

**From:** Scala, Mary Joy  
**Sent:** Friday, October 24, 2014 10:15 AM  
**To:** Tracey - Expedite The Diehl (tracey@expeditethediehl.com)  
**Cc:** Misty Pisa (misty.pisa@zenithcontracting.net); ckerr6134@gmail.com; Brodhead, Read  
**Subject:** BAR Action 315 W Main Street Oct 21, 2014

October 24, 2014

The Inn at Vinegar Hill LLC  
315 W Main Street  
Charlottesville, VA 22902

**RE: Certificate of Appropriateness Application**  
BAR 14-10-08  
315 West Main Street  
Tax Parcel 320198000  
The Inn at Vinegar Hill, LLC, Owner/ Expedite the Diehl, Applicant  
Mariott Residence Inn signage (Comprehensive signage plan)

Dear Applicant,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on October 21, 2014. The following action was taken:

**The BAR approved (7-0) the application as submitted (two canopy signs and a flag sign), except the two directional signs [in order to not require a comprehensive sign permit] shall have opaque backgrounds so that only the text "Entrance" is illuminated at night.**

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 (April 21, 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](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  
Charlottesville, VA 22902  
Ph 434.970.3130 FAX 434.970.3359  
[scala@charlottesville.org](mailto:scala@charlottesville.org)

**CITY OF CHARLOTTESVILLE  
BOARD OF ARCHITECTURAL REVIEW  
STAFF REPORT  
October 21, 2014**



**Certificate of Appropriateness Application**

BAR 14-10-08

315 West Main Street

Tax Parcel 320198000

The Inn at Vinegar Hill, LLC, Owner/ Expedite the Diehl, Applicant

Mariott Residence Inn signage (Comprehensive signage plan)

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**Background**

The hotel is under construction. The site of the former 301 West Main Street (c. 1957) and 315 West Main Street (c. 1938; 1947; 1951) is located in the Downtown ADC District.

**CVS project**

October 18, 2005 - BAR approves (8-0) demolition of 301 West Main Street. The applicant requested deferral of the 315 West Main Street application in order to have prepared a structural report.

November 15, 2005 - BAR approves (7-2) demolition of 315 West Main Street

September 18, 2006 - The Director of Neighborhood Development Services agreed to extend both certificates of appropriateness for one year as permitted by Sec. 34- 280 because the building tenant (RSC equipment rental) exercised their option to renew their lease for another year.

November 28, 2006 - BAR denied (9-0) CVS project based on standards and guidelines especially site plan, massing, scale, and materials.

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**Mixed Use project**

October 16, 2007 - BAR approves (7-0) demolition of both buildings on consent agenda.

July 15, 2008 - BAR approved (6-2) a new mixed-use project including the concept of the massing, general articulation, and disposition of materials, but required the details to be re-studied and returned to the BAR for further approval.

September 25, 2008 - The Director of Neighborhood Development Services agreed to extend both demolition approvals for one year, until October 16, 2009.

May 19, 2009 - The BAR approved (8-1) the application for demolition of 301 and 315 West Main Street and asked staff to report back next month regarding the City Attorney's opinion as to when the permit will expire. (The applicant asked the BAR if the one-year approval could begin in October 2009, when the previous permit would expire, rather than the meeting date.) The City Attorney's opinion was that the permit would expire one year from the meeting date, or May 19, 2010.

June 15, 2010 - The BAR approved demolition of 301 W Main (8-0); approved demolition of 315 W Main (6-2 with Brennan and Schoenthal opposed).

June 15, 2011 - The Director of Neighborhood Development Services agreed to extend the validity of the COA for one year, or until June 15, 2012.

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**Marriott Hotel project**

February 21, 2012 - The BAR was generally supportive of the preliminary proposal. Suggestions made were to wrap the corner of Building C with Building B; landscaping and screening parking are important; pedestrian access to Main Street is important; give thought to courtyard (trees, access to hotel).

May 15, 2012 - The BAR approved (4-2-1) the application as submitted to demolish 301 and 315 W Main Street.

May 15, 2012- The BAR accepted (6-0-1) the applicant's request for deferral. The BAR requested further details on: the materials, wall sections, windows details, cornices, articulation of façades, lighting (cut sheets and photometrics), paving materials. Look at the plans along West Main Street. Do not necessarily propose white windows; part of the building may want to be monochromatic.

June 19, 2012 – The BAR approved (5-1-1 with Adams opposed and Hogg abstaining) the massing, conceptual landscape plan, and conceptual use of manufactured stone and brick on the A & B structures with full detailing of those elements, samples, manufacturer's product information and all things requested at the last meeting (building section, window details, etc.) to come back to the BAR for final approval.

The BAR approved (5-1-1 with Adams opposed and Hogg abstaining) the conceptual use of stucco on the C structure subject to all detailing and color studies as discussed coming back to the BAR for final approval.

August 21, 2012 – The applicant requested deferral before the meeting.

November 20, 2012 - Approved (7-0) with the following conditions and information to come back to the BAR for final approval:

1. Color of stucco on C building;
2. Courtyard furnishings and plantings;
3. Comprehensive sign package [requires BAR recommendation and City Council approval];
4. Further investigation whether planting is possible on the north side of the property in association with the parking deck;
5. Banding on A & B buildings: approve either brick soldier course or precast options;
6. Exclude approval of final lighting and mechanical package until later date.

A friendly suggestion was made to look at further articulation of windows on south elevations. Note that the BAR's intent was to allow the preliminary site plan approval to occur.

**June 18, 2013 - Approved (7-0) details as submitted, including: dark color "Kingsport Gray" stucco; suggest more significant plantings in courtyard; make fence minimal (bollard and chains are OK; no gate needed); roof sign is inappropriate (will not be recommended when Comprehensive Signage Plan is submitted); parapet will provide adequate 7<sup>th</sup> floor roof mechanical screening; submit landscape easement information as part of final site plan approval; lower lighting levels in parking lot as much as possible.**

### **Application**

The applicant is requesting approval of signage. The BAR approves signage in an ADC district when a building is new construction. It was originally anticipated that the amount of signage being requested would require a comprehensive signage plan. However, the signage as currently proposed may be approved without any need for waivers.

The proposal is to have two identical box canopy signs, each 10.83 square feet, located at each of the entrances, on West Main Street, and at the porte-cochere in the rear parking lot. The signs would have push-through, back-lit graphics similar to the Jefferson School signage that read, "Residence Inn Marriott."

In addition, two small directional signs that read, "Entrance" would be located at each of the two vehicular entrances on Ridge-McIntire and on 4<sup>th</sup> Street NW. They would be internally lit (text only). The sign portion is approximately 3.75 sq ft in area. These signs do not require permits due to small size and directional purpose with no hotel name.

In addition, the applicant requested that a 4 ft x 6 ft (24 sq ft) flag will be added, that reads, "Residence Inn Marriott."

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For the BAR's information, the following paragraphs describe the approved building:

The applicant has received approval for a seven-story hotel with 124 rooms and parking for 119 vehicles, including one level of structured parking (82 spaces) and a surface parking lot (37 spaces). The surface parking lot and the drive-up lobby entrance are accessed from both Ridge-McIntire and 4<sup>th</sup> Street NW entrance/exits.

The West Main Street frontage includes two sections of hotel buildings (referred to as buildings A and B) separated by a terrace/courtyard. The top two/three floors of these three-story buildings are hotel rooms. On the Ridge-McIntire frontage there are windows that look into the flex space and the pool area. The top three floors along Ridge-McIntire are hotel rooms.

One main entrance to the hotel is proposed along West Main Street, in building B. There are two (minor) entrances to the hotel from the courtyard, one accessing the lobby and one accessing meeting rooms in building A. The terrace/courtyard has been reduced in size since the last submittal, and will be enclosed with a three-foot-high aluminum fence with gate system along the sidewalk. It is not landscaped, but includes some potted plants. There are no pedestrian entrances along Ridge-McIntire.

A six foot-high aluminum fence and gate is proposed between the hotel and the building to the west.

Building C, the main part of the hotel, is 7 stories in height. There is a drive-up/pedestrian entrance under a porte-cochere in the parking lot.

The building materials on buildings A and B are:

- Manufactured stone veneer Arriscraft Renaissance base and cornice,
- Brick veneer Old Virginia Brick wood mould Colonial Red Range, and
- Aluminum/Quaker SH 8050 historical windows dark bronze.

The building materials on building C are:

- ¾" stucco smooth finish walls in Kingsport Gray
- Stucco cornice (new addition), and
- Aluminum/Quaker 8050 windows dark bronze.

Consistently used materials include:

- Aluminum Kawneer storefront dark bronze,
- Clear low-e glazing,
- Metal clad marquee/canopy, and
- Canvas burgundy awnings.

A 6-foot high bronze equipment screen is shown on building B but no screens are shown around equipment on the roofs of buildings A and C.



The proposed street trees currently include includes Zelcovas in tree wells with Blaze Maples and Hawthorns at the parking lot entrances. As requested by the BAR, the applicant has shown a planting easement on the adjacent property that includes London Planetrees, Japanese Cedars and Oakleaf Hydrangeas.

The courtyard has been changed from brick to concrete pavers. The porte cochere area in the parking lot still shows brick pavers.

### **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:**

##### **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.*

##### **1. Types of Signs and Typical Locations**

##### **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 7 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.*
- 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 the glazing of doors.*
- d. 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.*
- 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 designed and executed by sign professionals who are skilled at lettering and surface preparation.*

#### *7. Shape*

- a. Shape of signs for commercial buildings should 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. Do not use shiny plastic 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. A maximum of three colors are recommended, although more colors can be appropriate.*

#### *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 comprehensive 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.*

#### *12. Other Signs*

- a. Banners should be temporary and wall murals should be carefully reviewed for compatibility with district character.*

#### *13. Neon Signs*

- a. Neon signs are often associated with early- to mid- twentieth century commercial design and are currently prohibited within the historic districts unless mounted inside windows.*

#### *14. Halo-lit signs with opaque letters may be appropriate.*

#### *15. Sign Maintenance*

- a. Signs that are not properly maintained should be removed.*
- b. Signs of a business no longer occupying a building or storefront should be removed unless it is historically significant.*

### **Discussion and Recommendations**

The proposed signage appears to be permitted under current zoning regulations for the Downtown ADC District without requiring waivers that could be approved with a Comprehensive Signage Plan.

Without a Comprehensive Signage Plan, permitted signage in the Downtown ADC District is fairly restrictive: three signs are permitted on a corner property; freestanding and monument signs are not permitted; internally lit signs (including channel letters) are not permitted; projecting signs may be 10 square feet; and the aggregate signage area permitted is 50 square feet. In addition, "The character of all signs shall be harmonious to the character of the structure on which they are 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."

### **Suggested Motion**

Having considered the standards set forth within the City Code, including City Design Guidelines for Signs, I move to find that the proposed signage for the proposed hotel satisfies the BAR's criteria and is compatible with this property and other properties in the Downtown ADC district, and that the BAR approves the application as submitted (or with the following modifications...).



## Sign Application and Permit

Please return to: City of Charlottesville  
Department of Neighborhood Development Services  
P.O. Box 911, City Hall  
Charlottesville, VA 22902  
Telephone (434) 970-3182 Fax (434) 970-3359

For directional signs on the Downtown Mall, please include \$125 permit fee per sign. For all other signs, please include \$75 permit fee per sign. For an Optional Comprehensive Sign Package, please include a single fee of \$250.

Project Name/Description MARRIOTT RESIDENCE INN Parcel Number 32019800  
Address/Location 315 WEST MAIN ST. CHARLOTTESVILLE VA 22903  
Owner Name THE INN AT VINEGAR HILL LLC Applicant Name EXPEDITE THE DIEHL

### A. Property Owner Information

Address PO DRAWER 359  
FAIRFAXVILLE WV 25840  
Phone Number 804-733-3635 MISTY  
Email MISTY.PISA@ZENITHCONTRACTING.NET

### B. Property Owner Permission

I, the undersigned, owner of the property on which this sign is to be erected, have read this application and hereby give my consent for this sign to be erected on my property/building.

Signed LETTER ATTACHED

### C. Applicant's Information

I, the undersigned, agree to abide by all conditions of the City Sign Ordinance and Building Code in the erection of this sign, and understand that my permit can be revoked at any time for just cause.

Signed Tracey Diehl  
Print Name TRACEY DIEHL  
Company Name EXPEDITE THE DIEHL  
Address 6529 HEMMINGFORD DR  
Phone Number CANAL WINCHESTER VA 22910  
Email 804-859-7618  
tracey@expeditethediehl.com

### D. Sign Description

Type: \*Freestanding ☒ Projecting from wall  
Flat against wall ☐ \*Monument ☐ Other DIRECTIONAL  
Size: Width 2'9 1/2" Height 1'9 1/2" \* Number of  
Faces 2 = 3.71 sq ft each Total Sq. Ft.

Max height: 3' Min clearance: 0

Lighted? ☒ (Y/N) Internal ☒ External ☐

OPAQUE FACE ONLY LETTERS ILLUMINATE  
Make a sketch of your sign on the back of this form, showing what the sign will look like. Include colors, wording, materials, dimensions, and clearances.

### E. Sign Location Information

Street Address 315 WEST MAIN ST.

Is this sign replacing a previous sign, either for your business or a previous business? ☒ (Y/N)  
If yes, list on the back of this form the signs being replaced and the size of each.

Where on the property is the sign to be located? PARVING LOT W MAIN ST NW

Are there other signs on the property? N (Y/N)  
If yes, list these other signs and their sizes on the back of this form, even if they are not for your business.

\*New signs with concrete footings/foundations are required to get a building permit before any concrete placement. Contact NDS at 434-970-3182

For Office Use Only Sign Permit No. \_\_\_\_\_

Tax Map \_\_\_\_\_ Parcel \_\_\_\_\_ Zoning \_\_\_\_\_

BZA Case No \_\_\_\_\_ Date \_\_\_\_\_

BAR No \_\_\_\_\_ Date \_\_\_\_\_

Conditions of Approval: \_\_\_\_\_

Amt Paid: \_\_\_\_\_ Cash/Check # \_\_\_\_\_ Date paid: \_\_\_\_\_ Received by: \_\_\_\_\_

### Approvals:

Zoning Administrator \_\_\_\_\_

Preservation & Design Planner (EC or ADC districts only) \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF PERMIT AUTHORIZATION

This letter certifies that the party listed, who is not a lessee, licensed architect, engineer, or contractor, has been granted authorization to obtain a permit(s) on behalf of a Zenith Contracting.

I, Clarence C. Kerr, Jr., owner of the property listed below, certify that I have granted Zenith Contracting and their permit expeditor, Tracey Diehl from Expedite The Diehl, my duly authorized agent, permission to obtain the sign permits, sign plans and any other related documents necessary for the construction (or installation) of signs at the following address:

315 W. Main St. Charlottesville VA

Address of permit location

I understand that I am authorizing them to apply for necessary permits, sign plans and related permit documents. This is limited to what is necessary for sign permit projects to be completed.

Clarence C. Kerr, Jr.

Signature of Property Owner

Member, Inn at Vinegar Hill, LLC,  
Owner

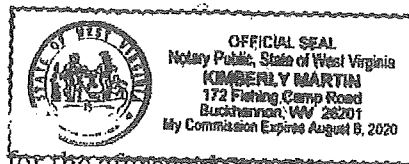
9/8/14

Date

Notary

State of West Virginia

City/ County of Upshur



I, Kimberly Martin Notary Public in and for the aforesaid State hereby certify that Clarence C. Kerr, Jr. appeared before me in the State and City/County aforesaid and executed this affidavit on this 8th day of "2014 September".

Kimberly Martin

Notary Public

My Commission Expires the 8th day of August, 2020  
Date Month year

Seal

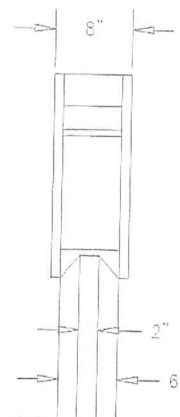


THIS IS AN ORIGINAL COPYRIGHT PROTECTED UNPUBLISHED DRAWING CREATED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT PLANNED FOR YOU BY CUMMINGS SIGNS. IT IS NOT TO BE SHOWN OUTSIDE YOUR ORGANIZATION NOR USED, REPRODUCED, COPIED, OR EXHIBITED IN ANY FASHION UNLESS AUTHORIZED IN WRITING BY AN OFFICER OF CUMMINGS SIGNS.

ECR	REV	REVISIONS	DATE	BY
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SECOND SIDE GRAPHICS



SIDE VIEW

NOTE:  
CABINET RETURNS ARE PAINTED BOTH BURGUNDY AND RED WHERE THE SIGN IS OF THE SAME COLOR ON THE FACE. RETURN COLOR ALIGNS TO FACE COLOR. IN ADDITION, PAINT THE JEWELITE PMS 872C GOLD WHERE THE FACE IS GOLD AND RED WHERE THE FACE IS RED.

COLORS:

FACE: #2447 WHITE IMPACT ACRYLIC w/VINYL GRAPHICS

BRAND PANEL AREA:

BKG'D: 3M VT4152 BURGUNDY  
BRAND PANEL BORDER: 3630-131 GOLD  
ARROW & COPY: WHITE (WEED OUT)

FILLER (SEE NOTE): PAINT MP38021 BURGUNDY (SATIN)

CORE PANEL AREA:

BKG'D: 3M VT11331 MARRIOTT RED  
FILLER/JEWELITE (SEE NOTE): PAINT MP08937 RED (SATIN)  
CABINET INTERIOR: PAINT WHITE

BASE: PAINT MATTHEWS MP20140  
WARM GRAY (GLOSS METALLIC FINISH)

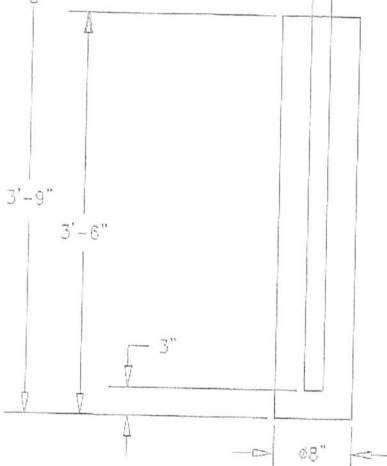


NOTE:  
INSTALL TOGGLE SWITCH TO OPERATE (ON/OFF) IN THE HORIZONTAL POSITION.

ELECTRICAL NOTE-Actual # of circuits to be determined by a Licensed Electrical Contractor.  
TOTAL AMPS- 1.1  
# OF CKTS- 1 20 AMP(RECOMMENDED)  
VOLTS- 120  
ALL SIGNAGE WILL BE (U.L.) LISTED, (U.L.) 2161 COMPLIANT AND CARRY (U.L.) LABELS.




GRADE



FRONT VIEW

\*\*\*ARTWORK NOTE:  
DECORATE BY RELEASE  
REFER TO MO FOR SITE SPECIFIC GRAPHICS

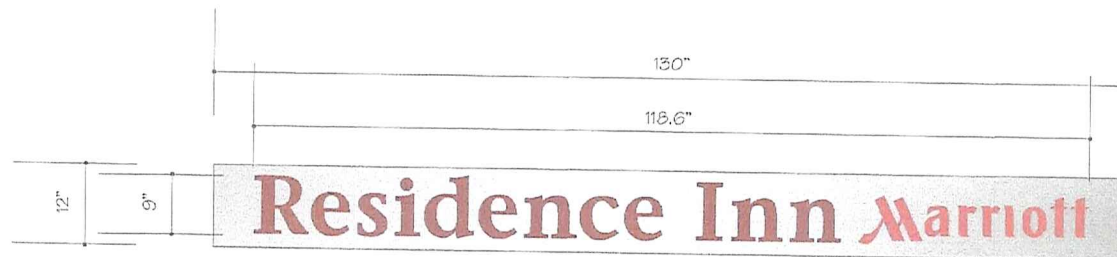
FOUNDATION NOTES:  
PRIMARY FOOTER  
Ø8"x 3'-6" DEEP AUGER  
TOTAL CUBIC YARDS OF CONCRETE: .04  
SECONDARY FOOTER  
2'-0"x 2'-0"x 2'-6" DEEP CUBE  
TOTAL CUBIC YARDS OF CONCRETE: .37

NOTES:		CUSTOMER	
 4255 MAPLE FIELD RD COTUIT, MA 02532 PHONE (508) 985-8000 FAX (508) 985-8100		CODE M-05 PRESENTATION	
DRAWING APPROVED BY		ITEM DESCRIPTION	
PROGRAM APPROVED BY		1'-9 1/8" x 2'-9 1/2" MONUMENT @ 3'-0" OAH	
LOCATION		DRAWN BY	
SCALE		WALTON	
1:12		ACCOUNT REPRESENTATIVE	
SHEET		CUMMINGS	
1 OF 2		ITEM NUMBER	
BY		R1200801	
PRODUCTION		REV	
WIND LOAD (PSF)		1	
120		EST WEIGHT (LBS)	

R1200810

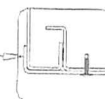
THIS IS AN ORIGINAL COPYRIGHT PROTECTED UNPUBLISHED DRAWING CREATED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT PLANNED FOR YOU BY CUMMINGS SIGNS. IT IS NOT TO BE SHOWN OUTSIDE YOUR ORGANIZATION NOR USED, REPRODUCED, COPIED, OR EXHIBITED IN ANY FASHION UNLESS AUTHORIZED IN WRITING BY AN OFFICER OF CUMMINGS SIGNS.

ECR REV REVISIONS DATE BY

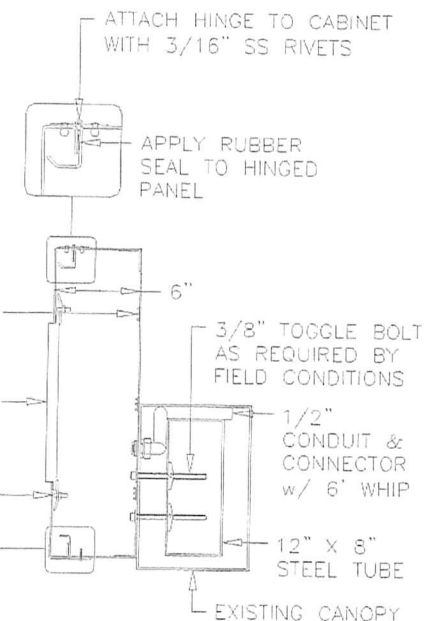


INTERNALLY ILLUMINATED BOX CANOPY SIGN  
ROUTED AND WITH PUSH THRU GRAPHICS

MOUNT CLIPS TO  
HOLD FACE PANEL  
IN PLACE



PUSH-THRU  
CLEAR ACRYLIC COPY  
MOUNT PUSH-THRU  
w/ SILICONE & CLIPS



COLOR NOTES: (PAINT ALL INTERIOR SURFACES WITH LIGHT ENHANCEMENT PAINT)  
CABINET - PAINT MATTE ALUMINUM FINISH  
FACE GRAPHICS:

COPY - ROUTED AND PUSH-THRU ACRYLIC. FIRST SURFACE, DECORATE WITH  
w/ VDM 1850 (PERF) BURGUNDY (1st SURFACE)  
MARRIOTT COPY - ROUTED AND PUSH-THRU ACRYLIC. FIRST SURFACE DECORATE WITH  
3M VT11331 MARRIOTT RED

#### ELECTRICAL NOTES:

TOTAL AMPS - 0.9A  
TOTAL CIRCUITS - 1 20A REQUIRED  
VOLTS - 120V

THIS SIGN WILL BE UL OR CUL LISTED AND IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN. #1/1" DRAINAGE/WEEP HOLES @ 4" ON CENTERS OR AS REQUIRED BY UL. MIN 12 MTW/THHN 101/1015/1230/1315 600V or 1032 1000V 105C WIRE. PER UL REQUIREMENT, ALL ELECTRICAL COMPONENTS AND WIRING MUST BE FIXED & SUPPORTED A MINIMUM OF 1/2" ABOVE THE BOTTOM OF SIGN

#### NOTES:

		CUSTOMER <b>SPRINGHILL SUITES</b>		NEW TOWER	
4355 N. 14TH AVE. FLD. RD. DOTHAN, AL 36323 PHONE: (256) 383-8000 FAX: (256) 383-8100		CODE -	PAGE LAYOUT PRESENTATION		
DRAWING APPROVED BY _____		ITEM DESCRIPTION BOX CABINET - PUSH-THRU FACE			
PROGRAM APPROVED BY _____		LOCATION _____			
RELEASED FOR _____	BY _____	SCALE 1:24	ENGINEER _____	ACCOUNT REPRESENTATIVE ANDY FRITSCHE	REV _____
1st RUN _____	BY _____	SHEET _____	BOXED 3D PT _____	REM NUMBER _____	
PRODUCTION _____	BY _____	WIND LOAD (PSF) _____	EST WEIGHT (LBS) _____	_____	





## Sign Application and Permit

Please return to: City of Charlottesville  
Department of Neighborhood Development Services  
P.O. Box 911, City Hall  
Charlottesville, VA 22902  
Telephone (434) 970-3182 Fax (434) 970-3359

For directional signs on the Downtown Mall, please include \$125 permit fee per sign. For all other signs, please include \$75 permit fee per sign. For an Optional Comprehensive Sign Package, please include a single fee of \$250.

Project Name/Description MARRIOTT RESIDENCE INN Parcel Number 32019800  
Address/Location 315 WEST MAIN ST. CHARLOTTESVILLE VA 22903  
Owner Name THE INN AT VINEGAR HILLS Applicant Name EXPEDITE THE DIEHL

### A. Property Owner Information

Address PO DRAWER 359  
FAYETTEVILLE WV 25840  
Phone Number 804-733-3635 MISTY  
Email MISTY.PISA@ZENITHCONTRACTING.NET

### B. Property Owner Permission

I, the undersigned, owner of the property on which this sign is to be erected, have read this application and hereby give my consent for this sign to be erected on my property/building.

Signed LETTER ATTACHED

### C. Applicant's Information

I, the undersigned, agree to abide by all conditions of the City Sign Ordinance and Building Code in the erection of this sign, and understand that my permit can be revoked at any time for just cause.

Signed Tracey Diehl  
Print Name TRACEY DIEHL  
Company Name EXPEDITE THE DIEHL  
Address 6529 HEMMINGFORD DR  
Phone Number CADAL WINCHESTER 43110  
Email 804-859-7618  
tracey@expeditethediehl.com

### D. Sign Description

Type: \*Freestanding ☒ Projecting from wall  
Flat against wall ☐ \*Monument ☐ Other DIRECTIONAL  
Size: Width 2'9 1/2" Height 1'9 1/8" \* Number of  
Faces 2 = 3.71 sq. ft. Total Sq. Ft.

Max height: 3' Min clearance: 0  
Lighted? Y (Y/N) Internal ☒ External ☐  
OPAQUE FACE ONLY LETTERS ILLUMINATE  
Make a sketch of your sign on the back of this form, showing what the sign will look like. Include colors, wording, materials, dimensions, and clearances.

### E. Sign Location Information

Street Address 315 WEST MAIN ST.

Is this sign replacing a previous sign, either for your business or a previous business? Y (Y/N)  
If yes, list on the back of this form the signs being replaced and the size of each.

Where on the property is the sign to be located?  
PARKING LOT ENTRANCE HWY 250

Are there other signs on the property? N (Y/N)  
If yes, list these other signs and their sizes on the back of this form, even if they are not for your business. NEW SIGNS

\*New signs with concrete footings/foundations are required to get a building permit before any concrete placement. Contact NDS at 434-970-3182.

For Office Use Only Sign Permit No. \_\_\_\_\_

Tax Map \_\_\_\_\_ Parcel \_\_\_\_\_ Zoning \_\_\_\_\_

BZA Case No \_\_\_\_\_ Date \_\_\_\_\_

BAR No \_\_\_\_\_ Date \_\_\_\_\_

Conditions of Approval: \_\_\_\_\_

Amt Paid: \_\_\_\_\_ Cash/Check # \_\_\_\_\_ Date paid: \_\_\_\_\_ Received by: \_\_\_\_\_

### Approvals:

Zoning Administrator \_\_\_\_\_

Preservation & Design Planner (EC or ADC districts only) \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF PERMIT AUTHORIZATION

This letter certifies that the party listed, who is not a lessee, licensed architect, engineer, or contractor, has been granted authorization to obtain a permit(s) on behalf of a Zenith Contracting.

I, Clarence C. Kerr, Jr., owner of the property listed below, certify that I have granted Zenith Contracting and their permit expeditor, Tracey Diehl from Expedite The Diehl, my duly authorized agent, permission to obtain the sign permits, sign plans and any other related documents necessary for the construction (or installation) of signs at the following address:

315 W. Main St., Charlottesville VA

Address of permit location

I understand that I am authorizing them to apply for necessary permits, sign plans and related permit documents. This is limited to what is necessary for sign permit projects to be completed.

Clarence C. Kerr, Jr.

Signature of Property Owner

Member, Inn at Vinegar Hill, LLC,  
Owner

9/8/14

Date

Notary

State of West Virginia

City/ County of Upshur



I, Kimberly Martin Notary Public in and for the aforesaid State hereby certify that Clarence C. Kerr, Jr. appeared before me in the State and City/County aforesaid and executed this affidavit on this 8th day of "2014 September".

Kimberly Martin

Notary Public

My Commission Expires the 8th day of August, 2020.  
Date Month year

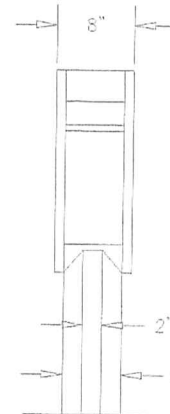
Seal

THIS IS AN ORIGINAL COPYRIGHT PROTECTED UNPUBLISHED DRAWING CREATED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT PLANNED FOR YOU BY CUMMINGS SIGNS. IT IS NOT TO BE SHOWN OUTSIDE YOUR ORGANIZATION NOR USED, REPRODUCED, COPIED, OR EXHIBITED IN ANY FASHION UNLESS AUTHORIZED IN WRITING BY AN OFFICER OF CUMMINGS SIGNS.

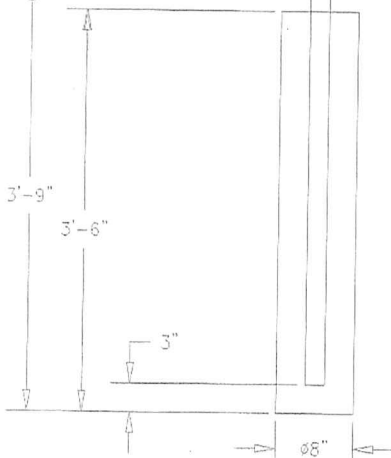
ECR	REV	REVISIONS	DATE	BY
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SECOND SIDE GRAPHICS



SIDE VIEW



FRONT VIEW

\*\*\*ARTWORK NOTE:  
DECORATE BY RELEASE  
REFER TO MO FOR SITE SPECIFIC GRAPHICS

FOUNDATION NOTES:  
PRIMARY FOOTER  
Ø8"x 3'-6" DEEP AUGER  
TOTAL CUBIC YARDS OF CONCRETE: .04  
SECONDARY FOOTER  
2'-0"x 2'-0"x 2'-6" DEEP CUBE  
TOTAL CUBIC YARDS OF CONCRETE: .37

NOTE:  
CABINET RETURNS ARE PAINTED BOTH BURGUNDY AND RED WHERE THE SIGN IS OF THE SAME COLOR ON THE FACE. RETURN COLOR ALIGNS TO FACE COLOR. IN ADDITION, PAINT THE JEWELITE PMS 872C GOLD WHERE THE FACE IS GOLD AND RED WHERE THE FACE IS RED.

COLORS:

FACE: #2447 WHITE IMPACT ACRYLIC w/VINYL GRAPHICS

BRAND PANEL AREA:

BKG'D: 3M VT4152 BURGUNDY

BRAND PANEL BORDER: 3630-131 GOLD

ARROW & COPY: WHITE (WEED OUT)

FILLER (SEE NOTE): PAINT MP38021 BURGUNDY (SATIN)

CORE PANEL AREA:

BKG'D: 3M VT11331 MARRIOTT RED

FILLER/JEWELITE (SEE NOTE): PAINT MP08937 RED (SATIN)

CABINET INTERIOR: PAINT WHITE

BASE: PAINT MATTHEWS MP20140  
WARM GRAY (GLOSS METALLIC FINISH)



\*NOTE:  
INSTALL TOGGLE SWITCH TO OPERATE  
(ON/OFF) IN THE HORIZONTAL POSITION.

ELECTRICAL NOTE—Actual # of circuits to be determined by a Licensed Electrical Contractor.  
TOTAL AMPS— 1.1

# OF CKTS— 1 20 AMP(RECOMMENDED)  
VOLTS— 120

ALL SIGNAGE WILL BE (U.L.) LISTED, (U.L.) 2161  
COMPLIANT AND CARRY (U.L.) LABELS.

NOTES:			
		CUSTOMER	
4250 AVIAR FIELD RD DOTHAN, AL 36703 PHONE: (205) 802-8000 FAX: (205) 963-0100		CODE	PAGE LAYOUT
DRAWING APPROVED BY		M-05	PRESENTATION
PROGRAM APPROVED BY		ITEM DESCRIPTION	
		1'-9 1/8" x 2'-9 1/2" MONUMENT @ 3'-0" OAH	
LOCATION		DRAWN BY	
		WALTON	
PROTOTYPE	BY	SCALE	ENGINEER
		1:12	WELLS
1st RUN	BY	SHEET	BOOKS 90 FT
		1 OF 6	
PRODUCTION	BY	WIND LOAD (MPH)	EST WEIGHT (LBS)
		120	
		ITEM NUMBER	
		R1200801	
		REV	
		-	

ITEM NUMBER  
R1200810





## Sign Application and Permit

Please return to: City of Charlottesville  
Department of Neighborhood Development Services  
P.O. Box 911, City Hall  
Charlottesville, VA 22902  
Telephone (434) 970-3182 Fax (434) 970-3359

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Address/Location 315 WEST MAIN ST. CHARLOTTESVILLE VA 22903  
Owner Name THE INN AT VINEGAR HILL LLC Applicant Name EXPEDITE THE DIEHL

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Phone Number 804-733-3635 MISTY  
Email MISTY.PISA@ZENITHCONTRACTING.NET

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Signed LETTER ATTACHED

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Signed Tracey Diehl  
Print Name TRACEY DIEHL  
Company Name EXPEDITE THE DIEHL  
Address 6529 HEMMINGFORD DR  
Phone Number CANAL WINCHESTER OH 43110  
Email 804-859-7618  
tracey@expeditethediehl.com

### D. Sign Description

Type: \*Freestanding \_\_\_\_\_ Projecting from wall \_\_\_\_\_  
Flat against wall X \*Monument \_\_\_\_\_ Other CANOPY

Size: Width 130" \* Height 12" \* Number of  
Faces 1 = 10.83 Total Sq. Ft.

Max height: 15' Min clearance: 14'  
Lighted? Y (Y/N) Internal \_\_\_\_\_ External \_\_\_\_\_

- BACK LIT SIGNS - CANOPY HALO EFFECT  
Make a sketch of your sign on the back of this form, showing what the sign will look like. Include colors, wording, materials, dimensions, and clearances.

### E. Sign Location Information

Street Address 315 WEST MAIN ST.

Is this sign replacing a previous sign, either for your business or a previous business? Y (Y/N)

If yes, list on the back of this form the signs being replaced and the size of each.

Where on the property is the sign to be located? FRONT ELEVATION

Are there other signs on the property? N (Y/N)

If yes, list these other signs and their sizes on the back of this form, even if they are not for your business. All signs are new

\*New signs with concrete footings/foundations are required to get a building permit before any concrete placement. Contact NDS at 434-970-3182

For Office Use Only Sign Permit No. \_\_\_\_\_

Tax Map \_\_\_\_\_ Parcel \_\_\_\_\_ Zoning \_\_\_\_\_

BZA Case No \_\_\_\_\_ Date \_\_\_\_\_

BAR No \_\_\_\_\_ Date \_\_\_\_\_

Conditions of Approval: \_\_\_\_\_

Amt Paid: \_\_\_\_\_ Cash/Check # \_\_\_\_\_ Date paid: \_\_\_\_\_ Received by: \_\_\_\_\_

### Approvals:

Zoning Administrator \_\_\_\_\_

Preservation & Design Planner (EC or ADC districts only) \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF PERMIT AUTHORIZATION

*This letter certifies that the party listed, who is not a lessee, licensed architect, engineer, or contractor, has been granted authorization to obtain a permit(s) on behalf of a Zenith Contracting.*

I, Clarence C. Kerr, Jr., owner of the property listed below, certify that I have granted Zenith Contracting and their permit expeditor, Tracey Diehl from Expedite The Diehl, my duly authorized agent, permission to obtain the sign permits, sign plans and any other related documents necessary for the construction (or installation) of signs at the following address:

315 W. Main St. Charlottesville VA

Address of permit location

I understand that I am authorizing them to apply for necessary permits, sign plans and related permit documents. This is limited to what is necessary for sign permit projects to be completed.

Clarence C. Kerr, Jr.  
Signature of Property Owner

Member, Inn at Vinegar Hill, LLC,  
Owner

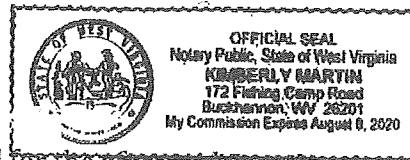
9/8/14

Date

Notary

State of West Virginia

City/ County of Upshur



I, Kimberly Martin Notary Public in and for the aforesaid State hereby certify that Clarence C. Kerr, Jr. appeared before me in the State and City/County aforesaid and executed this affidavit on this 8th day of "2014 September".

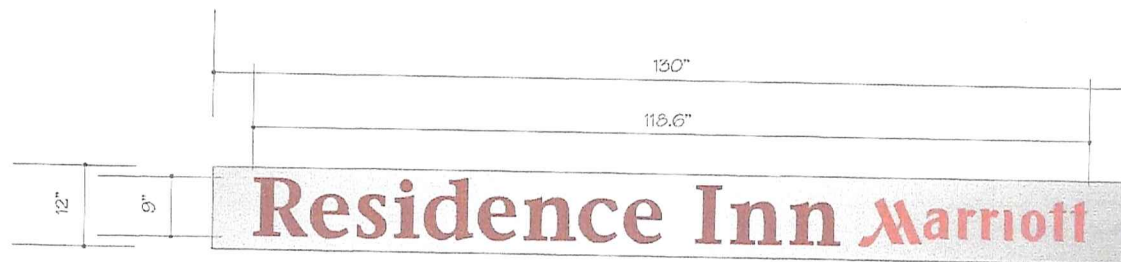
Kimberly Martin  
Notary Public

My Commission Expires the 8th day of August, 2020  
Date Month year

Seal

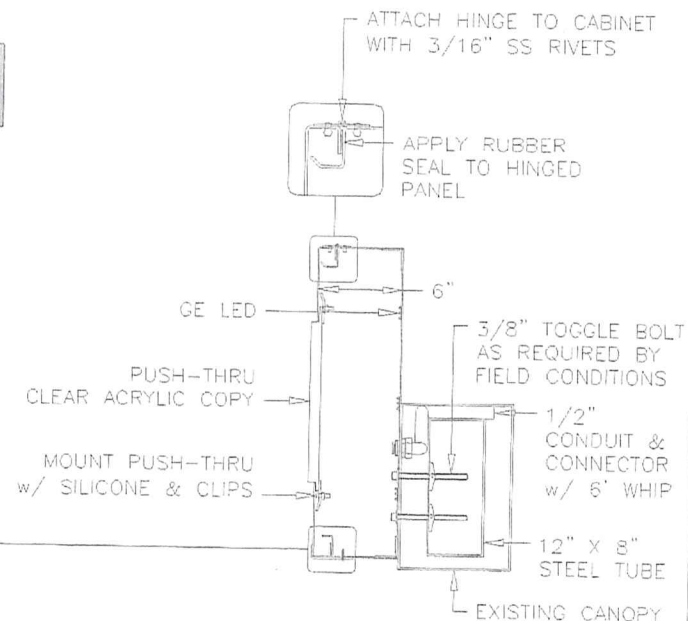
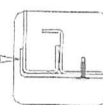
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ECR	REV	REVISIONS	DATE	BY



INTERNALLY ILLUMINATED BOX CANOPY SIGN  
ROUTED AND WITH PUSH-THRU GRAPHICS

MOUNT CLIPS TO  
HOLD FACE PANEL  
IN PLACE



COLOR NOTES: (PAINT ALL INTERIOR SURFACES WITH LIGHT ENHANCEMENT PAINT)  
CABINET — PAINT MATTE ALUMINUM FINISH  
FACE GRAPHICS:

COPY — ROUTED AND PUSH-THRU ACRYLIC, FIRST SURFACE, DECORATE WITH  
w/vdH11850 (PERF) BURGUNDY (1st SURFACE)  
MARRIOTT COPY — ROUTED AND PUSH-THRU ACRYLIC, FIRST SURFACE DECORATE WITH  
3M VT11331 MARRIOTT RED

#### ELECTRICAL NOTES:

TOTAL AMPS — 0.9A  
TOTAL CIRCUITS — 1 20A REQUIRED  
VOLTS — 120V

THIS SIGN WILL BE UL OR CUL LISTED AND IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN. 1/2" DRAINAGE/WEEP HOLES @ 4' ON CENTERS OR AS REQUIRED BY UL. MIN 12MTW/THW 101/1015/1230/1335 600V OR 1032 1000V 105C WIRE. PER UL REQUIREMENT, ALL ELECTRICAL COMPONENTS AND WIRING MUST BE FIXED & SUPPORTED A MINIMUM OF 1/2" ABOVE THE BOTTOM OF SIGN

NOTES		CUMMINGS		CUSTOMER	
1235 SUPER FELD RD COTHEN, AL 36023 PHONE (205) 593-8000 FAX (205) 593-5100		PAGE LAYOUT		SPRINGHILL SUITES	
DRAWING APPROVED BY		ITEM DESCRIPTION		PRESENTATION	
PRODUCTION APPROVED BY		LOCATION		DRAWN BY	
PROTOTYPE	BY	SCALE	ENGINEER	ACCOUNT REPRESENTATIVE	
1st RUN	BY	SHEET	BOXED SQ FT	ANDY FRITSCHKE	
PRODUCTION	BY	WIND LOAD (MPH)	EST WEIGHT (LBS)	ITEM NUMBER	REV

City of Charlottesville  
Department of Neighborhood Development Services  
610 East Market Street  
Charlottesville, VA 22902  
Attn: Mary Joy Scala, AICP

September 19, 2014

The Residence Inn © proposes a comprehensive sign package for the newly developed Residence Inn Marriott. The proposed signage uses design elements and illumination that is consistent with the surrounding downtown areas and sign guidelines. The design elements shall provide clear, uncluttered visualization for patrons to identify the hotel and distinctly locate parking entrances.

With the new development of the hotel, the proposal is for two backlit illuminated attached canopy signs and two backlit illuminated ground mounted directional signs. One attached building sign is located on the front elevation facing the main intersection of West Main Street and Ridge McIntyre Road/ Business Highway 250. The second sign is located on the rear elevation facing the rear parking lot to clearly identify a second entrance for the hotel. The attached signs will feature backlit illuminated canopy sign routed and with push through graphics for nighttime visibility. All interior surfaces will be painted with light enhancement

One directional sign is located to the west for patrons entering from 4<sup>th</sup> Street Northwest. The second sign is located to the east for patrons entering from Ridge McIntyre Road/ Business Highway 250. The directional signs white impact acrylic with vinyl graphics.. The directional signs are strategically placed in order to distinguish between the entrance for the Residence Inn © and the adjoining Shebeen Pub and Bar.

Label	Location	Size	Color	Illumination	Materials
Attached Sign A	Front Elevation	Height 12" Width 130" 10.83 sq. ft. total	First surface decorate with /VDN11850 (PERF) Burgundy (First Surface); 'Marriott' copy first surface decorate with 3M VT11331 Marriott Red.	Backlit canopy sign routed and with push through graphics	Cabinet – Paint Matte Aluminum Finish



Attached Sign B	Rear Elevation	Height 12" Width 130" 10.83 sq. ft. total	First surface decorate with /VDN11850 (PERF) Burgundy (First Surface); 'Marriott' copy first surface decorate with 3M VT11331 Marriott Red.	Backlit canopy sign routed and with push through graphics	
Directional Sign C	4 <sup>th</sup> Street Northwest Entrance	Overall height from grade to top of sign 3'- 0"  Height from bottom of sign to top 1' - 9 1/8"  Monument base style sign 2" x 2" 16GA TS @ 4' -8 5/8 " Long	Cabinet returns are painted both burgundy and red where the sign is of the same color on the face. Return color aligns to face color. In addition, the jewelrite paint is PMS 872c Gold where the face is gold and red where the face is red. Brand panel Area: Background: 3M VT11331 Marriott Red  Brand Panel Border: 3630-131 Gold  Arrow and copy: white (weed out) Filler Paint MP38021 Burgundy (satin)  Core Panel Area: Background: 3M VT11331 Marriott Red  Filler/Jewelrite: Paint MP08937 Red (Satin)	Backlit sign	Face #2447 white impact acrylic with vinyl graphics.  Foundation notes: Primary footer 8"x3'6" deep auger Total cubic yards of concrete: .04  Secondary footer: 2'- 0" x 2'0" x 2'-6" deep cube Total cubic yards of concrete .37

			<p>Cabinet Interior Paint White</p> <p>Base: Paint Matthews MP20140 Warm gray (gloss metallic finish)</p>		
Directional Sign D	Ridge McIntyre Road/ Business Highway 250	<p>Overall height from grade to top of sign 3'- 0"</p> <p>Height from bottom of sign to top 1' - 9 1/8"</p> <p>Monument base style sign 2" x 2" 16GA TS @ 4' -8 5/8 "</p> <p>Long</p>	<p>Cabinet returns are painted both burgundy and red where the sign is of the same color on the face. Return color aligns to face color. In addition, the jewelrite paint is PMS 872c Gold where the face is gold and red where the face is red.</p> <p>Brand panel Area: Background: 3M VT11331 Marriott Red</p> <p>Brand Panel Border: 3630-131 Gold</p> <p>Arrow and copy: white (weed out)</p> <p>Filler Paint MP38021 Burgundy (satin)</p> <p>Core Panel Area: Background: 3M VT11331 Marriott Red</p> <p>Filler/Jewelrite: Paint MP08937 Red (Satin)</p> <p>Cabinet Interior Paint White</p>	Backlit sign	Face #2447 white impact acrylic with vinyl graphics.

			Base: Paint Matthews MP20140 Warm gray (gloss metallic finish)		
--	--	--	---	--	--

Attached sign electrical notes:

Total Amps 0.9A

Total Circuits 1 20A Required

Volts 120V

The attached building signs will be UL or cUL listed and is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign. Drainage/weep holes at 4' on centers ore as required by UL. Minimum 12 MTW/THHN 1011/1015/1230/1335 600 V or 1032 1000V 105C wire. Per UL requirement, all electrical components and wiring must be fixed and supported a minimum of 1/2" above the bottom of the sign.

Directional signs electrical notes:

Actual # of circuits to be determined

Total Amps 1.1

# of CKTA 1 20A Recommended

Volts 120V

All signage will be UL listed, UL 2161 compliant and carry UL labels.

Prepared by:

Expedite The Diehl

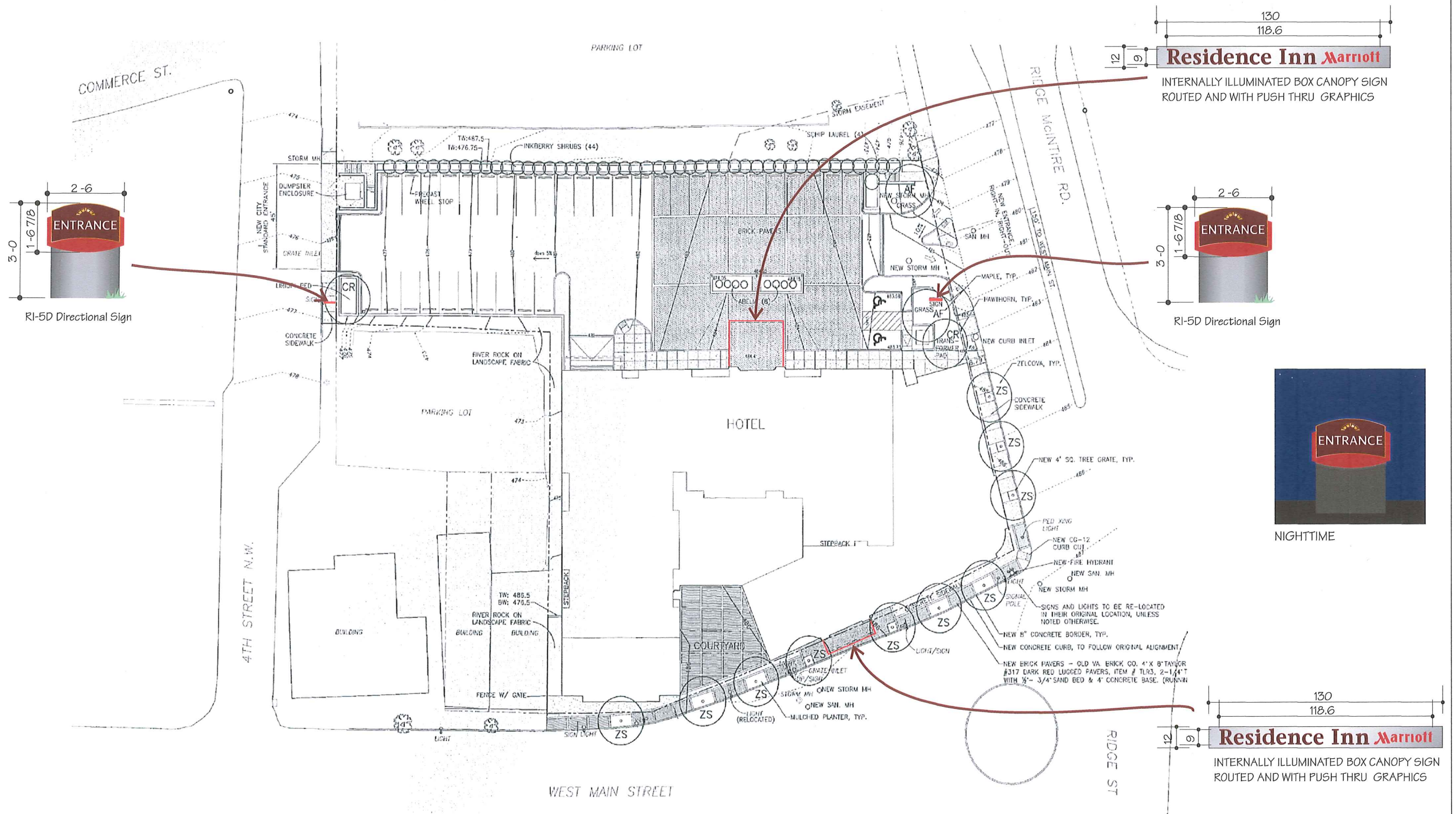
6529 Hemmingford Drive

Canal Winchester, OH 43110

Attn: Damiane' Handa

(804) 859-7618

(614) 828-8215



THIS DESIGN REMAINS OUR EXCLUSIVE PROPERTY AND CANNOT BE DUPLICATED WITHOUT WRITTEN CONSENT

THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT PLANNED FOR YOU BY CUMMINGS. IT IS NOT TO BE SHOWN OUTSIDE YOUR ORGANIZATION NOR USED, REPRODUCED, COPIED OR EXHIBITED IN ANY FASHION UNLESS AUTHORIZED IN WRITING BY AN OFFICER OF CUMMINGS.

CUSTOMER APPROVAL:

DATE:

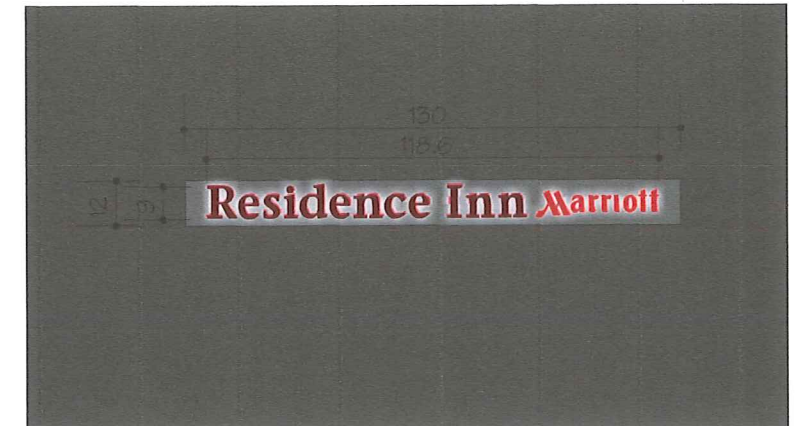
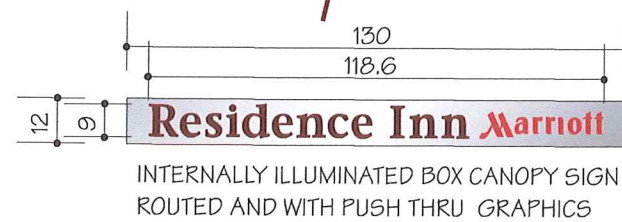
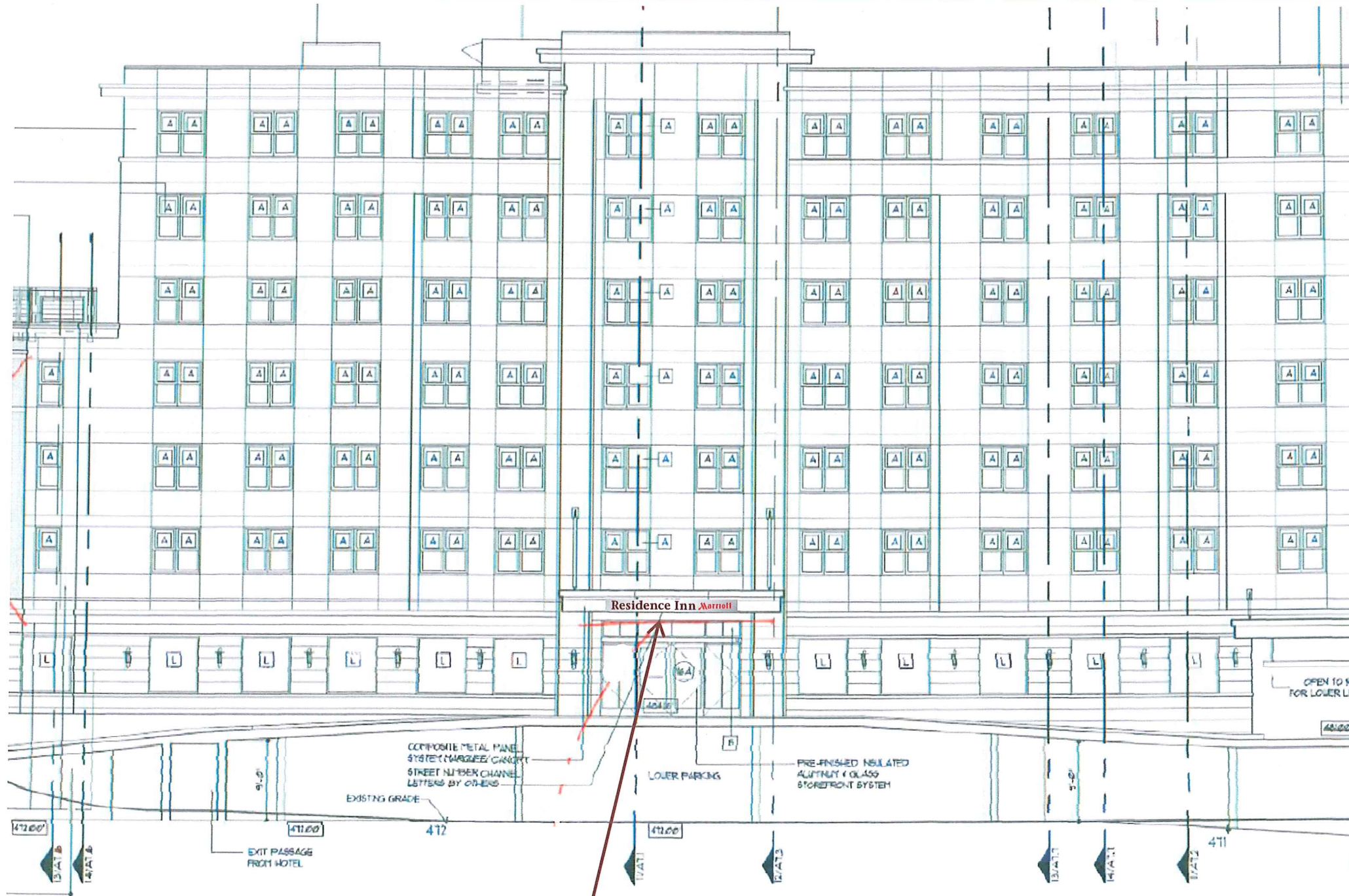
Rev. #	DATE	BY	Rev. #	DATE	BY
Rev. #1			Rev. #4		
Rev. #2			Rev. #5		
Rev. #3			Rev. #6		

RESIDENCE INN  
 CHARLOTTESVILLE, VA

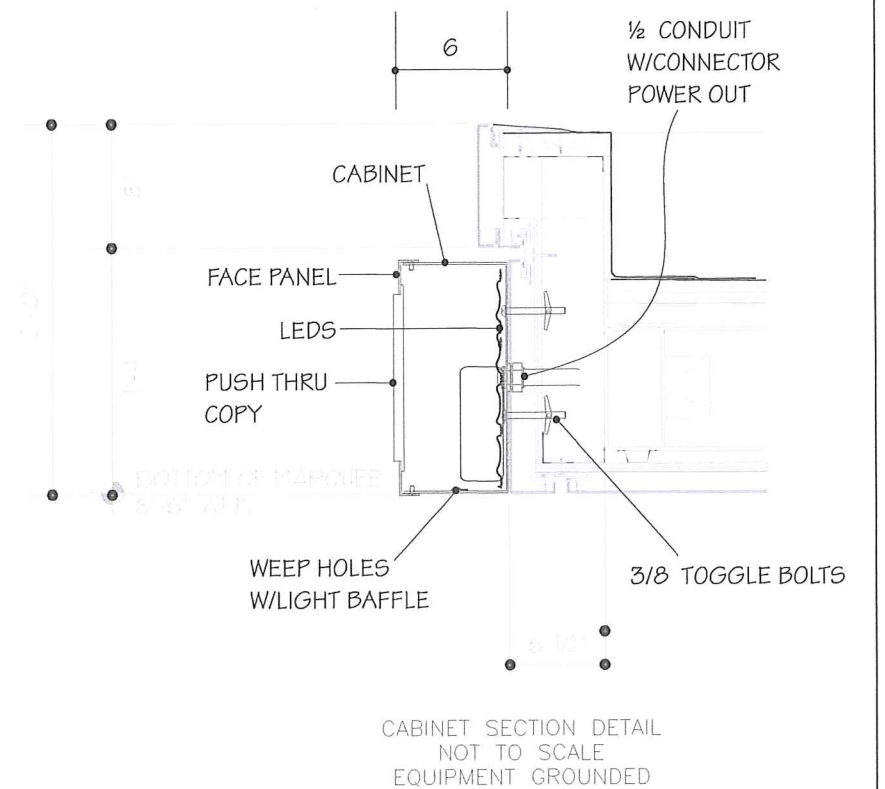
DRAWING NO:  
 D-ORDER# 075556.00

ARTIST: AAAJ DATE: 03/13/14  
 SHEET: OF 1





NIGHTTIME



THIS DESIGN REMAINS OUR EXCLUSIVE PROPERTY AND CANNOT BE DUPLICATED WITHOUT WRITTEN CONSENT

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CUSTOMER APPROVAL:

DATE:

	DATE	BY
Rev. #1		
Rev. #2		
Rev. #3		

	DATE	BY
Rev. #4		
Rev. #5		
Rev. #6		

RESIDENCE INN  
CHARLOTTESVILLE, VA

DRAWING NO:

D-ORDER# 075556.00

ARTIST: AAAJ DATE: 03/13/14

SHEET: OF 1

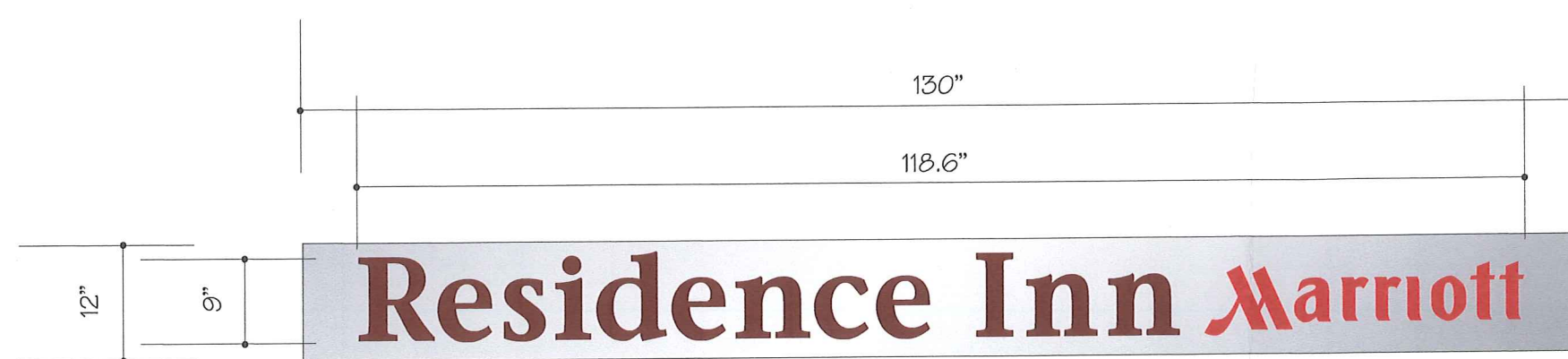






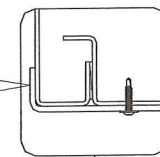
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ECR	REV	REVISIONS	DATE	BY
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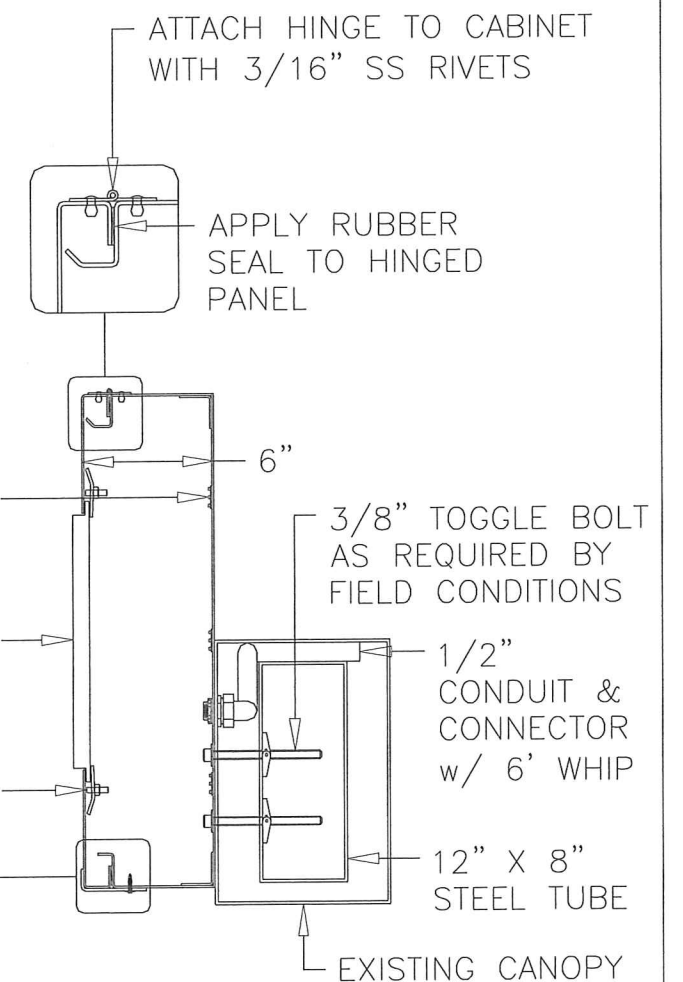
INTERNALLY ILLUMINATED BOX CANOPY SIGN  
ROUTED AND WITH PUSH THRU GRAPHICS

MOUNT CLIPS TO  
HOLD FACE PANEL  
IN PLACE



PUSH-THRU  
CLEAR ACRYLIC COPY

MOUNT PUSH-THRU  
w/ SILICONE & CLIPS



COLOR NOTES: (PAINT ALL INTERIOR SURFACES WITH LIGHT ENHANCEMENT PAINT)  
CABINET - PAINT MATTE ALUMINUM FINISH  
FACE GRAPHICS:


COPY - ROUTED AND PUSH-THRU ACRYLIC. FIRST SURFACE, DECORATE WITH  
w/VDN11850 (PERF) BURGUNDY (1st SURFACE)  
MARRIOTT COPY - ROUTED AND PUSH-THRU ACRYLIC. FIRST SURFACE DECORATE WITH  
3M VT11331 MARRIOTT RED

#### ELECTRICAL NOTES:

TOTAL AMPS - 0.9A  
TOTAL CIRCUITS - 1 20A REQUIRED  
VOLTS - 120V

THIS SIGN WILL BE UL OR cUL LISTED AND IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN. \*\*Ø1/4" DRAINAGE/WEEP HOLES @ 4' ON CENTERS OR AS REQUIRED BY UL. MIN 12MTW/THHN 1011/1015/1230/1335 600V or 1032 1000V 105C WIRE. PER UL REQUIREMENT, ALL ELECTRICAL COMPONENTS AND WIRING MUST BE FIXED & SUPPORTED A MINIMUM OF 1/2" ABOVE THE BOTTOM OF SIGN

#### NOTES:

RELEASED FOR	 <b>CUMMINGS</b> Customer creation through brand innovation.		CUSTOMER SPRINGHILL SUITES			ITEM NUMBER	
	4255 NAPIER FIELD RD DOTHAN, AL 36603 PHONE: (334) 983-8000 FAX: (334) 983-5100		CODE —	PAGE LAYOUT PRESENTATION			
	DRAWING APPROVED BY		ITEM DESCRIPTION BOX CABINET — PUSH—THRU FACE				
	PROGRAM APPROVED BY		LOCATION		DRAWN BY		
	PROTOTYPE	BY	SCALE 1:24	ENGINEER			ACCOUNT REPRESENTATIVE ANDY FRITSCH
	1st RUN	BY	SHEET	BOXED SQ FT	ITEM NUMBER		REV
	PRODUCTION	BY	WIND LOAD (MPH)	EST WEIGHT (LBS)			

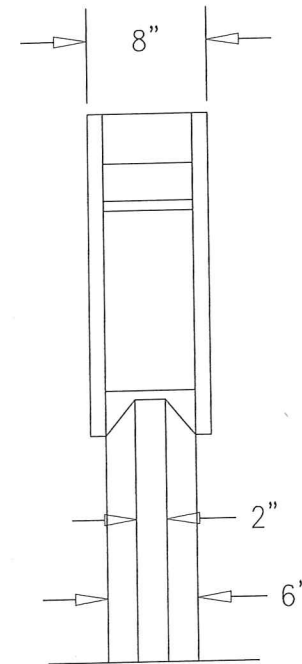
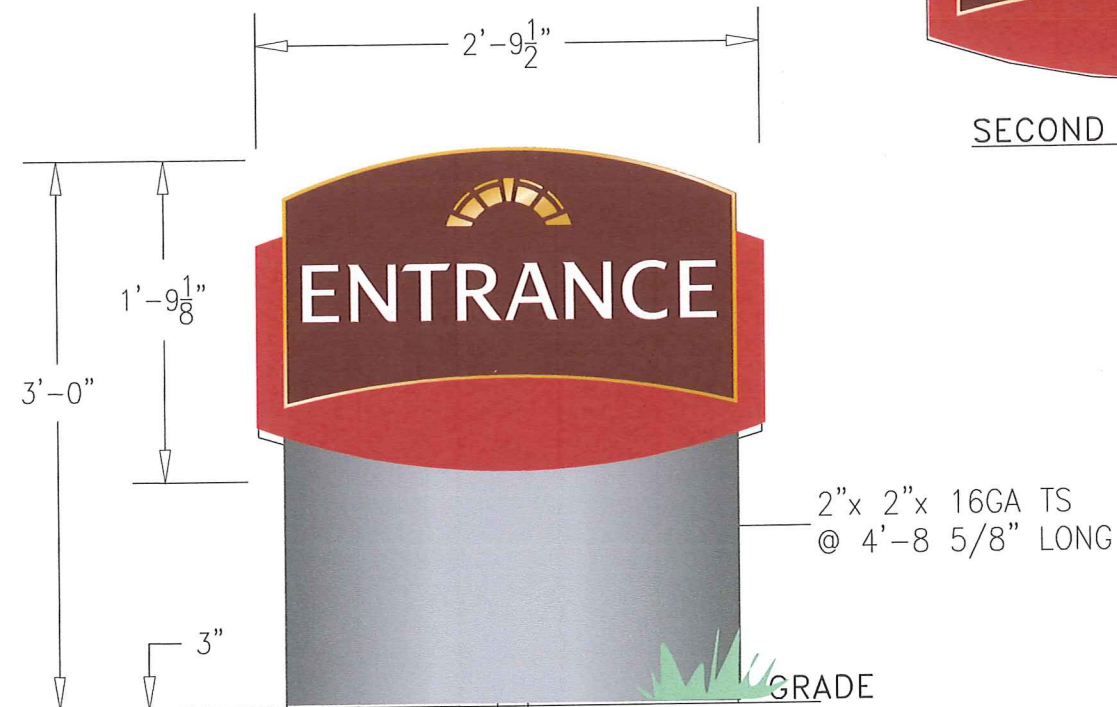


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ECR	REV	REVISIONS	DATE	BY
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SECOND SIDE GRAPHICS



SIDE VIEW

NOTE:  
CABINET RETURNS ARE PAINTED BOTH BURGUNDY AND RED WHERE THE SIGN IS OF THE SAME COLOR ON THE FACE. RETURN COLOR ALIGNS TO FACE COLOR. IN ADDITION, PAINT THE JEWELITE PMS 872C GOLD WHERE THE FACE IS GOLD AND RED WHERE THE FACE IS RED.

COLORS:

FACE: #2447 WHITE IMPACT ACRYLIC w/VINYL GRAPHICS

BRAND PANEL AREA:

BKG'D: 3M VT4152 BURGUNDY

BRAND PANEL BORDER: 3630-131 GOLD

ARROW & COPY: WHITE (WEED OUT)

FILLER (SEE NOTE:): PAINT MP38021 BURGUNDY (SATIN)

CORE PANEL AREA:

BKG'D: 3M VT11331 MARIOTT RED

FILLER/JEWELITE (SEE NOTE:): PAINT MP08937 RED (SATIN)

CABINET INTERIOR: PAINT WHITE

BASE: PAINT MATTHEWS MP20140  
WARM GRAY (GLOSS METALLIC FINISH)



\*NOTE:  
INSTALL TOGGLE SWITCH TO OPERATE  
(ON/OFF) IN THE HORIZONTAL POSITION.

ELECTRICAL NOTE—Actual # of circuits to be determined by a Licensed Electrical Contractor.

TOTAL AMPS— 1.1

# OF CKTS— 1 20 AMP(RECOMMENDED)

VOLTS— 120

ALL SIGNAGE WILL BE (U.L.) LISTED, (U.L.) 2161  
COMPLIANT AND CARRY (U.L.) LABELS.

\*\*\*ARTWORK NOTE:  
DECORATE BY RELEASE  
REFER TO MO FOR SITE SPECIFIC GRAPHICS

FOUNDATION NOTES:

PRIMARY FOOTER

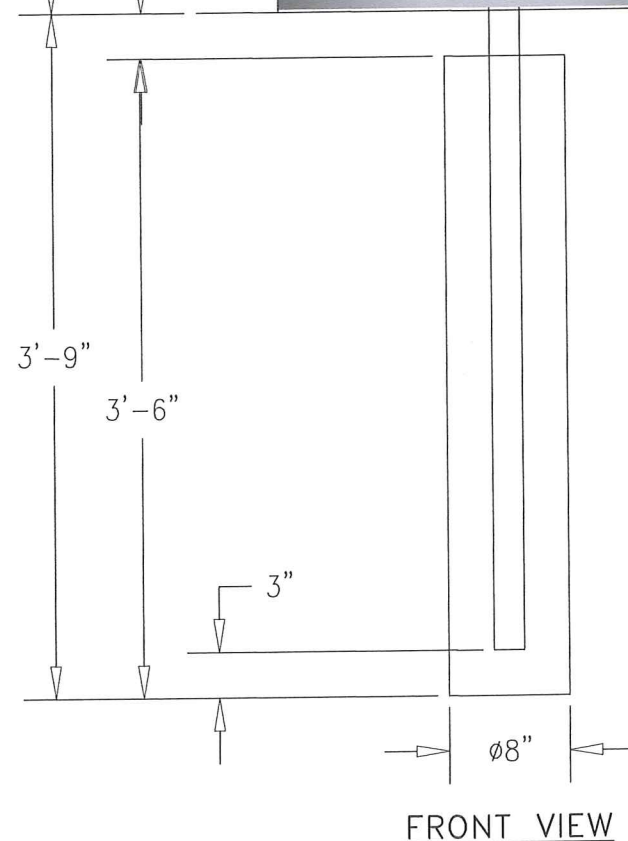
Ø8"x 3'-6" DEEP AUGER

TOTAL CUBIC YARDS OF CONCRETE: .04


SECONDARY FOOTER

2'-0"x 2'-0"x 2'-6" DEEP CUBE

TOTAL CUBIC YARDS OF CONCRETE: .37



FRONT VIEW

NOTES:						
 <b>CUMMINGS</b> Customer creation through brand innovation.  4255 NAPIER FIELD RD DOTHAN, AL 36303 PHONE: (334) 983-8000 FAX: (334) 983-5100			CUSTOMER		ITEM NUMBER  R1200810	
			CODE M-05	PAGE LAYOUT PRESENTATION		
DRAWING APPROVED		BY		ITEM DESCRIPTION 1'-9 1/8"x 2'-9 1/2" MONUMENT @ 3'-0" OAH		
PROGRAM APPROVED		BY		LOCATION		DRAWN BY WALTON
RELEASED FOR	PROTOTYPE	BY		SCALE 1:12		ENGINEER WELLS
	1st RUN	BY		SHEET 1 OF 6	BOXED SQ FT	ITEM NUMBER R1200801
	PRODUCTION	BY		WIND LOAD (MPH) 120	EST WEIGHT (LBS)	
REV -						

City of Charlottesville  
Department of Neighborhood Development Services  
610 East Market Street  
Charlottesville, VA 22902  
Attn: Mary Joy Scala, AICP

September 19, 2014

The Residence Inn © proposes a comprehensive sign package for the newly developed Residence Inn Marriott. The proposed signage uses design elements and illumination that is consistent with the surrounding downtown areas and sign guidelines. The design elements shall provide clear, uncluttered visualization for patrons to identify the hotel and distinctly locate parking entrances.

With the new development of the hotel, the proposal is for two backlit illuminated attached canopy signs and two backlit illuminated ground mounted directional signs. One attached building sign is located on the front elevation facing the main intersection of West Main Street and Ridge McIntyre Road/ Business Highway 250. The second sign is located on the rear elevation facing the rear parking lot to clearly identify a second entrance for the hotel. The attached signs will feature backlit illuminated canopy sign routed and with push through graphics for nighttime visibility. All interior surfaces will be painted with light enhancement

One directional sign is located to the west for patrons entering from 4<sup>th</sup> Street Northwest. The second sign is located to the east for patrons entering from Ridge McIntyre Road/ Business Highway 250. The directional signs white impact acrylic with vinyl graphics.. The directional signs are strategically placed in order to distinguish between the entrance for the Residence Inn © and the adjoining Shebeen Pub and Bar.

Label	Location	Size	Color	Illumination	Materials
Attached Sign A	Front Elevation	Height 12” Width 130” 10.83 sq. ft. total	First surface decorate with /VDN11850 (PERF) Burgundy (First Surface); ‘Marriott’ copy first surface decorate with 3M VT11331 Marriott Red.	Backlit canopy sign routed and with push through graphics	Cabinet – Paint Matte Aluminum Finish

Attached Sign B	Rear Elevation	Height 12" Width 130" 10.83 sq. ft. total	First surface decorate with /VDN11850 (PERF) Burgundy (First Surface); 'Marriott' copy first surface decorate with 3M VT11331 Marriott Red.	Backlit canopy sign routed and with push through graphics	
Directional Sign C	4 <sup>th</sup> Street Northwest Entrance	Overall height from grade to top of sign 3'-0" Height from bottom of sign to top 1' - 9 1/8" Monument base style sign 2" x 2" 16GA TS @ 4' - 8 5/8" Long	Cabinet returns are painted both burgundy and red where the sign is of the same color on the face. Return color aligns to face color. In addition, the jewelrite paint is PMS 872c Gold where the face is gold and red where the face is red. Brand panel Area: Background: 3M VT11331 Marriott Red Brand Panel Border: 3630-131 Gold Arrow and copy: white (weed out) Filler Paint MP38021 Burgundy (satin) Core Panel Area: Background: 3M VT11331 Marriott Red Filler/Jewelrite: Paint MP08937 Red (Satin)	Backlit sign	Face #2447 white impact acrylic with vinyl graphics.  Foundation notes: Primary footer 8"x3'6" deep auger Total cubic yards of concrete: .04  Secondary footer: 2'-0" x 2'0" x 2'-6" deep cube Total cubic yards of concrete .37

			<p>Cabinet Interior Paint White</p> <p>Base: Paint Matthews MP20140 Warm gray (gloss metallic finish)</p>		
Directional Sign D	Ridge McIntyre Road/ Business Highway 250	<p>Overall height from grade to top of sign 3'- 0"</p> <p>Height from bottom of sign to top 1' - 9 1/8"</p> <p>Monument base style sign 2" x 2" 16GA TS @ 4' -8 5/8 "</p> <p>Long</p>	<p>Cabinet returns are painted both burgundy and red where the sign is of the same color on the face. Return color aligns to face color. In addition, the jewelrite paint is PMS 872c Gold where the face is gold and red where the face is red.</p> <p>Brand panel Area:.</p> <p>Background: 3M VT11331 Marriott Red</p> <p>Brand Panel Border: 3630-131 Gold</p> <p>Arrow and copy: white (weed out)</p> <p>Filler Paint MP38021 Burgundy (satin)</p> <p>Core Panel Area: Background: 3M VT11331 Marriott Red</p> <p>Filler/Jewelrite: Paint MP08937 Red (Satin)</p> <p>Cabinet Interior Paint White</p>	Backlit sign	Face #2447 white impact acrylic with vinyl graphics.

			Base: Paint Matthews MP20140 Warm gray (gloss metallic finish)		
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Attached sign electrical notes:

Total Amps 0.9A

Total Circuits 1 20A Required

Volts 120V

The attached building signs will be UL or cUL listed and is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign. Drainage/weep holes at 4' on centers ore as required by UL. Minimum 12 MTW/THHN 1011/1015/1230/1335 600 V or 1032 1000V 105C wire. Per UL requirement, all electrical components and wiring must be fixed and supported a minimum of 1/2" above the bottom of the sign.

Directional signs electrical notes:

Actual # of circuits to be determined

Total Amps 1.1

# of CKTA 1 20A Recommended

Volts 120V

All signage will be UL listed, UL 2161 compliant and carry UL labels.

Prepared by:

Expedite The Diehl

6529 Hemmingford Drive

Canal Winchester, OH 43110

Attn: Damiane' Handa

(804) 859-7618

(614) 828-8215

## Scala, Mary Joy

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**From:** Misty - Zenith <misty.pisa@zenithcontracting.net>  
**Sent:** Wednesday, October 15, 2014 4:46 PM  
**To:** Scala, Mary Joy  
**Cc:** Tracey - Expedite The Diehl (tracey@expeditethediehl.com)  
**Subject:** Re: 315 West Main Street signage

Mary Joy,

Below is an image of what the proposed 4' x 6' flag will look like.



As soon as I have the placement on the building, I will forward that as well.

Thanks,

Misty

On Oct 15, 2014, at 9:17 AM, "Scala, Mary Joy" <[scala@charlottesville.org](mailto:scala@charlottesville.org)> wrote:

I have not received anything from you regarding a possible flag sign. If I do not receive anything today, I will assume the only signs you are requesting are the two canopy signs and the two directional signs.

I need to know if the directional signs are intended to be only externally lit?  
It is not clear from your drawings.

I also need an email or phone for the property owner that signed the application..

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



## Scala, Mary Joy

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**From:** Misty Pisa <misty.pisa@zenithcontracting.net>  
**Sent:** Tuesday, October 21, 2014 11:49 AM  
**To:** Scala, Mary Joy; 'Tracey - Expedite The Diehl'  
**Subject:** RE: 315 W Main Street Signage

Mary Joy,

*Christopher Mills*

I presented these questions to my clients and put their responses below:

- Yes, the canopy signs will have opaque backgrounds so that the copy is the only thing that lights at night.
- The current design for the directionals is so that the entire face portion of the sign illuminates. However, if needed, opaque vinyl can be added to the faces so that only the copy lights at night.
- The base of the directionals will have aluminum cladding.

Please let me know if there are any other questions that we can address.

Thanks!

Misty

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**From:** Scala, Mary Joy [mailto:scala@charlottesville.org]  
**Sent:** Tuesday, October 21, 2014 10:45 AM  
**To:** Tracey - Expedite The Diehl (tracey@expeditethediehl.com)  
**Cc:** Misty Pisa (misty.pisa@zenithcontracting.net)  
**Subject:** 315 W Main Street Signage

Tracey,  
These questions came from a BAR member. Please be prepared to address them:

For the canopy signs, is the box opaque and the letters are the only things that glow?

The staff report says the letters on the directional signs will be the only parts lit, but the application makes it look like the entire sign glows. Is that a change from the application? Also, am I right in thinking the base of the sign will be acrylic?

**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