



TOWN COUNCIL/ARB JOINT MEETING

Tuesday, September 02, 2025 at 5:30 PM

Council Chambers – 15000 Washington St., STE 100 Haymarket, VA 20169

<http://www.townofhaymarket.org/>

DRAFT MINUTES

I. CALL TO ORDER

A Joint Meeting with the Mayor, Town Council and Architectural Review Board of the Town of Haymarket, VA was held this evening in the Council Chambers, commencing at 5:30 PM.

Mayor TracyLynn Pater called the meeting to order.

TOWN COUNCIL MEMBERS PRESENT

Mayor TracyLynn Pater
Vice Mayor Matthew Gallagher
Councilmember Alexander Beyene
Councilmember Ken Luersen
Councilmember Joe Pasanello
Councilmember Mary Ramirez

TOWN COUNCIL MEMBERS ABSENT

Councilmember Justin Baker

ARCHITECTURAL REVIEW BOARD MEMBERS PRESENT

Chairman Ken Luersen
Board Member Dave Capossela

ARCHITECTURAL REVIEW BOARD MEMBERS ABSENT

Board Member Ben Barben
Board Member Chuck Mason
Board Member Joanna Mason

II. PRESENTATION: LOVE SIGN AND WALL MURAL - 15030 Washington Street

The purpose of this evening's meeting was to hear a presentation on a LOVE sign and town mural along Washington Street. Mayor Pater introduced Meghan Bogue and Crystalline Boyett who came up with the design. Mayor Pater asked Town Manager Emily Kyriazi for a brief history prior to the presentation. Mrs. Kyriazi shared that there has been talk for many years about incorporating art work into the town, growing tourism and community efforts. She shared that when she was approached by Ms. Bogue about a mural idea, she thought it was a good idea since the Maintenance Supervisor was cleaning up a retaining wall near the Town Hall on Washington Street. Mrs. Kyriazi invited Ms. Bogue and Ms. Boyett to the podium for their presentation.

Ms. Bogue stated that she owns a small business that she and Ms. Boyett would love to do a mural for Haymarket. She shared that it adds character and draws people to the Town and would add a nice and cozy feeling. She shared that they would like to portray some of the local roots and traditions of Haymarket in the mural and LOVE sign. She presented the design of the LOVE sign and explained in detail each letter. Ms. Bogue shared places that Council could see her work. She continued with the design of the mural. She stated that it would be on the retaining wall across from

the museum to be more of a visual in the heart of Haymarket. At this time, Town Manager Kyriazi introduced a representative from Century Stair who will be partnering with the Town by donating the material and making the LOVE sign. Mrs. Kyriazi shared that the sign would be above the retaining wall near Thrive Med Spa but could be moved. She stated that Thrive Med Spa is on board with having the sign on their property. Ms. Bogue shared that the LOVE sign meets the criteria to be on the state registry. They also shared that the mural should last at least 10 years and the life expectancy of the sign would be less because of it being wood and how the Town should maintain it. After the presentation, Mayor Pater opened the floor for questions. There was a question on the Town's current sign ordinance. Town Manager Kyriazi stated that the ordinance does not have anything of this nature and it would be a unique situation. She stated that it is a temporary structure but the Town could set a specific ordinance for it will likely set a precedent. There was also a discussion on the location of the sign. Mrs. Kyriazi also shared that she has been working with the Town Attorney on an agreement with Thrive Med Spa to have the sign on the property. There was also a financial question on if the job needed to be put out to bid. Mrs. Kyriazi stated that it is under the spending limit threshold. There was also a question if the letters would be staggered or in line. Ms. Bogue stated that they would be in line. There was also a question on the coloring. They shared that the landscaping would reflect the seasons represented but the buildings would be true to color. There was also a question on the liability and how the sign is secured. Town Manager Kyriazi stated that the Town would install and maintain the sign so that it remains secure and safe. There was also a brief discussion on a large wall building mural. There was a safety concern of having the sign above the retaining wall. In general, the Council expressed their concerns but overall gave positive feedback of the idea. There was a question to the Town Attorney about installing the sign on private property. He shared that this is not a unique situation and that there would be an agreement that would protect the Town. He also addressed the Town's sign ordinance, which has a government exception. He shared that if the sign is recommended by a governmental body, there would be an exception for needing a sign permit. He gave a language recommendation for Council if they decided to amend the sign ordinance. The Council took a brief recess to visit the space for a better visual. After the visit, a discussion continued on the placement of the LOVE sign at the property. Chairman Luersen stated that from the Architectural Review Board recommendation, he would prefer the sign to be at a 30 degree angle and the sign be no more the 16 feet in width and no more than 5 feet tall. He stated that since the ARB does not have a quorum, a vote cannot be made. He shared that they can only give a suggestion to the Council. The Council questioned the Town Attorney again on the ordinance change. He shared the provisions of the ordinance to add the Virginia Love sign program. A short discussion followed with the required public notice for adding the provision. Town Manager Emily Kyriazi suggested that the Town proceed with the mural and LOVE sign for Haymarket Day. And the LOVE sign would temporarily be set up at the property for Haymarket Day then proceed with the proper changes to the ordinance to have it permanently installed. There was also a question if the mural is allowable per ordinance. The Town Attorney stated that he would need to do some research on it. The topic will be further discussed at the regular meeting that was to follow.

III. ADJOURNMENT

With no further discussion on the subject, Councilmember Ramirez moved to adjourn seconded by Vice Mayor Gallagher. The motion carried.

**Motion made by Councilmember Ramirez, Seconded by Vice Mayor Gallagher.
Voting Yea: Vice Mayor Gallagher, Councilmember Beyene, Councilmember Luersen,
Councilmember Pasanello, Councilmember Ramirez
Absent: Councilmember Baker**