



# Town of Vienna

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Vienna, Virginia 22180  
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## Meeting Minutes Board of Architectural Review

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Thursday, November 15, 2018

8:00 PM

COUNCIL CHAMBERS-VIENNA TOWN  
HALL

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### 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, Kelly O'Brien, Principal Planner, Andrea West, Planner 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 Minutes

Ms. Hanley commented that Ms. Hyde needed to be deleted from the roll call for the October minutes

Mr. Cheselka made a motion to accept the October 2018 minutes

Mr. Baldwin seconded the motion

Motion: Cheselka

Second: Baldwin

Approved: 5-0

### 3. Regular Business

231 Mill St NE - The Sweet Wood Collection "Vintage Home & Interiors" Docket No. BAR-65-18

Request for approval of one façade sign for The Sweet Wood Collection located at 231 Mill Street NE, (Docket No. BAR-65-18), in the CM Limited Industrial zoning district; filed by Denise Eckert, business owner.

Denise Eckert was present to represent the application.

Ms. Hanley asked if the sign would be centered above the door and window and how high would the sign be placed. Ms. Eckert stated she would be consistent with all other signs on the block regarding placement. She also stated the sign would be centered above the door.

Mr. Cheselka asked about the size of the sign. The application stated 30x48 and elsewhere it stated 36x60. Ms. Eckert stated it would be 3 feet x 6 feet and Mr. Cheselka confirmed that it would be 36x60. There was continued discussion about the size and Mr. Layer noted that it would be clarified in the motion as well as the placement.

Ms. Hyde inquired about the name on the sign which differed from their business name. Ms. Eckert stated it's more for interior design. Ms. Hyde then asked if it was more a descriptive sign and Ms. Eckert said yes.

Mr. Baldwin asked why the sign was so stark. Ms. Eckert asked which part he felt was stark. There was continued discussion regarding what could be done. Ms. Stephanie Freitas, co-owner, stated the signs style is intentional so those driving by would know. She also stated that in their trade that style is a very common.

Having no other comments Mr. Layer asked for a motion with clarification on placement and size.

Ms. Hyde made a motion that the request for approval of one façade sign for The Sweet Wood Collection located at 231 Mill Street NE, (Docket No. BAR-65-18), be approved at 3 feet by 6 feet, the sign be centered over the door, and compatible with existing signage.

Motion: Hyde  
Second: Cheselka  
Nay: Baldwin  
Approved: 4-1

320B Maple Ave E - Studio 320 Interior Design - Docket No. 63-18-BAR

**ITEM NO. 2:**

Request for approval of one façade sign for Studio 320 Interior Design located at 320B Maple Avenue East, (Docket No. 63-18-BAR), in the C-1A Special Commercial zoning district; filed by Andrea Maaseide, business owner.

Andrea Maaseide was present to represent the application

Ms. Hanley asked about the materials for the sign, more specifically the framing around the sign. Ms. Maaseide stated the whole sign will be made from the same material and then it will be carved and painted. Ms. Hanley asked if the outer edge had a color and Ms. Maaseide stated it was Pantone Warm Gray. Ms. West stated the sign material would be completely painted. There was continued discussion regarding the colors of the sign.

Mr. Baldwin asked what the Extira material was. Ms. Maaseide stated it binds natural wood fibers with phenolic resins and zinc borate. It was wood base, twice as strong as MDF, made to be used outside, and made from sustainable materials.

Ms. Hyde asked if the edges were finished. Ms. West stated the edges around were painted and that there is some depth to the sign as it does say carved.

Mr. Layer stated there needs to be follow up with staff regarding clarification on whether the sign is routed or carved.

Ms. Hanley made a motion that the request for approval of one façade sign for Studio 320 Interior Design located at 320B Maple Avenue East, (Docket No. 63-18-BAR), be approved with clarification for the routing of the lettering and the framing of the sign.

Motion: Hanley  
Second: Cheselka  
Approved: 5-0

**540 Maple Ave W - Flagship Carwash - Docket No. 57-18-BAR**

**Request for approval of three façade signs for Flagship Carwash 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.**

**Ms. Jessica Sutherland was present to represent the sign application**

**Ms. West stated, at the applicant request, there was a need for clarification as it was no longer an application for three signs, but two. The east side in the drawings is the sign that would not be part of the request.**

**Mr. Guy Palozzi came forward and stated he did want the three signs as there was not room for a monument sign.**

**Ms. Hanley asked if the Flagship sign would be over the top of the roof. Ms. West stated that it was noted that the renderings not to scale, but would not be above the roofline as it was up to the parapet. Mr. Layer asked if the metal portion was parapet. Ms. West stated she did inquire also, upon receiving the renderings, and was told it was parapet. Ms. Hanley asked what the dimensions were going above the roofline. Ms. Sutherland stated the sign was three feet tall so the sign would be slightly less than three feet over the horizontal line. There was continued discussion regarding the sign in reference to the roof line.**

**Mr. Baldwin asked where the second car wash sign would be located. Mr. Palozzi stated it would be on the side and that it would be a flat corner sign. There was continued discussion regarding the corner sign. Mr. Layer stated there needed to be some clarification regarding vertical signs. Ms. Hanley mentioned code section 18-184.C.2 and asked that it be reviewed. Mr. D'Orazio stated to the board that if they would like the approval could be conditional in that the zoning administrator reviews and verifies. Mr. Layer stated he did not believe it was and that they had not been approved. Mr. Layer stated the signs under discussion could be separated out and approved. Mr. Palozzi asked how it would work. Mr. D'Orazio stated the zoning administrator would review it to make sure it was in conformance with the code. Ms. Sutherland asked if vertical text was not allowed and Mr. Layer stated they had not been approved in the past. It was stated again that the zoning administrator would be making a determination.**

**Ms. Hanley asked for lighting details clarification with lumens at 80 and kelvins at 2500 and Ms. Sutherland stated those were correct.**

**Mr. Cheselka made a motion that the request for approval of one façade sign for Flagship Carwash 540 Maple Avenue West, (Docket No. 57-18-BAR), be approved as submitted, and the additional two signs dropped from approval pending further staff review.**

**Motion: Cheselka**

**Second: Hanley**

**Approved: 5-0**

**The public hearing was closed**

#### **4. Work Session**

**Staff presentation of the Maple Ave Commercial (MAC) Zone - Visual Preference**

Survey results.

**Work Session:**

Ms. Kelly O'Brien gave an overview of the visual preference survey results stating that it was the first step towards the development of an accessible visual design guideline that will supplement the Maple Avenue Commercial (MAC) zone code. The survey results was a visual grouping of the community's consensus of what they are looking for along Maple Avenue. Ms. O'Brien stated all of the information regarding the survey as well as the survey results could be found on the town's website under Maple Avenue Vision (<https://www.viennava.gov/index.aspx?nid=865>). The board discussed with Ms. O'Brien the results of the survey.

**5. New Business**

**6. Meeting Adjournment**

Mr. Cheselka made a motion to adjourn the meeting. Ms. Baldwin seconded the motion.  
The meeting adjourned at 8:56 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.*