



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: October 9, 2024
 SUBJECT: ZP #2024-1002, 15234 Washington Street, Lifetime Smiles Sign Installation

APPLICATION SUMMARY:

Business/ Applicant: Lifetime Smiles Dentistry
 Street Address: 15234 Washington Street
 Proposed Alteration: Sign Installation
 Applicant’s Brief Description of the Activity: Addition of signage for Lifetime Smiles dentist office.

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 25sqft channel letter signage at 15234 Washington Street for Lifetime Smiles dentist office. Sign is 15ft in height.	The proposed alteration is visible from the public right of way. The signage meets the requirements for 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 25sqft channel letter signage at 15234 Washington Street for Lifetime Smiles dentist office. Sign is 15ft in height.	The proposed alteration is visible from the public right of way.
Sec. 58-16.8 (2) General Design Arrangement	Addition of 25sqft channel letter signage at 15234 Washington Street for Lifetime Smiles dentist office. Sign is 15ft in height.	The design is in keeping with the guidelines.
Sec. 58-16.8 (3) Texture, material and color	Addition of 25sqft channel letter signage at 15234 Washington Street for Lifetime Smiles dentist office. Sign is 15ft in height.	Signage is black acrylic. The design and materials are in keeping with the guidelines.

<p>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</p>	<p>Addition of 25sqft channel letter signage at 15234 Washington Street for Lifetime Smiles dentist office. Sign is 15ft in height.</p>	<p>The design is in keeping with the guidelines and the immediate surrounding tenants and buildings.</p>
<p>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</p>	<p>Addition of 25sqft channel letter signage at 15234 Washington Street for Lifetime Smiles dentist office. Sign is 15ft in height.</p>	<p>The design is in keeping with the guidelines and the immediate surrounding tenants and buildings. Please see attached photos of neighboring buildings.</p>
<p>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</p>	<p>Not applicable</p>	<p>Not applicable</p>
<p>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</p>	<p>Addition of 25sqft channel letter signage at 15234 Washington Street for Lifetime Smiles dentist office. Sign is 15ft in height.</p>	<p>This matter is at the discretion of the ARB</p>
<p>Sec. 58-16.8 (8) The extent to which the building or structure 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 	<p>Addition of 25sqft channel letter signage at 15234 Washington Street for Lifetime Smiles dentist office. Sign is 15ft in height.</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		
Comprehensive Plan		
Comp Plan 1.5.3 Historic Resource Inventory List	Site - 15234 Washington Street	The main structure/site IS NOT listed as a Historic Resource
Comp Plan 1.5.4 Potential Archaeological Site	Site - 15234 Washington Street	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 - 15234 Washington Street	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		The sign colors are neutral and fit with the designs in the surrounding area.
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:

Based on the above assessment of the proposed signage at 15234 Washington Street, the Town Planner recommends approval of the installation.

Draft Motion: "I move the Board approve the COA for ZP#2024-1002, for the sign installation at 15234 Washington Street."

Or an alternate motion.