

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



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

Wednesday, December 2, 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** – October 7, 2015
4. **Sign Review**  
Jay Hillerson, Agent, is requesting a Certificate of Appropriateness in order to replace a freestanding sign adding an additional panel at the property located at 600 East Main Street identified as Tax Map Parcel number 14A3-((A))-28, zoned C-1 Commercial.
5. **Other**
6. **Adjourn to Berryville Main Street**

**Wilson Kirby**  
*Mayor*

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

*Council Members*

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

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

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

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

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

**BERRYVILLE ARCHITECTURAL REVIEW BOARD**  
**Berryville-Clarke County Government Center**  
**MINUTES OF REGULAR MEETING**  
**Wednesday, October 7, 2015**

The regular meeting of the Berryville Architectural Review Board was held on Wednesday, October 7, 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: Gene Williamson; Robin McFillen; Susan Godfrey, Rachael Worsley

Member absent: Jim Barb

Others present: None

Press present: None

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

Ms. Godfrey, acting as Presiding Officer, called the meeting to order at 12:30p.m.

**APPROVAL OF AGENDA**

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

**APPROVAL OF MINUTES**

Mr. Williamson moved to approve the minutes of the August 5, 2015 meeting as written, seconded by Ms. Godfrey. The motion passed by voice vote.

**ELECTION OF VICE CHAIR**

Mr. Williamson nominated Ms. Godfrey as Vice Chair, seconded by Ms. McFillen, the motion passed by voice vote.

**Sign Review**

**Linda Miller, Agent, Washington Square Apartments, is requesting a Certificate of Appropriateness in order to replace a freestanding sign for Washington Square Apartments located at 102 East Main Street identified as Tax Map Parcel number 14A2-((A))-76, zoned C General Commercial.**

Ms. Dunkle described the request. She said Ms. Miller was requesting a Certificate of Appropriateness to replace a freestanding sign located in front of the property located on East Main Street. Vice Chair Godfrey asked whether the letters were large enough. There was a general discussion about the information to include on the sign. Mr. Williamson was concerned that the name of the person on the sign could change. He asked if the phone number could be added with no name. Ms. McFillen said that she would also like to see the sign changed by a sign company rather than adding information like they have in the past.

There being no further discussion, Ms. McFillen moved to approve the sign request as presented, with the condition that any future changes be done by a sign company and with the recommendation that the name

be removed should staffing change, seconded by Ms. Worsley. The motion passed unanimously by voice vote.

#### **Other**

##### **Lights at Social Graces Dance Studio**

Ms. Dunkle said that she had received an email from Mr. Ciampi with a small drawing of a light fixture for the exterior of the building located at 639 East Main Street. Vice Chair Godfrey asked what color the fixture was. Ms. Dunkle said she would contact Mr. Ciampi with that question. She said she would also request a larger picture of the fixture. There was a general discussion about the light and Vice Chair Godfrey requested staff to email the information to Board members for final approval.

##### **Parking Meter Contest**

Vice Chair Godfrey asked about the timing of the December meeting and the parking meter judging. Ms. Dunkle said that Sue Ross, the Executive Director, has already distributed a number of applications. She said that they discussed the timing of the judging when the Town recommended changes to the applications due to the new meter heads. She said she would confirm the dates work for everyone. Vice Chair Godfrey recommended putting the information on the Berryville Main Street Facebook page and web site. Ms. McFillen recommended grouping the decorated meters. Ms. Dunkle said the Town had been encouraging this for a number of years and that she would forward the information to Ms. Ross.

##### **Illegal Signage**

Vice Chair Godfrey noted a couple of signs that were in violation due to the lack of a Certificate of Appropriateness. She said Sweet Peas' sandwich board was left out against the building after staff had reminded her of the regulations. She also mentioned the antique store located in the 100 block of West Main Street. Ms. Dunkle said she had discussed the process with the owner twice and had removed one sign from the front of the property. She said she would contact both business owners to discuss their respective violations.

##### **1 West Main Update**

Ms. McFillen asked about the timeframe was for Mr. Milner's building at 1 West Main Street. Vice Chair Godfrey said he had until the November 6, 2015 to apply the exterior mullions to the windows. There was a brief discussion to update Ms. Worsley on the situation. ARB members also discussed other window reviews and the importance of precedent.

#### **ADJOURNMENT**

There being no further business, Mr. Williamson moved to adjourn the meeting, seconded by Ms. McFillen, the meeting adjourned at 12:53p.m.

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Susan Godfrey, Vice Chairman

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Christy Dunkle, Recording Secretary

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**Jay Hillerson, Agent, is requesting a Certificate of Appropriateness in order to replace a freestanding sign adding an additional panel at the property located at 600 East Main Street identified as Tax Map Parcel number 14A3-((A))-28, zoned C-1 Commercial.**

Mr. Hillerson wishes to add a sign panel to the freestanding sign located at 600 East Main Street. Section 307.4(g) addresses freestanding signs in commercial zoning districts. This section allows for 40 square feet of signage however Mr. Hillerson is requesting 42.5 square feet. It is assumed that the existing True Value Hardware signage will remain. Mr. Hillerson will be at the meeting to discuss the matter.

New language under Article V Section 505 allows for a small variance in zoning requirements. The Berryville Planning Commission will hold a public hearing on this text amendment at their December 15, 2015. It is anticipated that Council will hold a public hearing at their January meeting. Staff will discuss the matter with Board members at the meeting.

The following items are included in this staff report:

- Application for freestanding sign
- Photo of existing sign
- Layout of new sign
- Drawings of existing and proposed signage

**Recommendation**

Discuss at the meeting.

TOWN OF BERRYVILLE

101 CHALMERS COURT, SUITE A \* BERRYVILLE VA 22611  
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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 11/23/2015  
Applicant's Name: JAY HILLERSON - CALLIECORP LLC  
Name of business for which the signage is being requested: next day soundstages  
Applicant's Address: 2770 Kimbrell Rd B'ville  
Telephone Number: 540 539 8120 E-mail: j.hillerson@gmail.com  
Property Owner's Name: Calliecorp LLC  
Property Owner's Address: same

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

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

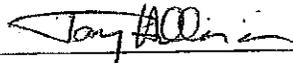
Please include nine (9) copies of the following information for each sign requested:

\_\_\_\_\_ 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

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

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

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

Signature of Applicant: 

TO BE COMPLETED BY ZONING ADMINISTRATOR

Street Address: \_\_\_\_\_

Tax Map #: \_\_\_\_\_

Zoning Designation: \_\_\_\_\_

Applicable Regulations: \_\_\_\_\_

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: \_\_\_\_\_



Jay Hillerson <j.hillerson@gmail.com>

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**(no subject)**

1 message

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**Jay Hillerson** <j.hillerson@gmail.com>  
To: "j.hillerson@gmail.com" <j.hillerson@gmail.com>

Mon, Nov 23, 2015 at 10:26 AM

Sent from my iPhone



photo.JPG  
137K

WHITE w/ RED PRINT

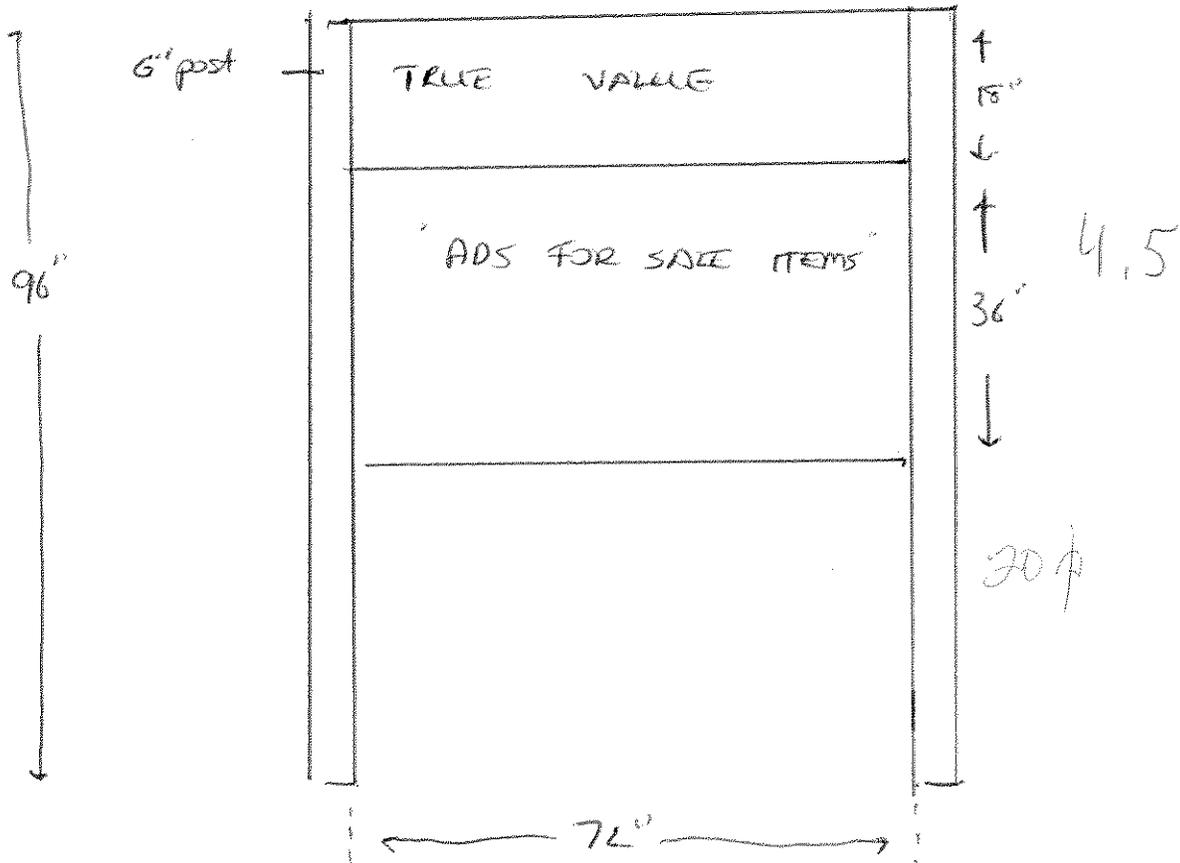
72



48

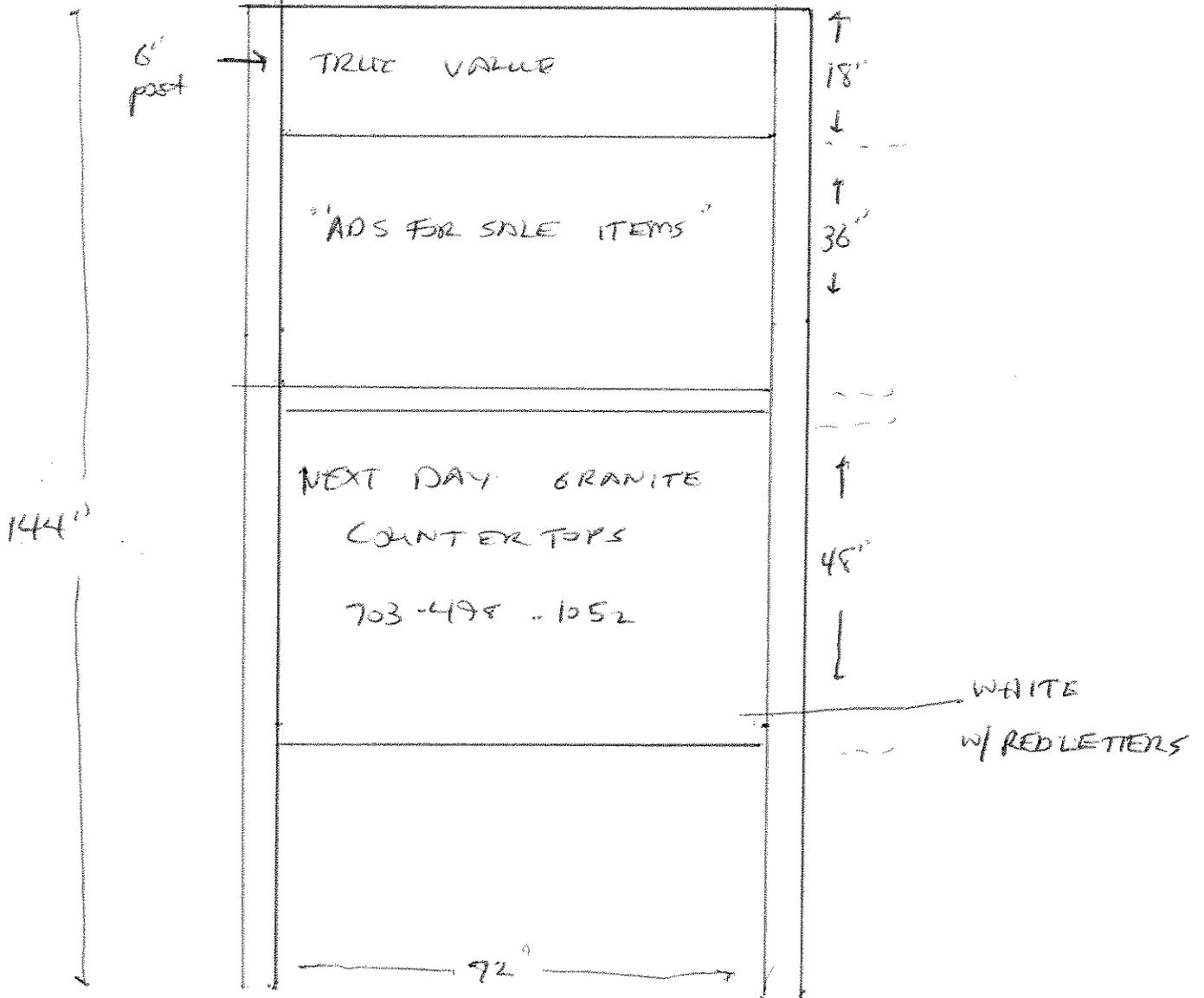
7

EXISTING SIGN AT TRUE VALUE  
600 E. MAIN ST



$\frac{1}{2}'' = 1.41$

NEW SIGN AT TRUE VALUE  
600 E MAIN ST



1/2" = 1 ft.