



Town of Haymarket
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Haymarket, VA 20169
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Thomas Britt
TOWN PLANNER

MEMORANDUM

TO: Architectural Review Board
FROM: Thomas Britt
DATE: May 16, 2025
SUBJECT: ZP #2025-0503 6611 Jefferson Street Suite 201, Signage Installation

APPLICATION SUMMARY:

Business/ Applicant: Skyline Financial Partners LLC

Street Address: 6611 Jefferson Street, Suite 201

Proposed Alteration: Sign Installation

Applicant's Brief Description of the Activity: Addition of a freestanding sign along the property line of 6611 Jefferson Street and Jefferson Street.

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 8sqft aluminum freestanding sign, with white background and purple lettering.	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 8sqft aluminum freestanding sign, with white background and purple lettering.	The proposed alteration is visible from the public right of way. The signage is aluminum, with wood supports. The background and supports are white, with purple lettering highlighting the company name.
Sec. 58-16.8 (2) General Design Arrangement	Addition of one 8sqft aluminum freestanding sign, with white background and purple lettering.	The design is in keeping with the guidelines. Per Sec. 58-17.6(3) of the Zoning Ordinance, off premise signs are prohibited in the B-1 Town Center Zoning District. This signage falls just

		outside of the property boundaries of 6611 Jefferson Street.
Sec. 58-16.8 (3) Texture, material and color	Addition of one 8sqft aluminum freestanding sign, with white background and purple lettering.	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 8sqft aluminum freestanding sign, with white background and purple lettering.	The design is in keeping with the guidelines and the immediate surrounding tenants and buildings. If this tenant is allowed a freestanding sign outside of the main multitenant signage, it will set precedent for other freestanding signs or other designs to be applied for along Jefferson Street.
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 8sqft aluminum freestanding sign, with white background and purple lettering.	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 8sqft aluminum freestanding sign, with white background and purple lettering.	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	Addition of one 8sqft aluminum freestanding sign, with white background and purple lettering.	These matters are at the discretion of the ARB

(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 – 6611 Jefferson Street	The main structure/site IS NOT listed as a Historic Resource
Comp Plan 1.5.4 Potential Archaeological Site	Site – 6611 Jefferson 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 – 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:

This signage was installed at the end of 2024 without prior application for approval. There is an existing multitenant sign installed on site, which this tenant is already utilizing. While the signage meets the design standards of the ARB guidelines and the dimensional requirements of freestanding signs in the Zoning Ordinance, the sign is installed on an adjacent parcel just off premises for the site. As noted in the Staff Report, Sec. 58-17.6(3) of the Zoning Ordinance states that off-premise signage is prohibited in the B-1 zoning district, which this property and the adjacent property the proposed signage is on are zoned for. Approval of this application will set precedent for tenants of this property to install other free-standing signage off-premises, and any more additions may disrupt existing congruence of the scale of Jefferson Street, per Sec. 58-16.8 of the Zoning Ordinance.

Based on the above assessment of the proposed signage at 6515 Crossroads Village Boulevard, the Town Planner recommends denial of this application as presented.

Draft Motion: "I move the Board deny ZP#2025-0503, freestanding sign installation at 6611 Jefferson Street."

Or an alternate motion.