



Town of Haymarket
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Lydia Schauss
Town Planner

MEMORANDUM

TO: Architectural Review Board
FROM: Lydia Schauss
DATE: December 11, 2025
SUBJECT: ZP #1202_6612, COA for Updating Branding Sign at 6612 Watts Road

APPLICATION SUMMARY:

Business/Applicant: C.P. Leopold, Crumbl Cookie

Street Address: 6612 Watts Road

Proposed Alteration: Updating/Changing previous business sign colors.

Applicant's Brief Description of the Activity: Previous use described as selling baked goods, existing business is updating branding.

The applicant will be updating the exterior signage of the structure; modifications will include two new signs on front and side exterior. New signs will be pink background, aligning with brands color scheme, with black font lettering.

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.	Installation of $2'-11\frac{1}{8}'' \times 10'-3''$ front elevation signage over the existing front entry, and a $2'-3\frac{3}{8}'' \times 8'$ side elevation signage.	The proposed alteration is visible from the public right of way. The Board shall consider the new signage color.
Sec. 58-16.8 (1) Exterior architectural features, including all signs, which are subject to public view from a public street, way or place.	Installation of $2'-11\frac{1}{8}'' \times 10'-3''$ front elevation signage over the existing front entry, and a $2'-3\frac{3}{8}'' \times 8'$ side elevation signage.	The proposed alteration is visible from the public right of way. The Board shall consider the new signage color.
Sec. 58-16.8 (2) General Design Arrangement	Installation of $2'-11\frac{1}{8}'' \times 10'-3''$ front elevation signage over the existing front entry, and a $2'-3\frac{3}{8}'' \times 8'$ side elevation signage.	The proposed alteration is visible from the public right of way. The Board shall consider the new signage color. The signage will consist of a pink background (707cw) and Channel lettering will be black.

Sec. 58-16.8 (3) Texture, material and color	Installation of 2'-11 $\frac{1}{8}$ " x 10'-3" front elevation signage over the existing front entry, and a 2'-3 $\frac{3}{8}$ " x 8' side elevation signage.	The portico is shown in the attached rendering; the applicant intends to update front and side elevation signage with the previously mentioned pink and black color scheme. The front elevation will be 30 sq ft of signage and the side elevation will be 18.33 sq ft. The applicant will need to modify the front sign size to 25 sq ft.
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	Installation of 2'-11 $\frac{1}{8}$ " x 10'-3" front elevation signage over the existing front entry, and a 2'-3 $\frac{3}{8}$ " x 8' side elevation signage.	The new signage is dimensionally in line with previous posted signage. The updated signage will align with Crumbl branding and will be recognizable from the public right-of-way.
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	Installation of 2'-11 $\frac{1}{8}$ " x 10'-3" front elevation signage over the existing front entry, and a 2'-3 $\frac{3}{8}$ " x 8' side elevation signage.	As stated above, the improvements proposed will align with the Crumbl branding and will better highlight the business from the public right-of-way.
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	Installation of 2'-11 $\frac{1}{8}$ " x 10'-3" front elevation signage over the existing front entry, and a 2'-3 $\frac{3}{8}$ " x 8' side elevation signage.	Not applicable
Sec. 58-16.8 (8) The extent to which the building or structure will promote the general welfare by: <ul style="list-style-type: none"> (a) Maintaining and increasing real estate values (b) Generating business (c) Creating new positions 	Installation of 2'-11 $\frac{1}{8}$ " x 10'-3" front elevation signage over the existing front entry, and a 2'-3 $\frac{3}{8}$ " x 8' side elevation signage.	These matters are at the discretion of the ARB.

<ul style="list-style-type: none"> (d) Attracting tourists, students, writers, historians, artists and artisans, and new residents (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 - 6612 Watts Rd	The main structure/site IS NOT listed as a Historic Resource
Comp Plan 1.5.4 Potential Archaeological Site	Site - 6612 Watts Rd	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 - 6612 Watts Rd	Zoned B-2
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	<p><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></p>	These matters are at the discretion of the ARB

III. (b) Colors	Non-Illuminated Black Channel Letters on Pink Backer	Colors align with Crumbl branding.
III. (c) Exterior Elements	New front and side elevation signage. Designed with black channel letters and pink background.	Sign color elements are outside the ARB Guidelines and the Town's Zoning Ordinance.
III. (d) Chimneys	Not Applicable	Not Applicable
III. (e) Roofing	Not Applicable	Not Applicable
III. (f) Lighting, (attached to structure)	Non Illuminated Signage	Not Applicable
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

Discussion:

ARB shall discuss the design of the sign and the color palette chosen by the Applicant.

STAFF RECOMMENDATION:

Based on the application submitted, the rendering provided, and additional information received from the applicant, the Zoning Administrator recommends the approval of the Certificate of Appropriateness for 6612 Watts Road.

The new signage aligns with Crumbl brandings primary palette, described as "...a vital role in our identity that helps to ensure every touchpoint feels distinct and ownable" on Crumbl website. Signage fits within preexisting lighting and signage footprint and will aid in the retail's visibility from the public right-of-way.

Draft Motion: I move the Architectural Review Board conditionally approve ZP #1202_6612, COA for Signage Update Installation at 6612 Watts Road. The approval includes the following details: the front and side elevation signage as shown in the rendering, in Channel black lettering and pink background. The sign must be altered to be 25 square feet or less for the front façade, following the resubmission of the size, the Zoning Administrator will verify size prior to sign off.

Or alternate motion.