

Watkins, Robert

From: Watkins, Robert
Sent: Thursday, February 20, 2020 12:26 PM
To: dmacnelly@architecturefirm.co
Cc: Werner, Jeffrey B
Subject: February BAR Action - 425 West Main Street

Certificate of Appropriateness Application

BAR 20-02-04

425 West Main Street

Tax Parcel 320177000

Quirk Charlottesville, Owner; Danny MacNelly, ArchitectureFirm, Applicant

Hotel signage

Dear Danny,

The above-referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on October 15, 2019. A motion to approve your application was included in the meeting's consent agenda. BAR member Carl Schwarz moved to approve the consent agenda and Jody Lahendro seconded. The BAR approved the consent agenda (6-0). The following is the text of the motion to approve your application:

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

For more information regarding this certificate of appropriateness and the length of its validity, please see City Code Section 34-280. Validity of certificates of appropriateness.

Have a great day!

Robert

Robert Watkins
Assistant Historic Preservation and Design Planner
Neighborhood Development Services
PO Box 911
Charlottesville, VA 22902
(434) 970-3398

**CITY OF CHARLOTTESVILLE
BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT
February 19, 2020**



Certificate of Appropriateness Application

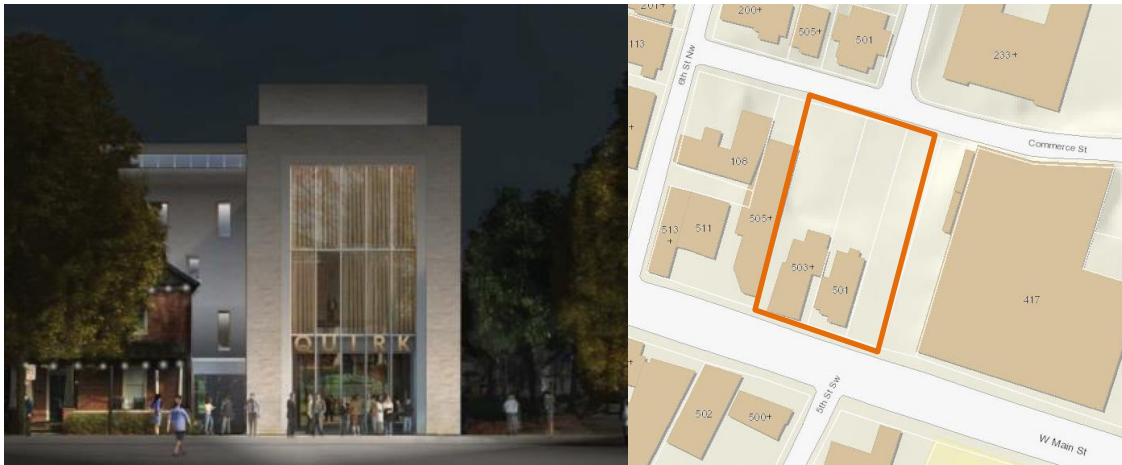
BAR 20-02-04

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Signage



Background

The Quirk Hotel project encompasses four parcels fronting West Main Street. According to Sanborn fire insurance maps and historic aerial photographs, four two-story houses were once situated on the project site, all constructed in the 1890s. The easternmost houses, 421 West Main Street and 425 West Main Street were demolished in the late twentieth century.

The two westernmost houses, 501 West Main Street and 503 West Main Street are extant and contribute to the Downtown ADC District. The new hotel is being constructed around the footprint of these contributing historic buildings.

A historic survey for 425 West Main Street, the demolished house formerly situated on the site of the hotel, is attached.

Prior BAR reviews

(See Appendix)

Application

- Applicant submittal: Acorn drawings Quirk Hotel Charlottesville, dated November 18, 2019: Sign Type AA; Sign Type BB; Sign Type P-A; Sign Type P-B; and Sign Type P-E. (Note: The submittal package is 28 pages, however only the five signs noted above are conditioned by the requested COA. None of the remaining signs are subject to BAR review.)

CoA request for exterior signage.

- Sign Type AA: Brass letters. *Quirk Hotel*. Located at the Main Street entrance.
- Sign Type BB: Brass letters. *Quirk Gallery*. Located at Commerce Street entrance.
- Sign Type P-A: Brass letters. *The Pink Grouse*. Located at courtyard behind 501 and 503 West Main.
- Sign Type P-B: Projecting sign, painted. *The Pink Grouse*. Located at walkway between 501 and 503 West Main.
- Sign Type P-E: Brass letters. *Quirk Cafe*. Located behind 501 East Main.

No sign lighting is proposed.

Discussion and Recommendations

Staff recommends approval of the CoA.

Suggested Motion

Approval: Having considered the standards set forth within the City Code, including City Design Guidelines for Signs, I move to find that the proposed signage satisfies the BAR's criteria and is compatible with these properties and other properties in the Downtown ADC district, and that the BAR approves the application as submitted.

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;
- (7) Any applicable provisions of the City's Design Guidelines.

Pertinent Guidelines for Signs:

Signs, Awnings, Vending, and Cafes

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

- Place signs so that they do not obstruct architectural elements and details that define the design of the building.
 - 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.
 - 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.
 - 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.
- [...]

3. Respect the signs of adjacent businesses.

4. Number of permanent signs

- 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. 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.

[...]

Appendix

There have been several recent approvals for mixed use projects on these properties that were not pursued by previous applicants:

March 17, 2015 - A previous applicant received BAR approval with conditions for a mixed use building at 421, 425, 501 and 503 West Main Street. No site plan was submitted, and that approval has expired.

April 19, 2016 – A previous applicant received BAR approval with conditions for a mixed use building at 425, 501, 503 West Main Street. No site plan was submitted, and there was no follow-up on the conditions.

Current Applicant:

August 30, 2016 Work Session –BAR had a preliminary discussion with the applicant.

April 25, 2017 – Applicant met with the neighborhood to discuss the proposed development.

May 16, 2017- BAR moved to find that the massing of the proposed building satisfies the BAR's criteria and is compatible with these properties and other properties in the Downtown ADC district, and that the BAR approves the massing only as submitted. Motion approved 9-0.

BAR moved to find that the demolition of the (Mel's Barber Shop) structure at the rear of 425 West Main Street satisfies the BAR's criteria and is compatible with these properties and other properties in the Downtown ADC district, and that the BAR approve the application as submitted. Motion approved 9-0.

BAR moved to find that the demolition of the rear additions of 503 West Main Street satisfy the BAR's criteria and is compatible with these properties and other properties in the Downtown ADC district, and that the BAR approve the application as submitted. Motion approved 9-0.

BAR moved to find that the demolition of the rear addition and the re-opening of the enclosed sleeping porches on the west side of 501 West Main Street satisfies the BAR's criteria and is compatible with these properties and other properties in the Downtown ADC district, and that the BAR approves the application as submitted. BAR moved to not approve the demolition of the 1924 side brick addition. Motion approved 7-2 with Graves and Clayborne opposed.

October 17, 2017- Miller moved: Having considered the standards set forth within the City Code, including City Design Guidelines for New Construction and Additions, I move to find that, contingent upon zoning compliance, the massing; materials; warm, dimmable lighting; and landscape plan of the proposed building satisfy the BAR's criteria and are compatible with these properties and other properties in the Downtown ADC district, and that the BAR approves the massing, materials, lighting, and landscape plan only as submitted with the following modifications: that there's consideration for the soil volume of the ginkgo adjacent to the parking garage on Commerce Street, consideration of an alternative to the privet [hedge on the front elevation of West Main Street], and coordination with the streetscape project along West Main.

In addition, the applicant should provide the following details for review and approval in order to receive a final certificate of appropriateness:

1. Historic building details, including exterior stair details
2. Site furnishings
3. Glass specifications with a physical sample

4. Window and wall sections
5. Signage
6. Final information on mechanical units.

Sarafin seconded. Motion was approved (7-0).

December 19, 2017- Schwarz moved to approve all the consent agenda items, with includes the Certificate of Appropriateness Application for 421 West Main Street, the re-approval of demolition of Atlantic Futon. Balut seconded. That motion was approved (5-0).

January 17, 2018- Miller moved: Having considered the standards set forth within the City Code, including City Design Guidelines for Site Design and Elements and City Design Guidelines for New Construction, I move to find that the proposed changes to the rooftop, exterior staircase, and the addition of the transformer screen to be 6 inches above the height of the transformer satisfies 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, with the modifications listed above. Schwarz seconded. Approved (6-0.)

February 21, 2018 – BAR approved partial demolition at 501 West Main (retaining the Doctor's Office) and proposed massing changes.

Appendix:

Staff Site Visit Photos, February 7, 2020



Figure 1: Oblique view, facing northeast, of subject building.

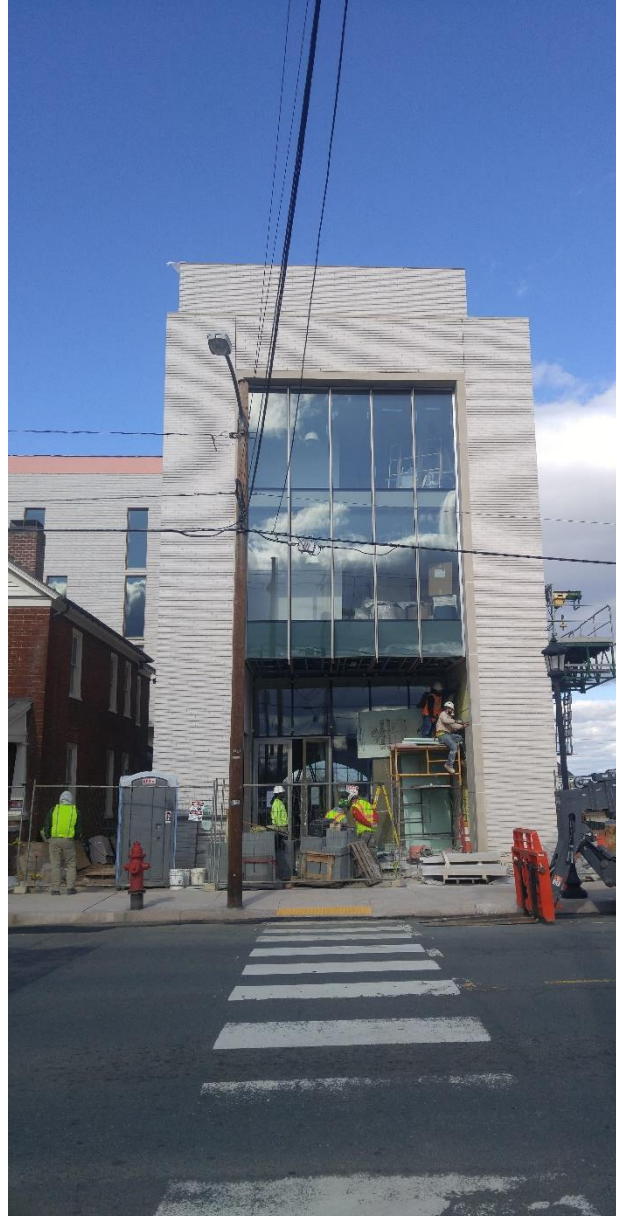


Figure 2: South elevation of subject building.



Figure 3: Oblique view, facing southwest, of subject building.



Figure 4: Oblique view, facing southeast, of subject building.

Architectural And Historic Survey



Identification

STREET ADDRESS:	425 West Main Street	HISTORIC NAME:	Wheeler House
MAP & PARCEL:	32-177	DATE / PERIOD:	1893
CENSUS TRACT AND BLOCK:	1-308	STYLE:	Vernacular
PRESENT ZONING:	B-3	HEIGHT (to cornice) OR STORIES:	2 Storeys
ORIGINAL OWNER:	W. Dyer Wheeler	DIMENSIONS AND LAND AREA:	35' x 210' (7350 sq. ft.)
ORIGINAL USE:	Rental Property (Residence)	CONDITION:	Good
PRESENT USE:	Rental Property (Residence)	SURVEYOR:	Bibb
PRESENT OWNER:	Carrie C. Coulter estate	DATE OF SURVEY:	Winter 1979
ADDRESS:	501 West Main Street Charlottesville, VA	SOURCES:	City Record Mrs. Coleman B. Maddox (Martha Coulter Mrs. Elmer L. Johnson (Kathleen Wheeler Johnson) Maddox) Sanborn Map Co. - 1896, 1907, 1920

ARCHITECTURAL DESCRIPTION

This is a very simple detailed two-storey house on a narrow lot. It is set on a low foundation and is constructed of brick laid in five-course American-with-Flemish bond. The main section is a two-bay, double-pile, side-hall-plan house. Original two-storey and one-storey rear wings make it long and narrow and larger than it appears from the street. There is a two-storey open side porch beside the two-storey wing. The side porch beside the one-storey wing has been enclosed and its walls covered with imitation-brick asbestos siding. The house has a medium pitched hip roof covered with standing-seam metal, painted red, with a gable over the projecting side bay on the facade. The gable is wooden shingled and has a four-light diamond-shaped casement window. Medium pitched metal gable roofs shelter with wings and continue as shed roofs over the porches beside them. There are two interior capped chimneys. Windows are double-sash, one-over-one light on the facade and two-over-two light on the other sides. A one-storey veranda covers the facade. It has a medium pitched hip roof covered with red composition shingles, with boxed cornice and plain frieze, supported by four square posts. There is no balustrade. The single-light entrance door has a rectangular transom.

HISTORICAL DESCRIPTION

William Dyer Wheeler purchased the Paxton Place with its surrounding acreage in 1889 (City DB 1-356). In 1893 he built two identical dwellings on West Main Street, east of the main house, for use as rental property. They are now the only two houses left on the street that have not been converted to commercial use. In 1908 Kate S. Wheeler, widow of Wheeler's nephew Charles R. Wheeler, who had been living in the Paxton house, bought the house at 425 West Main Street for her family (DB 19-432). After her death, her three daughters sold the house in 1928 to Mrs. J.C. Coulter who lived in its twin next door (DB 59-468). It remains in the Coulter family and is used as rental property.

Additional References: City DB 166-122; WB 3-18, 11-493.

SIGNIFICANCE

This turn of the century vernacular house is one of only two houses on West Main Street that have not been converted to commercial use.

LANDMARK



SURVEY

IDENTIFICATION

Street Address: *425 West Main*
 Map and Parcel: *32-177*
 Census Tract & Block: *Carrie P. Coulter est*
 Present Owner: *501 West Main*
 Address:
 Present Use:
 Original Owner: *Wm. D. & W. Wheeler*
 Original Use: *Rental Property*

BASE DATA

Historic Name: *Wheeler-Coulter*
 Date/Period: *c1893*
 Style:
 Height to Cornice:
 Height in Stories: *1 1/2*
 Present Zoning: *B-3*
 Land Area (sq.ft.): *35' X 210'*
 Assessed Value (land + imp.):

35'
X 210

350
70

7350

ARCHITECTURAL DESCRIPTION

HISTORICAL DESCRIPTION

GRAPHICS

CONDITIONS

SOURCES





Board of Architectural Review (BAR) Certificate of Appropriateness

Please Return To: City of Charlottesville
Department of Neighborhood Development Services
P.O. Box 911, City Hall
Charlottesville, Virginia 22902
Telephone (434) 970-3130

Please submit ten (10) hard copies and one (1) digital copy of application form and all attachments.
Please include application fee as follows: New construction project \$375; Demolition of a contributing structure \$375;
Appeal of BAR decision \$125; Additions and other projects requiring BAR approval \$125; Administrative approval \$100.
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 3:30 p.m.

Owner Name	<u>Quirk Charlottesville</u>	Applicant Name	<u>Architecture Firm</u>
Project Name/Description	<u>Signage - Quirk Hotel</u>	Parcel Number	<u>32017800</u>
Project Property Address	<u>425, 501, 503 W Main Street</u>		

Applicant Information

Address: 309 N Adams Street
Richmond, VA 23270
Email: dmachelly@architecturefirm.com
Phone: (W) _____ (C) _____

Signature of Applicant

I hereby attest that the information I have provided is, to the best of my knowledge, correct.

Signature _____ Date _____

Property Owner Information (if not applicant)

Address: 10120 West Broad Street
Glenn Allen, VA 23060
Email: ckiniry@bankstreetadvisors.com
Phone: (W) 804-282-1585 (C) _____

Print Name _____ Date _____

Property Owner Permission (if not applicant)

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

Signature [Signature] Date 11/26/19

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

Print Name _____ Date _____

Description of Proposed Work (attach separate narrative if necessary): exterior signage
primarily mounted on window

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

sign package

For Office Use Only

Received by: _____

Fee paid: _____ Cash/Ck. # _____

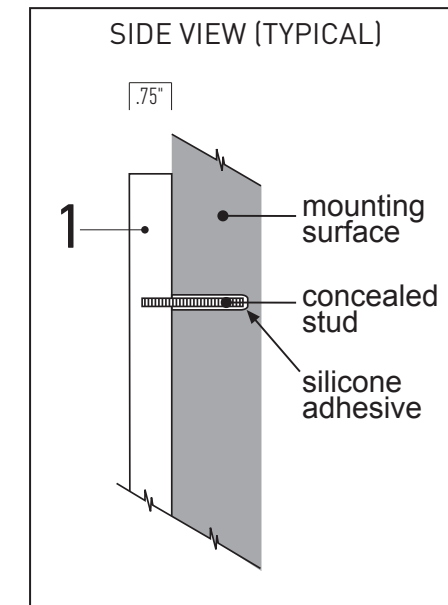
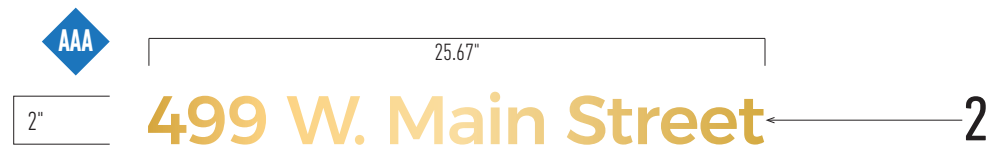
Date Received: _____

Revised 2016

Approved/Disapproved by: _____

Date: _____

Conditions of approval: _____



4109 West Clay Street
Richmond, VA 23230
tel - 804.726.6999
fax - 804.726.6998
acornsign.com

Project: Quirk Hotel Charlottesville

Number: 191558

Client: Quirk Charlottesville, LLC
Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: 1.5" = 1'



Sign Type AA & AAA:

All concepts, ideas, design arrangements, or plans indicated or represented by these drawings which originate from Acorn Sign (or any portions thereof originating from Acorn Sign) are submitted in good faith and are to remain the sole property of Acorn Sign unless or until an express written agreement states that these rights are to transfer to the client (or other). No concepts, ideas, design arrangements, or plans shall be disclosed to any unauthorized person, firm, or corporation for any purpose without the written consent of Acorn Sign.

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CONSTRUCTION:

- 1: .75" thick flat-cut Brass; Customer supplied artwork
- 2: Surface applied Vinyl Graphics; Customer supplied artwork

MOUNT: • flush mount via concealed studs and silicone
• self adhesive

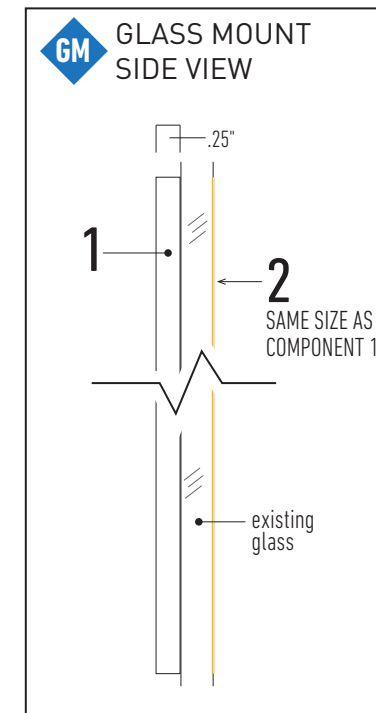
LOCATE: as shown

Mounting Location: TBD

Mounting Height: TBD

COLORS:

- 1: Natural Satin finish
- 2: Trim 219 Gold Metallic



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**Project: Quirk Hotel
Charlottesville**

Number: 191558

Client: Quirk Charlottesville, LLC
Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: 1.5" = 1'



CONSTRUCTION:

- 1: .25" thick flat-cut Brass; Customer supplied artwork
- 2: Surface applied Vinyl Graphics (on opposite side of glass); Customer supplied artwork

MOUNT: (1) flush mount via doubleface tape and silicone
(2) self adhesive (on opposite side of glass)

LOCATE: as shown

Mounting Location: center left to right on glass side light

Mounting Height: TBD

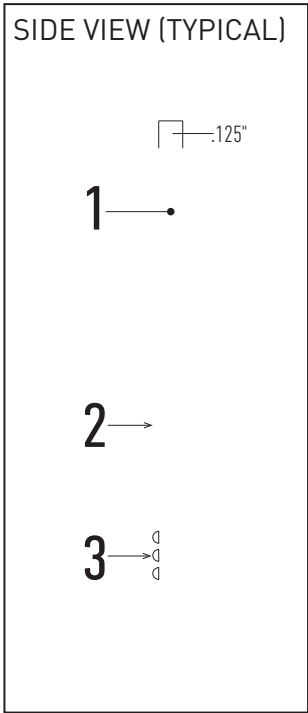
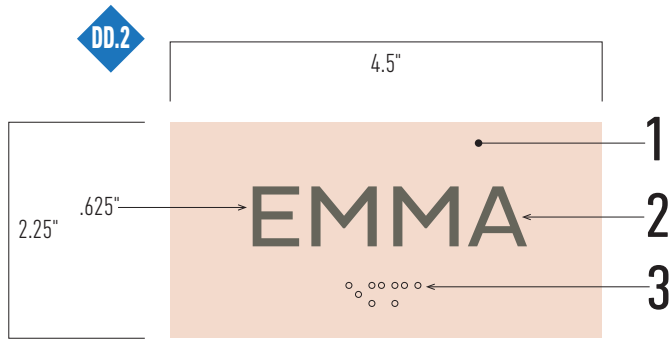
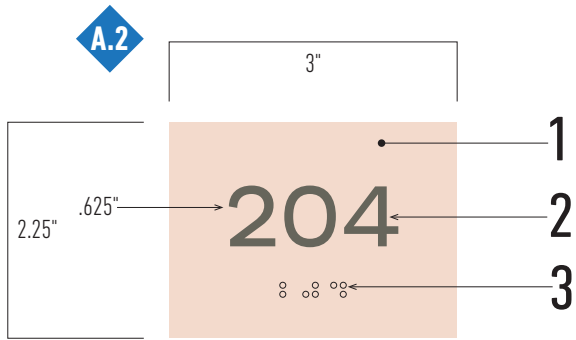
COLORS:

- 1: Natural Satin finish
- 2: Trim 219 Gold Metallic

Sign Type BB:

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Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .5" = 1"

CONSTRUCTION:

- 1: .125" Clear interior grade photopolymer; Surface paint face/returns
 - 2: ADA copy and symbols; Raised .03125"; Integral with background; Typeface is Pluto Regular; Customer supplied artwork
 - 3: ADA braille; Raised .03125"; Integral with background
- NOTE: BRAILLE IS ALWAYS .375" BELOW BOTTOM LINE OF TEXT

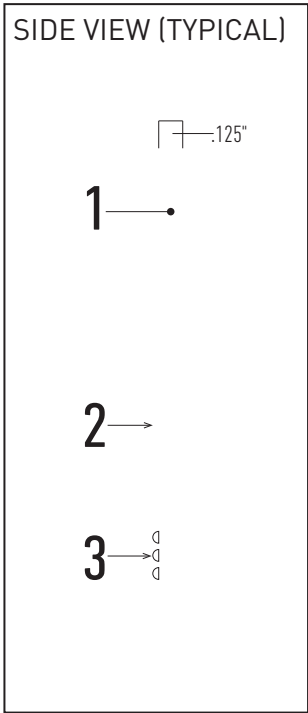
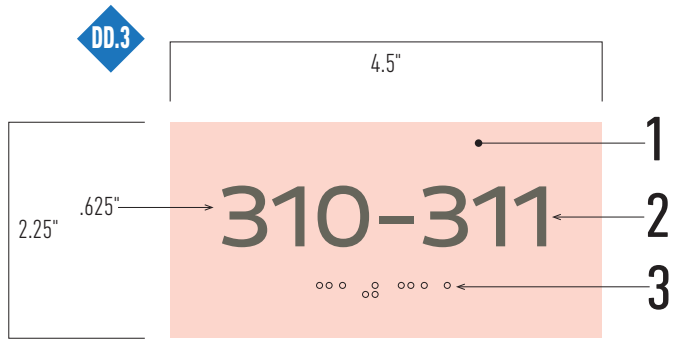
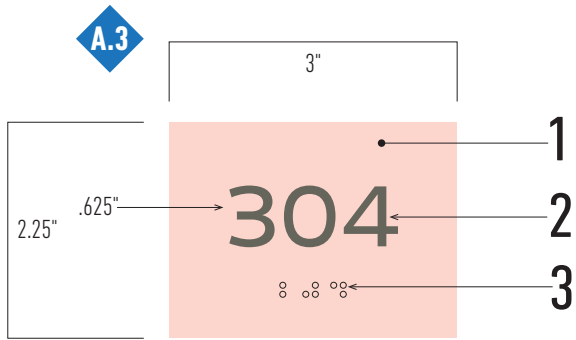
MOUNT: 3M VHB RP-62 double face tape and silicone
LOCATE: (To comply with 2010 ADA regulations)
Mounting Location: On the wall next to the door (Door handle side typical)
Mounting Height: 60" above the floor level to the top of the sign.
Mounting Distance from the Door Frame: 9" to the center of the sign
Note: The measurement from the door frame to the edge of the sign will vary depending on the width of the sign. Sign to remain 3" clear of obstructions

COLORS:

- 1: BM 1191 Love & Happiness
- 2: Pantone 7771u gray
- 3: remains color of background

Sign Type A.2 & DD.2: 2nd Floor

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Scale: .5" = 1"

CONSTRUCTION:

- 1: .125" Clear interior grade photopolymer; Surface paint face/returns
 - 2: ADA copy and symbols; Raised .03125"; Integral with background; Typeface is Pluto Regular; Customer supplied artwork
 - 3: ADA braille; Raised .03125"; Integral with background
- NOTE: BRAILLE IS ALWAYS .375" BELOW BOTTOM LINE OF TEXT

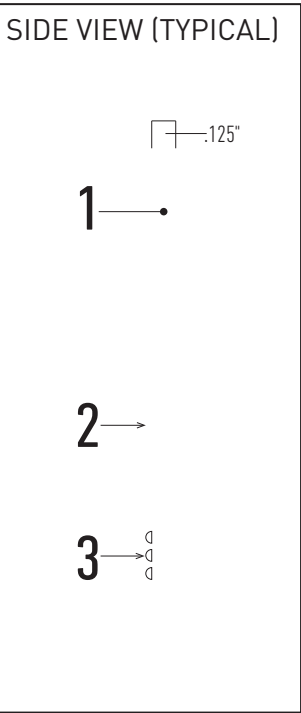
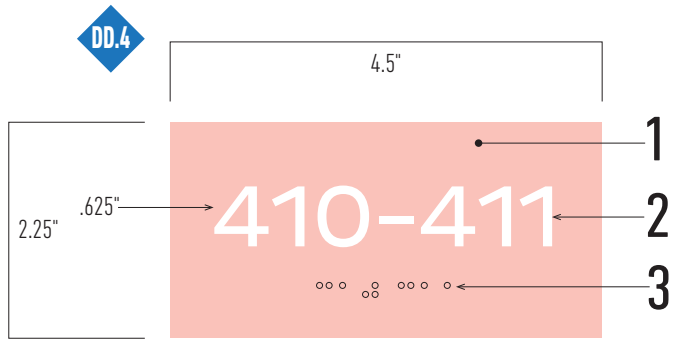
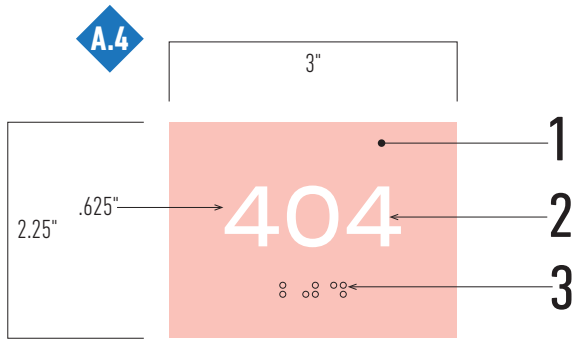
MOUNT: 3M VHB RP-62 double face tape and silicone
LOCATE: (To comply with 2010 ADA regulations)
Mounting Location: On the wall next to the door (Door handle side typical)
Mounting Height: 60" above the floor level to the top of the sign.
Mounting Distance from the Door Frame: 9" to the center of the sign
Note: The measurement from the door frame to the edge of the sign will vary depending on the width of the sign. Sign to remain 3" clear of obstructions

COLORS:

- 1: BM 001 Pink Powder Puff
- 2: Pantone 7771u gray
- 3: remains color of background

Sign Type A.3 & DD.3: 3rd Floor

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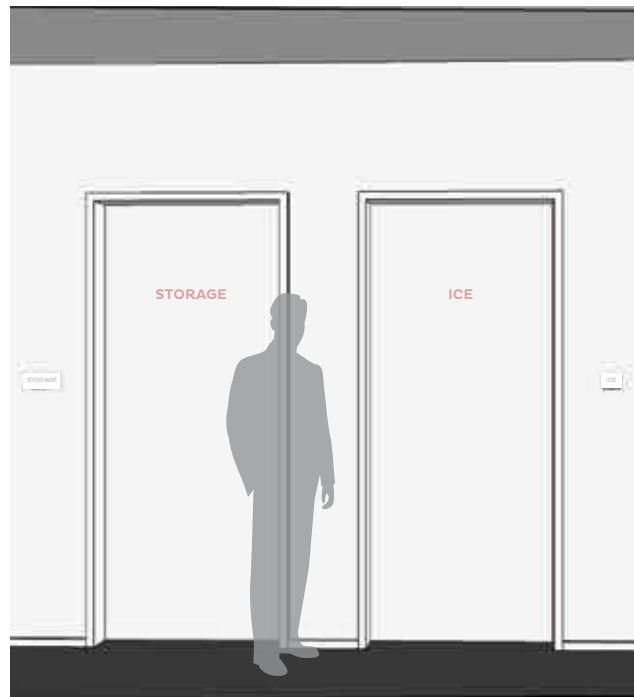
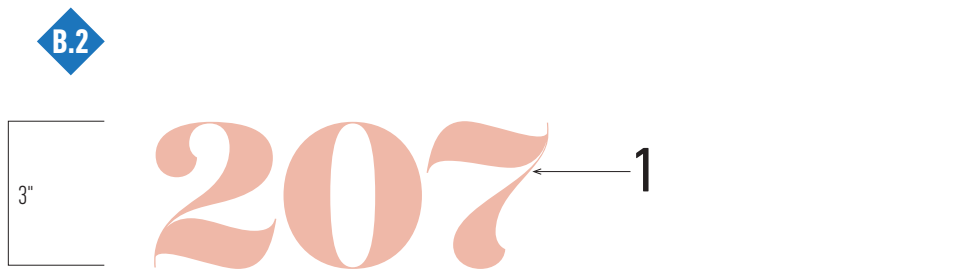
MOUNT: 3M VHB RP-62 double face tape and silicone
LOCATE: (To comply with 2010 ADA regulations)
Mounting Location: On the wall next to the door (Door handle side typical)
Mounting Height: 60" above the floor level to the top of the sign.
Mounting Distance from the Door Frame: 9" to the center of the sign
Note: The measurement from the door frame to the edge of the sign will vary depending on the width of the sign. Sign to remain 3" clear of obstructions

COLORS:

- 1: BM 002 Newborn Baby
- 2: BM OC-65 Chantilly Lace
- 3: remains color of background

Sign Type A.4 & DD.4: 4th Floor

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CONSTRUCTION:

- 1: Surface applied Vinyl Graphics (Painted); Customer supplied artwork
- 2: Surface applied Vinyl Graphics (Painted); Typeface is Pluto Medium; Customer supplied artwork

MOUNT: self adhesive
LOCATE:
Mounting Location: center left to right on door
Mounting Height: confirm with client on-site

COLORS:

- 1: Pantone 488c
- 2: Pantone 488c



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fax - 804.726.6998
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Project: Quirk Hotel
Charlottesville

Number: 191558

Client: Quirk Charlottesville, LLC
Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .25" = 1"

**Sign Type B.2, B.3,
E.2 & E.3:**

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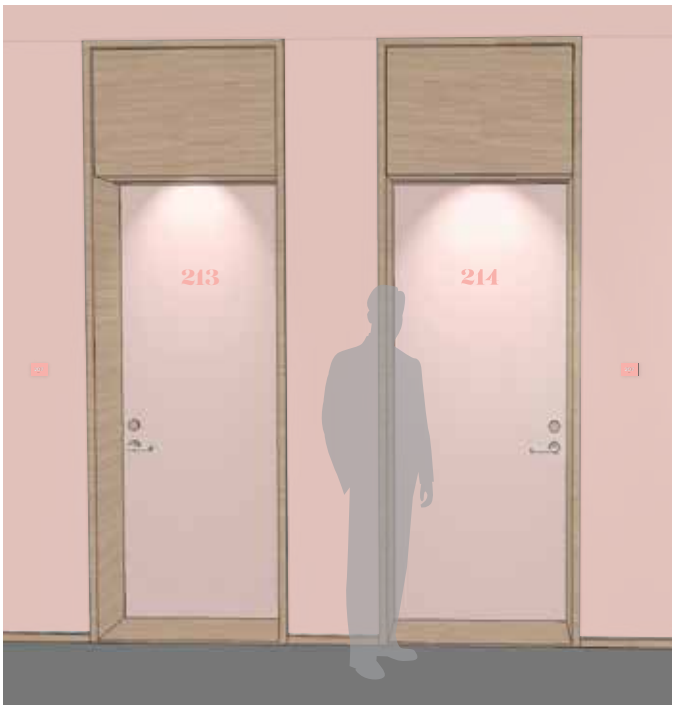
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Number: 191558

Client: Quirk Charlottesville, LLC
 Project Manager: Hillary Beasley
 Design/Technical: Tim Brown
 Date: 10.14.19; 11.18.19

Scale: .25" = 1"



CONSTRUCTION:

- 1: Surface applied Vinyl Graphics (Painted); Customer supplied artwork
- 2: Surface applied Vinyl Graphics (Painted); Typeface is Pluto Medium; Customer supplied artwork

MOUNT: self adhesive
 LOCATE:
Mounting Location: center left to right on door
Mounting Height: confirm with client on-site

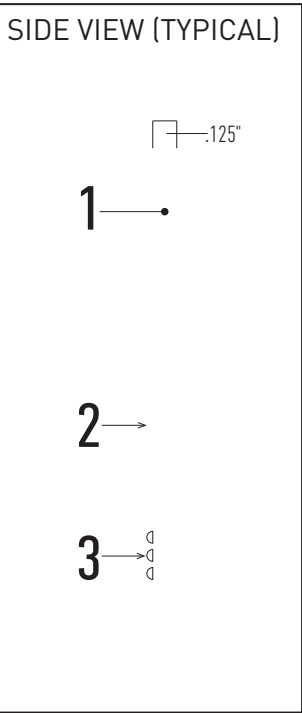
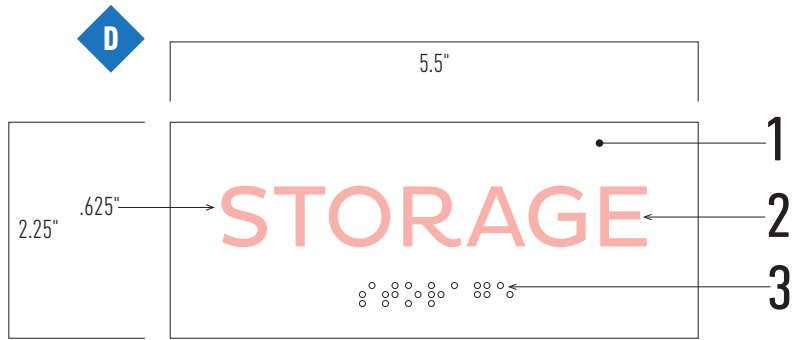
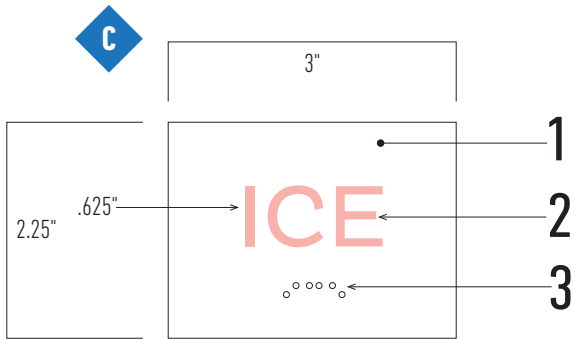
COLORS:

- 1: Pantone 489c
- 2: Pantone 489c

Sign Type B.4 & E.4:

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Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .5" = 1"

Sign Type C & D:

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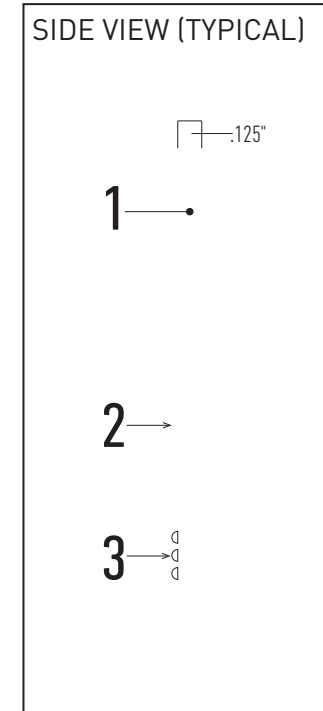
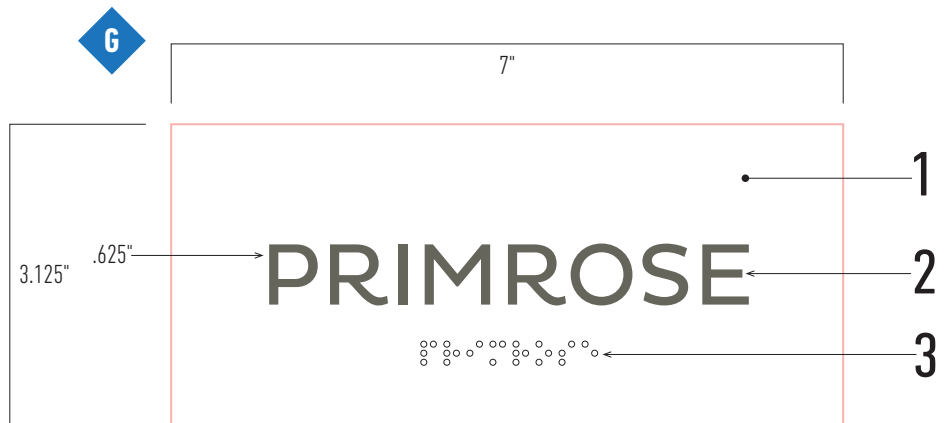
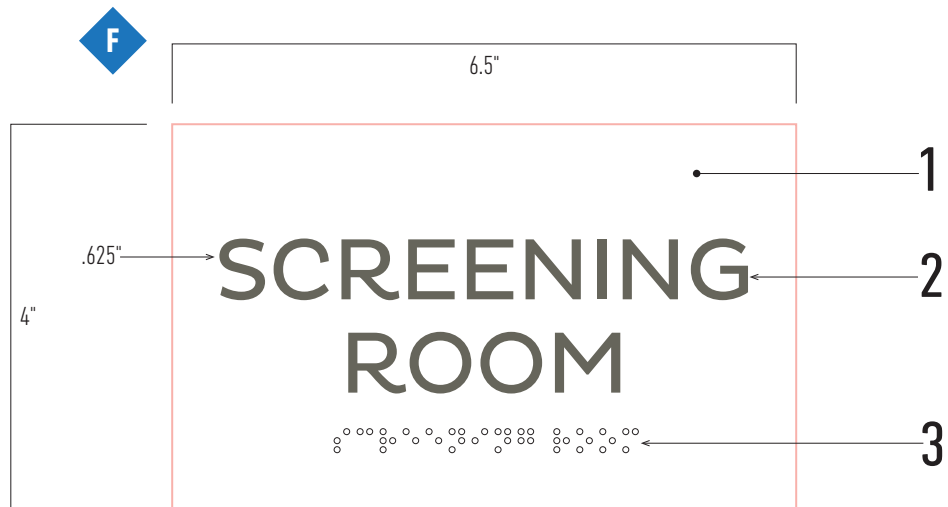
CONSTRUCTION:

- 1: .125" Clear interior grade photopolymer; Surface paint face/returns
 - 2: ADA copy and symbols; Raised .03125"; Integral with background; Typeface is Pluto Regular; Customer supplied artwork
 - 3: ADA braille; Raised .03125"; Integral with background
- NOTE: BRAILLE IS ALWAYS .375" BELOW BOTTOM LINE OF TEXT

MOUNT: 3M VHB RP-62 double face tape and silicone
LOCATE: (To comply with 2010 ADA regulations)
Mounting Location: On the wall next to the door (Door handle side typical)
Mounting Height: 60" above the floor level to the top of the sign.
Mounting Distance from the Door Frame: 9" to the center of the sign
Note: The measurement from the door frame to the edge of the sign will vary depending on the width of the sign. Sign to remain 3" clear of obstructions

COLORS:

- 1: BM OC-65 Chantilly Lace
- 2: Pantone 169c Pink
- 3: remains color of background



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fax - 804.726.6998
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Number: 191558

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Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .5" = 1"

Sign Type F & G:

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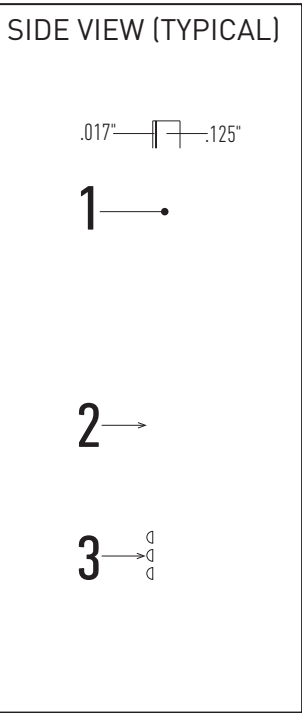
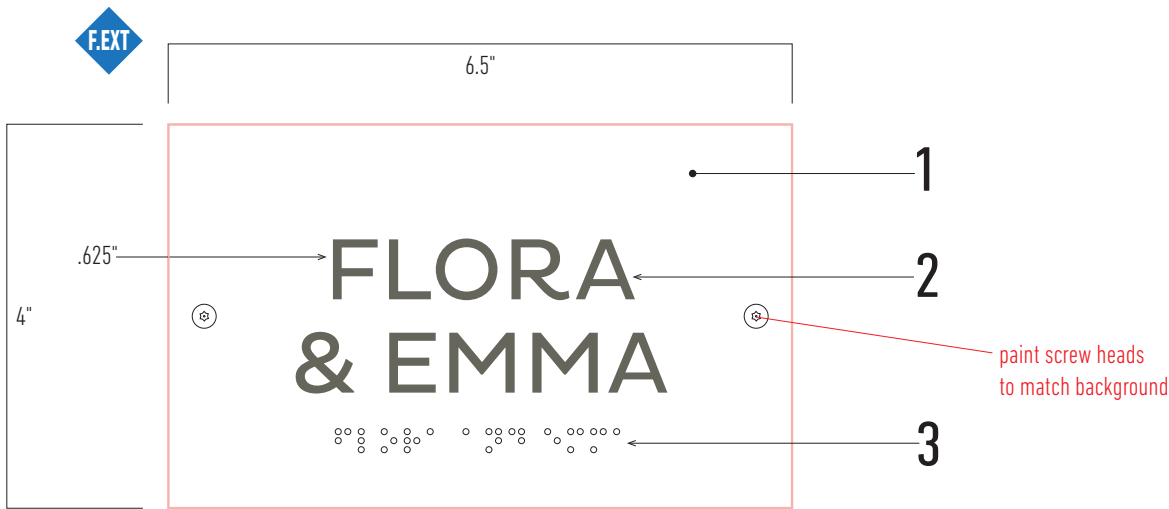
CONSTRUCTION:

- 1: .125" Clear interior grade photopolymer; Surface paint face/returns
 - 2: ADA copy and symbols; Raised .03125"; Integral with background; Typeface is Pluto Regular; Customer supplied artwork
 - 3: ADA braille; Raised .03125"; Integral with background
- NOTE: BRAILLE IS ALWAYS .375" BELOW BOTTOM LINE OF TEXT

MOUNT: 3M VHB RP-62 double face tape and silicone
LOCATE: (To comply with 2010 ADA regulations)
Mounting Location: On the wall next to the door (Door handle side typical)
Mounting Height: 60" above the floor level to the top of the sign.
Mounting Distance from the Door Frame: 9" to the center of the sign
Note: The measurement from the door frame to the edge of the sign will vary depending on the width of the sign. Sign to remain 3" clear of obstructions

COLORS:

- 1: BM OC-65 Chantilly Lace (face); Pantone 169c Pink (returns)
- 2: Pantone 7771u gray
- 3: remains color of background



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Richmond, VA 23230
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fax - 804.726.6998
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Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .5" = 1"

CONSTRUCTION:

- 1: .017" aluminum base NovEx exterior grade photopolymer; Laminated to .125" clear acrylic; Surface paint face and returns
2: ADA copy and symbols; Raised .03125"; Integral with background; Typeface is Pluto Regular; Customer supplied artwork
3: ADA braille; Raised .03125"; Integral with background
NOTE: BRAILLE IS ALWAYS .375" BELOW BOTTOM LINE OF TEXT

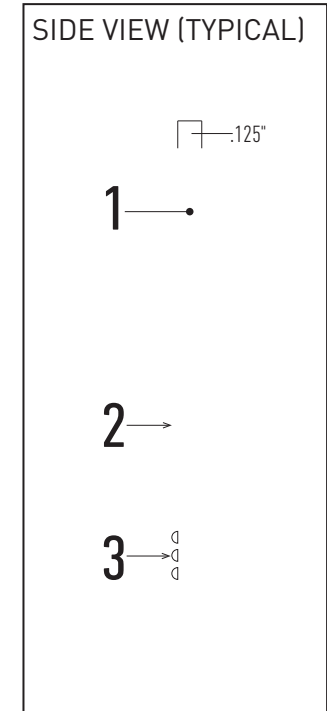
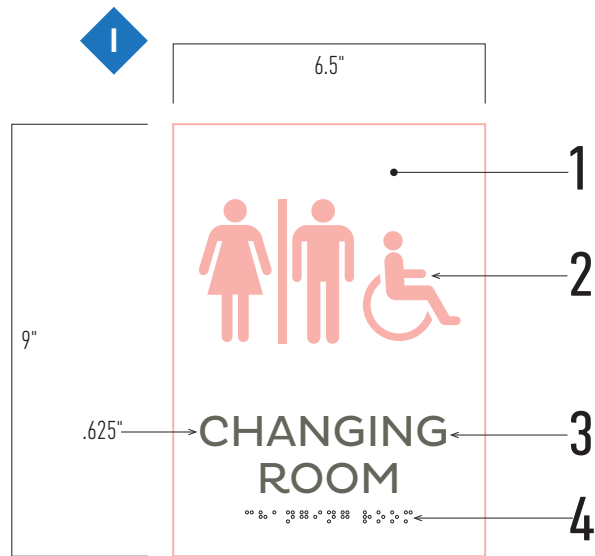
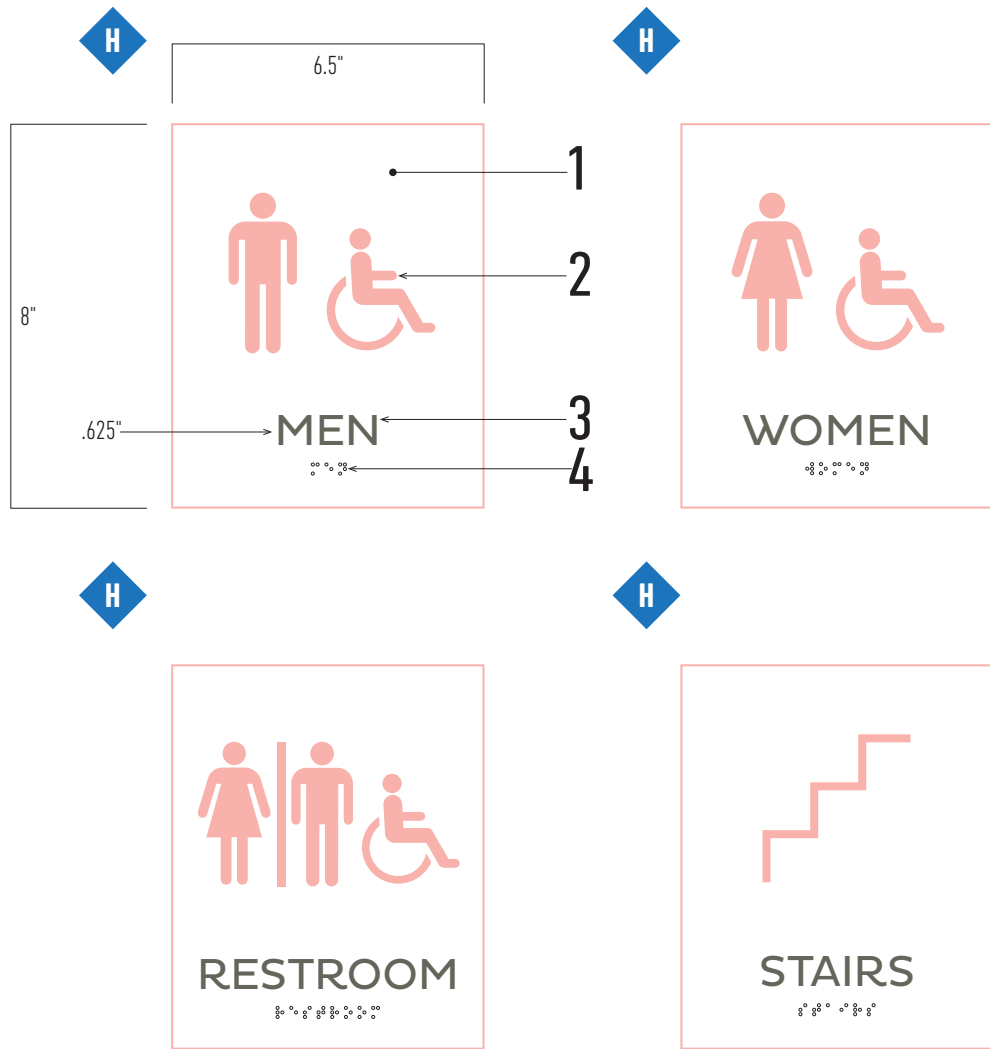
MOUNT: 2) #6 torx screws (painted) and anchors and silicone
LOCATE: (To comply with 2010 ADA regulations)
Mounting Location: On the wall next to the door (Door handle side typical)
Mounting Height: 60" above the floor level to the top of the sign.
Mounting Distance from the Door Frame: 9" to the center of the sign
Note: The measurement from the door frame to the edge of the sign will vary depending on the width of the sign. Sign to remain 3" clear of obstructions

COLORS:

- 1: BM OC-65 Chantilly Lace (face); Pantone 169c Pink (returns)
2: Pantone 7771u gray
3: remains color of background

Sign Type F.EXT:

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Number: 191558

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Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .25" = 1"

Sign Type H & I:

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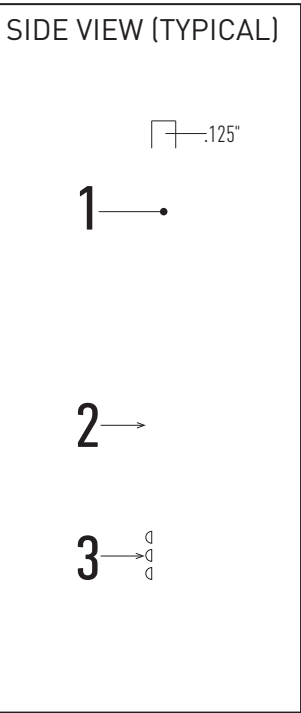
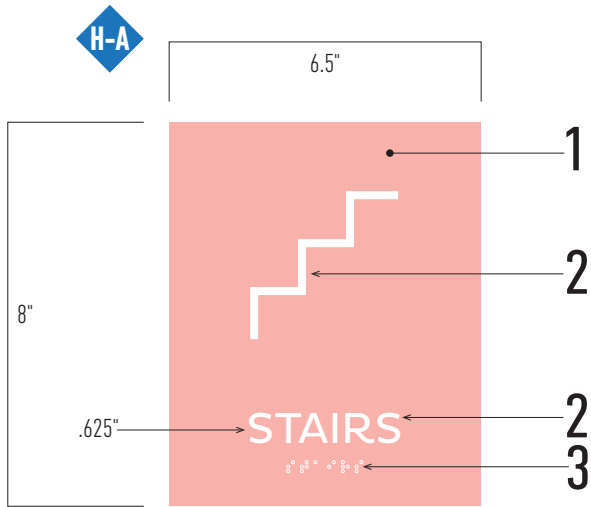
CONSTRUCTION:

- 1: .125" Clear interior grade photopolymer; Surface paint face/returns
 - 2: ADA symbols; Raised .03125"; Integral with background; Typeface is Pluto Regular; Customer supplied artwork
 - 3: ADA copy; Raised .03125"; Integral with background; Typeface is Pluto Regular; Customer supplied artwork
 - 4: ADA braille; Raised .03125"; Integral with background
- NOTE: BRAILLE IS ALWAYS .375" BELOW BOTTOM LINE OF TEXT

MOUNT: 3M VHB RP-62 double face tape and silicone
LOCATE: (To comply with 2010 ADA regulations)
Mounting Location: On the wall next to the door (Door handle side typical)
Mounting Height: 60" above the floor level to the top of the sign.
Mounting Distance from the Door Frame: 9" to the center of the sign
Note: The measurement from the door frame to the edge of the sign will vary depending on the width of the sign. Sign to remain 3" clear of obstructions

COLORS:

- 1: BM OC-65 Chantilly Lace (face); Pantone 169c Pink (returns)
- 2: Pantone 169c Pink
- 3: Pantone 7771u gray
- 4: remains color of background



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fax - 804.726.6998
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Project: Quirk Hotel
Charlottesville

Number: 191558

Client: Quirk Charlottesville, LLC
Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .25" = 1"

CONSTRUCTION:

- 1: .125" Clear interior grade photopolymer; Surface paint face/returns
 - 2: ADA copy and symbols; Raised .03125"; Integral with background; Typeface is Pluto Regular; Customer supplied artwork
 - 3: ADA braille; Raised .03125"; Integral with background
- NOTE: BRAILLE IS ALWAYS .375" BELOW BOTTOM LINE OF TEXT

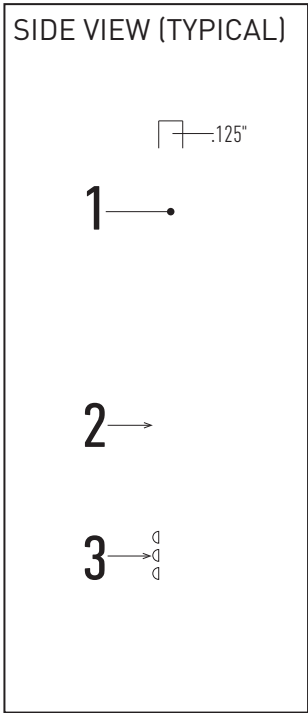
COLORS:

- 1: Pantone 169c Pink
- 2: BM OC-65 Chantilly Lace
- 3: remains color of background

MOUNT: 3M VHB RP-62 double face tape and silicone
LOCATE: (To comply with 2010 ADA regulations)
Mounting Location: On the wall next to the door (Door handle side typical)
Mounting Height: 60" above the floor level to the top of the sign.
Mounting Distance from the Door Frame: 9" to the center of the sign
Note: The measurement from the door frame to the edge of the sign will vary depending on the width of the sign. Sign to remain 3" clear of obstructions

Sign Type H-A:

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fax - 804.726.6998
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Number: 191558

Client: Quirk Charlottesville, LLC
Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .5" = 1"

Sign Type J & JJ:

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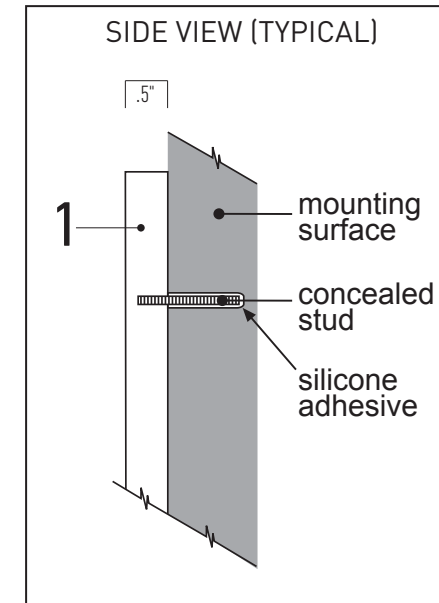
CONSTRUCTION:

- 1: .125" Clear interior grade photopolymer; Surface paint face/returns
 - 2: ADA copy and symbols; Raised .03125"; Integral with background; Typeface is Pluto Regular; Customer supplied artwork
 - 3: ADA braille; Raised .03125"; Integral with background
- NOTE: BRAILLE IS ALWAYS .375" BELOW BOTTOM LINE OF TEXT

MOUNT: 3M VHB RP-62 double face tape and silicone
LOCATE: (To comply with 2010 ADA regulations)
Mounting Location: On the wall next to the door (Door handle side typical)
Mounting Height: 60" above the floor level to the top of the sign.
Mounting Distance from the Door Frame: 9" to the center of the sign
Note: The measurement from the door frame to the edge of the sign will vary depending on the width of the sign. Sign to remain 3" clear of obstructions

COLORS:

- 1: Pantone 7771u
- 2: BM OC-65 Chantilly Lace
- 3: remains color of background



CONSTRUCTION:

1: .5" thick flat-cut Brass; Typeface is Pluto Extra Light (*outlined .04" for production*)
2: Surface applied Vinyl Graphics; Typeface is Pluto Extra Light

MOUNT: flush mount via concealed studs and silicone & self adhesive
LOCATE: **refer to A003 for typical mounting heights and locations for Type K signs**
Mounting Location:
Mounting Height:

COLORS:

1: Natural Satin finish
2: Avery 100-242-S Brushed Gold (horizontal grain)



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Number: 191558

Client: Quirk Charlottesville, LLC
Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: 1.5" = 1'

Sign Type K & K1:

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CONSTRUCTION:

1: Surface applied Vinyl Graphics; Typeface is Pluto Extra Light; Customer supplied artwork

MOUNT: self adhesvie
LOCATE: refer to interior elevations and signage plan
Mounting Location:
Mounting Height: per client

COLORS:

1: Gloss White



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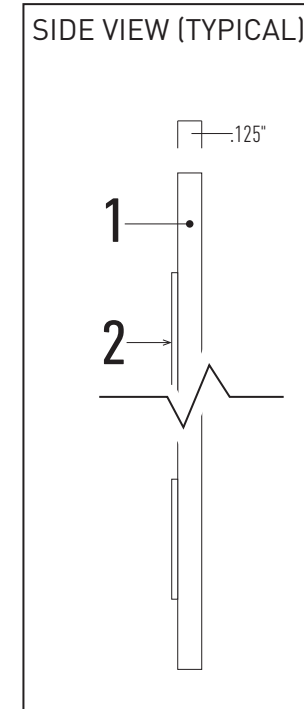
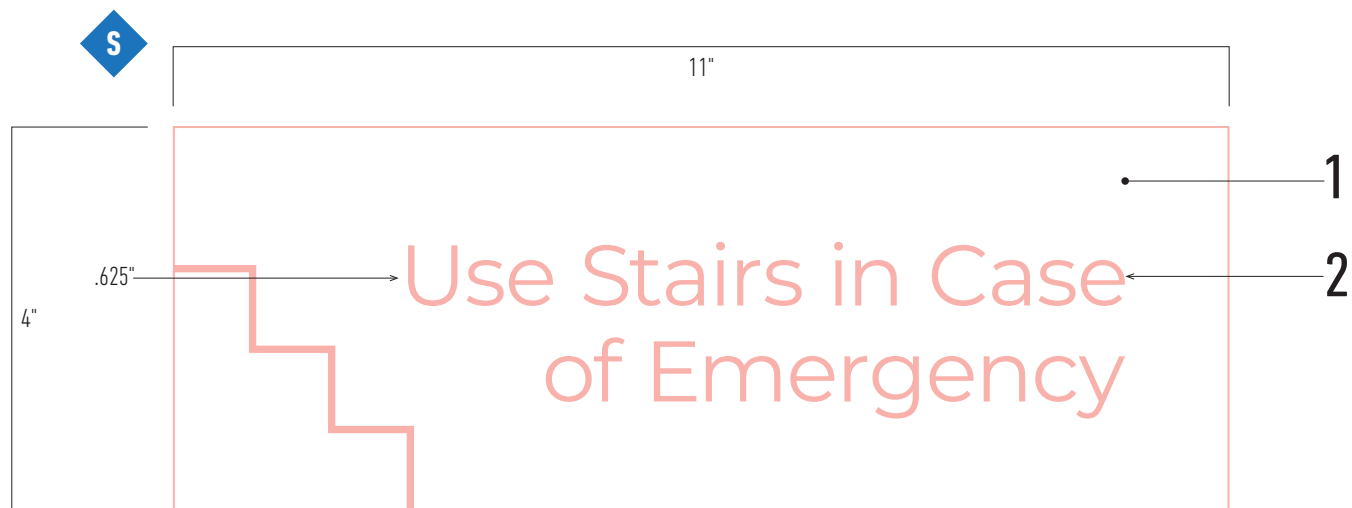
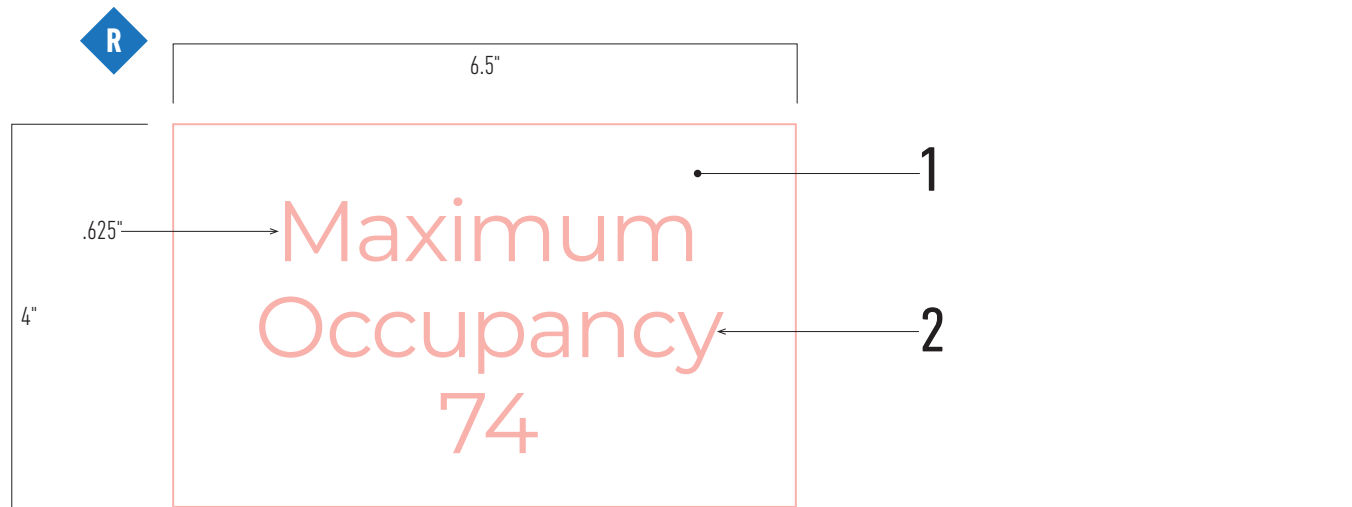
Number: 191558

Client: Quirk Charlottesville, LLC
Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .25" = 1"

Sign Type L:

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Project: Quirk Hotel Charlottesville

Number: 191558

Client: Quirk Charlottesville, LLC
Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .5" = 1"

Sign Type R & S:

CONSTRUCTION:

1: .125" Clear interior grade photopolymer; Surface paint face/returns
2: ADA copy and symbols; Raised .03125"; Integral with background; Typeface is Pluto Regular; Customer supplied artwork

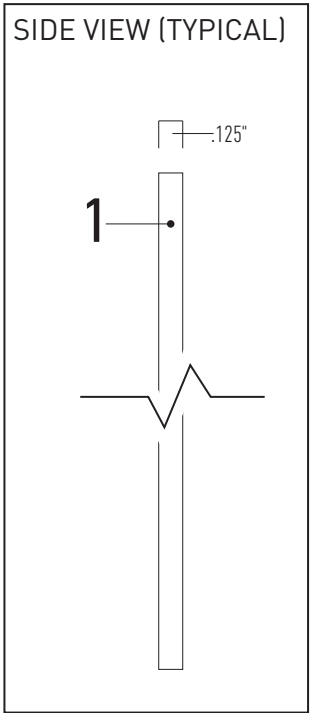
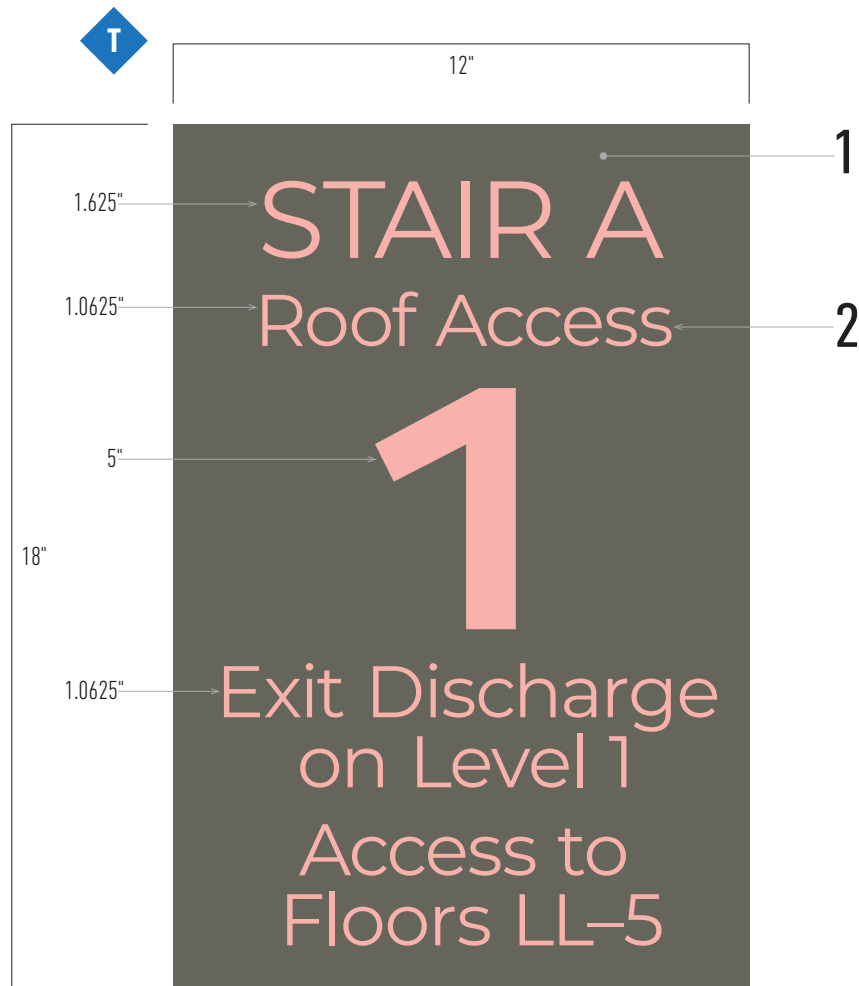
MOUNT: 3M VHB RP-62 double face tape and silicone
LOCATE:
Mounting Location: TBD
Mounting Height: 60" above the floor level to the top of the sign

COLORS:

1: BM OC-65 Chantilly Lace (face); Pantone 169c Pink (returns)
2: BM 1191 Love & Happiness

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Number: 191558

Client: Quirk Charlottesville, LLC
Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .25" = 1"

CONSTRUCTION:

1: .125" Clear interior grade photopolymer; Surface paint face/returns
2: ADA copy and symbols; Raised .03125"; Integral with background; Typeface is Pluto Regular; Customer supplied artwork

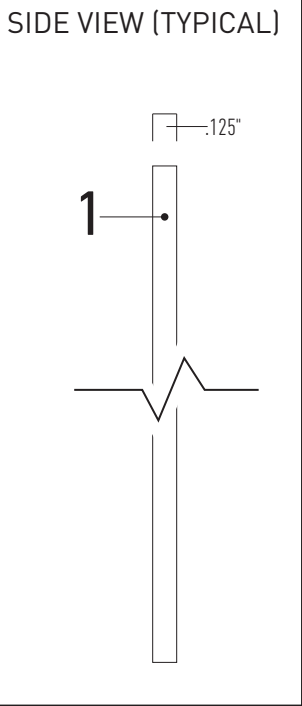
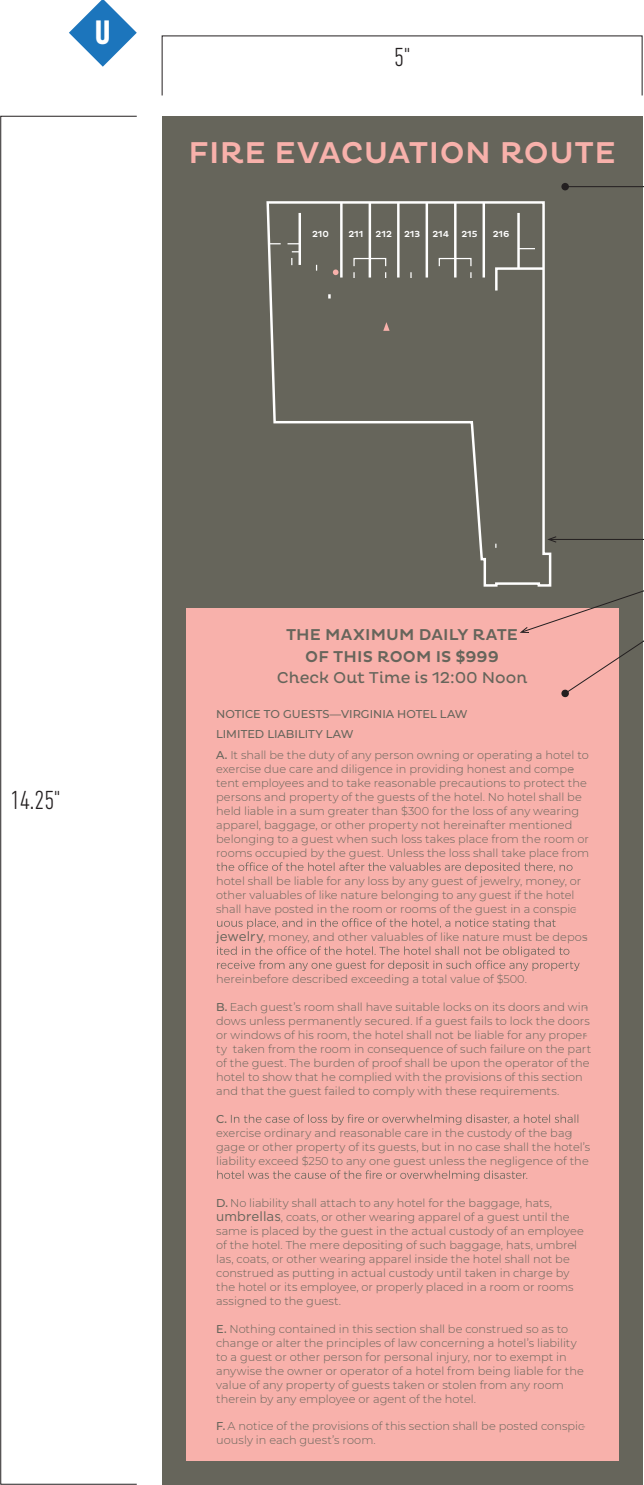
MOUNT: 3M VHB RP-62 double face tape and silicone
LOCATE:
Mounting Location: TBD
Mounting Height: 60" above the floor level to the top of the sign

COLORS:

1: Pantone 7771u gray
2: Pantone 169c Pink

Sign Type T:

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Charlottesville

Number: 191558

Client: Quirk Charlottesville, LLC
Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .5" = 1"

Sign Type U:

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CONSTRUCTION:

- 1: .125" Black PVC; Surface paint face/returns
- 2: Surface DTS printed graphics; Customer supplied artwork

MOUNT: 3M VHB RP-62 double face tape and silicone
LOCATE:
Mounting Location: TBD
Mounting Height: TBD

COLORS:

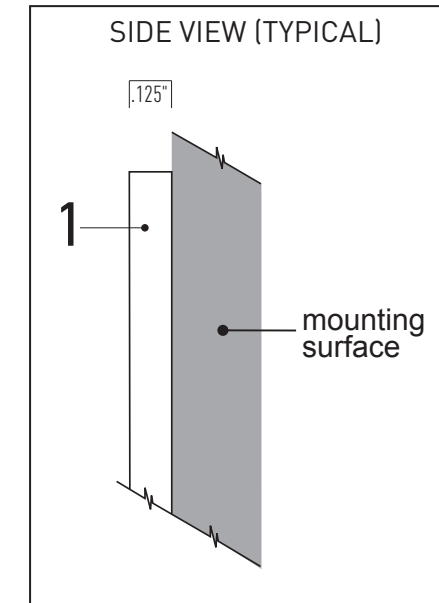
- 1: Pantone 7771u
- 2: Pantone 169c Pink; Pantone 7771u gray; White



2-4
GUESTROOMS

1
LOBBY
RESTAURANT
BAR
BALLROOMS

LL
QUIRK GALLERY
SCREENING ROOM
FITNESS CENTER



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Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .25" = 1"

CONSTRUCTION:

1: .125" thick flat-cut Brass; Typeface is Pluto Extra Light; Customer supplied artwork

MOUNT: flush mount via high bond adhesive

LOCATE: as shown

Mounting Location: TBD

Mounting Height: confirm on-site with client

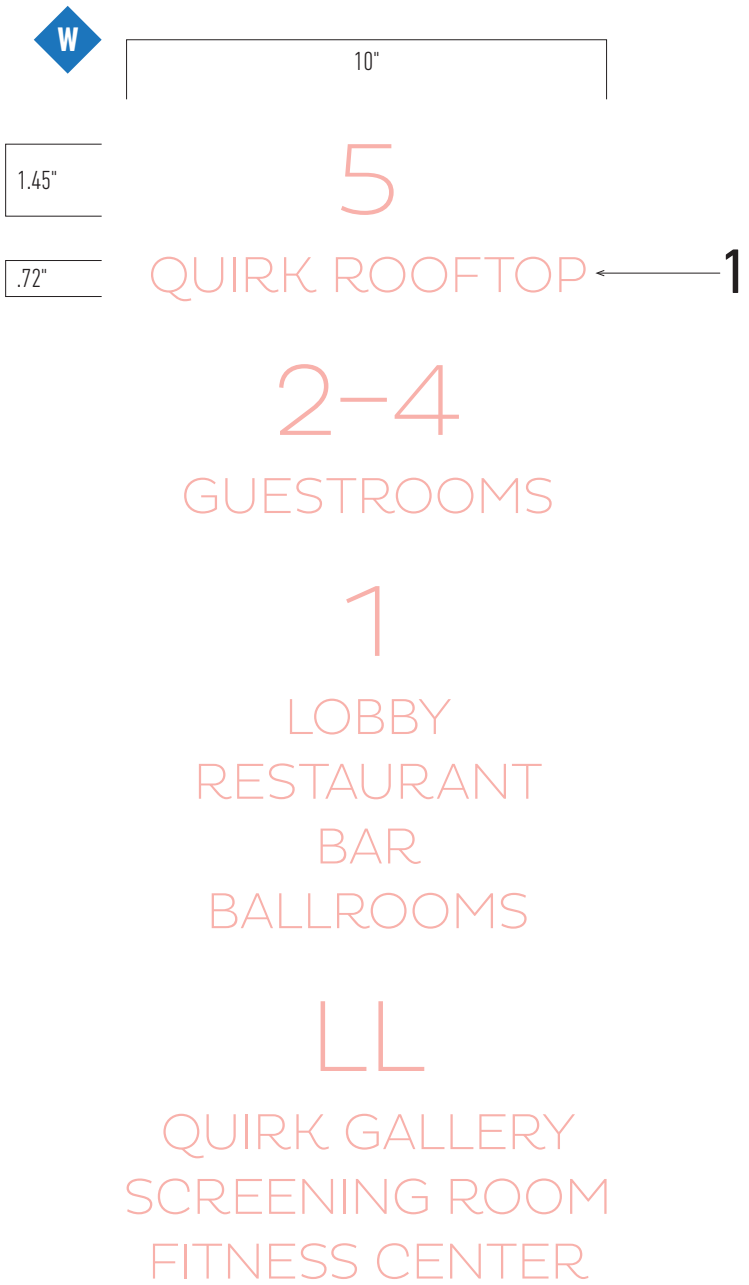
COLORS:

1: Natural Satin finish

Sign Type V:

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CONSTRUCTION:

1: Surface applied Vinyl Graphics; Typeface is Pluto Extra Light; Customer supplied artwork

MOUNT: self adhesive
LOCATE: as shown
Mounting Location: TBD
Mounting Height: TBD

COLORS:

1: Pantone 169c Pink



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fax - 804.726.6998
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Project: Quirk Hotel Charlottesville

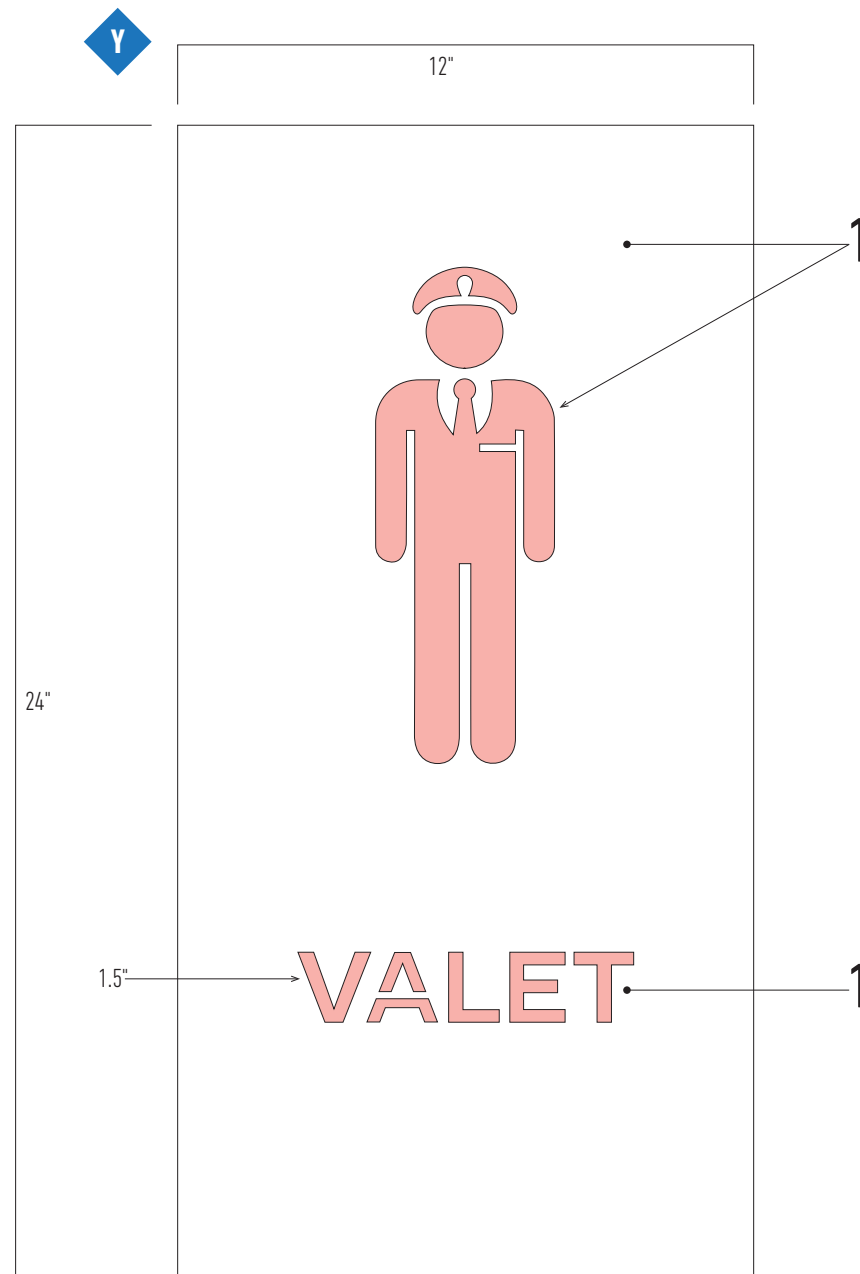
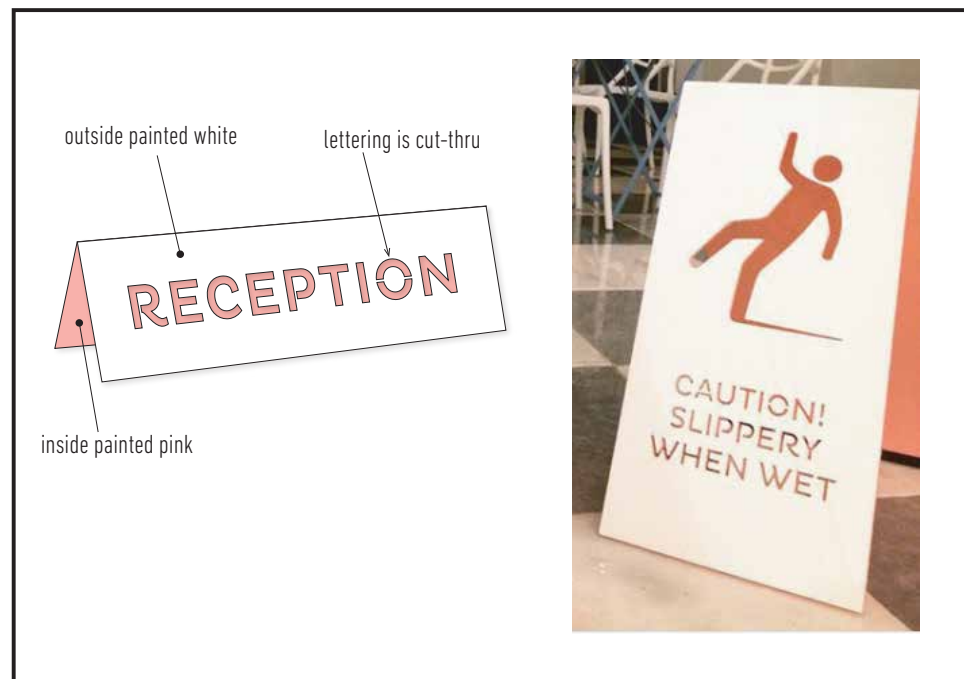
Number: 191558

Client: Quirk Charlottesville, LLC
Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .25" = 1"

Sign Type W:

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**Project: Quirk Hotel
Charlottesville**

Number: 191558

Client: Quirk Charlottesville, LLC
Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .25" = 1"

Sign Type X & Y:

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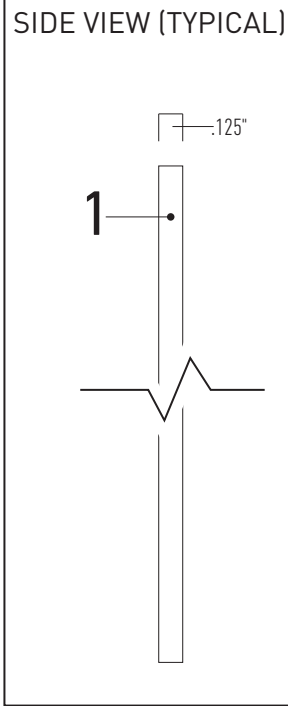
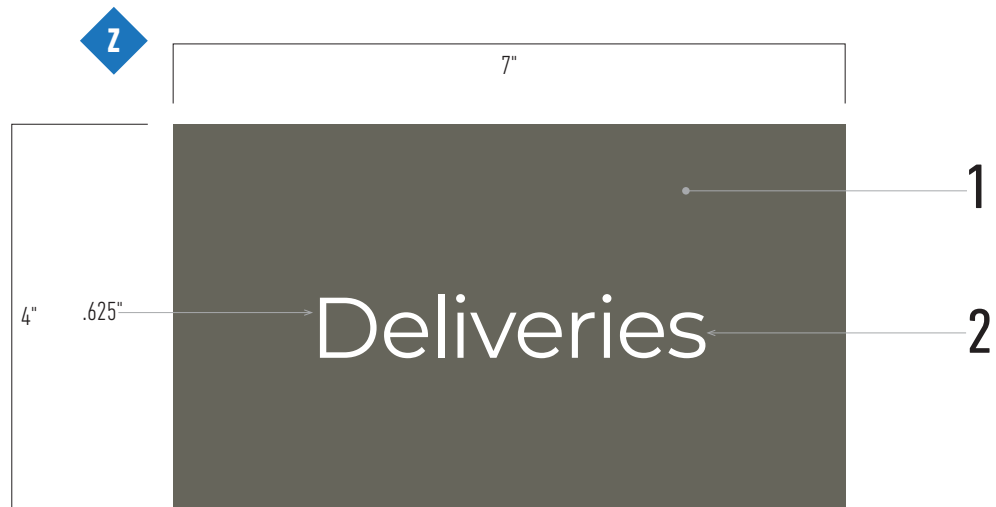
CONSTRUCTION:

1: .125" Aluminum (6"x11" & 12"x48"), bent into a stand; Lettering/symbols are cut-thru; Typeface is Pluto Regular; Customer supplied artwork; Painted

MOUNT: None
LOCATE:
Mounting Location: per client

COLORS:

1: BM OC-65 Chantilly Lace (outside); Pantone 169c Pink (inside)




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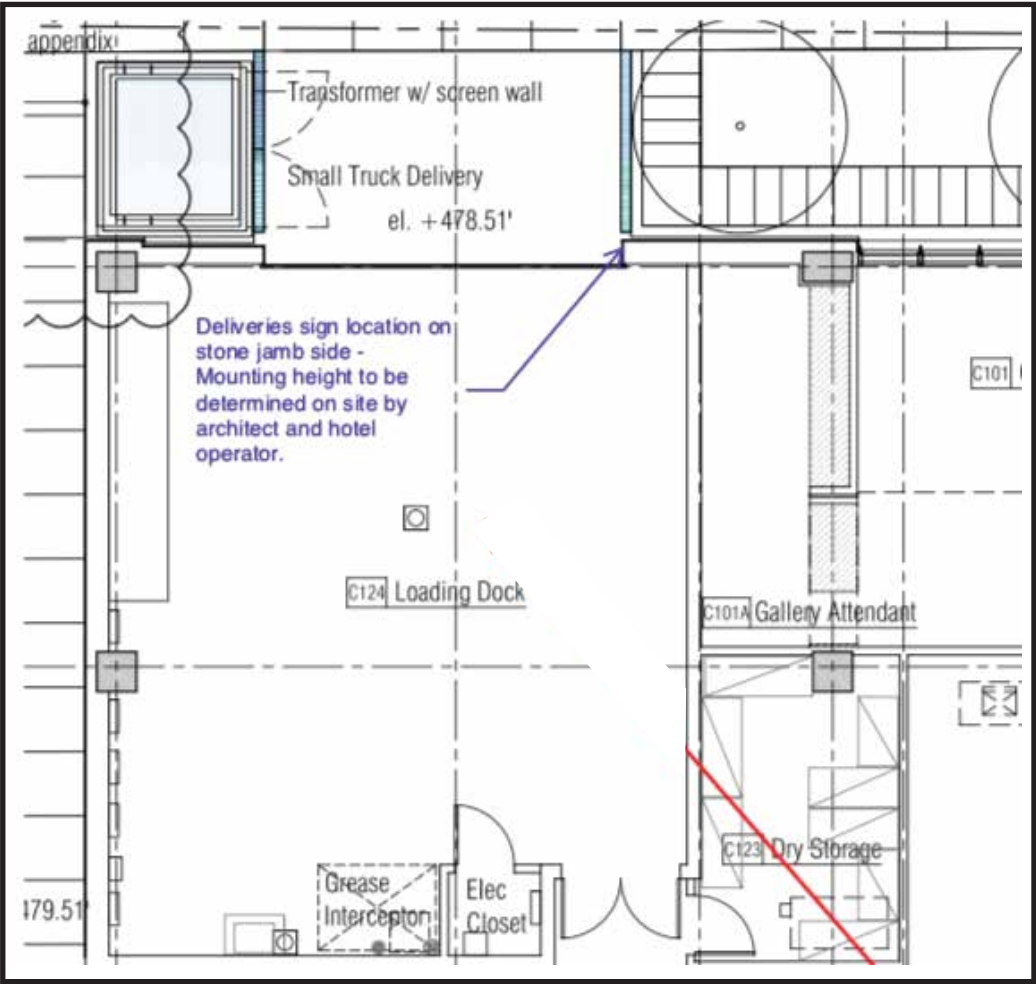
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**Project: Quirk Hotel
Charlottesville**

Number: 191558

Client: Quirk Charlottesville, LLC
Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .5" = 1"



CONSTRUCTION:

- 1: .125" Clear Acrylic; Surface paint face/returns
- 2: Surface DTS printed graphics; Typeface is Montserrat Regular; Customer supplied artwork

MOUNT: 3M VHB RP-62 double face tape and silicone
LOCATE:
Mounting Location: stone jamb side (see detail)
Mounting Height: TBD on-site with client

COLORS:

- 1: Pantone 7771u gray
- 2: BM OC-65 Chantilly Lace

Sign Type Z:

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Project: Quirk Hotel
Charlottesville

Number: 191558

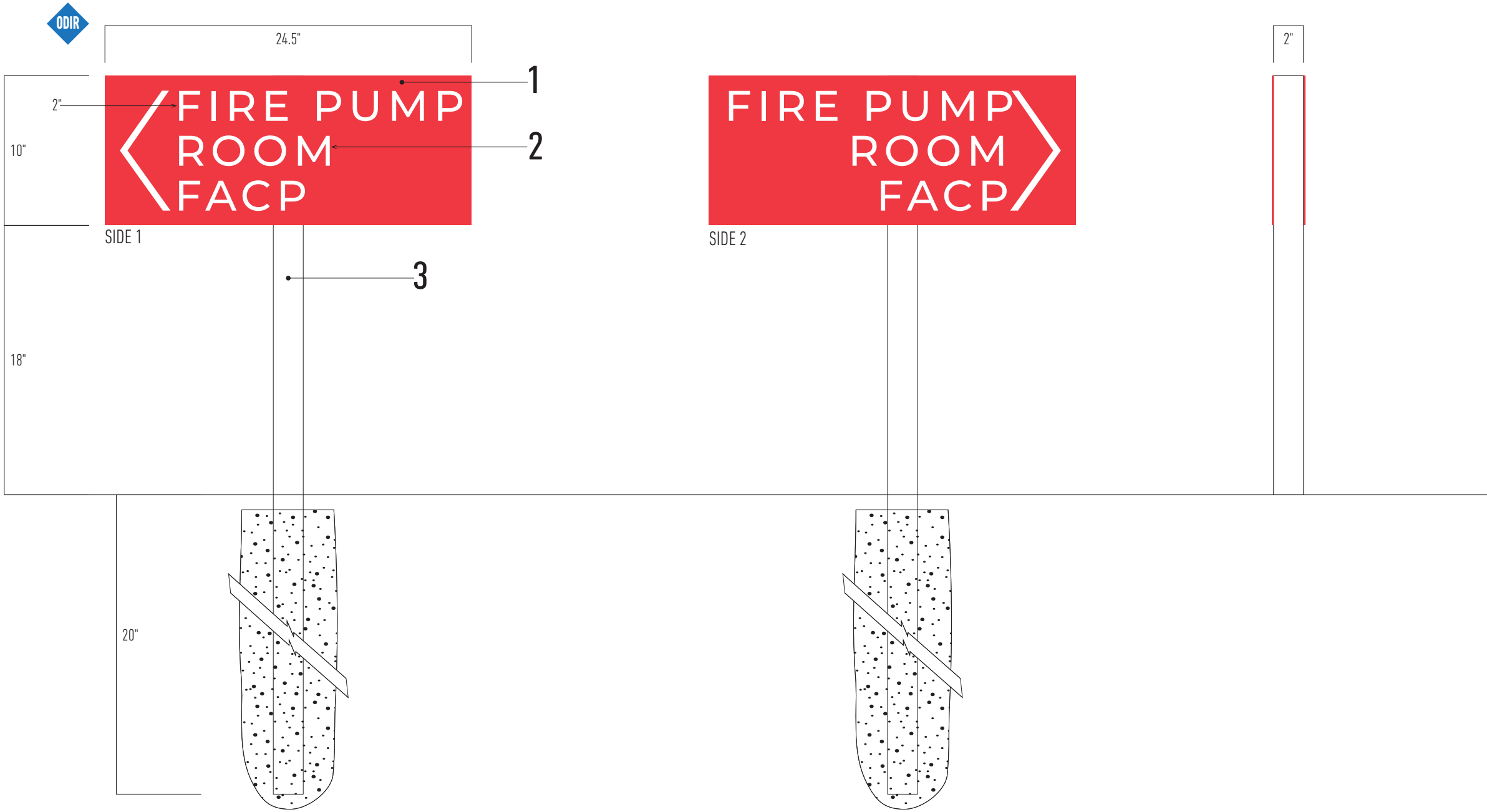
Client: Quirk Charlottesville, LLC
Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: 1.5" = 1'

Sign Type ODIR:

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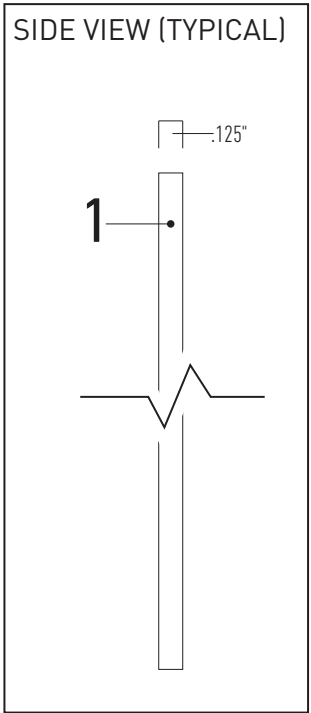
CONSTRUCTION:

- 1: .080" thick Aluminum; Surface paint face/returns/back; Mount to post via mechanical fasteners (paint exposed hardware to match panel)
- 2: Surface DTS printed graphics; Typeface is Montserrat Medium; Customer supplied artwork
- 3: 2"x2"x48" Aluminum post; Painted

MOUNT: 20" below grade; earth bury, concrete fill
LOCATE:
Mounting Location: TBD
Mounting Height: TBD

COLORS:

- 1: Pantone 032c Red
- 2: White
- 3: White



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Project: Quirk Hotel
Charlottesville

Number: 191558

Client: Quirk Charlottesville, LLC
Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .25" = 1"

CONSTRUCTION:

- 1: .125" Clear Acrylic; Surface paint face/returns
- 2: Surface DTS printed graphics; Typeface is Montserrat Medium; Customer supplied artwork

MOUNT: 3M VHB RP-62 double face tape and silicone
LOCATE:
Mounting Location: TBD
Mounting Height: TBD

COLORS:

- 1: Pantone 032c Red
- 2: White

Sign Type OLD:

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2.75"

3"

32"

the
PINK GROUSE

QTY. 2 SETS
(1) Interior mount
(1) Exterior mount

EXTERIOR MOUNT



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Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .25" = 1"

Sign Type P-A:

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CONSTRUCTION:

1: .5" thick flat-cut Brass; Customer supplied artwork

MOUNT: via concealed studs and silicone adhesive

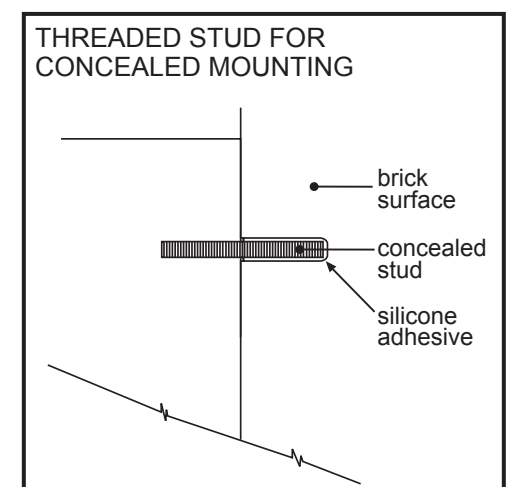
LOCATE: 1) exterior mount 1) interior mount

Mounting Location: (exterior, as shown) center left to right on brick next to entry doors; (interior) to millwork behind hostess stand (coordinate with client)

Mounting Height: coordinate with client on-site

COLORS:

1: Natural Satin finish



CONSTRUCTION:

- 1: 1" thick Komacel; Primed & Painted
- 2: Surface DTS printed graphics; Customer supplied artwork

MOUNT: via concealed studs and silicone adhesive
LOCATE: (**see rendering**)
Mounting Location: coordinate with client on-site
Mounting Height: coordinate with client on-site

COLORS:

- 1: Pantone 1635u Pink
- 2: to match CMYK 0/6/11/0



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Project: Quirk Hotel Charlottesville

Number: 191558

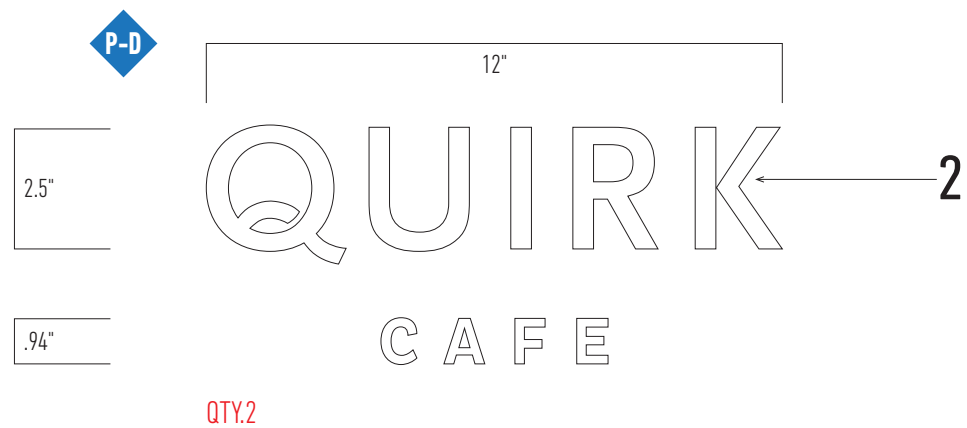
Client: Quirk Charlottesville, LLC
Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .25" = 1"

Sign Type P-B:

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CONSTRUCTION:

- 1: Surface applied Vinyl Graphics; Customer supplied artwork
- 2: Surface applied Vinyl Graphics; Customer supplied artwork

MOUNT: self adhesive
LOCATE: (see rendering)
Mounting Location: refer to sign location plan
Mounting Height: coordinate with client on-site

COLORS:

- 1: Avery 100-242-S Brushed Gold (horizontal grain)
- 2: White



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Project: Quirk Hotel
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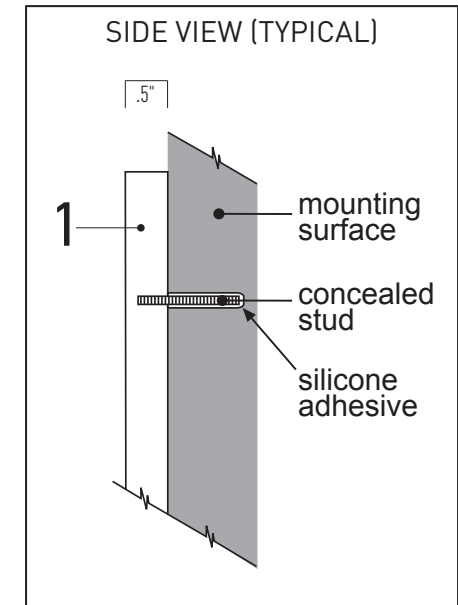
Number: 191558

Client: Quirk Charlottesville, LLC
Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .25" = 1"

Sign Type P-C & P-D:
Vinyl Graphics

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Project: Quirk Hotel
Charlottesville

Number: 191558

Client: Quirk Charlottesville, LLC
Project Manager: Hillary Beasley
Design/Technical: Tim Brown
Date: 10.14.19; 11.18.19

Scale: .25" = 1"

CONSTRUCTION:

1: .5" thick flat-cut Brass; Customer supplied artwork

MOUNT: flush mount via concealed studs and silicone
LOCATE: exterior brick wall (per client)
Mounting Location: TBD
Mounting Height: TBD

COLORS:

1: Natural Satin finish

Sign Type P-E:

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