



ARCHITECTURAL REVIEW BOARD MEETING

Wednesday, December 17, 2025 at 7:00 PM

Council Chambers – 15000 Washington St., STE 100 Haymarket, VA 20169

<http://www.townofhaymarket.org/>

AGENDA

I. CALL TO ORDER

II. PLEDGE OF ALLEGIANCE

III. CITIZENS TIME

IV. MINUTE APPROVAL

- [1.](#) Architectural Review Board - Site Visit - August 20, 2025 6:00 p.m.
- [2.](#) Architectural Review Board - Regular Meeting - August 20, 2025
- [3.](#) Architectural Review Board - Regular Meeting - September 17, 2025

V. AGENDA ITEMS

- [1.](#) 2026 Meeting Schedule
- [2.](#) ZP#1202_6612, COA for Updating Branding Sign at 6612 Watts Road

VI. OLD BUSINESS

VII. NEW BUSINESS

VIII. PLANNING COMMISSION UPDATES

IX. TOWN COUNCIL UPDATES

- [1.](#) Amended Strategic Plan from December 1 Town Council Meeting

X. ADJOURNMENT



ARCHITECTURAL REVIEW BOARD MEETING

Wednesday, August 20, 2025, at 6:00 PM

Council Chambers – 15000 Washington St., STE 100 Haymarket, VA 20169

<http://www.townofhaymarket.org/>

MINUTES

I. CALL TO ORDER

A Special Meeting of the Architectural Review Board of the Town of Haymarket, Virginia, was held this evening in the Council Chambers, commencing at 6:00 p.m., for the purpose of conducting a site visit.

Chairman Luersen called the meeting to order.

PRESENT: Chairman Ken Luersen, Vice Chair Ben Barben, and Board Member Dave Capossela

ABSENT: Board Member Chuck Mason, Board Member Joanna Mason

II. SITE VISIT: 14841 Washington Street

The Architectural Review Board departed Council Chambers to conduct a site visit at 14841 Washington Street

Town Planner, Thomas Britt, shared his written notes from the site visit, which are as follows:

- Question of ROW access from Greenhill Crossing HOA open space, existing curb cut recent survey
- Entryway structural issues and general layout
- Master bedroom 4-6.5" settlement difference
- Staircases out of code
- Major sloping in the top floor of the structure between the main building and the addition
- Sloping issues in some individual rooms
- Floor materials
- Discussion on exterior structure, placement of foundation in the water table, and stormwater flow/drainage
- Discussion on which building is original based on the roof type. Change from aluminum to another metal
- Can't check the foundation visually
- Discussion of how demolition alters the nature of the neighborhood
- No basement, have to tunnel to re-do foundation on main structure. Foundation visible on addition

III. ADJOURNMENT

With no further business before the Architectural Review Board, Vice Chair Ben Barben moved to adjourn with a second by Dave Capossela. The motion carried.

Alexandra Elswick, Deputy Clerk

Ken Luersen, Chairman



ARCHITECTURAL REVIEW BOARD MEETING

Wednesday, August 20, 2025, at 7:00 PM

Council Chambers – 15000 Washington St., STE 100 Haymarket, VA 20169

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MINUTES

I. CALL TO ORDER

A Regular Meeting of the Architectural Review Board of the Town of Haymarket, Virginia, was held this evening in the Council Chambers, commencing at 7:00 pm.

Chairman Luersen called the meeting to Order.

PRESENT: Chairman Ken Luersen, Vice Chair Ben Barben, Planning Commission Liaison Dave Capossela, Board Member Chuck Mason, and Board Member Joanna Mason.

II. PLEDGE OF ALLEGIANCE

Chairman Luersen invited everyone to stand for the Pledge of Allegiance.

III. CITIZENS' TIME

There were no citizens at this evening's meeting wishing to address the Board.

IV. MINUTE APPROVAL

Vice Chair Barben moved to approve the meeting minutes for June 25, 2025, and July 16, 2025. Board Member Chuck Mason seconded the motion. With no objections, the Motion carried.

V. AGENDA ITEMS

1. ZP#2025-0703 14841 Washington Street Demolition COA Application

Town Planner Thomas Britt reintroduced the demolition application for the property at 14841 Washington Street, noting it is recognized as historic under local ordinances and guidelines due to its age, stating per our records was built around 1901. Mr. Britt shared that it is not listed on the state or national historic registries. He went over the demolition approval criteria, highlighting that the property is situated at the edge of the town's historic district and is not adjacent to other designated historic structures. Mr. Britt provided updates regarding new reports received after the meeting agenda was published, which included a recent structural report that focused primarily on floor elevation and foundation issues, and a landscape stabilization plan detailing next steps if demolition is approved. Additionally, a member of the Watts family, Jennifer Pearson, is appearing via Zoom and has provided additional documentation from a past appraisal from 2022, which noted the property's deteriorated condition. Mr. Britt summarized the history of the site, which has ties to the Rector and Watts families and was included in the town's historic walking tour, but bringing the question if it is worth preserving or not, partially or completely. Mr. Britt shared the realtor, June Kerns, Jennifer Pearson for the Watts family, and the potential buyer are present to answer questions.

Vice Chair Barben asked about reaching out to the County, Relic, and Town Manager Emily Kyriazi shared that, upon request, they can include materials such as deeds, newspaper clippings, or similar historical documents. Mrs. Kyriazi noted that it provided a more complete chain of ownership for the property, but, to the best of our knowledge, all historical information has already been received. The County would likely have access to the same limited data that we have here.

John Dominic came to the podium and thanked the Board for their work and apologized for missing the ARB Meeting in July. He shared his family's history with the area and their plans to purchase and redevelop the property. His daughter, Kelsey Dominic, spoke about their family legacy and the vision for DiDominico's, which would serve as a community-oriented space to include a fine arts and custom gown studio. Shirley Dominic came up to the podium and emphasized the family's goal of creating a space for education and community connection.

The seller's agent for the Watts, June Kearns, approached and reported multiple failed sales due to mold and structural or foundation issues. She noted challenges with setback lines and compliance for renovations because of the building's age and also mentioned problems with termites.

Vice Chair Barben asked for documentation of the termite damage, and that it wasn't in the structural report or the architectural condition assessment.

The Town Planner, Mr. Britt, responded that there is a land file that mentions termite damage, but he would need to check what it says about the foundation.

The Town Manager shared the document on file that we have is from the prior Town Planner in 2016. It is a lengthy letter and it's an initial assessment from the Town Planner at the time, which states, "some evidence of the termite activity in the older portion of the home might be addressed with the current termite inspection by a reputable inspector. While the floors appeared solid and sturdy to walk on, there is some concern due to the age of the home and observable exterior perimeter wood to ground contact with the siding of the home. The house has settled over the years, especially in the areas where there are load-bearing walls, and this is observable in the unevenness of the floorboards on the first floor. This is especially notable in the oldest portion of the home in the areas of the front two rooms. The building official could provide additional advice to you about code compliance and if that is applicable. My observation does not speak to that. It is not my area of expertise." Mrs. Kyriazi reiterated that it was done by the Town Planner at the time and does not know why he was doing an initial assessment in 2016.

Chairman Luersen said the first step is to determine whether this is a historic asset and whether the structure is stable enough to be rebuilt, or if it will need to be demolished. He noted that with previous properties, owners often start with good intentions but change their plans at the last minute, so at least we have an idea of the direction they want to take. The question is whether we are willing to take the risk with that direction.

The Town Manager directed the Board to page 47 of the packet, which displays the current historic inventory and notes that the comprehensive plan designates the property as locally historic to the Town. She also mentioned that the property is included in the Town's historic walking tour because of its local significance. Mrs. Kyriazi referenced and read the history from the walking tour guidebook (page 17, entry number 14), which provides a summary of all known information about the structure. She explained that this summary was developed in partnership with Prince William County using the documents available at the time and was created just last summer.

A member of the Watts family, Jennifer Pearson, spoke about her family's deep roots in Haymarket, sharing that her grandfather purchased the property in the 1950s and operated "A.M. Watts Plumbing," serving the local area. Her grandmother retired from the Haymarket Post Office, and her grandparents were members of and married at Haymarket Baptist Church. Ms. Pearson emphasized that her family are not outsiders seeking to erase history. She noted their close relationships with the

Gossom, Kern, and Bleight families and explained that the family is burdened with an uninhabitable and structurally unsound home, which they have attempted to sell multiple times. She expressed that the family wants to remain connected to Haymarket and fully supports the seller's request. Ms. Pearson voiced concern that the property may be difficult to sell because it is part of the Town's historic walking tour. She stated her respect for the historic overlay, but she asked that the Town consider the family's situation and allow them the freedom to move forward.

The realtor, June Kearns, reapproached the Board, sharing Mr. Watts does work on the property and recently painted the exterior of the house, but stated Mr. Watts is unable to keep it maintained due to age and health limitations. He is now in his 60s, Mr. Watts said he was born and raised in the home, and he plans to retire soon. He indicated that he will likely need to sell the property, as he will not be able to continue living there or maintaining it, and no other family members are available to take over its care.

Chairman Luersen directed the Board to discuss first if it's a historical asset of the Town, and if it's too much of a burden on the property owner. He also questioned when the clock starts if the COA is denied. The Town Manager mentioned that in the 8 years she's been with the Town, they have been actively trying to sell the property and worked with the family in early 2018 on rezoning.

Chairman Luersen stated it is on the registry and also discussed other properties that have been refurbished. There was discussion on the report and that it looked at the surface, and the report was poor. You also have to weigh the financial burden which will also need to be considered on which direction you want to go.

Board Member Chuck Mason congratulated them on their leadership and on bringing other generations along to support. Mr. Mason shared that he moved to the town 13 years ago and joined the Board to help maintain the feel of community. He expressed concern about preserving the humanity and local character of the community, emphasizing the importance of small, family-run businesses over large commercial developments. Mr. Mason noted that the current structure appears to be in poor condition and may be financially difficult to restore or repurpose and also voiced concern that if the current buyer is not approved, the property could eventually be acquired by something larger and more commercial, given its zoning. Mr. Mason shared his preference for supporting a "mom-and-pop" type business that would honor the spirit of the community and its history while contributing to the local growth.

PC Liaison Capossela shared one concern he has which is that once you tear it down, it's gone forever, and he doesn't want the stories of the families to be gone as well. Mr. Capossela agrees it's on the registry, but nothing historical happened there.

Chairman Luersen acknowledged the difficulty of balancing historic preservation with the owner's burden of maintaining the property. He noted the Board must follow the guidelines in place, even as volunteers, and expressed concern about what might replace the structure if it were demolished, citing past projects that changed direction after they were approved. He added that the proposed replacement building appears too modern and commercial to fit as a transition between nearby residential and commercial areas.

Jennifer Pearson reiterated that her uncle, who maintains the property, is close to retiring and won't be able to keep up with the maintenance. She suggested that perhaps a historical marker could be added to show pictures and tell the story of the home.

Mr. John Dominic approached the podium and stated that the house design presented was only a concept of their vision and they are open to a different style that better fits the area, and they would work closely with the Board to develop something acceptable. Additionally, he suggested working with the museum to document the transition from the 1901 structure to a new building and proposed placing a marker on the property with a photo and description of the original house, as Jennifer

recommended, so visitors can learn its history. His daughter, Kelsey, approached the podium and shared her agreement with everyone, emphasizing their love for Haymarket.

Vice Chairman Barben said similar to everyone else his family moved to Haymarket for its small-town charm, which has since changed with increased development and traffic. This was one of the reasons he chose to serve on the ARB, and also that he is a licensed engineer experienced in historic buildings. Mr. Barben noted the house has strong character and historical value similar to other older homes in town that have already been lost. He expressed concern that other nearby historic homes may face similar demolition requests in the future. Mr. Barben felt the structural report appeared limited and suggested that some issues, such as uneven floors and settling, may be due to additions built at different times rather than total structural failure. He emphasized that much of the deterioration seems to be deferred maintenance rather than irreparable damage, and he would like to take a further look at the foundation to see if we could preserve some portion. He acknowledged the family's history in Haymarket and agreed there needs to be a balance between preservation and progress, but wants to support and work with the applicants to find a solution that allows both the business and the town's history.

There was a discussion with Mr. Dominic and the Board about how to take a closer look at the foundation and the process it would take to do that and who would have to bear the expense and also risk of finding out the possibility of rebuilding a new foundation to get in the shape to use. Board Member Chuck Mason emphasized the Board's obligation to gather enough information to support the decision they need to make. Jennifer Pearson added that maintaining the property has become a financial burden for the family and stressed the need to sell. Mr. Dominic reiterated the burden of costs and that we should have identified properties.

Vice Chair Barben shared that Haymarket already maintains a list of historic inventory properties, which includes details on construction date and architectural features. Mr. Barben reiterated that while the property is not on the National Register, it is recognized on the Town's local list. He emphasized that preservation efforts focus on maintaining the town's architectural fabric, as seen with past discussions about the recently demolished park building. He pointed out features like the early 1900s hand-crimped standing seam metal, reflecting craftsmanship that is rare today, and stressed the importance of recognizing these historic architectural elements.

Board Member Joanna Mason echoed everyone's sentiment, and how we to pay homage to what was there. She suggested exploring ways to preserve elements of the house, either through elevation adjustments or incorporating historical features into the new construction. She also recommended tabling the decision so the Board can further review whether the building can be partially preserved or repurposed while still respecting its historic value.

Both daughters of the Dominic family approached the podium and shared the business focuses on custom wedding gowns, serving a niche, diverse clientele, and welcoming all races, sizes, and genders. She also reiterated that beyond fashion, the plan includes offering art, jewelry, and mommy and me classes, creating a community hub for in-person experiences. The goal is to provide a space that reflects the town's character while engaging multiple generations.

Shirley Dominic returned to the podium, emphasizing their goal to preserve traditional skills like sewing and hands-on experiences, while creating a space in Haymarket that blends custom fashion, art, and classes.

Chairman Luersen noted the volume of information and asked about the decision timeline. Deferring to September was discussed, but Jennifer Pearson raised concerns about the August 28 closing. The Town Manager asked if a special meeting was possible, given scheduling conflicts and the time needed to provide information.

Vice Chair Barben requested the 2022 termite inspection mentioned. The Town Manager clarified with Jennifer Pearson that it was only an email chain. The Town Planner directed the Board to packet pages 35 through 46, which include the email chain and appraisal photos.

Chairman Luersen questioned the mention of termites and the mold, and that there was no supporting evidence of this being provided. The Town Planner shared on packet pages 33-46 is the email correspondence and photos, but there was no verbatim mention of termites. Jennifer Pearson spoke about the condition of the home and past reports. The Town Manager clarified that the email, 8/13, represents all documentation included in the agenda packet. She noted that the only evidence available pertains to the 6802 St. Paul Drive structure, and there is no documentation linking black mold to the main 14841 main structure. Mrs. Kyriazi noted the email chain mentions the loan cannot be secured due to the property's condition and asked whether the "unlivable" reference made was referring to the main structure or the St. Paul Drive structure. Jennifer Pearson confirmed that 14841 was the one being appraised.

Mrs. Kyriazi brought the Board back to the discussion of whether we can make a decision tonight or if we need to schedule a meeting for the following week for Tuesday or Wednesday and if that would be a respectable timeline. She also noted the Agenda would have to be posted on Thursday for a Tuesday meeting. Discussion followed about the date and what they would be requesting the applicants to provide should they schedule another meeting.

Vice Chair Barben questioned the termite inspection and appraisal. The Town Manager mentioned from what was provided in the email chain, they came to do the appraisal, and one structure was unlivable due to the black mold and they left the property as it was not financially feasible to continue to be able to secure the loan. Vice Chair also referenced the research done in order to put together the walking tour guidebook. Vice Chair Barben shared we likely have what we have and the only new thing presented for more time would be the email correspondence from the prior Town Planner.

* *The Town Manager suggested a brief recess as it was approaching 9:00 p.m*

Chairman Luerson called the Board back into session. He shared that during the recess, he spoke with individuals one-on-one, and they are willing to move forward. The Town Manager had some draft Motions prepared and asked the Board which motion she should read, whether to approve or deny the application.

Chairman Luersen stated that the Board understands the burden that the present property owner has and the conditions that are too restrictive for the proposed property owner. The Board likes the investment and feels they will want to contribute. The Board will go with the acceptance of the COA.

The Town Manager read the following Motion

I move the Haymarket Architectural Review approve COA ZP#2025-0703 the request to demolish the structure at 14841 Washington Street, the garage structure at 6802 Saint Paul Drive and the accessory shed structure on site, subject to the following findings and discussions for approval;

- 1. The application is inconsistent with the stated purpose and intent of the Old and Historic Haymarket District Overlay. The subject building, built prior to 1950, is designated an historic building within the Old and Historic Town of Haymarket. The purpose of the Old and Historic Haymarket District Overlay is to identify, preserve, and enhance buildings and structures with historical, cultural, and architectural significance to the Town. The Zoning Ordinance further defines a "Historic Building" as any structure that is designated as a contributing resources or structure by the Town's comprehensive plan or similar land use policies.**

2. The application is inconsistent with the Town of Haymarket Comprehensive Plan (Plan). Per Table 16 of the Plan, Historic Building Inventory, 14841 Washington Street, Historical Name "Watts House", circa 1900's, is designated historic and worthy of protection in the Town of Haymarket. The Plan states historic structures are important because they contribute to Haymarket's "sense of place" and provide tactile lessons on the cultural influences of the community.
3. Per the Town of Haymarket's research the structure known as, the Former Rector Home, also known commonly as Acie Watt's home, was built in the early twentieth-century, likely with the intention of being used both as a residential and commercial site. Representative of the architecture found in Haymarket at the turn of the century, it is a two-story, frame T-plan structure. It features a hipped roof front porch with decorative wrought iron and a concrete poured pad that at some point replaced the original supports. A stand-out feature of the structure are its windows; note the two-over-two sash windows flanked by one-over-one windows in the bay.
4. Per the demolition review standards outlined in the Zoning Ordinance, demolition of the historic resource will impact the historic integrity of the site and overall integrity of the historic district the historic resource is located in.
5. Based on the inhabitable condition of the building, the financial burden of the rehabilitation of the structure and the inability to secure a loan for the property with the structure in its current condition

And

I further move that the Board work with the applicants, Dominick Family and Watts Family to identify document the history of the structure, the history of the Watts family in the Town of Haymarket over the past 70 years and other historical information regarding the site in the form of a oral history interview and full photographic documentation.

And

I further recommend the Dominick Family work with Staff to identify important elements of the structure that may be included in the future designs of structures on site to further celebrate the history of the Watts House as it sits today.

Planning Commission Liaison Capossela so moved the Motion. Vice Chair Barben seconded the motion. Voting Yea: Board Member Chuck Mason, PC Liaison Dave Capossela, Vice Chair Barben, Board Member Joanna Mason, Chairman Luersen. The Motion carried.

2. ARB Guideline Updates

Town Planner Thomas shared that he has provided a draft update of the guidelines, including referenced resources and hyperlinks, specifically to the zoning ordinance. The timeline is to present a final draft at the September meeting, incorporate any edits or corrections for the October 15 meeting, and have the ARB approve the final draft at the November 19 meeting for submission to the Town Council. The November 24 work session is scheduled for authorization of the public hearing for the January Town Council meeting. He directed the Board to begin their review and discussion at page 54, focusing on the reformatting he has been working on.

VI. OLD BUSINESS

The Town Planner shared that the main item prepared was a staff land use update, which included the Lidle and Bleight Drive townhomes. A new for sale sign has been posted at Lidle. For the Bleight

Drive townhomes, the Town has attempted to contact the builders but is still awaiting a response. The COA for the demolition of the three single-family homes that would be replaced by the townhomes is set to expire in December 2025.

VII. NEW BUSINESS

The Town Planner reported that upcoming work includes reviewing the Karter School site plan. Mr. Britt noted that a smaller nearby site will include retail spaces facing Washington Street. The Town Manager discussed plans for a joint ARB and Town Council work session on the Town Hall's exterior, and the possible rescheduling of the October meeting due to Haymarket Day. Chairman Luersen mentioned a potential mural. The Town Manager shared it will reflect the town's history and may include a LOVE sign

VIII. PLANNING COMMISSION UPDATES

PC Liaison shared that they did have a meeting, and they went through the guidelines for the Planning Commission.

IX. TOWN COUNCIL UPDATES

Chairman Luersen shared we did hit on the RFP and land planning communications, and the outdoor event ordinance. The Town Manager said we need to put it out for a public hearing, and we will be posting that since it is an ordinance that's applicable to the entirety of the town and commercial properties. She shared the town's investigation into stormwater and three areas of concern in town. Mrs. Kyriazi also stated on September 2nd we will be doing a proclamation for Supervisor Bob Weir, so please come out and share stories and memories of Bob and everything he meant to our Town and Community. Chairman Luersen also noted the walking tour was a big hit.

X. ADJOURNMENT

With no further business before the Architectural Review Board, Vice Chair Barben moved to adjourn with a second by PC Liaison Dave Capossela. The motion carried.

Alexandra Elswick, Deputy Clerk

Ken Luersen, Chairman



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<http://www.townofhaymarket.org/>

MINUTES

I. CALL TO ORDER

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Chairman Luersen called the meeting to Order.

PRESENT: Chairman Ken Luersen, Vice Chair Ben Barben, Planning Commission Liaison Dave Capossela, Board Member Chuck Mason

ABSENT: Board Member Joanna Mason.

II. PLEDGE OF ALLEGIANCE

Chairman Luersen invited everyone to stand for the Pledge of Allegiance.

III. CITIZENS' TIME

There were no citizens at this evening's meeting wishing to address the Architectural Review Board.

IV. AGENDA ITEMS

1. ZP #2025-0901 6691 Fayette Street COA for Portico Installation

Town Manager, Emily Kyriazi, presented the application to remodel the exterior of a residential structure off Fayette Street. She stated the proposed modifications include new siding in either dark gray or dark blue (which are both within the historic color palette of the Town), a new roof, trim work in a craftsman style, a front portico with either stone or brick material at the base, and updated lighting. Mrs. Kyriazi stated that a rendering has been supplied by the applicant, though not exact, but is very close in specification. Steve, the applicant, was present, and Mrs. Kyriazi called him up to the podium to discuss and answer questions from the Board.

Chairman Luersen referenced the picture and asked if the architectural style shown would be used and asked for clarification on the materials. He also asked if the applicant planned to modify the foundation or water table shown in the picture. The applicant specified that the existing brick would not be changed, but might be painted or faced to match the new materials, and that he does not intend to replace it.

Board members discussed the design, noting the base of the columns appeared to extend past the home's water table, and asked if this was intentional. The applicant said it is his intent, and right now the design is for it to be enclosed. When asked about shutters, the applicant said they would remain, though one might be visibly blocked.

The Board and the applicant further discussed the trim, color palette and siding options. The applicant shared he prefers the darker gray siding, white trim, black shutters, and white garage door, and the front door could be craftsman style, possibly brown. The referenced paint colors were from the Benjamin Moore Williamsburg palette, Ambler slate, and Bracken slate, but there would be flexibility for using similar shades with different paint manufacturers.

There were further questions regarding the siding material and siding style. The applicant indicated he is open to Board recommendations and agrees to use either Hardy plank or vinyl siding, depending on availability, but shared he prefers hardy plank on the front, vinyl on the sides, and is open to Board recommendations. He further shared the roof will be charcoal gray, the gutter and trim to be white, the base of the portico in stone/cream color, and the existing walkway and driveway to be power-washed but not replaced.

The Town Manager moved the conversation toward making a motion, narrowing down the color recommendations, siding styles and suggested that door style preferences could be administratively approved. The Town Manager read the following motion

I move the Architectural Review Board approve ZP #2025-0901, COA for Portico Installation at 6691 Fayette Street to include exterior modifications with the following details:

- **The new siding will be in dark gray to resemble a dark gray color similar to Amber slate or bracken slate from the Benjamin Moore Williamsburg collection or the iron gray color from the James Hardy Company.**
- **The new roof in charcoal gray architectural shingles.**
- **The trim and gutters to be white.**
- **The masonry, foundation and stonework shall be administratively approved following the submission of a material sample and a paint sample for the brick foundation, should that be required.**
- **The shutters shall be black**
- **The front door shall be a craftsman style with small upper windows and dark stained wood, similar to a mahogany. This will be administratively approved at a later date.**
- **The garage door shall be white with windows along the top section**
- **The lighting shall be a coach or craftsman style black in color**

The Chairman made a friendly motion to add “equivalent match” regarding the Benjamin Moore paint color choices. The Town Manager will note color similar to and acceptable from other manufacturers. The Board specified that the siding will be James Hardy Cedar Mill style siding. Vice Chair Barben so moved the Motion, and Board Member Mason seconded. A roll call vote was taken All were in favor, and the motion carried.

VI. OLD BUSINESS

Town Manager Emily Kyriazi reported that, due to a staffing change, we will hold the ARB Guidelines and bring those back for further review and edits at a future meeting. She further shared the discussion of the intent and location of the LOVE sign, however, the sign was tabled because an amendment to the sign ordinance is needed, which is a lengthier process. She noted the most recent information she’s received regarding the Lane Motors property was they were set to close on November 1, but she has no other updates at this time. She further shared the Bleight Drive property ownership has changed, but the details she received were very limited. The A.C. Watts home went to closing, and the Dominics are the new owners. Finally, the Lidl property was given a zoning violation letter, and shortly after a for sale sign went up on the property, but not further details have been received.

VII. NEW BUSINESS

The Town Manager shared that Karter School will be coming to the ARB for architectural review of two structures. The larger of the two parcels is looking to include a daycare facility with retail, while the smaller parcel is planned for a small retail space and parking. She noted, they will front Washington Street, and at this time this project is currently in the site plan phase.

VIII. PLANNING COMMISSION UPDATES

The Planning Commission Liaison, Dave Capossella, shared that the Planning Commission Meeting was canceled as there were no items on the agenda.

IX. TOWN COUNCIL UPDATES

Chairman Luersen gave the Town Council updates. The mural and love sign were discussed but have been tabled for now. He shared a lot to commemorate Bob Weir's efforts and his impact with the Town.

The Town Manager added a budget amendment was passed as we received Fire Funds from the state. The amendment allocates these funds into both revenues and expenditures to cover the purchase of swift water rescue suits for the local station. She also shared that the Town discussed the RFP for the town park pavilion and finalized the scope of services, and hopes to post it in early October. Additionally, the outdoor event ordinance was reviewed in its final draft form, and the Council authorized it for a public hearing. Finally, the Prince William County TAP Grant, which is a Transportation Alternatives Program, run by the state and federally was discussed. Prince William County will be applying for this grant on behalf of the Town.

The Town Manager asked if the Board would be open to rescheduling the October ARB meeting due to conflicts with Haymarket Day, as well as the Clerk and VML conferences for staff. She proposed October 22 as an alternative date or another day if needed. The Town will keep everyone informed if a COA is submitted that requires scheduling or if none are received, possibly canceling.

X. ADJOURNMENT

With no further business before the Architectural Review Board, Vice Chair Barben moved to adjourn with a second by PC Liaison Dave Capossella. The motion carried.

Alexandra Elswick, Deputy Clerk

Ken Luersen, Chairman

Town of Haymarket
15000 Washington Street
Suite 100
Haymarket, Virginia 20169



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Architectural Review Board - 2026 Meeting Schedule

The Architectural Review Board meets on the third Wednesday of each month. Meetings are scheduled as follows:

- January 21
- February 18
- March 18
- April 15
- May 20
- June 17
- July 15
- August 19
- September 16
- October 21
- November 18
- December 16



Town of Haymarket
15000 Washington Street, #100
Haymarket, VA 20169
703-753-2600

Lydia Schauss
Town Planner

MEMORANDUM

TO: Architectural Review Board
FROM: Lydia Schauss
DATE: December 11, 2025
SUBJECT: ZP #1202_6612, COA for Updating Branding Sign at 6612 Watts Road

APPLICATION SUMMARY:

Business/Applicant: C.P. Leopold, Crumbl Cookie

Street Address: 6612 Watts Road

Proposed Alteration: Updating/Changing previous business sign colors.

Applicant's Brief Description of the Activity: Previous use described as selling baked goods, existing business is updating branding.

The applicant will be updating the exterior signage of the structure; modifications will include two new signs on front and side exterior. New signs will be pink background, aligning with brands color scheme, with black font lettering.

Town Planner Assessment		
Zoning Ordinance	Application Details	Staff Response
Sec. 58-16.8 Matters to be considered by board in acting on appropriateness of erection, reconstruction, alteration, restoration or demolition of building or structure.	Installation of 2'-11 $\frac{1}{8}$ " x 10'-3" front elevation signage over the existing front entry, and a 2'-3 $\frac{3}{8}$ " x 8' side elevation signage.	The proposed alteration is visible from the public right of way. The Board shall consider the new signage color.
Sec. 58-16.8 (1) Exterior architectural features, including all signs, which are subject to public view from a public street, way or place.	Installation of 2'-11 $\frac{1}{8}$ " x 10'-3" front elevation signage over the existing front entry, and a 2'-3 $\frac{3}{8}$ " x 8' side elevation signage.	The proposed alteration is visible from the public right of way. The Board shall consider the new signage color.
Sec. 58-16.8 (2) General Design Arrangement	Installation of 2'-11 $\frac{1}{8}$ " x 10'-3" front elevation signage over the existing front entry, and a 2'-3 $\frac{3}{8}$ " x 8' side elevation signage.	The proposed alteration is visible from the public right of way. The Board shall consider the new signage color. The signage will consist of a pink background (707cw) and Channel lettering will be black.

Sec. 58-16.8 (3) Texture, material and color	Installation of 2'-11 $\frac{1}{8}$ " x 10'-3" front elevation signage over the existing front entry, and a 2'-3 $\frac{3}{8}$ " x 8' side elevation signage.	The portico is shown in the attached rendering; the applicant intends to update front and side elevation signage with the previously forementioned pink and black color scheme. The front elevation will be 30 sq ft of signage and the side elevation will be 18.33 sq ft. The applicant will need to modify the front sign size to 25 sq ft.
Sec. 58-16.8 (4) The relation of the factors, subsections (1), (2), and (3) of this section, to similar features of the buildings and structures in the immediate surroundings	Installation of 2'-11 $\frac{1}{8}$ " x 10'-3" front elevation signage over the existing front entry, and a 2'-3 $\frac{3}{8}$ " x 8' side elevation signage.	The new signage is dimensionally in line with previous posted signage. The updated signage will align with Crumbl branding and will be recognizable from the public right-of-way.
Sec. 58-16.8 (5) The extent to which the building or structure would be harmonious with or obviously incongruous with the old and historic aspect of the surroundings	Installation of 2'-11 $\frac{1}{8}$ " x 10'-3" front elevation signage over the existing front entry, and a 2'-3 $\frac{3}{8}$ " x 8' side elevation signage.	As stated above, the improvements proposed will align with the Crumbl branding and will better highlight the business from the public right-of-way.
Sec. 58-16.8 (6) In the case of a building to be razed, a primary consideration will be the extent to which its continued existence would tend to protect irreplaceable historic places and preserve the general historic atmosphere of the Town	Not applicable	Not applicable
Sec. 58-16.8 (7) The extent to which the building or structure will promote the general welfare of the Town, and all citizens, by the preservation and protection of historic places and areas	Installation of 2'-11 $\frac{1}{8}$ " x 10'-3" front elevation signage over the existing front entry, and a 2'-3 $\frac{3}{8}$ " x 8' side elevation signage.	Not applicable
Sec. 58-16.8 (8) The extent to which the building or structure will promote the general welfare by: (a) Maintaining and increasing real estate values (b) Generating business (c) Creating new positions	Installation of 2'-11 $\frac{1}{8}$ " x 10'-3" front elevation signage over the existing front entry, and a 2'-3 $\frac{3}{8}$ " x 8' side elevation signage.	These matters are at the discretion of the ARB.

(d) Attracting tourists, students, writers, historians, artists and artisans, and new residents (e) Encouraging study of and interest in American history (f) Stimulating interest in and study of architecture and design (g) Educating citizens in American culture and heritage (h) Making the Town a more attractive and desirable place in which to live		
Comprehensive Plan		
Comp Plan 1.5.3 Historic Resource Inventory List	Site – 6612 Watts Rd	The main structure/site IS NOT listed as a Historic Resource
Comp Plan 1.5.4 Potential Archaeological Site	Site – 6612 Watts Rd	The site IS NOT one of those listed as a potential archaeological site in the Comprehensive Plan
Architectural Review Board Historic Guidelines		
I. Introduction (E) Community Design and the Comprehensive Plan	Site – 6612 Watts Rd	Zoned B-2
II. Streetscape and Site Design		
II. (a) Washington Street Enhancement Project	Not applicable	Not applicable
II. (b) Streetscapes Other Than Washington Street	Not applicable	Not applicable
II. (c) Fences and Walls		
II. (d) Lighting (Free Standing/Posts)	Not Applicable	Not Applicable
II. (e) Telecommunication Dishes, Drums and Towers	Not Applicable	Not Applicable
II. (f) Screening	Not Applicable	Not Applicable
III. New Construction and Additions to Existing Non-Historic and Non-Contributing Structures		
III. (a) General Guidelines	<i>“To create a more pleasing blend of historic and new elements in the Town, new structures shall be compatible with the prevailing and recognized historic architectural character of the existing adjacent structures”</i>	These matters are at the discretion of the ARB

III. (b) Colors	Non-Illuminated Black Channel Letters on Pink Backer	Colors align with Crumbl branding.
III. (c) Exterior Elements	New front and side elevation signage. Designed with black channel letters and pink background.	Sign color elements are outside the ARB Guidelines and the Town's Zoning Ordinance.
III. (d) Chimneys	Not Applicable	Not Applicable
III. (e) Roofing	Not Applicable	Not Applicable
III. (f) Lighting, (attached to structure)	Non Illuminated Signage	Not Applicable
III. (g) Windows and Doors	Not Applicable	Not Applicable
III. (h) Decks	Not Applicable	Not Applicable
III. (i) Handicapped Ramps	Not Applicable	Not Applicable
III. (j) Awnings	Not Applicable	Not Applicable
IV. Guidelines for Alterations or Additions to Historic Structures or Contributing Structures		
IV. (a) General Guidelines	Not Applicable	Not Applicable
V. Signage	Not Applicable	Not Applicable, not historic or contributing
VI. Demolition Guidelines	Not Applicable	Not Applicable
VII. Situations Not Covered, Additional Requirements	Not Applicable	Not Applicable

Discussion:

ARB shall discuss the design of the sign and the color palette chosen by the Applicant.

STAFF RECOMMENDATION:

Based on the application submitted, the rendering provided, and additional information received from the applicant, the Zoning Administrator recommends the approval of the Certificate of Appropriateness for 6612 Watts Road.

The new signage aligns with Crumbl brandings primary palette, described as "...a vital role in our identity that helps to ensure every touchpoint feels distinct and ownable" on Crumbl website. Signage fits within preexisting lighting and signage footprint and will aid in the retail's visibility from the public right-of-way.

Draft Motion: I move the Architectural Review Board conditionally approve ZP #1202_6612, COA for Signage Update Installation at 6612 Watts Road. The approval includes the following details: the front and side elevation signage as shown in the rendering, in Channel black lettering and pink background. The sign must be altered to be 25 square feet or less for the front façade, following the resubmission of the size, the Zoning Administrator will verify size prior to sign off.

Or alternate motion.



ZONING PERMIT APPLICATION

ZONING PERMIT #: 1202-6612

NOTE: This application must be filled out completely and all components of submission requirements must be met before the application can be accepted and scheduled for review/hearing.

ZONING ACTIVITY: ☐ New Construction ☐ Alteration/Repair ☐ Addition ☒ Sign (See Spec sheet)
(Check all that apply) ☐ New Tenant/Use ☐ Change of Use ☐ Relocation

NAME OF BUSINESS/APPLICANT: Crumb / C.P. Leopold

PROPOSED USE: Retail Shop Size (Sq. Ft./Length) of Construction: _____

SITE ADDRESS: 6612 Watts Road Parcel ID #: _____

Subdivision Name: _____ Lot Size: _____

ZONING DISTRICT: ☐ R-1 ☐ R-2 ☐ B-1 ☒ B-2 ☐ I-1 ☐ Gateway Sign Dis
C-1 Special Use Permit Required: ☐ Yes ☒ No Site Plan Required: ☐ Yes ☐ No

Off-Street Parking: Spaces Required: _____ Spaces Provided: _____

BRIEF DESCRIPTION OF ACTIVITY: (i.e. previous use, height/length of fencing, deck specs, etc.)

Selling baked goods / Existing business is updating branding

Supporting Documentation (attached): ☐ Narrative ☐ Plan/Plat ☒ Specification Sheet

FEE: ☐ \$50.00 Residential ☒ \$100.00 Commercial

CERTIFICATE OF APPROPRIATENESS

ADDITIONAL DESCRIPTION: (i.e. color, type of material, font style, etc. See Sign Spec Sheet for Signage detail)

Supporting Documentation (attached): ☒ Specification Sheet ☒ Photograph(s)

PERMIT HOLDER INFORMATION

Name Sign Graphx / C.P. Leopold

Address 9091 Euclid Ave

City Manassas, VA 20110

Phone# 703.335.7446 Email cp@signgraphx.com

PROPERTY OWNER INFORMATION

Name Haymarket Crossroads LLC

Address 344 Maple Ave West Ste 182

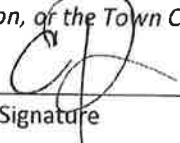
City Vienna VA 22180


Phone# 915-355-8875 Email atang@atlanticnation.com

APPLICANT / PROPERTY OWNER SIGNATURE

*****REQUIRED*****

I, as owner or authorized agent for the above-referenced parcel, do hereby certify that I have the authority to make the foregoing application and that the information provided herein is correct. Construction of improvements described herein and as shown on the attached plat, plan and/or specifications will comply with the ordinances of the Town of Haymarket and any additional restrictions and/or conditions prescribed by the Architectural Review Board (ARB), Planning Commission, of the Town Council and all other applicable laws.


Applicant Signature


Property Owner Signature

- Emailed *****OFFICE USE ONLY*****
Date Filed: 11/24/25 Fee Amount: \$100- Date Paid: 12/2 cc

DATE TO ZONING ADMINISTRATOR: 12/2/25

☐APPROVED ☐DISAPPROVED ☐TABLED UNTIL: _____ ☐DEFERRED UNTIL: _____

CONDITIONS: _____
SIGNATURE _____ PRINT _____

DATE TO ARCHITECTURAL REVIEW BOARD (ARB): _____

☐APPROVED ☐DISAPPROVED ☐TABLED UNTIL: _____ ☐DEFERRED UNTIL: _____

CONDITIONS: _____
SIGNATURE _____ PRINT _____

DATE TO TOWN COUNCIL (IF APPLICABLE): _____

☐APPROVED ☐DISAPPROVED ☐TABLED UNTIL: _____ ☐DEFERRED UNTIL: _____

TOWN COUNCIL {where required}: _____
CONDITIONS: _____
SIGNATURE _____ PRINT _____

INSTRUCTIONS FOR COMPLETING APPLICATION

In addition to applying for a Certificate of Appropriateness, the applicant is responsible for obtaining any other required permits and approvals applicable to the project.

1. Provide name, phone number, and email address of business or individual requesting approval for proposed work. If different from property owner, please provide contact information for property owner as well.
2. Indicate site address
3. Indicate mailing address of applicant and owner (if different).
4. Describe in detail work proposed and then attach all required and any additional documentation or material that will describe the project in detail to the reviewing authority. Adequate documentation must be provided. Applicant should provide any necessary item(s), in addition to the items listed on the checklist below.

Check List**Signs/Fences/New Building/Additions/Remodel**

The Completed application must be submitted to the Town Clerk's office no later than 4:30pm one week prior to the meeting date.

- 1) One copy of the Plat-showing location of sign/fence/addition on the façade or grounds
- 2) Photograph of the existing structure and closest neighboring structures
- 3) Photograph/drawings, including measurements, of the proposed change
- 4) Material specifications
- 5) Color/material samples
- 6) Description of method of mounting and description of hardware to be used
- 7) Landlord/HOA approval letter where indicated
- 8) Copy of business or occupational license if contractor has designed or will install
- 9) Narrative, if special requests or exceptions to the ARB Guidelines are being requested.
- 10) Applicant or a representative **must** be present at the ARB meeting, on the scheduled Wednesday of every month at 7:00pm. If a representative is not present at the meeting to answer any questions that may arise, your application may be deferred or denied until the next regularly scheduled meeting. Please check the Town's website for a list of the Town's scheduled meetings. It is the applicant's responsibility to keep apprised of the Town's meeting schedule.
- 11) If an interpreter is required, the applicant needs to bring one with them.

Please mail application and all applicable information and materials to:

**Town of Haymarket
15000 Washington Street, Suite 100
Haymarket, VA 20169**

SIGN SPECIFICATION SHEET

SIGN 1: Front Elevation

Type of Sign: ☒ Wall ☐ Hanging ☐ Freestanding ☐ Menu ☐ Individual Letter ☐ Window
☐ Other _____

Height above Ground at Signs: Lower Edge: 14' Upper Edge: 17'

Height of Sign Structure: 25' Sign Width: 2'-11 1/8" Length: 10'-3" Area in Sq Ft: 30sf

Number of Faces: 1 Sign Material/Color/Font: Aluminum Background Pink 707c w/ Black Letters

Location of Sign (Include photo): Yes

Lighting Type/Fixture (No internal illumination is allowed): Existing Goose Neck light to remain

SIGN 2: Side Elevation

Type of Sign: ☒ Wall ☐ Hanging ☐ Freestanding ☐ Menu ☐ Individual Letter ☐ Window
☐ Other _____

Height above Ground at Signs: Lower Edge: 15'-8" Upper Edge: 18'

Height of Sign Structure: 25' Sign Width: 2' Length: _____ Area in Sq Ft: _____

Number of Faces: 1 Sign Material/Color/Font: Aluminum Background Pink 707c w/ Black Letters

Location of Sign (Include photo): Yes

Lighting Type/Fixture (No internal illumination is allowed): Existing Goose Neck light to remain

SIGN 3: N/A

Type of Sign: ☐ Wall ☐ Hanging ☐ Freestanding ☐ Menu ☐ Individual Letter ☐ Window
☐ Other _____

Height above Ground at Signs: Lower Edge: _____ Upper Edge: _____

Height of Sign Structure: _____ Sign Width: _____ Length: _____ Area in Sq Ft: _____

Number of Faces: _____ Sign Material/Color/Font: _____

Location of Sign (Include photo): _____

Lighting Type/Fixture (No internal illumination is allowed): _____

SIGN 4: N/A

Type of Sign: ☐ Wall ☐ Hanging ☐ Freestanding ☐ Menu ☐ Individual Letter ☐ Window
☐ Other _____

Height above Ground at Signs: Lower Edge: _____ Upper Edge: _____

Height of Sign Structure: _____ Sign Width: _____ Length: _____ Area in Sq Ft: _____

Number of Faces: _____ Sign Material/Color/Font: _____

Location of Sign (Include photo): _____

Lighting Type/Fixture (No internal illumination is allowed): _____

FREQUENTLY ASKED QUESTIONS

1. *What projects require architectural review?*
Any project involving alterations to the exterior of an existing building, visible from public view (e.g. fences, signs, awnings, mechanical equipment, landscaping, façade changes) and the construction of new buildings, all require an architectural review.
2. *How long does the architectural review process take?*
The time required to process an application will vary depending on the size of the project. Once the application has been deemed complete, the architectural review process can take between four to eight weeks, to complete, if no changes/revisions are required by any of the reviewing body throughout the process. Vague or incomplete description of the project or failure to provide any pertinent information regarding the project will delay the review process.
3. *What does the ARB look for in a project?*
Refer to the Town of Haymarket Architectural Review Design Guidelines.
4. *What happens after I submit my application?*
After an application is submitted, a town clerk will review it for its completeness (not for the accuracy or content of the submission). If the application is incomplete, the missing materials will be required BEFORE the application can be forwarded for review. If complete, the application (and all required supporting documentation) will continue with the review process.
5. *What is the review process?*
For any submission, there are two reviewing bodies in the Town. The Zoning Administrator, and the Architectural Review Board (If applicable). All reviewing bodies in the Town meet once a month. (A schedule of all the meetings is available on our website at www.townofhaymarket.org/meetings).
6. *Is there a submission deadline?*
An application must be submitted to the Town Clerk and verified as complete one week prior to the meeting date for proper review.
7. *What happens at the ARB meeting?*
The ARB reviews any development project(s) to promote and maintain the historic architectural flavor of the Town consistent with the Town's Comprehensive Plan. The ARB reviews any proposal/project which currently or in the future could be visible from any public view.
8. *What should I present at my review?*
To facilitate a more streamlined review of an application, it is required that an applicant (or representative) be present at the meeting(s) during the review of their proposed project. A brief overview of the project, site, and architecture should be presented. Speak briefly to the design and landscaping features, parking and circulation, delivery routes/access, drainage, lighting, signage, and trash enclosures. Provide sample(s) of colors and materials. For larger development projects, you will need to be able to discuss traffic impacts.
9. *When can I submit my plans for a building permit?*
If the project is approved by all applicable Boards, the applicant can then receive their building permit (if a permit is required for the project).

Rev 2
10/29/2025

CRUMBL HAYMARKET, VA

6612 Watts Rd,
Haymarket, VA 20169

City Sign Code:
TBD

Lease Requirements:
TBD

LANDLORD APPROVAL

CUSTOMER APPROVAL



silicon signs EXTERIOR PACKAGE



PROPOSED

INSTALLATION

Sign should be centered and evenly spaced on the wall.



NIGHT VIEW



SQUARE FOOTAGE BREAKDOWN

FASCIA: WIDTH x HEIGHT = 377.00 Sq Ft
CODE ALLOTMENT = 30 Sq Ft

PROPOSED SIGNAGE: 30 SQ FT

NON-ILLUMINATED CRUMBL-1A-123"
10'-3"

crumbl

2'-11 1/8"

ALL COMPONENTS LISTED

QTY 1

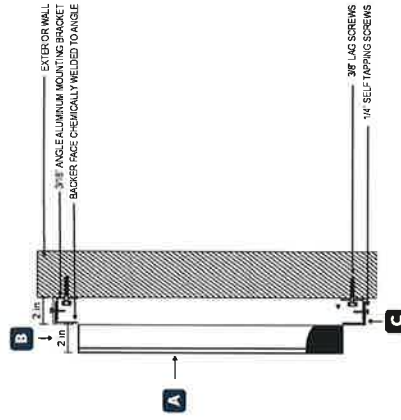
VINYL SCHEDULE:

SCREEN & PRINT COLORS MAY VARY

PAINT SCHEDULE:

SCREEN & PRINT COLORS MAY VARY

PL: 707 C



- A** FACES: ACRYLIC - BLACK PERFORATED VINYL TRIMLESS (NO TRIM CAP)
- B** RETURNS: 2" DEEP .040 BLACK ALUMINUM
- C** MOUNTING: FLUSH TO 2" BACKER

SIGN WILL BE EXTERNALLY ILLUMINATED BY EXISTING LIGHTING

E1

FRONT ELEVATION: OPTION 1A: NON-ILLUMINATED CHANNEL LETTERS ON PINK BACKER

6612 Watts Road,
Haymarket, VA 20169

silicon

Section V, Item2.



INSTALLATION

Sign should be centered and evenly spaced on the wall.



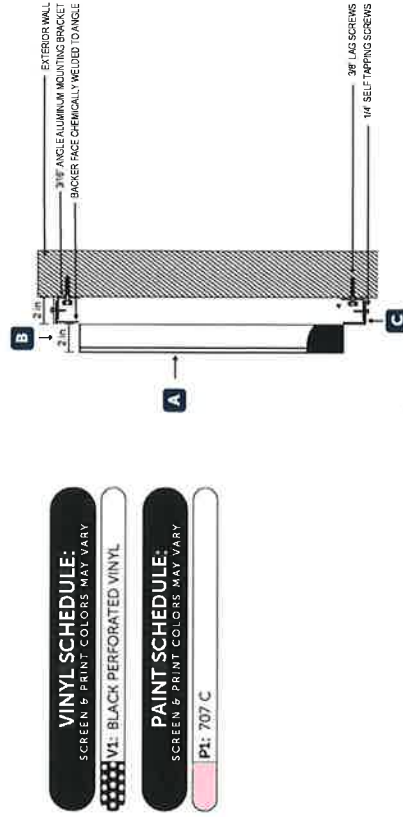
NON-ILLUMINATED CRUMBL-1A-96"
8'-0"

crumbl

2'-3 3/8"

ALL COMPONENTS LISTED

QTY 1



- A** FACES: ACRYLIC - BLACK PERFORATED VINYL TRIMLESS (NO TRIM CAP)
- B** RETURNS: 2" DEEP .040 BLACK ALUMINUM
- C** MOUNTING: FLUSH TO 2" BACKER

SIGN WILL BE EXTERNALLY ILLUMINATED BY EXISTING LIGHTING

E2

SIDE ELEVATION: OPTION 1A: NON-ILLUMINATED CHANNEL LETTERS ON PINK BACKER

6612 Watts Road,
Haymarket, VA 20169

silicon

Section V, Item2.

Strategic Plan Goals and Priority of Strategies
Town of Haymarket
Strategic Plan

Section IX, Item 1.

Top 10 Priorities for the Town Council, as set by the Council Survey		
<i>The lower response values equal higher priority level</i>		
Priority	Strategy	Response Average
1 *	Fund and implement the Town Hall site plan to include improved security and safety measures for the Town Hall Complex	1.50
2 **	Complete the implementation of the Town Park Plan; to include the Park Pavilion and Public Restrooms	1.50
3	Procure a consultant to conduct the Update to the Town's Comprehensive Plan	7.50
4	Collaborate with County Supervisor, Council Members, Town Manager, Chief of Police, Partners at State level, VDOT to improve traffic flow and safety including bike, rail and pedestrian	8.00
5	Enhance cybersecurity measures within Town Hall and Police Department, to include routine audits and training and implementation of cybersecurity strategy and policy	8.83
6	Complete, expand, and maintain the town streetscape	9.33
7	Volunteer Assistance/Internship to create asset inventory	9.50
8	Town Manager, Haymarket Police Chief and Security Contractor discussion options for phased implementation of immediate security upgrades that would benefit current security for staff and future Town Hall renovations	9.50
9	Investigate the feasibility and implementation of maximum speed limits throughout the Town of Haymarket.	10.50
10	Investigate 2, 5, 10, 20-year capital improvement plan	11.33

*The Town Council has been working on the Town Center Site Plan and since 2015. The site plan includes improvements to the site infrastructure, stormwater management, a right turn lane on Jefferson St, sidewalk improvements, modified parking layout and general improvements. The site plan was approved in 2023 and Town Staff is finalizing the details of the funding for Town Council to consider. Funding options have been presented to the Council this past fall. Funding discussions will continue this coming budget season for FY27.

Strategic Plan Goals and Priority of Strategies
Town of Haymarket
Strategic Plan

Section IX, Item 1.

**The Town Council issued a RFP for the Town Park Engineering services. The proposals are due to the Town by January 5, 2026. The Town Staff will review the proposals and make a recommendation to the finance committee and Town Council in the February-March timeframe.



**Town of Haymarket, Virginia
Strategic Plan**

Mission:

The Town of Haymarket is a diverse, welcoming community where residents and businesses thrive through transparent governance, fiscal responsibility, and public safety to achieve a vibrant quality of life.

Vision:

Our vision is to be a forward-looking small town that preserves our unique character and traditions, while fostering a safe, pedestrian-friendly, and inclusive community where residents, businesses, and visitors can flourish for generations.

Values:

Transparency	Accountability
Fiscal Responsibility	Community
Inclusive	Collaborative
Integrity	Effective

Goals:

- Improve Transportation and Infrastructure to Enrich Quality of Life and Maintain Small Town Feel
- Promote Fiscal Responsibility and Organizational Excellence
- Enhance Public Safety and Community Policing
- Foster Economic Development, Tourism, and Support Town Businesses
- Preserve Haymarket History
- Enhance Community Engagement



Town of Haymarket, Virginia Strategic Plan

Goals and Strategies

1. Improve Transportation and Infrastructure to Enrich Quality of Life and Maintain Small Town Feel

- 1.1. Complete the implementation of the town park; to include the park pavilion and public restrooms
- 1.2. Complete, expand, and maintain the town streetscape
- 1.3. Investigate, evaluate and assess the feasibility of a municipal parking lot
- 1.4. Investigate the feasibility of a secure parking lot for Police Department and Utility Workshop for the Town
- 1.5. Collaborate with County Supervisor, Council Members, Town Manager, Chief of Police, Partners at State level, VDOT to improve traffic flow and safety including bike, rail and pedestrian
- 1.6. Investigate the feasibility and implementation of the Traffic Safety Plan initiative - Prince William County Safe Streets for All Grant, VDOT
- 1.7. Fund and implement the Town Hall site plan to include improved security and safety measures for the Town Hall Complex

2. Promote Fiscal Responsibility and Organizational Excellence

- 2.1. Volunteer Assistance/Internship to create asset inventory
- 2.2. Investigate 2, 5, 10, 20-year capital improvement plan
- 2.3. Procure a consultant to conduct the Update to the Town's Comprehensive Plan
- 2.4. Create and distribute a Town Services "one-pager"
- 2.5. Enhance cybersecurity measures within Town Hall and Police Department, to include routine audits and training and implementation of cybersecurity strategy and policy



Town of Haymarket, Virginia Strategic Plan

3. Enhance Public Safety and Community Policing

- 3.1. Investigate the feasibility and implementation of maximum speed limits throughout the Town of Haymarket
- 3.2. Continue community engagement for community policing initiative including daily interactions, community events, bicycle patrol, school bus stops, etc.
- 3.3. Investigate technological advancements to enhance public safety and make recommendations and collaborate with Council
- 3.4. Achieve initial VLEPSC certification and maintain certification every four years
- 3.5. Town Manager, Haymarket Policy Department and Security Contractor discuss options for phased implementation of immediate security upgrades that would benefit current security for staff and future Town Hall renovations

4. Foster Economic Development, Tourism, and Support Town Businesses

- 4.1. Expand the advertising campaign for the business community - funding and personnel
 - 4.1.1. Investigate ways to continue the use of economic development funds and increase participation at the Business Round Table
 - 4.1.2. Develop a plan to highlight the business community: add Business Spotlight through weekly videos, spotlight types of businesses, social media pages, Restaurant Week
- 4.2. Benchmark other towns and how they provide funding for start-up small businesses and promote businesses
- 4.3. Continue to engage face to face with existing businesses

5. Preserve Haymarket History

- 5.1. Update the contributing resources list to encompass all historic structures, and previous structures
 - 5.1.1. Document and archive historical assets
- 5.2. Develop a plan of recognition of historical sites through a walking program and signage program
- 5.3. Investigate and define a Historic Preservation program
- 5.4. Develop a museum plan



Town of Haymarket, Virginia Strategic Plan

6. Enhance Community Engagement and Placemaking

- 6.1. Track community engagement enhancements: for example, provide list of events, purpose, costs/revenue on an annual basis for Council feedback and input
- 6.2. Encourage murals and community art in partnership with the Town
- 6.3. Town design and install a LOVE sign
- 6.4. Modify ordinance to allow community artwork
- 6.5. Partner with businesses to encourage art in the community
- 6.6. Establish the annual Town Government Day
- 6.7. Define programming for youth government education



Town of Haymarket, Virginia Strategic Plan

November 3rd, 2025, Annual Strategic Plan Review

Successfully Completed Strategic Plan Strategies:

- Defined rules of engagement and clarified roles and responsibilities for liaisons and council members
- Explored networking opportunities with small-town jurisdictions and the Virginia Municipal League (VML) to provide council updates on state legislation and local zoning regulations
- Researched, developed, and implemented a comprehensive Compensation Study for all Town employees
- Conducted an annual assessment of departmental resource needs in relation to service demands, legislative changes, and evolving police practices
- Strengthened partnerships with Prince William County Economic Development and Tourism to support regional growth
- Finalized and executed the Town's Communications Plan to enhance outreach and transparency