

ARCHITECTURAL REVIEW BOARD STAFF REPORT

Project #/Name	ARB-2019-135: Associa Sign and Hollymead Professional Center Comprehensive Sign Plan
Review Type	Certificate of Appropriateness for a Sign, Comprehensive Sign Plan
Parcel Identification	046B20100002D0
Location	1524, 1540, and 1560 Insurance Lane, on the east side of Rt. 29 between North Hollymead Dr. and South Hollymead Dr. (Figs. 1 and 3)
Zoned	Planned Unit Development (PUD), Entrance Corridor (EC)
Owner/Applicant	Hollymead Professional Center LLC (Steve Melton)/Frontrunner Signs (Ed Brown)
Magisterial District	Rivanna
Proposal	To establish a Comprehensive Sign Plan for the development (Fig. 2) and to install a non-illuminated wall sign (Figs. 8 and 9).
Context	The immediate area includes a mix of office, residential and institutional development.
Visibility	The north, south and west elevations of the western buildings in this development are visible from the EC street, though the buildings are set back approximately 100' from the street and are situated on a berm above street level.
ARB Meeting Date	January 6, 2020
Staff Contact	Margaret Maliszewski

PROJECT HISTORY

The ARB reviewed the plans for the Hollymead Professional Center in 1993 and 1994. The development was constructed between 1995 and 1998. The ARB has reviewed no wall signs for this development, but has reviewed and approved the Allstate freestanding sign on parcel 2E. One 30" x 30" wall sign is in place on the west wall of building 2D and one panel sign hangs on the south elevation of 2D (Figs. 4 and 6).



Figure 1: Hollymead Professional Center location, highlighted parcels will be subject to the proposed Comprehensive Sign Plan

ARB COMPREHENSIVE SIGN REVIEW PROPOSED CRITERIA

PROJECT #NAME: ARB-2019-135 Hollymead Professional Center
TAX MAP/PARCEL#: Three buildings: 46B2-01-2D, 46 B2-01-2E, 46 B2-01-2F

WALL SIGNS

SIGN FEATURE	North Elevation	West Elevation
SIGN TYPE		Flat panel Wall sign
<u>PANEL FACE COLOR</u>		White
<u>LETTER COLORS</u>		2 max/sign (not consistent from sign to sign)
SIZE LIMITATIONS		Alb. Co. Code Ch. 18 Sec. 4.15.15. 3.75" clearance between sign and windows.
LOCATION(S)		Front of office suites facing U.S. Rt. 29 (West side). Centered between window; aligned with top of window.
MOUNTING DETAILS		Stainless steel fasteners; flush with wall.
GRAPHICS DETAILS		Allowed as per standard guidelines.
ILLUMINATION TYPE (internal, external, front-lit, halo-lit, etc.)		NONE
ILLUMINATION COLOR		N/A
LETTER TYPE/FONT		No Limit
MATERIALS		Wood or Aluminum panels

NOTE: No additional signs permitted on North or South Elevations.

Figure 2: Applicant's proposed Comprehensive Sign Criteria

ANAYLSIS

REF	GUIDELINE	ISSUE	RECOMMENDATION
4a	Placement: The design of a building's walls, window locations, parapets and other architectural features shall influence the Board's evaluation of appropriate signage. Wall signs can help establish rhythm, scale and proportion across the façade of a building.	Signs are proposed to be located between windows on the west elevations of the three subject buildings (Figs. 4, 5 and 7), with the tops of the signs aligned with the tops of the windows and at least 3.75" clearance between sign and window. Maximum sign size is proposed at 39" wide x 32" tall. The	Consider further limiting sign size to enhance a coordinated appearance across the buildings.
9a	Wall signs shall be integrated with the architecture of the building and the placement of such signs should not obscure architectural features or details, including but not limited to cornices, windows, columns, pilasters and paneling.		
10d	Signs must be placed on the building in a manner that establishes a		

REF	GUIDELINE	ISSUE	RECOMMENDATION
	unified appearance.		
9d	The size of a wall sign shall be coordinated with the size of the architectural element on which it is placed. The sign should not overcrowd the architectural element, the wall, or the sign area. (See Illustration 6 on page 26.) Buildings and building elements should not be used as a billboard. For example, an appropriate height for channel letters in a 30" high sign band is 18". This allows 6" of unoccupied space above and below the letters. Generally, 4" of clear space above, below, and to the sides of a channel letter sign is considered a minimum, with larger clearances required for larger sign bands. The ARB will consider the degree of visibility, the distance from the Entrance Corridor, and the architectural design of the building and the sign area in its determination of appropriate sizes and placement.	applicant proposes that any size up to this maximum would be allowed. A variety of sizes would not contribute to a coordinated appearance. However, the sign type, distance from the street, and lack of illumination are expected to limit visual impacts from the street. The Associa sign is proposed to be installed between two windows on Building 2D, aligned with the tops of the windows. The sign measures 39" long x 14" tall. This allows 3.75" of clear space at both ends of the sign.	
4c	Materials: Materials used in both the sign and support structures should complement the building and/or multiple business center (see page 14) being served by the sign.	The sign panels are proposed to be constructed of metal or wood. These are standard sign materials and are expected to complement the buildings. The proposed Associa sign is an aluminum panel.	None.
4d	Lettering and Typeface: Lettering should be in proportion to the sign and the building for visual clarity and overall balance. Proportion of lettering includes font (size) and typeface (style). The use of three typefaces or fewer is more appropriate for signs in the Entrance Corridor. Additional typefaces may be approved only if they contribute to a balanced, legible, unified sign design.	No limits to lettering or typeface are proposed. Given the maximum size of the signs and the distance from the street, multiple letter styles is not expected to have an inappropriate appearance. The Associa sign uses two typefaces.	None.
4e	Color: Colors must be harmonious with each other. Colors must not clash with other elements on the site, both when viewed in daylight and at night, whether the signs are externally or internally lit. Overly intense color, such as but not limited to dayglo or fluorescent colors, are	White backgrounds are proposed for all signs. The applicant proposes to allow two additional colors for each sign, with no consistency required	None.

REF	GUIDELINE	ISSUE	RECOMMENDATION
	prohibited. The use of three colors or fewer is more appropriate for signs in the Entrance Corridor. Black and white are counted as colors. Additional colors may be approved if they contribute to a balanced and unified sign design. For raceway-mounted channel letters, raceways shall match the wall color.	from sign to sign for these two additional colors. Given the maximum size of the signs, the distance from the street, and the lack of illumination, the multiple colors are not expected to have a negative impact. The proposed Associa sign has a white background, dark blue letters (Pantone 289C) and a graphic in dark blue and orange (Pantone 137). The sign has a simple, unified appearance.	
4f	Trademarks, corporate logos and graphics: The ARB may require that the color and scale of standard templates for trademarks, service marks, corporate logos and graphics be modified. When used, trademarks, service marks, corporate logos and/or graphics should be incorporated as an integral part of the overall sign.	No limit on graphics is proposed. Given the maximum size of the signs, the distance from the street, and the lack of illumination, this is not expected to have an inappropriate appearance. The Associa sign includes a blue and orange graphic aligned with the top line of text.	None.
9b	Channel lettering (mounted on a raceway or individual letters) is preferred to cabinet signs because cabinet signs tend to appear less integrated with the building. Channel letters overlay the wall material and allow the structure of the building to “read through” with less interruption. This results in a more coordinated overall appearance.	Panel signs are proposed. This sign type is suited to the architectural design of the building and the available wall space. The Associa sign is a panel sign.	None.
9c	For raceway-mounted channel letters, the raceway shall match the wall color.	n/a	None.
10a	A complete sign package shall be provided as part of the submittal materials for the review of any new multiple business center. The proposal should address how compatibility among signs will be achieved, and how new signs will be coordinated with the architecture of the building(s); the first approved sign installed in a multiple	A proposed Comprehensive Sign Plan packet has been submitted for review. The plan limits sign locations and size to establish a coordinated appearance. The	None.

REF	GUIDELINE	ISSUE	RECOMMENDATION
	business center will establish the standard for all future signs for that center. The future review of proposals for new signs in existing multiple business centers will take into consideration the character and appearance of the existing building(s) and with existing sign(s).	Associa sign meets the proposed criteria.	
10b	b. Multiple business centers shall use a single sign type for all wall signs.	Panel style signs are proposed. The Associa sign is a panel sign.	None.
10c	c. Compatibility among signs must be maintained through color or font and typeface selection.	Panel face color is limited to white. Letter style is not limited. Given the maximum size of the signs and the distance from the street, multiple letter styles is not expected to have an inappropriate appearance. The Associa sign uses two letter styles and has a white background with letters and graphics in blue and orange. The sign is expected to have an appropriate appearance for the EC.	None.
9e, 10e	Lighting	No illumination is proposed.	None.

SUMMARY OF RECOMMENDATIONS:

Staff recommends the following as the primary points of discussion:

1. Proposed limitations on sign size
2. Limits on sign colors

Regarding the Comprehensive Sign Plan: Staff recommends approval of the Comprehensive Sign Criteria as outlined in the following table:

SIGN FEATURE	DESIGN CRITERIA	NOTES
SIGN TYPE	Wall sign – flat panel	
SIGN MATERIAL	Wood or aluminum panel	
PANEL FACE COLOR	White	
TEXT COLOR	2 colors allowed per sign	Colors need not be consistent from sign to sign
LETTER TYPE/FONT	No limit	
LOGO/GRAPHICS	As per EC Guidelines	
SIZE LIMITATIONS	Maximum 39” long x 32” tall	
LOCATION(S)	• Between windows on west elevations • Top of sign aligns with top of window • Minimum 3.75” clearance between sign and window • No signs on north or south elevations	
MOUNTING DETAILS	Flush to wall with stainless steel fasteners	
ILLUMINATION DETAILS	No illumination	

This form outlines the specific design criteria established for signs at this location. All standard ARB Sign Guidelines also apply.

Regarding the Associa Sign: Staff recommends approval as proposed.

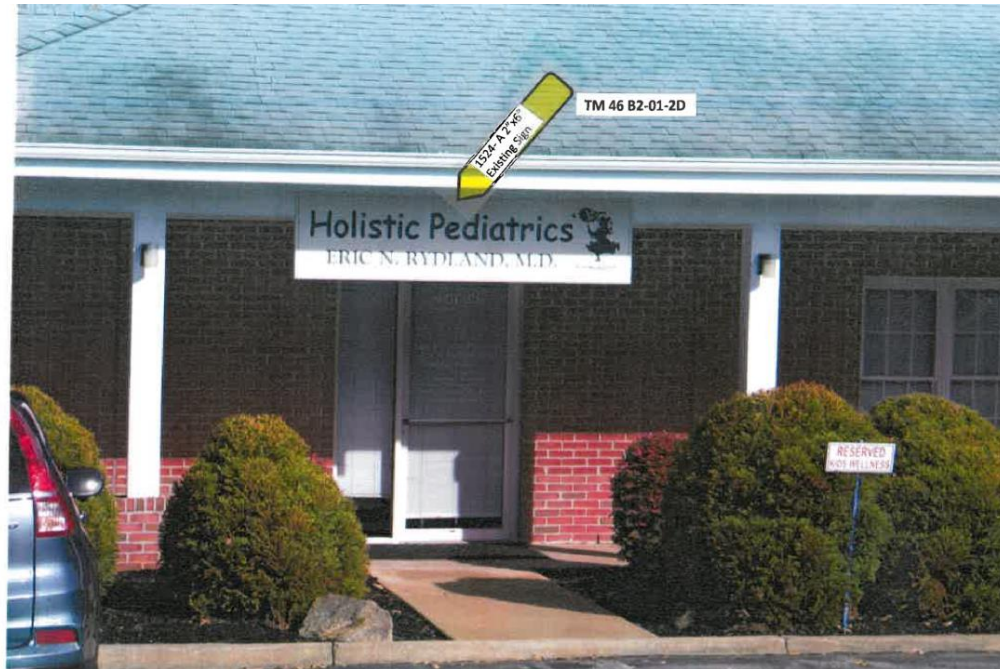
HOLLYMEAD PROFESSIONAL CENTER



Fig. 3: Google Maps image of Hollymead Professional Center from applicant's submittal.



Figs. 4 and 5: Buildings 2D and 2E, showing existing sign on 2D, maximum sign sizes, and some potential sign locations on 2E, from applicant's submittal.



Figs. 6 and 7: Existing sign on Building 2D, and Building 2F, from applicant's submittal.

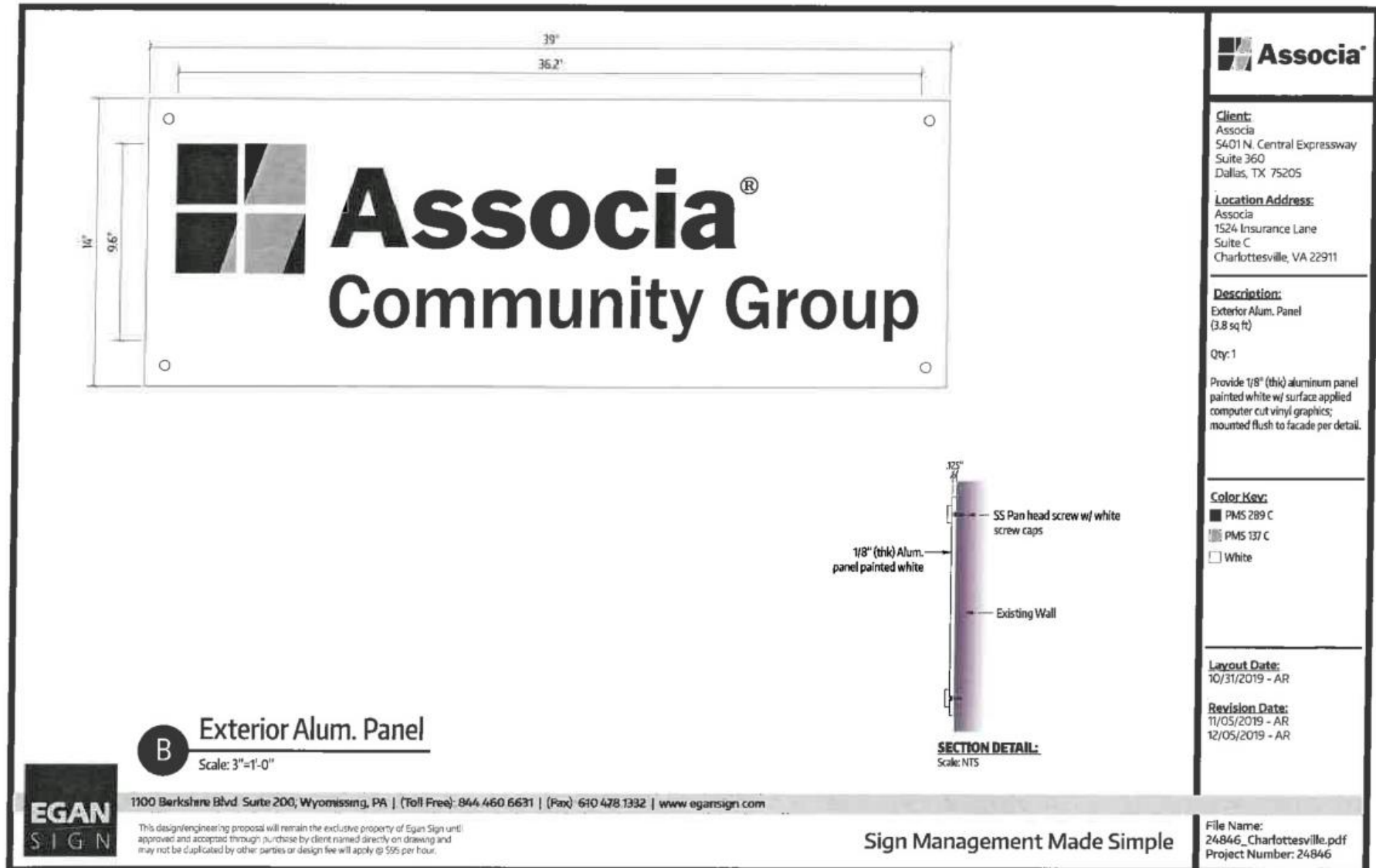


Fig. 8: Proposed Associa sign design. Background color is white.
Letter color is dark blue (Pantone 289C) and logo colors are dark blue and orange (Pantone 137C).



Existing



Proposed

Square Footage Calculation:

Code: 1.5 sf/linear feet of established structure frontage, not to exceed 200 sf
 Calculation: 1.5 * 138
Allowed: 138 sf
Used: 3.8 sf

B

Exterior Alum. Panel



Client:

Associa
 5401 N. Central Expressway
 Suite 360
 Dallas, TX 75205

Location Address:

Associa
 1524 Insurance Lane
 Suite C
 Charlottesville, VA 22911

Description:

Exterior Alum. Panel
 (3.8 sq ft)

Color Key:

- PMS 289 C
- PMS 137 C
- White

Layout Date:

10/31/2019 - AR

Revision Date:

11/05/2019 - AR

12/05/2019 - AR



1100 Berkshire Blvd. Suite 200, Wyomissing, PA | (Toll Free) 844 460 6631 | (Fax) 610 478 1332 | www.egansign.com

This design/engineering proposal will remain the exclusive property of Egan Sign until approved and accepted through purchase by client named directly on drawing and may not be duplicated by other parties or design fee will apply @ \$95 per hour.

Sign Management Made Simple

File Name:
 24846_Charlottesville.pdf
Project Number: 24846

Fig. 9: Proposed Associa sign in proposed location on Building 2D.