

## **Historic Yorktown Design Committee**

### **Minutes**

March 20, 2024  
East Room  
York Hall  
301 Main Street  
Yorktown, Virginia

**Members Attending:** Margaret Mack-Yaroch, District 3 – Voting  
Carol Tyrer, Alternate – Voting

**Staff Attending:** Earl W. Anderson, AICP, Chief of Development Services and  
Jeanne Sgroi, Senior Planner, HYDC Staff Liaison

Margaret Mack-Yaroch called the meeting to order at 7:00 PM.

### **Approval of Minutes**

The minutes of the February 21, 2024 meeting were approved unanimously.

### **New Business**

None

### **Old Business**

None

### **Applications for Certificates of Appropriateness**

#### **Application No. HYDC-252-24; York County Board of Supervisors, 332 Water Street**

Ms. Jeanne Sgroi submitted the staff report, which stated that this application, submitted by the York County Board of Supervisors, requests approval of a new wall sign and a replacement of an existing hanging sign at 332 Water Street. The property is owned by the York County Board of Supervisors—Ben & Jerry's Ice Cream Shop is the tenant. The submitted memo outlines the proposed signs.

The wall sign would be twelve by two feet (12' x 2') in size and installed on the front right side of the building over the large arch-shaped window. According to the applicant, the sign would read, "Ben & Jerry's Peace, Love & Ice Cream". The "Ben & Jerry's" is written

Ms. Mack-Yaroch further explained that she was concerned about political symbolism but if "Peace, Love, and Ice Cream" is an existing part of the Ben & Jerry's brand then she is not inclined to oppose the application.

Mr. Deramo asked if the sign would be illuminated.

Ms. Sgroi explained that illuminated signs are not allowed and if he would like to add lighting, he would need to submit an application for it.

Mr. Hayden showed the HYDC committee and staff members images of other sign options on his phone.

Ms. Jeanne Sgroi resumed her presentation. The hanging sign would be a forty-six inch by twenty-nine inch (46" x 29") metal sign attached to the corner of the building facing Buckner Street. The sign plan submitted by the applicant shows a blue background with an ice cream cone. The words "Ben & Jerry's", displayed as their usual logo, are written over top. The existing Green Mountain Coffee sign under the current hanging sign would be moved to under this sign.

Mr. Hayden corrected Ms. Sgroi by stating that the hanging sign would not be moved—rather, they would get a new smaller sign.

Ms. Mack-Yaroch asked if the hanging sign would be the only sign for the business.

Mr. Hayden reminded her that their application is for the wall sign and the hanging sign.

Ms. Mack-Yaroch asked why they did not want a sign facing Water Street.

Mr. Anderson reminded her that the proposed wall sign would face Water Street.

Ms. Mack-Yaroch said she understood now.

Ms. Tyrer asked if there would be room for people to walk underneath the hanging sign.

Mr. Hayden explained that the sign would hang high enough that people would be able to walk under it.

Ms. Mack-Yaroch asked if the sign would be hung safely and whether it would detach in high winds or during nor'easters.

Mr. Hayden explained that the sign manufacturer would affix the sign to the building and he plans to rely on their expertise to install it appropriately. He further explained that their current hanging sign has withstood weather conditions for the past eighteen years.

1. The signs shall be constructed in accordance with the features depicted on the signage plan submitted by the applicant.
2. The proposed hanging sign should be hung from a black or other dark color metal bracket attached perpendicular to the face of the building.

Ms. Mack-Yaroch stated that she was inclined to agree with the staff recommendation.

Ms. Sgroi reiterated the standards for sign colors.

Mr. Deramo asked if they would need to remove the ampersand and ice cream cone from their sign proposal.

Ms. Sgroi stated that it would be up to the HYDC and that the bigger issue is the proposed colors are not similar to the colors in the Yorktown Color Palette.

Ms. Tyrer asked if there was a condition regarding the material the sign would be made from.

Ms. Sgroi stated that she was looking through the Guidelines because she believed the Guidelines had standards that outlined the materials that could be used.

Ms. Tyrer stated that she believed most of the other signs in Yorktown were made of wood.

Ms. Mack-Yaroch asked if the franchise could change the ampersand from tie-dye coloring to black.

Mr. Hayden responded that they could remove the ice cream cone but they would need approval from Ben & Jerry's corporate to change the color of the ampersand.

Ms. Mack-Yaroch asked what that process entails.

Mr. Hayden responded that they would need to negotiate with Ben & Jerry's corporate office.

Ms. Mack-Yaroch reiterated her belief that a black ampersand would fit the character of the area better and that the ice cream cone should be removed.

Mr. Hayden stated his belief that Ben & Jerry's corporate office would probably be fine with that change.

Mr. Anderson asked if it would make sense to table the application tonight to give time to communicate with their corporate office about changing the color of the ampersand.

Mr. Hayden asked for guidance from the Committee and said he would request guidance from the County's sign manufacturer on the sizing of the signs.

Ms. Mack-Yaroch suggested that guidance from the County's sign manufacturer would be best.

Mr. Hayden stated his belief that a duplicate of the wall sign in place of the hanging sign would be too large for the side of the building.

Ms. Mack-Yaroch asked if the Google Street View image of the side and front of the Ben & Jerry's Ice Cream Shop building could be pulled up. She pointed to a particular location on the side of the building and asked if the applicant could place a wall sign there.

Mr. Hayden responded that the area where she wanted to put the sign is where they usually place their trashcan.

Ms. Mack-Yaroch asked if a sign could be placed between the window and the door on the side of the building.

Mr. Hayden explained that there is only about a foot and a half of space, which would not be sufficient for a sign.

Ms. Tyrer commented that a large sign on the sign of the building might dwarf the building's frontage.

Mr. Hayden responded that a smaller sign would be necessary on the side of the building.

Ms. Mack-Yaroch asked if it would be possible to make the sign vertical. She explained that she believed the hanging sign would block the window and that a vertical wall sign might be better.

Mr. Hayden stated that he originally wanted a sign on the roof but was aware that roof signs are not recommended in the Yorktown Design Guidelines.

Ms. Tyrer asked if people would walk into the hanging sign in one of the new scenarios.

Mr. Hayden responded that they were discussing a vertical wall sign and so there would be no hanging sign for people to walk into.

Ms. Mack-Yaroch suggested that they advertise Green Mountain coffee in their window and take down their approved Green Mountain coffee hanging sign. She went on to suggest that Ben & Jerry's Ice Cream Shop probably does not make as much money on coffee sales as they do on ice cream sales.

None

There being no further business to come before the Committee, the meeting was adjourned at 8:02 pm.

Respectfully Submitted,

Jeanne Sgroi, Secretary

Approved by HYDC:

A handwritten signature in blue ink is written over a horizontal line. The signature is cursive and appears to be "Jeanne Sgroi".