



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

DATE OF APPLICATION: 5/8/2022

NAME OF APPLICANT OR AGENT: Virginia Mercantile

ADDRESS: 12644 Chapel Road, Suite F

TELEPHONE: 5715498880 Email vamercantile@gmail.com

LOCATION OF PROPERTY INCLUDING STREET ADDRESS AND TAX MAP  
NUMBER: 23A

GENERAL DESCRIPTION OF PROPOSAL:

Request ARB permission to hang an "OPEN" flag on the white wooden fence by the Clifton House parking lot. This would be a high-quality flag only placed outside when our shop is open. We already have approval for the sandwich board, but it is too heavy for some employees to place by the road.

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 Meser*  
SIGNATURE OF APPLICANT OR AGENT

5/08/2022

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:

CHAIRMAN, ARB

DATE

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.



Clifton Clerk &lt;clerk@cliftonva.gov&gt;

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**Fwd: ARB Submission - Open Sign**

1 message

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**Robin Moser** <vamercantile@gmail.com>  
To: Clifton Clerk <clerk@cliftonva.gov>  
Cc: Royce Jarrendt <royce.jarr@yahoo.com>

Mon, May 16, 2022 at 8:44 PM

Amanda -

See attached/below, and let me know if you have any other questions.

Robin Moser  
Virginia Mercantile LLC

Begin forwarded message:

**From:** Robin Moser <vamercantile@gmail.com>  
**Date:** May 8, 2022 at 5:03:19 PM EDT  
**To:** Royce Jarrendt <royce.jarr@yahoo.com>  
**Subject:** ARB Submission - Open Sign

Hi Royce -

One of our employees has expressed concern about the weight of carrying our sandwich board out by the road. She definitely has a point - that thing is heavy! In brainstorming alternatives, I thought about just an Open sign, mounted somewhere by the road and placed out only when we're open?

This is a mock-up of generally what I'm thinking, using a 3x5 high-quality (3 or 4 ply) flag with a metal mount. We could paint the fence(s) as part of the deal.

If this location is problematic, welcome any other ideas. I walked around today to look, and I think attached to the building in the front is the other option.

For the mock-up, it would only be one flag, the open in lieu of the American. This is just showing the two angles the flag could use.

I'm also attaching my the draft of the form. If this makes sense to you, I'll print/mail the hard copy forms and attachments.

I mailed a check to you today for the \$10 application fee.

Please tell Marjorie Happy Mother's Day for us!

All the best,

Robin Moser  
Virginia Mercantile LLC

**2 attachments**



**image0.png**  
688K



**index\_33\_362132088(1).pdf**  
159K



**OPEN**