



# TOWN OF OCCOQUAN

Town Hall, 314 Mill Street, Occoquan, VA 22125  
[www.occoquanva.gov](http://www.occoquanva.gov) | [info@occoquanva.gov](mailto:info@occoquanva.gov) | (703) 491-1918

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## ARCHITECTURAL REVIEW BOARD MEETING

**August 27, 2024 | 7:30 p.m.**

- 1. Call to Order**
- 2. Citizen Comments**
- 3. Approval of Minutes**
  - a. July 23, 2024 Meeting Minutes
- 4. Exterior Elevation Applications**
  - a. ARB2024-003 402 Mill Street (Sculpture)
- 5. Reports**
  - a. Town Council Report
  - b. Deputy Town Manager's Report
  - c. Planning Commission Report
  - d. Chair Report
- 6. Discussion Items**
  - a. Decoration Discussion
- 7. Adjournment**

Brenda Seefeldt  
Chair, Architectural Review Board



# TOWN OF OCCOQUAN

## ARCHITECTURAL REVIEW BOARD

### Agenda Communication

<b>3. Approval of Minutes</b>	<b>Meeting Date:</b> August 27, 2024
<b>3A: Request to Approve July 23, 2024 Minutes</b>	

**Attachments:** a. July 23, 2024 Minutes

**Submitted by:** Philip Auville  
Town Clerk

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**Explanation and Summary:**

This is a request to approve the meeting minutes from July 23, 2024.

**Proposed/Suggested Motion:**

"I move to approve the meeting minutes from July 23, 2024 as presented."

OR

Other action the Architectural Review Board deems appropriate.



# Town of Occoquan

## ARCHITECTURAL REVIEW BOARD

### MEETING MINUTES

#### July 23, 2024

In Attendance: Brenda Seefeldt, Darryl Hawkins, Theo Daubresse, Lisa Terry, Mary Craig; Alternate Jennifer Shown; Excused Tardy: Rick Fitzgerald

1. Call to Order - Brenda called the meeting to order at 7:39 p.m. Note: The ARB Meeting started late because the Planning Commission exceeded its allotted time. Brenda announced the resignation of Merial Currer, who is also secretary. Jennifer Shown offered to step in and take minutes.
2. Citizen's Comments - None
3. Approval of Minutes - Brenda made a motion to approve the Meeting Minutes of May 28, 2024; Mary 2nd approved. The motion was approved unanimously.
4. Exterior Elevation Applications - ARB2024-003 - 402 Mill Street (Sculpture) - After discussing, Brenda made a motion to defer ARB2024-003 402 Mill Street again until the ARB finalizes guidelines for art in the Historic District. Lisa 2nd approved. The motion was approved unanimously.
5. Reports
  - a. Town Council Report – Theo Daubresse noted there will be a new sign to rename Occoquan Island for the naming of the island contest.
  - b. Town Manager's Report - Matt Whitmoyer, the Deputy Town Manager, mentioned that Carol Bailey was honored with a town proclamation for her volunteer work which included the Architectural Review Board (ARB). Matt also mentioned that the town is making storm water pipe improvements, by replacing the defective pipes. For the July Violations Report, he stated there were no new items; he was in the process of resolving the old items.
  - c. Planning Commission Report – Darryl Hawkins stated that the Planning Commission had discussed the town density and the pros and cons in relation to zoning.
  - d. Chair Report – None
6. Discussion Items - Draft Amendments to ARB Design Guidelines Relating to Public Art

Adam Linn, the Town Manager, Matt Whitmoyer, Assistant Town Manager, Brenda Seefeldt, and Theo Daubresse had a meeting to discuss art in the historic district. Brenda asked Matt to give the overview of the new design guidelines. Some of the guidelines include the following: it cannot block or damage the historical fixtures, must be non-invasive, must be relevant to the historical district, and cannot contain any advertising since it would then be considered as signage. There was no discussion. Brenda made a motion to recommend the

new ARB design guidelines to the Town Council. Mary 2nd approved. The motion was approved unanimously.

e. Adjournment – 7:52 pm



# TOWN OF OCCOQUAN

## ARCHITECTURAL REVIEW BOARD

### Agenda Communication

<b>4. Exterior Elevation Applications</b>	<b>Meeting Date:</b> August 27, 2024
<b>4A: ARB2024-003 402 Mill Street</b>	

**Attachments:** a. ARB2024-003 402 Mill Street (Sculpture)

**Submitted by:** Philip Auville  
Town Clerk

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#### **Explanation and Summary:**

This is an Architectural Review Board (ARB) Exterior Elevation Application for a sculpture of a dragon at 402 Mill Street.

**Relevant Sections of ARB Guidelines:** Section 15 of the ARB Guidelines, which reads as follows:

#### *15. Public Art*

*Public art includes artistic structures and murals erected on properties in the Historic District for non-commercial purposes.*

*Scale – For murals, the size must not exceed 30% of the principal building's exterior wall surface area, ensuring it remains in scale with the building's architecture and does not overwhelm the structure. For artistic structures, the structure's height must not exceed 50% of the height of the principal building, and its footprint should be no larger than 10% of the total lot area, ensuring it is proportionate to the building and site.*

*Placement – No public art should be placed in a manner that obscures or distorts the architectural features of a principal building. Murals must be placed on secondary facades, avoiding primary or street-facing elevations, to minimize the visual impact on the building's historical character. Murals must be applied to surfaces that are not historically significant or have already been altered, such as previously painted surfaces, modern extensions or non-original walls, to preserve the integrity of historic materials. Alternatively, murals can be installed on removable materials attached to the wall. When possible, artistic structures should be placed in rear or side yards, avoiding placement in front of or directly attached to historic facades, to*

*reduce their impact on the historic streetscape. Artistic structures should be freestanding or attached to modern extensions where possible.*

*Reversability – Installation methods must be non-invasive, such as using removable paint or surface-mounted panels, avoiding any damage or permanent alterations to the original historic materials or features. An artistic structure should be easily removable without causing damage to the property.*

*Contextual Relevance – The public art must have colors (see Colors) and materials appropriate to the architectural period of the principal building. Styles and themes should be from the period of significance.*

*Public art must not contain information advertising goods or services provided by a business, whether located on the parcel on which the public art appears or elsewhere. Such installations are subject to the Town's Sign Ordinance, § 157.300 and interested applicants are advised to follow that process.*

*Only one structure and one mural are permitted per property in the Historic District to maintain the district's historical integrity and prevent visual clutter.*

**Relevant Sections of the Town Code:** Section 157.179, "Matters to be Considered by the Board", which read as follows:

(A) *"The board shall not consider interior arrangement, relative size of the building or structure, detailed design, or features not subject to any public view. The Board shall not make any requirements, except for the purpose of preventing developments obviously incongruous to the old and historic aspect of the surroundings.*

(B) *The board shall consider the following in passing upon the appropriateness of architectural features:*

- (1) *Exterior architectural features, including all signs, that are subject to public view from a public street, way or place;*
- (2) *General design and arrangement;*
- (3) *Texture, material and color;*

- (4) *The relation of the factors, (B)(1)through(B) (3) above, to similar features of the buildings and structures in the immediate surroundings;*
- (5) *The extent to which the building or structure would be in harmony with the old and historic aspect of the surroundings;*
- (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; and*
- (7) *The extent to which the building or structure will promote the general welfare by:*
  - (a) *Preserving and protecting historic places and areas;*
  - (b) *Maintaining and increasing real estate value;*
  - (c) *Generating business;*
  - (d) *Creating new positions;*
  - (e) *Attracting tourists, students, writers, historians, artists and artisans, and new residents;*
  - (f) *Encouraging study of and interest in American history;*
  - (g) *Stimulating interest in and study of architecture and design;*
  - (h) *Educating citizens in American culture and heritage; and*
  - (i) *Making the town a more attractive and desirable place in which to live.*

**Staff Recommendation:** Make a determination based off the proposed work's compliance with the ARB guidelines and the review criteria set forth within Town Code §157.179 (B).

Any denial of an application for a Certificate of Appropriateness must include the reason for denial and a reference to the relevant ARB guideline(s).

**Proposed/Suggested Motion:**

"I move to approve ARB2024-003 402 Mill Street (Sculpture) as is."

OR

"I move to not approve ARB2024-003 402 Mill Street (Sculpture) for the following reason:  
\_\_\_\_\_."

OR

Other action the Architectural Review Board deems appropriate.



# TOWN OF OCCOQUAN ARCHITECTURAL REVIEW BOARD

## APPLICATION FOR EXTERIOR ELEVATIONS Commercial and Residential Exterior Improvements Within the Old and Historic District

All exterior changes and modifications to the exterior of structures located within the Old and Historic District must be reviewed by the Architectural Review Board (ARB) for issuance of a Certificate of Appropriateness (COA) prior to the work being performed. Applicants should review the Architectural Review Board Design Guidelines for guidance of appropriate colors, materials, designs, etc.

The ARB meets regularly on the fourth Tuesday of the month at 7:30 p.m. at Town Hall. Applications must be filed at Town Hall by close of business on the Tuesday of the week prior to the meeting. Applicants must submit supplemental materials at time of application. Additional paint and material samples, product brochures and spec sheets, renderings, architectural drawings, photographs of the structure or other supplemental materials may be requested by the ARB prior to the hearing. The applicant or a representative must be present at the meeting during which the ARB will review the application. All fees must be paid prior to scheduling for ARB consideration.

### Section I: Applicant and Owner Information

Zaina Murad Bertoldo

Applicant Name

ORGANIC ALLURE

Business Name (if Applicable)

202 Union St. suite #102

Address (No., City, Address, Zip) + PO Box

Phone Number

Owner Name

Address (No., City, Address, Zip) + PO Box

Email

Phone Number

Same as Applicant Information

### Section II: Property Information

Project Address:

Structure Style:

Type of Use (Select One):

Exterior Elevation Type (Select all that apply):

Residential  Commercial  Mixed-Use  
 Other: \_\_\_\_\_

Improvement/Repair to Existing Structure  
 New Development/In-Fill or New Accessory Structure  
 Demolition

Other: Art Exhibiting

Brief Description of Project:

A permit to display an art sculpture of a dragon in the front of the 402 Mill St. property.

**Notice to Applicant/Property Owner:** Prior to construction and/or installation of improvements, it is your responsibility to determine the existence of any restrictive covenants and/or deed restrictions governing property improvements. Other permits or approvals may be required from the Town or other agencies such as Zoning Compliance Review and/or Building Permits, among others. It is your responsibility to comply with all applicable regulations and to determine any other applicable private restrictions.

Applicant Signature

5/6/2024

Date Submitted

<b>Section III: Application Check List</b>	
<input type="checkbox"/> Paint Sample (identify which Architectural feature samples are included) List:	<input type="checkbox"/> Material Samples (identify which Architectural feature samples are included) List:
<input type="checkbox"/> Spec Sheets/Product Brochures: (identify which Architectural feature spec sheets are included) List:	<input checked="" type="checkbox"/> Photo of existing structure(s) <input type="checkbox"/> Schematic(s)/Rendering(s) illustrating proposed improvement(s) on structure(s) <input type="checkbox"/> Architectural Plans
<input type="checkbox"/> Other (List):	
<p><b>Note to Applicants:</b> Applicants are responsible for providing supplemental materials for proposed improvements. Applicants are responsible for ensuring proposed improvements are based on requirements listed in the Architectural Review Design Guidelines (as amended) and included under § 157.179 of the Town Code regarding matters to be considered by the ARB. At the time of the ARB meeting, the ARB may request additional information or documentation in order to complete a thorough review of the application.</p>	
<b>Section IV: ARB Certificate Of Approval (COA)</b>	
Date to Architectural Review Board:	<input type="checkbox"/> COA Issued <input type="checkbox"/> COA Denied
	Signature (ARB Chair or Designee) _____ Date _____
<b>Section V: TOWN STAFF ONLY</b>	
[Redacted]	ARB APPLICATION NO.: <b>ARB2024 - 003</b>
<b>Plan Reference Numbers:</b> <input type="checkbox"/> Zoning Approval _____ <input type="checkbox"/> Site Plan _____ <input type="checkbox"/> SUP _____ <input type="checkbox"/> Other _____	<b>Notes:</b> 

## CONTINUE TO NEXT SECTION



# TOWN OF OCCOQUAN ARCHITECTURAL REVIEW BOARD

## APPLICATION FOR EXTERIOR ELEVATIONS SUPPLEMENTAL APPLICATION

### Section V: Supplemental Application For New Builds, Improvements to Existing Structures and Combination Projects - Commercial, Residential and Mixed-Use

Project Address: 402 mill St. ARB Application No.: ARB2024-003

Complete only the sections below that are applicable to the application. More information on each section is included in the ARB Design Guidelines available on the Town's website at [www.occoquanva.gov](http://www.occoquanva.gov). Note: Words included on any improvements constitute a sign and are not part of the Exterior Elevation review process; a separate sign application process is required.

**1. Type of Improvement(s):**  New Build  Improvements to Existing Structure(s)  Combination

**2. Additions and New Builds**

Accessory Structure: Size: \_\_\_\_\_ Location relative to Main Structure: \_\_\_\_\_

New Build: Size: 10-Foot-tall Location on site: Front of the 402 mill St. property.

General Description/Use of Structure: The Dragon sculpture is a unique 10-foot-tall metal artwork crafted from recycled motorcycle parts.

Rendering required  Plan showing location on site required  Architectural Plans required

Complete applicable sections below.

**3. Awnings**  New  Repair/Replacement

Existing Material, Color and Design: Presented in the design specifications.

Proposed Material (canvas or similar material): \_\_\_\_\_ Color: Black fabric

Sample Included (Type): \_\_\_\_\_

Spec Sheet Included  Photo Included

**4. Exterior Walls on Structure**  New  Repair/Replacement

Existing Material, Color and Pattern: \_\_\_\_\_

Proposed Material:  Brick  Siding  Other: \_\_\_\_\_  Paint  Material Replacement

Material Type: \_\_\_\_\_ Color: \_\_\_\_\_ Pattern: \_\_\_\_\_

Mortar: Color \_\_\_\_\_ Joint Pattern \_\_\_\_\_

Sample Included (Type): \_\_\_\_\_

Spec Sheet Included  Photo Included

**5. Windows**  New  Repair/Replacement

Existing Material, Color and Pattern: \_\_\_\_\_

Proposed Material: \_\_\_\_\_ Grid Profile: \_\_\_\_\_

Grid Color: \_\_\_\_\_ Shutter Color: \_\_\_\_\_ Trim Color: \_\_\_\_\_

Location (identify location of windows and types - provide exhibit): \_\_\_\_\_

Sample Included (Type): \_\_\_\_\_

Spec Sheet Included  Photo Included

**6. Doors**  New  Repair/Replacement

Existing Material, Color and Pattern: \_\_\_\_\_

Proposed Material: \_\_\_\_\_ Style: \_\_\_\_\_  Window (Style): \_\_\_\_\_

Door Color: \_\_\_\_\_ Trim Color: \_\_\_\_\_ Window Color: \_\_\_\_\_

Location(s) (identify location of doors and types - provide exhibit): \_\_\_\_\_

Sample Included (Type): \_\_\_\_\_

Spec Sheet Included  Photo Included

**7. Roofs and Gutters**  New  Repair/Replacement

Existing Material, Color and Pattern: \_\_\_\_\_

Proposed Roof Material: \_\_\_\_\_ Roof Pitch: \_\_\_\_\_

Proposed Roof Color and Style: \_\_\_\_\_

Proposed Gutter Material and Color: \_\_\_\_\_

Gutter Locations (provide exhibit): \_\_\_\_\_

Sample Included (Type): \_\_\_\_\_

Spec Sheet Included  Photo Included

**8. Dormers**  New  Repair/Replacement

Existing Material, Color and Pattern: \_\_\_\_\_

Proposed Material: \_\_\_\_\_ Existing Pitch: \_\_\_\_\_ New Pitch: \_\_\_\_\_

Proposed Color and Style: \_\_\_\_\_ Window Color and Style: \_\_\_\_\_

Sample Included (Type): \_\_\_\_\_

Spec Sheet Included  Photo Included

**9. Fences, Retaining Walls, Foundations, Decks, Porches, Screenings, Patios, Enclosures etc.**

New  Repair/Replacement Proposed Structure Type: \_\_\_\_\_

Existing Material, Color and Design: \_\_\_\_\_ Type: \_\_\_\_\_

Proposed Material: \_\_\_\_\_ Color/Stain: \_\_\_\_\_

Proposed Pattern/Design: \_\_\_\_\_ Decorative Trim/Hardware: \_\_\_\_\_

Mortar Color: \_\_\_\_\_ Joint Pattern: \_\_\_\_\_

Porch/Deck Post(s) Size: \_\_\_\_\_ Spindle Design and Color: \_\_\_\_\_

Sample Included (Type): \_\_\_\_\_

Spec Sheet Included  Photo Included

**10. Other Exterior Improvements**  New  Repair/Replacement

Existing Material, Color and Design: \_\_\_\_\_ Type: \_\_\_\_\_

Existing Material, Color and Design: \_\_\_\_\_ Type: \_\_\_\_\_

**Lighting**

Light Fixtures: Color \_\_\_\_\_ Style \_\_\_\_\_ Placement \_\_\_\_\_  Spec Sheet Included

**Ramps**

ADA Ramps: Color \_\_\_\_\_ Style \_\_\_\_\_ Location \_\_\_\_\_  Spec Sheet Included

**Chimneys**

Brick  Stone Color \_\_\_\_\_ Style \_\_\_\_\_ Location \_\_\_\_\_  Spec Sheet Included

**Other**

Material: metal Art Color Black/Silver Type \_\_\_\_\_ Location Front of  
402 mill st: property

**Other**

Material: \_\_\_\_\_ Color \_\_\_\_\_ Type \_\_\_\_\_ Location \_\_\_\_\_

Brief Description:

Spec Sheet Included  Photo Included

  
Applicant Signature

5/6/2024

Date

**TOWN STAFF ONLY**

Notes:

Request for Permit to Display Art Sculpture at 402 Miller Street

Greetings,

My name is Zaina Murad Bertoldo, and I am the owner of the property located at 402 Mill Street. I am writing to formally request a permit allowing the permanent placement of a dragon-themed metal art sculpture at the front corner of my property.

This sculpture, standing 10 feet tall and crafted from recycled metal parts, is the result of a nine-month collaborative effort by five talented artists with no two parts used in their construction are ever the same. This particular piece has become a beloved fixture in our community, drawing admirers daily and contributing positively to the town's energy and aesthetic.

The dragon sculpture has enhanced the visual appeal of our area and also embodies the spirit of creativity and sustainability that our town values. It has become a symbol of uniqueness and artistic spirit, making a significant impact on residents and visitors alike.

Given its importance and the joy it brings to our community, I respectfully request that this sculpture be granted the necessary permits to remain as a permanent installation on my property. Your support in this matter would be greatly appreciated.

Thank you very much for considering this request. I look forward to your positive response and am happy to provide any further information required.

Warm regards,

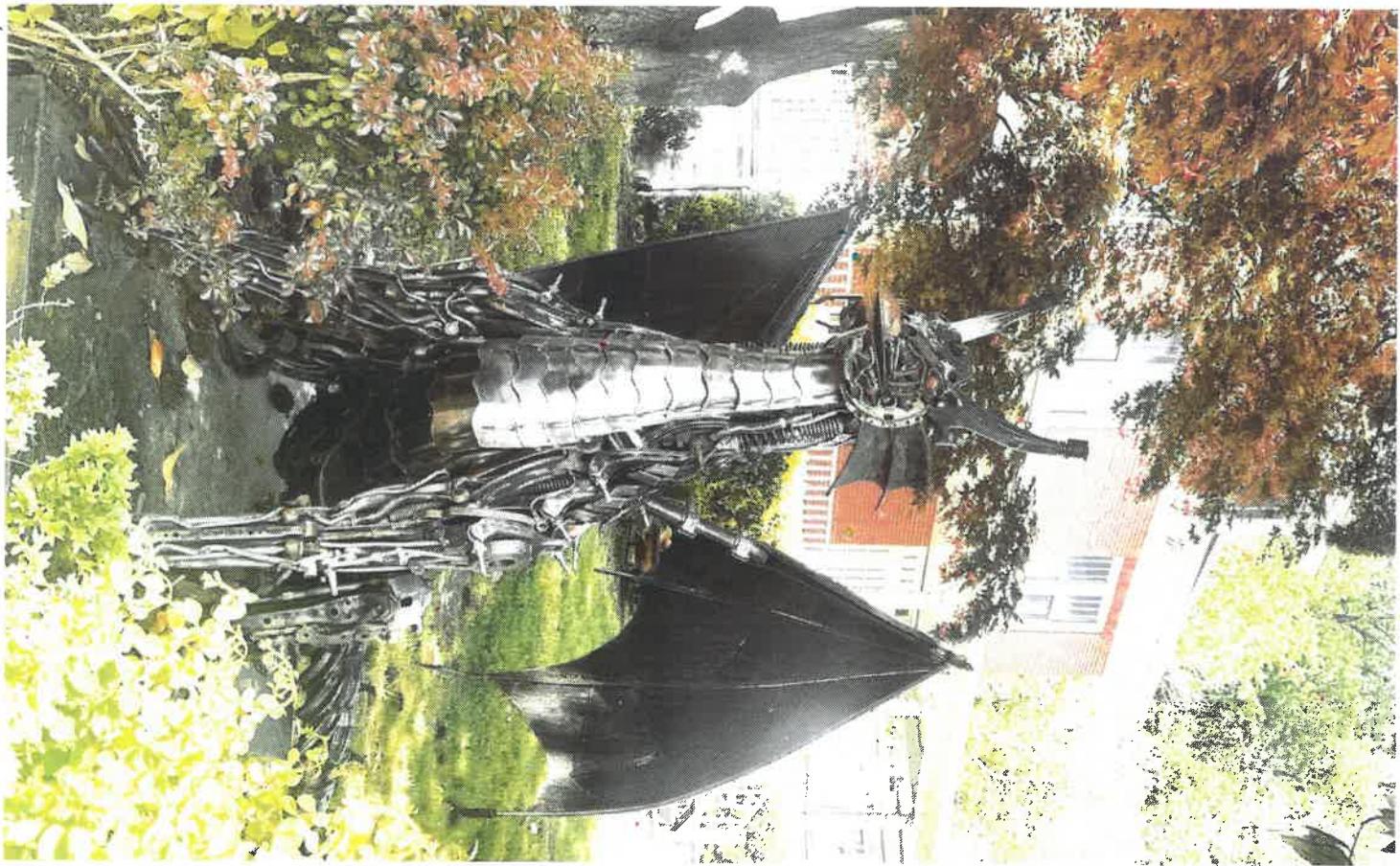
**Zaina M. Bertoldo**

Owner, 402 Mil St. Historic Town of Occoquan, VA 22125

Organic Allure Visionary, Creator, Owner, Director.

202 Union St. Suite#102 Historic Town of Occoquan, VA 22125





402 Mill St.  
Occoquan, VA 22125



# TOWN OF OCCOQUAN

## ARCHITECTURAL REVIEW BOARD

### Agenda Communication

<b>5. Reports</b>	<b>Meeting Date:</b> August 27, 2024
<b>5B: Deputy Town Manager's Report</b>	

**Attachments:** a. August Sign and COA Violation Report

**Submitted by:** Matt Whitmoyer  
Deputy Town Manager

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#### **Explanation and Summary:**

This is the Deputy Town Manager's monthly ARB report.

The report includes both sign and COA violations, showing the violation number, address, violation description and the status of the violation. All code violations follow the code violation standard operating procedure (SOP), including a tiered notice system of informal notices progressing to formal notice of violation letters. Most violations are resolved at the informal tier and do not necessitate a formal notice of violation and subsequent legal action.

Violation		Date of Observation			Status
Title	Type	Address of Violation	General Description of Violation		
OCV-2024-004 (In Part)	COA	402 Mill Street	4/4/2024 Structure (dragon sculpture) erected in HOD without COA		Town Hall Processing
OCV-2024-008	Signage	201 Union Street	Window signs occupying more than 25% of area; internally lit signage; three temporary signs (materials and no permanent attachment); box sign larger than 4.5 sqft	4/16/2024	Town Hall Processing



# **TOWN OF OCCOQUAN ARCHITECTURAL REVIEW BOARD**

## Agenda Communication

<b>6. Discussion Items</b>	<b>Meeting Date:</b> August 27, 2024
6A: Decoration Discussion	

**Attachments:** a. Quick Signage Guide  
b. Decoration Image

**Submitted by:** Philip Auville  
Town Clerk

## Explanation and Summary:

This is a discussion item to review decorations in the Old and Historic Occoquan District.



**Town of Occoquan**

# Signage in Occoquan

*A Quick Signage Guide for Businesses &  
Property Owners in the Historic District*





## An Overview of the Guide

The Town of Occoquan created this quick signage guide to provide an overview on proper signage practices to business owners and property owners within the Historic District. The information provided in this guide is not all inclusive and is intended to provide answers to frequently asked questions on signage in the Historic District. For a complete account of all signage regulations throughout the entire town, please refer to Town Code Section 157.300.

### **Don't see your questions?**

Contact the Town Clerk at [townclerk@occoquanva.gov](mailto:townclerk@occoquanva.gov) or call 703-491-1918.



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An overview of FAQs related to A-frames
- 3 **When is a permit required?**  
An overview of conditions that would require a permit as well as those that would not
- 4 **Where can I place my signs?**  
An overview and visuals on proper sign placement
- 5 **What is prohibited?**  
A list and visuals of the main prohibited signs
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An overview of other signage FAQs
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An overview of the sign permit application process
- 8 **The Sign Table**  
A matrix of sign regulations by sign type



## What are the types of signs? And how many of each can I have?

### Sign Type

#### Permanent

These signs include your typical main business sign as well as other signs like menu boxes, window signs, wall signs, and freestanding signs larger than 1 sq ft but no more than 16 sq ft.

#### Minor

These signs include any kind of sign that is no more than 1 sq ft. These could be papers or decals placed in windows and any other small signs communicating to the public about the goods and services that the business provides.

### Number of Signs

- **4 maximum** (mix of permitted and unpermitted depending on signage)
- **Flags do not require a permit, but do count toward the total permanent sign count**

- **4 maximum without a permit**
- **2 additional with a permit**



## What are the types of signs? And how many of each can I have?

### Sign Type

#### Temporary

These signs include banners and portable signs and are no more than 16 sq ft and not permanently attached to the ground or any structure.

Banners must be temporarily attached to a principal structure or sign pole. They are made of canvas, vinyl, or any other lightweight material not suited for permanent use.

### Number of Signs

- **1 with a permit**
- **2 times per calendar year for 20 consecutive days each time**



# Town of Occoquan

## Sign Type Examples

### Permanent



- Pole mounted/freestanding sign
- Not obstructing any architectural features
- Less than 16 sq ft
- Not mounted in public right-of-way
- Permit required

### Minor



- Minor window sign
- Under 1 sq ft in area
- Not occupying more than 25% of the area of the door window
- Not obstructing any architectural features
- No permit required

### Flags



- Pole Mounted
- Not obstructing any architectural features
- Less than 16 sq ft
- Counts as one of the four allowable permanent signs
- No permit required



## What are A-frame signs? And how can I use them?

### Definition

An A-frame is a special type of temporary sign that consists of a two-faced chalkboard sign with supports that are connected at the top and separated at the base, forming an "A" shape.

### Size

A-frames can be up to 16 square feet or less in size.

### No Permit Required But No Attachments Either

A-frames do not require a permit. However, other signs, such as pieces of paper or pennants, cannot be attached to them.

### Placement

A-frames can be placed in front of the business that owns them and can be placed temporarily in the sidewalk in front of their business as long as it (1) does not impact pedestrian or vehicular traffic and (2) is removed from the sidewalk when the business is closed. A-Frames cannot be placed beyond the business' storefront as this would be considered off-site signage and is prohibited within the town.



## When do I need or not need a permit?

### Permit Required

- Permanent signs (not including window signs, box signs, and flags)
- More than 4 minor signs (up to two additional minor signs may be permitted)
- Temporary signs (i.e. banners); up to two times per calendar year and up to 20 consecutive days for each instance
- Any other sign not included in the No Permit list

### No Permit Required

- 4 or less minor signs
- A-frame signs
- Windows signs, not collectively covering more than 25% of the window\*
- Box signs\*
- Strings or tubing of white light (multiple colors allowed from October 15 through February 15)
- Flags\*
- Replacement/repair of existing sign with same materials, design and location

\*While no permits are required for these signs, they count towards the 4 permanent sign limit per business



## Where can I place my signs?

### Is this location prohibited?

Good sign placement starts with knowing where the Town prohibits signs based on their placement. When in doubt, other than temporary A-Frames, signs cannot be placed on a public sidewalk, street, vegetation, or utility poles.

Refer to the "What is Prohibited?" section of this guide for information on sign placement prohibitions.

### Does the sign have to follow ARB guidelines?

Within the historic district, all permitted signs are required to follow ARB guidelines, including on materials, colors, and location. In general, signs, temporary or permanent, can not obscure architectural features such as windows, doors, railings and other historic accents. For example, the banner to the right is prohibited because it blocks the railing.





## Where can I place my signs?

### For Permanent and Minor Signs

#### **Surfaces**

Permanent and minor signs can be placed on your property via any of the following exteriors:

- Walls
- Doors
- A freestanding structure (such as a pole sign)
- Hanging sign brackets
- Windows (cannot block more than 25% of the window's square footage)
- Door windows (cannot block more than 25% of the window's square footage)

#### **Freestanding Signs**

Freestanding signs cannot be mounted in a public right-of-way and must have at least 7 feet of vertical clearance, if they hang over any sidewalk.

#### **Flags**

Flags must be pole mounted or attached to an existing principal structure. They cannot be placed in a public right-of-way.

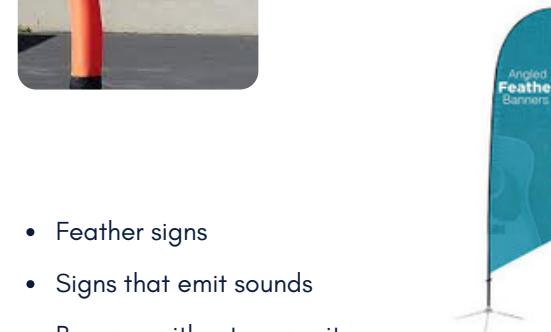


# Town of Occoquan

## What is prohibited?

### Prohibited Based on Materials

- Neon signs (i.e. Open Signs that are internally lit – LED, neon, or other internal lighting mechanism)
- Internally lit signs (except marquees and box signs)
- Inflatable signs
- Animated or flashing signs
- Signs painted directly on a building, driveway, or road (except a singular minor wall sign)



- Feather signs
- Signs that emit sounds
- Banners without a permit
- Multi-colored lights outside the period of October 15 through February 15

For the full list of prohibited signage, please see [§ 157.304 of the Town Code](#)



## What is prohibited?

### Prohibited Based on Location

- Off-site or Off-premises signs
- Signs on the roof surface or extending above the roofline or parapet wall of the building
- Signs attached to natural vegetation (i.e. no signs on trees)
- Commercial signs as yard signs



### Prohibited Based on Number

- More than 4 permanent signs (including flags and non-minor window signs)
- More than 4 unpermitted minor signs
- More than 6 minor signs total



## What about...?

### ...open signs?

Internally lit or neon signs, including "Open" signs, are prohibited. However, non-neon open signs, like paper and vinyl, could be allowed. If under 1 sq ft, they could count as one of a business's minor window signs, as detailed above.

### ...the overall look of my sign?

All permitted signs must follow ARB guidelines, using colors appropriate to the architectural period of the building. Thus, chosen colors must be compatible with ARB color palettes and, for banners, no more than four colors can be used. More information on ARB guidelines and color palettes can be found at: [www.occoquanva.gov/architectural-review-board/](http://www.occoquanva.gov/architectural-review-board/)



## How do I get a permit?

### Standard Sign Application

- Use the information in this guide and the Town Code to determine whether your sign is a permanent sign in need of a permit or not
- If a permit is required, fill out the Sign Application on the Town website and include the following:
  - a mock up in color of the sign, including sign dimensions and color codes, showing compliance with ARB guidelines
  - a photo of the proposed location of the sign, showing 7' clearance above right of way (if applicable)
- Submit your completed application to Town Hall and pay the nonrefundable permit fee

### Temporary Banner Application

- Complete the Application for a Temporary Banner on the Town website and submit it to the Town at Town Hall or by e-mail ([townclerk@occoquanva.gov](mailto:townclerk@occoquanva.gov))
- Please include a photo of the location of the temporary banner and a color mock up of the proposed banner, including dimensions and color codes

### Approval

- Town staff will promptly process your sign permit application and either approve it, reject it (with reasons for given decision), or notify you of deficiencies in the application within 20 business days

# Business District Signage General Rules

Type	Permanent-Box, Freestanding, Monument, Pole, Projecting, and Wall	Temporary	Flags	Minor	Waterfront	Marquee
Duration	Unlimited	20 days	Unlimited	Unlimited	Unlimited	Unlimited
Illumination	Indirect	None	As required by law	None	Indirect	Backlit, internally or indirectly
Location	Wall, window sign, freestanding or affixed to mailbox	See § 157.303(D)	See § 157.303(B)	Wall, window sign, freestanding or affixed to mailbox	Wall, window sign, freestanding or affixed to mailbox	SUP req.
Maximum number	4 (with no flags)*	Unlimited**	4 (with no signs)*	4 signs total without a permit; up to 2 additional with a permit	Unlimited up to maximum size	1
Maximum height	6 ft	6 ft	15 ft	6 ft	Height of building	Height of building
Setback	None	See § 157.303(D)	See § 157.303(B)	None	None	None
Size (each)	16 sq ft (except box signs, which are limited to 4.5 sq ft by definition)	16 sq ft total for commercial use property; 8 sq ft total for residential use property	16 sq ft	1 sq ft total	Total: 2 sq ft/linear foot of building riverfront width, divided into as many signs as occupant wishes	SUP req.
Special Use Permit (SUP) Required	No	No	No	No	No	Yes

\* Maximum number is a combination of signs and flags. There shall be no more than four signs and/or flags on any one property at a given time

\*\* Commercial signs are not permitted as yard signs in business districts

