

Casey, Jessica

From: Casey, Jessica
Sent: Tuesday, May 03, 2011 12:40 PM
To: 'tleland@universitybaptist.org'
Cc: Scala, Mary Joy
Subject: April 19th BAR Action Letter
May 3, 2011

Tom Leland, Senior Minister
1223 West Main Street
Charlottesville, VA 22903

Preliminary Discussion
1223 West Main Street
Tax Map 10 Parcel 20
Tom Leland, Senior Minister, Applicant/ University Baptist Church, Owner
Comprehensive Signage Plan

Dear Mr. Leland,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on April 19, 2011.

The BAR was agreeable to the applicant submitting a Comprehensive Signage Plan. Regarding the proposed letters over the entrance, they suggested Roman type face (1920's), bronze letters, thoughtfully spaced. The complete discussion may be viewed online at http://charlottesville.granicus.com/ViewPublisher.php?view_id=2

If you have any questions, please contact me at 434-970-3130 or 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
Charlottesville, VA 22902
Ph 434.970.3130 FAX 434.970.3359
scala@charlottesville.org



**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 \$350 application fee. For all other projects requiring BAR approval, please include \$100 application fee. For both types of projects, the applicant must pay \$1.00 per required mail notice to property owners. The applicant will receive an invoice for these notices, and project approval is not final until the invoice has been paid. For projects that require only administrative approval, please include \$100 administrative fee. 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.

Information on Subject Property

Physical Street Address: 1223 West Main ST
Charlottesville VA 22903

City Tax Map/Parcel: 100020000

Name of Historic District or Property: _____
The Corner

Do you intend to apply for Federal or State Tax Credits for this project? _____

Applicant

Name: Tom Leland, Senior Minister

Address: 1223 West Main ST
Charlottesville VA 22903

Email: tleland@universitybaptist.org

Phone: (W) 434-293-5106 (H) _____

FAX: 434-979-6433

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.)

Edward Smith 2/14/11
Signature Date

Property Owner (if not applicant)

Name: University Baptist Church

Address: 1223 West Main ST
Charlottesville Va 22903

Email: _____

Phone: (W) _____ (H) _____

FAX: _____

Property Owner Permission (if not applicant)

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

Thomas E. Leland Feb. 14, 2011
Signature Date

Description of Proposed Work (attach separate narrative if necessary): We seek approval to install a wall sign on the frieze above 2nd story windows in front of the church.

Attachments (see reverse side for submittal requirements): _____

For Office Use Only

Received by: BSW

Fee paid: 100.00 Cash/Ck. # 14288

Date Received: 2-15-2011

Approved/Disapproved by: _____

Date: _____

Conditions of approval: _____

P11-0022

Scala, Mary Joy

From: Scala, Mary Joy
Sent: Wednesday, March 30, 2011 3:43 PM
To: tleland@universitybaptist.org
Cc: Brodhead, Read
Subject: Univ Baptist Ch Signage
Attachments: Sign Application and Permit.doc; Comprehensive Signage Plan.docx

Dear Mr. Leland,

I would be happy to have a phone conversation but wanted to email this information first.

I am receipt of your letter dated March 17, 2011 to request a new sign for the University Baptist Church at 1223 West Main Street, which property is zoned West Main North Corridor with a historic district overlay (West Main Street Architectural Design Control District). I told you incorrectly before that the BAR could not approve your sign as proposed. You have the right to apply for a Comprehensive Signage plan, which would allow the Board of Architectural Review to waive or modify requirements of the sign ordinance, if they find it appropriate. I believe that a Comprehensive Signage Plan is your only recourse, if you wish to pursue the sign.

I am attaching the pertinent Zoning Ordinance sections that explain how to apply for a Comprehensive Signage Plan. A Comprehensive Signage Plan application fee is \$250. You have already submitted an application for a Certificate of Appropriateness with a check for \$100. Therefore, you should submit a Sign Permit application with an additional \$150.

In addition, I will need ten sets of the information outlined in Sec. 34-1045 (e). The next deadline for submittal for the BAR's May 15 meeting is 4 pm, Tuesday April 24.

You may always ask for a preliminary discussion with the BAR, which means I will put you on the agenda (no fee required) to get their opinions before you make application. I will include you on the BAR's April 19 agenda as a preliminary discussion and you can let me know if you do not want to do that.

The sign you propose appears to be the fourth sign on the property. There is an existing monument sign and two other signs on either side of the front door. Zoning ordinance regulations allow only 2 signs per property, and signs are not permitted above the second story window sill. The maximum aggregate sign area permitted is 75 sq. ft. in the West Main ADC District, but the BAR can be more restrictive.

The Historic overlay district guidelines are more restrictive, intended to make sure the sign is in character with the building and the district. One guideline states, "Place signs so that they do not obstruct architectural elements and details that define the design of the building." The sign you propose bridges wood trim, which does not meet this guideline. The signage guidelines are found at this link in Chapter V.

<http://www.charlottesville.org/Index.aspx?page=809>

Please let me know if you have any questions, if any of this is incorrect, or if you do not wish to have a preliminary discussion on April 19. Thank you..

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

Architectural And Historic Survey



Identification

STREET ADDRESS: 1223 West Main Street	HISTORIC NAME: University Baptist Church
MAP & PARCEL: 10-20	DATE / PERIOD: 1928-29
CENSUS TRACT AND BLOCK:	STYLE: Colonial Revival
PRESENT ZONING: B-3	HEIGHT (to cornice) OR STORIES: 1, 3 storeys
ORIGINAL OWNER: Trustees of High Street Baptist Church	DIMENSIONS AND LAND AREA: 193' x 149' (28,757 sq. ft.)
ORIGINAL USE: Church	CONDITION: Good
PRESENT USE: Church	SURVEYOR: Bibb
PRESENT OWNER: Trustees of University Baptist Church	DATE OF SURVEY: Winter 1982
ADDRESS: 1223 West Main Street Charlottesville, Virginia 22903	SOURCES: City Records Howard Newlon, Jr., "A Brief History of University Baptist Church"

ARCHITECTURAL DESCRIPTION

The University Baptist Church is a pilastered rectangular structure with a full-height pedimented portico. It is set on a high foundation of rusticated brick laid in 6-course American bond with a stone water table. Wall construction is of brick, also laid in 6-course American bond. Brick pilasters with stone bases and capitals divide the facade into five bays and the sides into six bays beyond the Sunday School building which surrounds the rear of the church building. Windows at both levels on the side elevations are multi-eight, fixed sash, tinted glass with stained glass borders. They have wooden architrave trim and stone spandrels between the windows. In each bay, the whole is set within a stone architrave and sill supported on shallow consoles. Basement windows are paired 8-light casement. The church has a medium-pitched gable roof covered with slate. It has projecting eaves and a wooden entablature and terminates in a brick pediment with a wheel window on the facade. The pediment is supported by six Tuscan columns, and the portico has a tile floor and 8 stone steps. The facade is five bays wide and has a stone stringcourse. There are entrance doors in the three center bays, the center one being somewhat larger. A pair of 3-paneled doors with a half-round leaded stained glass transom is set within a round arched stone architrave with cartouche. The interior has architrave trim, paneled wainscot, and a coffered ceiling. The windows at the second level have an entablature. The curved seating arrangement is reminiscent of that in the 1904 First Baptist Church. A gallery on three sides is supported by ten fluted Doric columns. Access is by corner stairs at the front of the auditorium as well as from the second level of the vestibule. The paneled chancel is framed by tall fluted pilasters carrying an entablature, and a round arch springing from smaller fluted pilasters frames the baptistry. The Sunday School building is three storeys tall, set on a high basement. It surrounds the rear of the church building and extends seven bays to the west. Wall construction is also of brick laid in 6-course American bond. A parapet entablature conceals a shed roof sloping gently to the rear. Windows are double-sash, 9-over-9 light at the first level and 6-over-6 light at the second, third, and basement levels. First and second level windows have jack arches with stone keystones. There is a small entrance portico on the facade adjacent to the main body of the church. One Tuscan column supports a flat roof with an entablature and Chinese Chippendale roof balustrade.

HISTORICAL DESCRIPTION

On January 15, 1926, the congregation of the High Street Baptist Church voted to move to the University. They purchased this lot in 1927 (City DB 59-7), and the cornerstone was laid on September 5, 1928. The church was dedicated on August 11, 1929, two months before the beginning of the Great Depression. The congregation was unable to keep up the mortgage payments, and on December 8, 1937, the church building was sold at auction to the bondholder, the First and Merchant's Bank of Richmond (DB 62-407, 63-367, 94-11). During the next year, services were held in the Virginia Public Service Building (300 West Main St.) and in the University Chapel. Meanwhile, the bank was unsuccessful in its efforts to sell the church building, and the congregation was able to buy it back (DB 100-120). The first service was held on April 2, 1939. In 1975 the cornerstone from the High Street Baptist Church was relaid beside the University Baptist Church cornerstone in the east side of the foundation of the portico.



Thomas E. Leland
Senior Minister

March 17, 2011

Mr. Frederick Wolfe, Chair
Ms. Mary Joy Scala, Planner
Board of Architectural Review
Department of Neighborhood Development Services
P.O. Box 911, City Hall
Charlottesville, VA 22902

Dear Mr. Wolf and Ms. Scala:

Following my February 14, 2011 letter (attached) to request approval for the BAR to add UNIVERSITY BAPTIST CHURCH to the frieze above the front entrance of our church, Mary Joy advised that the "sign you propose is not legal under our sign ordinance. The city does not permit signs higher than the second story window sill."

We recognize the importance of the ordinance, particularly for commercial buildings, but it is our understanding that the BAR has made well-thought-out exemptions to this ordinance. The excellent design and lettering above the statues at City Hall appears to be such an exception based on the good judgment of some individual or board within the city.

At this time, we respectfully request that the BAR hear our request because placing the lettering below the second floor windows, and thus complying with the ordinance, would be most unattractive, ineffective and inconsistent with the intent of the ordinance. If the BAR is unable to hear our request, we would appreciate your advice regarding the board to which we might direct our appeal.

We feel that the signage being proposed by University Baptist Church is both classical, traditional and in keeping with the signage which effectively appears on other friezes within the city. Surely, our proposed signage, which is similar to the frieze on the Basilica in Rome, would be appropriate for our church.

Thank you for your attention to this matter. We look forward to hearing from you.

Sincerely,

A handwritten signature in black ink that reads "Tom Leland". The signature is written in a cursive, flowing style.

Thomas E. Leland

Email: tleland@universitybaptist.org

❖ 1223 West Main Street, 22903 ❖ (434) 293-5106 ❖ www.universitybaptist.org ❖ Fax: (434) 979-6433 ❖



Thomas E. Leland
Senior Minister

February 14, 2011

Board of Architectural Review (BAR)
Certificate of Appropriateness
City of Charlottesville
Department of Neighborhood Development Services
PO Box 911, City Hall
Charlottesville VA 22902

Dear Mary Joy,

University Baptist Church is uniquely located immediately adjacent to the University of Virginia and as such is considered by many to be one of the buildings within the university community. One of the more frequent comments I receive from guests relates to our lack of signage and identity as a church.

In consultation with HIGHTECH Signs, we have developed a proposal to add the following lettering "UNIVERSITY BAPTIST CHURCH " to the frieze above the front entrance to our sanctuary using 15" raised architectural letters. As you will note in the attached photograph, the proposal is conservative, traditional and in keeping with other signage in our area (e.g. Venable School).

It is my understanding that the proposed lettering needs to be reviewed by the board since it is above the second story window level. While we understand the importance of this guideline we believe that an exception should be made for this request given the design of our building, its location adjacent to a complicated intersection and the lack of effective locations for placement.

Thank you for considering this request. I and other members of our church will be pleased to provide you and the board additional information as this request is considered. We look forward to hearing from you.

Sincerely,

Tom Leland
Senior Minister

Email: tleland@universitybaptist.org

-15" H CAST METAL LETTERS, STUD MOUNTED TO BRIDGE 2" H WOOD TRIM



UNIVERSITY BAPTIST CHURCH

Client: University Baptist Church/Ed Smith
Location: 1223 West Main Street
Charlottesville, VA 22903
Phone/Email: (434) 293-5106

SIGN PLACEMENT MAY CHANGE
We cannot guarantee exact color matches. All sizes and dimensions are illustrated for client's conception of project and are not to be understood as being exact size of exact scale.

Drawing scale: Scale is Approximate
Drawing location: P:\2011\Beth\U
University Baptist Church\Renderings
Revision #:03 2/9/11

HIGHTECH SIGNS

2165 Seminole Trail
Charlottesville, VA 22901

Layout by: April Hickory
phone: (434)974-7900 x114
fax: (434)974-6898
april@htsva.com

Preliminary Drawing
 Final Drawing



son Pk Ave →

W Main St

54

ONE WAY





VENABLE SCHOOL



MCINTIRE HIGH SCHOOL



McGUFFEY ART CENTER

201

Artists
Galleries
Classes

DEWARLE COUNTY OFFICE BUILDING





GEORGE ROGERS CLARK





UNIVERSITY BAPTIST CHURCH

W Main St

NO TURN ON RED