



# Town of Vienna

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Vienna, Virginia 22180  
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TTY 7111

## Meeting Minutes Board of Architectural Review

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Thursday, October 18, 2018

8:00 PM

COUNCIL CHAMBERS-VIENNA TOWN  
HALL

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### 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, Michael Cheselka, and Patty Hanley, Absent: Laine Hyde. Staff members Andrea West, Planner, and Sharmaine Abaied, Board Clerk were present.

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

Laine Hyde, absent.

#### 2. Approval of Minutes

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

Ms. Hanley seconded the motion

Motion: Cheselka

Second: Hanley

Approved: 4-0

Absent: Hyde

203 Maple Ave W - Benjamin Moore Paints - sign

Request for approval of two façade signs for Benjamin Moore Paints located at 203 Maple Avenue West, (Docket No. 52-18-BAR), in the C-2 General Commercial zoning district; filed by Gary Brent of MG Permits, permit agent.

Mr. Ken Padgett was present to represent the application.

Mr. Cheselka inquired about the sign colors and Mr. Padgett stated they were the corporate colors.

Ms. Hanley inquired about the words "Vienna Paint" on the sign, which had been on the bottom of the sign, but the proposed sign had those words to the right of the words "Benjamin Moore"

Mr. Baldwin inquired about the color of the sign.

Mr. Cheselka made a motion that the request for approval of two façade signs for Benjamin Moore Paints located at 203 Maple Avenue West, (Docket No. 52-18-BAR), be approved as

submitted.

**Motion:** Cheselka  
**Second:** Baldwin  
**Approved:** 4-0  
**Absent::** Hyde

130 Park St SE - INOVA Primary Care - sign

Request for approval of a façade sign for INOVA Primary Care located at 130 Park Street SE, (Docket No. 53-18-BAR), in the C-1 Local Commercial zoning district; filed by Ruth M. Van Landingham, Service Neon Signs Inc., sign agent.

Ms. Ruth Van Landingham was present to represent the application

There were no questions from the board.

Mr. Baldwin made a motion that the request for approval of a façade sign for INOVA Primary Care located at 130 Park Street SE, (Docket No. 53-18-BAR), be approved as submitted.

**Motion:** Baldwin  
**Second:** Cheselka  
**Approved:** 4-0  
**Absent:** Hyde

231 Maple Ave W - Northwest Federal Credit Union - sign

Request for approval a façade sign for Northwest Federal Credit Union located at 231 Maple Avenue East, (Docket No. 56-18-BAR), in the C-1A Special Commercial zoning district; filed by John Martel of Complete Sign Inc., sign agent.

Mr. John Martel was present to represent the application.

Ms. Hanley asked if the blue of the sign and when illuminated if it would be white. Mr. Martel stated it was a perforated vinyl sign so during the day it would look blue, but at night it would shine white. Ms. Hanley then inquired about the lighting specifications specifically the lumen and kelvin levels. Mr. Martel stated the lumen output would be 100. Ms. Hanley explained the purpose behind having a specific kelvin range and then asked if Mr Martel knew the kelvin level for the light. He stated he did not know, but would find out. Mr. Martel then asked if there was a specific kelvin level the sign should be. Mr. Layer stated it would be best to not go over 3000k. Mr. Layer asked if Mr. Martel could submit the lighting criteria to staff so the board could have a last look at it.

Mr. Cheselka asked if there was a master sign plan at the shopping center due to the other signs being the same style. Mr. Martel stated there was not a master sign plan and that the landlord was looking to conform to the rest of the commercial properties and go with channel letter signs.

Ms. Hanley made a motion that the Request for approval a façade sign for Northwest Federal Credit Union located at 231 Maple Avenue East, (Docket No. 56-18-BAR), be approved with the condition that the lighting details be supplied to staff.

**Motion:** Hanley  
**Second:** Cheselka

Approved: 4-0

Absent: Hyde

146 Maple Ave W - Don Pollo of Vienna - sign

Request for approval of a façade sign for Don Pollo of Vienna located at 146 Maple Avenue West, (Docket No. 54-18-BAR), in the C-2 Special Commercial zoning district; filed by Carlos Ramirez, Don Pollo of Vienna, business owner.

Mr. Carlos Ramirez was present to represent the sign application.

Mr. Baldwin asked about the kelvin level as the application shows the signs lighting to be 7000k. Mr. Ramirez said he was not an expert on lighting. Mr. Layer stated that 7000 would be very blue and unaware of how it would come through on a blue sign. Ms. Hanley stated Panera Bread was to be 4000k and Mr. Layer stated that may be a better level for the sign. Discussion continued regarding the kelvin level.

Mr. Layer inquired about the lumen level and Mr. Baldwin said the application stated 99 lumens. Mr. Ramirez said they were trying to stay under 100 lumens. There was discussion regarding the difference of lumen and kelvin levels.

Mr. Ramirez asked what needed to be done to proceed with the sign. Mr. Layer asked that Mr. Ramirez follow up with documentation stating it would be at a kelvin level comparable to other signs in the shopping center. It was decided that 4000k would be the best kelvin level.

Mr. Baldwin made a motion that the Request for approval of a façade sign for Don Pollo of Vienna located at 146 Maple Avenue West, (Docket No. 54-18-BAR), be approved with the condition that the kelvin level would be reduced to 4000 range and follow up documentation be given to staff.

Motion: Baldwin

Second: Hanley

Approved: 4-0

Absent: Hyde

352 Maple Ave W - The Carpet House - sign & modifications

Request for approval of a façade sign, awnings, and a tenant replacement panel freestanding sign for The Carpet House located at 352 Maple Avenue West, (Docket No. 58-18-BAR), in the C-1 Local Commercial zoning district; filed by John Reid, New Home Media (NHM Inc.), sign agent.

Mr. John Reid was present to represent the application

Ms. West explained the amendment to the application due to the originally proposed sign having a URL and phone number which is not allowed by the town.

Mr. Baldwin inquired about the font being used in the slogan. Mr. Reid and Mr. Baldwin continued discussion regarding font.

Ms. Hanley asked who New Home Media was in regards to the approval letter from the landlord. Mr. Reid stated that it was the company he worked for and that they were the sign contractors. Ms. Hanley said the landlord letter was vague and asked if Mr. Reid could verbally state they have authorization for the sign. Mr. Reid stated they had the

landlord's authorization. Ms. Hanley mentioned her desire to see an update to the sign and discussion continued regarding the options for the monument sign.

Mr. Cheslka inquired about the roof of the sign and Mr. Reid stated they would not be replacing the shingles. There was discussion regarding the sign and Mr. Reid stated if he could get the approval to make changes to the application then they would do so. Mr. Layer clarified that if he would like the sign then it needed to be submitted as is and have the board vote on the sign. If he would like to make changes he could come back before the board with the changes.

Ms. Hanley made a motion that the request for approval of a façade sign, awnings, and a tenant replacement panel freestanding sign for The Carpet House located at 352 Maple Avenue West, (Docket No. 58-18-BAR), be approved as submitted

Motion: Hanley  
Second: Baldwin  
Approved: 4-0  
Absent: Hyde

#### 215 Maple Ave W - The Dollar Tree - Sign

Request for approval of a façade sign and freestanding sign modification for Dollar Tree located at 215 Maple Avenue West, (Docket No. 60-18-BAR), in the C-1A Special Commercial zoning district; filed Jill Hopkins, Anchor Sign Inc., sign agent.

Mr. Brian Robinson was present to represent the application.

Ms. Hanley asked about illumination details for the sign. Mr. Robinson stated he was not aware of the lighting detail. Ms. West stated she contacted the applicant and they gave lighting information, but it was in a different measurement format than usual. There was discussion regarding lumen and kelvin levels.

Ms. Hanley inquired about the beige of the pylon sign. Mr. Robinson stated it was Dollar Trees standard color. Ms. Hanley inquired about the differences in the renderings for the pylon signs. Discussion continued regarding the pylon sign. Mr. Layer asked if the same housing would be used. Mr. Robinson said the same housing would be used and the Rite Aid sign would come off and the Dollar Tree sign would go on. The word "Pharmacy" would just have a plain panel sign created to go on top.

Mr. Baldwin asked if the applicant would not get sign "B". Ms. West stated that was correct as they could only have one sign per frontage which was Maple Ave.

Mr. Cheselka made a motion that the request for approval of a façade sign and freestanding sign modification for Dollar Tree located at 215 Maple Avenue West, (Docket No. 60-18-BAR), be approved with the condition the lighting information would be presented to staff.

Motion: Cheselka  
Second: Baldwin  
Approved: 4-0  
Absent: Hyde

#### 213 Maple Ave E - Chipotle - sign

Request for approval of a façade sign for Chipotle located at 213 Maple Avenue East,

(Docket No. 62-18-BAR), in the C-2 General Commercial zoning district; filed by Andy Gault, Anchor Sign Inc, sign agent.

Mr. Brian Robinson was present to represent the application.

Ms. Hanley asked if the lights stay on all night. Mr. Robinson stated the lights are typically on a timer. The lights would turn on at dusk and would turn off when Chipotle closes.

Mr. Layer asked if the red in "Chipotle" was illuminated and Mr. Robinson stated it was not.

Mr. Baldwin made a motion that the request for approval of a façade sign for Chipotle located at 213 Maple Avenue East, (Docket No. 62-18-BAR), be approved with the condition the lighting information criteria be presented to staff.

**Motion:** Baldwin

**Second:** Hanley

**Approved:** 4-0

**Absent:** Hyde

540 Maple Ave W - Chick-fil-A - sign

Request for approval a façade sign for Chick-fil-A located at 540 Maple Avenue West, (Docket No. 61-18-BAR), in the MAC Maple Avenue Commercial zoning district; filed by Tracy Diehl, Expedite The Diehl, sign agent.

Mikayla Noy was present to represent the application.

Ms. Hanley inquired about the size of the sign and logo. Discussion ensued regarding the dimensions of the logo sign. It was discover that the logo would be 8'9". Ms. Hanley asked about the dimensions of the windows. Ms. Noy stated they did not have the dimensions, but that she could get those to the board if needed.

Mr. Baldwin inquired about the brick wall color that the sign would sit on. Ms. Noy stated she didn't have it, but Ms. West showed the board a rendering that had the color of the brick wall.

Ms. Hanley made a motion that the request for approval a façade sign for Chick-fil-A located at 540 Maple Avenue West, (Docket No. 61-18-BAR), be approved as submitted.

**Motion:** Hanley

**Second:** Cheselka

**Approved:** 4-0

**Absent:** Hyde

540 Maple Ave W - Flagship Carwash - sign

Request for approval of a façade sign for Flagship Carwash located at 540 Maple Avenue West, (Docket No. 57-18-BAR), in the in the MAC Maple Avenue Commercial zoning district; filed by Jessica Sutherland, Talley Sign Company, sign agent.

No one was present to represent the application.

Ms. West stated the owner wanted a last minute change to the sign which could be why they were not present for the meeting

Ms. Hanley made a motion that the request for approval of a façade sign for Flagship Carwash located at 540 Maple Avenue West, (Docket No. 57-18-BAR), be deferred until the next meeting.

Motion: Hanley  
Second: Baldwin  
Approved: 4-0  
Absent: Hyde

### 3. New Business

There was some discussion regarding the lighting at the shopping center with Chipotle. Mr. Laver stated Ms. West was currently addressing the issue.

The board also discussed the agenda item for the Town Council Work Session the following Monday.

Ms. Hanley also mentioned the perception of the board and how to change the view of the board in the public eye. There was continued discussion.

### 4. Meeting Adjournment

Mr. Cheselka made a motion to adjourn the meeting. Ms. Hanley seconded the motion. The meeting adjourned at 8:57 PM.

Respectfully submitted by,

Sharmaine Abaied  
Board Clerk

*THE TOWN OF VIENNA IS COMMITTED TO FULL COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT STANDARDS. TRANSLATION SERVICES, ASSISTANCE OR ACCOMMODATION REQUESTS FROM PERSONS WITH DISABILITIES ARE TO BE REQUESTED NOT LESS THAN 3 WORKING DAYS BEFORE THE DAY OF THE EVENT. PLEASE CALL (703) 255-6304, OR 711 VIRGINIA RELAY SERVICE FOR THE HEARING IMPAIRED.*