

## Mess, Camie

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**From:** Mess, Camie  
**Sent:** Friday, March 22, 2019 4:18 PM  
**To:** Latagan@otj.com  
**Cc:** Werner, Jeffrey B  
**Subject:** February BAR Actions - 1415 University Avenue

March 22, 2019

### Certificate of Appropriateness

BAR 18-11-03  
1415 University Avenue  
Tax Parcel 090075000  
Tiger Investments, LLC, Owner/OTJ Architects, /Applicant  
Signage Concept

Dear Applicant,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on March 13, 2019. The following action was taken:

**Approved on the consent agenda. Having considered the standards set forth within the City Code, including City Design Guidelines for Signs, I move to find that both options for the proposed signage concept satisfy the BAR's criteria and are compatible with this property and other properties in the Corner ADC District, and that the BAR approves the application as submitted.**

**Motion: Miller moved to approve the January 15, 2019 minutes and the COA for 1415 University Avenue. Gastinger seconded. Approved (5-0-1, with Ball abstained.)**

If you would like to hear the specifics of the discussion, the meeting video is on-line at:

[http://charlottesville.granicus.com/MediaPlayer.php?view\\_id=2&clip\\_id=1352](http://charlottesville.granicus.com/MediaPlayer.php?view_id=2&clip_id=1352)

This certificate of appropriateness shall expire in 18 months (September 13, 2020), unless within that time period you have either been issued a building permit for construction of the improvements if one is required, or if no building permit is required, commenced the project. You may request an extension of the certificate of appropriateness before this approval expires for one additional year for reasonable cause. (See City Code Section 34-280. Validity of certificates of appropriateness.)

If you have any questions, please contact me at 434-970-3998 or [messc@charlottesville.org](mailto:messc@charlottesville.org).

Sincerely,  
Camie Mess

Camie Mess  
Assistant Historic Preservation and Design Planner  
City of Charlottesville  
Phone: 434.970.3398  
Email: [messc@charlottesville.org](mailto:messc@charlottesville.org)

**CITY OF CHARLOTTESVILLE  
BOARD OF ARCHITECTURAL REVIEW  
STAFF REPORT  
February 20, 2019 snowed out; makeup date March 13, 2019**



**Certificate of Appropriateness Application**  
BAR 18-11-03  
1415 University Avenue  
Tax Parcel 090075000  
Tiger Investments, LLC, Owner/OTJ Architects, Applicant  
Exterior Renovations - Signage

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**Background**

The Chancellor Building, c1890-1920, is located in the Corner ADC District. (The framed structure was veneered with brick in 1927.) The façade has two storefronts, each with recessed entrances, and topped by half-lite openings glazed with multi-lite, leaded glass panes. (1415 University Avenue, on the western end of the façade, has three half-circle panels; the other, wider storefront has six.) Between the storefronts a monumental entrance provides access to the second floor.

**Prior BAR Actions** (See appendix)

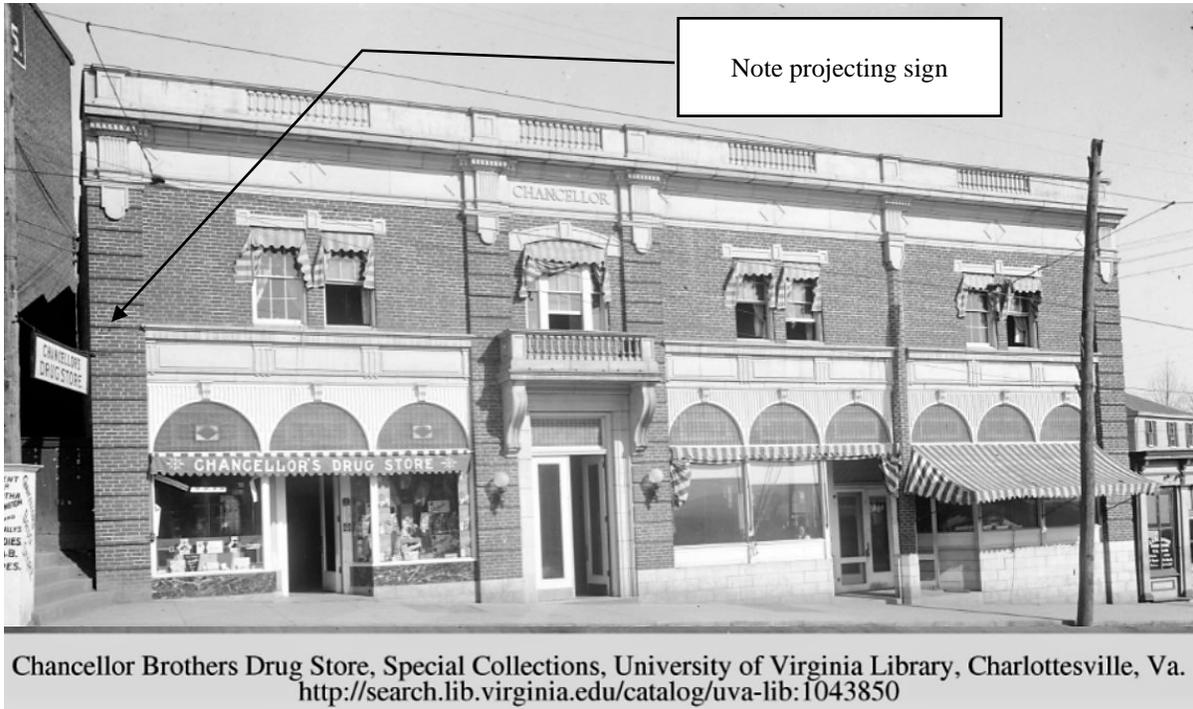
**Application**

Applicant submittal:

- Cover, DRC Page 1; Philadelphia Sign submittal dated 9/27/2018, DRC Pages 2 – 10 plus two unnumbered, Aerial Plan; Site Plan; Former Elevation; E02-Cust-Sign\*; Night View\*; Survey Photos (three pages); Night View\*\*; E02-Cust-Sign\*\*; and Code Allowances.
  - \* Sign Option 1 (internally lit wall sign)
  - \*\* Sign Option 2 (no internal lighting of wall sign)

**Signage Options** (Both include Handicap Entrance plaque)

- Option 1:
  - Projecting sign at building corner:
    - Two sided, non-illuminated black flag mounted sign (1'-6 3/8" x 5'-5")
  - Wall sign over entrance:
    - LIH-BLK-9-LED Black w/ Blue octagon halo-lit channel letters (5'-3 3/16" x 11 13/16")
    - LED's: (57) 7100k degrees K
- Option 2:
  - Projecting sign at building corner:
    - Dark nickel non-illuminated sign (2'-6" x 2'-6")
  - Wall sign over entrance:
    - Non-illuminated aluminum plate letters - black w/ blue octagon (5'-3 3/16" x 11 13/16")
    - Illuminated by gooseneck lighting (by others)



**Discussion and Recommendations**

**Signage**

The BAR review is for the concept only, as signs require a separate sign permit. The proposed projecting sign complies with the Guidelines and staff recommends approval with the condition that any anchoring into the masonry wall be placed into the mortar joint, not into the brick.

Staff recommends the LED’s color temperature be under 3000K per BAR recommendation.

**Suggested Motions**

*Approval*

Having considered the standards set forth within the City Code, including City Design Guidelines for Signs, I move to find that the proposed signage concept for Option \_\_\_ satisfies *[both options satisfy]* the BAR’s criteria and is *[are]* compatible with this property and other properties in the Corner ADC District, and that the BAR approves the application as submitted.

...as submitted with the following modifications or conditions...

...that any anchoring into the masonry wall be placed into the mortar joint, not into the brick

*Denial*

Having considered the standards set forth within the City Code, including City Design Guidelines for Signs, I move to find that the proposed signage concept does not satisfy the BAR’s criteria and is not compatible with this property and other properties in the Corner ADC District, and for the following reasons that the BAR denies the application as submitted:...

## **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) Any applicable provisions of the City's Design Guidelines.

### **Pertinent Design Review Guidelines for Sign, 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.

#### **Placement:**

- 1) Place signs so that they do not obstruct architectural elements and details that define the design of the building. Respect the signs of adjacent businesses.
- 2) Projecting signs for commercial buildings are limited to one per storefront. They should be no lower than 8 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 building 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.

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.

**Appendix Prior BAR Actions:**

**Storefront Rehabilitation/Repair Motion:** Schwarz moved having considered the standards set forth within the City Code, including City Design Guidelines for Rehabilitations, I move to find that the proposed storefront rehabilitation and repairs and rooftop HVAC unit replacements satisfy the BAR's criteria and are compatible with this property and other properties in the Corner ADC District, and that the BAR approves the application as submitted with the following conditions:

- BAR does not approve the removal of the leaded glass window
- BAR strongly recommends you revisit the double door, investigate a single door [at entry foyer]

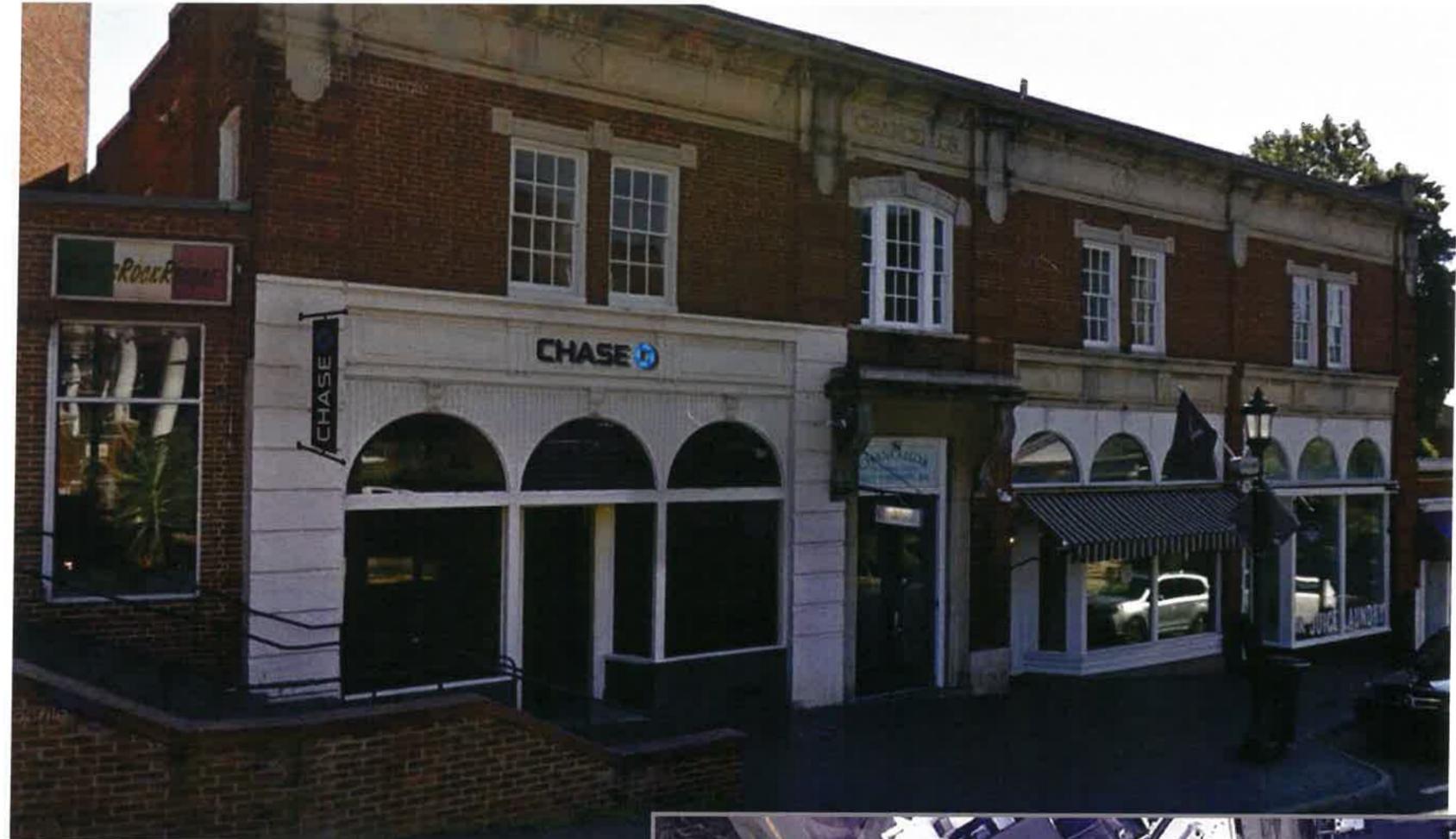
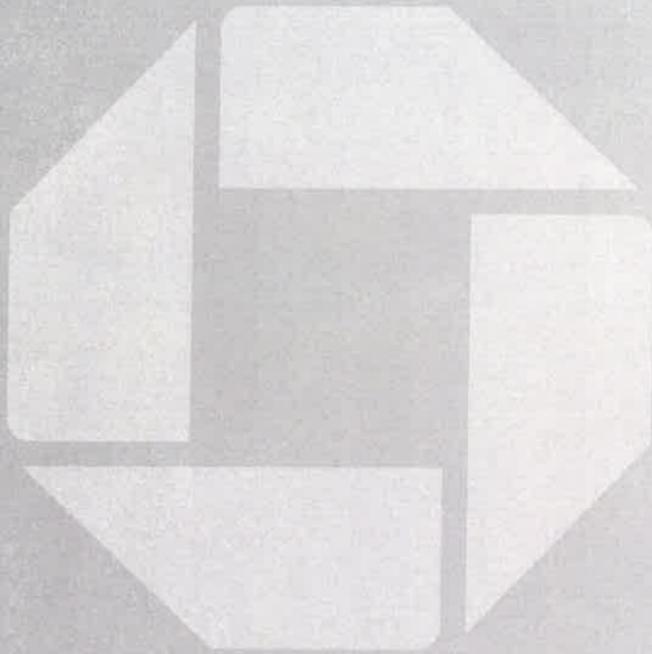
Earnst seconded. Approved (6-1, with Ball opposed).

(Staff note: At the meeting, applicant provided photos of the leaded glass pane.)

**Signage Motion:** Schwarz moved to accept the applicant's request for deferral. Earnst seconded. Approved (7-0).

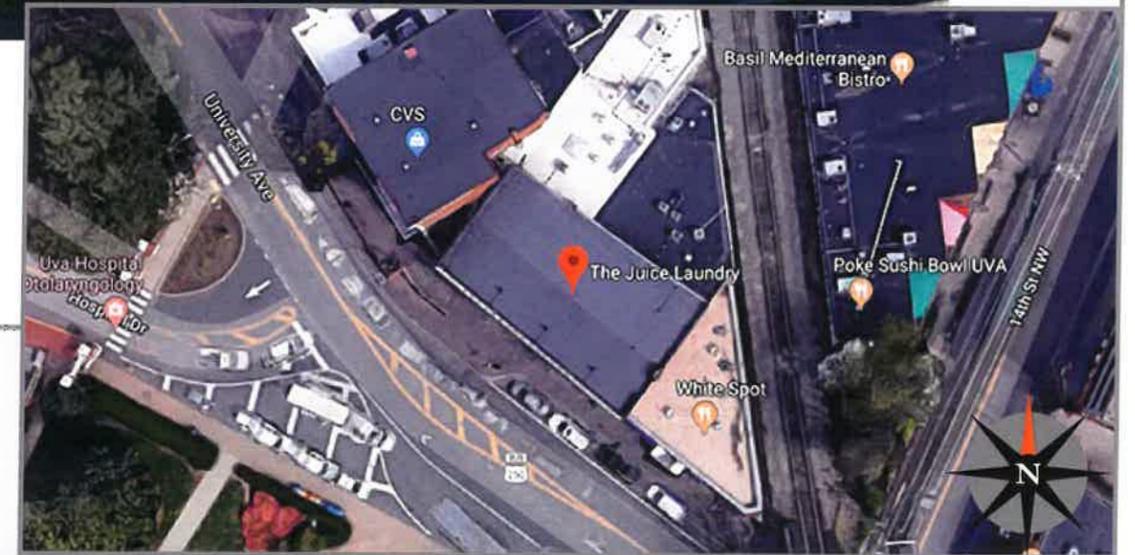
UNIVERSITY OF VIRGINIA

University Ave & 14th St.  
 NW Charlottesville, VA 22903

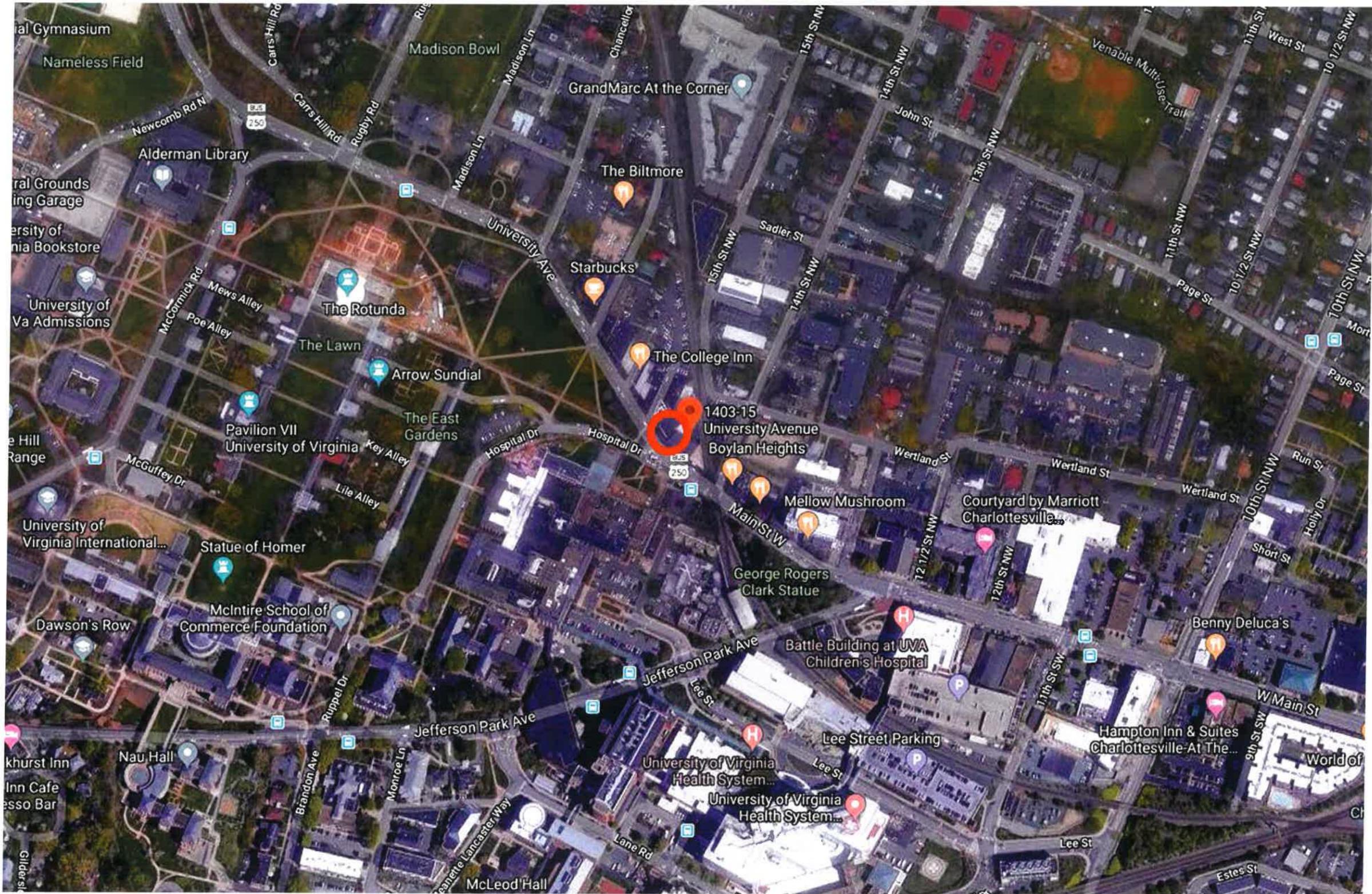


REVISION NOTES:

- 10.09.18 RS Updated Elevations, Floor Plan. Added I07 - I09.
- 10.11.18 ZAS Revised as Noted.
- 11.12.18 RS Revised Options. Updated Code. Removed I10. Added I11.
- 11.13.18 MMS Revised as Noted.
- 11.15.18 RS Added Options 4, 5, 6. Revised I11.
- 11.29.18 RS Revised Options. Removed I11. Added I12.
- 12.05.18 ZAS Revised as Noted.
- 12.06.18 RS Revised E04, E05.
- 12.10.18 RS Removed Option 2. Revised E02. Added Survey Photos.
- 01.03.19 RS Revised E02, E04, I12. Removed E05.
- 01.04.18 MMS Removed Option 1.
- 01.09.19 MMS Revised as Noted.



# Aerial Plan



TITLE	Chase New Builds	DWG BY	RS	DATE	09/27/18
ADDRESS	CHS.NB.549 - University of Virginia University Ave & 14th St. NW Charlottesville, VA 22903	DWG NUM	B80239	SHEET	2

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# Site Plan



## Scope of Work

E02	CUST-SIGN	Non-ILLUMINATED BLACK FLAG MOUNTED SIGN	5.2SF
E04	LIH-BLK-9-LED	BLACK w/ BLUE OCTAGON HALO-LIT CHANNEL LETTERS	5.2SF

■ Interior Signs    
 ■ Exterior Signs



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		SHEET	3		

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# Former Elevation



NOTE: Elevation of Previous Business.



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		SHEET	11		

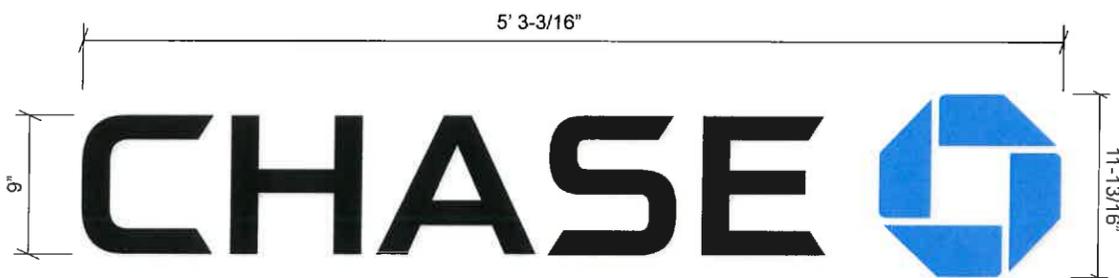
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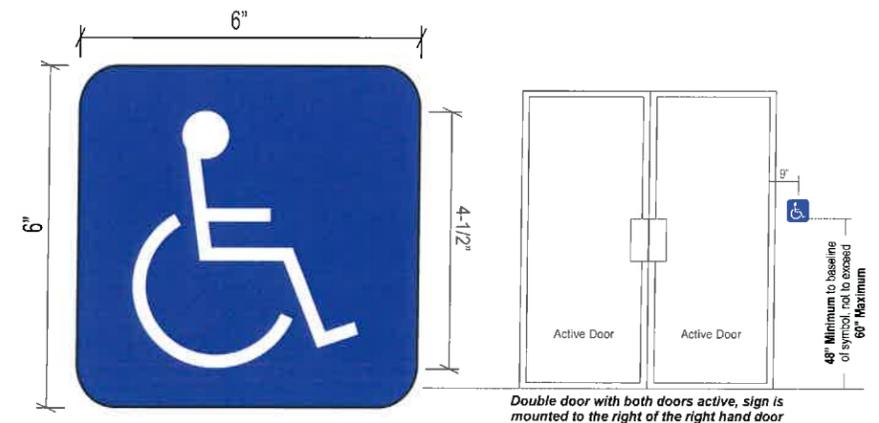
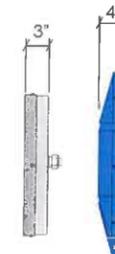
South Elevation

Dimensions To Be Field Verified



**LIH-BLK-9-LED**  
**BLACK W/ BLUE OCTAGON HALO-LIT CHANNEL LETTERS - 5.2 SF**  
 SCALE: NTS

NOTE: LEDS: (57) 7100 degrees K White GE  
 Tetra Max \*GEMX71-W1



**ADA-EP**  
**HANDICAPPED ENTRANCE PLAQUE**  
 SCALE: NTS

**CUST-SIGN**  
**Non-ILLUMINATED**  
**BLACK FLAG MOUNTED SIGN - 5.2 SF**  
 SCALE: NTS



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		SHEET	5		

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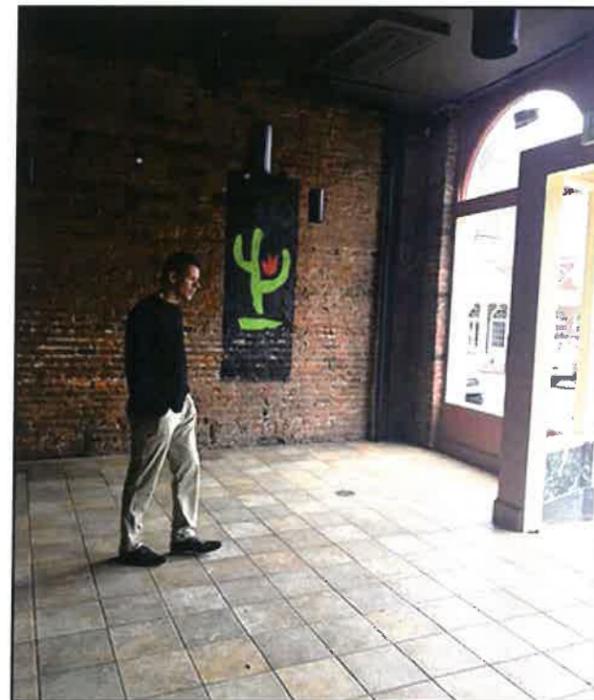




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		SHEET	10		

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# Survey Photos



TITLE	Chase New Builds	DWG BY	RS	DATE	09/27/18
ADDRESS	CHS.NB.549 - University of Virginia University Ave & 14th St. NW Charlottesville, VA 22903	DWG NUM	B80239	SHEET	12

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# Survey Photos



TITLE **Chase New Builds**  
 ADDRESS **CHS.NB.549 - University of Virginia**  
**University Ave & 14th St.**  
**NW Charlottesville, VA 22903**

DWG BY **RS**

DATE **09/27/18**

DWG NUM **B80239**

SHEET **13**

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# Survey Photos



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ADDRESS	CHS.NB.549 - University of Virginia University Ave & 14th St. NW Charlottesville, VA 22903	DWG NUM	B80239		
		SHEET	14		

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# Night View



TITLE	Chase New Builds	DWG BY	RS	DATE	09/27/18
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				SHEET	

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E02 - CUST-SIGN

E03 - ADA-EP

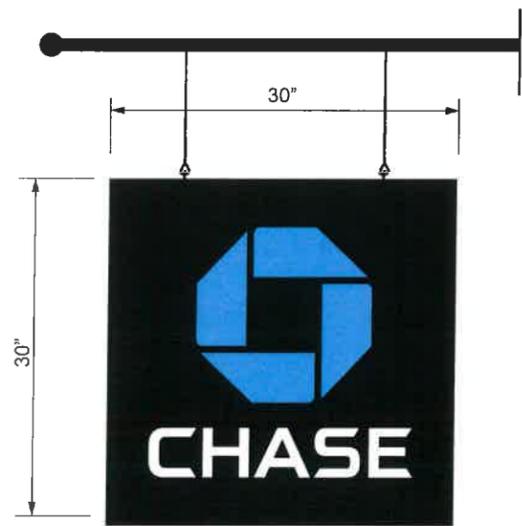
E04 - LNIP-BLK-9

NOTE: Gooseneck Lighting  
By Others.

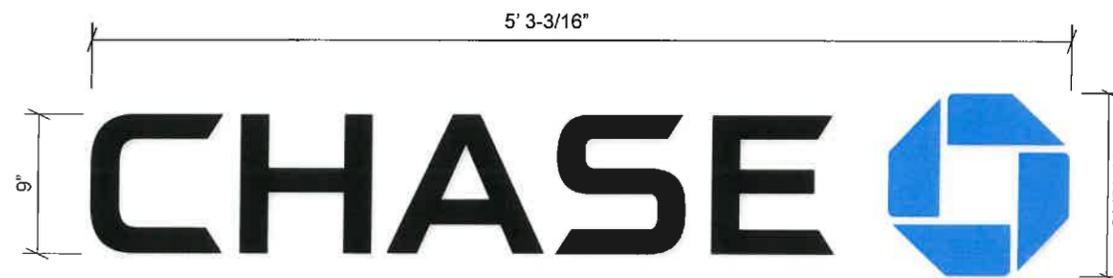


South Elevation

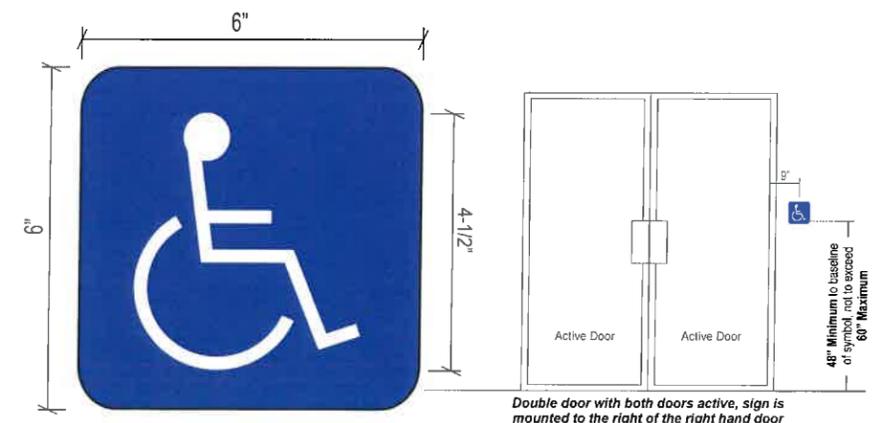
Dimensions To Be Field Verified



**CUST-SIGN**  
**DARK NICKEL NON-ILLUMINATED HANGING SIGN**  
SCALE: NTS



**LNIP-BLK-9**  
**NON-ILLUM ALUMINUM PLATE LETTERS - BLACK W/ BLUE OCT - 5.2 SF**  
SCALE: NTS



**ADA-EP**  
**HANDICAPPED ENTRANCE PLAQUE**  
SCALE: NTS

## Code Allowances - Completed by Sign Vendor

<b>General Info</b>	
Zoning Designation, Planner name, phone number, email address	CD, Corner District Corridor (Corner Parking Zone; Architectural Design Control Districts and Individually Protected Properties) Reed Broadhead, Zoning Administrator 434-970-3182
<b>Temporary Signs</b>	
Is the 8' x 4' Coming Soon Ground Sign Allowed? If so, how many?	Downtown location not suitable for F/S sign
Are temporary banners allowed? If so, for how long?	32 SF; NTE 32 days; must come down 48 hours after event
<b>Primary Ground Sign</b>	
Will code allow our standard pylon or monument? If yes, which one (ex: P-100, P-75, M-50, M-25, refer to reference guide for all standard options). Is more than 1 primary ground sign allowed?	Downtown location not suitable for F/S sign
If not, what are the pylon / monument restrictions? (include illumination restrictions/overall allowable sf / custom design requirements)	N/A
List the set back requirements.	N/A
<b>Building Sign</b>	
Prototypical FS branch - Will code allow our standard illuminated bldg. sign package (30" letterset on front & sides, 24" letterset on the rear)? Please list size and locations of signs allowed.	1 projecting sign is permitted for each storefront. No single sign face of any projecting sign shall have an area greater than ten (10) square feet. Projecting signs shall have a projection of not more than thirty-six (36) inches beyond the facade of the building to which it is attached, except marquees, which shall be subject to regulations as provided in section 34-1038(c).
If not, what are the variables/restrictions (include illumination and sf restrictions, as well as custom sign requirements)?	Internally lit and neon signs are not permitted.
In-line / Urban branch - what are the exterior wall sign restrictions (sign type, including max. sf and illumination).	1 SF per 1' linear building frontage NTE 100
Interior Window Signs- List all interior window signs restrictions, including storefront set back requirements.	NTE 50% window area
ATM Topper- does this count against our overall allowable sf.? Is illumination allowed?	Not regulated per code, likely included in wall sign allowance
Are decorative logos allowed (EFIS octagon)? Does it count against overall SF?	Not regulated per code, likely included in wall sign allowance
Are entrance wall plaques allowed (CPC plaque)?	Not regulated per code, likely included in wall sign allowance
<b>Directional / Regulatory Signs</b>	
Is our standard directional and regulatory sign package allowed?	Downtown location not suitable for F/S sign
If not, what are the variables/restrictions?	N/A
<b>Awnings / ATM Sunscreens</b>	
Are branded awnings allowed?	Yes
What if any restrictions are there (illumination, color/materials, min & max projection)?	8' clearance; SF NTE 1 Sf per linear foot of awning width NTE 20 SF
Are ATM sunscreens allowed? Do they count against overall SF?	NTE awning allowance, subject to approval
Is a signature canopy allowed? What are the restrictions if any?	N/A
<b>Other Governing Agencies</b>	
Identify other governing agencies that could override code (ARB, HRB, PUD, etc) and list the known restrictions.	Architectural review may be required at property, could not confirm
<b>Permitting / Variance Process</b>	
What is the application process and timing for variance approval ?	2-3 months, cost TBD
What are the variance application fees?	
What is the likelihood of being granted a variance with this municipality?	25%
<b>Architectural Lighting</b>	
Is Architectural lighting allowed? Does it count against overall SF? List provisions.	No flashing/blinking
<b>Additional Comments</b>	
Please list any additional comments	**Regualtions per code, all signs subject to city review and approval**