

ARCHITECTURAL REVIEW BOARD STAFF REPORT

Project #/Name	ARB-2020-28: North Point Community, North Entrance – Sign
Review Type	Certificate of Appropriateness for a Sign
Parcel Identification	03200-00-00-02000
Location	On the east side of Rt. 29 across from Northside Drive
Zoned	Planned Development Mixed Commercial (PDMC)/Entrance Corridor (EC)
Owner/Applicant	CWH Properties Limited Partnership / Great Eastern Management Company (David Mitchell)
Magisterial District	Rivanna
Proposal	To install a freestanding sign in the median of the entrance to the subdivision. The proposed location in the VDOT right-of-way requires a Special Use Permit.
Context	Significant clearing and grading of the site has occurred. The surrounding area includes a mix of wooded and cleared land, single family residences, and small commercial buildings.
Visibility	The sign will be readily visible from the EC street. Mock-ups of the sign pedestal and sculptures are in place.
ARB Meeting Date	June 15, 2020
Staff Contact	Margaret Maliszewski

PROJECT HISTORY

DATE	Review Type	RESULT
October 31, 2017	ARB-2017-69: North Pointe Community	Certificate of Appropriateness issued for a proposal for signage and landscaping at the North Pointe middle entrance, including landscaping extending approximately 200' north and 800' south of the middle entrance. Entrance aligns with Northside Drive.
June 4, 2018	ARB-2017-137: North Pointe Middle Entrance Stormwater Facility	Approved proposal to provide landscaping at stormwater management facility #2, located east of Rt. 29, south of the middle entrance.
February 18, 2020	ARB-2020-28: North Pointe Community Entrance Sign	Application received. Review comments provided on March 17. Response received March 31. Need for a revised sign location discussed (zoning issue), with need for revised plan. The applicant decided to request a Special Use Permit for the proposed location and submitted an application under the May 18 submittal deadline. ARB comment will be provided to the Board of Zoning Appeals for their meeting on July 7.

ANAYLSIS

REF	GUIDELINE	ISSUE	RECOMMENDATION
4b	Scale and Size: Signs located within the Entrance Corridor may not exceed the size, height and setback requirements as outlined in Section 4.15 of the Albemarle County Zoning Ordinance (unless the sign has received a variance).	Overall sign height is proposed at 13'6". This includes a 3'-tall base and 10'3"-tall sign panels. 16' is the maximum allowed height in this zoning district. Proposed sign area is 31.5 sf, which meets ordinance requirements. The sign is proposed in a public right-of-way; consequently, a Special Use Permit is required.	None.
1	Create a consistent and unified design approach along the Entrance Corridors. The <i>placement, size, illumination and colors</i> of signs can create unity along the corridor, or they can create a disjointed, visually competitive environment. Consistent and unified sign design allows the businesses located along the Corridor to have equal standing in visibility. It also provides a pattern of sign placement that makes the business locations and entrances more easily recognizable to both vehicular and pedestrian traffic.	Proposed sign materials include stone (natural stone veneer) for the base and aluminum panels painted to resemble corten steel as backer panels for channel letters. The stone base is intended to match the stone retaining walls approved along the EC street, extending north and south from the site entrance, although this is not noted on the drawings. The designs of buildings to be located nearby have not yet been submitted for review.	Add a note to the drawings stating that the stone for the sign and sculpture bases will match the stone approved for the walls along Rt. 29.
2	Establish simplicity and reserve as preferred characteristics for sign design in these areas. This reflects the historic character of the area and enhances the aesthetic qualities of the Corridor. To this end, the overall design of a sign will be evaluated concurrently with that of the building on which it will be installed. The design of a building's walls, window locations, parapets and other architectural features will influence the Board's evaluation of appropriate signage. Likewise, a freestanding sign is evaluated in the context of the overall development in which it will be placed. Because each site is composed of a variety of elements that work together to create a unique character and appearance, ARB review of each sign proposal is guided by these sign guidelines within the context of the specific site for which the proposal is made.	The proposed sign has an unusual form and orientation. Panels are 3' wide and 10' 3" tall. Letters are 1' 2" tall. There is minimal space between letters and edge of panel – approximately 3" to the outside edge of the panel and 5" to the top and bottom edges. The letters are arranged in two side-by side vertical columns. Because a horizontal arrangement of words is	
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.		
8b	Materials used in both the sign and support structures should be		

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	complementary. They should also support the aesthetics of the building and /or complex being served by the sign, although a direct duplication is not necessary. It is preferred that the base material match one of the primary building materials unless the design of the sign represents itself as a freestanding element complementing the building.	familiar, the side-by-side letters, unrelated textually, have a somewhat jarring effect. Nevertheless, they are legible and they are contained within the panel with clear space at the sides, top and bottom.	
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.	A simple block style lettering is illustrated in the sign drawings, but a note indicates that the final letter style has not been chosen. Maximum letter size is noted as 1'3" x 1'.	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 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.	The stone base is proposed in shades of tan. The metal panels would have a variegated rust color. The channel letters are proposed with polycarbonate (or similar) faces and returns, which are illustrated as white (ivory). The letters would illuminate white at night. These colors are harmonious and are expected to be compatible with the surroundings. The coreten color is expected to be a strong color, but not overly intense.	None.
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.	The proposed sign does not look like a trademark design.	None.
5	Lighting: The purpose of ARB review is to ensure that new development in the Entrance Corridors is compatible with the historic architecture of the County and to promote orderly and attractive development. There is no historical precedent for internally illuminated signs. However, the ARB recognizes the need to identify businesses to help the traveling public find their destination and exit	The proposed sign is both internally and externally illuminated. The channel letters that are attached to the metal panels have internal illumination that shines through the letter faces. The	Limit lighting to external fixtures that illuminate the entire sign.

REF	GUIDELINE	ISSUE	RECOMMENDATION
	the highway safely.		
5a	When illumination is required, the preferred solution is to externally illuminate the sign – in other words, to shine a light on the sign. External illumination is preferred because it allows consistency with the daytime image of the sign. External lighting appears to the viewer as reflected light and allows the focus of the sign to be the original overall shape, color and complete design of the sign. Internal lighting produces a fragmented, rather than unified, sign image at night compared to external lighting and may project light that is distracting to the viewer. Similarly, exposed light sources that form the body of a sign (such as, but not limited to, exposed or bare neon) are not appropriate for the Entrance Corridors. They can produce glare and, generally, do not achieve the subtle character and compatibility that is the goal for the Entrance Corridors.	plan also shows 2 ground-mounted lights at the base of the sign with LED lamps (2100 lumens) that have a warm white color. Two additional fixtures are proposed at the bases of the sculptures. Internal illumination is typical for channel letters, but channel letters are more typically used for wall signs. External illumination can help maintain a consistent image for the sign from daytime to nighttime (by making the entire sign visible at night), but it isn't entirely clear what impact the external illumination will have on this sign when combined with the internally illuminated channel letters. There is a potential that the channel letters will appear as a bright glow, disassociated from the panels, from a distance along the EC street. Limiting lighting to external lamps that illuminate the entire sign would provide for a consistent, unified image.	
5b	Since external illumination does not fit every case, individual channel letters – a type of internally illuminated sign that has less visual clutter impact on the Entrance Corridors – may also be approved. Channel letters are generally the preferred type of internally illuminated wall sign because they project the total sign and are identifiable with the daytime image of the sign. When channel letters cannot be adequately accommodated, internally illuminated cabinet signs may be considered. If cabinet signs are utilized, the backgrounds of such signs must be made opaque (zero light transmission).		
5f	Internal Illumination: Any internal illumination is considered to contribute to visual clutter and will be limited.		
8e	<i>i.</i> External illumination is preferred for freestanding signs.		
5d	These solutions are intended to reduce glare, visual clutter and distraction along the streetscape, to provide for coordinated appearances along the Entrance Corridors, to increase visual continuity, to achieve a balance of business identification with order and continuity, and to limit negative impacts along the County's Entrance Corridors.		
5c	External illumination is also preferred for approved graphics/logos; internal illumination may be considered for approval on a case-by-case basis. The Board will evaluate the specific design for size (adjusted in proportion to the accompanying lettering), balance,	Graphics are not a part of the proposed sign design.	None.

REF	GUIDELINE	ISSUE	RECOMMENDATION
	complexity, and distance from and relationship to the Entrance Corridor. These factors will determine the extent of internal illumination that can be approved.		
5e	External Illumination: Lighting should be shielded and not create glare. Lighting should be aimed so as not to project illumination beyond the sign. All external light sources shall be white.	The ground-mounted fixtures are proposed with “narrow flood” optics. The manufacturer’s information indicates that precise aiming is available.	Add a note to the sign drawings stating that the ground-mounted fixtures will be aimed to illuminate only the sign.
8e	iii. Internal illumination: Channel letters with translucent faces shall be constructed such that no light spills outward from the top, bottom, sides or back. If back-lit (halo-lit), the faces and returns of channel letters shall be opaque.	The sign drawings indicate that the letter returns are to be opaque.	None.
8a	Monument signs are preferred to pole-mounted signs because they are often of a smaller scale and can be more fully integrated into the overall development. Pole signs may be considered for approval if existing site conditions rule out the ability to use a monument sign, and only when the pole is in proportion to the sign cabinet or panel.	The proposed sign is not pole-mounted. Although the vertical orientation is atypical for a monument style sign, the stone base helps create an integrated appearance. In earlier reviews, the ARB did not object to the vertical orientation.	None.
3	Encourage creative design. The County encourages imaginative and innovative signs consistent with the purposes expressed above and in conformance with the regulations of the Albemarle County Code.		
8c	The structure of a monument sign shall not overwhelm the sign. The structure and the sign that it supports must be in proportion to each other.	The stone base has a low profile.	None.
8d	Landscaping: Use ground cover, shrubs and/or trees to integrate freestanding signs into the overall landscape development of the site. Refer to the Albemarle County Recommended Plants List, which is included in the <i>Albemarle County Architectural Review Board Design Guidelines</i> and is available on-line at www.albemarle.org .	The perspective views show grass at the end of the median. There is landscaping in the median east of the sign, and along the stone walls that extend along the EC, but there is no landscaping proposed at the base of this sign.	Revise the planting plan to show low landscaping at the base of the sign, coordinated with other nearby planting.
8e	ii. External Illumination: Landscaping for monument and pole signs should be designed to shield ground mounted lighting so that it is not visible from any adjacent property or right-of-way.	The ground-mounted fixtures are “in-ground” models, so there is no fixture above ground in need of screening. Appropriate aiming would likewise require no screening.	None.

SUMMARY OF RECOMMENDATIONS

Staff recommends the following as the primary points of discussion:

1. Proposed illumination: internal and external
2. Sign type: channel letters attached to panels
3. Landscaping at the base of the sign

Staff recommends approval of the proposed sign with the following conditions:

1. Add a note to the drawings stating that the stone for the sign and sculpture bases will match the stone approved for the walls along Rt. 29.
2. Limit lighting to external fixtures that illuminate the entire sign.
3. Add a note to the sign drawings stating that the ground mounted fixtures will be aimed to illuminate only the sign.
4. Revise the planting plan to show low landscaping at the base of the sign, coordinated with other nearby planting.

ATTACHMENTS

A – North Pointe Middle Entrance Sign Drawings

TABLE A This report is based on the following submittal items:

Sheet #	Drawing Name	Drawing Date/Revision Date
-	Narrative	-
L1.00	Vicinity map	May 4, 2020
L1.01	Overall Plans	
L1.02	Planting Plan	
L1.03	Entry Sign Dimensions	
L1.04	Entry Sign Materials	
L1.05	Wall Details	
L1.06	Walls, Enlarged Elevations	
L1.07	Renderings	
L1.08	Materials Palette	
L1.09	Landscape Light	

North Pointe Middle Entrance, Middle Entrance Sign

SUP

Narrative

- Project Proposal

The proposed entrance at North Pointe Community embodies the vernacular tradition and natural beauty of Albemarle's Entrance Corridors with its use of stone pillars and walls and beautiful native plantings, while creating a distinctive brand and sense of place that attracts residents and tourists with its distinctive painted aluminum sign and armillary accents.

1. Preserve the rights of free speech and expression;

Design is a subjective matter, but we believe that the variety created from the unique visions of the many developers and other property along Rte. 29 gives the Entrance Corridor visual interest.

2. Promote the general health, safety and welfare, including the creation of an attractive and harmonious environment;

With regards to public health, safety, and general welfare, per the discussion between the owner and VDOT's Adam J. Moore on January 31, 2020, the sign's location in the future right-of-way is anticipated to be approved through VDOT's Land Use Permit process. The sign is outside of the safety clear zone.

The entrance sign is designed for safe and easy wayfinding for motorists. Its V-shape is thoughtfully angled towards both Northbound and Southbound lanes, so that drivers can read the sign without having to turn their heads. The clarity of the large sans serif typeface makes for easy reading, and the subtle illumination of the sign letters, the pillars, and armillary at night, make identification clearer.

3. Protect the public investment in the creation, maintenance, safety, and appearance of its streets, highways, and other areas open to the public;

The Rte. 29 Entrance Corridor is an important thoroughfare for tourists as well as current and future residents. We have carefully considered maintaining the unique character of our region, through the design and use of local materials.

4. Improve vehicular and pedestrian safety by avoiding saturation and confusion in the field of vision and by directing and controlling vehicular traffic and pedestrians;

As mentioned above, the design of the sign is intended to promote safe and easy wayfinding. There are dedicated sidewalks that are setback from the curb to encourage pedestrian movement in a safe zone.

5. Protect and enhance the county's attractiveness to tourists and other visitors as sources of economic development; and protect property values.

The stone walls with plantings and meadow species serve to frame the entrance, but also further screen the sunken parking lots. The owner is investing in high-quality materials to promote the aesthetic beauty of Albemarle County.

- **Consistency with Comprehensive Plan**

The proposed project's consistency with the comprehensive plan, including the land use plan and the master plan for the applicable development area;

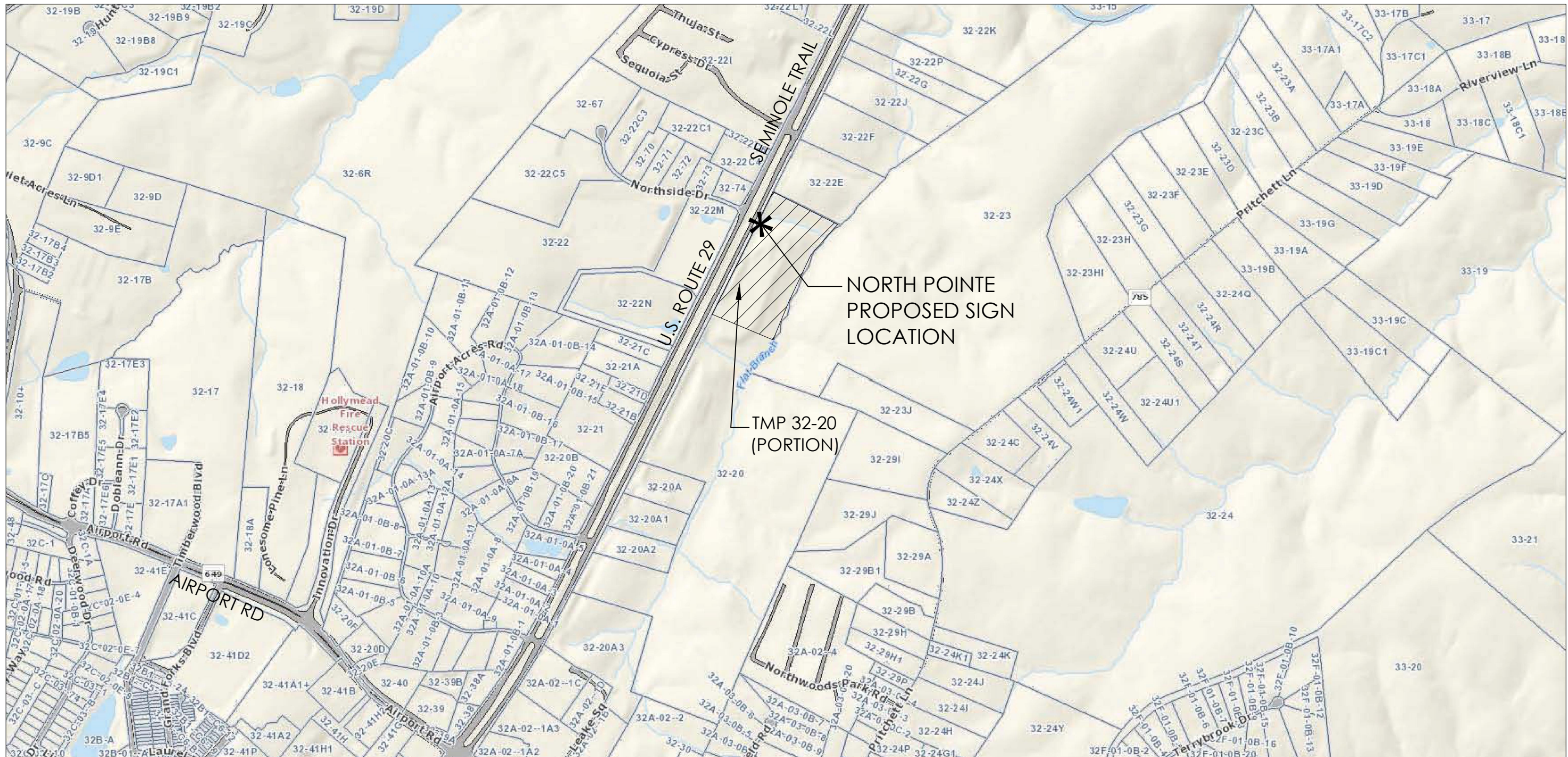
In general, the entrance walls and sign help create an identity and sense of place for the North Pointe Community, which attracts residents to these denser communities, and allows the rest of the county to preserve its rural character. Our Entrance Corridor Frontage is designated by the Comprehensive Plan as "Landscaped Development Frontage." To achieve the goals of the county's plan, the walls, entrance sign, and planting create an attractive buffer between Rte. 29 and its sidewalks, screening the parking lots. The alternating pattern of the groundcover in the planting strip creates additional visual interest. The use of aluminum painted to look like corten steel in the sign gives the sign an industrial feel, inviting people to enjoy the mix of uses that are promoted by the Comprehensive Plan.

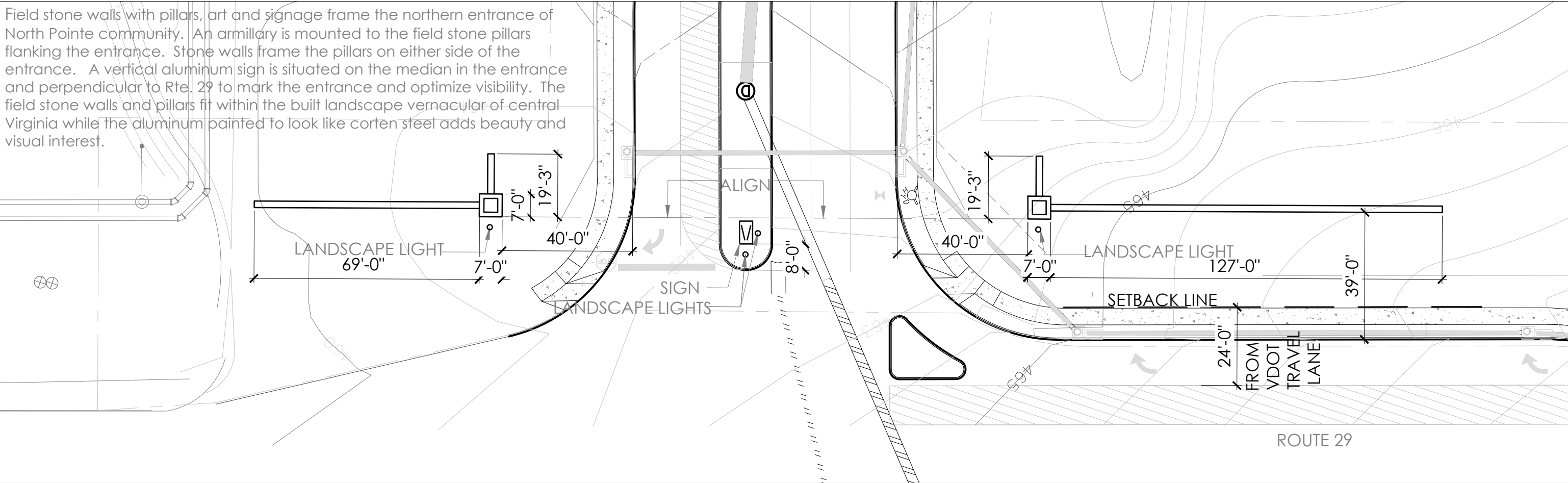
- **Impacts on Public Facilities and Public Infrastructure**

Refer to the owner's conversation with VDOT's Adam J. Moore, and forthcoming Land Use Permit through VDOT.

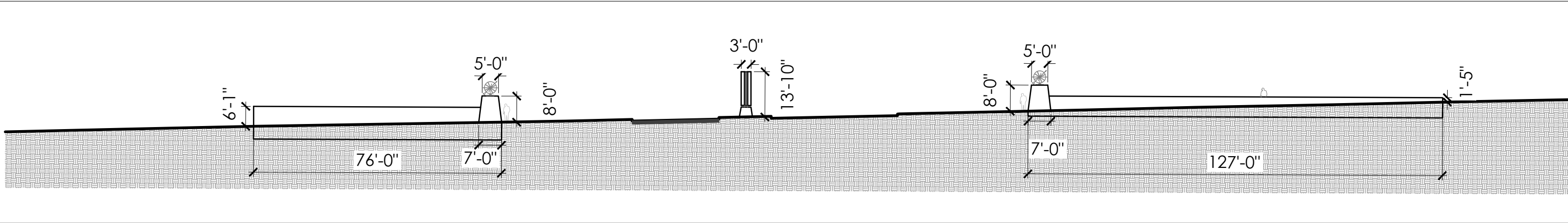
- **Impacts on Environmental Features**

The thoughtful use of a mostly native plant palette at the entrance (and throughout) North Pointe Community creates habitat for pollinators and other fauna, reduces heat island effect, and mitigates stormwater loads.

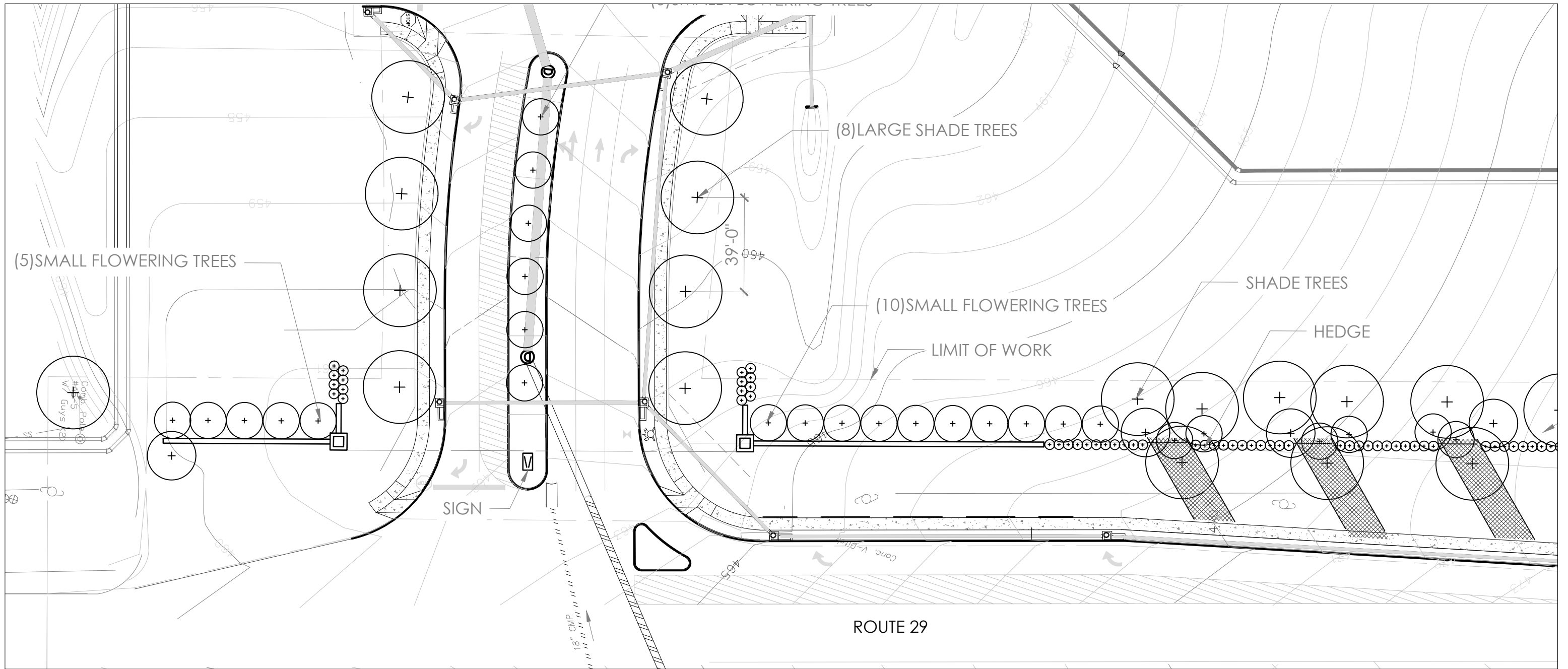




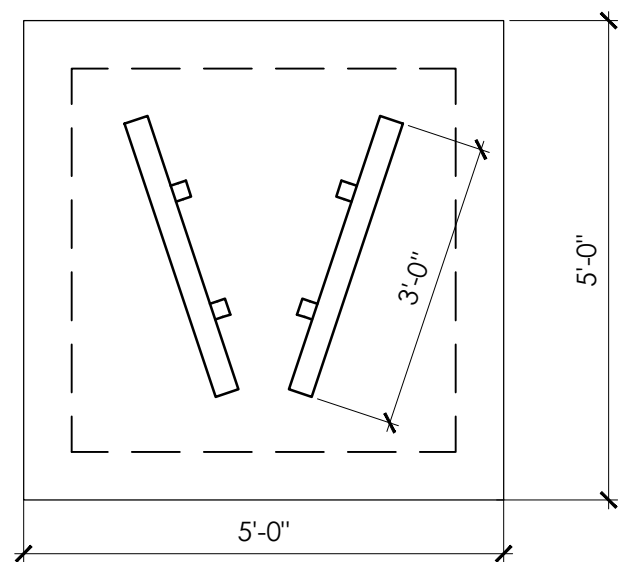
1 OVERALL PLAN
SCALE : 1:30



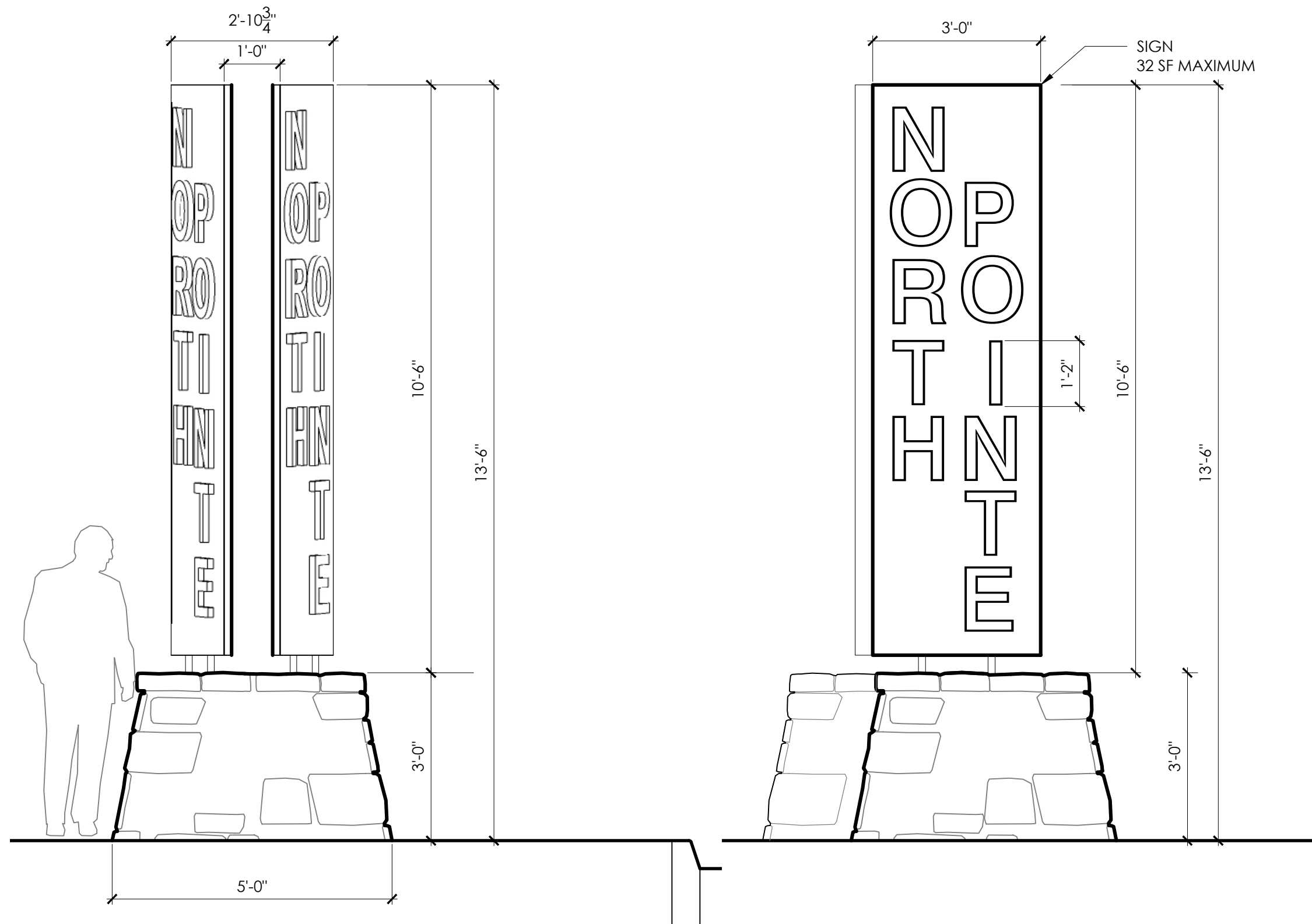
2 OVERALL FRONT ELEVATION
SCALE : 1:30



1 OVERALL PLANTING PLAN
SCALE : 1:40

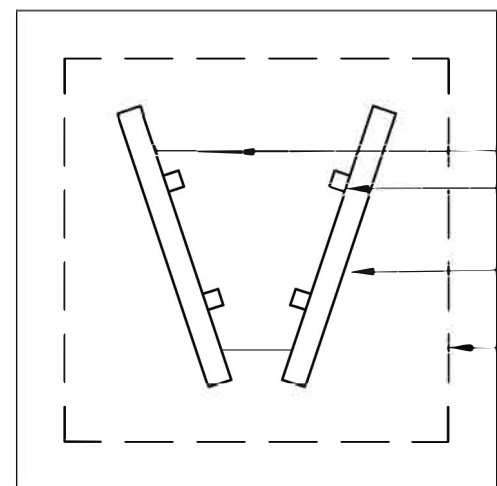


1 PLAN
SCALE : 1:2



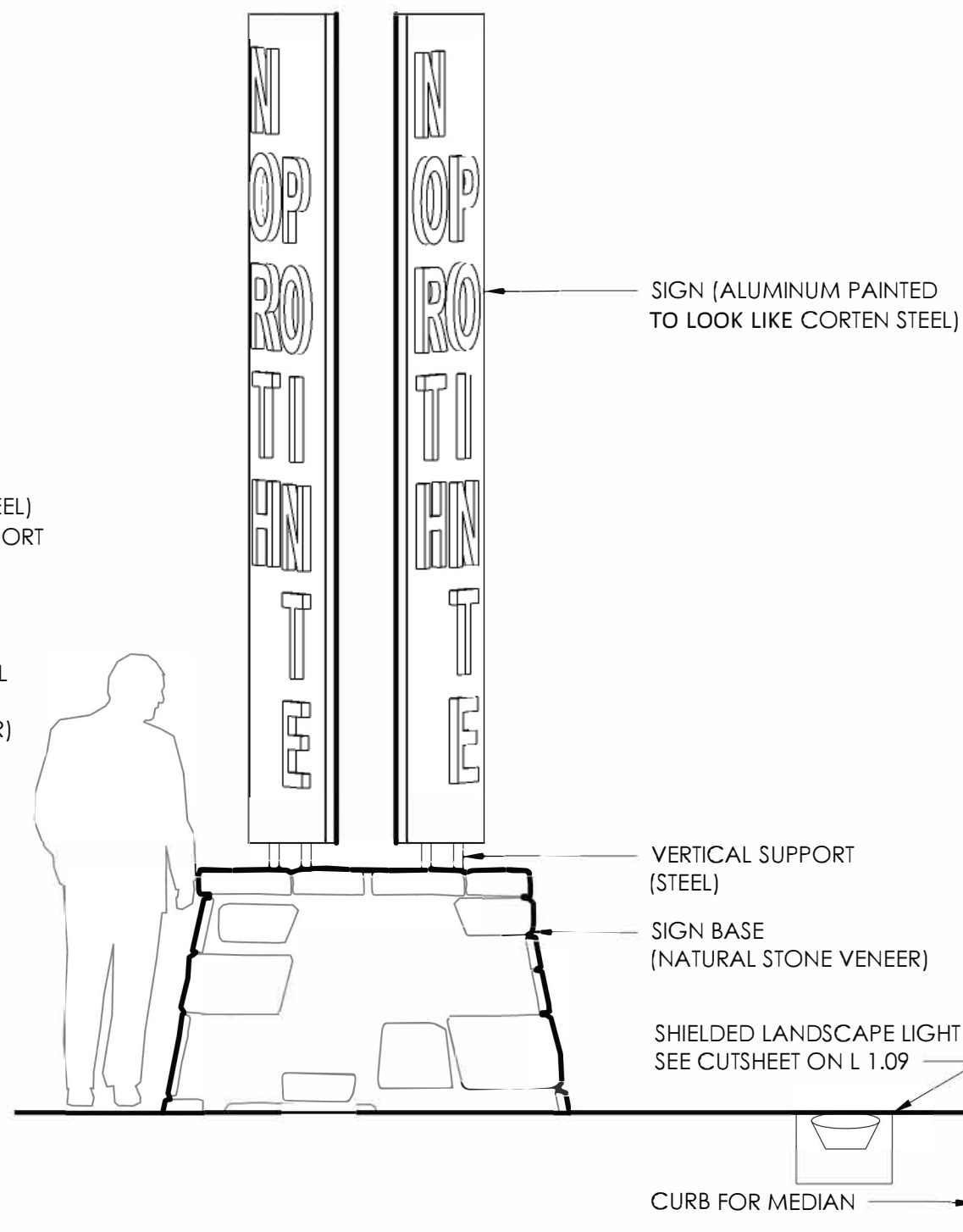
2 FRONT ELEVATION
SCALE : 1:2

3 SIDE ELEVATION (WIDEST SIDE OF SIGN)
SCALE : 1:2

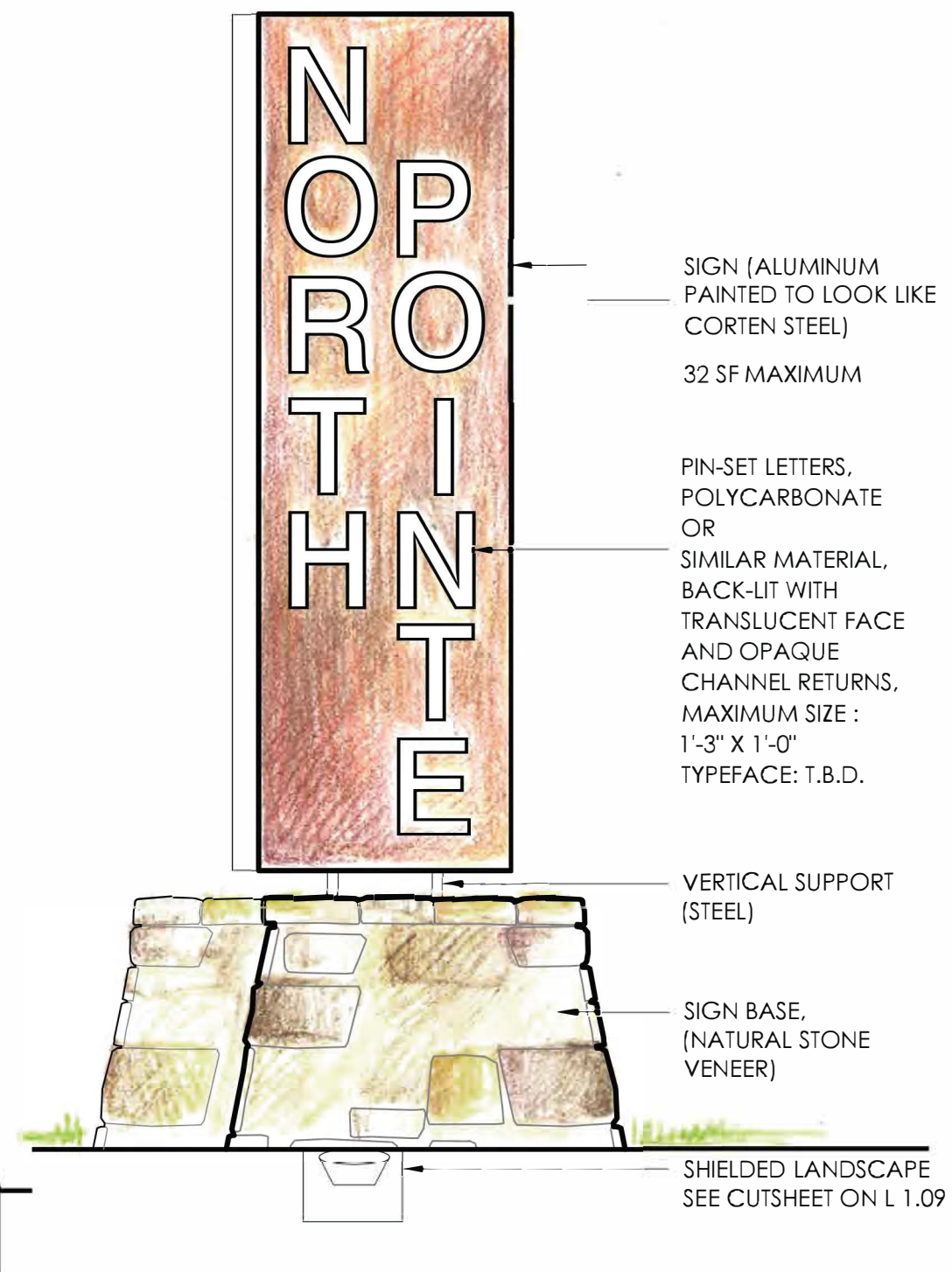


SIGN BASE (STEEL)
VERTICAL SUPPORT
(STEEL)
SIGN
SIGN PEDESTAL
(NATURAL
STONE VENEER)

1 PLAN
SCALE : 1:2



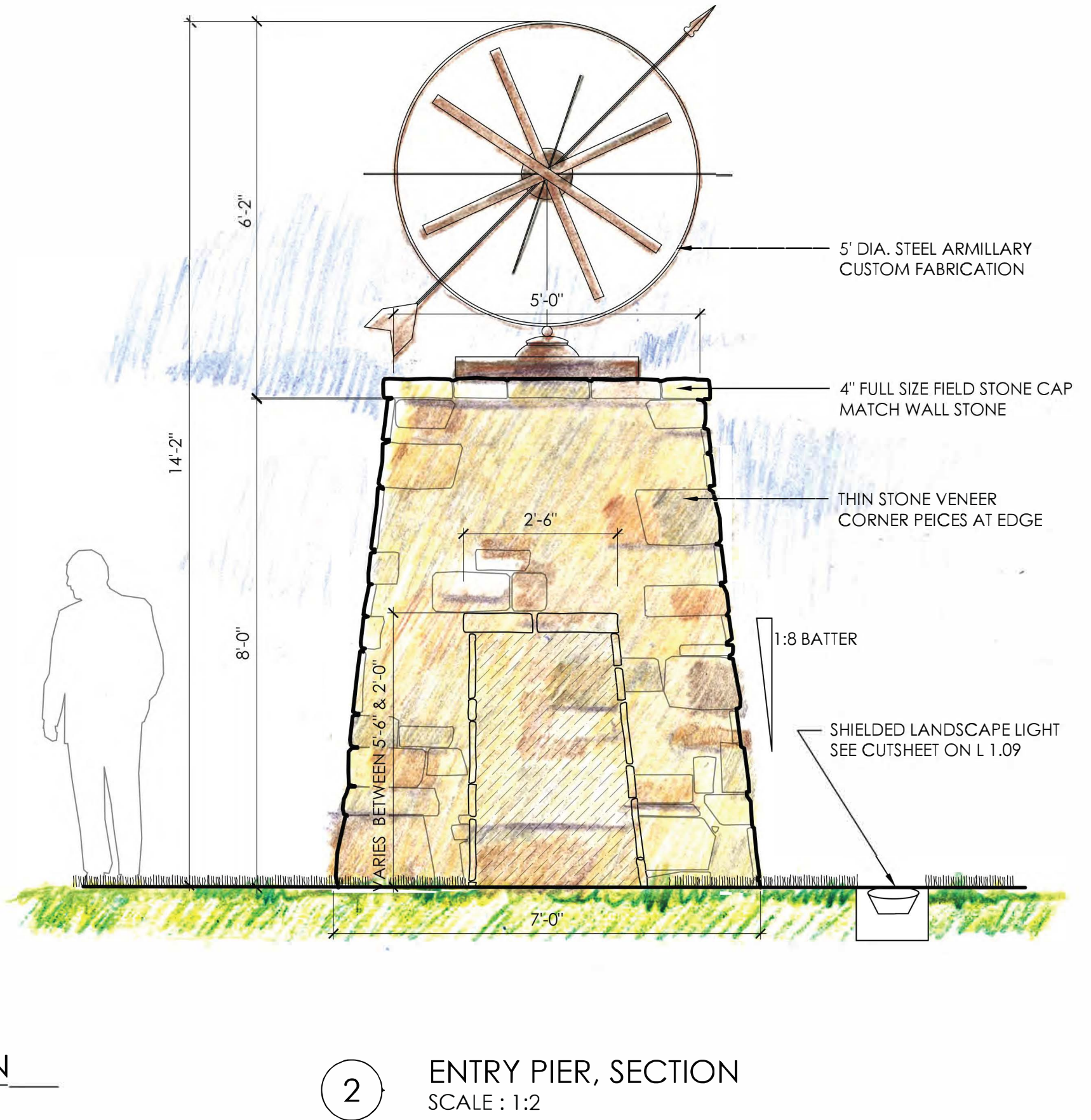
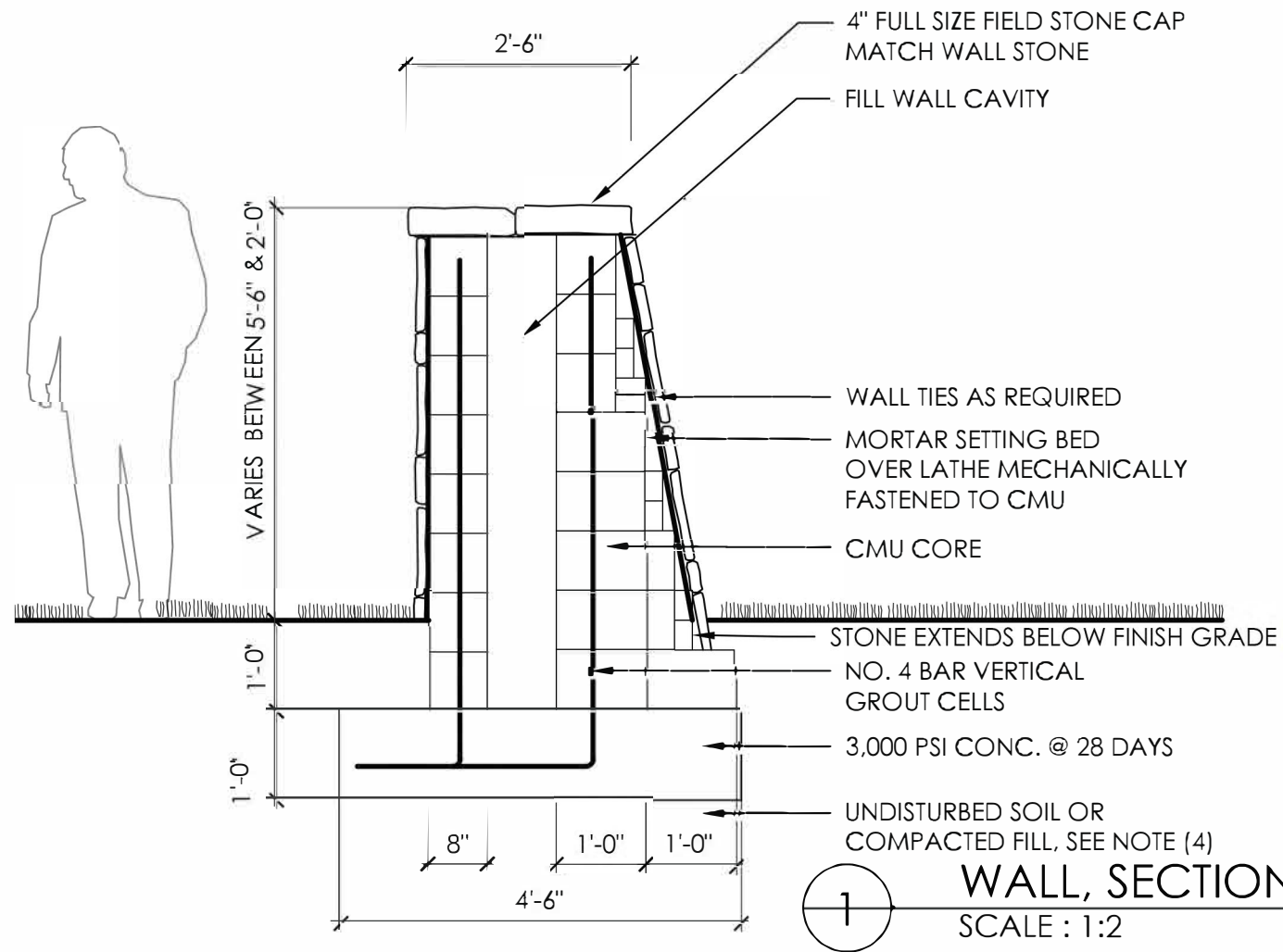
2 FRONT ELEVATION
SCALE : 1:2

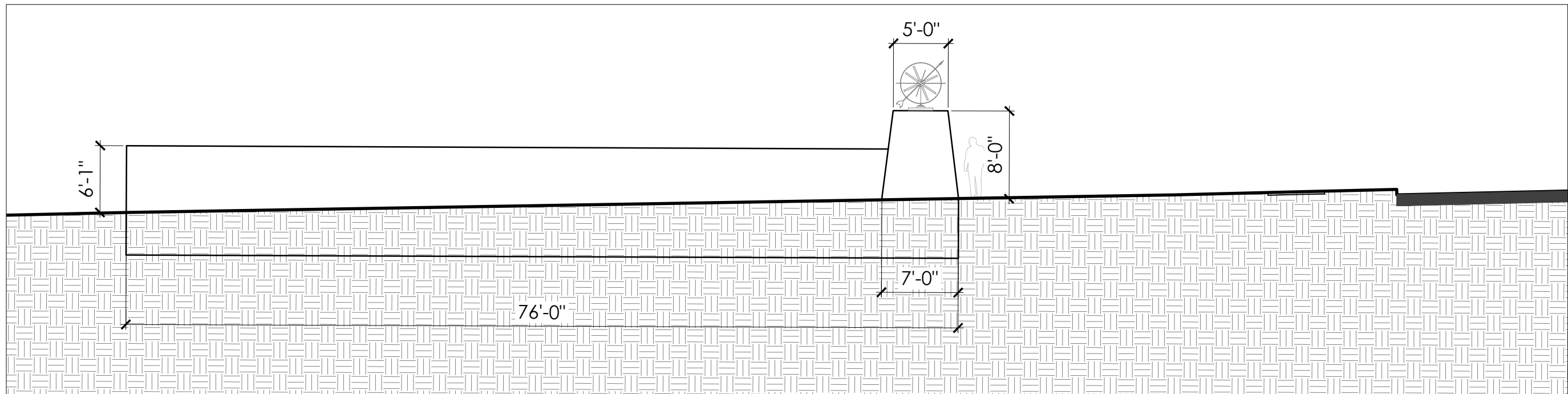


3 SIDE ELEVATION (WIDEST SIDE OF SIGN)
SCALE : 1:2

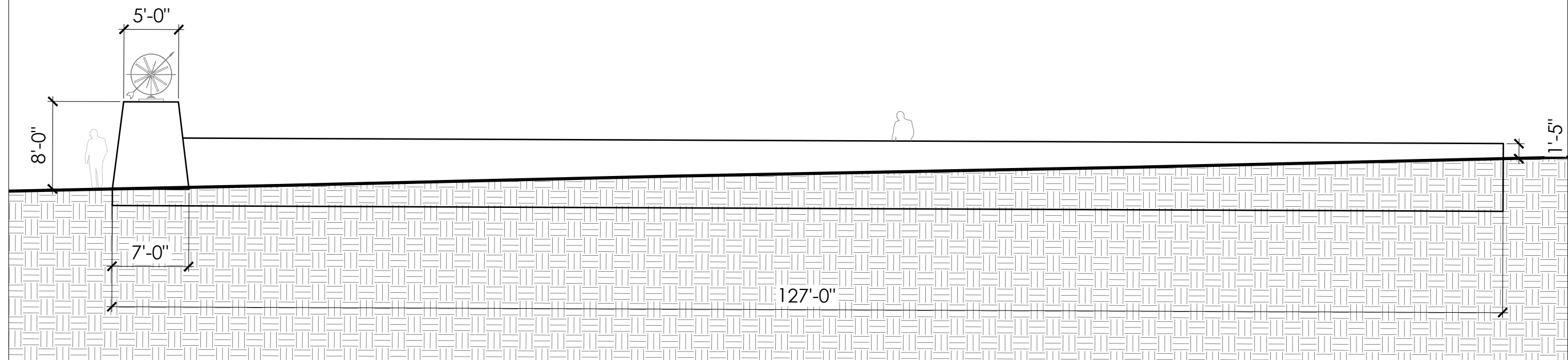
NOTES:

- 1) TOP OF FOOTING SHALL BE 1'-6" MIN. BELOW FINISHED GRADE.
- 2) SUBMIT SAMPLE OF STONE AND PREPARE MOCK-UP.
- 3) VERIFY THAT ALL COMPACTED FILL SUPPORTING STRUCTURAL ELEMENTS HAS A MINIMUM BEARING CAPACITY OF 2,000 P.S.F.
- 5) DO NOT SCALE WALL DETAIL DRAWINGS.





1 ELEVATION, WALL 1
SCALE : 1:10



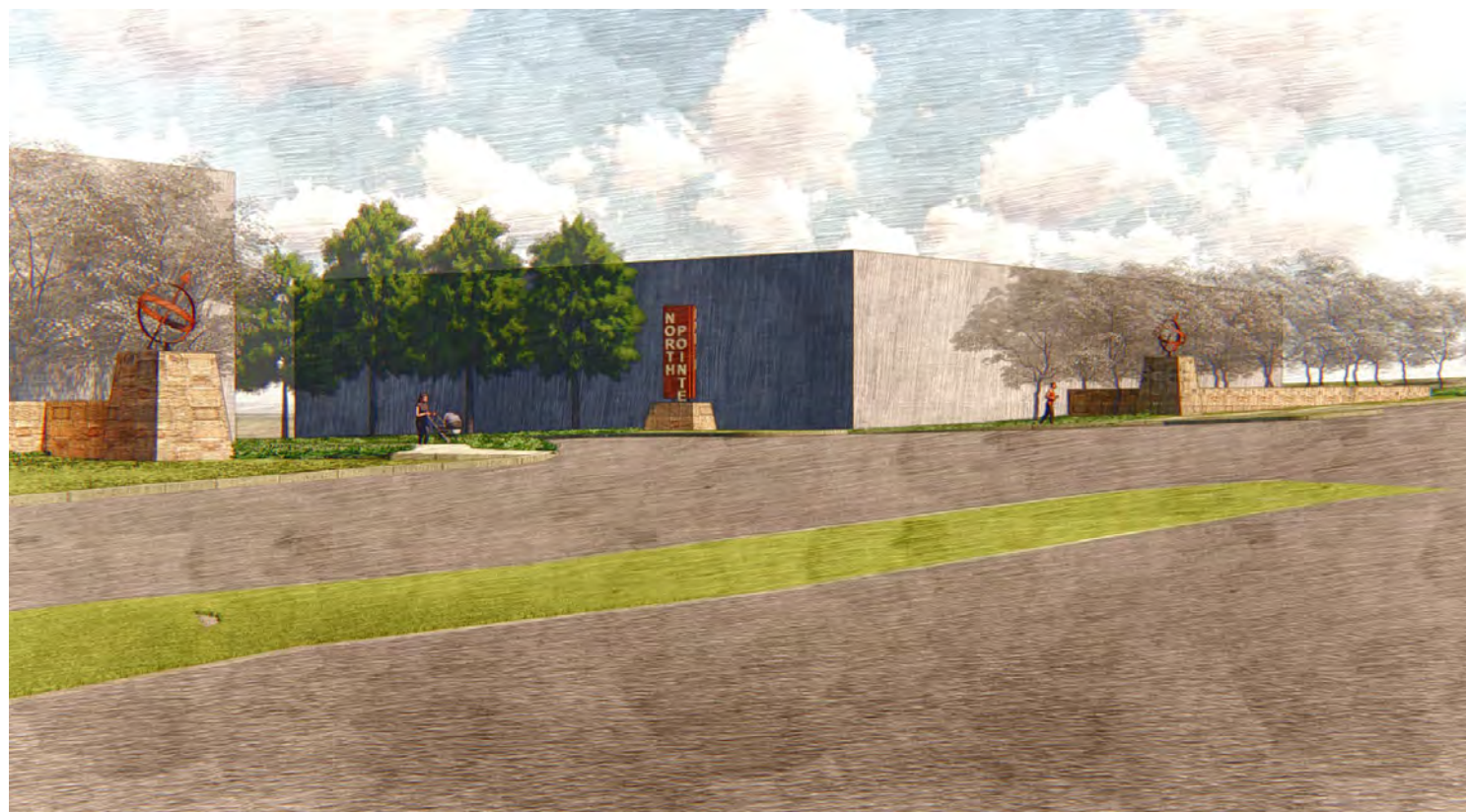
2 ELEVATION, WALL 2
SCALE : 1:10



VIEW FROM RTE 29, NORTHBOUND



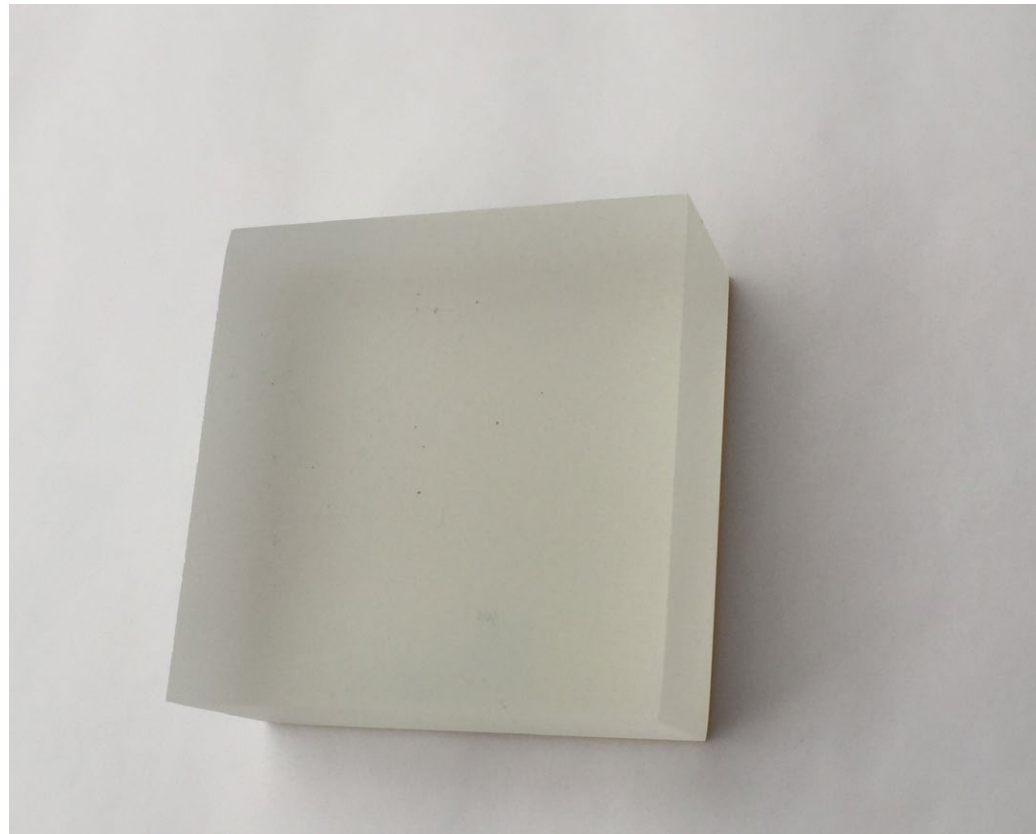
DAYTIME



VIEW FROM RTE 29, SOUTHBOUND



EVENING



LETTER COLOR: 3M CHROMA IVORY, OR SIMILAR COLOR



ARMILLARY: MATERIAL T.B.D.



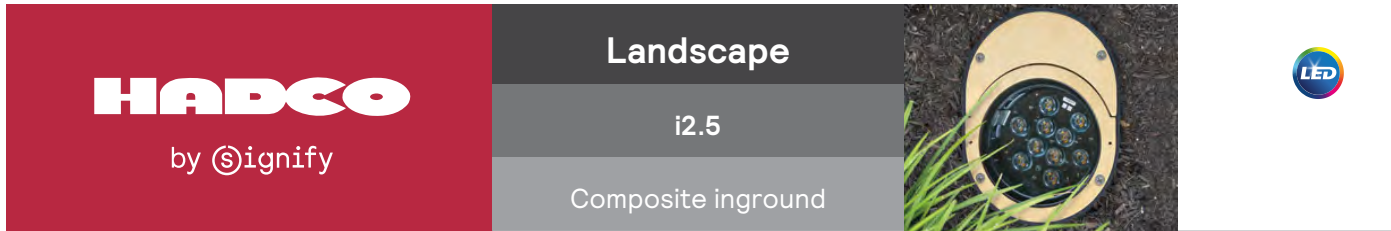
STONE



CORTEN STEEL (NOT SPECIFIED FOR THE SIGN)



ALUMINUM, PAINTED TO LOOK LIKE CORTEN STEEL



Integrated lamp (PAR30) and Integrated module

Example: i2.5NLED12SPW

* Must order LEDADP, Adaptor Ring if ordering an internal accessory.
Available with LED Lamp or LED Module: Fixtures with MR16 lamp will be shipped with lamp installed. Lamps not sold separately. Fixtures with PAR38 LED lamp will be shipped with fixture loose, not installed. Must order Adaptor Ring (LEDADP) if ordering an internal accessory.

- 120 Volt
- PAR30L LED
- LED module

- 25,000 hours life (no mercury).
- 12W with 22° or 25° beam spread.
Color temp. (CCT): cool white (4,000K nom) or warm white (2,700K nominal).
- 13W with 25° beam spread
(only sold integral to i2.5 fixture).
Color temp. (CCT): warm white (2,700K nom).

4,000K CCT or 3,000K CCT. Approx. 50,000 hours of operational life (at 25°C ambient temperature and 70% lumen maintenance).
>80CRI

Offers 15° either side of vertical and full 360° rotation. Angle degree marks for precise vertical aiming with tool-less aiming.

Single-piece compression molded, fiberglass reinforced polyester composite housing. Separate sealed compartments. Potted factory seal with anti-wicking wiring. Hinged lens ring with captive lens and fasteners. Only two fasteners required to secure lens ring. UL Listed silicone-filled wire nuts provided—no encapsulant required.

Natural cast bronze or cast stainless steel.
Secured with stainless steel screws.

Single-piece wrap around molded 100% silicone for lens assembly. Gasket for J-box cover is single-piece die-cut neoprene.

Natural Cast Bronze has satin matte finish and will age over time. Stainless Steel has satin matte finish.

Clear convex, tempered borosilicate for high-impact resistance. 3,000 lb live-load rated, drive-over.

Available with spot, narrow flood or flood beam pattern. EnduraLED lamps: spot or flood beam pattern.

LED module is a key-slotted ballast assembly with quick disconnects mounted to cast aluminum bracket for easy maintenance. e-Vision electronic ballasts automatically detect 120-277 volts, 50/60 Hz, HPF. Ballasts provide $\pm 5\%$ lamp power regulation with $\pm 10\%$ input voltage regulation. Incandescent (MR16) - utilizes stepdown transformer.

Dust-tight and dual rated – sealed against direct jets of water and against continuous immersion up to a depth of 1 meter (3.28 feet).

Incandescent PAR30 Long
EnduraLED: Medium Base.



120 VAC input; 50-60Hz.

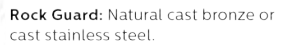
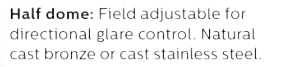
Note: LED lamp option is only available in 120V.

Lamp only: 12 total watts consumed Operating
start temperature -40 C (-40 F).

Compliant when used in concrete
and flush-mounted with CPS15.

Clear, slightly convexed, molded borosilicate glass, high impact, 3000 lb. live load rated, drive-over glass, with molded wrap around 100% silicone lens gasket. Optional lens assemblies include cool touch lens, reducing lens temperatures by 35%, ice blue lens, linear or multi-directional spread lens. Integral collimating spot (10°) optics. Integral collimating narrow flood (26°) optics. Integral collimating wide flood (38°) optics. Clear tempered glass affixed at 10° angle for natural cleaning. Sealed optical chamber. Aiming 15° either side of vertical and full 360° rotation. Angle degree marks for precise vertical aiming with tool-less LOC-AIM®. Handle enables easy tool-less removal of optical assembly for hot aiming and re-lamping, simply press-fit back into place.

Secured with stainless steel screws.



ETL and cETL listed. Suitable for wet locations.
Manufactured to ISO 9001:2008 Standards. 10-
year limited warranty.