



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: June 20, 2025
SUBJECT: ZP #2025-0706 14600 Washington Street Suite 155, Signage Installation

APPLICATION SUMMARY:

Business/ Applicant: Italia Performing Arts

Street Address: 14600 Washington Street Suite 155

Proposed Alteration: Sign Installation

Applicant's Brief Description of the Activity: Addition of a wall sign near the front door of the tenant space at suite 155 near the rear of the property. Tenant signage to be installed on existing multitenant sign separately.

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 one 12sqft aluminum wall sign, with light brown background and dark gray logo. External lighting already exists. The tenant will also add signage to the existing multitenant sign at the front of the property.	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 one 12sqft aluminum wall sign, with light brown background and dark gray logo. External lighting already exists.	The proposed alteration is visible from the public right of way. The signage is aluminum. Background is light brown with gray branding.
Sec. 58-16.8 (2) General Design Arrangement	Addition of one 12sqft aluminum wall sign, with light brown background and dark gray logo. External lighting already exists.	The design is in keeping with the guidelines.

Sec. 58-16.8 (3) Texture, material and color	Addition of one 12sqft aluminum wall sign, with light brown background and dark gray logo. External lighting already exists.	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 one 12sqft aluminum wall sign, with light brown background and dark gray logo. External lighting already exists.	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 one 12sqft aluminum wall sign, with light brown background and dark gray logo. External lighting already exists.	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 one 12sqft aluminum wall sign, with light brown background and dark gray logo. External lighting already exists.	This matter is at the discretion of the ARB
Sec. 58-16.8 (8) The extent to which the building or structure will promote the general welfare by: (a) Maintaining and increasing real estate values (b) Generating business (c) Creating new positions (d) Attracting tourists, students, writers, historians, artists and	Addition of one 12sqft aluminum wall sign, with light brown background and dark gray logo. External lighting already exists.	These matters are at the discretion of the ARB

<p>artisans, and new residents</p> <p>(e) Encouraging study of and interest in American history</p> <p>(f) Stimulating interest in and study of architecture and design</p> <p>(g) Educating citizens in American culture and heritage</p> <p>(h) Making the Town a more attractive and desirable place in which to live</p>		
Comprehensive Plan		
Comp Plan 1.5.3 Historic Resource Inventory List	Site - 14600 Washington St	The main structure/site IS listed as a Historic Resource
Comp Plan 1.5.4 Potential Archaeological Site	Site - 14600 Washington St	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 - 14600 Washington St	B-1 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:

The tenant has applied for the signage outside of their space in addition to the signage they will add to the existing multitenant sign.

Based on the above assessment of the proposed signage at 14600 Washington Street Suite 155, the Town Planner recommends approval of this application as presented.

Draft Motion: "I move the Board approve ZP#2025-0706, wall signage installation at 14600 Washington Street Suite 155."

Or an alternate motion.