

Lasley, Timothy G

From: Lasley, Timothy G
Sent: Thursday, October 18, 2018 12:08 PM
To: 'ksmith5075.work@gmail.com'
Cc: Werner, Jeffrey B; Mess, Camie
Subject: BAR Actions - October 16, 2018 - 1106 West Main Street

October 18, 2018

Certificate of Appropriateness Application

BAR 14-11-03
1106 West Main Street
Tax Parcel 100064000
Carr Hospitality, Owner/ Austin Flajser, Applicant
Renewal Restaurant – Signage

Dear Applicant,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on October 16, 2018. The following action was taken:

Motion approved via Consent Agenda approval: Having considered the standards set forth within the City Code, including City Design Guidelines for Signs, Awnings, Vending, & Cafes, [the BAR] finds that the proposed signs, in-concept, 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 as submitted and with the condition that the light from the illuminated sign will appear white at night.

This certificate of appropriateness shall expire in 18 months (April 16, 2020), 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. You may request an extension of the certificate of appropriateness before this approval expires for one additional year for reasonable cause.

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

Sincerely yours,
Jeff Werner

--

Tim Lasley

Intern | Historic Preservation and Design Planning
City of Charlottesville | Neighborhood Development Services
University of Virginia | Class of 2020
School of Architecture

Phone: (434)-970-3182
Email: lasleyt@charlottesville.org

**CITY OF CHARLOTTESVILLE
BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT
October 16, 2018**



Certificate of Appropriateness Application

BAR 14-11-03

1106 West Main Street

Tax Parcel 100064000

Carr Hospitality, Owner

Austin Flajser, Applicant

Renewal Restaurant – Signage



Background

Renewal is a street-level restaurant in the Draftsman Hotel; within the West Main Street ADC District.

Application

Applicant's submittal:

- Hightech Signs dated September 25, 2018: primary sign specifications (page 1), primary sign placement renderings (page 2), secondary sign specifications (page 3), secondary sign placement renderings (page 4), specifications for interior wall sign (page 5), and renderings for interior wall sign (page 6). (Pages 5 and 6 are for an interior sign.)

Request approval for signage in-concept. (Applicant must subsequently apply for separate Sign Permit.)

Discussion and Recommendations

Staff believes the placement, size, and design of these signs are appropriate and recommends approval as a Consent Agenda item.

Suggested Motion

Having considered the standards set forth within the City Code, including City Design Guidelines for Signs, Awnings, Vending, & Cafes, I move to find that the proposed signs, in-concept, 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 as submitted and with the condition that the light from the illuminated sign will appear white at night.

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

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.

Placement:

- 1. Place signs so that they do not obstruct architectural elements and details that define the design of the building. Respect the signs of adjacent businesses.**
2. Projecting signs for commercial buildings are limited to one per storefront. They should be no lower than 8 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.
3. 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.
- 4. 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.**
5. 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.
6. 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.

Number of permanent signs:

1. **The number of signs used should be limited to encourage compatibility with the building and discourage visual clutter.**
2. **In commercial areas, signs should be limited to two total, which can be different types.**
3. **A buildings should have only one wall sign per street frontage.**
4. **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.**

Size:

1. **All the signs on a commercial building should not exceed 50 square feet.**
2. **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.**
3. Projecting signs should be a maximum of 10 square feet per face.
4. Window signs should obscure no more than 20 percent of the window glass.
5. **Flat wall signs should not exceed 18 inches in height and should not extend more than 6 inches from the surface of the building.**

Design:

1. **Signs should be designed and executed by sign professionals who are skilled at lettering and surface preparation.**

Shape:

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

Materials:

1. **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.**
2. Newer products, such as painted MDO may also be used.
3. Do not use shiny plastic products.
4. Window signs should be painted or have decal flat letters and should not be three-dimensional.

Color:

1. **Use colors that complement the materials and color of the building, including accent and trim colors.**
2. A maximum of three colors are recommended, although more colors can be appropriate.

Illumination:

1. **Generally, signs should be indirectly lit with a shielded incandescent light source.**
2. Internally lit translucent signs are not permitted.

Sign Maintenance:

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

(1) INTERNALLY ILLUMINATED CABINET WITH PUSH-THRU GRAPHICS
TOTAL : 10.6 SQ.FT.

TAX MAP AND PARCEL ID: 100064000

ZONING: WMWH

SCALE: TBD/NTS/PROPORTIONAL

LETTER SPECIFICATIONS:

REVERSE ILLUMINATED CABINET SIGN WITH PUSH THRU GRAPHICS
 ALUMINUM CABINET, ALL WELDED CONSTRUCTION, PAINTED BLACK.
 WHITE PUSH-THRU LETTERING, LED ILLUMINATION

 WHITE ACRYLIC LETTERS
 BLACK ALUMINUM CABINET, ROUTED FOR PUSH-THRU GRAPHICS

102"W



CUSTOMER TO PROVIDE:

ADEQUATE BEHIND THE WALL BACKING AND ACCESS AS REQUIRED TO INSTALL SIGNAGE.
 IF NEEDED, CUSTOMER TO PROVIDE ALL SIGNAGE DRAWINGS TO LANDLORD FOR FINAL APPROVAL.
 SIGNED COPIES OF ALL FINAL SIGNAGE DRAWINGS AND QUOTES. A DEDICATED CIRCUIT WITH HOOK-UP
 WITHIN 5' OF SIGN LOCATION.

- A. ALL BRANCH CIRCUITS MUST BE TOTALLY DEDICATED TO SIGNS
 (INCLUDING DEDICATED GROUND AND DEDICATED NEUTRAL PER CIRCUIT).
- B. SIGN CIRCUITS MUST NOT BE SHARED WITH OTHER LOADS SUCH AS LIGHTING, AIR CONDITIONING, AND
 OTHER EQUIPMENT.
- C. PROPERLY SIZED GROUND WIRE THAT CAN BE TRACED BACK TO THE BREAKER PANEL MUST BE PROVIDED.
- D. NUMBER AND SIZE CIRCUITS FOR EACH SIGN TO MEET ANY LOAD REQUIREMENTS.

INSTALLER IS RESPONSIBLE FOR:

PROVIDING AND INSTALLING ALL COMPONENTS REQUIRED TO RUN SECONDARY WIRING
 (CONNECTORS, GTO CONDUIT, ETC.) TO BE DETERMINED BY LOCAL CODE AND SITE CONDITIONS
 PROVIDING ALL NEEDED INSTALLATION HARDWARE AS DETERMINED BY LOCAL CODE AND SITE CONDITIONS.
 SEALING BUILDING PENETRATIONS WITH SILICONE TO PREVENT MOISTURE PENETRATION AT EXTERIOR LOCATIONS.

R E N E W A L

Client: RENEWAL
 Location: 1106 West Main Street
 Charlottesville, VA 22903
 Phone/Email: 276.732.7720

SIGN PLACEMENT MAY CHANGE

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

Drawing scale: Proportional
 Drawing location: P:\2018\EL - Electrical\R\Renewal
 Revision #: 4.23.18.rev01

**HIGHTECH
 SIGNS**

2165 Seminole Trail
 Charlottesville, VA 22901
 phone: (800) 482-6603 x105
 fax: (434)974-6898
 beth@htsva.com

Preliminary Drawing
 Final Drawing

PAGE 1 OF 6

A (1) SET **FACE-LIT INTERNALLY ILLUMINATED CHANNEL LETTERS** TOTAL : 10.6 SQ.FT.



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beth@htsva.com

Preliminary Drawing
 Final Drawing

(1) INTERNALLY ILLUMINATED CABINET WITH PUSH-THRU GRAPHICS
TOTAL : 6.23 SQ.FT.

TAX MAP AND PARCEL ID: 100064000

ZONING: WMWH

SCALE: TBD/NTS/PROPORTIONAL

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 WHITE PUSH-THRU LETTERING, LED ILLUMINATION

 WHITE ACRYLIC LETTERS
 BLACK ALUMINUM CABINET, ROUTED FOR PUSH-THRU GRAPHICS


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PAGE 3 OF 6

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PAGE 4 OF 6

(1) SET REVERSE ILLUMINATED CHANNEL LETTERS**TOTAL : 9.7 SQ.FT.**

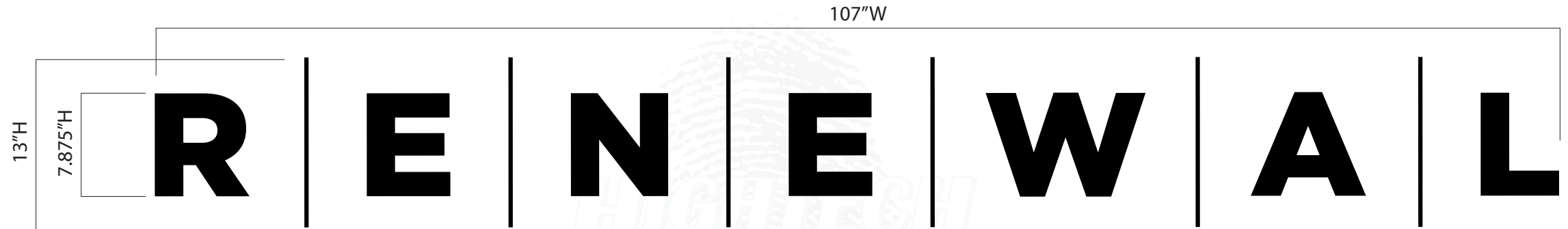
TAX MAP AND PARCEL ID: 100064000

ZONING: WMWH

SCALE: TBD/NTS/PROPORTIONAL

LETTER SPECIFICATIONS:

REVERSE ILLUMINATED CHANNEL LETTERS, WHITE LED ILLUMINATION
 ALUMINUM LETTERS, ALL WELDED CONSTRUCTION, PAINTED BLACK.
 VERTICAL BARS TO BE FABRICATED FROM FLAT CUT ALUMINUM.

 BLACK CHANNEL LETTERS & FLAT CUT ALUMINUM


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ALTERNATE SIZE**R E N E W A L**

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TOTAL : 9.7 SQ.FT.

ALTERNATE SIZE



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