

## Scala, Mary Joy

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**From:** Scala, Mary Joy  
**Sent:** Monday, June 23, 2014 3:06 PM  
**To:** Tolbert, Jim  
**Cc:** Brodhead, Read  
**Subject:** FW: Battle signage specs  
**Attachments:** 24103\_GropenInc\_BattleChildren\_Exterior\_draft4.pdf

Jim,  
*Read should weigh in, please.*

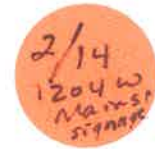
1. Based on the attached drawing, here are my size estimates of the existing wall signage they put up without our approval:

### West Side:

University of Virginia Health System - 41.75 sq ft  
UVA Children's Hospital Clinics Outpatient Surgery Center - 50 sq ft  
1204 Battle Building – address not counted  
Total West Side = 91.75 sq ft

### East side:

University of Virginia Health System - 197.3 sq ft  
UVA Children's Hospital Clinics – 30 sq ft  
Outpatient Surgery Center – 16.25 sq ft  
Total East side= 243.55 sq ft



2. You asked about current signage rules. First, for new construction in the West Main Street ADC district, all signage must be approved by the BAR.

The applicant can either ask for a Comprehensive Signage plan (recommended by BAR/ approved by Council) or use the following standard:

A building with multiple tenants is allowed one freestanding sign or wall sign for the building itself. In general, a wall sign may not be located higher than the second story window sill, or twenty feet high, whichever is less. The maximum area of a wall sign is again limited by the West Main Street ADC requirement of 75 sq ft.

( The one on the west side of the building exceeds 90 sq ft) Therefore, without a comprehensive signage plan in place, they cannot have any additional wall signage except for retail tenants.

A single business in the W Main Street ADC district is allowed two signs, usually one projecting @ 10 sq ft max, and one wall sign that is sized according to frontage. *Read can weigh in on how much signage we would allow per retail tenant in West Main.* There appears to be room for four-five retail tenants along W Main Street.

Signage may be placed in the glass of a window or door without a sign permit. It may not obscure more than 50% of the glass area on a façade.

Please note that the City BAR has been consistent in its rejection of wall signs above the second floor window sill, even with a comprehensive signage plan.

And the BZA recently denied a variance to the Homewood Suites for a wall sign above 20 feet.

Regarding lighting, West Main Street ADC prohibits internally lit signs except for internally lit channel letters or neon signs. The color and method of lighting of the existing signs are appropriate; the size and placement of the east side signs are not appropriate.

**They need to remove all the signage on the east side, and if they want more signage for the entire building, they must apply for a comprehensive signage plan. I would not recommend any wall signage to be placed above twenty feet.**

**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  
Charlottesville, VA 22902  
Ph 434.970.3130 FAX 434.970.3359  
[scala@charlottesville.org](mailto:scala@charlottesville.org)

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**From:** Fabio, Craig  
**Sent:** Wednesday, June 11, 2014 3:42 PM  
**To:** Scala, Mary Joy  
**Subject:** FW: Battle signage specs

Here's the Battle Building sign information. I'll come by in a minute to talk about them.

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**From:** Marshall, S. Todd (stm7v) [mailto:[stm7v@eservices.virginia.edu](mailto:stm7v@eservices.virginia.edu)]  
**Sent:** Wednesday, June 11, 2014 3:40 PM  
**To:** Fabio, Craig  
**Subject:** Battle signage specs

Craig  
Attached are the details on the signs you requested. Let me know if you need anything else. Thanks. Todd

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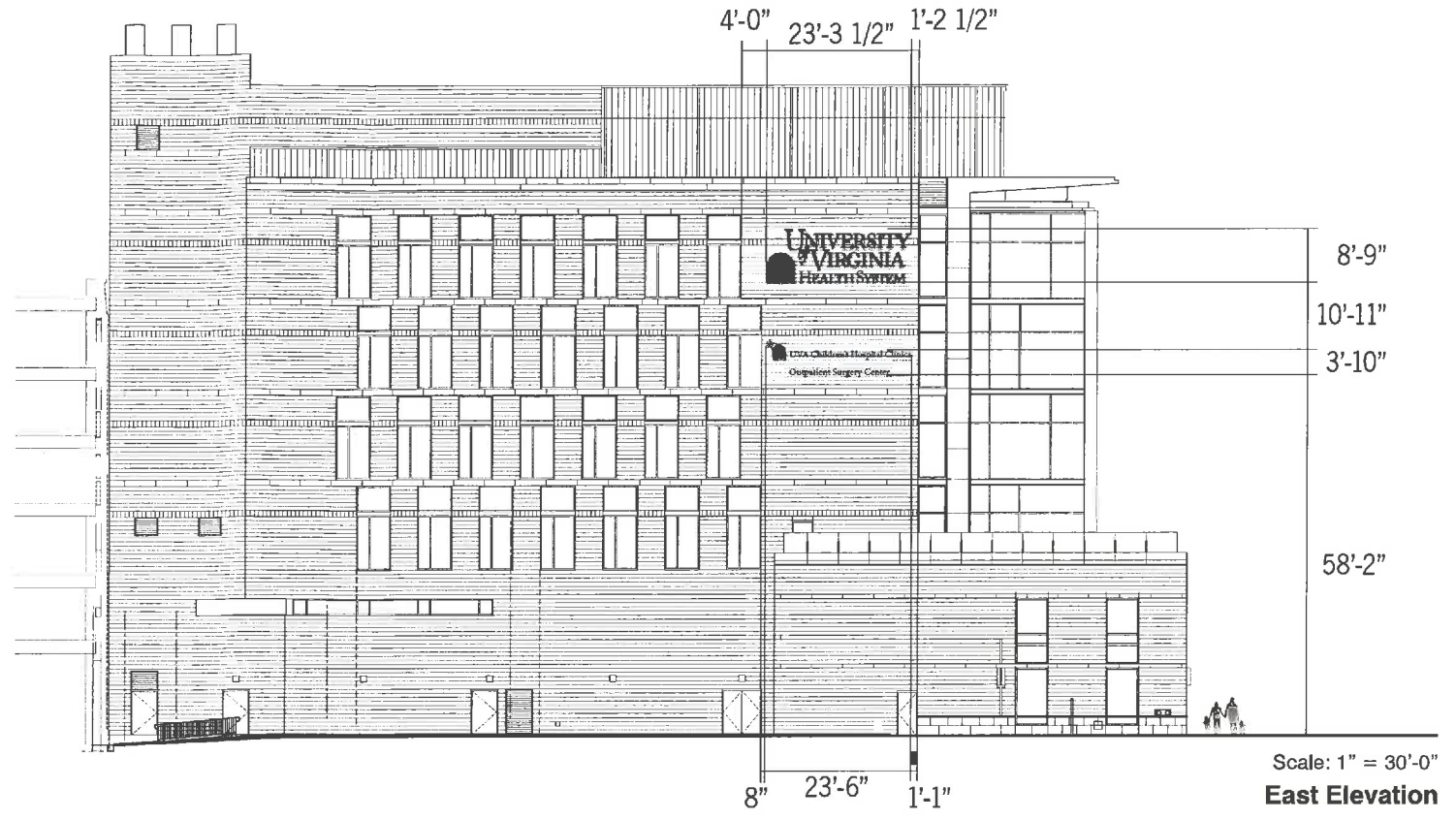
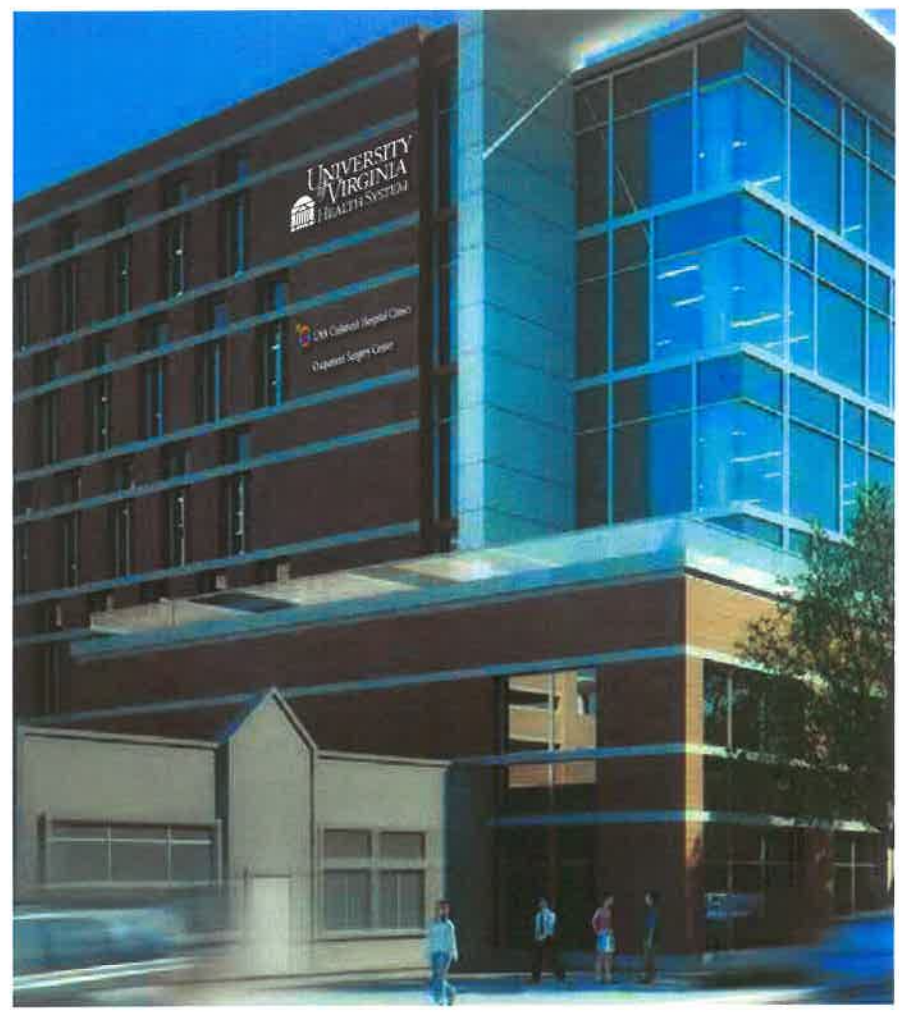
**Todd Marshall**  
Senior Real Estate Project Manager  
University of Virginia Foundation | P.O. Box 400218 | Charlottesville, VA 22904-4218  
434.982.5304 | [stm7v@virginia.edu](mailto:stm7v@virginia.edu) | <http://www.UVAFoundation.com>

APPROVED
  APPROVED AS NOTED
  REVISE AND RESUBMIT
  SUBMIT SPECIFIC ITEM
  NOT APPROVED

If any box above is checked, Work of this submittal MAY NOT be commenced. Resubmit corrected copies for final approval.

Approval does not summarize changes to the Contract Sum unless stated in a separate letter or Change Order. The Contractor is not relieved of responsibility of compliance with requirements of the Contract Documents by this review, which is only for conformance with the design concept and general agreement with information given in the Contract Documents. The Contractor is responsible for confirming and correlating all dimensions at the site; for confirming information pertaining solely to the fabrication processes or to means, methods, techniques, sequences, and procedures of construction; and for coordinating the Work with Work of all other trades.

5/22/14 J. Wilkinson STANLEYBEAMAN&SEARS



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

Client:  
**Battle Children's Hospital**  
 Kjellstrom and Lee

Project:  
 Exterior Signage

Date:  
 March 31, 2014

Lead:  
 T. Ronayn

Designer:  
 C. Byrd Schafe

Rev. Date	No.	Description	H
3/31/14	1	Formal Layout	H

Materials:  
 See Drawing

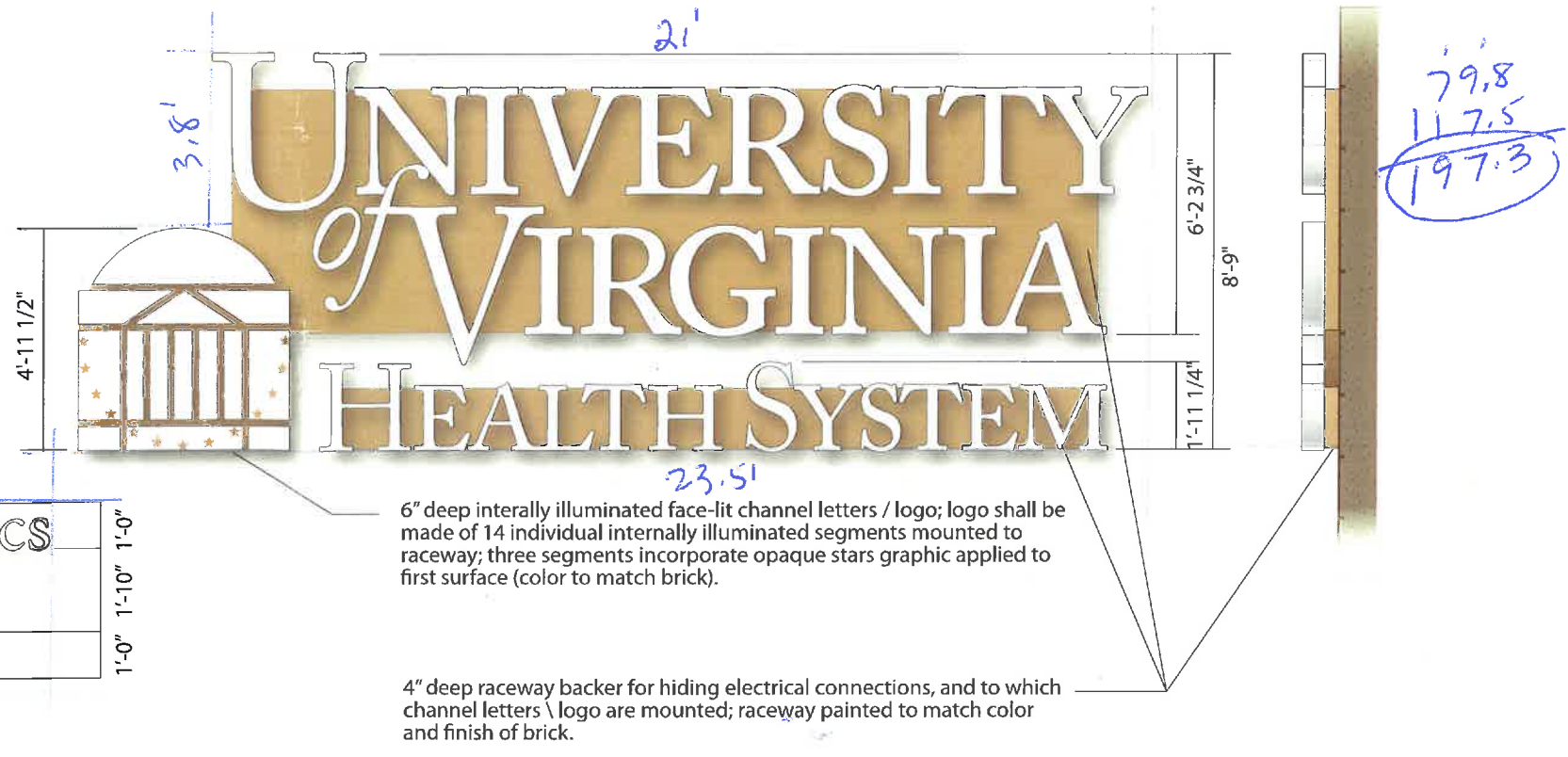
Colors:

PMS 611C	PMS 652C	PMS 7496C	PMS 260
PMS 145C	PMS 711C	PMS 5483C	PMS 294C

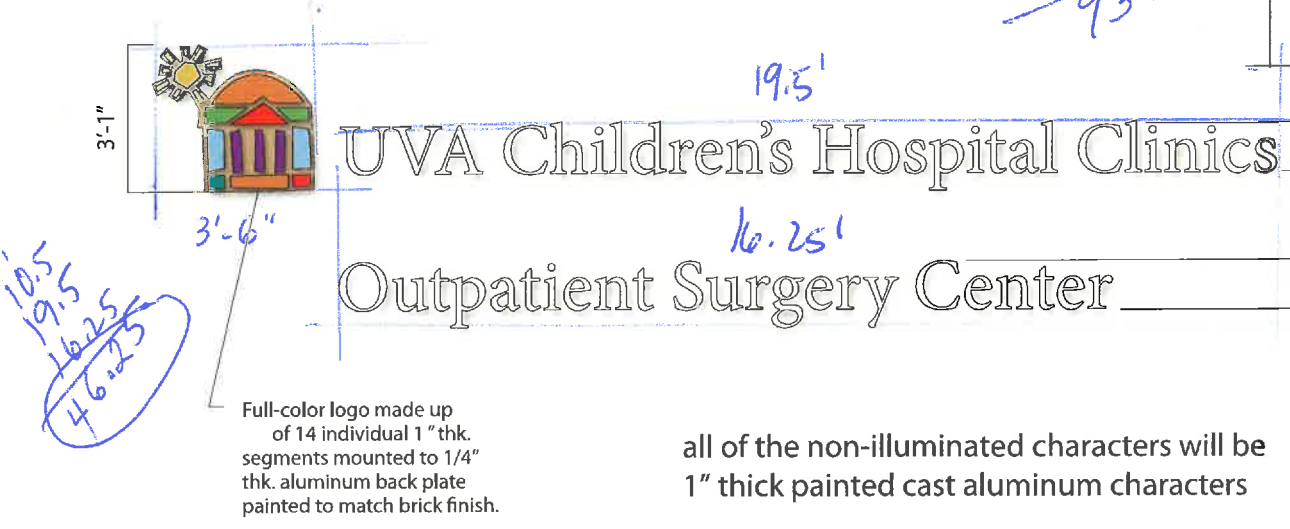
Fonts:  
 N/A

Work Order:  
**24103**

Sheet Number: 1 of 1



**SBS Note: All dimensions to be field verified. Please provide letter face material and face retainer system details (e.g. 3M diffusion film included on face's 2nd surface to ensure no hot spots.). Please provide elevation(s) indicating LED layout / spacing and power provisions; contractor is responsible to ensure NO hot spots on face of sign from illumination.**



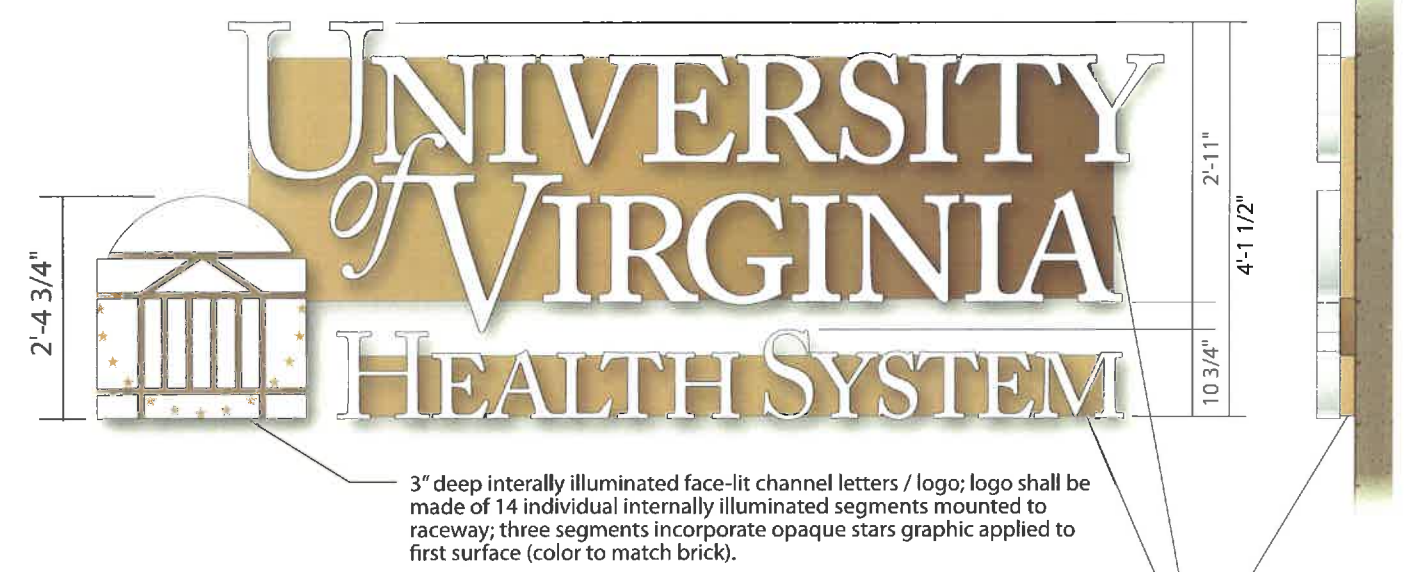
Scale: 1/4" = 1'-0"  
**East Elevation - UVA Health System Logo - Enlarged View**

Scale: 1/4" = 1'-0"  
**East Elevation - UVA Health System Logo - Enlarged View**

**SBS Note: All dimensions to be field verified.**

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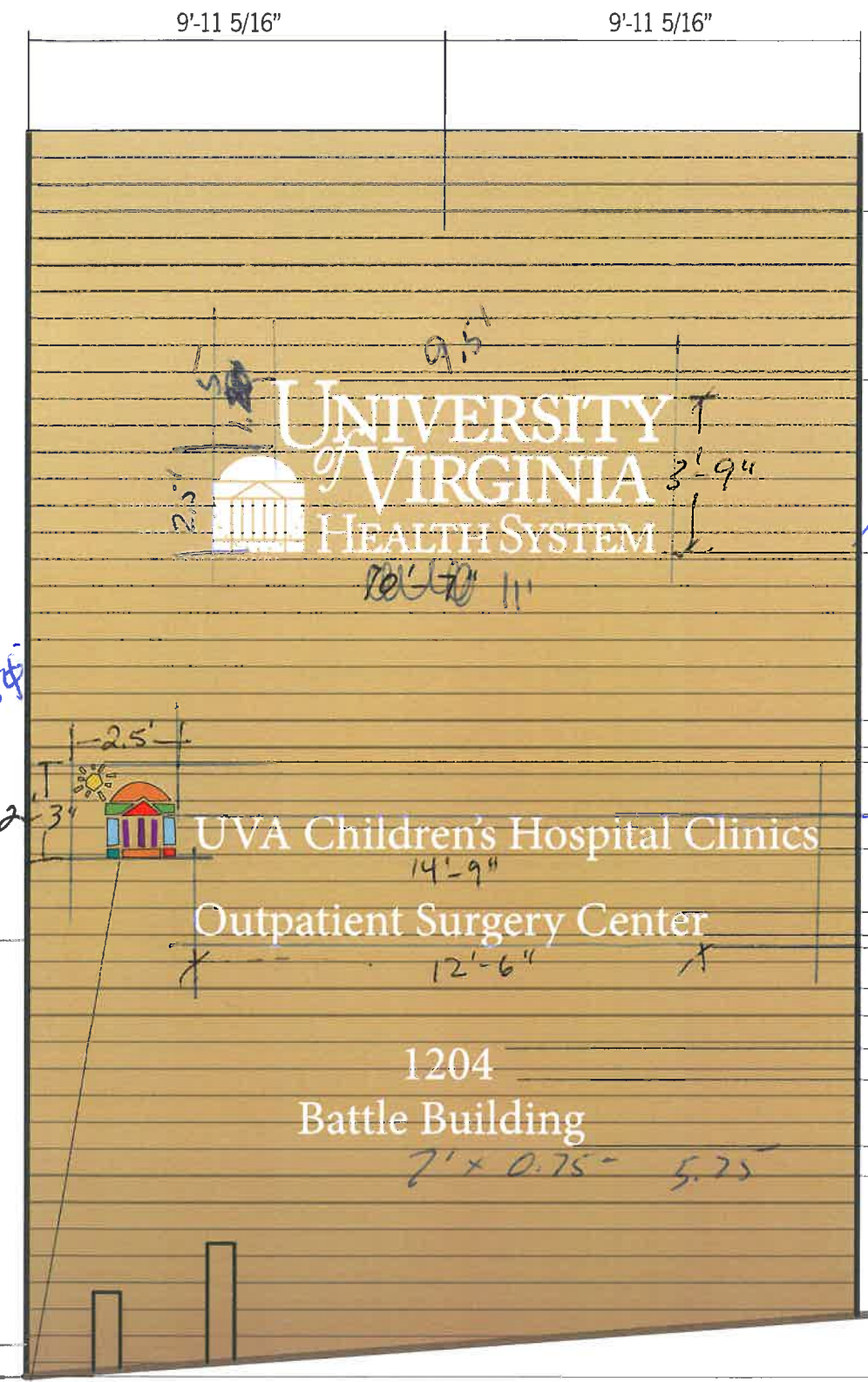
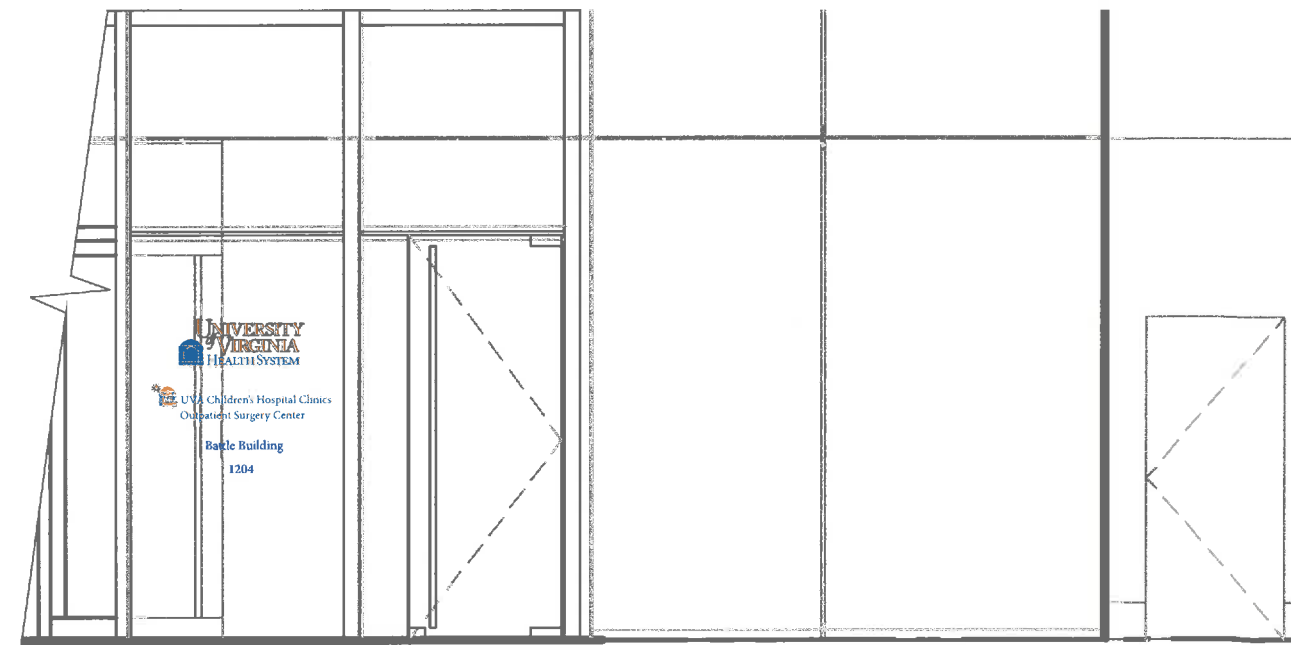


3" deep internally illuminated face-lit channel letters / logo; logo shall be made of 14 individual internally illuminated segments mounted to raceway; three segments incorporate opaque stars graphic applied to first surface (color to match brick).

2" deep raceway backer for hiding electrical connections, and to which channel letters \ logo are mounted; raceway painted to match color and finish of brick.

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

**West Elevation - Enlarged View**



Full-color logo made up of 22 individual 1" thk. segments mounted to 1/4" thk. aluminum back plate

all of the non-illuminated characters will be 1" thick painted cast aluminum characters

Scale: 1/4" = 1'-0"  
**West Elevation**

Handwritten calculations:  
 $63 \phi$   
 $5.25$   
 $68.25$   
 $14.25$   
 $27.50$   
 $41.75$   
 $39.4 \phi$

White internally illuminated channel letters / logo, centered on wall left to right and top to bottom

White non-illuminated channel letters, centered on wall left to right and top to bottom

Client:  
**Battle Children's Hospital**  
Kjellstrom and Lee

Project:  
Exterior Signag

Date:  
March 31, 201

Lead:  
T. Ronayn

Designer:  
C. Byrd Schafe

Rev. Date	No.	Description	H
3/31/14	1	Format Layout	
5/7/14	2	Comment Revisions 1	
5/8/14	3	Changed spacing	
5/15/14	4	Changed spacing	

Materials:  
See Drawing

Handwritten calculations:  
 $44.25$   
 $47.75$   
 $5.638$   
 $549.88$   
 $14.75 \times 3.08 = 5.638$   
 $5.625$

Colors:

PMS 611C	PMS 652C	PMS 7496C	PMS 265
PMS 145C	PMS 711C	PMS 5483C	PMS 294C

Fonts:  
N/A

Work Order:  
**24103**

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 REVISE AND RESUBMIT   
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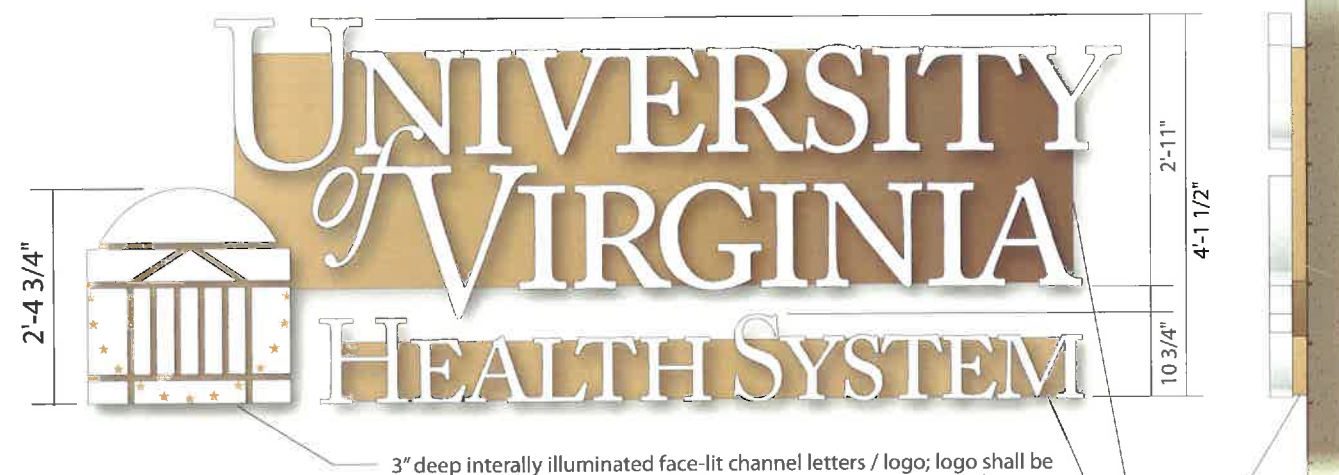
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SBS Note: All dimensions to be field verified.



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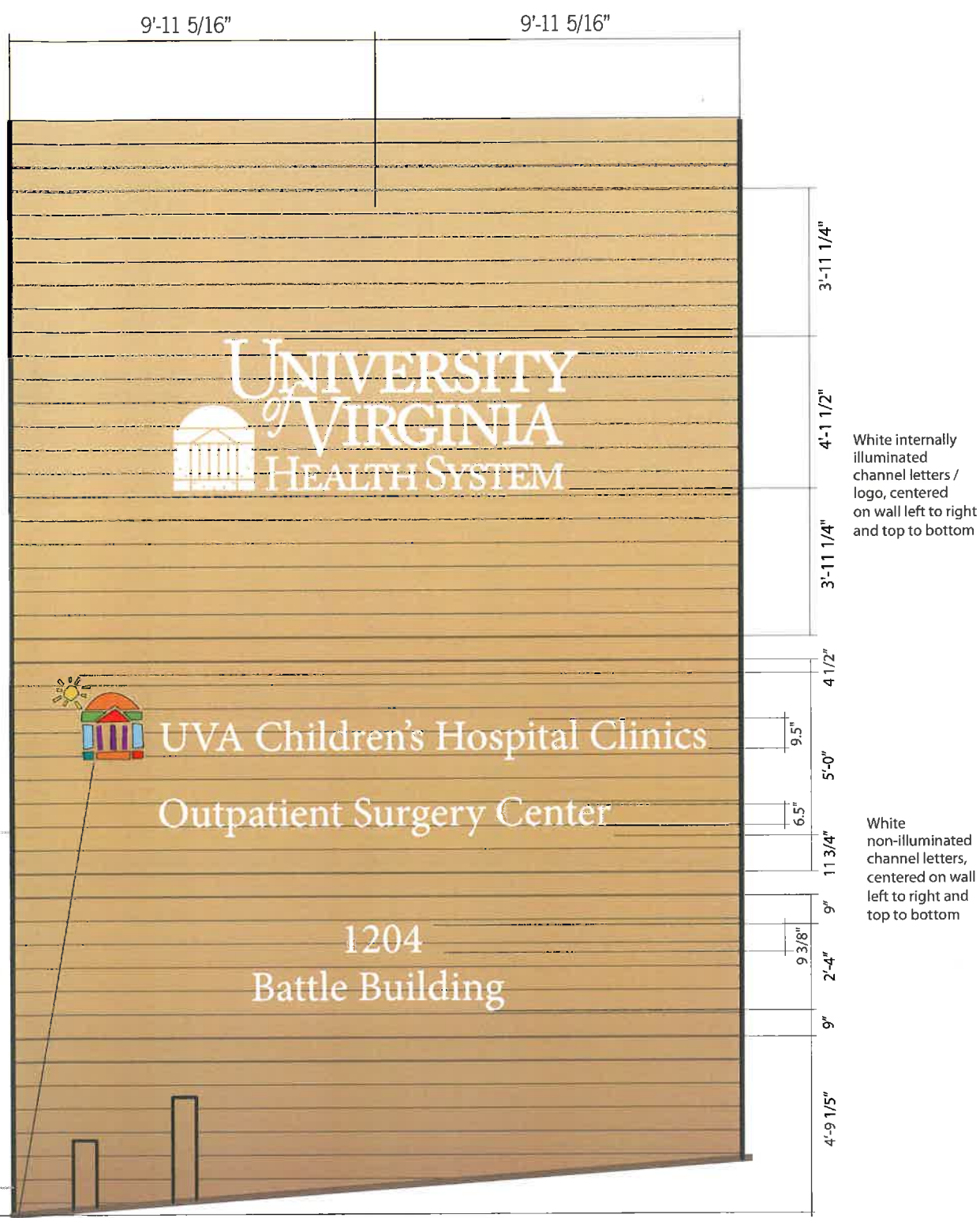
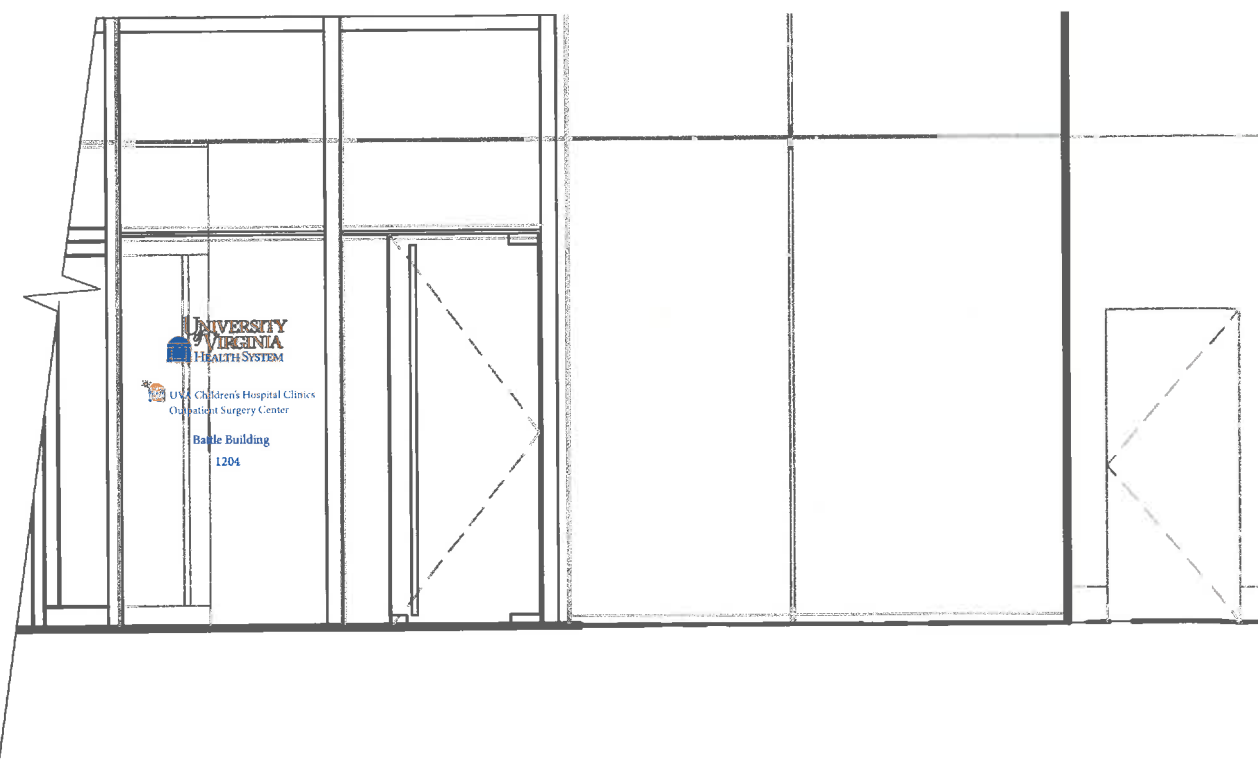


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Scale: 1/2" = 1'-0"

West Elevation - Enlarged View



White internally illuminated channel letters / logo, centered on wall left to right and top to bottom

White non-illuminated channel letters, centered on wall left to right and top to bottom

Full-color logo made up of 22 individual 1" thk. segments mounted to 1/4" thk. aluminum back plate

all of the non-illuminated characters will be 1" thick painted cast aluminum characters

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West Elevation

Client: **Battle Children's Hospital**  
 Kjellstrom and Lee

Project: Exterior Signage

Date: March 31, 2014

Lead: T. Ronayne

Designer: C. Byrd Schafer

Rev. Date	No.	Description	Hrs.
3/31/14	1	Format Layout	.5
5/7/14	2	Comment Revisions 1	.75
5/8/14	3	Changed spacing	.25
5/15/14	4	Changed spacing	.25

Materials: See Drawings

Colors:

PMS 611C	PMS 652C	PMS 7435C	PMS 2603C
PMS 145C	PMS 711C	PMS 6483C	PMS 294C

Fonts: N/A

Work Order:  
**24103**

Sheet Number: 2 of 2



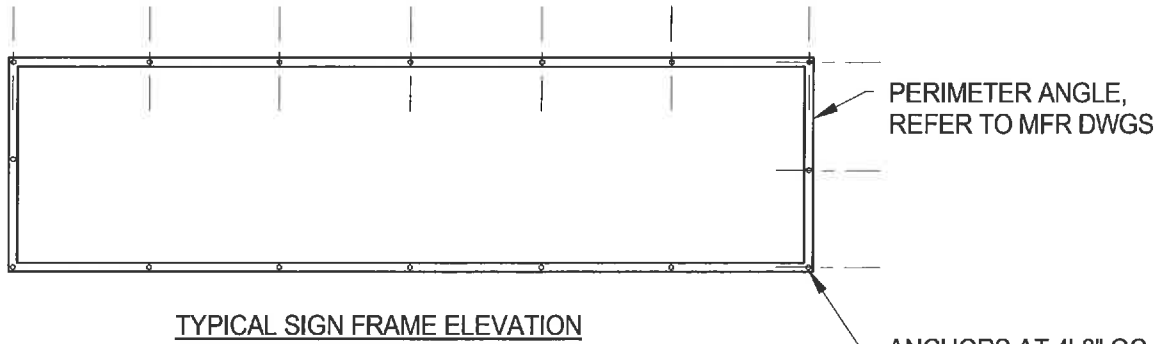
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STANLEY BEAMAN & SEARS

SBS Note: Gropen clarified that this detail applies to Sign Type X2A and X2B



TYPICAL SIGN FRAME ELEVATION

EXISTING 4" BRICK

3/8" DROP-IN ANCHORS  
SEE NOTE BELOW AND  
SEE ABOVE FOR  
SPACING

ANGLE FRAME ALL  
AROUND, REFER TO  
MFR DWGS

RACEWAY, REFER  
TO MFR DWGS

**ANCHOR NOTE:**  
ANCHORS SHALL BE "Powers  
Hollow-Set Dropin" DROP-IN TYPE  
3/8" DIA BOLTS WITH 5/8" DIA  
SHIELD WITH MIN. ALLOWABLE  
CAPACITY IN BRICK AS FOLLOWS:

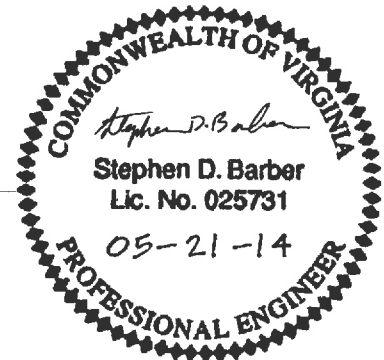
TENSION     370 #  
SHEAR        595#

**DESIGN LOADS:**

SIGN WEIGHT:            5 PSF  
NET WIND (SUCTION) 21.9 PSF

TYPICAL SIGN SECTION

**TYPICAL SIGN ANCHORAGE**



DUNBAR MILBY WILLIAMS  
PITTMAN & VAUGHAN, PLLC  
CONSULTING STRUCTURAL ENGINEERS

110 Third Street NE  
Charlottesville, VA 22902  
(434) 293-5171 FAX (434) 977-5191

PROJECT NAME:

UVA BATTLE BUILDING

PROJECT NUMBER:

1405-00

DRAWING TITLE:

SIGN ANCHORAGE

DATE:

05/21/14

SCALE:

As indicated

DRAWN BY:

RSP

DESIGNED BY:

RSP

CHECKED BY:

SDB

DRAWING NUMBER:

SK1