



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: March 10, 2025
 SUBJECT: ZP #2024-0107 6515 Crossroads Village Boulevard, Signage Installation

APPLICATION SUMMARY:

Business/ Applicant: Kiddie Academy
 Street Address: 6515 Crossroads Village Boulevard
 Proposed Alteration: Sign Installation
 Applicant’s Brief Description of the Activity: Addition of a wall sign to the front and rear façades of Kiddie Academy.

Town Planner Assessment		
Zoning Ordinance	Application Details	Staff Response
Sec. 58-16.8 Matters to be considered by board in acting on appropriateness of erection, reconstruction, alteration, restoration or demolition of building or structure.	Addition of two 22.6sqft externally illuminated wall signs with channel lettering accents. Sign heights are both 27’ from the ground floor. Letter faces and backing are aluminum.	The proposed alteration is visible from the public right of way. The signage meets the requirements as set forth in the Zoning Ordinance.
Sec. 58-16.8 (1) Exterior architectural features, including all signs, which are subject to public view from a public street, way or place.	Addition of two 22.6sqft externally illuminated wall signs with channel lettering accents. Sign heights are both 27’ from the ground floor. Letter faces and backing are aluminum.	The proposed alteration is visible from the public right of way. Wall signs are dark greenish brown to match the siding of the existing structure (see attached renderings)
Sec. 58-16.8 (2) General Design Arrangement	Addition of two 22.6sqft externally illuminated wall signs with channel lettering accents. Sign heights are both 27’ from the ground floor.	The design is in keeping with the guidelines. The minimum height of wall signage per the Zoning Ordinance is 15ft above floor level. Measured from the second floor, the sign meets the

	Letter faces and backing are aluminum.	height requirements of the Zoning Ordinance.
Sec. 58-16.8 (3) Texture, material and color	Addition of two 22.6sqft externally illuminated wall signs with channel lettering accents. Sign heights are both 27' from the ground floor. Letter faces and backing are aluminum.	The design and materials are in keeping with the guidelines.
Sec. 58-16.8 (4) 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	Addition of two 22.6sqft externally illuminated wall signs with channel lettering accents. Sign heights are both 27' from the ground floor. Letter faces and backing are aluminum.	The design is in keeping with the guidelines and the immediate surrounding tenants and buildings.
Sec. 58-16.8 (5) The extent to which the building or structure would be harmonious with or obviously incongruous with the old and historic aspect of the surroundings	Addition of two 22.6sqft externally illuminated wall signs with channel lettering accents. Sign heights are both 27' from the ground floor. Letter faces and backing are aluminum.	The design is in keeping with the guidelines and the immediate surrounding tenants and buildings.
Sec. 58-16.8 (6) 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	Not applicable	Not applicable
Sec. 58-16.8 (7) 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	Addition of two 22.6sqft externally illuminated wall signs with channel lettering accents. Sign heights are both 27' from the ground floor. Letter faces and backing are aluminum.	This matter is at the discretion of the ARB
Sec. 58-16.8 (8) The extent to which the building or structure	Addition of two 22.6sqft externally illuminated wall	These matters are at the discretion of the ARB

<p>will promote the general welfare by:</p> <ul style="list-style-type: none"> (a) Maintaining and increasing real estate values (b) Generating business (c) Creating new positions (d) Attracting tourists, students, writers, historians, artists and artisans, and new residents (e) Encouraging study of and interest in American history (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 	<p>signs with channel lettering accents. Sign heights are both 27' from the ground floor. Letter faces and backing are aluminum.</p>	
Comprehensive Plan		
Comp Plan 1.5.3 Historic Resource Inventory List	Site - 6515 Crossroads Village Boulevard	The main structure/site IS NOT listed as a Historic Resource
Comp Plan 1.5.4 Potential Archaeological Site	Site - 6515 Crossroads Village Boulevard	The site is not one of those listed as a potential archaeological site in the Comprehensive Plan
Architectural Review Board Historic Guidelines		
I. Introduction (E) Community Design and the Comprehensive Plan	Site - 6515 Crossroads Village Boulevard	B-2 Property
II. Streetscape and Site Design		
II. (a) Washington Street Enhancement Project	Not applicable	Not applicable
II. (b) Streetscapes Other Than Washington Street	Not applicable	Not applicable
II. (c) Fences and Walls		
II. (d) Lighting (Free Standing/Posts)	Not Applicable	Not Applicable
II. (e) Telecommunication Dishes, Drums and Towers	Not Applicable	Not Applicable
II. (f) Screening	Not Applicable	Not Applicable
III. New Construction and Additions to Existing Non-Historic and Non-Contributing Structures		

III. (a) General Guidelines	<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
III. (b) Colors		Not Applicable
III. (c) Exterior Elements		Not Applicable
III. (d) Chimneys	Not Applicable	Not Applicable
III. (e) Roofing	Not Applicable	Not Applicable
III. (f) Lighting, (attached to structure)	None	None
III. (g) Windows and Doors	Not Applicable	Not Applicable
III. (h) Decks	Not Applicable	Not Applicable
III. (i) Handicapped Ramps	Not Applicable	Not Applicable
III. (j) Awnings	Not Applicable	Not Applicable
IV. Guidelines for Alterations or Additions to Historic Structures or Contributing Structures		
IV. (a) General Guidelines	Not Applicable	Not Applicable
V. Signage	Not Applicable	Not Applicable, not historic or contributing
VI. Demolition Guidelines	Not Applicable	Not Applicable
VII. Situations Not Covered, Additional Requirements	Not Applicable	Not Applicable

STAFF RECOMMENDATION:

This application was previously submitted as a sign package with a wall sign and monument sign. At the time the application was reviewed with height requirements based on measurement from the first floor of the building, which it did not meet, and the wall signage then was separated from the main application. In conversation with the Zoning Administrator, it is acceptable for the height of the wall signage to be measured from the second floor. This has been done for other sign applications in Haymarket, most recently the Hilton Garden Inn at 15001 Washington Street. The application was resubmitted with this stipulation in mind. Based on the above assessment of the proposed signage at 6515 Crossroads Village Boulevard, the Town Planner recommends approval of this application as presented.

Draft Motion: “I move the Board approve ZP#2025-0107, two wall sign installations at 6515 Crossroads Village Boulevard.”

Or an alternate motion.