

**Design Review Board
Minutes of Meeting
October 5, 2005**

Present: Cheryl McGuire, Tim Hart, Jim Goldsmith, Bob Turgeon, Joann Baierlein, Judy Hamilton, Paddy Mudd
Absent: Tim Berres, Ron Litten
Town Staff: Cathy Flerlage 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.

The existing detached sign is not Code compliant, in that it exceeds both height and square footage limitations for this district. The location of proposed detached sign is shown on the site plan included in your packet, with the new installation close to the old location on the Charles Street side of the building. At 12' in height, measuring 25.6 sq. ft. (6'8-3/4" x 3'3-3/8"), the proposed detached sign is Code compliant as show. 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 42.35 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 45.85 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.

Color information for the signage is as follows: White #MP2166; Red #MP1035; Blue #MP2161. The color of the support structure for the detached sign is Champagne Metallic MP21314. A materials board will be shown at the meeting.

Bank of America employs a custom font for their signage, which has been federally trademarked. Documentation of the trademark registry (#2,650,927) will be provided at the meeting.

Mr. Randy Appel of 1181 Jenson Drive, Virginia Beach appeared on behalf of Bank of America.

Ms. Maguire noted that she thought that they had not filled in the building information on the sign permit.

Mr. Turgeon noted that they stated that the sign was code compliant, it is not code compliant according the CB guidelines. It clearly states that "pole" signs are prohibited.

Ms. Maguire made a point about what was previously approved for CIVISTA, showing the Board members the signage.

Mr. Hart stated that the Bank of America building is exactly what the Town wants in downtown La Plata. Mr. Hart favors the monument signage.

Mr. Turgeon commented on the color stating that it looks a lot better than before. He was concerned about a gentle transition since that's the building that everyone will see coming from the east, and they don't want a big glaring sign staring at them.

Mr. Appel attached copies of some monument signs that Bank of America has in their sign family.

Ms. Maguire wanted to know what is the base of the monuments signs that they have in their sign family?

Mr. Appel brought samples with him for the Board to take a look at. It was noted that it was a champagne color, a little more tan, than grey.

Mrs. Maguire noted that Bank of America is taking down (attached signage) what the Board is promoting as far "channel lettering". They are taking down the channel letters and putting up the cabinet box, which is what the Board is against.

Mr. Appel is prepared to offer an amendment if the Board is going to reject the sign permit that is before them.

Mr. Appel is prepared to go with the dimensional white lettering instead.

Mrs. Maguire asked if he had any samples with him of what that looks like with the white? He did not have any samples with him.

Ms. Flerlage noted to the board that their current sign is too big at the present time.

The Board was concerned about the holes that the old sign would leave once they take it down and replace it with the correct size sign.

Mr. Hart stated that Bank of America needs to come back with displays showing the dimensions, make sure that it meets the code guidelines and the dimensions, with correct square footage, etc.

The Board agreed to have them come back for the next meeting on October 19, 2005.

La Plata Plaza, 301 and Shining Willow Way

This 80' x 100' multi-tenant retail building is proposed to occupy the space between the Safeway building and the Target building.

The required standard and accessible parking for this retail space has been provided, and is detailed on the Target plans in the General Notes (sheet 1). Interior landscaping requirements have been met as shown on the Target submittal, on sheet 3.

The building has been designed to reflect the architecture of the existing multi-tenant space at the northern end of the Safeway, by repeating materials, colors, and placement of doors, windows and columns. The building elevations provided in the review packet now show the entire 100' wide retail expansion, as it will appear between the existing Safeway and the proposed Target.

The master sign plan currently in effect for the site has been amended to: 1) reflect the provision for 33" height letters for the Target; 2) require black for the color of the service door numbers; 3) add appropriate references and information for treatment of the proposed 8000 sq. ft. multi-tenant space. The master sign plan was

approved at the last DRB session on 9/7/2005, conditional on these amendments being made.

A written point-by-point response to the Design Guidelines as they pertain to this expansion is included in the review packets.

John Besse, Phillips Edison, Sean Frost, Bohler Engineering, Sterling, VA; Mike Castalito, Bohler Engineering, Sterling VA.

Ms. Baierlein noticed on the landscaping that it was going to be a gathering space , wanted to know will there be any seating there?

It was stated that it will not be a gathering space, there will be benches, but there will be nothing for the site in general.

Mr. Hart wanted to know if the columns match the Safeway, it was stated that they do.

Mr. Turgeon did not have any comments regarding the site, sign permit, etc.

Mr. Turgeon made a motion to approve as submitted.

Mr. Goldsmith seconded the motion. All Board members were in favor, motion carried and approved.

Target, Shining Willow Way

The applicant is requesting final approval for the building elevations for the Target project. The site lay-out plan, landscaping, and master sign plan were approved at the last DRB session on 9/7/2005. A copy of the approved MSP (with required approval conditions implemented) was included in your review packets. The Target site is currently shown as a “leased” property from the developer, Phillips Edison & Company.

Per the Board’s request, four modifications to the facades have been made:

- The lowest cross-piece in the grill-work on the display windows has been removed, to prevent fall-related injuries.

- The exit doors on the southern end of the front façade have been moved around to the south elevation.
- An additional display window with grill-work has been placed on the front façade near to where the exit doors had been.
- The entire southern façade is a mix of EIFS and brick, wrapping around the rear façade to the first pilaster. The split-faced CMU picks up from this point across the back of the building.

The applicant provided the Board with a response letter to these comments in your packets.

Sean Frost, Bohler Engineering and Mike Castalito, Phillips Edison were present for this session.

Mr. Goldsmith recused himself from this portion of the meeting.

Mr. Turgeon had no comments and was okay with everything.

Mr. Hart made a motion to approve the project as currently proposed. Mr. Turgeon seconded the motion. No one opposed. Motion carried and approved.

Meeting was adjourned at 9:40 a.m.