



Town of Haymarket  
 15000 Washington Street, #100  
 Haymarket, VA 20169  
 703-753-2600

**Lydia Schauss**  
**Town Planner**

**MEMORANDUM**

TO: Architectural Review Board  
 FROM: Lydia M. Schauss  
 DATE: April 16, 2026  
 SUBJECT: ZP #2026-002, Sign Installation at 15030 Washington St.

**APPLICATION SUMMARY:**

Business/Applicant: Viva Women’s Health Collective & Midwifery Care, Gabriela Ammatuna

Street Address: 15030 Washington St

Proposed Alteration: Hanging sign attachment to preexisting signage

Applicant’s Brief Description of the Activity: Installation of business signage. The hanging sign will be tied into the existing Thrive Medicine, see attached photograph.

The applicant will be adding a hanging sign below the preexisting signage on the property. The signage will be made of wood and Gray Purple (HEX #8775AD), Dark Green (HEX #175634), and Gray Olive (HEX #A0A74B) in color.

<b>Town Planner Assessment</b>		
<b>Zoning Ordinance</b>	<b>Application Details</b>	<b>Staff Response</b>
<b>Sec. 58-16.8</b> Matters to be considered by board in acting on appropriateness of erection, reconstruction, alteration, restoration or demolition of building or structure.	Installation of a 15” x 32” hanging wood sign under the existing Thrive Medical signage.	The proposed signage is visible from the public right of way. The Board shall consider the new sign addition and sign color.
<b>Sec. 58-16.8 (1)</b> Exterior architectural features, including all signs, which are subject to public view from a public street, way or place.	Installation of a 15” x 32” hanging wood sign under the existing Thrive Medical signage.	The proposed signage is visible from the public right of way. The Board shall consider the new sign addition and sign color.
<b>Sec. 58-16.8 (2)</b> General Design Arrangement	Installation of a 15” x 32” hanging wood sign under the existing Thrive Medical signage.	The hanging sign will be a Gray Purple, Dark Green, Gray Olive color. The wood signage ties in with the preexisting sign.
<b>Sec. 58-16.8 (3)</b> Texture, material and color	Installation of a 15” x 32” hanging wood sign under the	The sign is shown in the attached rendering; The lettering coordinates to

	existing Thrive Medical signage.	the color palette mentioned above and is similar in style to the rendering shown. The wood sign maintains a flat finish to match the preexisting sign.
<b>Sec. 58-16.8 (4)</b> 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 a 15" x 32" hanging wood sign under the existing Thrive Medical signage.	The addition of the signage along Washington St suits the preexisting character of the Thrive Medical Spa. The addition of the signage is minor to the ultimate presentation of the property.
<b>Sec. 58-16.8 (5)</b> 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 a 15" x 32" hanging wood sign under the existing Thrive Medical signage.	As stated above, the signage proposed will be a minor alteration to the structure and be a welcome improvement along the street, tying into the character of the other surrounding structures.
<b>Sec. 58-16.8 (6)</b> 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
<b>Sec. 58-16.8 (7)</b> 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 a 15" x 32" hanging wood sign under the existing Thrive Medical signage.	Not applicable
<b>Sec. 58-16.8 (8)</b> 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	Installation of a 15" x 32" hanging wood sign under the existing Thrive Medical signage.	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		
<b>Comprehensive Plan</b>		
<b>Comp Plan 1.5.3</b> Historic Resource Inventory List	Site – 15030 Washington St	The address is listed on the Haymarket Historic Building Inventory as the Rust/Pickett House.
<b>Comp Plan 1.5.4</b> Potential Archaeological Site	Site – 15030 Washington St	The site IS NOT one of those listed as a potential archaeological site in the Comprehensive Plan
<b>Architectural Review Board Historic Guidelines</b>		
<b>I. Introduction (E) Community Design and the Comprehensive Plan</b>	Site – 15030 Washington St	Commercial Property
<b>II. Streetscape and Site Design</b>		
<b>II. (a) Washington Street Enhancement Project</b>	Not applicable	Not applicable
<b>II. (b) Streetscapes Other Than Washington Street</b>	Not applicable	Not applicable
<b>II. (c) Fences and Walls</b>		
<b>II. (d) Lighting (Free Standing/Posts)</b>	Not Applicable	Not Applicable
<b>II. (e) Telecommunication Dishes, Drums and Towers</b>	Not Applicable	Not Applicable
<b>II. (f) Screening</b>	Not Applicable	Not Applicable
<b>III. New Construction and Additions to Existing Non-Historic and Non-Contributing Structures</b>		
<b>III. (a) General Guidelines</b>	<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
<b>III. (b) Colors</b>	Gray Purple (HEX #8775AD), Dark Green (HEX #175634), and Gray Olive (HEX #A0A74B).	In keeping with the historic color palette, the Town of Haymarket utilizes.

<b>III. (c) Exterior Elements</b>	Wood hanging sign with colors Gray Purple (HEX #8775AD), Dark Green (HEX #175634), and Gray Olive (HEX #A0A74B).	All elements are acceptable within the ARB Guidelines and the Town's Zoning Ordinance.
<b>III. (d) Chimneys</b>	Not Applicable	Not Applicable
<b>III. (e) Roofing</b>	Not Applicable	Not Applicable
<b>III. (f) Lighting, (attached to structure)</b>	Not Applicable	Not Applicable
<b>III. (g) Windows and Doors</b>	Not Applicable	Not Applicable
<b>III. (h) Decks</b>	Not Applicable	Not Applicable
<b>III. (i) Handicapped Ramps</b>	Not Applicable	Not Applicable
<b>III. (j) Awnings</b>	Not Applicable	Not Applicable
<b>IV. Guidelines for Alterations or Additions to Historic Structures or Contributing Structures</b>		
<b>IV. (a) General Guidelines</b>	Not Applicable	Not Applicable
<b>V. Signage</b>	Installation of a 15" x 32" hanging wood sign under the existing Thrive Medical signage.	The wood signage and provided color palette compliment the historic building.
<b>VI. Demolition Guidelines</b>	Not Applicable	Not Applicable
<b>VII. Situations Not Covered, Additional Requirements</b>	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 ZP #2026-002.

The sign addition is a welcome improvement to the preexisting signage providing advertisement of Haymarket small businesses and a welcoming color pallet that suits the preexisting signage and character of the business. The new sign color is in keeping with the historic color palette and will further aid the improvement of the aesthetics of the structure.

Draft Motion: I move the Architectural Review Board approve ZP #2026-002, Sign Installation at 15030 Washington St.. The approval includes the following details: the signage as shown in the rendering, designed with Gray Purple (HEX #8775AD), Dark Green (HEX #175634), and Gray Olive (HEX #A0A74B) coloring, on wood with hanging fixtures.

Or alternate motion.

For Signage



# ZONING PERMIT APPLICATION

ZONING PERMIT #: 2026-002

*NOTE: This application must be filled out completely and all components of submission requirements must be met before the application can be accepted and scheduled for review/hearing.*

ZONING ACTIVITY:  New Construction  Alteration/Repair  Addition  Sign (See Spec sheet)  
(Check all that apply)  New Tenant/Use  Change of Use  Relocation

NAME OF BUSINESS/APPLICANT: Gabriela Ammatuna/Viva Women's Health Collective & Midwifery Care

PROPOSED USE: Office Medical Size (Sq. Ft./Length) of Construction: \_\_\_\_\_

SITE ADDRESS: 15030 Washington Street Parcel ID #: \_\_\_\_\_

Subdivision Name: \_\_\_\_\_ Lot Size: \_\_\_\_\_

ZONING DISTRICT:  R-1  R-2  B-1  B-2  I-1

C-1 Special Use Permit Required:  Yes  No Site Plan Required:  Yes  No

Off-Street Parking: Spaces Required: \_\_\_\_\_ Spaces Provided: \_\_\_\_\_

BRIEF DESCRIPTION OF ACTIVITY: (i.e. previous use, height/length of fencing, deck specs, etc.)

Sign to be attached to the bottom of current Thrive Medical Spa & Wellness sign.

Office Medical

Supporting Documentation (attached):  Narrative  Plan/Plat  Specification Sheet

FEE:  \$50.00 Residential  \$100.00 Commercial

## CERTIFICATE OF APPROPRIATENESS

ADDITIONAL DESCRIPTION: (i.e. color, type of material, font style, etc. See Sign Spec Sheet for Signage detail)

Supporting Documentation (attached):  Specification Sheet  Photograph(s)

PERMIT HOLDER INFORMATION		PROPERTY OWNER INFORMATION	
Name <u>Gabriela Ammatuna, PhD</u>		Name <u>Elizabeth Zubowicz, MD</u>	
Name <u>Gabriela Ammatuna</u>		Name <u>Elizabeth Zubowicz</u>	
Address <u>15030 Washington Street</u>		Address <u>15030 Washington Street</u>	
City <u>Haymarket</u>	State _____	City <u>Haymarket</u>	State _____
Zip _____	Zip _____	Phone# _____	Email _____

# SIGN SPECIFICATION SHEET

## SIGN 1:

Type of Sign:  Wall  Hanging  Freestanding  Menu  Individual Letter  Window  
 Other Double Side Gloss Laminate

Height above Ground at Signs: Lower Edge: 30" Upper Edge: 3"

Height of Sign Structure: \_\_\_\_\_ Sign Width: 32" Length: 15" Area in Sq Ft: \_\_\_\_\_

Number of Faces: 2 Sign Material/Color/Font: Wood Beige Background

Location of Sign (Include photo): Below current Thrive Medical Spa & Wellness sign

Lighting Type/Fixture (No internal illumination is allowed): \_\_\_\_\_

## SIGN 2:

Type of Sign:  Wall  Hanging  Freestanding  Menu  Individual Letter  Window  
 Other \_\_\_\_\_

Height above Ground at Signs: Lower Edge: \_\_\_\_\_ Upper Edge: \_\_\_\_\_

Height of Sign Structure: \_\_\_\_\_ Sign Width: \_\_\_\_\_ Length: \_\_\_\_\_ Area in Sq Ft: \_\_\_\_\_

Number of Faces: \_\_\_\_\_ Sign Material/Color/Font: \_\_\_\_\_

Location of Sign (Include photo): \_\_\_\_\_

Lighting Type/Fixture (No internal illumination is allowed): \_\_\_\_\_

## SIGN 3:

Type of Sign:  Wall  Hanging  Freestanding  Menu  Individual Letter  Window  
 Other \_\_\_\_\_

Height above Ground at Signs: Lower Edge: \_\_\_\_\_ Upper Edge: \_\_\_\_\_

Height of Sign Structure: \_\_\_\_\_ Sign Width: \_\_\_\_\_ Length: \_\_\_\_\_ Area in Sq Ft: \_\_\_\_\_

Number of Faces: \_\_\_\_\_ Sign Material/Color/Font: \_\_\_\_\_

Location of Sign (Include photo): \_\_\_\_\_

Lighting Type/Fixture (No internal illumination is allowed): \_\_\_\_\_

## SIGN 4:

Type of Sign:  Wall  Hanging  Freestanding  Menu  Individual Letter  Window  
 Other \_\_\_\_\_

Height above Ground at Signs: Lower Edge: \_\_\_\_\_ Upper Edge: \_\_\_\_\_

Height of Sign Structure: \_\_\_\_\_ Sign Width: \_\_\_\_\_ Length: \_\_\_\_\_ Area in Sq Ft: \_\_\_\_\_

Number of Faces: \_\_\_\_\_ Sign Material/Color/Font: \_\_\_\_\_

Location of Sign (Include photo): \_\_\_\_\_

Lighting Type/Fixture (No internal illumination is allowed): \_\_\_\_\_

**APPLICANT / PROPERTY OWNER SIGNATURE**

**\*\*\*\*\*REQUIRED\*\*\*\*\***

I, as owner or authorized agent for the above-referenced parcel, do hereby certify that I have the authority to make the foregoing application and that the information provided herein is correct. Construction of improvements described herein and as shown on the attached plat, plan and/or specifications will comply with the ordinances of the Town of Haymarket and any additional restrictions and/or conditions prescribed by the Architectural Review Board (ARB), Planning Commission, or the Town Council and all other applicable laws.

*J. Ammatuna, PhD*

Applicant Signature

Property Owner Signature

**\*\*\*OFFICE USE ONLY\*\*\***

Date Filed: \_\_\_\_\_ Fee Amount: \_\_\_\_\_ Date Paid: \_\_\_\_\_

**DATE TO ZONING ADMINISTRATOR:** \_\_\_\_\_

APPROVED     DISAPPROVED     TABLED UNTIL: \_\_\_\_\_     DEFERRED UNTIL: \_\_\_\_\_

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
PRINT

CONDITIONS:  
\_\_\_\_\_  
\_\_\_\_\_

**DATE TO ARCHITECTURAL REVIEW BOARD (ARB):** \_\_\_\_\_

APPROVED     DISAPPROVED     TABLED UNTIL: \_\_\_\_\_     DEFERRED UNTIL: \_\_\_\_\_

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
PRINT

CONDITIONS:  
\_\_\_\_\_  
\_\_\_\_\_

**DATE TO TOWN COUNCIL (IF APPLICABLE):** \_\_\_\_\_

APPROVED     DISAPPROVED     TABLED UNTIL: \_\_\_\_\_     DEFERRED UNTIL: \_\_\_\_\_

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
PRINT

TOWN COUNCIL (where required):  
\_\_\_\_\_  
\_\_\_\_\_

CONDITIONS:  
\_\_\_\_\_  
\_\_\_\_\_





**VIVA**

**WOMEN'S HEALTH**  
COLLECTIVE & MIDWIFERY CARE

**OB/GYN**



## VIVA Women's Health Collective & Midwifery Care

### Brand Overview

VIVA Women's Health Collective & Midwifery Care represents a modern, holistic approach to women's health. The brand combines expert clinical care with an integrative philosophy that empowers women at every stage of life. The visual identity reflects warmth, trust, nature, and compassionate healthcare.

### Color Palette

Color	HEX Code	Usage
Gray Purple	#8775AD	Primary brand accent, logo symbol, highlights
Dark Green	#175634	Primary typography, headings, brand identity
Gray Olive	#A0A74B	Secondary headings, informational elements

### Typography

Text Element	Font	Color
VIVA	Cinzel	Dark Green (#175634)
WOMEN'S HEALTH	Copperplate Gothic	Gray Olive (#A0A74B)
COLLECTIVE & MIDWIFERY CARE	Raleway	Dark Green (#175634)

### Brand Voice

Professional, compassionate, and empowering. Messaging should communicate trust, expertise, and holistic care while remaining warm and supportive to patients.