

BERRYVILLE ARCHITECTURAL REVIEW BOARD
Berryville-Clarke County Government Center
MINUTES OF REGULAR MEETING
Wednesday, July 1, 2015

The regular meeting of the Berryville Architectural Review Board was held on Wednesday, July 1, 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: Trish Alizade, Steve Scott

Press present: Val VanMeter

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

Mr. Barb called the meeting to order at 12:30p.m.

APPROVAL OF AGENDA

Ms. Godfrey 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 June 3, 2015 meeting as written, seconded by Ms. Godfrey. The motion passed by voice vote.

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.

Ms. Dunkle described Ms. Patterson’s request. She said the Re Love It owner is requesting a portable freestanding sign and an “OPEN” banner to be placed in front of her business on East Main Street. She said the placement of the portable freestanding sign would be critical due to the placement of a clothes rack in front of the business. Ms. McFillen said she likes to see activity downtown and added that a few items placed outside of the shops that are brought in each evening does not offend her as long as pedestrian access is maintained. She said the downtown looks reinvigorated. Ms. Godfrey said she thought the chalk board portable sign is great but was not a fan of the clothes rack on the sidewalk. There was a general discussion about the placement of items on the sidewalks. Ms. McFillen said that the business owner should make sure the “OPEN” flag is not in the way of pedestrians. She added that the Village Emporium flag needs to be moved or removed. Ms. Alizade, who was in attendance, agreed to remove the “OPEN” flag after the meeting.

There being no further discussion, Mr. Williamson 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 and that the “OPEN” flag does not block pedestrian passage on the sidewalk, seconded by Mr. Livingston, the motion was approved unanimously by voice vote.

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.

Mr. Barb asked Ms. Alizade to join ARB members at the table. She said that due to a change in management, the Village Emporium will be changing the name of the business to Berryville Treasures. She said they are creating a new LLC and wish to replace the vinyl on the existing projecting sign and install it in the same location on the same bracket. She added that the green shown on the drawing that was part of the application submission was not representational of the actual color. She said it matched the green on the former hotel. Ms. Godfrey asked whether the artwork on the sign (hummingbirds) would be visible to those driving down Main Street. Ms. Alizade said it would be visible. There was a discussion about their hours of operation and Ms. Alizade indicated they would be open on Sundays which have been successful hours of operation for them.

There being no further discussion, Mr. Williamson moved to approve the modification to the projecting sign as presented, seconded by Ms. Godfrey, the motion was approved unanimously by voice vote.

Ms. Dunkle asked the Chairman if Mr. Scott could move up on the agenda as they were hoping to use the lift that is currently downtown to install the sign if it should be approved at the meeting. Mr. Barb said he was fine with that change.

Sign Review

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.

Mr. Barb asked the applicant to join ARB members at the table. Ms. Dunkle said the sign in the photo, taken at their place of business in Strasburg, was the one the applicants wished to use on Aylor's Mill located on East Main Street. Mr. Livingston asked if they were planning to install the sign above the porch roof and Mr. Scott said yes. Ms. Dunkle discussed sign sizes permitted in the L-1 Industrial zoning district and added that retail sales were permitted with an approved Special Use Permit. Mr. Scott said he would like to install a vertical sign on the west elevation of the building and was currently working on that sign. There was a discussion about which sign should go on the west side and which on the front of the building. It was determined that the vertical sign would work the best on the west side of the building. Mr. Scott said he would forward a photo of the vertical sign to staff to distribute to ARB members for review and approval.

There being no further discussion, Mr. Barb asked for a motion. Mr. Livingston made the motion to approve the horizontal sign that will be placed on East Main Street elevation, seconded by Ms. Godfrey, the motion was approved by voice vote, Ms. McFillen abstaining.

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.

Ms. Dunkle said she had requested additional information on the placement of the sign. She read the email that the applicant sent to ARB members concerning the matter, identifying the location as just under

the awning on the header to the entry way and centered above the door. There being further questions concerning the size of the proposed sign and the width of the fascia board, staff called the applicant to obtain additional clarification and left a message. Mr. Barb recommended continuing to the next item on the agenda.

There was a general discussion about the sign hanging below the fascia and how it would be installed. Mr. Livingston said there were too many questions to approve the sign and Ms. Godfrey made the motion to table the approval until the next meeting, Mr. Livingston seconded, the motion was approved unanimously by voice vote.

Proposed Text Amendment Concerning Off-Site Signage

Ms. Dunkle said that ARB had discussed this matter before and how to handle temporary off-site signage. Mr. Livingston said that these signs are difficult to monitor and they can quickly become a hazard if unattended and left out after a specific event was held. Mr. Barb added that a special event was one matter and that more permanent off-site signage was a different situation. Ms. McFillen said one of her issues with event signage is that often it remains out until after the event has occurred. There was a discussion about off-site business signage and that temporary signage for activities such as the blood mobile is quite different than a venue that holds events. There was a discussion about service organizations' signage and what might be permitted under current regulations.

Ms. Dunkle said that as far as the Barns were concerned, their TOD signage is moving forward and it is anticipated that a trailblazer sign will be placed at the intersection of East Main Street and Chalmers Court. Ms. McFillen requested staff draft some language to discuss at the August meeting.

Stardust Ballroom Dance Studio

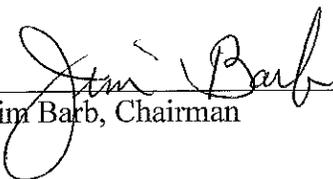
Mr. Blake returned the call and discussed his sign with ARB members. He said that the sign would be installed above the door on the front board and centered in the doorway. Mr. Blake phoned from the site and took several measurements to clarify the size of the doorway and of the sign. It was determined that the size of the sign should be modified in order to fit the existing fascia. The appropriate size recommended by ARB members was 1.5' high by 7.5' long. Mr. Livingston asked the applicant to email the new layout to staff to distribute to ARB members. There being no further discussion, Ms. Godfrey made the motion to approve the sign at its new size, 1.5' high by 7.5' long, seconded by Ms. McFillen, the motion passed unanimously by voice vote.

Other

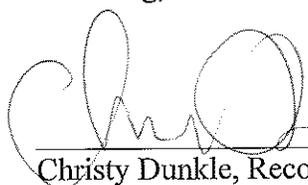
Ms. Dunkle said the August meeting will be Mr. Livingston's last meeting and that the Town would like to take the Board out to lunch after the meeting. Mr. Barb said he was going to be out of town but to go ahead with the lunch. He thanked Mr. Livingston for his service.

ADJOURNMENT

There being no further business, Ms. McFillen moved to adjourn the meeting, seconded by Ms. Godfrey, the meeting adjourned at 1:36p.m.



Jim Barb, Chairman



Christy Dunkle, Recording Secretary