire a lot of grease and soot. Mr. Holmes stated they would be vigilant about maintaining the appearance of the building. Mr. Layer continued stating it was mainly the base that acquires the grease and soot.

Ms. Hanley asked about the section of the site plan that appeared to be dead / empty space. It was discovered that it is the tire storage space. Mr. Holmes stated it was an enclosure and that they would like to build a new enclosure. There was continued discussion regarding the tire enclosure.

Mr. Baldwin stated his concerns about a white/beige wood bench due to weathering. Mr. Layer inquired as to whether it was a wooden bench or not. There was continued discussion regarding the bench and an advisement that it should be similar to other benches nearby.

Mr. Layer also commented on the area surrounding the bench, that it would be too high, and engulfing the bench. He then asked if they would consider bringing it down to 8 courses (16 inches), lining it just below the bench height, and then cap it with gray flagstone. They stated they would consider the changes. There was continued discussion regarding the suggested flagstone cap.

Mr. Cheselka inquired about the enclosure. The board and applicant had further discussion regarding a proposed enclosure and when it would come before the board.

Mr. Layer asked if there was a lighting plan that would be submitted. Mr. Sammer stated there were new lights on the building and that they would stay the same. Mr. Layer asked what the kelvin would be for the LED lights. Mr. Layer recommended to the applicants that they not go over 3000 kelvin or it may be too blue. Mr. Layer followed up stating they would need to see the lumens. There was continued discussion regarding the kelvin and lumen lighting levels and industry standards.

Ms. Hyde made a motion that request for approval of exterior modifications for Virginia

Tire & Auto of Vienna at 141 Maple Ave. W, (Docket No. BAR-15-18), be approved with the following stipulations: the wall for seating area on Maple Ave be reduced to eight courses of brick approximately 16 inches total and capped with gray flagstone. The bench seating needs to match the existing seating on Maple or Church. Applicant submits separately, to staff, options for the proposed tire and proposed dumpster enclosure and the board will then be called in for approval. Proposed lumen and kelvin levels of lighting must be presented to staff for additional discussion.

Motion: Hyde
Second: Cheselka
Approved: 5-0

Navy Federal Credit Union

ITEM NO. 7:

Request for approval of signage for Navy Federal Credit Union, located at 1007 Electric Avenue SE, (Docket No. BAR-21-18), in the CMP Industrial Park zoning district; filed by Anne-Marie Wood, sign agent.

Ms. Christina Fields and Ms. Anne-Marie Wood were present to represent the application.

Ms. Hanley asked if the visitor parking was the two green lots on the site plan. Ms. Fields stated it was not all visitors parking. The front row closest to the building is visitor.

Mr. Baldwin asked why the visitor parking, parking, garage, and bridge authorized personnel only do not have the same blue that the parking and receiving signs have. Ms. Fields stated it was based on placement. The primary signs (when entering the property) are more substantial than the secondary signs (inside the property).

Mr. Baldwin made a motion that the request for approval of signage for Navy Federal Credit Union, located at 1007 Electric Avenue SE, (Docket No. BAR-21-18), be approved as submitted.

Motion: Baldwin
Second: Cheselka
Approved: 5-0

New Business:

Mr. Layer began discussion on nominating a Vice-Chair.

Mr. Cheselka nominated Ms. Laine Hyde as Vice-Chair

Ms. Hanley seconded the motion

Motion: Cheselka
Second: Hanley

Approved: 5-0

Mr. Layer began discussion based on the parameters of their purview for the Board of Architectural Review within BAR meetings as well as any other public meetings. Mr. Layer also discussed the position of liaison to other boards. There was further discussion by the board regarding those topics.

4. Meeting Adjournment

Ms. Hanley made a motion to close the meeting. Mr. Baldwin seconded the motion. The meeting adjourned at 9:53 PM.

Respectfully submitted by,

Sharmaine Abaied
Board Clerk

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