



CLIFTON ARCHITECTURAL REVIEW BOARD
TOWN OF CLIFTON, VIRGINIA
APPLICATION FOR CERTIFICATE OF
APPROPRIATENESS

DATE OF APPLICATION: 7/17/2023

NAME OF APPLICANT OR AGENT: Robin Moser Virginia Mercantile dba Clifton
ADDRESS: 12644 Chapel Road, Courtyard Farmers Market
TELEPHONE: 571-549-8880 Email: townofcliftonfarmersmarket@gmail.com

LOCATION OF PROPERTY INCLUDING STREET ADDRESS AND TAX MAP
NUMBER: 12644 Chapel Road, Courtyard

GENERAL DESCRIPTION OF PROPOSAL:
Request approval of removable signage for the weekly Clifton Farmers Market.
Options and mock-ups are attached.

Note that unless advised otherwise by the ARB, signs will be erected one hour before and removed one hour after each market.
ATTACHMENTS:

- APPLICATION FEE*
- Two (2) HARD COPIES AND ONE ELECTRONIC COPY OF APPLICATION WITH PLATS, ARCHITECTURAL DRAWINGS, FLOOR PLANS, ETC.

I UNDERSTAND THAT ALL SUBMISSION REQUIREMENTS MUST BE MET BEFORE THE ARB WILL REVIEW AN APPLICATION

Robin Moser 7/17/2023
SIGNATURE OF APPLICANT OR AGENT DATE

Is the applicant or owner a member of a homeowners' association (HOA)? Yes No If yes, please obtain the approval of the HOA prior to submission of the application.

HOA REPRESENTATIVE (NAME/SIGNATURE) DATE OF HOA APPROVAL
CERTIFICATE ISSUED: YES NO

(When marked "YES" and signed, this document becomes the "certificate of Appropriateness")

BY: _____ DATE _____
CHAIRMAN, ARB

ARB MEMBERS' INITIALS: _____
CONDITIONS: _____

IF CERTIFICATE IS NOT TO BE ISSUED, THE ARB SHALL STATE THE BOARD'S REASON: _____

- *Application fee:
Sign/Fence: \$10.00; if after installation: \$50.00
Addition/remodeling project up to 200 SF: \$100.00
Addition/remodeling project exceeding 200 SF \$250.00
New home construction: \$250.00

The applicant shall also pay any actual costs of any review fees incurred by the ARB, including any consultant's fees and other costs set forth in Virginia State Code Section 15.2-2286.

Signage Options



Option 1: Flag

Proposed Placement: Main Street (exact placement can be negotiated)

Pros: highly visible, affordable, ease of putting up, taking down and storing.

Cons: not in line with town's signage preferences.



Option 2: Yard Signs (5 each)

Proposed Placement: along 0.25 mile segment of Chapel and Main

Pros: directional, lightweight

Cons: not as visible, will only last 1 season



Option 3: Custom Pallet

Proposed Placement: leaned/tied against pole or bench on corner of Chapel Rd. and Main St.

Pros: made of wood, more aesthetically in line with Town's preferred signage aesthetics, can be customized/modified seasonally

Cons: bulky to store, will only last 1 season



Option 4: Banner

Proposed Placement: Ayre Park

Pros: simple design, highly visible

Cons: cumbersome to hang, must tie to or around something