



ARCHITECTURAL REVIEW BOARD MEETING

Wednesday, December 17, 2025, at 7:00 PM

Council Chambers – 15000 Washington St., STE 100 Haymarket, VA 20169

<http://www.townofhaymarket.org/>

MINUTES

I. CALL TO ORDER

A Regular Meeting of the Architectural Review Board of the Town of Haymarket, Virginia, was held this evening in the Council Chambers, commencing at 7:00 pm.

Chairman Luersen called the meeting to Order.

PRESENT: Chairman Ken Luersen, Vice Chair Ben Barben, Planning Commission Liaison Jeff Kress

ABSENT: Board Member Chuck Mason.

II. PLEDGE OF ALLEGIANCE

Chairman Luersen invited everyone to stand for the Pledge of Allegiance.

III. CITIZENS' TIME

There were no citizens at this evening's meeting wishing to address the Architectural Review Board.

IV. MINUTE APPROVAL

Vice Chair Barben asked that the minutes from the regular meeting on August 20 at 7:00 p.m., specifically the demolition Certificate of Appropriateness (COA), on packet page 6, be pulled for review of the language.

Vice Chair Barben moved to approve the Architectural Review Board site visit minutes from August 20, 2025, as well as the regular meeting minutes from September 17, 2025. PC Liaison Kress seconded the Motion. The motion carried.

V. AGENDA ITEMS

1. Meeting Schedule:

The Board reviewed the 2026 meeting schedule.

Vice Chair Barben moved to approve the schedule. PC Liaison Kress seconded the motion. Vote: Luersen- yes; Barben- yes; Kress- yes. Motion passed.

2. ZP #1202-6612 COA for updating branding sign

Town Manager Emily Kyriazi presented the application from Crumbl Cookie to change its signage. She directed the Board to a handout that included images of Crumbl Cookie and other multi-tenant structures that sit on the same development for reference. The existing signage is white lettering on

a black background, including a chef logo. The applicant is proposing the new franchise branding, shown on packet page 24, which features a pink background with black lettering reading “Crumbl.” The Town Manager directed the Board to a paint chip supplied by the applicant for reference.

A representative for Crumbl approached the podium to provide details and answer questions. The representative stated they are proposing to take the existing sign down and replace it with the one proposed as part of a corporate rebrand.

Chairman Luersen stated the proposed coloring is not included in the Town’s approved color palette and thus goes against the Architectural Review Board’s Guidelines. Vice Chair Barben asked what was previously established for the site. Town Manager Kyriazi referenced the approval granted approximately three years ago during the build-out, noting Crumbl is located in Building Six.

The Town Manager further explained that the Master Sign Plan requires end-cap units to have backing boards, while interior tenant units have only the individual letter mounting. The Master Sign Plan also allows businesses to use their franchise branding, including colors and logos, though the Board may still consider the Town’s historic color palette in its review. She further clarified the Master Sign Plan specifies a default font to be used if a tenant does not have a designated font.

Chairman Luersen stated he didn’t oppose the font, but he’d like to see the colors reversed to pink lettering on a black background. Board members discussed the proposed sign in relation to other tenant signs in the complex.

The representative asked what the process is further to get what the applicant wants. Chairman Luersen said it’d be a vote of the Board, and he doesn’t think it fits with the surrounding signage in this complex. The Town Manager clarified and said if the Board gives their recommendation and Crumbl doesn’t like their decision, there is an appeal process to the Town Council to have further consideration on getting the pink background approved. The Board members agreed they did not like the option of a pink background as presented.

Vice Chair Barben motioned the Architectural Review Board conditionally approve ZP #1202_6612 COA for signage update installation at 6612 Watts Road. This approval includes the following detail. The front and side elevation signage in channel pink or white lettering and a black background. The sign must be altered to be 25 square feet or less for the front façade. Following the resubmission of the size as well as coloring, the zoning administrator will verify the colors and size prior to sign off. PC Liaison Kress seconded the motion. Vote: Luersen-yes; Barben-yes; Kress-yes. The motion carried.

VI. OLD BUSINESS

Town Manager Kyriazi shared she is still actively working with the Dominicks at the corner of St. Paul and Washington Street. They are working with a civil team and an architectural team on the design for the building they want to put there.

Another old business item, the demolition approved one year ago for the three single-family homes on Bleight Drive, we noticed the property owners were coming up on the expiration of that COA that they received at the time. They stated they were unable to act on it, but understood the process and will seek a new demolition approval for those three structures. The Town Manager further shared there is no update on the Lane Motors property.

VII. NEW BUSINESS

Chairman Luersen brought attention to the Somerset and Heathcote projects. The Town Manager shared that an information night held at Town Hall with Buchanan Partners, who are working on the commercial development right off of Heathcoat, and are in the final phases of their rezoning

application. They are proposing approximately 232 townhomes. She stated they discussed their entry/exit points and traffic concerns, and the Town's concerns will be provided.

As for the other project, a couple of months back, we reviewed a rezoning for the Route 15 area on the other side of the tracks, originally called High Point. A different team has now resubmitted a proposal for approximately 247 units. Four acres are in the town of Haymarket and are designated conservation land. They are not proposing to build on those acres but instead plan to place a stormwater management pond there, along with a trail and walkway. She shared some of our concerns are pedestrian connectivity, the proximity of the railroad track, and traffic impacts to name a few.

Chairman Luersen brought up the corner of Crossroads Village and asked was there a site plan submitted for the hotel. The Town Manager responded that a preliminary site plan has been submitted for a hotel. They are going off of a previously approved special use permit to allow for six stories. They also put in another submission of a retail structure that would sit in front of the Kiddie Academy.

Vice Chair asked if there is any update on the RFP for the Town Pavilion. The Town Manager shared there has been a lot of interest, and proposals are due January 5 at 3:00 p.m. Staff will review proposals and work with the finance liaisons to make a recommendation and bring it to Town Council.

Regarding the Town Hall Site Plan, which you'll see in the Strategic Plan, Town Council has prioritized the exterior site work. We had it approved and signed off in August 2023. The Town Manager shared what this Site Plan will cover.

VIII. PLANNING COMMISSION UPDATES

The Planning Commission shared the second drive-thru lane at Chick-fil-A was a major topic of discussion. They received the conditional approval they were waiting for. The Planning Commission set a public hearing date for the rezoning application located at 14600 Washington Street, also known as the QBE property, which will be held on January 20 at 7:00 p.m. The January meeting would be January 13, but due to a scheduling conflict, we pushed the regular meeting to January 20.

IX. TOWN COUNCIL UPDATES

Chairmen Luersen shared the major topic of discussion has been the Strategic Plan, which is provided in the packet for the Board's review. The Town Manager directed them to the top priorities and how they are numbered.

X. ADJOURNMENT

With no further business before the Architectural Review Board, Vice Chair Barben moved to adjourn with a second by PC Liaison Jeff Kress. The motion carried.

Alexandra Elswick, Deputy Clerk

Ken Luersen, Chairman