

**Design Review Board
Minutes of Meeting**

**March 1, 2006
9:00 A.M.**

Present: Cheryl McGuire, Tim Hart, Jim Goldsmith, Bob Turgeon, Joann Baierlein,
Excused: Paddy Mudd, Judy Hamilton, Tim Berres
Town Staff: Carol Rollins and Gayle Curry

The meeting was called to order at 9:00 a.m. by Cheryl McGuire, chair.

Bank of America, 705 Charles Street

The applicant is requesting approval for the removal and replacement of two signs on the existing bank site. This is a revised application based on the Board's comments provided at the October 2005 meeting.

The existing detached sign is not Code compliant, in that it exceeds both height and square footage limitations for this district. At 4' in height, measuring 28.59 sq. ft., the proposed detached sign is Code compliant as shown. The sign will be internally lit.

The existing attached building signage on the southern façade is not Code compliant, in that it exceeds the square footage limitation for the district. The applicant proposes to install the new sign in the same location, at the same height, on the wall, repairing the brick as needed. The proposed signage measures 42 sq. ft. (15' 0-3/4" x 2'9-3/4") and is Code compliant. The sign will be internally lit.

The existing wall plaque by the Charles Street entrance will remain in place. While it does not require a permit, it does count toward total site allowable attached signage and measures 3.5 sq. ft. Added together with the new attached signage, a site total of 45.5 square feet is obtained, which falls within the allowable 50 square foot limit.

All other existing traffic control, directional and informational signage implemented in the drive-thru and parking areas is to remain as is.

Mrs. McGuire asked Mrs. Rollins if she had a staff report and stated that she believe there have been some changes. Mrs. Rollins stated that she picked up the wrong number on the building sign. It is actually 18 X 16.5 ft. wide which makes it code compliant.

Mr. Randy Appel of View Point, Inc. was present for this proceeding.

Mrs. McGuire wanted to know the material that will be used at the base of the sign.

Mr. Appel stated that it is a fabricated aluminum.

Mr. Turgeon wanted to know what the color was.

Mr. Appel stated that they call it a Champagne Metallic similar to the molding that's on the wall inside Town Halls Main meeting room.

Mr. Turgeon asked if it was B2W?

Mr. Appel stated that B2W is the sign size.

Mr. Turgeon stated that the B2W dimensions should be added to the permanent record.

Mr. Appel stated that it's not mentioned anywhere but they plan to do some landscaping around the base of the monument sign. Some junipers to beautify it a bit!

Mr. Turgeon stated that he thinks the sign that they are requesting now, will work out better than the one they have now because when they trees were in full bloom you couldn't see the pole sign and also moving it to the entrance you can see it better. Mr. Turgeon thinks it's great!

Mr. Goldsmith wanted to know if they were doing two signs, one on the side of the building as well?

Mr. Hart stated that before they get to that, he wanted to make a comment about the monument sign. He stated that the Bank of America Building is probably one of the closest models to what the Vision Plan laid out for the Town of La Plata. You beat the Vision Plan by many years because you've been here for many years. Mr. Hart stated that he's not sure why there is no brick base to the monument sign. He also went on to name a few of the businesses that have the monument signs with the brick base to them - Rita's, The Baldus Building, Rite Aide, Advanced Auto Parts and the list goes on.

Mr. Goldsmith stated that this was confusing because the pictures that they were give in their Board packets do not coincide with what's being presented.

Mrs. Baierlein agreed with Mr. Hart regarding the base of the monument sign.

Mrs. McGuire agreed as well and the Board uses the Bank of America as an example of the types of buildings that the Board wants to see in the Town.

Mr. Appel stated that that could be accomplished for the base of the monument sign. He stated it would be a mason brick base instead of an aluminum base.

Mr. Hart stated that he likes the wall signage better.

Mrs. McGuire stated that they need a motion to approve the wall signage.

Mr. Goldsmith made a motion to approve the wall signage as presented with the white lettering and the logo 24.75.

Mr. Hart seconded the motion. Motion carried and approved by the Board.

Mrs. McGuire stated that Mr. Appel could submit the paperwork regarding the monument sign without Mr. Appel being here for approval so that he does not have to come back down from Virginia Beach, Virginia. Mr. Appel stated that if they want the brick flush with sign, they will make that change as well.

Mr. Goldsmith made a motion to approve the monument sign as proposed with the base of the monument sign being brick - 2ft. of brick to match the existing building, not to exceed 6 ft. in height. Mr. Turgeon seconded the motion. All were in favor. Motion carried and approved by the Board.

Nationwide Insurance, 206 Washington Avenue

The applicant is requesting a 5.6 square foot tenant panel to be added to the existing 6 foot tall, 24 square foot detached sign.

The maximum sign area allowed is 30 square feet, 12 feet in height.

The signage is code compliant.

No attached signage is being proposed at this time.

There are only two tenants in the building, so a master sign plan is not required.

Craig Hickerson from Sign-A-Rama, was present at the meeting on behalf of Nationwide Insurance. Mr. Hickerson stated that there have been some changes. He is adding ½” Double sided MDO panel attached to the bottom of existing post and panel sign blue logo on white panel and black vinyl white letters.

Mr. Hart made a motion to approve the sign as presented. Mr. Goldsmith seconded the motion. Mr. Turgeon, opposed. Motion carried and was approved by the Board.

Mr. Goldsmith made a motion to adjourn the meeting, Mr. Hart seconded the motion.

Meeting was adjourned at 9:33 a.m.