

From: Scala, Mary Joy
Sent: Wednesday, March 25, 2015 12:52 PM
To: Darrell Slomiany (djs@ajcpt.com)
Subject: BAR Actions - March 17, 2015 - 1309 W MAin Street

March 25, 2015

Darrell Slomiany
621 West Randolph Street Suite 4
Chicago, IL 60661

RE: Certificate of Appropriateness Application
BAR 14-11-01
1309 West Main Street
Tax Parcel 100016000
RAAJ Charlottesville, Owner/ Darrell Slomiany, Applicant
Exterior Changes

Dear Applicant,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on March 17, 2015. The following action was taken:

The BAR approved (5-1 with Keesecker opposed) the exterior changes with the following modifications:

- **the BAR wants to see the profile for window muntins;**
- **revised color scheme per discussion [no teal; use previous grays or grayed blues with darker color replacing light vertical bands] with physical samples of all colors mailed to staff for circulation;**
- **revised elevations to show where colors are going; penthouse shall be changed back to bronze color with windows reconfigured at east end;**
- **the Graduate sign may be located high up on the west side, if removed from other two elevations;**
- **and a monument sign is OK but the BAR wants to review it.**

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 (September 17, 2016), 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. The expiration date may differ if the COA is associated with a valid site plan. You may request an extension of the certificate of appropriateness *before this approval expires* for one additional year for reasonable cause.

Upon completion of the project, 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.

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

**CITY OF CHARLOTTESVILLE
BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT
March 17, 2015**



Certificate of Appropriateness Application

BAR 14-11-01
1309 West Main Street
Tax Parcel 100016000
RAAJ Charlottesville, Owner/ Darrell Slomiany, Applicant
Exterior Changes (revised)

Background

1309 West Main Street is a non-contributing building in the West Main Street ADC District. It was built in 1966 as a Howard Johnson Hotel and Restaurant. Sometime after 1996 and before 2004 the building was renovated, and the red brick was covered over. The most recent use was a Red Roof Inn.

November 18, 2014 - The BAR approved (8-0) the changes with the following modifications that will be submitted digitally for circulation to the BAR before staff approval:

1. Mechanical screen to be pulled back from West Main Street [to align with penthouse wall].
2. Provide windows on the [penthouse] West Main Street façade.
3. Provide internal spacer bars on the ground floor [SDL] windows.
4. The lower rail shall match the penthouse rail.

The BAR also made the following friendly suggestions:

1. The penthouse should be black or dark gray instead of bronze color.
2. The existing transformer to the west of Mellow Mushroom should be screened.

Application

The current applicant is proposing to rehabilitate the former Red Roof Inn building to be used as the Graduate Hotel.

Following the November BAR meeting, the applicant made changes to the plan and re-submitted. The revised drawings include a new color scheme and two additional signs (four total) which were not shown on the original drawings, but which require BAR approval.

The proposed color scheme includes:

Front two story base: Glen Gary [thin] Brick S-85 Charcoal (same as previous submittal)
Walls : Benjamin Moore paint in Nature's Essentials 1521 (pale cool gray) and
Vermont Slate 1673 (deep blue)
Penthouse metal standing seam siding: Benjamin Moore paint in West Coast 1671 (medium blue)
Parking garage: Benjamin Moore paint in Bruton White CW-710 (pale gray)
Mechanical screen: Not specified.

Two new signs have been added to the east and west walls at a non-conforming height. Signage is shown in the same location as the current Red Roof Inn signage, but reduced in size by 30%.

Screening has been added at the transformer west of Mellow Mushroom, as suggested by the BAR.

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 Rehabilitation include:

B. FACADES AND STOREFRONTS

Over time, commercial buildings are altered or remodeled to reflect current fashions or to eliminate maintenance problems. Often these improvements are misguided and result in a disjointed and unappealing appearance. Other improvements that use good materials and sensitive design may be as attractive as the original building and these changes should be saved. The following guidelines will help to determine what is worth saving and what should be rebuilt.

- 1) Conduct pictorial research to determine the design of the original building or early changes.*
- 2) Conduct exploratory demolition to determine what original fabric remains and its condition.*
- 3) Remove any inappropriate materials, signs, or canopies covering the façade.*
- 4) Retain all elements, materials, and features that are original to the building or are contextual remodelings, and repair as necessary.*
- 5) Restore as many original elements as possible, particularly the materials, windows, decorative details, and cornice.*
- 6) When designing new building elements, base the design on the "Typical elements of a commercial façade and storefront" (see drawing next page).*
- 7) Reconstruct missing or original elements, such as cornices, windows, and storefronts, if documentation is available.*
- 8) Design new elements that respect the character, materials, and design of the building, yet are distinguished from the original building.*
- 9) Depending on the existing building's age, originality of the design and architectural significance, in some cases there may be an opportunity to create a more contemporary façade design when undertaking a renovation project.*
- 10) Avoid using materials that are incompatible with the building or within the specific districts, including textured wood siding, vinyl or aluminum*

siding, and pressure-treated wood,

- 11) Avoid introducing inappropriate architectural elements where they never previously existed.

C. WINDOWS

Windows add light to the interior of a building, provide ventilation, and allow a visual link to the outside. They also play a major part in defining a building's particular style. Because of the wide variety of architectural styles and periods of construction within the districts, there is a corresponding variation of styles, types, and sizes of windows.

Windows are one of the major character-defining features on buildings and can be varied by different designs of sills, panes, sashes, lintels, decorative caps, and shutters. They may occur in regular intervals or in asymmetrical patterns. Their size may highlight various bay divisions in the building. All of the windows may be the same or there may be a variety of types that give emphasis to certain parts of the building.

- 1) Prior to any repair or replacement of windows, a survey of existing window conditions is recommended. Note number of windows, whether each window is original or replaced, the material, type, hardware and finish, the condition of the frame, sash, sill, putty, and panes.
- 2) Retain original windows when possible.
- 3) Uncover and repair covered up windows and reinstall windows where they have been blocked in.
- 4) If the window is no longer needed, the glass should be retained and the back side frosted, screened, or shuttered so that it appears from the outside to be in use.
- 5) Repair original windows by patching, splicing, consolidating or otherwise reinforcing. Wood that appears to be in bad condition because of peeling paint or separated joints often can be repaired.
- 6) Replace historic components of a window that are beyond repair with matching components.
- 7) Replace entire windows only when they are missing or beyond repair.
- 8) If a window on the primary façade of a building must be replaced and an existing window of the same style, material, and size is identified on a secondary elevation, place the historic window in the window opening on the primary façade.
- 9) Reconstruction should be based on physical evidence or old photographs.
- 10) Avoid changing the number, location, size, or glazing pattern of windows by cutting new openings, blocking in windows, or installing replacement sash that does not fit the window opening.
- 11) Do not use inappropriate materials or finishes that radically change the sash, depth of reveal, muntin configuration, reflective quality or color of the glazing, or appearance of the frame.
- 12) Use replacement windows with true divided lights or interior and exterior fixed muntins with internal spacers to replace historic or original examples.
- 13) If windows warrant replacement, appropriate material for new windows depends upon the context of the building within a historic district, and the age and design of the building. Sustainable materials such as wood, aluminum-clad wood, solid fiberglass, and metal windows are preferred. Vinyl windows are discouraged.
- 14) False muntins and internal removable grilles do not present an historic appearance and should not be used.
- 15) Do not use tinted or mirrored glass on major facades of the building. Translucent or low (e) glass may be strategies to keep heat gain down.
- 16) Storm windows should match the size and shape of the existing windows and the original sash configuration. Special shapes, such as arched top storms, are available.
- 17) Storm windows should not damage or obscure the windows and frames.
- 18) Avoid aluminum-colored storm sash. It can be painted an appropriate color if it is first primed with a zinc chromate primer.
- 19) The addition of shutters may be appropriate if not previously installed but if compatible with the style of the building or neighborhood.
- 20) In general, shutters should be wood (rather than metal or vinyl) and should be mounted on hinges. In some circumstances, appropriately dimensioned, painted, composite material shutters may be used.
- 21) The size of the shutters should result in their covering the window opening when closed.
- 22) Avoid shutters on composite or bay windows.
- 23) If using awnings, ensure that they align with the opening being covered.

24) Use awning colors that are compatible with the colors of the building.

H. Masonry

Masonry includes brick, stone, terra cotta, concrete, stucco, and mortar. Masonry is used on cornices, pediments, lintels, sills, and decorative features, as well as for wall surfaces. Color, texture, mortar joint type, and patterns of the masonry help define the overall character of a building. Brick is used for the construction of building walls, retaining walls, fencing, and chimneys.

- 1) Retain masonry features, such as walls, brackets, railings, cornices, window surrounds, pediments, steps, and columns that are important in defining the overall character of the building.
- 2) When repairing or replacing a masonry feature, respect the size, texture, color, and pattern of masonry units, as well as mortar joint size and tooling.
- 3) When repointing masonry, duplicate mortar strength, composition, color, and texture.
 - a. Do not repoint with mortar that is stronger than the original mortar and the brick itself.
 - b. Do not repoint with a synthetic caulking compound.
- 4) Repoint to match original joints and retain the original joint width.
- 5) Do not paint unpainted masonry.

K. PAINT

A properly painted building accentuates its character-defining details. Painting is one of the least expensive ways to maintain historic fabric and make a building an attractive addition to a historic district. Many times, however, buildings are painted inappropriate colors or colors are placed incorrectly. Some paint schemes use too many colors, but more typical is a monochromatic approach in which one color is used for the entire building. On particularly significant historic buildings, there is the possibility of conducting paint research to determine the original color and then recreating that appearance.

- 1) Do not remove paint on wood trim or architectural details.
- 2) Do not paint unpainted masonry.
- 3) Choose colors that blend with and complement the overall color schemes on the street. Do not use bright and obtrusive colors.
- 4) The number of colors should be limited. Doors and shutters can be painted a different color than the walls and trim.
- 5) Use appropriate paint placement to enhance the inherent design of the building.

Discussion and Recommendations

Conditions of approval:

1. The rooftop mechanical screen has been pulled back as required. Its material and color should be confirmed.
2. The BAR should comment on the appropriateness of the penthouse windows that were added on the front façade.
3. Staff is uncertain if the BAR's intent has been met. The condition was, "Provide internal spacer bars on the ground floor (SDL) windows." The response is to add an "internal mullion." The BAR and applicant should confirm that simulated divided lights (external muntins with internal spacer bars) are intended, not grids sandwiched between the glass.
4. The lower rail will match the top (preferred) rail design.

Friendly suggestions:

1. The penthouse was not changed to black or dark gray.
2. Screening has been added to the transformer. Its material and color should be confirmed.

New color scheme: The BAR should determine if the new color scheme is appropriate.

New signage: The sign ordinance states that when a nonconforming sign is replaced, it must be at least 30 % less in size, but the ordinance does not address the nonconformity of its location. However, within the historic districts, "The character of all signs shall be harmonious to the character of the structure on which they are to be placed. Among other things, consideration shall be given to the location of signs on the structure in relation to the surrounding buildings, the use of compatible colors, the use of appropriate materials, the size and style of lettering and graphics, and the type of lighting."

Recently when the Battle Building opposite was made to remove a large sign placed on top of their building, they asked about this proposed hotel and were shown the November submittal that showed two signs. Given that any new use within this historic district would be permitted only two signs that could not be located higher than twenty feet from the ground, it seems reasonable for the BAR to limit the signage on this property to the two hotel signs shown on the original submittal. (There is additional signage at Mellow Mushroom and Jimmy Johns restaurants that will remain).

Suggested Motion

Having considered the standards set forth within the City Code, including City Design Guidelines for Rehabilitation, I move to find that the proposed building rehabilitation changes satisfy the BAR's criteria and are compatible with this property, and other properties in the West Main Street ADC District, and that the BAR approves the application with the following modifications....





RECEIVED

Board of Architectural Review (BAR)
Certificate of Appropriateness

SEP 30 2014

NEIGHBORHOOD DEVELOPMENT SERVICES

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 RAAJ CHARLOTTESVILLE QUE Applicant Name DARRELL SLOWINSKY
Project Name/Description RED ROOF INN RENOVATION Parcel Number 100016000
Property Address 1309 W. MAIN ST.

Applicant Information

Address: 621 W. RANDOLPH ST. STE 4
CHICAGO IL 60661
Email: djs@axpt.com
Phone: (W) 312.833.1308 (H)
FAX:

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.)

[Signature] 9.30.14
Signature Date

DARRELL SLOWINSKY 9.30.14
Print Name Date

Property Owner Information (if not applicant)

Address: SAME
Email:
Phone: (W) (H)
FAX:

Property Owner Permission (if not applicant)

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

[Signature] 9.30.14
Signature Date

JOHN AFARO 9.30.14
Print Name Date

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

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

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

WINDOW SYSTEMS CUT SHEETS, PHOTOS OF BUILDING & NEIGHBORING BUILDINGS, COLOR PENTHOUSE PLAN, COLOR ELEVATIONS, PHOTO SAMPLE BOARD, CD, PHOTO MANIPULATION

For Office Use Only
Received by: Lisa A. Barmore
Fee paid: \$125.00 Cash/Ck. # VISA
Date Received: 9/30/2014
PIA - 0153
Approved/Disapproved by:
Date:
Conditions of approval:



January 29, 2015

Mary Joy Scala, AICP
Preservation and Design Planner
City of Charlottesville
Department of Neighborhood Development Services
City Hall – 610 East Market Street
Charlottesville, VA 22902

Re: Graduate Charlottesville – 1309 W. Main St.

Dear Mary Joy:

This letter is to explain the project revisions based on the modifications requested by the BAR at the November 18, 2014 meeting regarding the property renovation at 1309 W. Main St. I have attached revised elevations and the staff requested modifications for your use. Below are the actions we are taking to obtain staff approval:

Modifications:

1. Mechanical screen to be pulled back from West Main Street [to align with penthouse wall]. Response – The screen has been relocated to align with the addition, please see “Left Elevation”.
2. Provide windows on the [penthouse] West Main Street façade. Response – we have added windows that align with existing windows below, please see “Front Elevation”.
3. Provide internal spacer bars on the ground floor [SDL] windows. Response – windows air gap will receive internal mullion to achieve the appearance of a true divided light.
4. The lower rail shall match the penthouse rail. Response – The railing will match, please see “Front Elevation” and “Right Elevation”.

Friendly Suggestions:

1. The penthouse should be black or dark gray instead of bronze color. Response – we have revised the color scheme to be less grey and more blue. We are also proposing a lighter color on the addition that complements the existing building.
2. The existing transformer to the west of Mellow Mushroom should be screened. Response – we agree and have added screening. It makes the overall streetscape more appealing.

A final note, I have added the areas to the Left and Right Elevations where the existing Red Roof Inn signs are located. It is my understanding that we are permitted to locate new signage at these areas as long as they are 30% smaller. Please confirm this is acceptable.

I hope you and staff find these revisions acceptable for BAR staff approval. Please contact me at your earliest convenience with any questions or concerns. Thank you for your time and review.

Very Truly Yours,


Darrell Slomiany

From: [Scala, Mary Joy](#)
To: [Darrell Slomiany](#)
Subject: BAR Action November 2014 - 1309 W Main Street
Date: Thursday, December 04, 2014 10:06:37 AM

December 4, 2014

Darrell Slomiany
621 West Randolph Street Suite 4
Chicago, IL 60661

RE: **Certificate of Appropriateness Application**
BAR 14-11-01
1309 West Main Street
Tax Parcel 100016000
RAAJ Charlottesville, Owner/ Darrell Slomiany, Applicant
Exterior Changes

Dear Applicant,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on November 18, 2014. The following action was taken:

The BAR approved (8-0) the changes with the following modifications that will be submitted digitally for circulation to the BAR before staff approval:

- 1. Mechanical screen to be pulled back from West Main Street [to align with penthouse wall].**
- 2. Provide windows on the [penthouse] West Main Street façade.**
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- 4. The lower rail shall match the penthouse rail.**

The BAR also made the following friendly suggestions:

- 1. The penthouse should be black or dark gray instead of bronze color.**
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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.

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If you have any questions, please contact me at 434-970-3130 or scala@charlottesville.org.

Sincerely yours,

Mary Joy Scala, AICP



FRONT ELEVATION



RED ROOF INN RENOVATION

FINISH LEGEND

	BENJAMIN MOORE PAINT NATURE'S ESSENTIALS 1521		BENJAMIN MOORE PAINT BRUTON WHITE CW-710
	BENJAMIN MOORE PAINT VERMONT SLATE 1673		GLEN GARY BRICK S-85 CHARCOAL
	STANDING SEAM SIDING WEST COAST 1671		





BACK ELEVATION

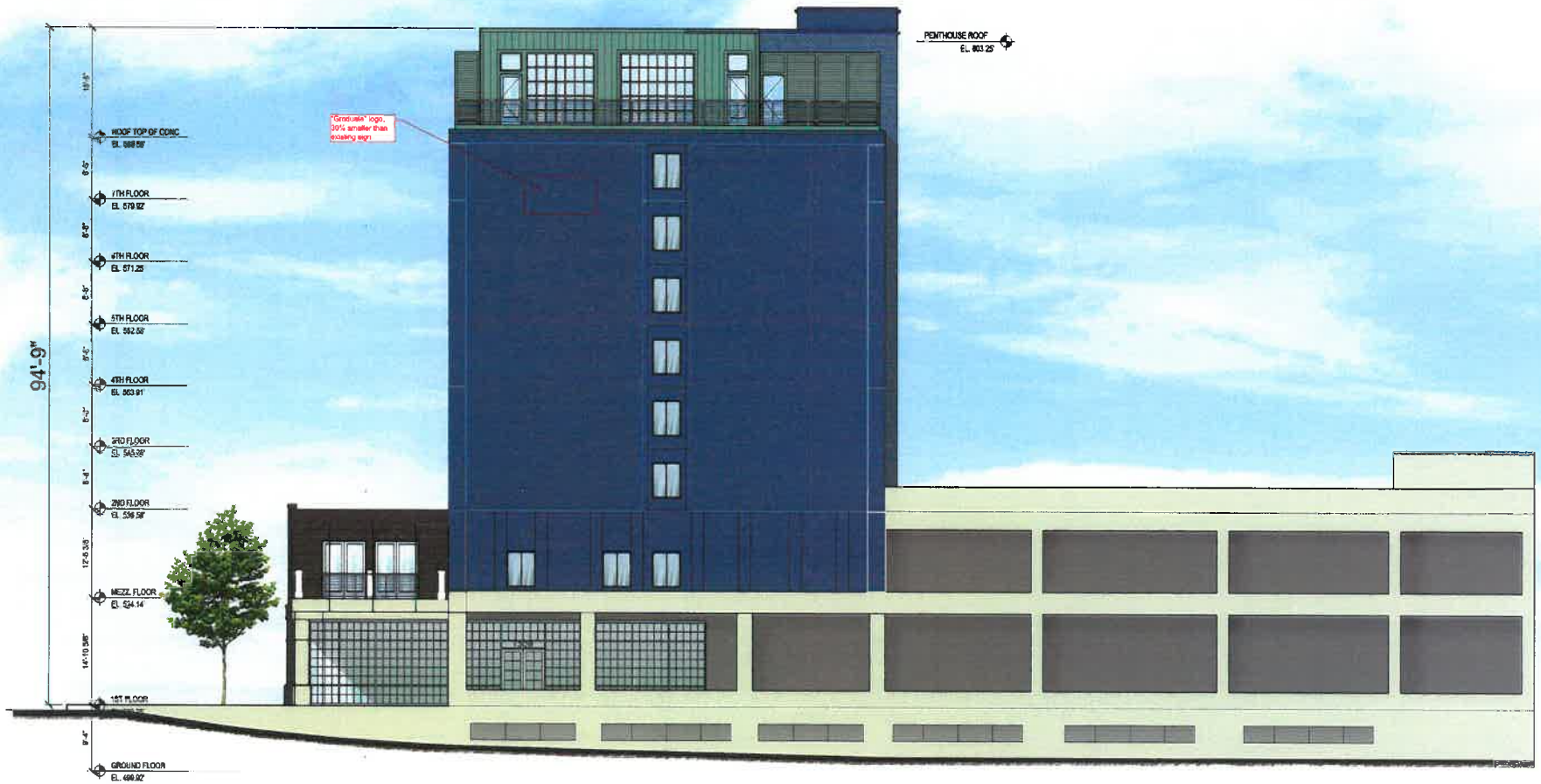
FINISH LEGEND

- | | | | |
|---|--|---|---|
|  | BENJAMIN MOORE PAINT
NATURE'S ESSENTIALS 1521 |  | BENJAMIN MOORE PAINT
BRUTON WHITE CW-710 |
|  | BENJAMIN MOORE PAINT
VERMONT SLATE 1673 |  | GLEN GARY BRICK
S-85 CHARCOAL |
|  | STANDING SEAM SIDING
WEST COAST 1671 | | |



RED ROOF INN RENOVATION





RIGHT ELEVATION

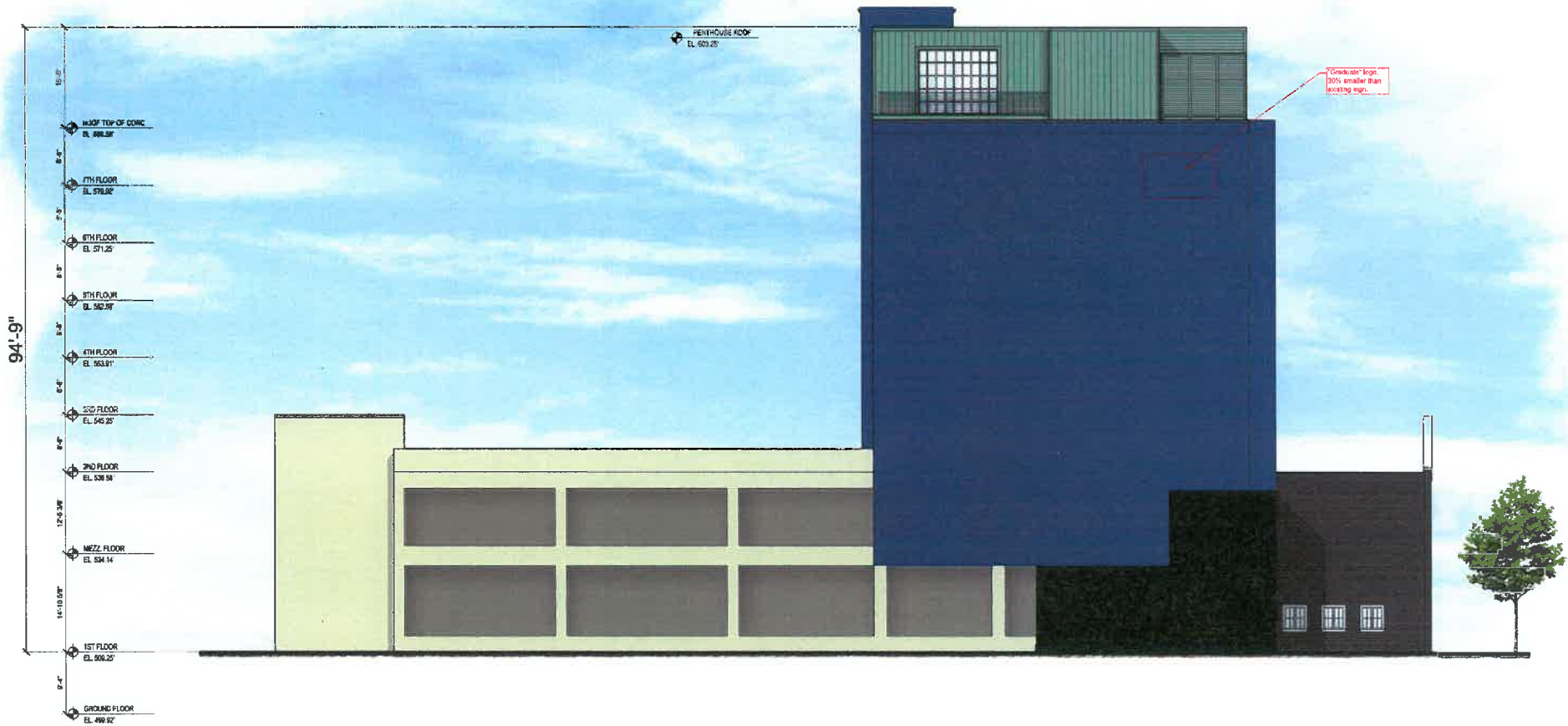
FINISH LEGEND

	BENJAMIN MOORE PAINT NATURE'S ESSENTIALS 1521		BENJAMIN MOORE PAINT BRUTON WHITE CW-710
	BENJAMIN MOORE PAINT VERMONT SLATE 1673		GLEN GARY BRICK S-85 CHARCOAL
	STANDING SEAM SIDING WEST COAST 1671		



RED ROOF INN RENOVATION





LEFT ELEVATION



RED ROOF INN RENOVATION

FINISH LEGEND

	BENJAMIN MOORE PAINT NATURE'S ESSENTIALS 1521		BENJAMIN MOORE PAINT BRUTON WHITE CW-710
	BENJAMIN MOORE PAINT VERMONT SLATE 1673		GLEN GARY BRICK S-85 CHARCOAL
	STANDING SEAM SIDING WEST COAST 1671		




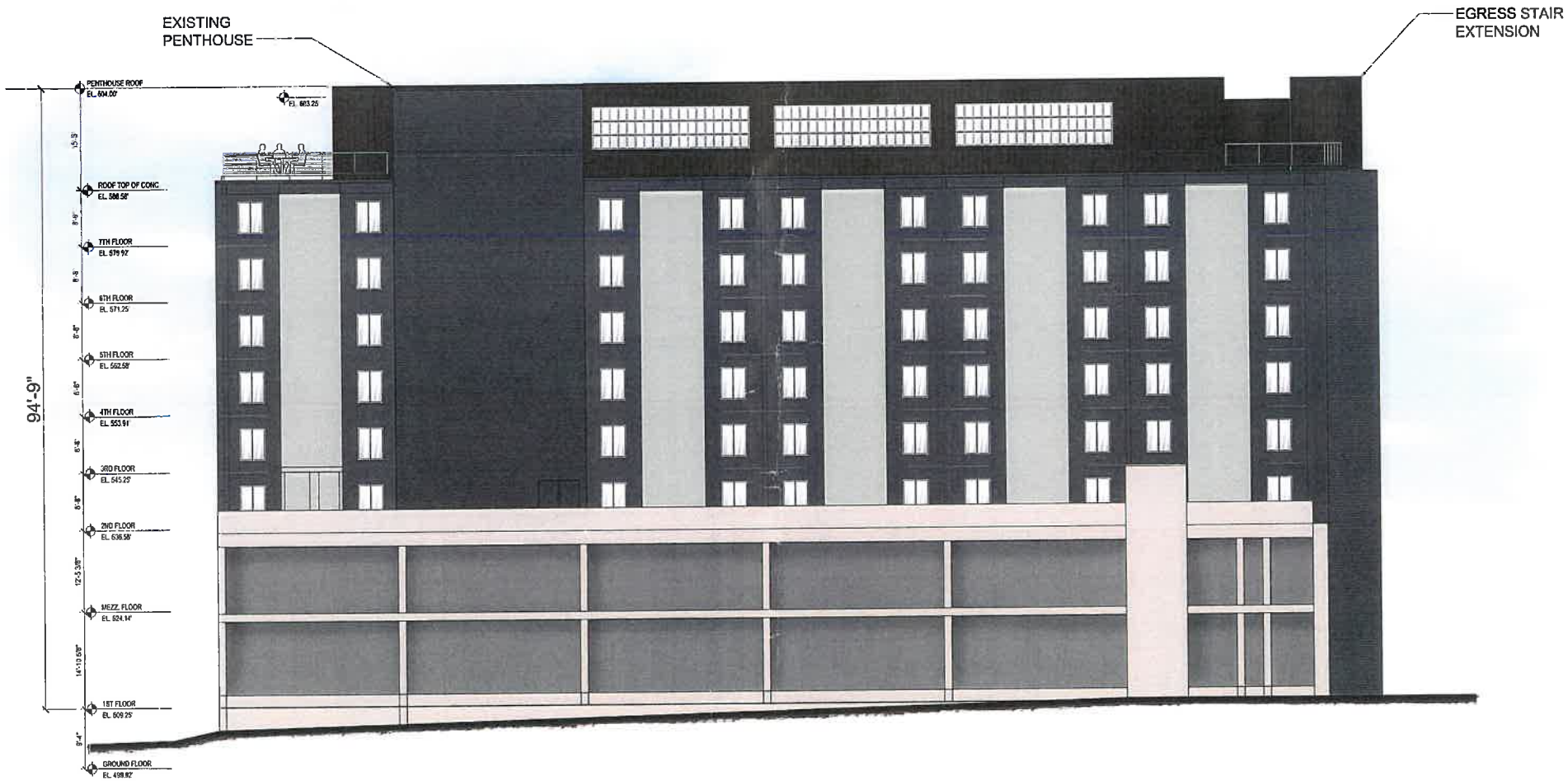


FRONT ELEVATION

11/2014

FINISH LEGEND

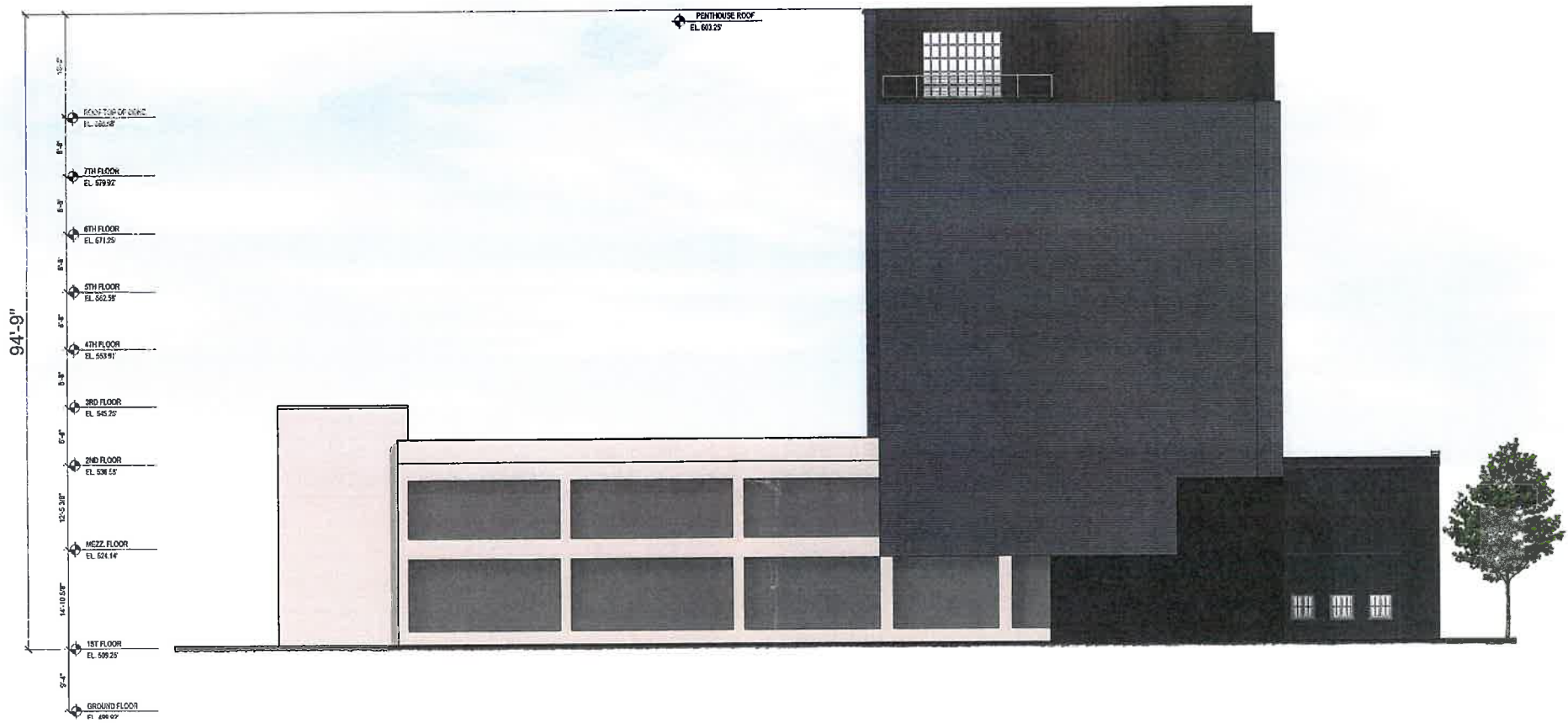
	BENJAMIN MOORE PAINT TRANQUILITY AF-490		BENJAMIN MOORE PAINT BRUTON WHITE CW-710
	BENJAMIN MOORE PAINT FLINT AF-560		GLEN GARY BRICK S-85 CHARCOAL
	BENJAMIN MOORE PAINT FRENCH BERET 1610		STANDING SEAM SIDING ATAS 03 MEDIUM BRONZE



BACK ELEVATION

FINISH LEGEND







- | | | | |
|---|--|---|---|
|  | BENJAMIN MOORE PAINT
TRANQUILITY AF-490 |  | BENJAMIN MOORE PAINT
BRUTON WHITE CW-710 |
|  | BENJAMIN MOORE PAINT
FLINT AF-560 |  | GLEN GARY BRICK
S-85 CHARCOAL |
|  | BENJAMIN MOORE PAINT
FRENCH BERET 1610 |  | STANDING SEAM SIDING
ATAS 03 MEDIUM BRONZE |

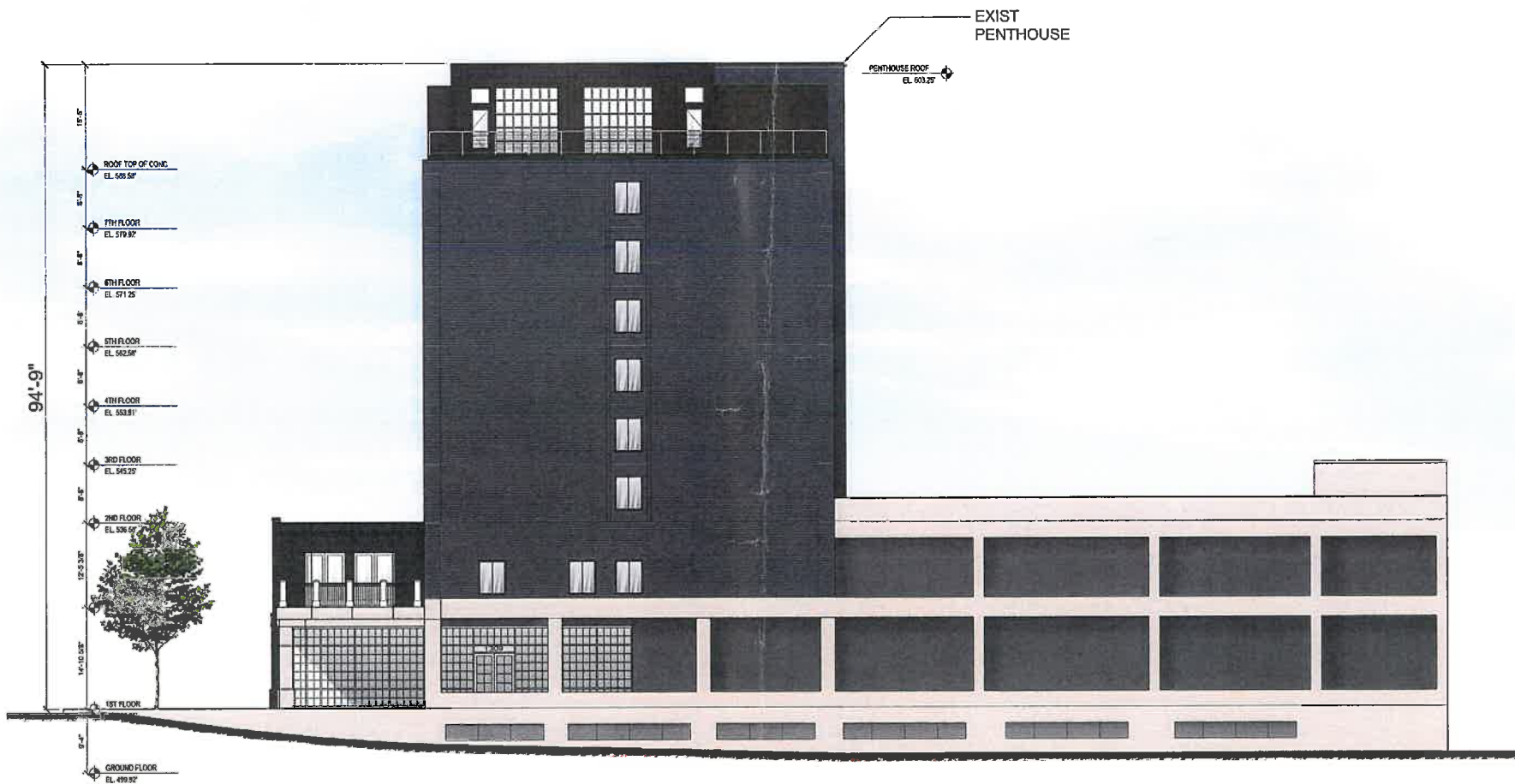


LEFT ELEVATION

11/2014

FINISH LEGEND

- | | | | |
|--|--|---|---|
|  | BENJAMIN MOORE PAINT
TRANQUILITY AF-490 |  | BENJAMIN MOORE PAINT
BRUTON WHITE CW-710 |
|  | BENJAMIN MOORE PAINT
FLINT AF-560 |  | GLEN GARY BRICK
S-85 CHARCOAL |
|  | BENJAMIN MOORE PAINT
FRENCH BERET 1610 |  | STANDING SEAM SIDING
ATAS 03 MEDIUM BRONZE |

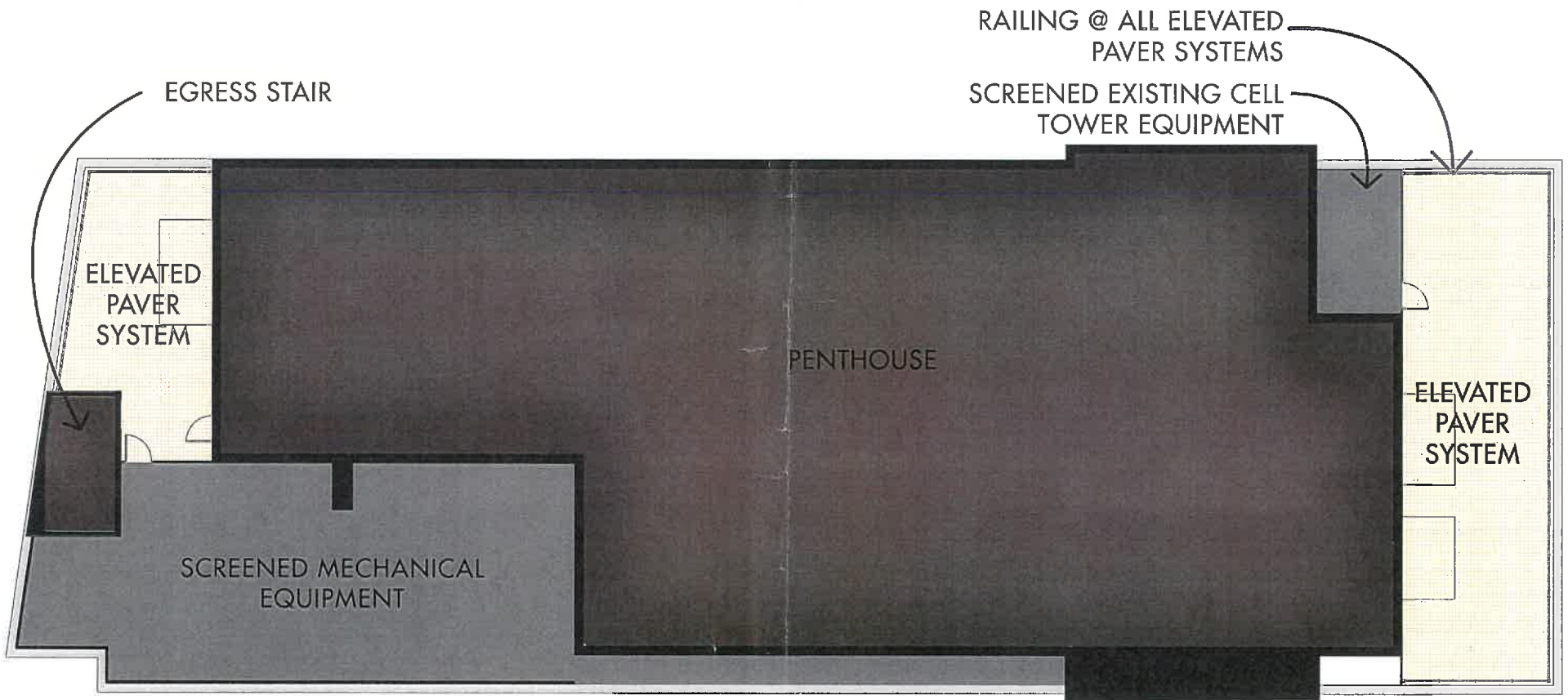


RIGHT ELEVATION

11/2014

FINISH LEGEND

- | | | | |
|--|--|---|---|
|  | BENJAMIN MOORE PAINT
TRANQUILITY AF-490 |  | BENJAMIN MOORE PAINT
BRUTON WHITE CW-710 |
|  | BENJAMIN MOORE PAINT
FLINT AF-560 |  | GLEN GARY BRICK
S-85 CHARCOAL |
|  | BENJAMIN MOORE PAINT
FRENCH BERET 1610 |  | STANDING SEAM SIDING
ATAS 03 MEDIUM BRONZE |



PENTHOUSE PLAN

11/2014









Scala, Mary Joy

From: Scala, Mary Joy
Sent: Monday, December 15, 2014 1:32 PM
To: 'Wilson, Helen A. (haw2x)'
Cc: Brodhead, Read
Subject: RE: Battle Building signage
Attachments: 1309 W Main Street The Graduate.pdf

Helen,

Helen,

First, I will say that the signage at Red roof Inn is different than at the Battle building because the signs are legal and non-conforming. The City has been diligent in enforcing the current signage height rule. We have recently not permitted exceptions to the sign height at 852 West Main, (the Flats); at the proposed 1000 W Main Street project; at the proposed Sycamore House hotel; and at the Marriott Hotel on West Main Street, to name a few.

However, under Sec. 34- 1036 of the City's Zoning ordinance, *when any legal, non-conforming sign is replaced or consolidated, the maximum total sign surface area of the replacement or consolidated signs shall be 30% less than the total sign surface area of the signs being replaced or consolidated..... Also, no new wall sign can be larger than the largest wall sign to be removed.*

The Red Roof Inn currently has four legal, non-conforming wall signs containing approx. 378 sq ft total. Three of the signs were approved at a height that is no longer permitted. They will be replaced with two wall signs as shown in the attached pdf of the proposed West Main Street elevation that was recently approved (with additional modifications) by the BAR in November. I think you will agree that the reduction and consolidation is quite an improvement.

The Graduate applicant has not yet submitted a sign permit application, so I cannot give you details of the proposed signage size. The largest existing wall sign is 120 sq ft.

Please let me know if you have other questions.



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

From: Wilson, Helen A. (haw2x) [mailto:haw2x@eservices.virginia.edu]
Sent: Monday, December 15, 2014 11:15 AM
To: Scala, Mary Joy
Cc: Wilson, Helen A. (haw2x)
Subject: Battle Building signage

Hi Mary Joy:

UVA's Hospital Administration has heard that the Graduate Hotel project on the Corner got approval for a sign on their building above the City's height guidelines, under a grandfather clause from the old Red Roof Inn sign, but to be reduced by 30%. We wondered if you could give us the City's rationale for this approval so we can be prepared for conversations with them on the Battle Building signage. It was agreed to remove the east facing signage and then seek approval for the west facing signage, and conversations with the Children's Hospital Committee and the main donor have occurred along these lines. However, with the example of the Graduate Hotel, questions have arisen from their perspective and they want to be prepared to negotiate with their committee and main donor.

Thank you,
Helen

Helen Wilson
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