



TOWN OF OCCOQUAN

Town Hall, 314 Mill Street, Occoquan, VA 22125
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ARCHITECTURAL REVIEW BOARD MEETING

**Tuesday, August 27, 2019
7:30 PM**

TOWN HALL - 314 MILL STREET

1. Citizen Comments
2. July 23, 2019 Meeting Minutes
3. Town Sign Font/Color Discussion
4. Town Council Report
5. Planning Commission Report
6. Chair Report

Brenda Seefeldt
Chair, Architectural Review Board

ARB Meeting Notes – July 23, 2019

Meeting called to order by Brenda Seefeldt at 7:34 pm.

In Attendance: Brenda Seefeldt, Laurie Holloway, Lori Domenech, Darryl Hawkins.

Excused absences: Carol Bailey, Ryan Dillard, Doug Kastens;

Unexcused absence: Jonathan Torres

Town Staff in attendance: Chris Coon, Luke Seigfried (intern)

No citizen comments

Minutes from June 25, 2019 meeting: A motion was made by Laurie Holloway to approve; Lori Domenech 2nd; Approved.

Town Sign Font/Color Discussion

Colors - Discussion focused on a dark blue for the background with white lettering. Luke indicated that the Benjamin Moore Historic palate offered good options. After looking at a variety of samples, Newburyport Blue was proposed by Brenda/2nd by Lori; approved

Fonts – Options presented included Series B, C, D, E, E(M), F; Helvetica Regular or Helvetica Black (bold); Highway Classic or Clearview Classic are currently used on VDOT signs

Laurie H. suggested that ARB should provide guidelines on composition, font size and variety within different types of signs. E.g., all caps vs. initial caps

Brenda asked Laurie H. to work on guidelines based on a font family. Laurie agreed to provide several options along with guidelines which ARB can then modify as necessary for the next meeting.

Street name sign samples were discussed and three were selected to serve as inspiration for choices. The style generally selected was traditional; hanging but without fleur de lis, possibly with minimal scrollwork. Shape should be a more historic rectangle with finial on top of the mounting pole. Staff will come back with more information at next meeting.

Town Council Report - Laurie H. gave a brief overview of discussions at the last meeting.

Planning Commission Report – Darryl H. provided a brief update, mostly about the new parking proposal.

Chair Report – Brenda recommended tabling a discussion of Code revisions, possibly until September meeting.

Meeting adjourned 8:41 pm

Architectural Review Board

Font discussion/L. Holloway

Aug. 17, 2019

For discussion of fonts for use in streamlining town-owned signs, here are several typeface families.

Traditional fonts are classified as “sans serif,” with no small tick marks on the letters, or “serif,” which do have the tick marks.

Sans serif fonts are clean, modern and easy-to-read. The fonts here include Helvetica Neue, a revision of Helvetica, one of the most popular fonts in the world.

Serif fonts have a more traditional, and historic, feel.

The typeface we pick will be used with several styles: bold, italic, light, etc., depending on what we’re creating.

Some fonts would need to be purchased for use on the town’s PCs. (I drew these from a Mac.)

My three favorites: Bodoni 72 (serif); and Helvetica Neue and Gill Sans (sans serif).

Index of fonts here:

Sans serif:

Helvetica Neue, p. 2-3

Gill Sans, p. 4-5

Arial, p. 6

Serif:

Bodoni 72:, p. 7

Times New Roman, p. 8

Lucida Bright, p. 9

Book Antiqua, p. 10

FAMILY: Helvetica Neue

Helvetica Neue, Bold, *Bold Italic*, Condensed Black, Condensed Bold, Medium, Regular, *Italic*, Light, *Light Italic*

Condensed Bold, uppercase and title case:

TOWN OF OCCOQUAN

PARKING

Town Dock

Events

Condensed Black, uppercase and title case:

TOWN OF OCCOQUAN

PARKING

Town Dock

Events

Bold, uppercase and title case:

TOWN OF OCCOQUAN

PARKING

Town Dock

Events

Medium:

July events:

- Music on Mill, Oct. 13
- Arts & Crafts Show, Sept. 28-29
- Winterfest and Holiday Parade, Dec. 2

No fishing from pier

No bicycles, skateboards, roller skates or other wheeled devices

Regular:

July events:

- Music on Mill, Oct. 13
- Arts & Crafts Show, Sept. 28-29
- Winterfest and Holiday Parade, Dec. 2

No fishing from pier

No bicycles, skateboards, roller skates or other wheeled devices

Light:

July events:

- Music on Mill, Oct. 13
- Arts & Crafts Show, Sept. 28-29
- Winterfest and Holiday Parade, Dec. 2

No fishing from pier

No bicycles, skateboards, rollerskates or other wheeled devices

FAMILY: Gill Sans (Microsoft compatible)

Gill Sans, **Bold**, ***Bold Italic***, Semibold, Regular, *Italic*, Light, *Light Italic*

Bold, uppercase and title case:

TOWN OF OCCOQUAN

PARKING

Town Dock

Events

Bold Italic, uppercase and title case:

TOWN OF OCCOQUAN

PARKING

Town Dock

Events

Semibold, uppercase and title case:

TOWN OF OCCOQUAN

PARKING

Town Dock

Events

Semibold:

July events:

- Music on Mill, Oct. 13
- Arts & Crafts Show, Sept. 28-29
- Winterfest and Holiday Parade, Dec. 2

No fishing from pier

No bicycles, skateboards, roller skates or other wheeled devices

Regular:

July events:

- Music on Mill, Oct. 13

- Arts & Crafts Show, Sept. 28-29
- Winterfest and Holiday Parade, Dec. 2

No fishing from pier

No bicycles, skateboards, roller skates or other wheeled devices

Light:

July events:

- Music on Mill, Oct. 13
- Arts & Crafts Show, Sept. 28-29
- Winterfest and Holiday Parade, Dec. 2

No fishing from pier

No bicycles, skateboards, rollerskates or other wheeled devices

FAMILY: Arial (Microsoft compatible)

Bold, *Bold Italic*, Black, Regular, *Italic*

Bold, title case and uppercase:

Town of Occoquan

Parking

TOWN DOCK

EVENTS

Black, title case and uppercase:

Town of Occoquan

Parking

TOWN DOCK

EVENTS

Regular (text font):

July events:

- Music on Mill, Oct. 13

- Arts & Crafts Show, Sept. 28-29

- Winterfest and Holiday Parade, Dec. 2

No fishing from pier

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FAMILY: Bodoni 72

Bold, Book, Book Italic

Bold, title case and uppercase:

Town of Occoquan

Parking

TOWN DOCK

EVENTS

Book (text font):

July events:

- Music on Mill, Oct. 13
- Arts & Crafts Show, Sept. 28-29
- Winterfest and Holiday Parade, Dec. 2

No fishing from pier

No bicycles, skateboards, roller skates or other wheeled devices

FAMILY: Times New Roman (Microsoft compatible)
Bold, *Bold Italic*, Regular, *Italic*

Bold, title case and uppercase:

Town of Occoquan
Parking
TOWN DOCK
EVENTS

Bold Italic, title case and uppercase:

Town of Occoquan
Parking
TOWN DOCK
EVENTS

Regular (text font):

July events:

- Music on Mill, Oct. 13
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- Winterfest and Holiday Parade, Dec. 2

No fishing from pier

No bicycles, skateboards, roller skates or other wheeled devices

Italic (text font):

July events:

- *Music on Mill, Oct. 13*
- *Arts & Crafts Show, Sept. 28-29*
- *Winterfest and Holiday Parade, Dec. 2*

No fishing from pier

No bicycles, skateboards, roller skates or other wheeled devices

FAMILY: Lucida Bright (Microsoft compatible)

Lucida Bright, **Demibold**, *Demibold Italic*, Regular, *Italic*

Demibold, uppercase and title case:

TOWN OF OCCOQUAN

PARKING

Town Dock

Events

Bold Italic, uppercase and title case:

TOWN OF OCCOQUAN

PARKING

Town Dock

Events

Regular:

July events:

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Light:

July events:

- *Music on Mill, Oct. 13*
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FONT FAMILY: Book Antiqua (Microsoft compatible)

Book Antiqua, **Bold**, *Bold Italic*, Regular, *Italic*

Bold, uppercase and title case:

TOWN OF OCCOQUAN

PARKING

Town Dock

Events

Bold Italic, uppercase and title case:

TOWN OF OCCOQUAN

PARKING

Town Dock

Events

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