



Town of Haymarket  
 15000 Washington Street, #100  
 Haymarket, VA 20169  
 703-753-2600

**Thomas Britt**  
 TOWN PLANNER

## MEMORANDUM

TO: Architectural Review Board  
 FROM: Thomas Britt  
 DATE: February 12, 2025  
 SUBJECT: ZP #2025-0105, 15111 Washington Street Suite 121 Signage Installation

**APPLICATION SUMMARY:**

Business/ Applicant: Starling Health Solutions

Street Address: 15111 Washington Street Suite 121

Proposed Alteration: Signage addition to tenant space at Winterham property.

Applicant’s Brief Description of the Activity: Signage installation at tenant space for chiropractic care office.

Town Planner Assessment		
Zoning Ordinance	Application Details	Staff Response
<b>Sec. 58-16.8</b> Matters to be considered by board in acting on appropriateness of erection, reconstruction, alteration, restoration or demolition of building or structure.	Addition of 10sq ft wall signage, with aluminum cabinet, 15ft high above tenant space entrance.	The proposed alteration is visible from the public right of way.  The signage meets the requirements of the Zoning Ordinance
<b>Sec. 58-16.8 (1)</b> Exterior architectural features, including all signs, which are subject to public view from a public street, way or place.	Addition of 10sq ft wall signage, with aluminum cabinet, 15ft high above tenant space entrance.	The proposed alteration is visible from the public right of way.  Sign material is aluminum cabinet, white background with green lettering, externally illuminated.
<b>Sec. 58-16.8 (2)</b> General Design Arrangement	Addition of 10sq ft wall signage, with aluminum cabinet, 15ft high above tenant space entrance.	The design is in keeping with the guidelines.
<b>Sec. 58-16.8 (3)</b> Texture, material and color	Addition of 10sq ft wall signage, with aluminum cabinet, 15ft high above tenant space entrance.	The design and materials are in keeping with the guidelines.

<p><b>Sec. 58-16.8 (4)</b> The relation of the factors, subsections (1), (2), and (3) of this section, to similar features of the buildings and structures in the immediate surroundings</p>	<p>Addition of 10sq ft wall signage, with aluminum cabinet, 15ft high above tenant space entrance.</p>	<p>The design is in keeping with the guidelines and the immediate surrounding tenants and buildings.</p>
<p><b>Sec. 58-16.8 (5)</b> The extent to which the building or structure would be harmonious with or obviously incongruous with the old and historic aspect of the surroundings</p>	<p>Addition of 10sq ft wall signage, with aluminum cabinet, 15ft high above tenant space entrance.</p>	<p>The design is in keeping with the guidelines and the immediate surrounding tenants and buildings.</p>
<p><b>Sec. 58-16.8 (6)</b> In the case of a building to be razed, a primary consideration will be the extent to which its continued existence would tend to protect irreplaceable historic places and preserve the general historic atmosphere of the Town</p>	<p>Not applicable</p>	<p>Not applicable</p>
<p><b>Sec. 58-16.8 (7)</b> The extent to which the building or structure will promote the general welfare of the Town, and all citizens, by the preservation and protection of historic places and areas</p>	<p>Addition of 10sq ft wall signage, with aluminum cabinet, 15ft high above tenant space entrance.</p>	<p>This matter is at the discretion of the ARB</p>
<p><b>Sec. 58-16.8 (8)</b> The extent to which the building or structure will promote the general welfare by:</p> <ul style="list-style-type: none"> <li>(a) Maintaining and increasing real estate values</li> <li>(b) Generating business</li> <li>(c) Creating new positions</li> <li>(d) Attracting tourists, students, writers, historians, artists and artisans, and new residents</li> <li>(e) Encouraging study of and interest in American history</li> </ul>	<p>Addition of 10sq ft wall signage, with aluminum cabinet, 15ft high above tenant space entrance.</p>	<p>These matters are at the discretion of the ARB</p>

(f) Stimulating interest in and study of architecture and design		
(g) Educating citizens in American culture and heritage		
(h) Making the Town a more attractive and desirable place in which to live		
<b>Comprehensive Plan</b>		
<b>Comp Plan 1.5.3</b> Historic Resource Inventory List	Site - 15111 Washington Street Suite 121	The main structure/site IS NOT listed as a Historic Resource
<b>Comp Plan 1.5.4</b> Potential Archaeological Site	Site - 15111 Washington Street Suite 121	The site is not one of those listed as a potential archaeological site in the Comprehensive Plan
<b>Architectural Review Board Historic Guidelines</b>		
<b>I. Introduction (E) Community Design and the Comprehensive Plan</b>	Site - 6758 Jefferson Street	R-1 Property
<b>II. Streetscape and Site Design</b>		
<b>II. (a) Washington Street Enhancement Project</b>	Not applicable	Not applicable
<b>II. (b) Streetscapes Other Than Washington Street</b>	Not applicable	Not applicable
<b>II. (c) Fences and Walls</b>		
<b>II. (d) Lighting (Free Standing/Posts)</b>	Not Applicable	Not Applicable
<b>II. (e) Telecommunication Dishes, Drums and Towers</b>	Not Applicable	Not Applicable
<b>II. (f) Screening</b>	Not Applicable	Not Applicable
<b>III. New Construction and Additions to Existing Non-Historic and Non-Contributing Structures</b>		
<b>III. (a) General Guidelines</b>	<i>"to create a more pleasing blend of historic and new elements in the Town, new structures shall be compatible with the prevailing and recognized historic architectural character of the existing adjacent structures"</i>	These matters are at the discretion of the ARB
<b>III. (b) Colors</b>		The fence colors do not distract from streetscape and neighborhood character.
<b>III. (c) Exterior Elements</b>		Not Applicable
<b>III. (d) Chimneys</b>	Not Applicable	Not Applicable
<b>III. (e) Roofing</b>	Not Applicable	Not Applicable
<b>III. (f) Lighting, (attached to structure)</b>	None	None

<b>III. (g) Windows and Doors</b>	Not Applicable	Not Applicable
<b>III. (h) Decks</b>	Not Applicable	Not Applicable
<b>III. (i) Handicapped Ramps</b>	Not Applicable	Not Applicable
<b>III. (j) Awnings</b>	Not Applicable	Not Applicable
<b>IV. Guidelines for Alterations or Additions to Historic Structures or Contributing Structures</b>		
<b>IV. (a) General Guidelines</b>	Not Applicable	Not Applicable
<b>V. Signage</b>	Not Applicable	Not Applicable, not historic or contributing
<b>VI. Demolition Guidelines</b>	Not Applicable	Not Applicable
<b>VII. Situations Not Covered, Additional Requirements</b>	Not Applicable	Not Applicable

STAFF RECOMMENDATION:

Based on the above assessment of the proposed sign installation at 15111 Washington Street Suite 121, the Town Planner recommends approval of the addition.

Draft Motion: "I move the Board approve the COA for ZP#2025-0105, for the sign installation at 15111 Washington Street Suite 121."

Or an alternate motion.