

### ARCHITECTURAL REVIEW BOARD

# REGULAR MEETING ~ AGENDA ~

Danielle Kijewski, Clerk of Council http://www.townofhaymarket.org/

15000 Washington Street, Suite 100 Haymarket, VA 20169

Wednesday, June 14, 2017

7:00 PM

Council Chambers

- 1. Call to Order
- 2. Citizens Time
- 3. Minutes Approval

A. Architectural Review Board - Regular Meeting - May 17, 2017 7:00 PM

- 4. Old Business
  - A. ZP2017-009 School of Rock Revised Sign (15101 Washington Street)
  - B. Discussion: ZP2017-018 Signage for SHEETZ (15315 Washington Street)
- 5. Town Planner Update
- 6. Town Council Update
- 7. Planning Commission Update
- 8. Adjournment



### ARCHITECTURAL REVIEW BOARD

# REGULAR MEETING ~ MINUTES ~

Alice Jarrell, Clerk of the Council http://www.townofhaymarket.org/

15000 Washington Street, Suite 100 Haymarket, VA 20169

Wednesday, May 17, 2017

7:00 PM

Council Chambers

A Regular Meeting of the Architectural Review Board of the Town of Haymarket, VA, was held this evening in the Board Room, commencing at 7:00 PM.

Chair Kenneth Luersen called the meeting to order.

### 1. Call to Order

Chair Kenneth Luersen: Present, Councilwoman Susan Edwards: Present, Board Member Robert Day: Present, Councilman Connor Leake: Present, Board Member Bond Cavazos: Excused, Town Planner Steve Gyurisin: Present, Clerk of Council Alice Jarrell: Present.

### 2. Citizens Time

### 3. Minutes Approval

A. Architectural Review Board - Regular Meeting - Feb 15, 2017 7:00 PM

RESULT: ACCEPTED [UNANIMOUS]

MOVER: Susan Edwards, Councilwoman

SECONDER: Connor Leake, Councilman

AYES: Kenneth Luersen, Susan Edwards, Robert Day, Connor Leake

**EXCUSED:** Bond Cavazos

B. Architectural Review Board - Regular Meeting - Apr 19, 2017 7:00 PM
Town Planner Steve Gyurisin raises the matter that Agenda Item 5F - the canopy and signage at 6612
James Madison Highway - is not yet complete, and is presently in violation, so the entry on this project is revised to exclude the text saying that this item was marked complete.

RESULT: ACCEPTED AS AMENDED [UNANIMOUS]

MOVER: Connor Leake, Councilman
SECONDER: Susan Edwards, Councilwoman

AYES: Kenneth Luersen, Susan Edwards, Robert Day, Connor Leake

**EXCUSED:** Bond Cavazos

### 4. New Business

### A. 15101 Washington St. - School of Rock - Revised Sign - ZP2017-009

Applicant and business owner Mary Hitchcock presents her design, and discusses the change in font color. Color copies of the design are distributed. Ms. Hitchcock asks that her sign be considered, as her building is housing a commercial business.

Mr. Gyurisin says that the sign appears to meet all the standards, and that the best description of the font is that it is an approved font (Takoma) with slight modifications.

Councilman Leake asks for the total square footage of the sign letters. Ms. Hitchcock says that her 17-foot sign is under 18 feet, as required by guidelines.

Councilwoman Edwards asks where in the guidelines Ms. Hitchcock found language that would allow the requested modifications.

Ms. Hitchcock reads: "The purpose of this is to have these limitations assigned to obstruct views, distract motorists, displace alternative uses for land and pose other problems that

legitimately call for regulation. The purpose is to regulate the size, color, illumination, movement, material, location, height, and condition of all signs places on private property for exterior observation, thus ensuring the protection of property values, the character of the various neighborhoods, and the creation of a convenient, attractive, and harmonious community."

She says that she has done everything these guidelines request.

Councilwoman Edwards expresses her concern with using the proposed font modification on the historic building. Mr. Day also has questions about using an approved font; he feels that allowing the logo as proposed would be a slippery slope.

Ms. Hitchcock feels that the guitar is a vital element of the sign.

Councilman Leake feels in the same way as he did at the last meeting - that the guitar should not be present on the sign that is placed on the house, itself.

Chairman Luersen does not like the lettering, but says that the Board has tied the hands of the applicant.

Hitchcock says that she wants a sign that can be recognized, and that her communications with the former Town Planner did not hint at these present difficulties. Had she known, she might not have leased the building.

Gyurisin says that since the building is zoned B-2, the sign proposed should fall within the Town's guidelines.

Councilman Leake clarifies - since this is a wall sign, its allowed square footage is actually only 9 square feet. He confirms that a banner - a temporary sign - could be an option, but it is only allowed for 45 days, with potential for a further 45-day extension.

Day says that he could approve this sign with an exception to allow for its size.

Chairman Luersen says that he is also prepared to move forward.

Ms. Hitchcock says that she has read through many of the Town's guidelines, and says that the Town should revise them to remove ambiguities.

A motion to approve the sign as proposed does not carry, as the Record reflects.

Chairman Luersen asks whether it would be possible to table this application for further discussion.

Councilwoman Edwards asks if the Planning Commission has authority to change the size of the sign.

Chairman Luersen suggests speaking to the Town Manager, which Councilwoman Edwards says she will do.

Motion to Table this application until the Architectural Review Board's next regularly scheduled meeting.

Result: Approved [Unanimous]

Mover: Councilwoman Susan Edwards

Seconder: Robert Day

Aves: Day, Leake, Luersen, Edwards

**Excused: Cavazos** 

MOVER: Kenneth Luersen, Chair
SECONDER: Connor Leake, Councilman
AYES: Kenneth Luersen, Robert Day
NAYS: Susan Edwards, Connor Leake

**EXCUSED:** Bond Cavazos

### B. 4410 Costello Way - CMC - Sign - ZP2017-014

Applicant Menzie Pitman spoke to building owner Mike Marsden, who confirmed that he is trying to keep a certain exterior look consistent across all the businesses in the building. He also spoke with Foster's President Michael Cerny, and took guidance regarding design and size from the sign that Foster's has already put up.

Councilwoman Edwards asks whether there is a total square footage of sign allowance for the building.

Mr. Gyurisin and Councilman Leake confirm that as a building located in the B-1 zoning district, there are 36 square feet of sign coverage allowed.

The Foster's sign is 32 square feet, so the balance of the allowance for the building is only 4 square feet. Leake raises the point that when Foster's had come before the Board for its sign, Mr. Marsden had indicated that he would not allow other signs of a similar size on the building. However, the matter of size is a matter for the Planning Commission and the Zoning Administrator. The Board is only approving the appearance of the sign.

Councilwoman Edwards says that she could approve the appearance of this sign, and Mr. Day agrees. Councilman Leake says that he is torn, as he was not on the Board when the business' first sign was approved.

Chairman Luersen confirms placement of the sign at 15 feet above floor level on the side of the building, in the gateway sign area. It would be placed as a mirror image of the Foster's Grille sign, on the opposite side of the building.

RESULT: ADOPTED [UNANIMOUS]

MOVER: Susan Edwards, Councilwoman

SECONDER: Robert Day, Board Member

AYES: Kenneth Luersen, Susan Edwards, Robert Day, Connor Leake

**EXCUSED:** Bond Cavazos

### C. Washington Street / I-66- BM Smith - Signs - ZP2017-015

Mr. Gyurisin says that the proposed signs are 18 square feet, and will be set more than 10 feet back from the property edge.

Chairman Luersen asks for clarification on the temporary nature of the signs.

Gyurisin confirms that he has deemed it a temporary sign, so there is no action necessary on the part of the Board.

Councilman Leake suggests that the Town refund the applicant's sign permit fee, since no action was necessary.

### 5. Town Planner Update

Mr. Gyurisin asks if there is a history of chain link fence in the town, as he has received requests for its use and is not quite sure where it falls with regard to the Town's guidelines.

Chairman Luersen says that the historic guidelines say no chain link fencing, though its use on some properties was grandfathered in, in the industrial zoning district.

Mr. Gyurisin is working with SHEETZ to ensure that the new station's proposed signs will comply with the ARB's approvals.

QBE: Councilman Leake recuses himself from discussion, due to a conflict of interest since he has a personal relationship with the applicant in charge of this project - Haymarket Properties Group at 14600 Washington Street.

Councilwoman Edwards says that the Board had approved the concept for QBE, but that the applicant was instructed to come back with greater detail.

Mr. Gyurisin reports that there are 2 site plans pending his review - A Dog's Day Out, and the QBE building.

Chairman Luersen calls Councilman Leake back to the dais, as there is no further QBE discussion.

### 6. Town Council Update

Councilwoman Edwards shares that the Town Council has been making process approving the proposed Zoning Ordinance, zoning map, and budget for FY2017-18.

Councilman Leake adds that the Council passed a resolution regarding the recent route decision by Dominion Virginia Power, and plans to prepare one to support Somerset Crossing in its opposition of the planned Dominion Power transmission line route, and that there are two appeals pending the June meeting of the Board of Zoning Appeals. He is happy to report that the Town's Earth Day event was a success in spite of the rain; the senior class from Battlefield High School was a great help, but painting still needs to be done, as the weather prevented its completion on the day.

Chairman Luersen thanks the students who helped, on behalf of the Architectural Review Board.

### 7. Planning Commission Update

Councilman Leake shares that the Planning Commission held a Public Hearing for the proposed Zoning Ordinance, at which the point was raised that its notice may not have met all requirements. As a result, the Commission re-advertised and held a second Public Hearing. It has forwarded the proposed Zoning Ordinance to the Town Council for approval in June.

The buffer modification was considered for A Dog's Day Out, but it is in the hands of Mr. Gyurisin, as the Town's Zoning Administrator. It will be set back, and will be composed of both a landscape buffer and a 6-foot board fence.

Gyurisin says that this buffer modification is allowed under the Town's Zoning Ordinance, and that the fence will come before the Board in due course.

### 8. Adjournment

### A. Motion to Adjourn

RESULT: ADOPTED [UNANIMOUS]
MOVER: Susan Edwards, Councilwoman
SECONDER: Connor Leake, Councilman

AYES: Kenneth Luersen, Susan Edwards, Robert Day, Connor Leake

**EXCUSED:** Bond Cavazos

Submitted: Approved:

Danielle Kijewski, Clerk of Council

Ken Luersen, Chairman

Packet Pg. 7



ZONING PERMIT #: SPZO1 4-009
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   Relocation
NAME OF BUSINESS/APPLICANT: School of Rock Hay Market
PROPOSED USE: MUSIC School + studio Size (Sq. Ft./Length) of Construction: N/A  SITE ADDRESS: 5101 Was hington St Hay Market 1 7298-80-3903
Subdivision Name: N/A Lot Size: 3,305H
ZONING DISTRICT: R-1 R-2 B-1 B-2 I-1 C-1 Site Plan Required: Yes XNo
Special Use Permit Required:  \( \text{Yes} \) No \\ Homeowners Association (HOA) Approval: \( \text{Yes} \) No \\ \( \text{I} \)
Off-street Parking: Spaces Required: NIA Spaces Provided: NIA
BRIEF DESCRIPTION OF ACTIVITY: (i.e. previous use, height/length of fencing, deck specs, etc.)
4 1 free standing sign
Supporting Documentation (attached):   Narrative Plan/Plat Specification Sheet
FEE: \$25.00 Residential \$50.00 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)
PROPERTY OWNER INFORMATION  Mary Hitchcock  Name J Hitchcock SOR WC  Address  Addres
Sterling Va 20165 Bethesoa, MD 20814  City State Zip City State Zip  City State Zip
Phone# Email School of rock. Com Phone# CSMith Email Dacket Pa. 7
Packet Po.

APPLICANT / PROPERTY OWNER SIGNATURE			******REQUIRED*****		
foregoing applic and as shown of and any additi	cation and that the in the attached pla ional restrictions the Town Council (	e information provided he t, plan and/or specificatio	parcel, do hereby certify that I have the authority to make the rein is correct. Construction of improvements described herein ons will comply with the ordinances of the Town of Haymarket cribed by the Architectural Review Board (ARB), Planning tws.  Property Owner Signature		
***OFFICE USE ONLY***					
Date Filed:		Fee Amount:	Date Paid:		
DATE TO ZOI	NING ADMINIS	STRATOR:			
□APPROVED	DISAPPROVED	☐TABLED UNTIL:	DEFERRED UNTIL:		
		****			
CONDITIONS:		SIGNATURE	PRINT		
DATE TO ARC	CHITECTURAL	REVIEW BOARD (AR	(B):		
□APPROVED [	DISAPPROVED	☐TABLED UNTIL:	☐DEFERRED UNTIL:		
CONDITIONS:		SIGNATURE	PRINT		
<del>100   100  </del>					
DATE TO TOWN COUNCIL (IF APPLICABLE):					
□APPROVED □	□DISAPPROVED	CHABLED ON HE:	DEFERRED UNTIL:		
TOWN COUNCIL	(where required):	SIGNATURE	PRINT		
CONDITIONS:	5		,,		

RECEIVED
APR 0 3 2017

PAIDAPR 0 3 2017

**TOWN OF HAYMARKET** 

### 4.A.a

# Attachment: ZP2017-009 (3203 : ZP2017-009 - School of Rock Revised Sign (15101 Washington Street))

# SIGN SPECIFICATION SHEET

SIGN 1:			ÿ
Type of Sign: □Wall □Hanging □Freestandin □Other □	-		
Height above Ground at Signs: Lower Edge: <u>A87</u> Height of Sign Structure: <u>16,26"</u> Sign Width: <u>3/8</u> Number of Faces: Sign Material/Color/Fon Location of Sign (Include photo): <u>North ele</u> Lighting Type/Fixture (No internal illumation is allow	CATION 1		: 16'-5" + red ving/ 90
SIGN 2:  Type of Sign: □Wall □Hanging □Freestandin	ng DMonu	☑Individual Letter	DW/indow
Other			
Height above Ground at Signs: Lower Edge: 15' Height of Sign Structure: 16,26" Sign Width: 3/8 Number of Faces: Sign Material/Color/Fon Location of Sign (Include photo): east elevat	11011	ge: 16'-4,26" '-6" Area in Sq Ft: glis letters or c	: 16'-5" ied ving/guitar
Lighting Type/Fixture (No internal illumation is allow	ed): <u>None</u>		
SIGN 3:  Type of Sign:	Upper Edg  Length: 1 t: black o	Area in Sq Ft:	10
SIGN 4: Type of Sign: □Wall □Hanging □Freestanding	g □Menu	□Individual Letter	□Window
Other			
Height above Ground at Signs: Lower Edge: Height of Sign Structure: Sign Width: Number of Faces: Sign Material/Color/Font	Length: ::	Area in Sq Ft:	
_ocation of Sign (Include photo): Lighting Type/Fixture (No internal illumation is allowe	.q).		Commence of the Commence of th
-isiting Type/Tixture (No internal municipi is dilowe	-u/.		



# **ZONING PERMIT APPLICATION**

ZONING PERMIT #: 2/2017-009 REVISED)

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.

before the application can be accepted and scheduled for review/hearing.
ZONING ACTIVITY: New Construction
NAME OF BUSINESS/APPLICANT: School of Rock Haymarket
PROPOSED USE: MUSIC STUDIO + School Size (Sq. Ft./Length) of Construction: N/17
SITE ADDRESS: 15/01 Washington St. Haymarket VA Parcel ID#: 7298-80-3903
Subdivision Name: Lot Size: 3,3054
ZONING DISTRICT: R-1 R-2 B-1 B-2 D I-1 D C-1
Special Use Permit Required: ☐ Yes ☐ No // Site Plan Required: ☐ Yes ☐ No // A
Off-street Parking: Spaces Required: N/M Spaces Provided: N/M
BRIEF DESCRIPTION OF ACTIVITY: (i.e. previous use, height/length of fencing, deck specs, etc.)
Supporting Documentation (attached): Narrative Plan/Plat A Specification Sheet  FEE: \$\sum_\$25.00 Residential \$\sum_\$50.00 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  Mary H tchcock  Name  PROPERTY OWNER INFORMATION  Winter hour II LLC  Name
20121 Tranquil Ct 4919 Bethesda Ave #200
Sterling VA 20165 Setheson MD 20814 City State Zip City State Zip
703-725-9132 mhitchcock@ 30-652-2302 CSmithe woodyonto US
Phone# Email School & COM Phone# Email

APPLICANT / PROPERTY OWN	NER SIGNATURE	*****REQUIRED****
and as shown on the attached pi	at, plan and/or specification at, plan and/or specification and/or conditions prese	parcel, do hereby certify that I have the authority to make the rein is correct. Construction of improvements described herein ons will comply with the ordinances of the Town of Haymarket the day have the Architectural Review Baymarket by the Architectural Review Baymarket
	***OFFICE U	ISE ONLY***
Date Filed:		Date Paid:
DATE TO ZONING ADMINI		
□APPROVED □DISAPPROVED	☐TABLED UNTIL:	DEFERRED UNTIL:
CONDITIONS:	SIGNATURE	PRINT
DATE TO ARCHITECTURAL	REVIEW BOARD (ARI	3):
□APPROVED □DISAPPROVED	□TABLED UNTIL:	DEFERRED UNTIL:
CONDITIONS:	SIGNATURE	PRINT
DATE TO TOWN COUNCIL (	F APPLICABLE):	
□APPROVED □DISAPPROVED	☐TABLED UNTIL:	Deferred until:
TOWN COUNCIL (where required):		
CONDITIONS:	SIGNATURE	PRINT

APR 0 3 2017

PAIDAPR 0 3 2017

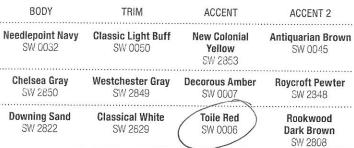
TOWN OF HAYMARKET

# SIGN SPECIFICATION SHEET

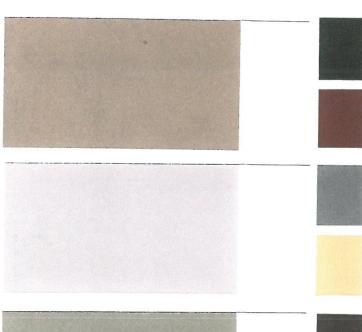
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Type of Sign: □Wall □Hanging □Freestandin □Other	
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Location of Sign (Include photo): northelevo	tion modified tano
Lighting Type/Fixture (No internal illumation is allow	
SIGN 2:	
Type of Sign: □Wall □Hanging □Freestandin	Menu Mindividual Latter DWindow
□Other	as alviend Andividual Letter awindow
Height above Ground at Signs: Lower Edge: 15  Height of Sign Structure: 17  Sign Width: 3/6	Upper Edge: 10 - 4:26
Height of Sign Structure: 17" Sign Width: 3/6"	Length: 11'6" Area in Sq. Et. 1
Number of Faces: Sign Material/Color/Fon	tacrulic letters black + toille red
Location of Sign (Include photo): East Elevi	ation modified Tahona
Lighting Type/Fixture (No internal illumation is allowed	
SIGN 3:	
Type of Sign: □Wall □Hanging □Freestanding	a Manu Dindividual Latter DMC
Other	g □Menu □Individual Letter □Window
Height above Ground at Signs: Lower Edge:	Upper Edgo:
Height of Sign Structure: Sign Width:	_ Opper Euge
Number of Faces: Sign Material/Color/Font	Length: Area in Sq Ft:
Incation of Sign (Include photo):	
Location of Sign (Include photo):	ال.
Lighting Type/Fixture (No internal illumation is allowe	ea):
SIGN 4:	
Type of Sign: □Wall □Hanging □Freestanding	g □Menu □Individual Letter □Window
Other	S — Wella — Marvidadi Ecceci — William
Height above Ground at Signs: Lower Edge:	Upper Edge:
Height of Sign Structure: Sign Width:	
Number of Faces: Sign Material/Color/Font:	
Location of Sign (Include photo):	
Lighting Type/Fixture (No internal illumation is allowe	d).
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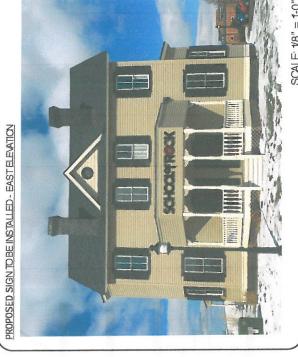


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BODY	TRIM	ACCENT	ACCENT 2
Colonial Revival Stone	Classical White	Tricorn Black	Rookwood Red
SW 2827	SW 2829	SW 6258	SW 2802
Colonial Revival Gray	Pure White	Downing Slate	Harvester
SW 2832	SW 7005	SW 2819	SW 6373
Colonial Revival Green Stone SW 2826	Classic Light Buff SW 0050	Polished Mahogany SW 2838	Roycroft Bronze Green SW 2846

(B)

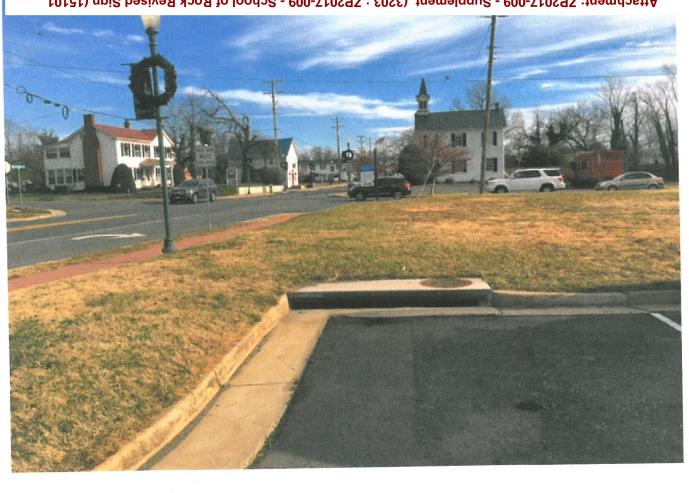






Scale: NOTED Customer: SCHOOL OF ROCK	Date: 3/21/17 15101 WASHINGTON STREET	WC#: 28297-44 HAYMARKET, VIRGINIA 20169	GP Drawn By: RBA	Sales Rep: ROB ANDERSON Revised: 5/02/17
	FABRICALE AND INSTALL IWO (2) NEW SETS OF 3/8" THICK ACRYLIC LETTERS AND LOGO ON NORTH	AND EAST BUILDING ELEVATIONS.	-3/8" THICK CUT ACRYLIC PAINTED BLACK	-DIGITALLY PRINTED VINYL APPLIED GUITAR LOGO TO BLEND WITH SHERWIN WILLIAMS TOILE RED (SWOOOG)

Packet Pg. 16



Attachment: ZP2017-009 - Supplement (3203 : ZP2017-009 - School of Rock Revised Sign (15101



# CODMONT ROPERTIES





Carter Smith 301.448.2335 (Cell ) or 301.652.2302 Ext 302 (Office )

CarterSmith42@yahoo.com

4919 Bethesda Ave #200 Bethesda, MD 20814

\* free Standing Sign



## 15111 Washington St Haymarket, VA 20169

# **HISTORIC House For Lease**



### **Demographics**

Adult Population:

1 Mile: 10,480

3 Miles: 38,974

Day Time Work Population:

1 Mile: 2,939

3 Miles: 11,604

2011 Average Household Income:

1 Mile: \$114,584

3 Miles: \$130,520



- Historic House which is zoned for commercial use.
- The property has 25,000 S.F. of retail space that is 100% leased and 40 Apartments.

### **Great for Retail/ Office:**

- -2,900 S.F. @ \$25 PSF + NNN's
- Split over 2 floors

Carter Smith 301 448 2335 Cell/ 301 652 0359 Office

CarterSmith42@yahoo.com