



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: November 14, 2024
 SUBJECT: ZP #2024-1106 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: Proposed addition of a monument sign at entrance to property and two wall signs on front and rear façade of building.

| Town Planner Assessment | | |
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| 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 24sqft exterior illuminated monument sign and two 22.6sqft internally illuminated channel letter wall signage. | The proposed alteration is visible from the public right of way. The signage will require height adjustments to meet the Zoning Ordinance Requirements. |
| 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 24sqft exterior illuminated monument sign and two 22.6sqft internally illuminated channel letter wall signage. | The proposed alteration is visible from the public right of way. Monument sign is grey aluminum cabinet with flat polycarbonate faces. Wall signage is aluminum with back painted black with white acrylic faces, one at the front elevation and rear elevation of building. |
| Sec. 58-16.8 (2) General Design Arrangement | Addition of 24sqft exterior illuminated monument sign and two 22.6sqft internally illuminated channel letter wall signage. | The design is in keeping with the guidelines. |

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| Sec. 58-16.8 (3) Texture, material and color | Addition of 24sqft exterior illuminated monument sign and two 22.6sqft internally illuminated channel letter wall signage. | 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 24sqft exterior illuminated monument sign and two 22.6sqft internally illuminated channel letter wall signage. | 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 24sqft exterior illuminated monument sign and two 22.6sqft internally illuminated channel letter wall signage. | 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 24sqft exterior illuminated monument sign and two 22.6sqft internally illuminated channel letter wall signage. | 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 24sqft exterior illuminated monument sign and two 22.6sqft internally illuminated channel letter wall signage. | These matters are at the discretion of the ARB |

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| <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 - 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 |

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| 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 6515 Crossroads Village Boulevard, the Town Planner recommends the applicant make any recommended changes provided by the Town Planner and Architectural Review Board.

Draft Motion: "I move the Board defer the decision on COA for ZP#2024-1105, for the wall and monument sign installation at 6515 Crossroads Village Boulevard to the December 18 ARB meeting."

Or an alternate motion.