

## Watkins, Robert

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**From:** Watkins, Robert  
**Sent:** Wednesday, November 20, 2019 11:46 AM  
**To:** csallwasser@gropen.com  
**Cc:** Werner, Jeffrey B  
**Subject:** November BAR Action - 946 Grady Avenue

### Recommendation on Sign Plan

BAR 19-11-01  
946 Grady Avenue  
Tax Parcel 310060000  
Dairy Holdings, LLC, Owner/Charlie Sallwasser (Gropen), Applicant  
Signage Plan

Dear Applicant,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on November 19, 2019. The following action was taken:

**BAR Member Carl Schwarz moved having considered the standards set forth within the City Code, including City Design Guidelines for Signs, Awnings, Vending, and Cafes, I move to find that the proposed signage plan satisfies the BAR's criteria and is compatible with this Individual Protected Property and that the BAR recommends City Council approve this Comprehensive Signage Plan as submitted with the following modifications:**

- **That there be no signage on the building higher than the sills of the second floor windows**
- **That the mural should not be painted with faux fading, as it presents a false historic narrative. The BAR otherwise supports the mural.**

**Earnst seconded. Approved (9-0).**

Best,

Robert

Robert Watkins  
Assistant Historic Preservation and Design Planner  
Neighborhood Development Services  
PO Box 911  
Charlottesville, VA 22902  
(434) 970-3398

**CITY OF CHARLOTTESVILLE  
BOARD OF ARCHITECTURAL REVIEW  
STAFF REPORT  
November 19, 2019**



**Recommendation on Signage Plan**

BAR 19-11-01

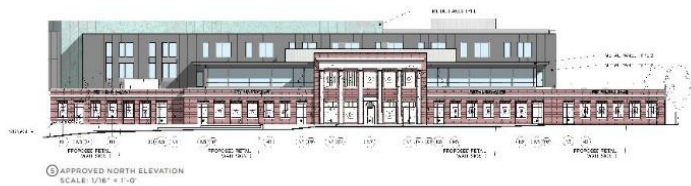
946 Grady Avenue

Tax Parcel 310060000

Dairy Holdings, LLC, Owner/ Charlie Sallwasser (Gropen), Applicant

**Proposed Signage Plan**

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**Background**

The former Monticello Dairy building is an Individually Protected Property (IPP). The original central, 2-story (5-bay) portion of the building, and flanking one-story (7-bay) portions are dated 1937. The east addition (7-bay) was built in 1947/1964; the west addition (6-bay) in 1959.

The IPP designation includes the front part of the parcel (approximately one acre), and the original (1937) section of the building structure and the later, similarly designed east and west additions. The site area between the building and 10<sup>th</sup> Street NW and Grady Avenue is also protected.

**Related BAR Action** (For all BAR actions see appendix.)

January 17, 2018 – (Note: Submittal included limited information about proposed signage.) BAR approved new additions and landscape plan, with the stipulation that the glass have a VLT of 70 or above, if that is going to change it needs to come back to the BAR. The BAR approves the mural, as a mural, with or without the DM on it. The BAR suggests the applicant reconsider the trees in the very front of the dairy entrance, the trees on 10th Street, and the catenary lights. The BAR also wants to confirm that all the lights will be low glare and that the wedge steps will remain unpainted concrete (as designed). Gastinger seconded. Approved (6-0.)

**Application**

- Gropen drawings *Dairy Central Exterior Signage Package*, 9/19/2019, pages 1 through 11.
- Cunningham Quill Architects PLLC drawings *Monticello Dairy*, 3/10/18, pages A0.10, A2.10, and A2.20.

Request is for the BAR to find the proposed signage package is appropriate and with that recommend that City Council approve the plan when submitted as a *Comprehensive Signage Plan* for Dairy Central. (The application applies only to Phase I of the Dairy Central project.)

Relevant signage types (as currently defined by Division 4, Section 34-1038 of the City Code):

a. Awning or canopy.

- Not included in proposed *Signage Package*; not permitted.

b. Freestanding signs.

- Not included in proposed *Signage Package*; not permitted.

c. Marquee signs.

- Not included in proposed *Signage Package*; not permitted.

d. Monument signs. (Three proposed. Refer to elevations on page A2.10 and A2.20.)

- Sign A1.1 at north elevation (see page 2)
- Sign C.O. at north elevation (see page 3)
- Sign C.O. at south elevation (see page 3)

e. Pole mounted signs.

- Not included in proposed *Signage Package*; not permitted.

f. Projecting signs.

- Not included in proposed *Signage Package*; not permitted.

g. Sandwich board signs.\*

- Not included in proposed *Signage Package*; not permitted. (\* Defined in the Design Guidelines as *Temporary Signs*, which differs from the Code definition.)

h. Temporary signs.

- Not included in proposed *Signage Package*, but may be permitted by reference as currently defined in Section 34-1038(h) of the City Code.

i. Wall signs (Refer to elevations on page A2.10. *Shaded areas* indicate locations where signage of the stated sizes can be installed; not the total area/size of the proposed signage.)

- East Elevation
  - Sign C1.2 (see page 9; lettering will be flat-cut white aluminum)
  - Sign C5.2 (see page 9; lettering will be flat-cut white aluminum)
  - Sign T1.2 (see page 8; stainless steel lettering, white, with halo lighting)
- West Elevation
  - Mural (see page 4; white paint on brick)
  - Sign T4.2 (see page 8; stainless steel lettering, white, with halo lighting)
- North Elevation
  - Sign T1.1 (see page 8; stainless steel lettering, white, with halo lighting)
  - Sign T2 (see page 8; stainless steel lettering, white, with halo lighting)
  - Sign T3 (see page 8; stainless steel lettering, white, with halo lighting)
  - Sign T4.1 (see page 8; stainless steel lettering, white, with halo lighting)
  - Sign C1.1 (see page 9; lettering will be flat-cut white aluminum)

Note: City does not require sign permits for parking and wayfinding signs. However, those shown (pages 5, 6, and 7) must comply with the provisions of the CSP.

### **Discussion and recommendation**

Approval Current procedure requires the BAR to make a recommendation on a Comprehensive Signage Plan to City Council.

While there are special zoning sign regulations for specific ADC districts, there are none for Individually Protected Properties. Therefore, the general zoning sign regulations along with the ADC district sign guidelines may provide guidance.

Applicants for a development that is subject to design review may request approval of a CSP, defined as “a written plan detailing the type, quantity, size, shape, color, and location of all signs within the development that is the subject of the plan, where the number, characteristics and/or locations of [the] signs referenced within the plan do not comply with the requirements of [the City Code re: signs].”

Per the City Code, Council may approve a comprehensive signage plan, upon a determination that: “There is good cause for deviating from a strict application of the requirements of this division, and the comprehensive signage plan, as proposed, will serve the public purposes and objectives at least as well, or better, than the signage that would otherwise be permitted for the subject development.”

Per discussions with zoning staff, the CSP is necessary in order to permit the mural on the west elevation (see page 4 and location on page A2.10), allow one area of signage on the north elevation to exceed at height of 20-feet (see page 5 and location on page A2.10), and allow a third monument sign.

In staff opinion, this plan provides a simple, easily understood system of signage for a large site. The applicant developed the plan in coordination with zoning staff, who support a recommendation of approval, and except for the following comments and questions, design staff finds the proposal to be consistent with the Design Guidelines.

- Monument Sign C.O:
  - Proposed high of 6’-10” exceeds the 6’-0” maximum indicated in the January 2018 submittal. The Design Guidelines do not specifically address monument signs, but recommend that freestanding signs not exceed a height of 12’-0”. The proposed signage is within this, however the BAR should discuss if the proposed height is appropriate.
- “T”-Type Signage:
  - Lettering shown with max height of 18”. Design Guidelines recommend 12” – 16”
- Color Palette:
  - Does proposed palette complement the materials and color of the building, including accent and trim colors?

### **Suggested Motion**

*Approval:* Having considered the standards set forth within the City Code, including City Design Guidelines for Signs, Awnings, Vending, and Cafes, I move to find that the proposed signage plan satisfies the BAR's criteria and is compatible with this Individually Protected Property, and that the BAR recommends City Council approve this Comprehensive Signage Plan.

... *as submitted* and with the following modification/conditions:

*Denial:* Having considered the standards set forth within the City Code, including City Design Guidelines for Signs, Awnings, Vending, and Cafes, I move to find that the proposed signage plan does not satisfy the BAR's criteria and is not compatible with this Individually Protected Property, and that for the following reasons the BAR does not recommends City Council approval of this Comprehensive Signage Plan.

### **Zoning Regulations Regarding Comprehensive Signage Plans include:**

#### **Sec. 34-1045. - Optional comprehensive signage plan.**

- a) For a proposed development subject to site plan review, and for any development that is subject to architectural review under Article II, Divisions 2, 3, or 5 of this chapter, city council may modify requirements of this division by approving a comprehensive signage plan for such development or project.
- b) For the purposes of this section, the term "comprehensive signage plan" refers to a written plan detailing the type, quantity, size, shape, color, and location of all signs within the development that is the subject of the plan, where the number, characteristics and/or locations of one (1) or more signs referenced within the plan do not comply with the requirements of this division.
- c) City council may approve a comprehensive signage plan, upon a determination that:
  1. There is good cause for deviating from a strict application of the requirements of this division, and
  2. The comprehensive signage plan, as proposed, will serve the public purposes and objectives set forth within section 34-1021 of this division at least as well, or better, than the signage that would otherwise be permitted for the subject development.
- d) Applications for approval of a comprehensive signage plan shall be submitted in writing to the director of neighborhood development services, and shall be accompanied by the required application fee, as set forth within the most recent zoning fee schedule approved by city council.
- e) Each application for approval of a comprehensive signage plan shall include the following information:
  1. A written narrative description of the overall plan, including, without limitation: a tally of the total number of signs included within the coverage of the plan, and a summary of how the applicant believes the comprehensive signage plan will serve the objectives set forth within section 34-1021;
  2. A color illustration or photograph of each sign included within the plan. For signs with multiple faces, an illustration or photograph shall be provided for each face. For monument and pole signs, an illustration or photograph of proposed landscaping shall be provided;

3. A written description of the type, size (dimensions), materials, and proposed location of each sign;
4. A map or other written identification and description of all existing signs on the property comprising the proposed development;
5. Color illustrations or photographs of signage existing on adjacent properties;
6. A written description (and illustration or photograph) of proposed lighting (for illuminated signs).

### **Criteria, Standards, and Guidelines**

#### **Review Criteria Generally**

Sec. 34-284(b) of the City Code states that, in considering a particular application, the BAR shall approve the application unless it finds:

- (1) That the proposal does not meet specific standards set forth within this division or applicable provisions of the Design Guidelines established by the board pursuant to Sec.34-288(6); and
- (2) The proposal is incompatible with the historic, cultural or architectural character of the district in which the property is located or the protected property that is the subject of the application.

#### **Pertinent Standards for Review of Construction and Alterations include:**

- 1) Whether the material, texture, color, height, scale, mass and placement of the proposed addition, modification or construction are visually and architecturally compatible with the site and the applicable design control district;
- 2) The harmony of the proposed change in terms of overall proportion and the size and placement of entrances, windows, awnings, exterior stairs and signs;
- 3) The Secretary of the Interior Standards for Rehabilitation set forth within the Code of
- 4) Federal Regulations (36 C.F.R. §67.7(b)), as may be relevant;
- 5) The effect of the proposed change on the historic district neighborhood;
- 6) The impact of the proposed change on other protected features on the property, such as gardens, landscaping, fences, walls and walks;
- 7) Whether the proposed method of construction, renovation or restoration could have an adverse impact on the structure or site, or adjacent buildings or structures;
- 8) When reviewing any proposed sign as part of an application under consideration, the standards set forth within Article IX, sections 34-1020 et seq shall be applied; and
- 9) Any applicable provisions of the City’s Design Guidelines.

#### **Pertinent Guidelines for – Signs, Awnings, Vending, and Cafes**

##### **A. Signs**

Signs are a vital part of commercial areas. A balance should be struck between the need to call attention to individual businesses and the need for a positive image of the entire district. The character of signs shall be harmonious to the character of the structure on which they are placed. Consider the relationship of surrounding buildings, compatible colors, appropriate materials, the style and size of the lettering and graphics, and the type of lighting. Signs can complement or detract from the character of a building depending on their design, placement, number, and condition. Historically significant signs on buildings should be retained if possible, even if the business is no longer in existence. See the Zoning Ordinance for specific sign regulations in each historic district. The following are recommended guidelines.

## Types of Signs and Typical Locations: (see graphic in Design Guidelines)

### Placement

- 1) Place signs so that they do not obstruct architectural elements and details that define the design of the building.
- 2) Projecting signs for commercial buildings are limited to one per storefront. They should be no lower than 7 feet from the sidewalk, and no more than 3 feet from the surface of the building. They should not be placed above the second story sill line. For residential buildings, small projecting signs attached to the wall at the first floor or porch column are appropriate.
- 3) Window signs should be approximately 5.5 feet above the sidewalk at the center point for good pedestrian visibility. Optional locations could include 18 inches from the top or bottom of the display window glass. Window signs are also appropriate on the glazing of doors.
- 4) Flat wall signs for commercial buildings can be located above the storefront, within the frieze of the cornice, on covered transoms, or on the pier that frames the display windows or generally on flat, unadorned surfaces of the façade or in areas clearly designed as sign locations. Flat wall signs for residential buildings can be appropriate if attached to the wall at the first floor or between porch columns.
- 5) Awning and canopy signs should be placed on the valance area only. The minimum spacing between the edge of the letter and the top and bottom of the valance should be 1.5 inches.
- 6) Freestanding signs, in general, are not an appropriate sign type in commercial areas of Downtown and the West Main Street corridor except for use in the front yard of a residence that has been converted to commercial or office use on a site where the building is set back deeply on the lot. In this case, freestanding signs should be no higher than 12 feet.

### Number of permanent signs

- 1) The number of signs used should be limited to encourage compatibility with the building and discourage visual clutter.
- 2) In commercial areas, signs should be limited to two total, which can be different types.
- 3) A buildings should have only one wall sign per street frontage.
- 4) In addition to the existing permitted signs, each business in a building with rear entrances may have one small flat mounted sign not to exceed 6 square feet.

### Size

- 1) All the signs on a commercial building should not exceed 50 square feet.
- 2) Average height of letters and symbols should be no more than 12 inches on wall signs, 9 inches on awning and canopy signs, and 6 inches on window signs.
- 3) Projecting signs should be a maximum of 10 square feet per face.
- 4) Window signs should obscure no more than 20 percent of the window glass.
- 5) Flat wall signs should not exceed 18 inches in height and should not extend more than 6 inches from the surface of the building.

### Design

- 1) Signs should be designed and executed by sign professionals who are skilled at lettering and surface preparation.

#### Shape

- 1) Shape of signs for commercial buildings should conform to the area where the sign is to be located.
- 2) Likewise, a sign can take on the shape of the product of service provided, such as a shoe for a shoe store.

#### Materials

- 1) Use traditional sign materials, such as wood, glass, gold leaf, raised metal or painted wood letters, and painted wood letters on wood, metal, or glass.
- 2) Newer products, such as painted MDO may also be used.
- 3) Do not use shiny plastic products.
- 4) Window signs should be painted or have decal flat letters and should not be three-dimensional.

#### Color

- 1) Use colors that complement the materials and color of the building, including accent and trim colors.
- 2) A maximum of three colors are recommended, although more colors can be appropriate.

#### Illumination

- 1) Generally, signs should be indirectly lit with a shielded incandescent light source.
- 2) Internally lit translucent signs are not permitted.

#### Buildings with Multiple Tenants

- 1) A comprehensive sign plan should be submitted for multi-tenant buildings.
- 2) Upper-floor tenants should be represented at each primary entrance by a flat, wall-mounted directory sign.

#### Other Signs

- 1) Banners should be temporary and wall murals should be carefully reviewed for compatibility with district character.

#### Neon Signs

- 1) Neon signs are often associated with early- to mid- twentieth century commercial design and are currently prohibited within the historic districts unless mounted inside windows.
- 2) Halo-lit signs with opaque letters may be appropriate.

#### Sign Maintenance

- 1) Signs that are not properly maintained should be removed.
- 2) Signs of a business no longer occupying a building or storefront should be removed unless it is historically significant.

(Note: See graphics in Design Guidelines.)



## B. Temporary Signs

- 1) Sandwich board-type signs should be:
  - a) A maximum of four feet high.
  - b) A maximum of ten square feet.
  - c) Constructed of metal or painted wood.
- 2) Wood signs should be constructed of medium density overlay (MDO) board or a similar quality material and not grained plywood.
- 3) All edges should be covered with molding or otherwise finished.
- 4) Sandwich board-type signs should have a maximum of four colors that relate to the colors of the associated building.
- 5) Letters should be scaled to the size of the sign.
- 6) No national advertising trademarks or logos should be a part of the sign other than that of the business.

### **Appendix: Prior BAR Actions**

May 21, 2013- BAR approved (8-0) restoration of windows and new Three Notch'd Brewing Co. patio, with revised information to be sent to staff for circulation to BAR including: all metal railing and plant selections (for shrubs all along front), smooth scored concrete patio (to match nearby conditions) and plan to restore replaced window.

September 19, 2017 – BAR held a preliminary discussion. No action was taken.

Regarding proposed partial demolitions. BAR questions/comments offered included:

- Will small house on Wood Street could be documented?
- No issues with proposed demolitions of roof appendages.
- Look to look into holding the building corner on rear east side so that you can tell where the building ended.
- Ration new openings on 10<sup>th</sup> Street – look for old windows to reuse.

Regarding proposed additions. (Applicant provided only massing drawings at this time.)

BAR questions/comments offered included:

- Create new entrances in existing openings, but don't change the openings. The new entrance should be deferential to the main entrance.
- Regarding landscaping, it should be simple and straightforward. Keep the quiet simplicity that is at home among the other industrial buildings on Preston. Don't try to be too "pretty."
- Great presentation. Maintain dialogue with 10<sup>th</sup> & Page community-engage them.
- The BAR asked about the allowable heights in future phases.
- Any future additions to the rear of the site would fall under Entrance Corridor review, rather than BAR review.

November 21, 2017 – Preliminary discussion, no action taken. BAR expressed no issues with proposed demolitions including 1959 loading appendage. No issues with new openings on Tenth Street. Keep central door operable. To extent possible landscape plan should reinforce horizontality of main facade. Simplify planting palette. Keep front roof terraces low so they do not compete with front façade. Do not locate signage on top of roof. Perhaps locate signage near

terraces or near doors or to right of front steps. Mural on side may be OK or appropriate signage submitted as part of a Comprehensive Signage Plan. Not faux historic and not precedent setting. Need to see lighting and materials.

January 17, 2018 - Miller moved: Having considered the standards set forth within the City Code, including City Design Guidelines for Demolition, I move to find that the proposed demolition satisfies the BAR's criteria and is compatible with this Individually Protected Property, and that the BAR approves the application as submitted. Mohr seconded. Approved (6-0.)

January 17, 2018 - Schwarz moved: Having considered the standards set forth within the City Code, including City Design Guidelines for New Construction and Additions, I move to find that the proposed new additions and landscape plan the BAR's criteria and is compatible with this Individually Protected Property, and that the BAR approves the application as submitted, with the stipulation that the glass have a VLT of 70 or above, if that is going to change it needs to come back to the BAR. The BAR approves the mural, as a mural, with or without the DM on it. The BAR suggests the applicant reconsiders the trees in the very front of the dairy entrance, the trees on 10<sup>th</sup> Street, and the catenary lights. The BAR also wants to confirm that all the lights will be low glare and that the wedge steps will remain unpainted concrete (as designed). Gastingner seconded. Approved (6-0.)

June 19, 2018 - [Misc. amendments.] Approved on the consent agenda (7-0).

August 21, 2018 - Schwarz moved having considered the standards set forth within the City Code, including City Design Guidelines for Rehabilitation, and New Construction and Additions, I move to find that the proposed Amendments to the COA approved on January 17, 2018, satisfy the BAR's criteria and are compatible with this Individually Protected Property, and that the BAR approves the application as submitted for this specific instance because of the project's specific design intent. Balut seconded. Approved (5-3, with Gastingner, Earnst, and Miller opposed)

March 2019 - Approved on the consent agenda. Having considered the standards set forth within the City Code, including City Design Guidelines for Rehabilitation, and New Construction and Additions, I move to find that the proposed design revisions satisfy the BAR's criteria and are compatible with this Individually Protected Property, and that the BAR approves the application as submitted. Motion: Balut moved to approve the consent agenda. Earnst seconded. Approved (7-0-1, with Mohr recused)



# Board of Architectural Review (BAR) Certificate of Appropriateness

Please Return To: City of Charlottesville  
Department of Neighborhood Development Services  
P.O. Box 911, City Hall  
Charlottesville, Virginia 22902  
Telephone (434) 970-3130

Please submit ten (10) hard copies and one (1) digital copy of application form and all attachments.  
Please include application fee as follows: New construction project \$375; Demolition of a contributing structure \$375;  
Appeal of BAR decision \$125; Additions and other projects requiring BAR approval \$125; Administrative approval \$100.  
Make checks payable to the City of Charlottesville.  
The BAR meets the third Tuesday of the month.  
Deadline for submittals is Tuesday 3 weeks prior to next BAR meeting by 3:30 p.m.a

Owner Name Dairy Phase I, LLC Applicant Name Charlie Sallwasser / Gropen, Inc  
Project Name/Description Dairy Central Phase 1 exterior signage Parcel Number 310060000  
Project Property Address 946 Grady Ave Charlottesville, VA 22902

### Applicant Information

Address: 1766 Scottsville Rd  
Charlottesville, VA 22902  
Email: csallwasser@gropen.com  
Phone: (W) 434-295-1924 x104 (C) \_\_\_\_\_

### Property Owner Information (if not applicant)

Address: 200 Garrett St. Ste O  
Charlottesville, VA 22902  
Email: chenry@stonypointdb.com  
Phone: (W) 434-980-8108 (C) \_\_\_\_\_ a

Do you intend to apply for Federal or State Tax Credits for this project? No.

### Signature of Applicant

I hereby attest that the information I have provided is, to the best of my knowledge, correct.

[Signature] 10/25/2019  
Signature Date  
Charlie Sallwasser 10/25/2019  
Print Name Date

### Property Owner Permission (if not applicant)

I have read this application and hereby give my consent to its submission.

[Signature] 10/25/19  
Signature Date  
Chris Henry 10/25/19  
Print Name Date

Description of Proposed Work (attach separate narrative if necessary): Full suite of exterior signage for Phase 1 of the Dairy Central project; includes general monument and wayfinding signs and signage plans for individual tenants.

### List All Attachments (see reverse side for submittal requirements):

Dairy Central ph. 1 signage design proof, Dairy Central ph. 1 location plan, original plan submitted to city.

### For Office Use Only

Received by: [Signature]  
Fee paid: 125.00 Cash 365.18 Ck. #  
Date Received: 10/28/2019  
Revised 2016

Approved/Disapproved by: \_\_\_\_\_  
Date: \_\_\_\_\_  
Conditions of approval: \_\_\_\_\_

719-0158

**RECEIVED**

OCT 28 2019

**HISTORIC DISTRICT ORDINANCE:** You can review the *Historical Preservation and Architectural Design Control Overlay Districts* regulations in the City of Charlottesville Zoning Ordinance starting with Section 34-271 online at [www.charlottesville.org](http://www.charlottesville.org) or at [Municode.com](http://Municode.com) for the City of Charlottesville.

**DESIGN REVIEW GUIDELINES:** Please refer to the current *ADC Districts Design Guidelines* online at [www.charlottesville.org](http://www.charlottesville.org).

**SUBMITTAL REQUIREMENTS:** The following information and exhibits shall be submitted along with each application for Certificate of Appropriateness, per *Sec. 34-282 (d)* in the City of Charlottesville Zoning Ordinance:

- (1) Detailed and clear depictions of any proposed changes in the exterior features of the subject property;
- (2) Photographs of the subject property and photographs of the buildings on contiguous properties;
- (3) One set of samples to show the nature, texture and color of materials proposed;
- (4) The history of an existing building or structure, if requested;
- (5) For new construction and projects proposing expansion of the footprint of an existing building: a three-dimensional model (in physical or digital form);
- (6) In the case of a demolition request where structural integrity is at issue, the applicant shall provide a structural evaluation and cost estimates for rehabilitation, prepared by a professional engineer, unless waived by the BAR.

**APPEALS:** Following a denial the applicant, the director of neighborhood development services, or any aggrieved person may appeal the decision to the city council, by filing a written notice of appeal within ten (10) working days of the date of the decision. Per *Sec. 34-286*. - City council appeals, an applicant shall set forth, in writing, the grounds for an appeal, including the procedure(s) or standard(s) alleged to have been violated or misapplied by the BAR, and/or any additional information, factors or opinions he or she deems relevant to the application.

## Stony Point Design Build

## Dairy Central Exterior Signage Package

Page	Descriptor (eg Sign Type)
1	PALETTE/INSPIRATION IMAGES (SIGN TYPE P1-P6)
2	MONUMENT SIGN (SIGN TYPE A.1)
3	MONUMENT SIGN (SIGN TYPE C.0)
4	WALL MURAL
5-7	REGULATORY SIGNS
8	RETAIL SIGNS (SIGN TYPE T)
9	COMMERCIAL TENANT SIGNS (SIGN TYPE CX.1, CX.2)
10-11	CUT SHEETS



PALETTE/INSPIRATION IMAGES



MATTE BLACK ANODIZED ALUMINUM L-ANGLE



L-ANGLE AS STRUCTURE/ACCENT

DAIRY MARKET COLOR PALETTE



R: 208  
G: 74  
B: 41  
C: 0  
M: 75  
Y: 100  
K: 10

Pantone:  
#2349 UP



R: 78  
G: 75  
B: 73  
C: 63  
M: 58  
Y: 60  
K: 39

Pantone:  
#2336 UP



R: 232  
G: 215  
B: 193  
C: 6  
M: 16  
Y: 26  
K: 0

Pantone:  
#4685 UP



R: 255  
G: 255  
B: 255  
C: 0  
M: 0  
Y: 0  
K: 0

Pantone:  
bright white



FABRICATION NOTE: RECOMMEND PAINT COLOR TESTS PRIOR TO FABRICATION. PMS 2349 UP IS VERY ORANGE AND PMS 440 UP IS VERY BROWN COMPARED TO THE BRAND GUIDE ILLUSTRATIONS. PAINT CANNOT BE MIXED USING CMYK OR RGB COLOR BUILDS.



1766 Scottsville Road  
Charlottesville, VA 22902  
(434) 295-1924  
www.gropen.com



CLIENT  
**Stony Point DB**  
Kevin Miller  
434.980.8162  
kmiller@stonypointdb.com

PROJECT  
Dairy Central Exterior Signage

BRANDING COLORS  
DM Red   
DM Charcoal   
DM Cream   
PMS Bright White 

BRANDING FONTS  
**Nevis Bold**  
**BROTHERS BOLD**  
DIN Regular

PROJECT LEAD  
M. Andres

DRAWN BY  
L. Noe/ Justin Gaydos

ORIGINAL ISSUE	PROOF	HOURS
12/21/18	1	4

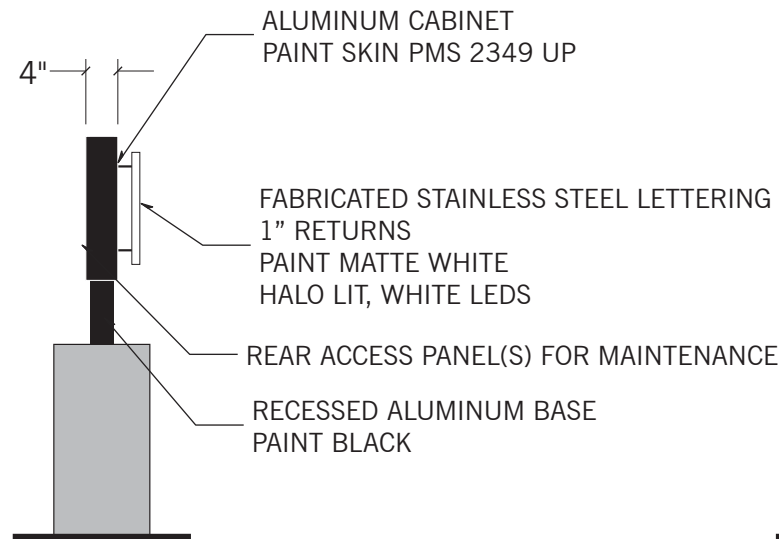
RE-ISSUE DATES	PROOF	HOURS
03/06/19	2	4
06/10/19	4	1
06/26/19	5	2
07/03/19	6	1
07/29/19	7	.5
09/16/19	8	1

PAGE NUMBER

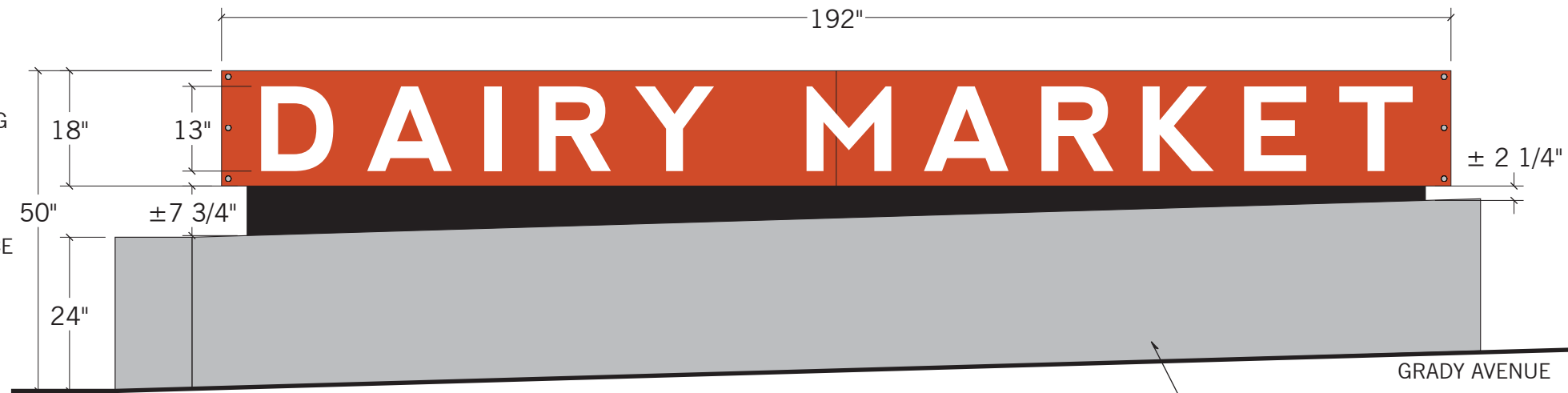
1



**MONUMENT SIGN A1.1 (24 SQ FT)**



GC TO PROVIDE 110V POWER FEED TO TOP OF WALL

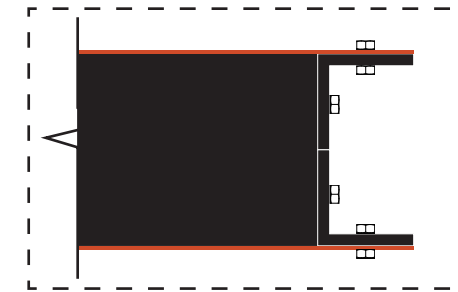


1 Front/Side Elevation  
Scale: 1/2" = 1'-0" **Quan: (1)** One-Sided

**COMMUNITY ROOM SIGN A1.2  
ART/FONT TBD**



ALUMINUM SIGN CABINET PAINTED TO MATCH ZINC BUILDING PANELS  
WHITE ACRYLIC LETTERING, INTERNALLY ILLUMINATED WITH WHITE LEDS  
OPAQUE SURROUND  
COPY/LOGO TBD  
MAX SIZE 15 SQ FT  
GC TO PROVIDE 110V POWER FEED/J-BOX OVER DOOR



1766 Scottsville Road  
Charlottesville, VA 22902  
(434) 295-1924  
www.gropen.com



CLIENT  
**Stony Point DB**  
Kevin Miller  
434.980.8162  
kmiller@stonypointdb.com

PROJECT  
Dairy Central Exterior Signage

BRANDING COLORS  
DM Red ■  
DM Charcoal ■  
DM Cream ■  
PMS Bright White ■

BRANDING FONTS  
**Nevis Bold**  
**BROTHERS BOLD**  
DIN Regular

PROJECT LEAD  
M. Andres

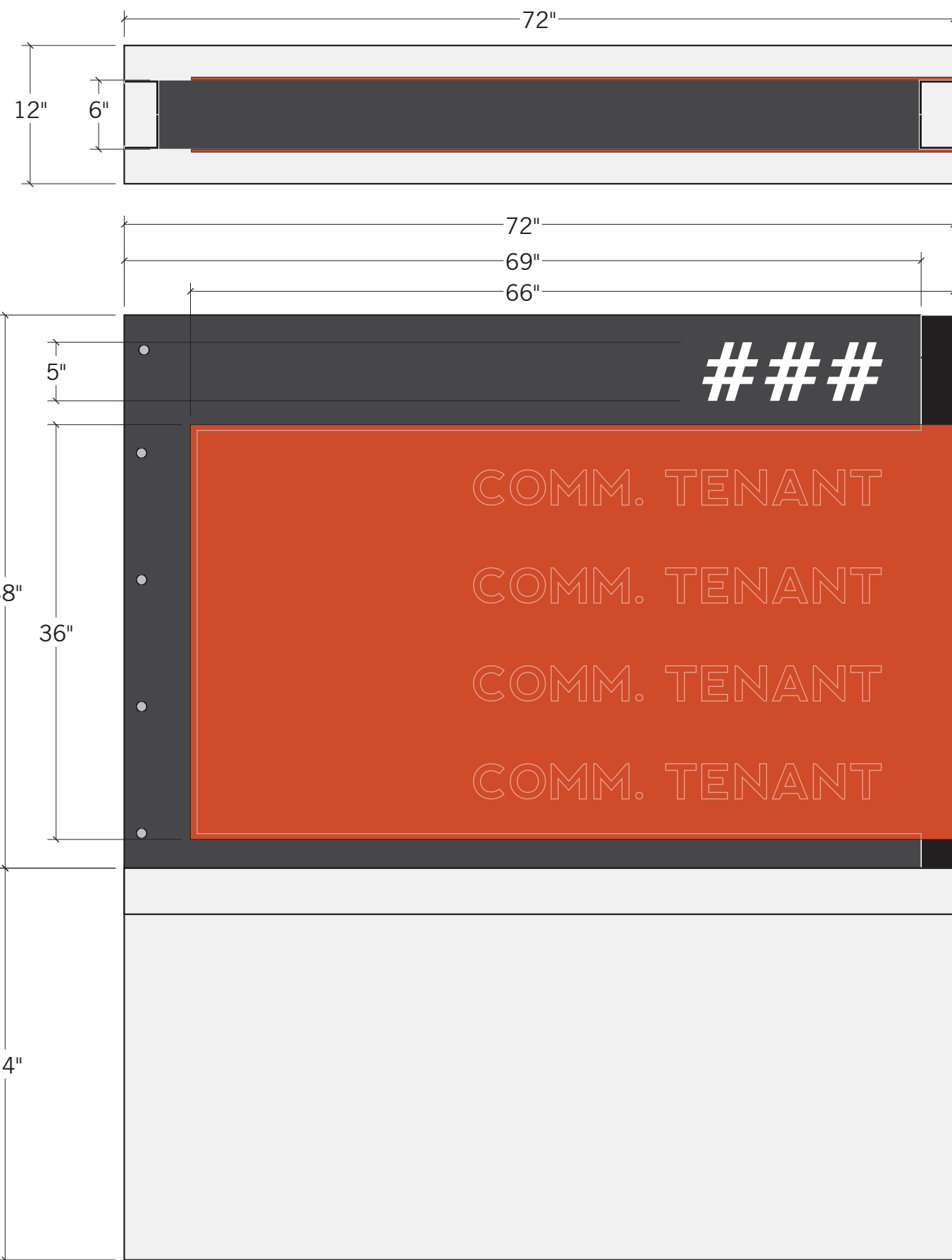
DRAWN BY  
L. Noe/ Justin Gaydos

ORIGINAL ISSUE	PROOF	HOURS
12/21/18	1	4

RE-ISSUE DATES	PROOF	HOURS
03/06/19	2	4
06/10/19	4	1
06/26/19	5	2
07/03/19	6	1
07/29/19	7	.5
09/16/19	8	1

PAGE NUMBER  
2





MATTE BLACK ANODIZED ALUM 3" L-ANGLE END DETAILS

TOP ELEVATION

ALUM CABINET, PAINT PMS 440 UP  
WHITE ACRYLIC PUSH-THROUGH ADDRESS NUMBERS  
LED INTERNAL ILLUMINATION, WHITE LIGHT

1/4" TK. WHITE ACRYLIC PANEL WITH  
OPAQUE MATTE VINYL, CUSTOM COLOR PMS 2349 UP  
REVERSE WEED  
ACRYLIC PANELS CAN SLIDE OUT FOR UPDATING  
LED INTERNAL ILLUMINATION, WHITE LIGHT

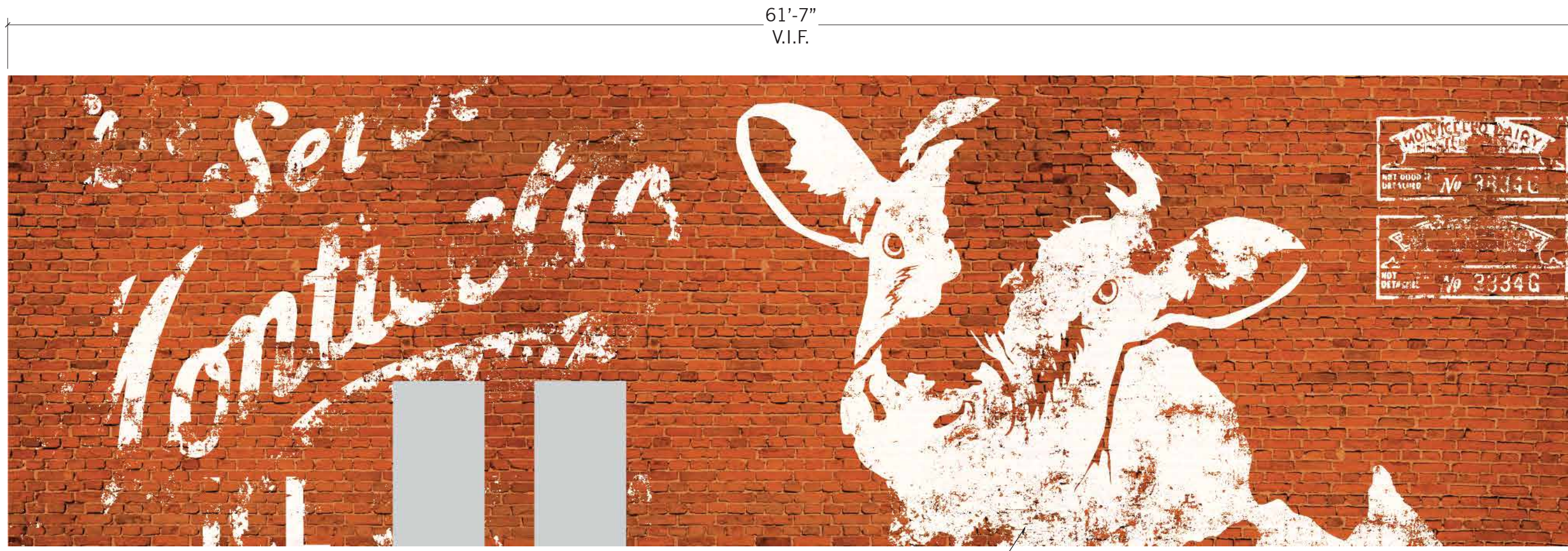
1/4" TK. ALUMINUM LETTERING  
ON BOTH CABINET ENDS

BRICK BASE BY OTHERS (GC)  
PROVIDE 110V POWER FEED  
TO TOP OF BASE

**1** Front Elevation **MONUMENT SIGN C.0** ■ **24 SQ FT**  
Scale: 1" = 1'-0" **Quan: (2)** Two-Sided

**2** Side Elevation  
Scale: 1" = 1'-0"

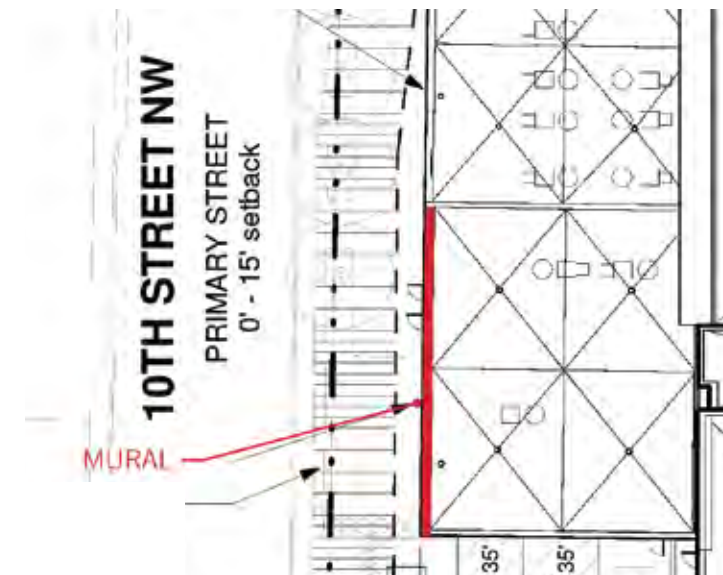




61'-7"  
V.I.F.

10TH STREET NW

PAINTED WALL MURAL BY OTHER



1 Front Elevation  
Scale: NTS  
Quan: (1) One-Sided

WALL MURAL

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**DAIRY  
CENTRAL**  
CHARLOTTESVILLE, VA

CLIENT  
**Stony Point DB**  
Kevin Miller  
434.980.8162  
kmiller@stonypointdb.com

PROJECT  
Dairy Central Exterior Signage

BRANDING COLORS  
DM Red ■  
DM Charcoal ■  
DM Cream ■  
PMS Bright White ■

BRANDING FONTS  
**Nevis Bold**  
**BROTHERS BOLD**  
DIN Regular

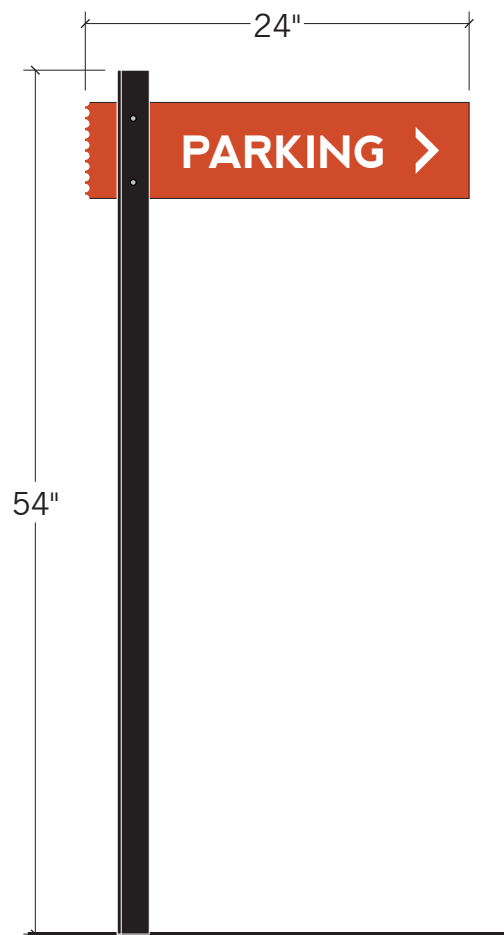
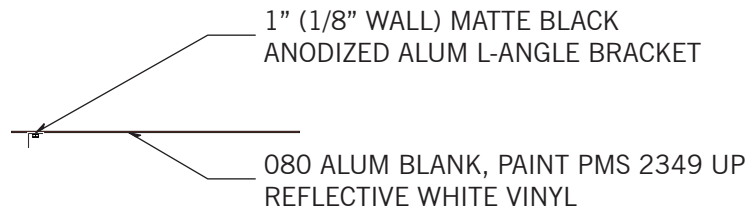
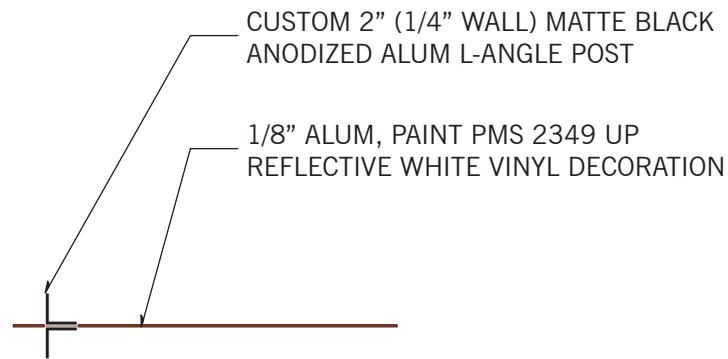
PROJECT LEAD  
M. Andres

DRAWN BY  
L. Noe/ Justin Gaydos

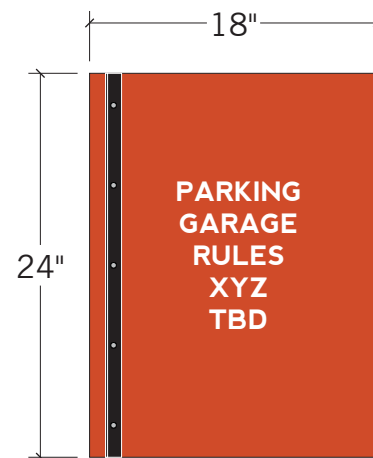
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12/21/18	1	4

RE-ISSUE DATES	PROOF	HOURS
03/06/19	2	4
06/10/19	4	1
06/26/19	5	2
07/03/19	6	1
07/29/19	7	.5
09/16/19	8	1

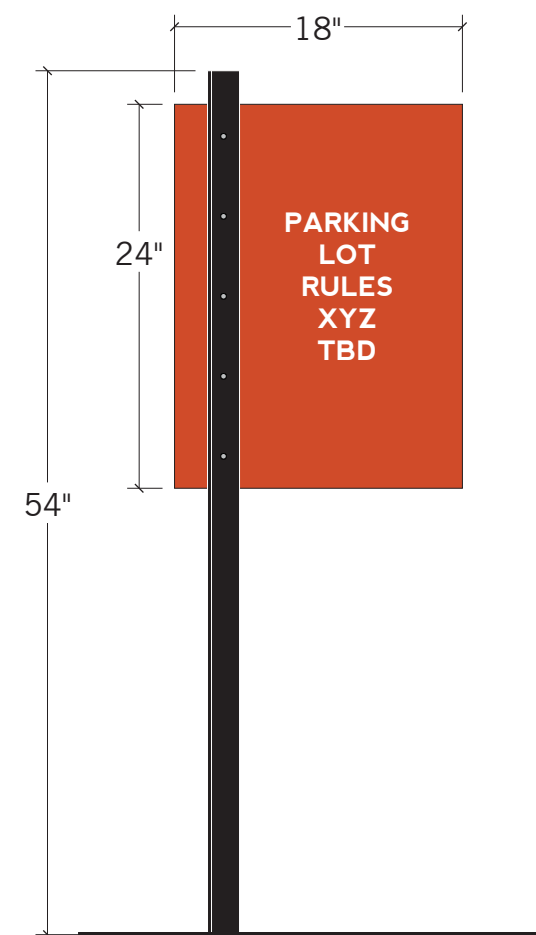
PAGE NUMBER  
4



**PARKING WAYFINDING, P1, P3, P5  
FREESTANDING**



**PARKING WAYFINDING, P2  
WALL MOUNT**

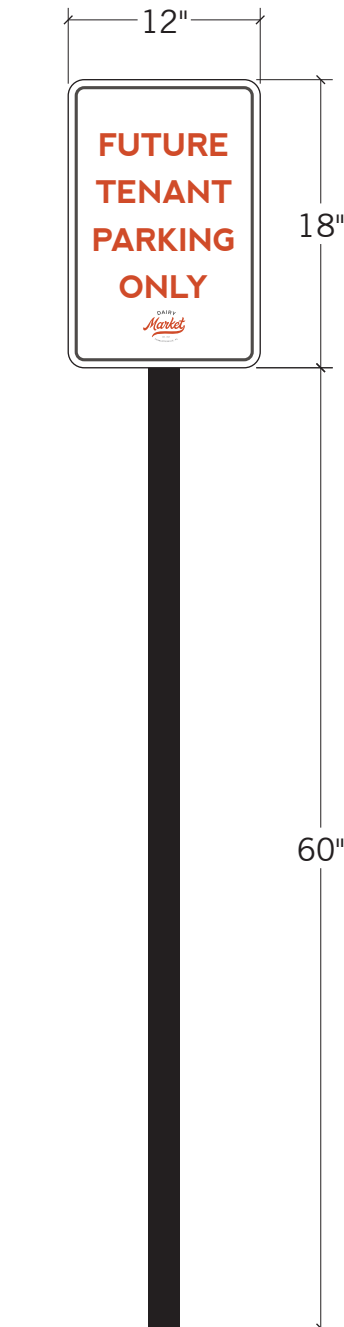
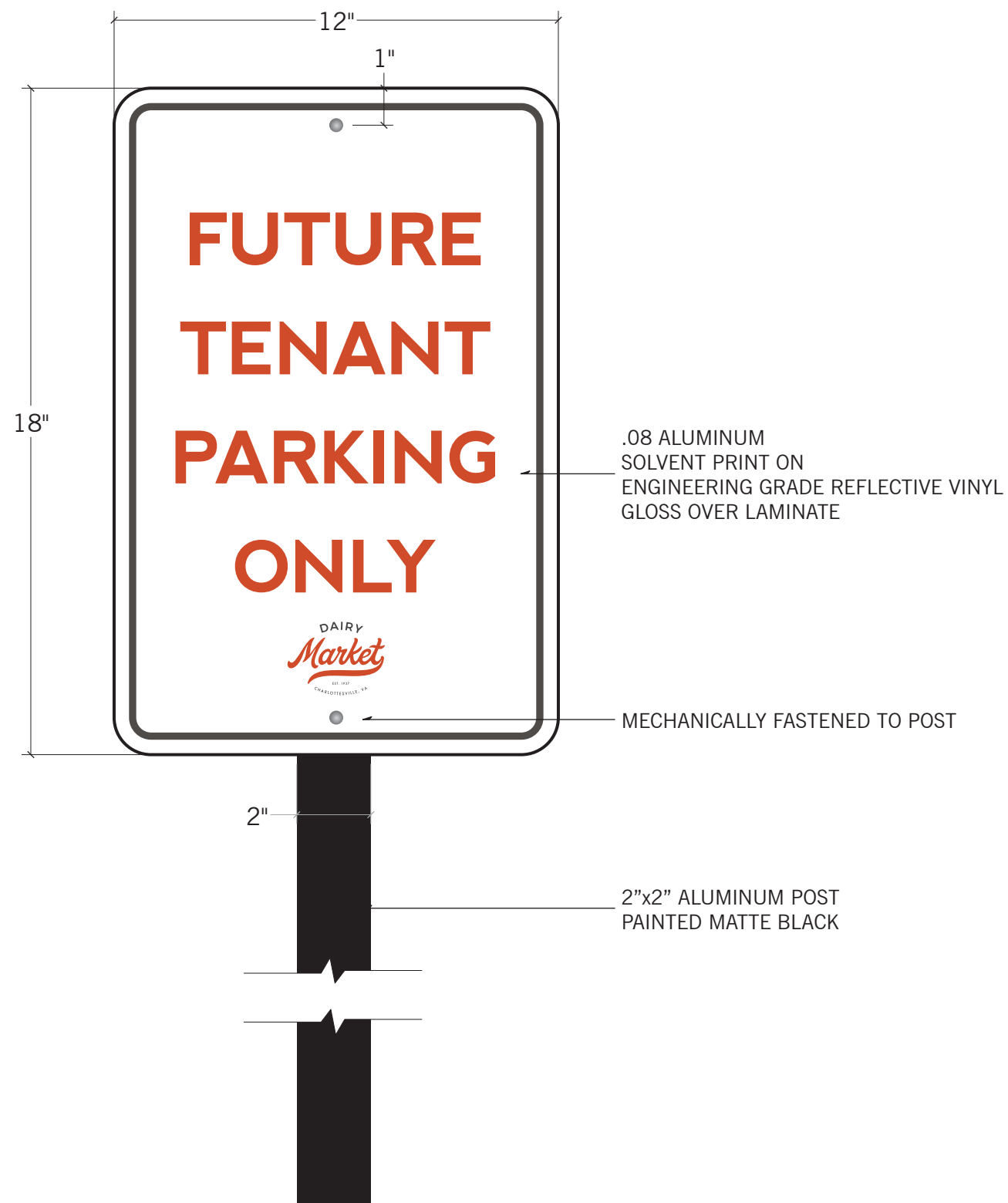


**PARKING RESTRICTIONS, P4  
FREESTANDING**

**1** Front Elevation  
Scale: 1" = 1'-0" **Quan: (3)** Two-Sided

**2** Front Elevation  
Scale: 1" = 1'-0" **Quan: (1)** One-Sided

**3** Front Elevation  
Scale: 1" = 1'-0" **Quan: (4)** Two-Sided



**FUTURE TENANT PARKING, P7  
FREESTANDING**

**1** Front Elevation  
Scale: 1" = 4" **Quan: (3)** One-Sided



12x18 STOCK SIGN  
 QTY (3)  
 O80 ALUMINUM  
 ENGINEERING GRADE REFLECTIVE VINYL DECORATION  
 THRU-SCREW WALL MOUNT



9x18 STOCK SIGN  
 QTY (1)  
 O80 ALUMINUM  
 ENGINEERING GRADE REFLECTIVE VINYL DECORATION  
 THRU-SCREW WALL MOUNT




WHITE VINYL ON GLASS  
 EXACT COPY TBD

1 Front Elevation  
 Scale: 1" = 1'-0"

2 Front Elevation  
 Scale: 1/2" = 1'-0"

**RETAIL SIGNS (SIGN TYPE T)**

- WALL SIGNS
- MAXIMUM TOTAL AREA PER RETAIL ESTABLISHMENT IS **50 SQ FT**
- LOCATIONS LIMITED TO AREAS DEFINED ON MAPPING 
- FONT/ART TBD BY TENANT

LOC	MAX SIZE
T1.1	50 SQ FT (COMBINED MAX)
T1.2	
T2	50 SQ FT MAX
T3	50 SQ FT MAX
T4.1	50 SQ FT (COMBINED MAX)
T4.2	
<b>6 SIGNS MAX</b>	<b>200 SQ FT MAX AREA</b>







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PROJECT  
Dairy Central Exterior Signage

BRANDING COLORS  
DM Red   
DM Charcoal   
DM Cream   
PMS Bright White 

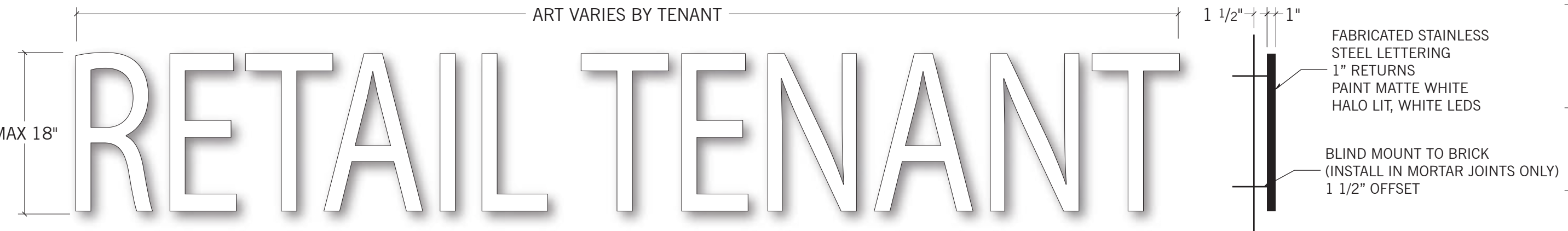
BRANDING FONTS  
**Nevis Bold**  
**BROTHERS BOLD**  
DIN Regular

PROJECT LEAD  
M. Andres  
  
DRAWN BY  
L. Noe/ Justin Gaydos

ORIGINAL ISSUE	PROOF	HOURS
12/21/18	1	4

RE-ISSUE DATES	PROOF	HOURS
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07/03/19	6	1
07/29/19	7	.5
09/16/19	8	1


PAGE NUMBER  
**8**



**1** Front Elevation  
Scale: 1" = 1'-0"

**2** Side Elevation  
Scale: 1" = 1'-0"

**COMMERCIAL TENANT SIGNS (SIGN TYPE CX.1, CX.2)**

- WALL SIGNS, PRIMARY (.1) AND SECONDARY FRONTAGES (.2)
- MAXIMUM COMBINED AREA PER COMMERCIAL ESTABLISHMENT IS 50 SQ FT
- LOCATIONS LIMITED TO AREAS DEFINED ON MAPPING 
- FONT/ART TBD BY TENANT

<b>LOC</b>	<b>MAX SIZE (PER LOCATION, NTE 50 SQ FT TOTAL PER TENANT)</b>
C1.1	50 SQ FT

**1 SIGN MAX 50 SQ FT MAX AREA TOTAL**

**MATERIAL: FLAT CUT ALUMINUM, PAINTED WHITE WITH ONE ACCENT COLOR ALLOWED IF DESIRED**







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 Kevin Miller  
 434.980.8162  
 kmiller@stonypointdb.com

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 Dairy Central Exterior Signage

BRANDING COLORS  
 DM Red   
 DM Charcoal   
 DM Cream   
 PMS Bright White 

BRANDING FONTS  
**Nevis Bold**  
**BROTHERS BOLD**  
 DIN Regular

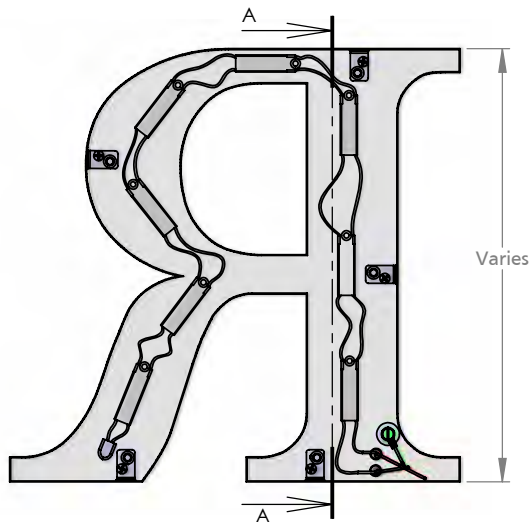
PROJECT LEAD  
 M. Andres  
 DRAWN BY

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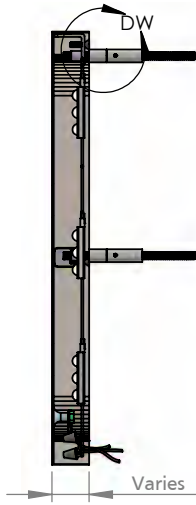
ORIGINAL ISSUE	PROOF	HOURS
12/21/18	1	4
RE-ISSUE DATES		
03/06/19	2	4
06/10/19	4	1
06/26/19	5	2
07/03/19	6	1
07/29/19	7	.5
09/16/19	8	1

PAGE NUMBER  
**9**





FRONT VIEW II SCALE 1:5



SECTION A-A II SCALE 1:5

18 gauge face material - up to 24" high - All strokes  
 18 gauge face material - over 24" high - up to 8" stroke  
 16 gauge face material - over 24" high - over 8" stroke

24 gauge return material - up to 24" high  
 22 gauge return material - over 24" high

Lead free continous solder inside face

Stainless steel "L" bracket (size varies)

Removable back (see detail DW)

"L" bracket secured with high resistance epoxy to return

Clear anodized aluminum detachable stud.

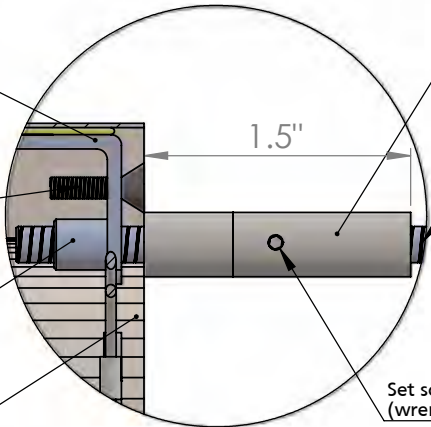
Flush back secured with stainless steel screw

Stainless steel Mounting Stud Size varies (see table)

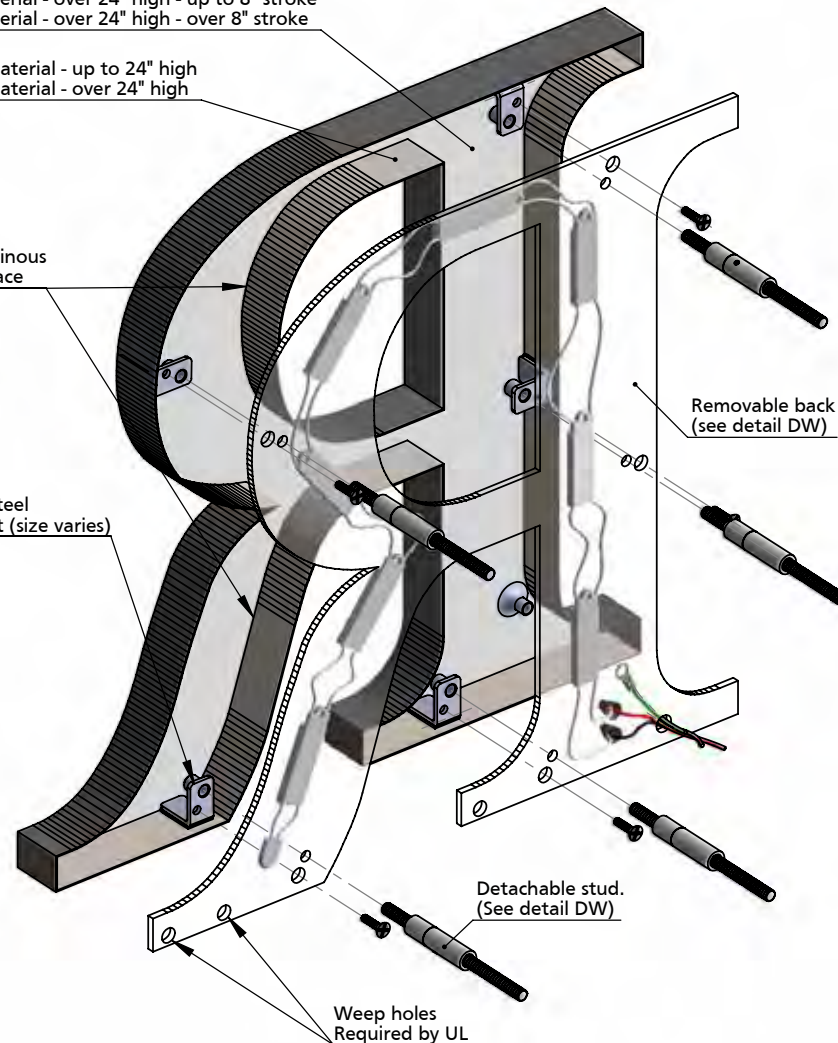
Threaded Stud Boss Size varies by bracket

Removable clear or light diffused Lexan or stainless steel back.

Set screw loosened with Allen wrench (wrench included)



DETAIL DW II SCALE 1:1



ISOMETRIC BACK VIEW II SCALE 1:3

Weep holes Required by UL

**BACK OPTIONS**

- Clear Lexan: 6-24" high - 0.118 thick, over 24" - 0.236" thick
- Light diffused Lexan: 0.177" thick

**MATERIAL OPTIONS**

- Standard - 304 prefinished stainless steel
- Optional - 316 prefinished stainless steel (more corrosion resistant)
- 304 prefinished stainless with titanium coating

TITLE:

**METAL FACE WITH BACK - LED - DETACHABLE STUD**

MATERIAL:

**STAINLESS STEEL**

PRODUCT TYPE:

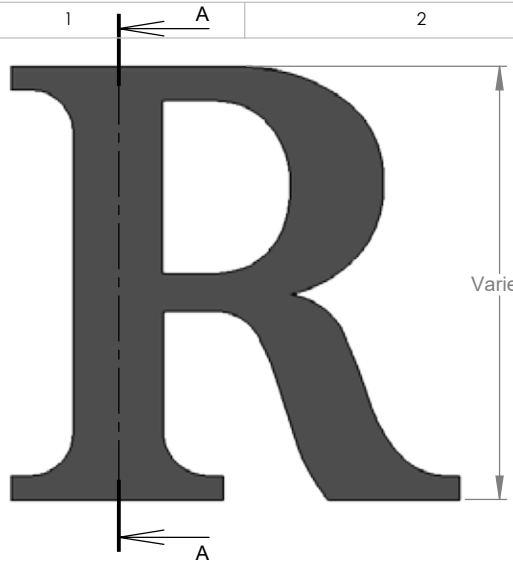
**FABRICATED METAL**

DWG NO. FABL190

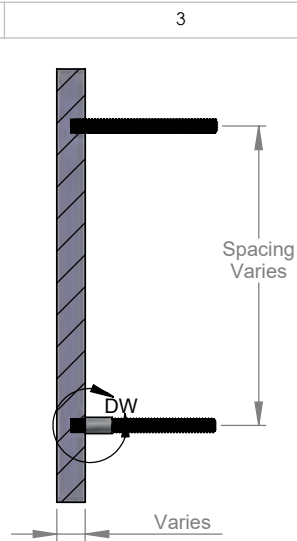
REV 11/05/14

SCALE: AS INDICATED

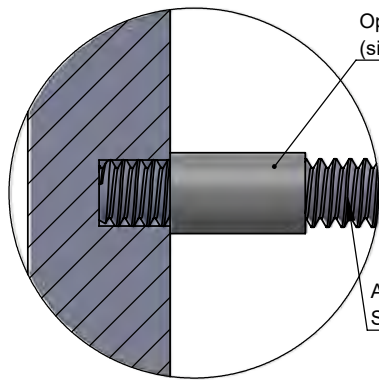
SHEET 1 OF 1



**FRONT VIEW II SCALE 1:2.5**



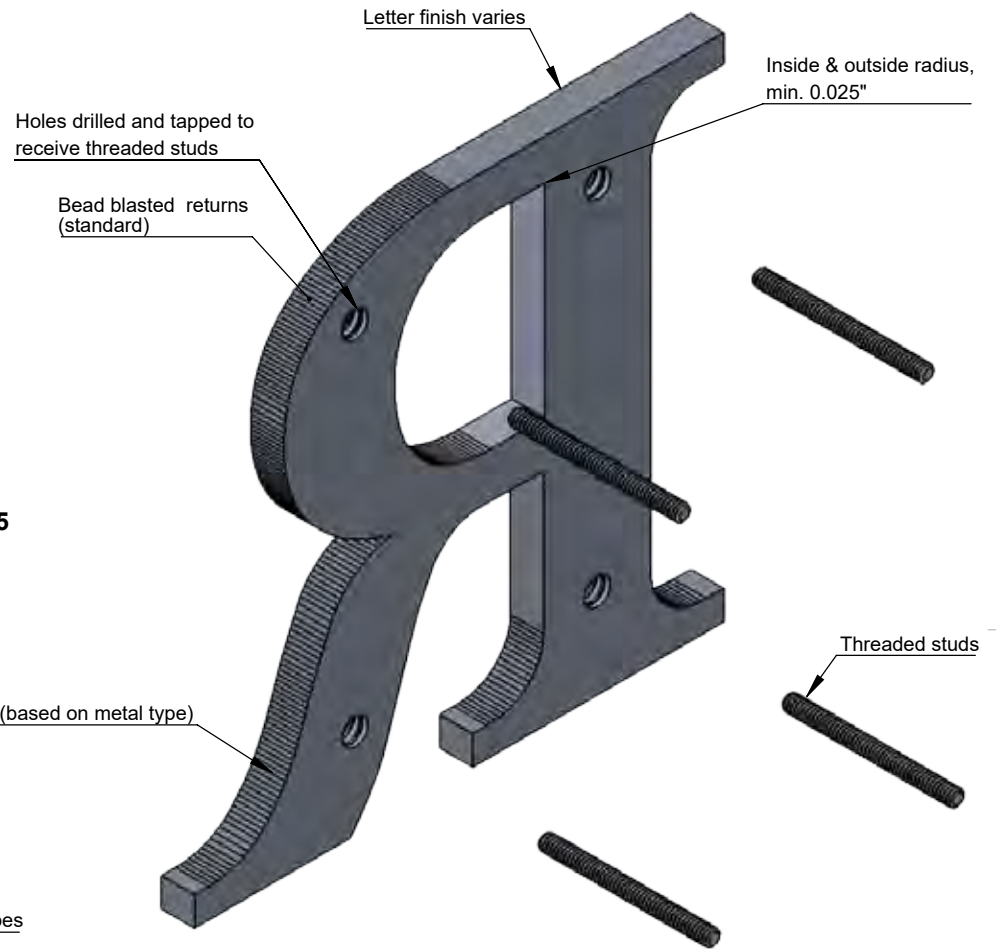
**SECTION VIEW A-A II SCALE 1:2.5**



**DETAIL DW II SCALE 2:1**

SIZE	MIN STUDS/LTR
Up to 3"	3 studs
over 3" - 15"	4 studs
Over 15"	6 studs
Punctuation	2 studs

- NOTES:**
- Typical stud length 2" beyond back of letter
  - Letters under 15" high - 10/24 studs, 15"+ high - 1/4-20 studs.
  - Less than 3/8" stroke, 6-32 or 4-40 studs
  - Minimum 1/4" thick
  - Letters or logos, standard or custom



**ISOMETRIC BACK VIEW II SCALE 1:1.5**

<b>TITLE:</b>			
<b>FLAT CUT METAL - STUD MOUNT</b>			
<b>MATERIAL:</b>		<b>PRODUCT TYPE:</b>	
<b>METAL</b>		<b>FLAT CUT METAL</b>	
<b>DWG NO. FTMT10</b>	<b>REV 10/25/16</b>	<b>SCALE: AS INDICATED</b>	<b>SHEET 1 OF 1</b>



Owner:  
Stony Point Design Build  
200 Garrett Street, Suite O  
Charlottesville, VA 22902  
Phone: 434-466-5634

Civil Engineer:  
Timmons Group  
608 Preston Avenue, Suite 200  
Charlottesville, VA 22903  
Phone: 434-327-1688  
Fax: 434-295-8317

Structural Engineer:  
Ehler Bryan  
1451 Dolley Madison Boulevard,  
Suite 220  
McLean, VA 22101  
Phone: 703-827-9552

MEP Engineer:  
Lawrence Perry & Associates  
15 East Salem Avenue SE, Suite 101  
Roanoke, Virginia 24011  
Phone: 540-342-1816  
Fax: 540-344-3410

Landscape Architect:  
Waterstreet Studio  
418 East Main Street  
Charlottesville, VA 22902  
Phone: 434-295-8177

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Issues / Revisions

08/29/18	EARLY FOUNDATION + STRUCTURE PERMIT / BID SET
10/19/18	PERMIT + BID PACKAGE
11/05/18	BID ADDENDUM
02/01/19	CONSTRUCTION SET

Monticello Dairy

946 Grady Ave Charlottesville, VA

CQA # 21702

Drawing Title

Architectural  
Site Plan

Scale:  
As indicated  
Date:  
03/01/18

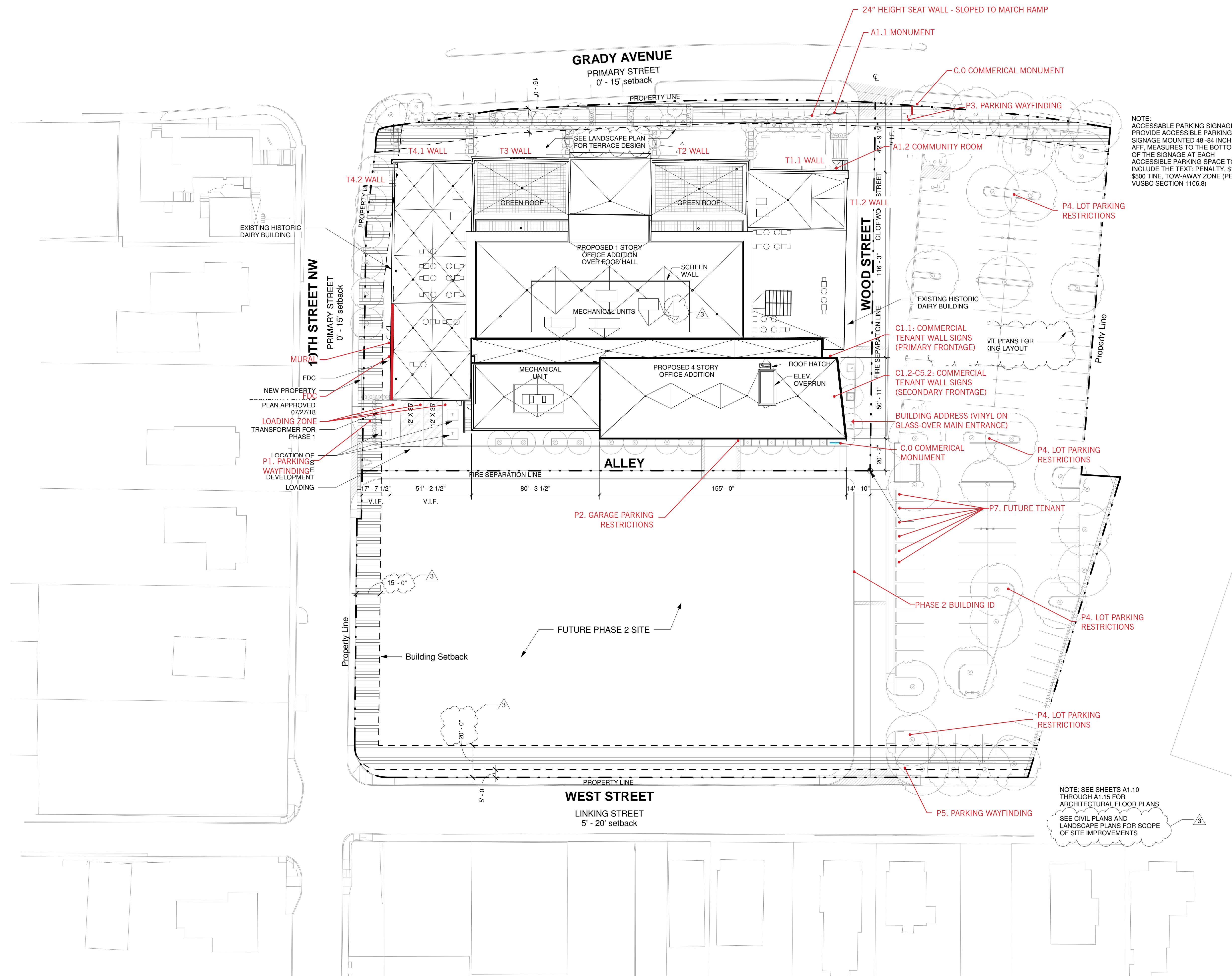
Drawn By:  
CQA  
Checked By:  
CQA

A0.10

ISSUED FOR CONSTRUCTION

NOTE:  
ACCESSIBLE PARKING SIGNAGE  
PROVIDE ACCESSIBLE PARKING  
SIGNAGE MOUNTED 48-84 INCHES  
AFF. MEASURES TO THE BOTTOM  
OF THE SIGNAGE AT EACH  
ACCESSIBLE PARKING SPACE TO  
INCLUDE THE TEXT. PENALTY: \$100-  
\$500 FINE. TOW-AWAY ZONE (PER  
VUSBC SECTION 1106.8)

NOTE: SEE SHEETS A1.10  
THROUGH A1.15 FOR  
ARCHITECTURAL FLOOR PLANS  
SEE CIVIL PLANS AND  
LANDSCAPE PLANS FOR SCOPE  
OF SITE IMPROVEMENTS



1 Architectural Site Plan  
1" = 30'-0"

DRAWING PREVIOUSLY SUBMITTED ON 8.29.18  
EARLY FOUNDATION + STRUCTURAL PERMIT/BID PACKAGE

**PROPOSED KEYNOTES:**

- N1. PROPOSED NEW STEEL WINDOW (SIMILAR TO TYPE A).
- N2. PROPOSED NEW STEEL WINDOW (SIMILAR TO TYPE B).
- N3. PROP. ENTRY DOOR TYPE 1.
- N4. PROPOSED MASONRY INFILL W/ SALVAGED BRICK FROM EXISTING BUILDING ONSITE TO MATCH MASONRY AT INFILL LOCATION.
- N5. PROP. ENTRY DOOR TYPE 2.
- N6. PROPOSED ENTRY DOOR TYPE 4 W/ TRANSOM TO MATCH TRANSOM TYPE E.
- N7. PROPOSED ENTRY DOOR, TO MATCH EXISTING WOOD PANEL AND GLASS DOOR.
- N8. PROPOSED NEW STEEL WINDOW (SIMILAR TO TYPE G).
- N9. PROPOSED NEW STEEL WINDOW.
- N10. PROPOSED NEW ENTRY DOOR TYPE 3 W/ TRANSOM & SIDELIGHTS.
- N11. PROPOSED METAL EXIT DOORS.
- N12. NEW GLASS & ALUMINUM DOOR.
- N13. EMERGENCY OVERFLOW OUTLET FROM ROOF.
- N14. NEW METAL COPING, CP TYPE 2.
- N15. PROPOSED NEW STEEL WINDOW (SIMILAR TO TYPE H).
- N16. PROPOSED NEW STEEL WINDOW (SIMILAR TO TYPE F).
- N17. SALVAGED WINDOW & SILL RELOCATED TO LOCATION SHOWN.
- N18. RESTORE EXISTING GUTTER OR COLLECTOR BOX AND DOWNSPOUT.
- N19. NEW METAL GUTTER OR COLLECTOR AND DOWNSPOUT TO MATCH EXISTING.
- N20. EXISTING CORNICE/COLUMNS TO BE CLEANED AND RESTORED.
- N21. COLLECTOR BOX TO MATCH ELEVATION OF NEW THROUGH WALL OVERFLOW DRAIN OUTLET.
- N22. FILL EX. SCUPPER WITH EX. BRICK TO MATCH WALL.

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Issues / Revisions

09/29/18	EARLY FOUNDATION + STRUCTURE PERMIT / BID SET
10/19/18	PERMIT + BID PACKAGE
11/05/18	BID ADDENDUM
02/01/19	CONSTRUCTION SET

**Monticello Dairy**

946 Grady Ave Charlottesville, VA

CQA # 21702

Drawing Title

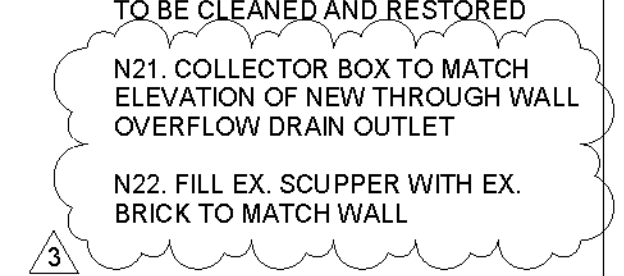
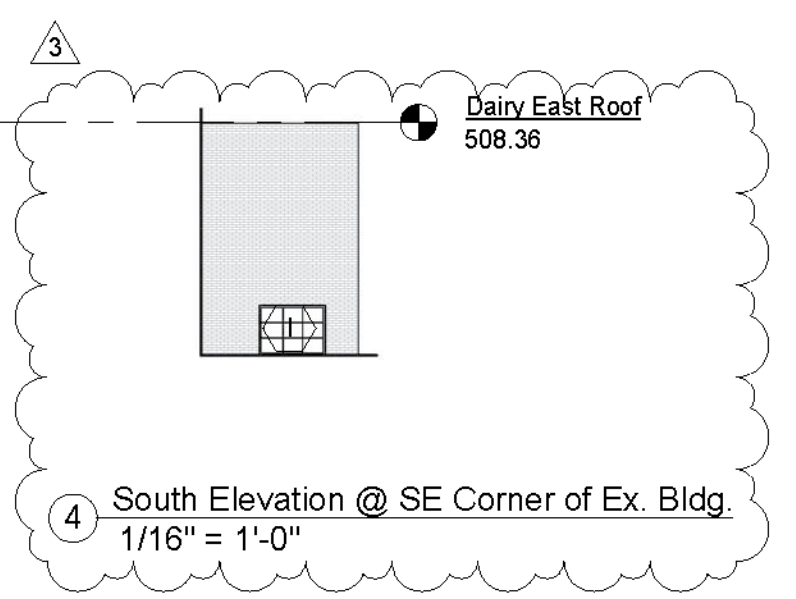
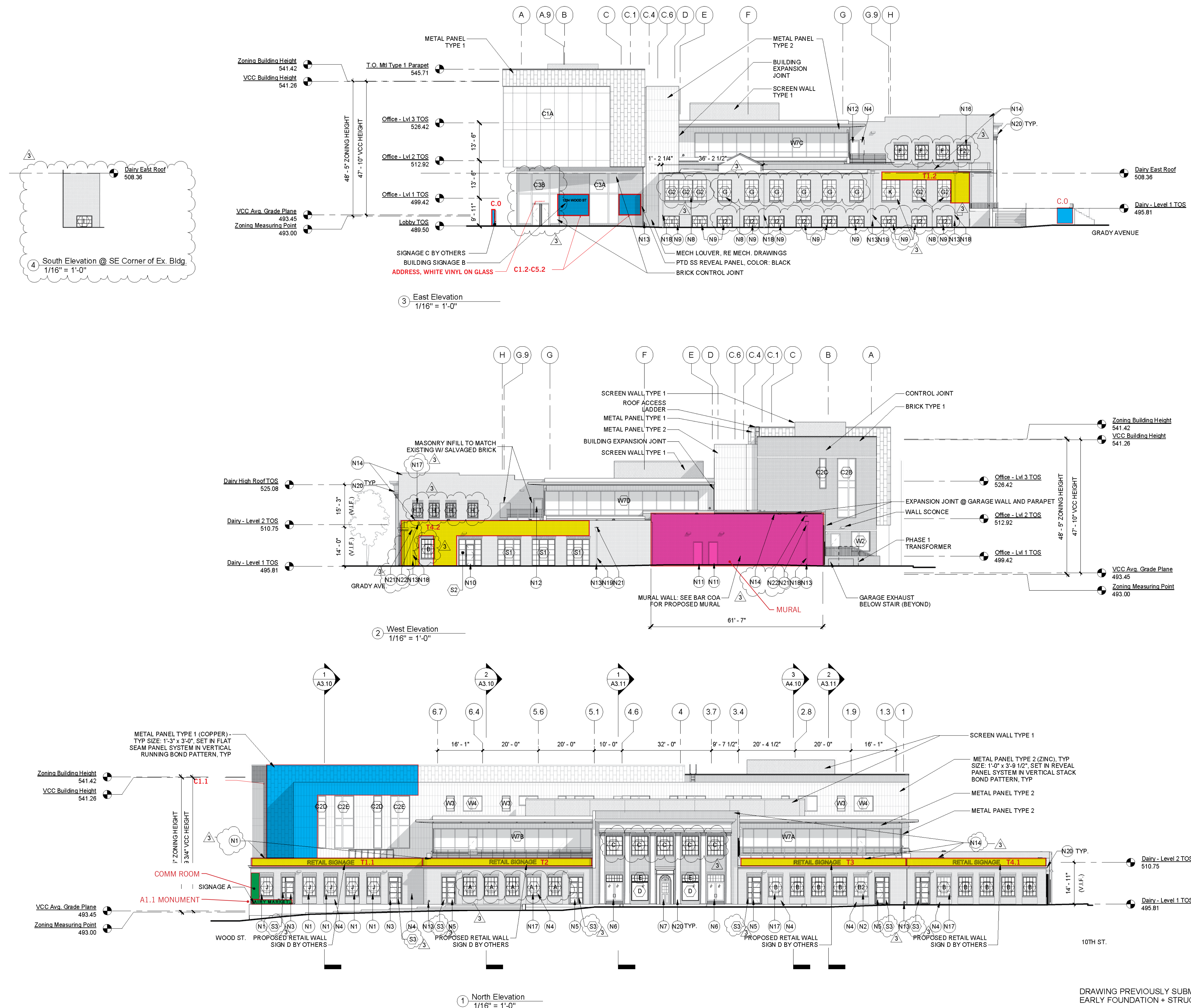
**Elevations**

Scale	As indicated	Drawn By	CQA
Date	03/01/18	Checked By	CQA

**A2.10**

ISSUED FOR CONSTRUCTION

DRAWING PREVIOUSLY SUBMITTED ON 8.29.18  
EARLY FOUNDATION + STRUCTURAL PERMIT/BID PACKAGE

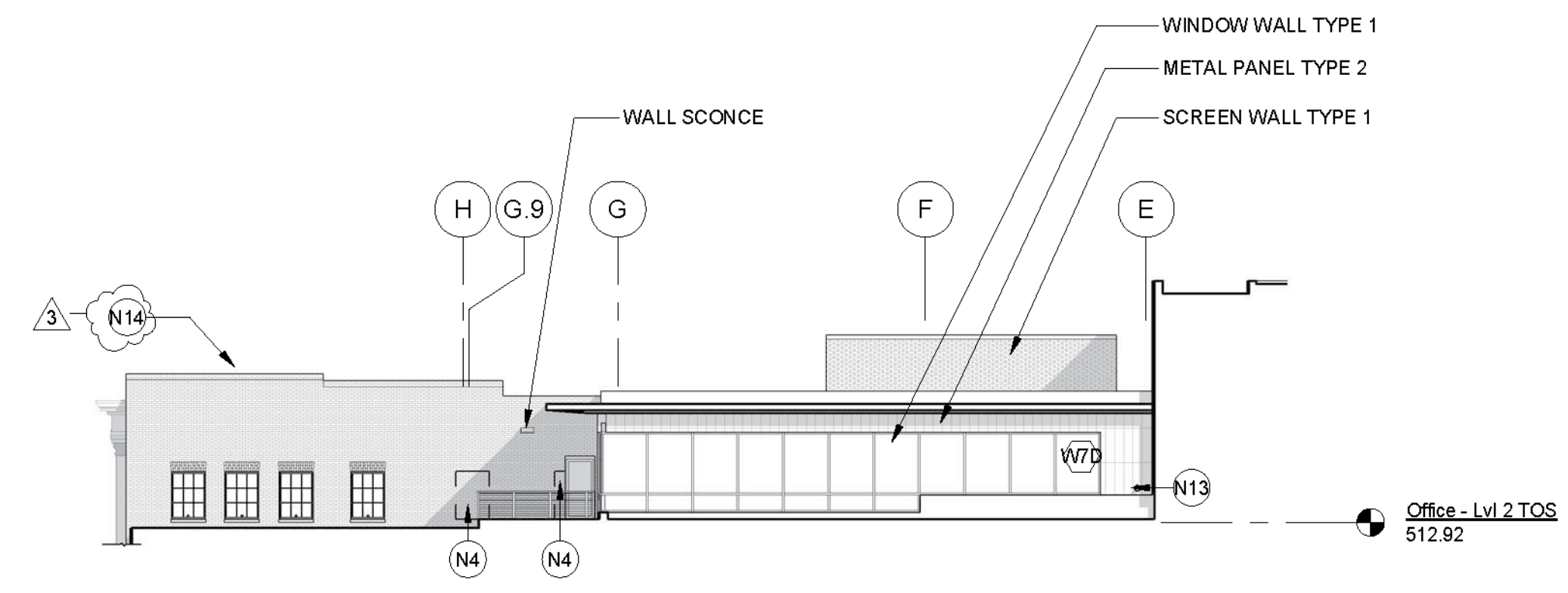


2 West Elevation  
1/16" = 1'-0"

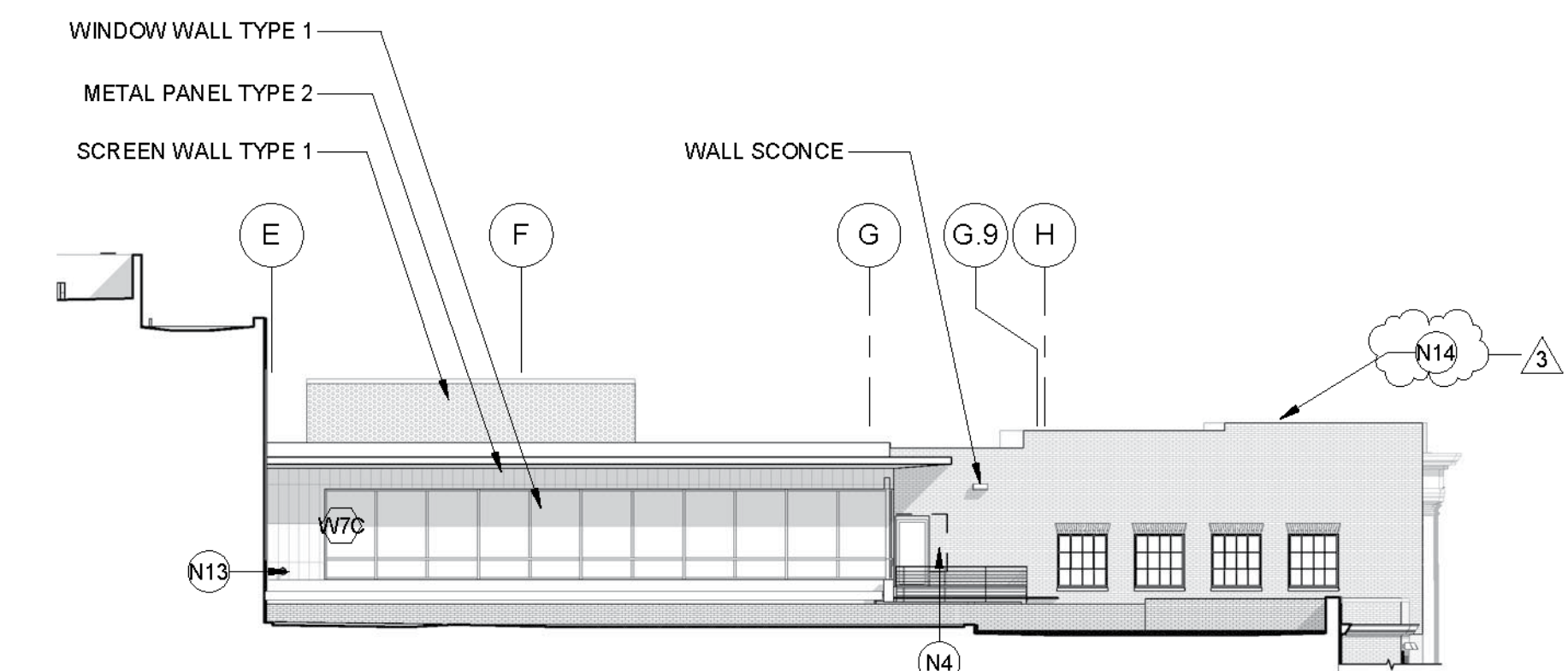
1 North Elevation  
1/16" = 1'-0"

**PROPOSED KEYNOTES:**

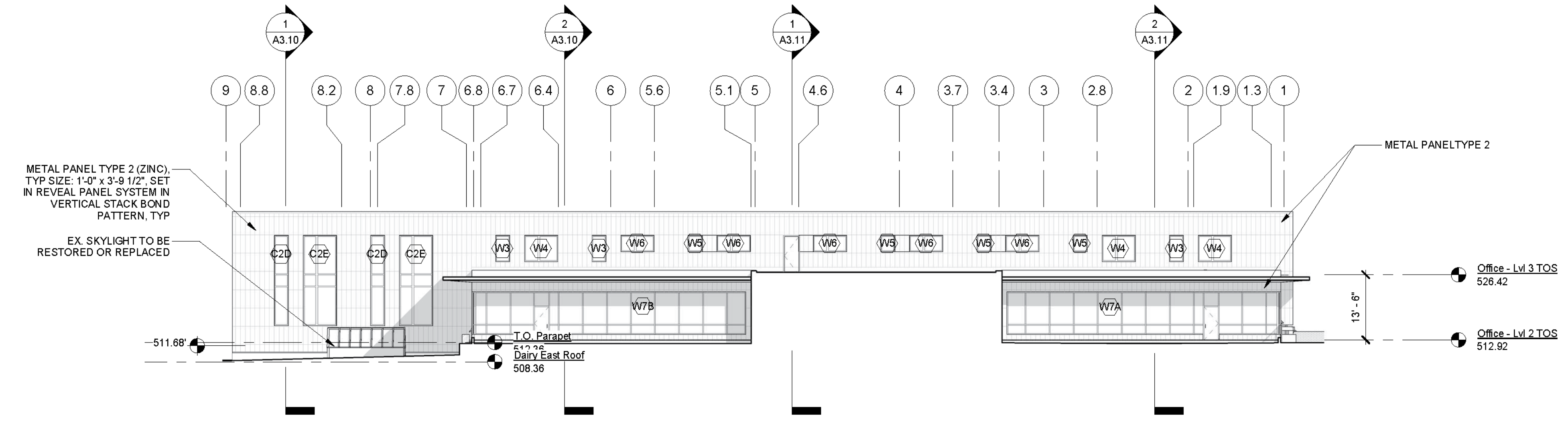
- N1. PROPOSED NEW STEEL WINDOW (SIMILAR TO TYPE A).
- N2. PROPOSED NEW STEEL WINDOW (SIMILAR TO TYPE B).
- N3. PROP. ENTRY DOOR TYPE 1.
- N4. PROPOSED MASONRY INFILL W/ SALVAGED BRICK FROM EXISTING BUILDING ON-SITE TO MATCH MASONRY AT INFILL LOCATION.
- N5. PROP. ENTRY DOOR TYPE 2.
- N6. PROPOSED ENTRY DOOR TYPE 4 W/ TRANSOM TO MATCH TRANSOM TYPE E.
- N7. PROPOSED ENTRY DOOR, TO MATCH EXISTING WOOD PANEL AND GLASS DOOR.
- N8. PROPOSED NEW STEEL WINDOW (SIMILAR TO TYPE G).
- N9. PROPOSED NEW STEEL WINDOW.
- N10. PROPOSED NEW ENTRY DOOR TYPE 3 W/ TRANSOM & SIDELIGHTS.
- N11. PROPOSED METAL EXIT DOORS.
- N12. NEW GLASS & ALUMINUM DOOR.
- N13. EMERGENCY OVERFLOW OUTLET FROM ROOF.
- N14. NEW METAL COPING, CP TYPE 2.
- N15. PROPOSED NEW STEEL WINDOW (SIMILAR TO TYPE H).
- N16. PROPOSED NEW STEEL WINDOW (SIMILAR TO TYPE F).
- N17. SALVAGED WINDOW & SILL RELOCATED TO LOCATION SHOWN.
- N18. RESTORE EXISTING GUTTER OR COLLECTOR BOX AND DOWNSPOUT.
- N19. NEW METAL GUTTER OR COLLECTOR AND DOWNSPOUT TO MATCH EXISTING.
- N20. EXISTING CORNICE/COLUMNS TO BE CLEANED AND RESTORED.
- N21. COLLECTOR BOX TO MATCH ELEVATION OF NEW THROUGH WALL OVERFLOW DRAIN OUTLET.
- N22. FILL EX. SCUPPER WITH EX. BRICK TO MATCH WALL.



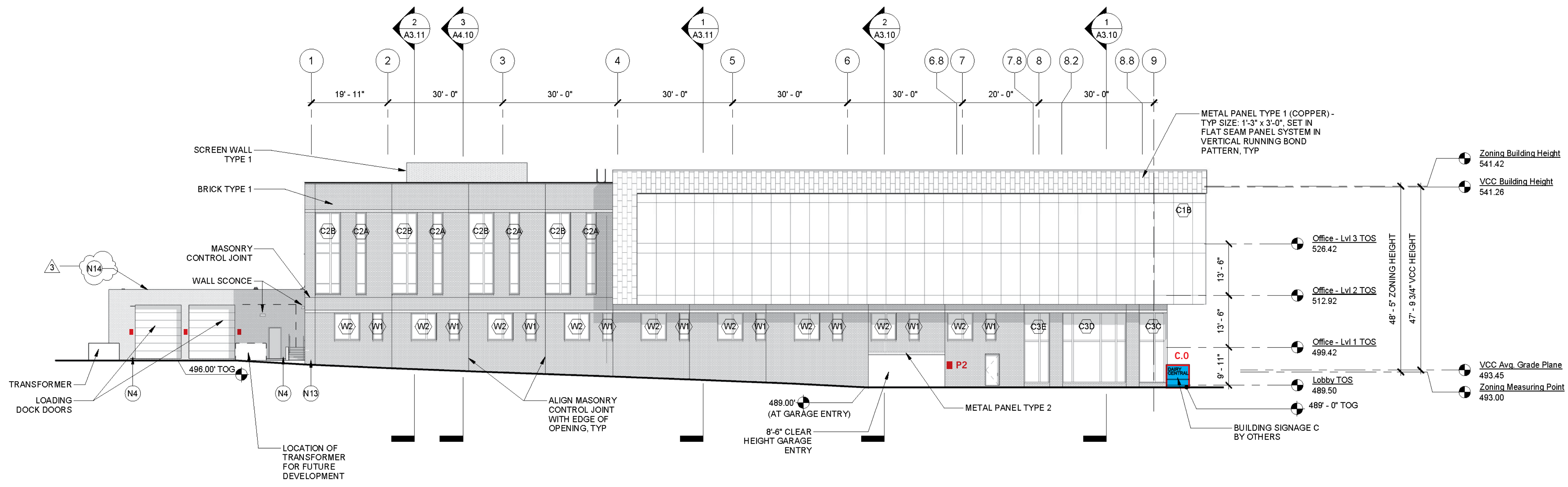
③ Office Addition - West Elevation  
1/16" = 1'-0"



④ Office Addition - East Elevation  
1/16" = 1'-0"



② Office Addition - North Elevation  
1/16" = 1'-0"



① South Elevation  
1/16" = 1'-0"

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Issues / Revisions	
09/29/18	EARLY FOUNDATION + STRUCTURE PERMIT / BID SET
10/19/18	PERMIT + BID PACKAGE
11/05/18	BID ADDENDUM
02/01/19	CONSTRUCTION SET

Monticello Dairy  
946 Grady Ave Charlottesville, VA

CQA # 21702

Drawing Title

**Office Addition Elevations**

Scale	As indicated	Drawn By	CQA
Date	03/01/18	Checked By	CQA

**A2.20**

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EARLY FOUNDATION + STRUCTURAL PERMIT/BID PACKAGE

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