



CITY OF FALLS CHURCH

Architectural Advisory Board Minutes City Hall January 3, 2018 – 7:30 p.m.

1. Roll Call: Roll was called at 7:37 p.m. Mr. Way, Ms. Friedlander, Ms. Duggan and Mr. Anderson were present. Mr. Wong joined a few minutes later.

2. Petitions:

There were no petitions.

3. Consent Calendar:

There were no consent calendar items.

4. Other Business:

There was no other business.

5. Old Business:

a. Exterior elevation improvements for Aldi, at 155 Hillwood Avenue, RPC#53-108-008, of the Falls Church Real Property Records, zoned OD-HA/B-3, Official Design and General Business.

The board discussed revised elevations as part of the approval package and had a separate discussion about signage. An Aldi representative presented both items and answered questions.

With respect to the elevations, the board noted improvements in the fenestration and overall design of Aldi's portion of the site, but was unable to assess the design's appropriateness within the context of the entire shopping center structure due to lack of elevations showing that fuller context. While being generally in favor of Aldi's proposed improvements, the board needs to see how the massing and details tie into the rest of the strip mall. The board also recommended modifying the parapet at the rear of the building to include a setback of at least three feet to give the façade a more substantial, less flimsy appearance.

With respect to the signage, the board recommended that the proposed 10-foot monument sign at the Hillwood Avenue parking lot entrance be studied further to determine appropriate angle of placement so as to minimize any concerns about traffic visibility.

Mr. Anderson motioned to defer a vote on whether to recommend the project until elevations are provided that show Aldi's design in the context of the entire structure. The motion was seconded by Mr. Wong and unanimously approved.

b. **AAB #20150764** – City Council referral of a resolution (TR17-17) to amend the Comprehensive Plan, an ordinance (TO17-09) to amend the Official Zoning District Map, and a resolution (TR17-18) for Special Exceptions for the proposed Broad and Washington mixed-use development.

The board revisited the proposed project with the benefit of written staff comments as well as comments collected from other boards and commissions and the public. Representatives of the developer were present to answer questions. The board concluded that the written comments were generally reinforcing of its own observations and recommendations from its December 6, 2017 review. The board did, however, use the occasion to re-emphasize the need for better access to the site's proposed public plaza. Ms. Duggan expressed her concern that the design did not rise to the level of "exceptional" to merit a special exception.

Mr. Anderson moved to approve the resolution, with a second from Ms. Friedlander. The motion passed with four votes in favor and Ms. Duggan opposed.

6. New Business:

a. **Target** – Install signs for Target, 500 S Washington St, RPC# 52-305-009, of the Falls Church Real Property Records, zoned B-3 General Business.

The board heard a presentation from a Target representative. After considering the proposed sign package in the context of existing signage for the building's other uses, Mr. Anderson moved, and Ms. Friedlander seconded, a motion to approve Target's package with the following conditions:

- sign 6 be eliminated;
- signs 7 and 9 be scaled and designed more in keeping with the site's original sign package; and
- sign 8 be converted to a wall sign at one of the locations indicated in the site's original sign package.

The motion was unanimously approved.

b. **AAB# 20171328**- Install flush-mounted LED channel-letter and non-illuminated blade signs for Orange Theory Fitness, 455 S Maple Avenue, RPC# 52-308-009, of the Falls Church Real Property Records, zoned B-3 General Business.

To address staff's and its own concerns that the proposed sign is too small to be effective, Ms. Duggan motioned and Mr. Anderson seconded, that the sign be approved with the following recommendations:

- that the sign be stacked so that the word, "Fitness" is mounted below "Orange Theory;" as per the example of the business's Sterling, Virginia location;
- the sign be centered over the doorway, awning or canopy; and
- that a routed push-through design be used for best visibility.

7. Minutes:

Minutes from the December 6, 2017 meeting were not ready for review.

8. Adjournment:

The meeting was adjourned at 9:20 pm.