



Town of Haymarket
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 Haymarket, VA 20169
 703-753-2600

Thomas Britt
 TOWN PLANNER

MEMORANDUM

TO: Architectural Review Board
 FROM: Thomas Britt
 DATE: December 13, 2024
 SUBJECT: ZP #2024-1106, 6515 Crossroads Village Boulevard, Recreation Equipment Installation

APPLICATION SUMMARY:

Business/ Applicant: Kiddie Academy

Street Address: 6515 Crossroads Village Boulevard

Proposed Alteration: Playground Equipment Installation

Applicant’s Brief Description of the Activity: Proposed addition of a monument sign at entrance to property. Original Application included two wall signs on front and rear façade of building but is now just the monument sign.

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 24sqft exterior illuminated monument sign at entrance to property.	The proposed alteration is visible from the public right of way. The installation meets 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 at entrance to property.	The proposed alteration is visible from the public right of way. Monument sign is grey aluminum cabinet with flat polycarbonate faces. Colors are SW 7043 Worldly Gray, external illumination provided by others, brick features to match color palette of the main building.
Sec. 58-16.8 (2) General Design Arrangement	Addition of 24sqft exterior illuminated monument sign at entrance to property.	The design is in keeping with the guidelines.

Sec. 58-16.8 (3) Texture, material and color	Addition of 24sqft exterior illuminated monument sign at entrance to property.	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 at entrance to property.	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 at entrance to property.	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 at entrance to property.	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 artisans, and new residents	Addition of 24sqft exterior illuminated monument sign at entrance to property.	These matters are at the discretion of the ARB

(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		
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:

Based on the above assessment of the proposed signage at 6515 Crossroads Village Boulevard, the Town Planner recommends approval of the addition.

Draft Motion: "I move the Board approve COA for ZP#2024-1106, for the monument sign installation at 6515 Crossroads Village Boulevard."

Or an alternate motion.