

**Town of Berryville**  
Berryville-Clarke County  
Government Center  
101 Chalmers Court Suite A  
Berryville, VA 22611



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www.berryvilleva.gov

**Town of Berryville**  
**ARCHITECTURAL REVIEW BOARD**  
**Regular Meeting**

Wednesday, July 1, 2015 - **12:30 p.m.**  
101 Chalmers Court - Meeting Rooms AB – Second Floor

**AGENDA**

1. **Call to Order** – Jim Barb, Chair
2. **Approval of Agenda**
3. **Approval of Minutes** – June 3, 2015
4. **Sign Review**  
**Kim Patterson (Owner, Re Love It) is requesting a Certificate of Appropriateness in order to install a portable freestanding sign and “OPEN” flag in front of her business located at 20 A East Main Street identified as Tax Map Parcel number 14A2-((A))-73, zoned C General Commercial.**
5. **Sign Review**  
**Berryville Treasures (Trish Alizade, Agent) is requesting a Certificate of Appropriateness for a projecting sign to replace an existing sign (formerly Village Emporium) located at 8 West Main Street, identified as Tax Map Parcel number 14A2-((A))-61, zoned C General Commercial.**
6. **Sign Review**  
**Stardust Ballroom Dance Studio, LLC, (Michael Blake, Owner), is requesting a Certificate of Appropriateness in order to install a wall sign on the structure located at 22 East Main Street, identified as Tax Map Parcel number 14A2-((A))-72, zoned C General Commercial.**

(over)

**Wilson Kirby**  
*Mayor*

**Harry Lee Arnold, Jr.**  
*Recorder*

*Council Members*

**Douglas A. Shaffer**  
*Ward 1*

**H. Allen Kitzelman, III**  
*Ward 2*

**Mary L.C. Daniel**  
*Ward 3*

**David L. Tollett**  
*Ward 4*

**Keith R. Dalton**  
*Town Manager*

- 7. Hip and Humble (Steve Scott and Julie Ashby, Owners), is requesting a Certificate of Appropriateness in order to install two wall signs on Aylor's Mill located at 401 East Main Street, identified as Tax Map Parcel number 14A6-((1))-4, zoned L-1 Industrial.**
- 8. Proposed Text Amendment concerning off-site signage**
- 9. Other**
- 10. Adjourn**

**BERRYVILLE ARCHITECTURAL REVIEW BOARD**  
**Berryville-Clarke County Government Center**  
**MINUTES OF REGULAR MEETING**  
**Wednesday, June 3, 2015**

The regular meeting of the Berryville Architectural Review Board was held on Wednesday, June 3, 2015 12:30 p.m. in the Berryville – Clarke County Government Center located at 101 Chalmers Court in Berryville, Virginia.

**ATTENDANCE**

The following members of the Board were present: Jim Barb, Chair; Ken Livingston, Vice Chair; Gene Williamson; Robin McFillen; Susan Godfrey

Others present: Len Capelli, Roger Pounders, Giel Milner

The following staff member was present: Christy Dunkle, Town Planner

Mr. Barb called the meeting to order at 12:31p.m.

**APPROVAL OF AGENDA**

Ms. Godfrey moved to approve the agenda as written, seconded by Mr. Livingston. The motion passed unanimously by voice vote.

**APPROVAL OF MINUTES**

Mr. Williamson moved to approve the minutes of the May 6, 2015 meeting as written, seconded by Mr. Livingston. The motion passed by voice vote.

**Introduction – Len Capelli, Clarke County Economic Development/Tourism Director**

Mr. Barb introduced Mr. Capelli to Board members. Mr. Capelli said he was happy to get the position and be able to work in the community. He said there is a perception of the County and Town that they are not business friendly and said his task was to change that. Mr. Capelli complimented the Architectural Review Board's efforts in maintaining downtown Berryville's historic nature and discussed the importance of place in tourism and economic development.

Mr. Barb said he was happy to have him at the meeting and in the position. He said Mr. Capelli had participated in the last Economic Development Advisory Committee meeting and asked if there were any additional questions from Board members. Mr. Williamson asked where his office was located and Mr. Capelli said it is in the County Building Department suite. There was a general discussion about economic development and tourism in the Town and County. Mr. Livingston suggested a tour of unused historic churches in the County, marketing the excursion through other churches. He said his parents had done similar trips such as this and it would be a good way to obtain donations. Mr. Capelli said that was a good idea. He added he would be meeting with representatives from Clermont Farm and others to encourage tourism efforts. Mr. Barb thanked him for coming to the ARB meeting.

**Architectural Review**

**Chris Braithwaite (Braithwaite Construction) is requesting a Certificate of Appropriateness in order to install two metal finish doors and new concrete steps at the main door at 100 North Buckmarsh Street (Clarke County Health Department) identified as Tax Map Parcel number 14A2-((A))-51, zoned C General Commercial.**

Ms. Dunkle described Mr. Braithwaite's request. Ms. Godfrey asked whether there would be glass above the side door and whether the railing on the front would remain. Ms. Dunkle said she would ask Mr. Braithwaite for clarification. There was general discussion about the need for a railing and whether the architectural details would remain. Ms. Dunkle reiterated the questions for the applicant which include whether the handrail on the steps would remain; whether the transom above the side door would be glass; and whether the architectural details above each door were going to remain. Ms. Dunkle said she would email the applicant and forward his responses to members for final approval.

### **Sign Review**

**Turiya Yoga and Wellness (Turi Turkel, Owner) is requesting a Certificate of Appropriateness for a portable freestanding sign to be placed in front of the business located at 23B East Main Street, identified as Tax Map Parcel number 14A5-((A))-77, zoned C General Commercial.**

Ms. Dunkle said the applicant wishes to put a 31"x17" portable freestanding sign in front of her business located at 23 East Main Street. She said the size of the sign conforms to Section 307.4 of the Berryville Zoning Ordinance. There was a discussion about the materials and similar sandwich boards that have been approved. Ms. McFillen said the applicant needs to make sure placement of the sign and the time the sign may be displayed conform to Zoning Ordinance requirements.

There being no further discussion, Ms. McFillen moved to approve the portable freestanding sign as presented with the conditions that the sign allow for sufficient passage on the sidewalk and that it is only on display during hours of operation, seconded by Mr. Williamson, the motion was approved unanimously by voice vote.

### **Architectural Review**

**One West Main, LLC, (Giel Milner, Owner), is requesting a Certificate of Appropriateness in order to install exterior electrical apparatus on the structure located at 1 West Main Street, identified as Tax Map Parcel number 14A5-(A)-10, zoned C General Commercial.**

Mr. Barb asked the applicant to join ARB members at the table. Ms. Dunkle said that contrary to the application that was submitted, the roof and other items identified on the application will not be under review as no samples or details had been submitted by the applicant. She said the item under review at this meeting is the addition of a masthead for electrical service. Mr. Milner passed around a document showing what the proposed masthead would look like. Mr. Livingston said its purpose is to support a wire from the utility pole to the building. Mr. Milner said the meters would be moved inside the building and that relocating the power and pouring concrete in order to do so was an expensive undertaking. Mr. Livingston said the modification looked good.

There being no further discussion, Mr. Barb asked for a motion. Mr. Williamson made the motion to approve the masthead installation as presented at the meeting, seconded by Ms. Godfrey, the motion was unanimously approved by voice vote.

Mr. Milner asked to change the minutes of the previous meeting. He said the second paragraph was incorrect and that he had wanted to brick the back "walk" rather than wall. The ARB agreed to correct the minutes that had been approved at the beginning of the meeting. Mr. Milner also said the minutes indicated that the aluminum door on the front would not be changed but he has changed his mind due to building code requirements. Ms. Dunkle said that the minutes need to reflect the discussion at the meeting.

Mr. Livingston reminded Mr. Milner that if changes are not made to an existing structure then the property owner may not be required to bring the respective building up to current codes. He added that the front door swing may be grandfathered in and a new door may not be required. Mr. Livingston said that if he does change out the door, he will need to present the changes to the Architectural Review Board for review and approval.

**Other**

There was a discussion about the placement of portable freestanding signs and a downtown business owner who does not conform to regulations concerning the hours of display . Ms. Dunkle said she had discussed this matter and placing another portable freestanding sign on the corner of 340 and Main with the business owner on a number of occasions and said she would discuss it with her again.

Mr. Barb recognized Roger Pounders, 401 Montgomery Court in Berryville who wished to discuss a matter about his neighbor that did not involve the Architectural Review Board.

**ADJOURNMENT**

There being no further business, Ms. McFillen moved to adjourn the meeting, seconded by Ms. Godfrey, the meeting adjourned at 1:17p.m.

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Jim Barb, Chairman

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Christy Dunkle, Recording Secretary

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**Kim Patterson (Owner, Re Love It) is requesting a Certificate of Appropriateness in order to install a portable freestanding sign and “OPEN” flag in front of her business located at 20 A East Main Street identified as Tax Map Parcel number 14A2-((A))-73, zoned C General Commercial.**

Ms. Patterson is requesting a Certificate of Appropriateness for two signs to be located in front of her business, Re Love It, located at the address above.

The portable freestanding sign is a two-sided A-frame chalkboard that is 21” wide x 42.5” high. This size conforms to zoning regulations as established in Section 307.4. It features decorative scrolls on the top and bottom of the sign.

The two-sided “OPEN” flag is 28”x40” and will be installed next to the front door of the business.

Discussion should take place at the meeting concerning the location of a clothes rack, the proposed sandwich board, and the height and angle of the flag in front of the shop and maintaining sufficient passage for pedestrians.

**Recommendation**

Discuss at the meeting.

**TOWN OF BERRYVILLE**

**101 Chalmers Court, Suite A \* Berryville, Virginia 22611**

**PHONE: (540) 955-4081 \* FAX: (540) 955-4524 \* E-MAIL: [PLANNER@BERRYVILLEVA.GOV](mailto:PLANNER@BERRYVILLEVA.GOV)**

**HISTORIC DISTRICT SIGN PERMIT APPLICATION**

Please Note: This is an application only. The permit will be issued only if approved by the Zoning Administrator and after review and recommendation by the Architectural Review Board.

To be completed by the Applicant: Date: \_\_\_\_\_, 20\_\_\_\_

Applicant's Name: ReLore H Kim Patterson

Applicant's Phone Number: 540 955 8155 E-mail: Kim@ReLoreH.com

Name of Business (for which signage is being requested): ReLore H

Business physical address: 30-A East Main Street  
Berryville VA 22611

Business mailing address: Same as above

Property Owner's Name: Jerry Johnson

Property Owner's Address: 30-B East Main Street  
Berryville VA 22611

Application is hereby made for a permit to erect  or remodel  a sign as described below:

Total number of signs requested: 2 Fee: \$ \_\_\_\_\_

Please include nine (9) copies of the following information for each sign requested:

\_\_\_\_\_ Scale color illustration of the sign, indicating the materials, dimensions (including square footage), the location of the sign (including minimum 8' 6" above all sidewalks or right-of-way for projecting signs), type of sign (freestanding, hanging, wall, etc.), and method of mounting.

\_\_\_\_\_ Color chips if applicable.

\_\_\_\_\_ Illustration and details of the proposed illumination, if any.

Sign Company: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Signature of Applicant: [Signature]

**TO BE COMPLETED BY ZONING ADMINISTRATOR**

Street Address: 20-A East Main St

Tax Map Number: 14A2 (CA) 73 Zoning Designation: C

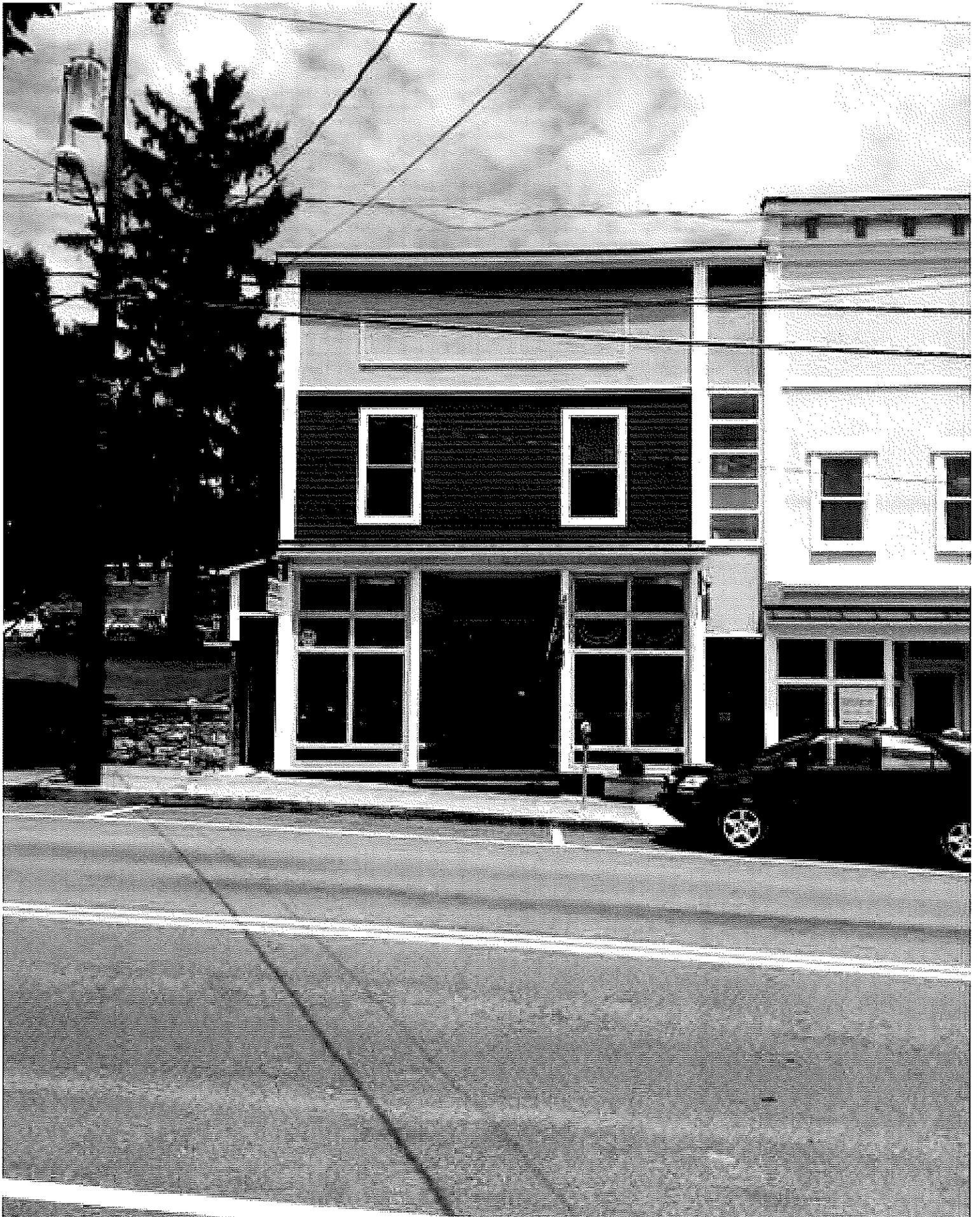
Applicable Regulations: 307.4

Other Conditions: \_\_\_\_\_

The Sign Permit is  approved  denied for the sign described on the property indicated above.

Reason, if denied: \_\_\_\_\_

Signature of Zoning Administrator: \_\_\_\_\_ Date: \_\_\_\_\_





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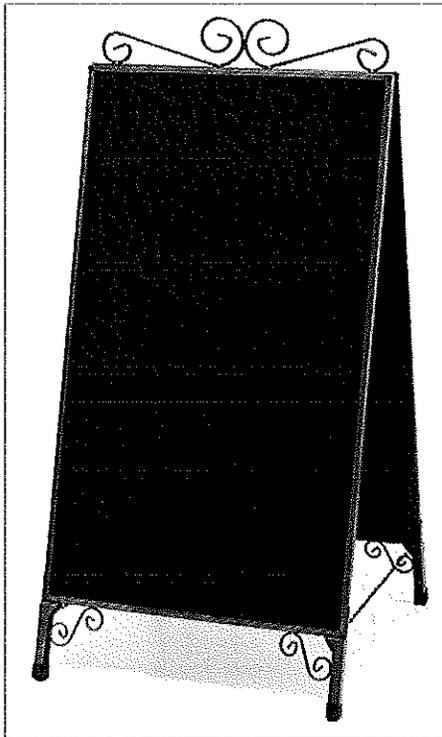
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### Cobblestone A-Frame Chalkboard Sign

SKU # 18337

#### Features :

- 42 1/2"H x 21"W
- Magnetic
- Eraser and Chalk Included
- Double Sided

#### PRODUCT DETAILS

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#### Description :

This elegant and classy Cobblestone A-Frame Chalkboard Sign adds beauty to any business. Attract customers by creating fully customizable advertisements and announcements. The magnetic structure is 23 1/2" W x 42"H and is sturdy enough for outdoor or indoor use. This chalkboard comes with a magnetic eraser and multi colored chalk to make your advertisements or announcements stand out even more. The Cobblestone A-Frame Chalkboard Sign is in stock and ready for immediate shipment!

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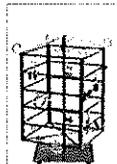
**Cobblestone Metal Accessory Dress Form**

SKU # 60499  
Price: \$67.50



**Open/Closed LED Sign With Hours**

SKU # 18339  
Price: \$109.00



**Tiered Square Jewelry Carousel Large Raw Steel**

SKU # 55446  
Price: ~~\$49.95~~ \$19.50

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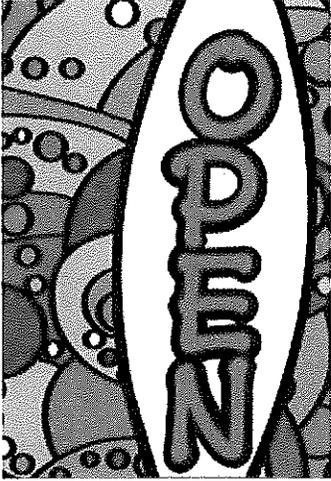
From: reloveit <reloveit@aol.com>

To: reloveit <reloveit@aol.com>

Subject: open flag

Date: Thu, Jan 8, 2015 12:42 pm

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*printed both sides  
28" x 40"*

**Berryville Treasures (Trish Alizade, Agent) is requesting a Certificate of Appropriateness for a projecting sign to replace an existing sign (formerly Village Emporium) located at 8 West Main Street, identified as Tax Map Parcel number 14A2-((A))-61, zoned C General Commercial.**

Ms. Alizade is requesting a Certificate of Appropriateness in order to replace the existing projecting sign at the address above with a new two-sided sign as the business has changed names. The new sign will be the same size (3.5' x 3') and remain on the same bracket as was previously approved. She said the sign face will be a vinyl decal that will be professionally fabricated and applied to the sign board.

**Recommendation**

Approve as presented.

TOWN OF BERRYVILLE

101 CHALMERS COURT, SUITE A \* BERRYVILLE VA 22611
Phone (540) 955-4081 \* Fax (540) 955-4524 - E-mail: planner@berryvilleva.gov

HISTORIC DISTRICT SIGN PERMIT APPLICATION

Please Note: This is an application only. The permit will be issued only if approved by the Zoning Administrator and after review and recommendation from the Architectural Review Board.

To be completed by Applicant: Date June 25, 20 15
Applicant's Name: TRISH Alizade
Name of business for which the signage is being requested: Berryville Treasures
Applicant's Address: 506 EAST Main ST
Telephone Number: 540-955-8041 E-mail: JUST pane crazy@AOL.com
Property Owner's Name: Randy Vinson
Property Owner's Address: 604 Crapp Hill Rd, Berryville, VA 22611

Application is hereby made for a permit to erect ( ) or remodel (X) a sign as described below:

Total # of Requested Signs: 1 Fee:

Please include nine (9) copies of the following information for each sign requested:

Scale color illustration of the sign, indicating the material, dimensions (including square footage), the location of the sign (including minimum 8'-6" above all sidewalks or rights-of-way for projecting signs), type of sign (freestanding, hanging, wall, etc.) and method of mounting
(H) 32" x 42" (W) 12-

Color chips if applicable

Illustration and details of the proposed illumination, if any

Sign Company/Telephone: Patty House 540-338-5614 (Signs Design)

Signature of Applicant: Trish Alizade

TO BE COMPLETED BY ZONING ADMINISTRATOR

Street Address: 8 West Main Street

Tax Map #: 14A2 (CA) 61

Zoning Designation: C

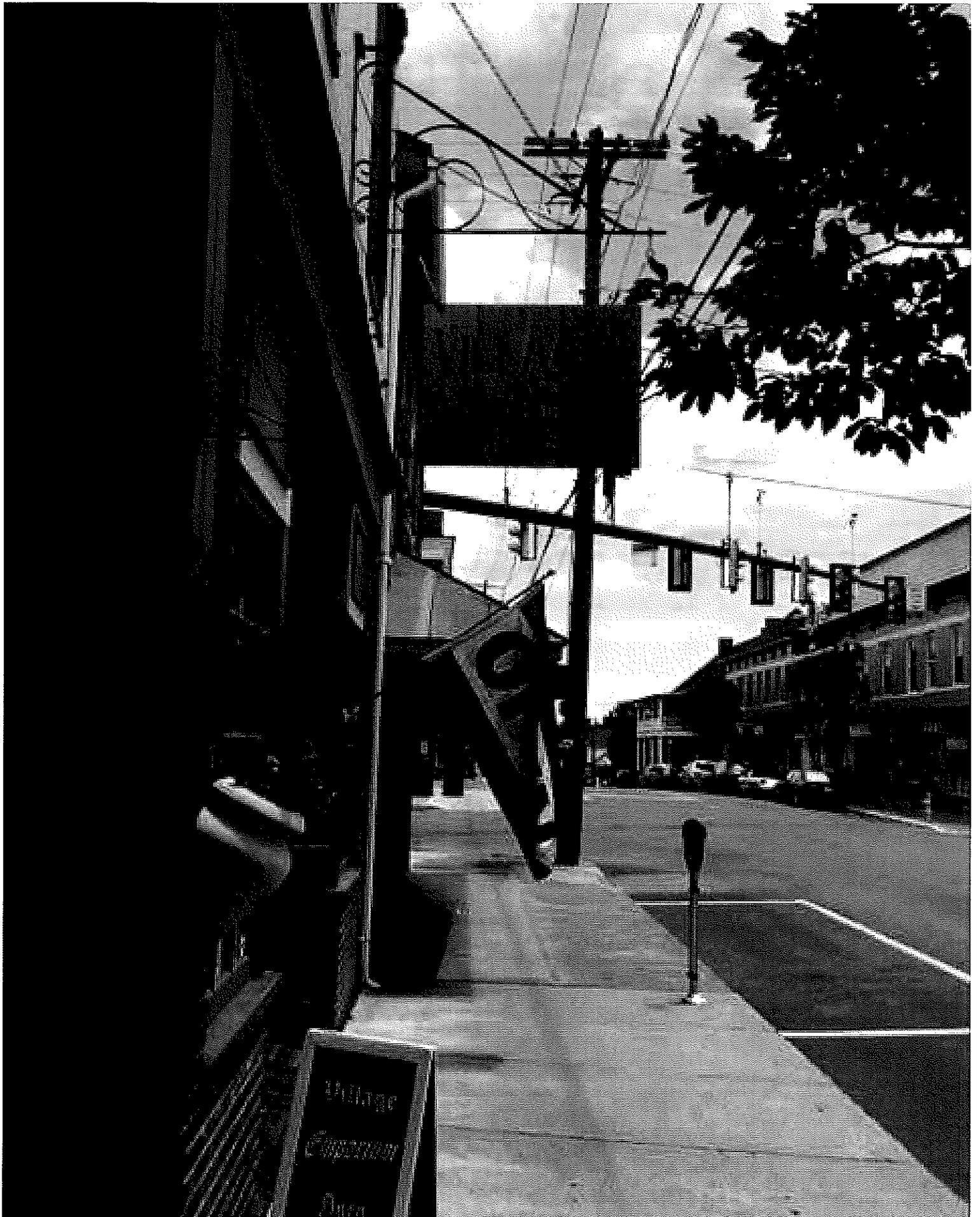
Applicable Regulations: 357.4

Other Conditions:

This Sign Permit is approved ( ) denied ( ) for the sign described on the property indicated above. If denied, for the following reason(s):

Signature of Zoning Administrator:

120332



# Berryville Treasures

Artists & Crafters

Gifts



8 West Main St Berryville, VA

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**Stardust Ballroom Dance Studio, LLC, (Michael Blake, Owner), is requesting a Certificate of Appropriateness in order to install a wall sign on the structure located at 22 East Main Street, identified as Tax Map Parcel number 14A2-((A))-72, zoned C General Commercial.**

Mr. Blake is requesting a Certificate of Appropriateness in order to install a wall sign above the entrance to the business at the address above. Staff has requested information concerning the specific location of the sign. The sign will be made from ½" primed and painted plywood with digitally printed graphics made of vinyl.

The sign is 12 square feet which conforms to zoning regulations as established in Section 307.4 of the Berryville Zoning Ordinance.

**Recommendation**

Approve as submitted.

CHRISTY DUNKLEB  
955 4081  
planner@berryvilleva.gov

First Wed. review  
Paid 6/23/15

TOWN OF BERRYVILLE

101 CHALMERS COURT, SUITE A \* BERRYVILLE VA 22611  
Phone (540) 955-4081 \* Fax (540) 955-4524 - E-mail: planner@berryvilleva.gov

**HISTORIC DISTRICT SIGN PERMIT APPLICATION**

Please Note: This is an application only. The permit will be issued only if approved by the Zoning Administrator and after review and recommendation from the Architectural Review Board.

To be completed by Applicant: Date 06/23/ 20 15  
Applicant's Name: Michael Blake

Name of business for which the signage is being requested: Stardust Ballroom Dance Studio, LLC.

Applicant's Address: 22 E. Main St. Berryville VA 22611

Telephone Number: (540) 450-4634 E-mail: michael@stardustballroomdancestudio.com

Property Owner's Name: Jerry Johnson

Property Owner's Address: 22 E. Main St. Berryville VA 22611

Application is hereby made for a permit to erect () or remodel () a sign as described below:

Total # of Requested Signs: 1 Fee: \_\_\_\_\_

Please include nine (9) copies of the following information for each sign requested:  
 Scale color illustration of the sign, indicating the material, dimensions (including square footage), the location of the sign (including minimum 8'-6" above all sidewalks or rights-of-way for projecting signs), type of sign (freestanding, hanging, wall, etc.) and method of mounting

N/A Color chips if applicable

N/A Illustration and details of the proposed illumination, if any

Sign Company/Telephone: \_\_\_\_\_

Signature of Applicant: Michael Blake

**TO BE COMPLETED BY ZONING ADMINISTRATOR**

Street Address: 22 E. Main St.

Tax Map #: 14A2 (CA) 172

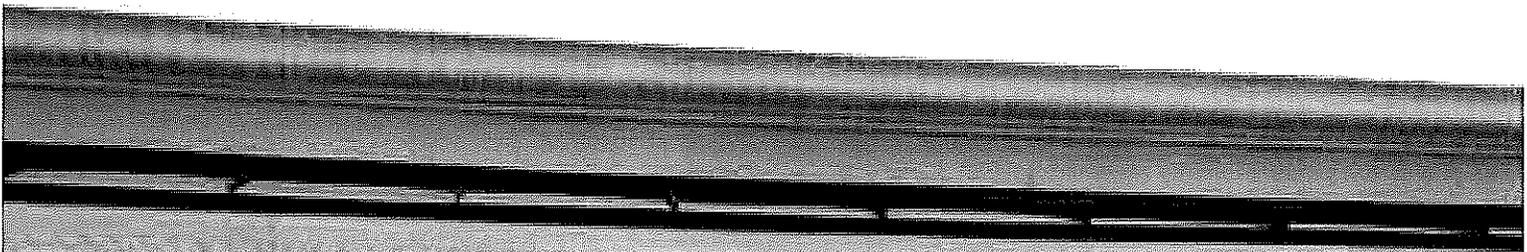
Zoning Designation: C

Applicable Regulations: 302.4

Other Conditions: \_\_\_\_\_

This Sign Permit is approved () denied () for the sign described on the property indicated above. If denied, for the following reason(s): \_\_\_\_\_

Signature of Zoning Administrator: \_\_\_\_\_



**Stardust Ballroom  
Dance Studio, LLC**  
HAPPY DANCE LIFE  
**540-450-4634**

21

**Stardust Ballroom  
Dance Studio, LLC**  
HAPPY DANCE LIFE  
**540-450-4634**

To whom it may concern,

The attached sign will be a ½" thick plywood sign. It will be primed, painted and applied with cut vinyl and digitally printed graphics. The sign will be a wall sign attached with screws, centered above the door of 22 E. Main St. Berryville Va. 22611. The signs surface area will total 12 sq. ft. and be 6ft long and 2ft wide. The colors of the sign will be blue, grey and black.

Thank you,

Michael Blake

540-450-4634

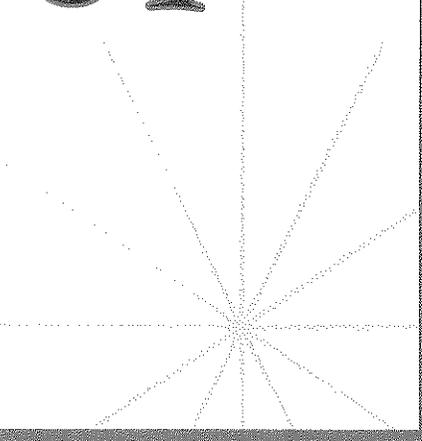
Michael@stardustballroomdancestudio.com



# STARDUST

BALLROOM DANCE STUDIO, LLC

HAPPY. DANCE. LIFE.



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**Hip and Humble (Steve Scott and Julie Ashby, Owners), is requesting a Certificate of Appropriateness in order to install two wall signs on Aylor’s Mill located at 401 East Main Street, identified as Tax Map Parcel number 14A6-((1))-4, zoned L-1 Industrial.**

Steve Scott and Julie Ashby are the owners of Hip and Humble. They currently have a space on First Street and one in Strasburg and are consolidating the latter to the Mill. They will be reconditioning furniture and other items and selling wholesale from this location.

They are requesting a Certificate of Appropriateness for two wall signs. The sign for the front of the building is 12 square feet and was used at their location in Strasburg (photograph enclosed). The sign is fabricated from a vintage window shutter. The letters are cut out of galvanized tin. The items hanging from the sign are not going to be part of this installation. The wall sign proposed for the western façade of the building adjacent to the railroad tracks will be 24 square feet and fabricated in the same manner. The applicants would like to create a vertical sign that would read “WAREHOUSE”. Staff has requested the applicants attend the meetings in order to answer additional questions ARB members may have.

**Recommendation**

Discuss at the meeting.

TOWN OF BERRYVILLE

101 CHALMERS COURT, SUITE A \* BERRYVILLE VA 22611
Phone (540) 955-4081 \* Fax (540) 955-4524 - E-mail: planner@berryvilleva.gov

HISTORIC DISTRICT SIGN PERMIT APPLICATION

Please Note: This is an application only. The permit will be issued only if approved by the Zoning Administrator and after review and recommendation from the Architectural Review Board.

To be completed by Applicant: Date June 25, 2015

Applicant's Name: STEVE SCOTT / JULIE ASHBY

Name of business for which the signage is being requested: Hip and Humble

Applicant's Address:

Telephone Number: 540-327-5609 (S) E-mail: Hipandhumbleinteriors@gmail.com

Property Owner's Name: 327-1410 (J) Jay Hillerson

Property Owner's Address:

Application is hereby made for a permit to erect (checked) or remodel ( ) a sign as described below:

Total # of Requested Signs: 2 Fee:

Please include <sup>1 copy</sup> ~~nine (9)~~ copies of the following information for each sign requested:

Scale color illustration of the sign, indicating the material, dimensions (including square footage), the location of the sign (including minimum 8'-6" above all sidewalks or rights-of-way for projecting signs), type of sign (freestanding, hanging, wall, etc.) and method of mounting

Color chips if applicable

Illustration and details of the proposed illumination, if any

Sign Company/Telephone:

Signature of Applicant: Julie Ashby

TO BE COMPLETED BY ZONING ADMINISTRATOR

Street Address: 401 B. MAIN STREET

Tax Map #:

Zoning Designation: L-1

Applicable Regulations: 307

Other Conditions:

This Sign Permit is approved ( ) denied ( ) for the sign described on the property indicated above. If denied, for the following reason(s):

Signature of Zoning Administrator:



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As we have previously discussed, the Barns of Rose Hill have requested the placement of their sandwich board at the intersection of Chalmers Court and East Main Street in order to direct visitors to the facility. Section 307.2(f) of the Berryville Zoning Ordinance allows for off-site directional signage in any zoning district as follows:

307.2 Signs Permitted in all Zoning Districts

- (f) Directional signs of a public or quasi-public nature, identifying or providing directions to a public building, hospital, community center, park, playground, school, college, church, cemetery, designated historic site, service club, chamber of commerce, municipal parking lot or restroom, or other similar public or quasi-public civic, religious, charitable, educational, or cultural place or activity located in the Town of Berryville or Clarke County. No one sign for any one such use shall exceed an area of four (4) square feet for off-premises or on-premises directional signs. Permitted off-premises signs shall contain no advertising matter other than identification and directional information. Off-premises signs must comply with all applicable regulations of the Virginia Department of Transportation.

While this ordinance would allow this type of signage, the Barn's signs are larger than four square feet. Staff allowed for temporary placement of the directional sign. When the sandwich board was out previously, there were some issues including its location (in the sidewalk, in the R/W of Chalmers); delay in removing the sign from this location; lighting the sign and sometimes laying the sign down and just leaving it there.

Discussion at the meeting should include but not be limited to the following:

- Should larger signs be permitted in this context? Staff's concerns with permitting larger signs include obstruction of access, blocking sight distance, and the ability of the business to bring the signs in easily if the signs are too large to transport easily.
- A definition for "cultural [building]" is recommended for Article I, Definitions, of the Berryville Zoning Ordinance. The following definition is for a cultural building from the Fairfax ZO:  
*"A building or area to present exhibits of cultural, scientific or academic material, live theater and dance performances, musical concerts, cinema or lectures to the general public as a nonprofit enterprise."*
- Should "non-profit" be added to the text as including a definition for "cultural" would open the door to dance studios, art galleries, any place there is a lecture, etc. putting out off-site signage?