

**BERRYVILLE ARCHITECTURAL REVIEW BOARD**  
**Berryville-Clarke County Government Center**  
**MINUTES OF REGULAR MEETING**  
**Wednesday, November 6, 2013**

The regular meeting of the Berryville Architectural Review Board was held on Wednesday, November 6, 2013 at 12:00 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, Susan Godfrey and Gene Williamson

Absent: Robin McFillen

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

Others present: Samantha Piggott, Val VanMeter

Chair Barb called the meeting to order at 12:00noon.

**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 October 2, 2013 meeting as written, seconded by Ms. Godfrey. The motion passed unanimously by voice vote.

**Sign Review**

**Bryan and Cara Lingle, Owners (Gunslinger Arms), is requesting a Certificate of Appropriateness in order to install two signs at their business located at 110 West Main Street, identified as Tax Map Parcel number 14A4-((A))-47, zoned C General Commercial.**

Ms. Dunkle described the request. Board members had a general discussion about identifying the artwork on the sign as a gun cylinder with the colors proposed by the applicant. Ms. Godfrey recommended black and white, similar to the vinyl banner under consideration for the side of the building. Mr. Livingston said the proposed wall sign was a nice graphic but reiterated it was not clear as a gun cylinder. Ms. Dunkle said the applicant would like to install a vinyl sign on the east end of the building. She said the sign does not conform under permanent signage sizes nor does it conform to temporary signage size allotments per the Berryville Zoning Ordinance. Mr. Livingston said he didn't believe a sign would be visible from Main Street anyway. He recommended putting up a smaller sign that met the parameters of the zoning ordinance. Ms. Godfrey added that if the applicant chose to install a sign on the east side of the building it should be made of a more permanent material.

There was a general discussion about the location of the front sign. Ms. Godfrey made the motion to approve the request and to consider reversing the colors using black and white to look more like a cylinder, seconded by Mr. Livingston, the motion passed unanimously by voice vote.

### Sign Review

**Samantha Piggott, Owner (Country Green), is requesting a Certificate of Appropriateness in order to install a wall sign at her business located at 24 West Main Street, identified as Tax Map Parcel number 14A2-((A))-57, zoned C General Commercial.**

Ms. Dunkle introduced Ms. Piggott to ARB members. Ms. Dunkle said the applicant would be moving into the former Valley Bistro space on West Main Street and has a two-month lease through the Christmas holiday. Ms. Piggott said she currently sells wreaths, candles and re-purposed furniture from her home and has taken the lease out for the holiday season. She said the 8"x46" dark green sign will be installed between the two front doors. She said the lettering will be gold. Ms. Dunkle said the front ramp has been removed. There was a general discussion about accessibility and that ADA compliance is not possible in this location. Ms. Dunkle said that a sandwich board would be an option and it would need to be reviewed and approved by the ARB. She asked Ms. Piggott when she will be opening her shop with a soft opening on Saturday.

There being no further discussion, Vice Chair Livingston made the motion to approve the wall sign as presented, seconded by Ms. Godfrey, the motion was approved unanimously by voice vote. Ms. Dunkle asked if she was planning on installing any temporary banners or anything else. Ms. Piggott said she was not planning on temporary signage at this time but that she may like to put a couple of benches in front of the business.

### Sign Review

**Carla Pike, Applicant (A Sign Place), is requesting a Certificate of Appropriateness in order to install an awning and a freestanding sign at Vision Source/Berryville Optometry located at 33 West Main Street, identified as Tax Map Parcel number 14A5-((A))-4, zoned C General Commercial.**

Ms. Dunkle said Ms. Pike forwarded photos of proposed signage for Dr. Twigg's business including an awning and a freestanding sign at the parking lot on Crow Street. Vice Chair Livingston questioned the effectiveness of lettering on the top of the awning due to the angle of the awning. There was a discussion about whether "Vision Source" could be seen from the parking lot. Mr. Williamson asked what the material was. Ms. Dunkle said she assumed it was a heavy coated canvas with vinyl letters and said she would confirm with Ms. Pike. He said he was concerned about the weathering. Vice Chair Livingston said that vinyl normally weathers well.

Ms. Dunkle said the first submission for the freestanding sign included two which are not permitted per zoning regulations. She noted the address was incorrect on the proposed 16-square foot sign. Ms. Dunkle said the parking lot lines need to be re-established and brush cut away due to encroachment on the east side of the lot. There was a general discussion about the wording on the sign. Vice Chair Livingston said that modifying the language by removing the address at the top, moving "Parking Only" to the top, adding "For" in the middle and adding "Battletown Pharmacy" would clarify what the parking lot permits. Chair Barb added it would also be additional advertising for both businesses.

There being no further discussion, Ms. Godfrey moved to approve the sign recommending the address be removed, "Parking Only" moved up and "For" added below and identifying both businesses, seconded by Mr. Williamson, the motion passed unanimously by voice vote.

**Other**

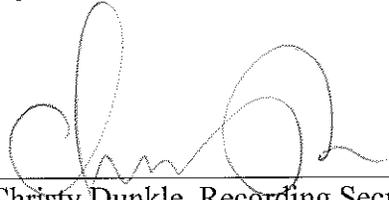
Ms. Dunkle asked if any ARB members wanted to help distribute parking meter contest awards on Saturday, December 6 at the tree lighting. She reminded members they will be judging the meters at their December meeting. It was decided that staff will let members know whether there are any items to review or if they will meet at Berryville Main Street at noon by Monday, December 2.

Ms. Godfrey asked about the signs at Berryville Service Center. Ms. Dunkle said she spoke with Mr. Martz and the signs would be permitted under zoning regulations. Ms. Godfrey asked about the status of the wayfinding signs. Ms. Dunkle said it was her understanding that there was a VDOT moratorium but added that Purcellville had installed them recently. She told members she would look into the current status.

**ADJOURNMENT**

There being no further business, Mr. Livingston made the motion to adjourn the meeting, seconded by Ms. Godfrey, the motion was approved unanimously by voice vote. The meeting adjourned at 12:45 p.m.

  
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Jim Barb, Chairman

  
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Christy Dunkle, Recording Secretary