



ARCHITECTURAL REVIEW BOARD MEETING

Wednesday, April 22, 2026 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 - Regular Meeting - 3.18.2026

V. AGENDA ITEMS

1. ZP #2026-002 15030 Washington St. Sign Installation

VI. OLD BUSINESS

VII. NEW BUSINESS

VIII. PLANNING COMMISSION UPDATES

IX. TOWN COUNCIL UPDATES

X. ADJOURNMENT



ARCHITECTURAL REVIEW BOARD MEETING

Wednesday, March 18, 2026 at 7:00 PM

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

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

MINUTES

I. CALL TO ORDER

Chairman Luersen called the Meeting to Order at 7:00 p.m.

II. PLEDGE OF ALLEGIANCE

Chairman Luersen led everyone in the Pledge of Allegiance.

III. CITIZENS TIME

There were no citizens present during Citizens Time.

IV. MINUTE APPROVAL

Upon motion of Board Member Mason, seconded by Vice Chair Barben, the meeting minutes from August 20, 2025, and December 17, 2025, were approved as presented.

1. Architectural Review Board-Regular Meeting: August 20, 2025
2. Architectural Review Board-Regular Meeting: December 17, 2025

V. AGENDA ITEMS

1. ZP #2026-003 15013 Gossom Manor Pl., Installation of Roof Mounted Solar Panels

Town Planner Lydia Schauss presented the application for 15013 Gossom Manor for the installation of 27 roof-mounted solar panels. She stated they will be flush with the roofing, featuring triple black panels with black frames, black back sheets, and black cells. All of this complies with the zoning ordinance and the HOA as well. NOVA Solar appeared via Zoom.

Chairman Luersen asked where the power box would be located and what size it would be. NOVA Solar confirmed it would be on the side of the home next to the utility meter, and it's roughly the size of a shoe box. There was further discussion about the wind speed and what restrictions there were to location of solar panels.

The Town Manager clarified the Town must follow state statutes on solar panels. Vice Chair Barben stated there's nothing in our current guidelines addressing solar panels. Our Town Manager added we need to update our Guidelines to align with the zoning ordinance text that was added.

**Motion made by Board Member Mason, Seconded by Vice Chairman Barben.
Voting Yea: Chairman Luersen**

2. ZP #2026-008 6515 Crossroads Village Blvd, Installation of Roof Mounted Solar Panels

Town Planner Lydia Schauss presented the application for 6515 Crossroads Village Boulevard, also known as Kiddie Academy. She shared Fusion Solar Services will be installing a 48-panel roof-mounted solar panels in addition to a universal wall charger for an electric vehicle as well. The 48 panels will also be triple black and will use micro inverters to be hidden under the solar modules. The Town Planner shared Lumina Solar, also known as Fusion Solar Services, was attending via Zoom to answer any questions.

Chairman Luersen inquired about the wall-mount charger and its impact on the site plan. The Town planner said it was already accounted for by the County when they submitted their site plan and got their building permit.

Vice Chair Barben asked about the Tesla charging station. The Town Planner stated it will be mounted to the light pole and will not be a standalone structure. Fusion Solar confirmed it will not be the size you see at Sheetz, but a shoebox sized charger with a loft. There will be a cord to plug in, connected to an outlet. There was further discussion about the charger and its connection.

Vice Chair Barben asked about the likelihood of someone driving off while the charger is still plugged in. Fusion Solar stated that, due to safety features, a vehicle cannot be driven away while it is still plugged in. They also clarified it is being installed for personal use by the owner, and the owner is responsible for any charges associated with its use. There was further discussion about the mounting and appearance of the charger. Fusion Solar concluded the discussion that it is a small, shoebox size tesla charger, hardwired into an outlet that backfeeds to their electrical panel, with a cable that plugs into the vehicle.

**Motion made by Board Member Mason, Seconded by Vice Chairman Barben.
Voting Yea: Chairman Luersen**

VI. OLD BUSINESS

Town Planner Schauss shared that Kiddie Academy is now open for enrollment. She also shared that Arts Vango opened in the Town Museum and had its ribbon-cutting this past Saturday.

Another old business item, Chick-fil-A will be starting construction for their drive-thru expansion on or about July 11 and is expected to go on until July 26. The Chick-fil-A will remain open for walk-in and dine-in.

The Crossroads Village Center hotel and retail have a special use permit for about 6 stories, and we just received a preliminary for the retail proposing 2 stories for now. We have yet to see new plans for the hotel. The retail is expected to come before the hotel.

The Town Park is in the next stage of RFPs.

Finally, the Town Planner shared that the Dominic property on Washington and St. Paul Drive will be submitting a rendering for a new building. The Town Manager clarified they have held only pre application meetings and expects within the next few months to see a site plan come in.

That concludes old business.

VII. NEW BUSINESS

The Town Planner shared that, after discussions with the Council and Commissioners, there will be a comprehensive review of the zoning ordinance, along with efforts to advance the Comprehensive Plan. She and the Town Manager will be working together to update definitions, accurately zone and

accommodate incoming businesses, signs, and murals, and ensure that everything matches the master plan we have around town.

Board Member Mason asked about the top priorities in the Strategic Plan. The Town Manager stated the first of the top three main items is the Town Hall site plan, including final buildout of the exterior, which also adds a right turn only lane off of Jefferson Street onto Washington Street, completion of our sidewalk on Jefferson, stormwater management work on site, paving and traffic flow. The second item is the design and completion of the Town Park plan, which we are in the RFP phase. The third item is the Comprehensive Plan.

The Town Planner shared an additional new business item is the EPA grant we got through the County, noting the Town is making the next steps toward that. Letters have recently been sent to residents and business owners requesting permission for surveyors to enter onto the property. This project will go from Somerset Village, up Jefferson, continuing along Washington Street in front of our property, and to Robinson's Paradise.

Chairman Luersen inquired about violations. The Town Planner stated she has been having an officer or maintenance vehicle take her bi-weekly to do zoning violations.

There was discussion and clarification about the blight ordinance.

There was further discussion about the guidelines and what needs to be updated to make things easier for everyone.

VIII. PLANNING COMMISSION UPDATES

The Planning Commission Liaison was not present. The Town Planner stated at the last Planning Commission Meeting that Graystone Developers, who are looking to rezone the QBE property and the schoolhouse building, had resubmitted changes.

The largest change since the previous discussion and public hearing is that the "cookies and cream" building will be staying where it is, and the stack of four townhomes will be moved to the front of Washington Street, not in front of the school. They've also included a pedestrian crossing from Greenhill Crossing to the property and are requesting flashing lights and signage, subject to VDOT approval.

Additionally, the homes on the backend towards Alexandra's Keep will be facing outwards towards Alexandra's Keep so the garages line up. They have also applied for a landscape waiver between what is still zone B-1 and the commercial property on the County line. They are asking for a waiver because there is not enough space for the required buffering. We are requesting a secondary fence line to help with noise.

They are also requesting to put some parking in front of the building.

The Planning Commission is required to provide an approval or denial by April 20 which is 90 days from the initial Public Hearing. The next meeting is on April 14.

The Town Manager said they discussed the CIP to the Planning Commission. It was recommended to consider including sidewalks that are underimproved, and we would take to Council those parts that are not connected.

IX. TOWN COUNCIL UPDATES

Chairman Luersen gave the Town Council updates. He shared that the strategic plan was adopted and that several policies are being reviewed, such as the investment policy, training & travel policy and AI policy. The primary focus right now is on budget season. We will have a busy work session for anybody who is interested. It will be held on March 30 with a line-by-line discussion of the Town budget.

We will have a busy work session; for anybody who is interested, March 30 is the line-by-line discussion.

The Town Planner shared that April 12 is the first Farmers Market of the season.

Due to a scheduling conflict with both clerks attending a Clerk Conference, the April ARB meeting was rescheduled to April 22.

X. ADJOURNMENT

With no further business before the Architectural Review Board; Vice Chair Barben moved to adjourn the meeting at 8:15 pm, seconded by Board Member Mason.



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

Lydia Schauss
Town Planner

MEMORANDUM

TO: Architectural Review Board
 FROM: Lydia M. Schauss
 DATE: April 16, 2026
 SUBJECT: ZP #2026-002, Sign Installation at 15030 Washington St.

APPLICATION SUMMARY:

Business/Applicant: Viva Women’s Health Collective & Midwifery Care, Gabriela Ammatuna

Street Address: 15030 Washington St

Proposed Alteration: Hanging sign attachment to preexisting signage

Applicant’s Brief Description of the Activity: Installation of business signage. The hanging sign will be tied into the existing Thrive Medicine, see attached photograph.

The applicant will be adding a hanging sign below the preexisting signage on the property. The signage will be made of wood and Gray Purple (HEX #8775AD), Dark Green (HEX #175634), and Gray Olive (HEX #A0A74B) in color.

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 a 15” x 32” hanging wood sign under the existing Thrive Medical signage.	The proposed signage is visible from the public right of way. The Board shall consider the new sign addition and sign 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 a 15” x 32” hanging wood sign under the existing Thrive Medical signage.	The proposed signage is visible from the public right of way. The Board shall consider the new sign addition and sign color.
Sec. 58-16.8 (2) General Design Arrangement	Installation of a 15” x 32” hanging wood sign under the existing Thrive Medical signage.	The hanging sign will be a Gray Purple, Dark Green, Gray Olive color. The wood signage ties in with the preexisting sign.
Sec. 58-16.8 (3) Texture, material and color	Installation of a 15” x 32” hanging wood sign under the	The sign is shown in the attached rendering; The lettering coordinates to

	existing Thrive Medical signage.	the color palette mentioned above and is similar in style to the rendering shown. The wood sign maintains a flat finish to match the preexisting sign.
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 a 15" x 32" hanging wood sign under the existing Thrive Medical signage.	The addition of the signage along Washington St suits the preexisting character of the Thrive Medical Spa. The addition of the signage is minor to the ultimate presentation of the property.
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 a 15" x 32" hanging wood sign under the existing Thrive Medical signage.	As stated above, the signage proposed will be a minor alteration to the structure and be a welcome improvement along the street, tying into the character of the other surrounding structures.
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 a 15" x 32" hanging wood sign under the existing Thrive Medical 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 (d) Attracting tourists, students, writers, historians, artists and artisans, and new residents	Installation of a 15" x 32" hanging wood sign under the existing Thrive Medical signage.	These matters are at the discretion of the ARB.

(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 - 15030 Washington St	The address is listed on the Haymarket Historic Building Inventory as the Rust/Pickett House.
Comp Plan 1.5.4 Potential Archaeological Site	Site - 15030 Washington St	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 - 15030 Washington St	Commercial Property
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	Gray Purple (HEX #8775AD), Dark Green (HEX #175634), and Gray Olive (HEX #A0A74B).	In keeping with the historic color palette, the Town of Haymarket utilizes.

III. (c) Exterior Elements	Wood hanging sign with colors Gray Purple (HEX #8775AD), Dark Green (HEX #175634), and Gray Olive (HEX #A0A74B).	All elements are acceptable within 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)	Not Applicable	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	Installation of a 15” x 32” hanging wood sign under the existing Thrive Medical signage.	The wood signage and provided color palette compliment the historic building.
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 ZP #2026-002.

The sign addition is a welcome improvement to the preexisting signage providing advertisement of Haymarket small businesses and a welcoming color pallet that suits the preexisting signage and character of the business. The new sign color is in keeping with the historic color palette and will further aid the improvement of the aesthetics of the structure.

Draft Motion: I move the Architectural Review Board approve ZP #2026-002, Sign Installation at 15030 Washington St.. The approval includes the following details: the signage as shown in the rendering, designed with Gray Purple (HEX #8775AD), Dark Green (HEX #175634), and Gray Olive (HEX #A0A74B) coloring, on wood with hanging fixtures.

Or alternate motion.

For Signage

Section V, Item 1.



ZONING PERMIT APPLICATION

ZONING PERMIT #: 2026-002

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: Gabriela Ammatuna/Viva Women's Health Collective & Midwifery Care

PROPOSED USE: Office Medical Size (Sq. Ft./Length) of Construction: _____

SITE ADDRESS: 15030 Washington Street Parcel ID #: _____

Subdivision Name: _____ Lot Size: _____

ZONING DISTRICT: R-1 R-2 B-1 B-2 I-1

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.)

Sign to be attached to the bottom of current Thrive Medical Spa & Wellness sign.

Office Medical

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 <u>Gabriela Ammatuna, PhD</u> Name <u>Gabriela Ammatuna</u> Address <u>15030 Washington Street</u> City State Zip <u>Haymarket</u> Phone# Email			PROPERTY OWNER INFORMATION <u>Elizabeth Zubowicz, MD</u> Name <u>Elizabeth Zubowicz</u> Address <u>15030 Washington Street</u> City State Zip <u>Haymarket</u> Phone# Email		
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SIGN SPECIFICATION SHEET

Section V, Item 1.

SIGN 1:

Type of Sign: Wall Hanging Freestanding Menu Individual Letter Window
 Other Double Side Gloss Laminate

Height above Ground at Signs: Lower Edge: 30" Upper Edge: 3"

Height of Sign Structure: Sign Width: 32" Length: 15" Area in Sq Ft:

Number of Faces: 2 Sign Material/Color/Font: Wood Beige Background

Location of Sign (Include photo): Below current Thrive Medical Spa & Wellness sign

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

SIGN 2:

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 3:

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:

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):

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, or the Town Council and all other applicable laws.

J. Ammatuna, PhD

Applicant Signature

Property Owner Signature

*****OFFICE USE ONLY*****

Date Filed: _____ Fee Amount: _____ Date Paid: _____

DATE TO ZONING ADMINISTRATOR: _____

APPROVED DISAPPROVED TABLED UNTIL: _____ DEFERRED UNTIL: _____

SIGNATURE

PRINT

CONDITIONS:

DATE TO ARCHITECTURAL REVIEW BOARD (ARB): _____

APPROVED DISAPPROVED TABLED UNTIL: _____ DEFERRED UNTIL: _____

SIGNATURE

PRINT

CONDITIONS:

DATE TO TOWN COUNCIL (IF APPLICABLE): _____

APPROVED DISAPPROVED TABLED UNTIL: _____ DEFERRED UNTIL: _____

SIGNATURE

PRINT

TOWN COUNCIL (where required):

CONDITIONS:





VIVA

WOMEN'S HEALTH
COLLECTIVE & MIDWIFERY CARE

OB/GYN



VIVA Women's Health Collective & Midwifery Care

Brand Overview

VIVA Women's Health Collective & Midwifery Care represents a modern, holistic approach to women's health. The brand combines expert clinical care with an integrative philosophy that empowers women at every stage of life. The visual identity reflects warmth, trust, nature, and compassionate healthcare.

Color Palette

Color	HEX Code	Usage
Gray Purple	#8775AD	Primary brand accent, logo symbol, highlights
Dark Green	#175634	Primary typography, headings, brand identity
Gray Olive	#A0A74B	Secondary headings, informational elements

Typography

Text Element	Font	Color
VIVA	Cinzel	Dark Green (#175634)
WOMEN'S HEALTH	Copperplate Gothic	Gray Olive (#A0A74B)
COLLECTIVE & MIDWIFERY CARE	Raleway	Dark Green (#175634)

Brand Voice

Professional, compassionate, and empowering. Messaging should communicate trust, expertise, and holistic care while remaining warm and supportive to patients.