The Albemarle County Architectural Review Board met on Tuesday, January 16, 2018, 1:00 p.m., Room 241, Second Floor, County Office Building, Charlottesville, Virginia. Those members present were Stan Binsted, Vice-Chair; Frank Hancock, Frank Stoner, Dade Van Der Werf and Bruce Wardell, Chair (Mr. Wardell arrived at 1:09 pm).

Staff present were Andy Herrick, Sr. Assistant County Attorney, Sharon Taylor and Margaret Maliszewski.

Call to Order & Establish a Quorum

Mr. Binsted called the meeting to order at 1:06 p.m. and established a quorum.

Closed Meeting

Motion: Mr. Van Der Werf made the following motion:

I move that the Board go into a Closed Meeting pursuant to Section 2.2-3711(A) of the Code of Virginia:

- Under Subsection (8), to consult with and be briefed by legal counsel and staff regarding specific legal matters requiring legal advice relating to a zoning overlay district.

Mr. Stoner seconded the motion.

The motion carried by a vote of 5:0.

Members of the public left the meeting room at 1:08 p.m.

Certification of Closed Meeting

Motion: Mr. Wardell made the following motion:

I move that the Architectural Review Board certify by a recorded vote that to the best of each member’s knowledge that only public business matters lawfully exempted from the open meeting requirements of the Virginia Freedom of Information Act and identified in the motion authorizing the closed session were heard, discussed or considered in the closed session.

Mr. Binsted seconded the motion.

The motion carried by a vote of 5:0.

Members of the public returned to the meeting and the ARB moved to the next item of business at 1:27 p.m.

Disclosures

Mr. Wardell invited disclosures. There being no disclosures, the meeting proceeded.

PUBLIC COMMENT

Mr. Wardell invited public comment. There being no public comment, the meeting proceeded.
Regular Review Items

a.  ARB-2017-125: Seminole North Comprehensive Sign Plan - First review of a Comprehensive Sign Plan (TM/Parcel 032000000005B0)

Proposal: To establish comprehensive sign criteria for a multi-tenant building.

Location: 4257 Seminole Trail

Staff Presentation:
Margaret Maliszewski summarized the request and recommended the following as the primary points of discussion:

- This building predates the establishment of the Entrance Corridors; it originally had only a single occupant and now the occupant has changed. In 2015, we approved wall and awning signs for the ABC Supply Company. Signs for the other tenants were subsequently installed on the building without permits. One of those signs is the City Electric Supply Sign; we did receive a sign application for this proposal. Not only was the sign installed without the approved permit, but also the installation does not match the proposed sign drawing. The same situation exists with the C’ville Classic Cars sign. We have received an application for this one and the sign has already been installed with the installation not matching the sign drawing. For both of these signs, review of the applications was deferred until the Comprehensive Sign Plan could be submitted and reviewed.

- Builder First Source is another sign that has been installed without a permit. It is at the north end of the building and we do not have an application for this sign. Roberts Home Medical is installed at that middle office portion of the building and we do not have a sign application for that one either.

- The proposed Comprehensive Sign Plan appears to have been designed really to allow the signs that have been installed already on the building rather than to ensure continuity across the building. The plan does not meet the sign guidelines in terms of sign type, illumination, colors and placement. The guidelines require a single sign type for multiple business centers – the ABC sign was approved with two sign types – a primary individual letter sign and a secondary panel sign.

- The ABC sign has an organized and orderly appearance for the building and given the size of the overall building staff’s recommendation is that the use of the two sign types could still have an appropriate appearance here. The other sign types that have been installed are the Builder’s First Source panel sign, Robert’s Home Medical vinyl banner, C’ville Classic Cars internally illuminated channel letters, and City Electric Supply internally illuminated box style sign.

- In terms of colors, staff recommends limiting colors to red, white, blue and black. Staff has identified specific shades of red and blue. This would eliminate the green that has been proposed, but does not appear anywhere on the building in any of the installed signs. It does not allow for multiple shades of red and blue; you may want more flexibility there. It also does not allow for additional graphic colors, which you also may want to allow for more flexibility.

- Staff’s recommendation on illumination is that internal illumination should be limited to individual letters. No internal illumination for panels, box or cabinet signs or for the awning signs. Ms. Maliszewski noted that sometimes sign makers refer to small graphic parts of the sign as having channel construction; we are making a distinction to say that channel letters would be the only internally illuminated signs – that would be letters, specifically not graphics.

- In terms of location of signs, the primary issue with the proposal is that the sign band as drawn really comes too close to the gutter at the top of the building and too close to the window and door openings, and the awning. If this moves forward like this, signs could be smashed up
against those elements like the parts of the City Electric Supply sign are. The plan does not show dimensions; staff has recommended 12” but cannot tell at this point.

- Staff also made recommendations on the freestanding sign. Each of the tenants has installed a tenant panel there and staff has recommended approval of two shades of blue, two shades of red and in addition to black and white. It appears to have an appropriate appearance.

After questions for staff, Mr. Wardell invited the applicant to address the ARB.

**Applicant Presentation**

Beth Robinson, with HighTech Signs, spoke regarding the following primary points:
- After review of the staff recommendation, the landlord was happy to do whatever is necessary to be in compliance, noting the only sign not in compliance is City Electric, and they did not believe there is a way to reorganize those to be in compliance.

Mr. Wardell invited public comment. Hearing none, the ARB went into discussion.

**Board Discussion:**

The ARB held a discussion with the applicant and staff on the proposed development regarding the following issues:
- Consistent approach to signs around the building.
- Awkward appearance of signs mashed together is inappropriate – need sufficient separation between sign and building elements.
- Colors: multiple shades of blue, red, white and black.
- Illumination shall be limited to internal illumination of channel letters and cabinet sign. It is the text elements of the cabinet signs with an opaque background.

After discussion, the ARB took the following action.

**Motion:** Mr. Stoner moved for approval of **ARB-2017-125: Seminole North Comprehensive Sign Plan** with the following conditions.

1. Sign types shall be limited to individual letters, panels, cabinets and traditional awning signs. When individual letter signs and panel signs are used together, the individual letter sign shall read visually as the primary sign.
2. Revise the CSP and sign bands to provide a minimum of 12” of clear space between the edge of the sign band and the sides of the awnings, the gutter at the top of the building, and all window and door openings to establish a more unified and less cluttered appearance.
3. Add dimensions to clarify the size and location of the proposed sign bands.
4. Revise the CSP “size limitation” entries to read, “According to Zoning Ordinance and Entrance Corridor Design Guidelines”.
5. The colors of the faces of individual letter signs shall be limited to red, white, blue and black. Red and blue shall match shades already used in signs on the building.
6. Panel and cabinet face colors shall be limited to white or black. Panel and cabinet text colors shall be red, white, blue or black. Red and blue shall match shades already used in signs on the building.
7. Graphics colors shall be limited to red and blue shades already used in signs on the building, and black and white.
8. Illumination shall be limited to internal illumination of individual channel letters and cabinet signs, and external or no illumination of secondary panel signs. Only text shall illuminate in cabinet signs.
9. Awning signs shall not be illuminated.
10. Graphics shall not be internally illuminated.
Mr. Binsted seconded the motion.

The motion carried by a vote of 5:0.

The ARB provided the following comments on the signs that have been installed without permits:

11. Revise the City Electric Supply wall sign application to illustrate a design that meets the approved Comprehensive Sign Criteria. Provide dimensions on the sign drawing defining the distance from the sign to nearby architectural elements (roof, window, door opening, etc.).
12. Revise the Cville Classic Cars wall sign application to show an accurate location and to meet all approved Comprehensive Sign Criteria. Provide dimensions on the sign drawing defining the distance from the sign to nearby architectural elements (roof, window, door opening, etc.).
13. Submit a sign application for the Roberts Home Medical sign that is consistent with all approved Comprehensive Sign Criteria. Provide dimensions on the sign drawing defining the distance from the sign to nearby architectural elements (roof, window, door opening, etc.).
14. Submit a sign application for the Builders First Source sign that is consistent with all approved Comprehensive Sign Criteria. Provide dimensions on the sign drawing defining the distance from the sign to nearby architectural elements (roof, window, door opening, etc.).
15. Freestanding sign letter and graphic colors shall be limited to Pantone 280 blue, Pantone 301 blue, Pantone 186 red, Pantone 200 red, black, and white.
16. The freestanding sign shall have a white background.

The meeting moved to the next item.

WORK SESSION

b. ARB-2017-95: Avinity Phase 2 - Initial Site Development Plan (TM/Parcels 091000000016C0, 091000000016E0, 091000000016A0)

Proposal: To construct a residential development with 51 single-family attached units, 51 townhouse units, and one clubhouse on combined 11.886 acres

Ms. Maliszewski noted that after the last meeting the ARB reviewed this plan there were some comments and concerns particularly about the appearance of the stormwater facility, the landscaping at the front along the Entrance Corridor and the building orientations with the cul-de-sac. She said the applicant has a revised plan that they would like to discuss with the ARB.

Scott Collins, engineer for the project, thanked the ARB for allowing him to come back so quickly and talk about this project a little further. He pointed out that some changes have been made to the plan and they would like comments before proceeding on to make sure they were on the right path. He discussed the following primary points:
- Considered feedback from last week and responded.
- This project might benefit from maintaining the vegetation between this development and Route 20. With the Route 20 frontage being a long narrow part of the project, it is hard to make the project front Route 20 due to the grade differential across site.
- They will try to preserve some screening between the project and Route 20 and enhance it as much as possible. Explained revisions with the pond and drainage to preserve vegetation along the buffer and the cul-de-sac elevation to reduce retaining wall height.
- Reforest along slope on property with evergreens.

Mr. Wardell invited public comment. Hearing none, the ARB went into discussion in a work session on a revised layout for the southeast corner of the development. In consensus, the ARB agreed that the revised design was appropriate and was adequate to move forward with a revised initial site plan.
The meeting moved to the next agenda item.

**OTHER BUSINESS**

**Next ARB Meeting:** Monday, February 12, 2018

**ADJOURNMENT**

The meeting was adjourned at 2:28 p.m. to the next ARB meeting on Monday, February 12, 2018 in Room 241, Second Floor, County Office Building at 1:00 p.m.

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Bruce Wardell, Chair

(Recorded and transcribed by Sharon C. Taylor, Clerk to Planning Commission & Planning Boards)

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