

**From:** Rourke, Kristin  
**Sent:** Tuesday, November 27, 2012 12:09 PM  
**To:** 'lnoe@gropen.com'  
**Subject:** November BAR - 414 East Market Street

November 27, 2012

Gropen, Inc. c/o Lauren Noe  
1144 East Market Street  
Charlottesville, VA 22902

**Certificate of Appropriateness Application**

BAR 12-11-02  
414 East Market Street  
Tax Map 53 Parcel 54  
Gropen, Inc. c/o Lauren Noe, Applicant/Wilhoite LLC, c/o Jay Jessup, Owner  
Historic plaques

Dear Applicant,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on November 20, 2012. The following action was taken:

**Approved (8-0) as submitted on consent agenda.**

In accordance with Charlottesville City Code 34-285(b), this decision may be appealed to the City Council in writing within ten working days of the date of the decision. Written appeals, including the grounds for an appeal, the procedure(s) or standard(s) alleged to have been violated or misapplied by the BAR, and/or any additional information, factors or opinions the applicant deems relevant to the application, should be directed to Paige Barfield, Clerk of the City Council, PO Box 911, Charlottesville, VA 22902.

This certificate of appropriateness shall expire in 18 months (May 20, 2014), 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 construction. You may request an extension of the certificate of appropriateness *before this approval expires* for one additional year for reasonable cause.

Upon completion of construction, please contact me for an inspection of the improvements included in this application. If you have any questions, please contact me at 434-970-3130 or [scala@charlottesville.org](mailto:scala@charlottesville.org).

Sincerely yours,

Mary Joy Scala, AICP  
Preservation and Design Planner

**Mary Joy Scala, AICP**  
Preservation and Design Planner  
City of Charlottesville  
Department of Neighborhood Development Services  
City Hall - 610 East Market Street  
P.O. Box 911

**CITY OF CHARLOTTESVILLE  
BOARD OF ARCHITECTURAL REVIEW  
STAFF REPORT  
November 20, 2012**



**Certificate of Appropriateness Application**

BAR 12-11-02

414 East Market Street

Tax Map 53 Parcel 54

Gropen, Inc. c/o Lauren Noe, Applicant/Wilhoite LLC, c/o Jay Jessup, Owner

Historic plaques

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**Background**

The c.1910 structure at 414 East Market Street is a contributing property in the Downtown ADC District and the Charlottesville-Albemarle County Court House National Register District.

On the site of the structure once stood the Stone Tavern, also known as the Central Hotel and the Monticello House. A history of this previous structure is attached.

**Application**

The City sign regulations allow without a permit “Commemorative plaques, historical markers, memorial signs, monumental inscriptions or tablets as approved by the city’s board of architectural review where required. No such sign shall exceed fifteen (15) square feet.”

The applicant is requesting approval to place two limestone plaques on the building, one on either side of the entry in place of existing address signage in these locations. The plaques would contain history information about the site. The text on the plaques would be carved and paint filled. The address signage would be placed with vinyl lettering on a glass transom above the door. Additional vinyl signage would be added to the sidelights of the door.

A painted aluminum sign “Stone Tavern Place” was recently approved administratively. It will be added on the brick archway above the door.

**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 Federal Regulations (36 C.F.R. §67.7(b)), as may be relevant;
- (4) The effect of the proposed change on the historic district neighborhood;
- (5) The impact of the proposed change on other protected features on the property, such as gardens, landscaping, fences, walls and walks;
- (6) 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 Guidelines for Review of Signs include:**

p. 5.2

**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 Zoning Ordinance Section 34-1020-1054 for sign regulations. The following are recommended guidelines.*

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**2. Placement**

*a. Place signs so that they do not obstruct architectural elements and details that define the design of the building.*

*b. Projecting signs for commercial buildings are limited to one per storefront. They should be no lower than 10 feet from the sidewalk, and no more than 3 ½ 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.*

*c. 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 upper floor windows and the glazing of doors.*

*d. Flat wall signs for commercial buildings should not exceed a total of six square feet and 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.*

*e. 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.*

*f. 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.*

**3. Respect the signs of adjacent businesses.**

**4. Number of permanent signs**

*a. The number of signs used should be limited to encourage compatibility with the building and discourage visual clutter.*

*b. In commercial areas, signs should be limited to two total, which can be different types.*

*c. A buildings should have only one wall sign per street frontage.*

*d. 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.*

**5. Size**

- a. All the signs on a commercial building should not exceed 50 square feet.
- b. 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.
- c. Projecting signs should be a maximum of 10 square feet per face.
- d. Window signs should obscure no more than 20 percent of the window glass.
- e. Flat wall signs should not exceed 18 inches in height and should not extend more than 6 inches from the surface of the building.

6. Design

- a. Signs should be executed by sign professionals who are skilled at lettering and surface preparation.
- b. Many signs are not readable or simply do not convey an image appropriate for the business of the building. Often, sign painters or graphic designers can assist with sign design.

7. Shape

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

8. Materials

- a. 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.
- b. Newer products, such as painted MDO may also be used.
- c. Avoid shiny plastic type products.
- d. Window signs should be painted or have decal flat letters and should not be three-dimensional.

9. Color

- a. Use colors that complement the materials and color of the building, including accent and trim colors.
- b. Three colors are recommended, although more colors can be appropriate, in exceptional and tastefully executed designs.

10. Illumination

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

11. Buildings with Multiple Tenants

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

....

**Discussion and Recommendations**

An important purpose of BAR review of historic plaques is to ensure that the information presented is historically accurate. The materials and placement of the proposed plaques are compatible with the existing guidelines and do not detract from the character of the existing building, but enhance it.

The language proposed on the plaques matches existing text on a historic marker on the west side of the building regarding the Stone Tavern/Central Hotel. Staff can offer supplemental historical information on the site, if the applicant and owner would like to add to the story being told on the plaques at their discretion.

**Suggested Motion:**

Having considered the standards set forth within the City Code, including City Design Guidelines for Site Design, I move to find that the proposed plaques satisfy the BAR's criteria and guidelines and are compatible with this contributing property and other properties in the Downtown ADC district, and that the BAR approves the application as submitted.



## Scala, Mary Joy

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**Subject:** FW: Stone Tavern

**From:** Hawks, Madeleine  
**Sent:** Friday, November 09, 2012 2:45 PM  
**To:** Scala, Mary Joy  
**Subject:** Stone Tavern

Mary Joy,

As far as I can tell, the Stone Tavern name was interchangeable with Central Hotel. In the mid-1800s, William Farish expanded the original building to make Monticello House. Farish had quite the market on Charlottesville hotels in his day – he also owned Farish House on Court Square.

I'm not seeing any record of the Meriwether Lewis reception, either in Ed Lay's book or in James Alexander's book. I am not sure who might be able to verify this. I've included the history that I have found – please note the clarification about Jefferson's involvement with the reception for Lafayette.

Old Stone Tavern, also called the Central Hotel and, later, Monticello House

George Nicholas, Albemarle County's Virginia General Assembly delegate in 1783, built his stone residence here in 1782,<sup>[1]</sup> which James Monroe later purchased in 1790.<sup>[2]</sup> Monroe only stayed for a short time while his house at Monroe Hill was being constructed. After Monroe's residency, the building was converted to the Stone Tavern.<sup>[3]</sup>

On November 12, 1824, a public reception was given for Marquis de Lafayette at the Stone Tavern as he and James Madison accompanied Thomas Jefferson on a carriage ride from Monticello to the University of Virginia.<sup>[4]</sup>

By 1865, the four-story Monticello House was built by William Farish as an expansion of the Stone Tavern. After the railroad came to Charlottesville, overnight visits became outmoded by speedier transport, and the Monticello House and Stone Tavern sold to a female Baptist seminary. During the Civil War, sick and wounded confederate soldiers were treated inside the old tavern.<sup>[5]</sup> After the building collapsed in 1940, some of the stones were salvaged and used in the construction of the Charlottesville Milling and Manufacturing Company building.<sup>[6]</sup>

In the 20<sup>th</sup> century, the current building was built for Market Street Motors and was later used by Wihoit Motors before being converted to an office building.<sup>[7]</sup>

<sup>[1]</sup> Ed Lay, p. 168

<sup>[2]</sup> James Alexander, p. 56

<sup>[3]</sup> Ed Lay, p. 168

<sup>[4]</sup> James Alexander, p. 56

<sup>[5]</sup> Ed Lay, p. 225

<sup>[6]</sup> James Alexander, p. 57

<sup>[7]</sup> James Alexander, p. 56



**RECEIVED**

OCT 30 2012

NEIGHBORHOOD DEVELOPMENT SERVICES



**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 Fax (434) 970-3359

Please submit ten (10) copies of application form and all attachments.  
For a new construction project, please include \$375 application fee. For all other projects requiring BAR approval, please include \$125 application fee. For projects that require only administrative approval, please include \$100 administrative fee. 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 4 p.m.

Owner Name <u>Wilhoite LLC, c/o Jay Jessup</u>	Applicant Name <u>Gropen, Inc. c/o Lauren Noe</u>
Project Name/Description <u>Stone Tavern Place</u>	Parcel Number <u>53054B000</u>
Property Address <u>414 East Market Street Charlottesville VA</u>	

**Applicant Information**

Address: 1144 East Market Street  
Charlottesville VA 22902  
Email: lnoe@gropen.com  
Phone: (W) 434-295-1924 x103 (H) \_\_\_\_\_  
FAX: 434-295-1926

**Property Owner Information (if not applicant)**

Address: PO Box 9035 Charlottesville VA 22906  
Email: 250qto@pepsicva.com  
Phone: (W) 434-978-2140 x201 (H) \_\_\_\_\_  
FAX: \_\_\_\_\_

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 also denotes commitment to pay invoice for required mail notices.)

Lauren Noe 10/29/12  
Signature Date

Lauren F. Noe 10/29/12  
Print Name Date

**Property Owner Permission (if not applicant)**

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

James Jessup 10/29/12  
Signature Date

James L Jessup 10/29/12  
Print Name for Wilhoite LLC Date

**Description of Proposed Work (attach separate narrative if necessary):**

Two carved and painted limestone plaques inset into existing recesses beneath the columns on the building face. The plaques are to commemorate historic events that have occurred on the site.

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

one page proof showing proposed plaque sizes and copy

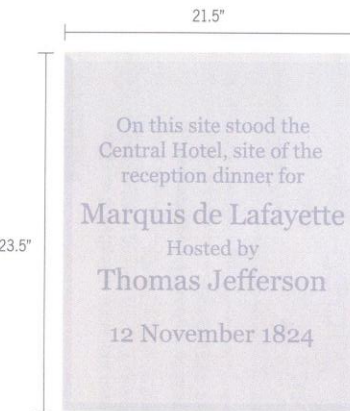
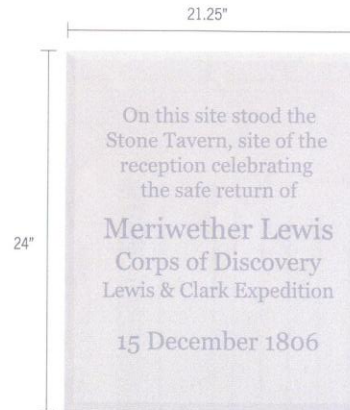
<b>For Office Use Only</b>	Approved/Disapproved by: _____
Received by: <u>J. Burnow</u>	Date: _____
Fee paid: <u>125<sup>00</sup></u> Cash/Chk. # <u>30020</u>	Conditions of approval: _____
Date Received: _____	_____
<u>P12-0181</u>	

SIGNAGE HAS BEEN PERMITTED




- PAINTED 1/4" ALUMINUM PIN-MOUNT LETTERING SHADE DARKER THAN BUILDING COLOR XHT=8"
- 1/4" WHITE ACRYLIC BUILDING NUMBER, XHT=6" (BLACK VINYL BACKER)
- WINDOW SIGN WHITE VINYL TENANT LISTING XHT=2"
- BEVELED LIMESTONE INSERTS (COMMEMORATIVE PLAQUES) W/ CARVED COPY, SET INTO COLUMN BASES TO BE REVIEWED AND APPROVED BY BAR PRIOR TO PRODUCTION & INSTALLATION

1 Front Elevation



HOLLYWOOD BEVEL LIMESTONE INSERTS W/ CARVED COPY, SHADOW GREY PAINTFILL, FONT: GEORGIA INSET INTO COLUMN BASES  
 REFERENCING HISTORICALLY SIGNIFICANT EVENTS  
 DIMENSIONS SHOWN HAVE BEEN FIELD VERIFIED

2 Front Elevation: Limestone insert detail  
 Scale: 1" = 10" Quan: (1ea) One-Sided



1144 East Market St.  
 Charlottesville, VA 22902  
 (434) 295-1924  
 (434) 295-1926 FAX  
 www.gropen.com

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**Client:**  
 Jay Jessup  
 Jay Jessup  
 250gto@pepsiva.com

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**Project:**  
 414 East Market St Signage

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**Date:** July 31, 2012

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**Lead:** N. Gropen

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**Designer:** L. Noe

Rev.	Date	No.	Description	Hrs.
7/31/12		1	First draft	2
8/31/12		2	Second draft	2
9/18/12		3	Third draft	1

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**Materials:**  
 vinyl applique  
 1/4" white acrylic  
 1/4" aluminum pin mount lettering  
 3/4" carved limestone

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**Colors:**  
 black, white vinyl  
 shadow grey paintfill  
 TBD-shade darker than building color

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**Fonts:**  
 Georgia (bldg name, number)  
 Optima (tenant listing)

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**Work Order:**  
22116

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**Sheet Number:** 1 of 1

In House Review   
  Client Approval   
  Production Review

Screen and print colors may differ from selected color specification. True-color samples available on request.

With the exception of previously copyrighted work furnished by client, the above rendering remains the exclusive property of Gropen, Inc.. This design may not be copied in whole or in part without the written consent of Gropen, Inc..