



MEMORANDUM

TO: ARCHITECTURAL REVIEW BOARD
FROM: Kate Schwartz, Historic Resources Planner
DATE: June 13, 2016
SUBJECT: Certificate of Appropriateness for signs and exterior lighting at 900 Princess Anne Street

ISSUE

Michael Adams requests a Certificate of Appropriateness to modify two existing signs, install one new sign, and install exterior lighting on the National Bank Building.

RECOMMENDATION

Approval of the Certificate of Appropriateness for the request as submitted.

APPLICABLE HISTORIC DISTRICT DESIGN GUIDELINES

Sign Guidelines (Historic District Handbook, pg.117-118)

1. A sign should fit the architecture of its building and not obstruct defining elements.
2. The number of signs should be compatible with the building and should not cause visual clutter.
3. The size of each sign and the total area of signs should match the character of the building and of the Historic District. Exact sign allowance should be verified with the Planning Office.
4. Sign design and graphics should be coordinated with the character of the building and the nature of the business.
5. Materials should relate to the building. Traditional sign materials include wood, glass, raised individual letters, and painted letters on wood or glass.

BACKGROUND

The former National Bank Building at 900 Princess Anne Street was originally constructed c.1820 for the Farmers Bank of Fredericksburg. The two-and-one-half story Federal-style building is constructed of red brick laid in Flemish bond and is characterized by a wide wood cornice, lunette windows in the gable ends, and classical detailing surrounding the prominent entry doors. The building is one of Fredericksburg's most significant historic structures for its association with several historic figures, its architectural style, and its contribution to the commercial development of Fredericksburg. It was individually listed on the National Register of Historic Places in 1983 and is a contributing structure in the Historic Fredericksburg District.

The building is currently undergoing rehabilitation to house the Foode restaurant, and the applicant proposes to install three new signs. The National Bank sign on the east Princess Anne Street elevation

will be removed. The new sign will be constructed to match the sign being removed, but will be reduced in length to correspond to the shorter business name. Through historic photographs, staff has identified four different National Bank signs mounted in this location between 1927 and the present day, exhibiting several different lengths, text styles, and sizes. Staff finds that the current sign is not historically significant and may be removed. Mounting the replacement sign in the same location, and using the same materials and general design, helps to maintain the historic character of the structure.

The applicant also proposes to install a wall-mounted menu display case, 14 inches wide by 24 inches tall, to the left of the main entry door. A hooded metal light, 12 inches wide by 4 inches in depth by 4.75 inches tall, will be mounted directly over the menu case with the light directed down to the display. The menu case and light will replace the existing aluminum drop box. Two lantern-style sconces will be mounted at the Princess Anne Street entry, one to each side of the entry, as shown on submitted documentation. The same lantern-style sconces will be mounted to either side of the George Street entry door. The existing bronze plaque to the left of the George Street entry will be replaced with a new bronze plaque displaying the name JON properties. All of the new elements will be attached through the structure’s mortar joints rather than the historic brick.

The sign allowance for this property is based on 40 linear feet of building frontage. The sign allowance is calculated as follows:

$$40 \text{ linear feet} \times 1.5 = 60 \text{ square feet}$$

Sign Type	Dimensions	Area (square feet)
Wall-Mounted Sign	24 inches x 150 inches	25
Wall-Mounted Plaque	10 inches x 24 inches	1.7
Wall-Mounted Menu Display	14 inches x 24 inches	2.3
	TOTAL:	29

The total area of the signs proposed is 29 square feet which is under the allowance for this site of 60 square feet. Staff finds that the proposed signs and exterior lighting will not have an adverse impact on the historic character of the building and are compatible with the historic aspects of the Historic District.

APPROVAL CRITERIA

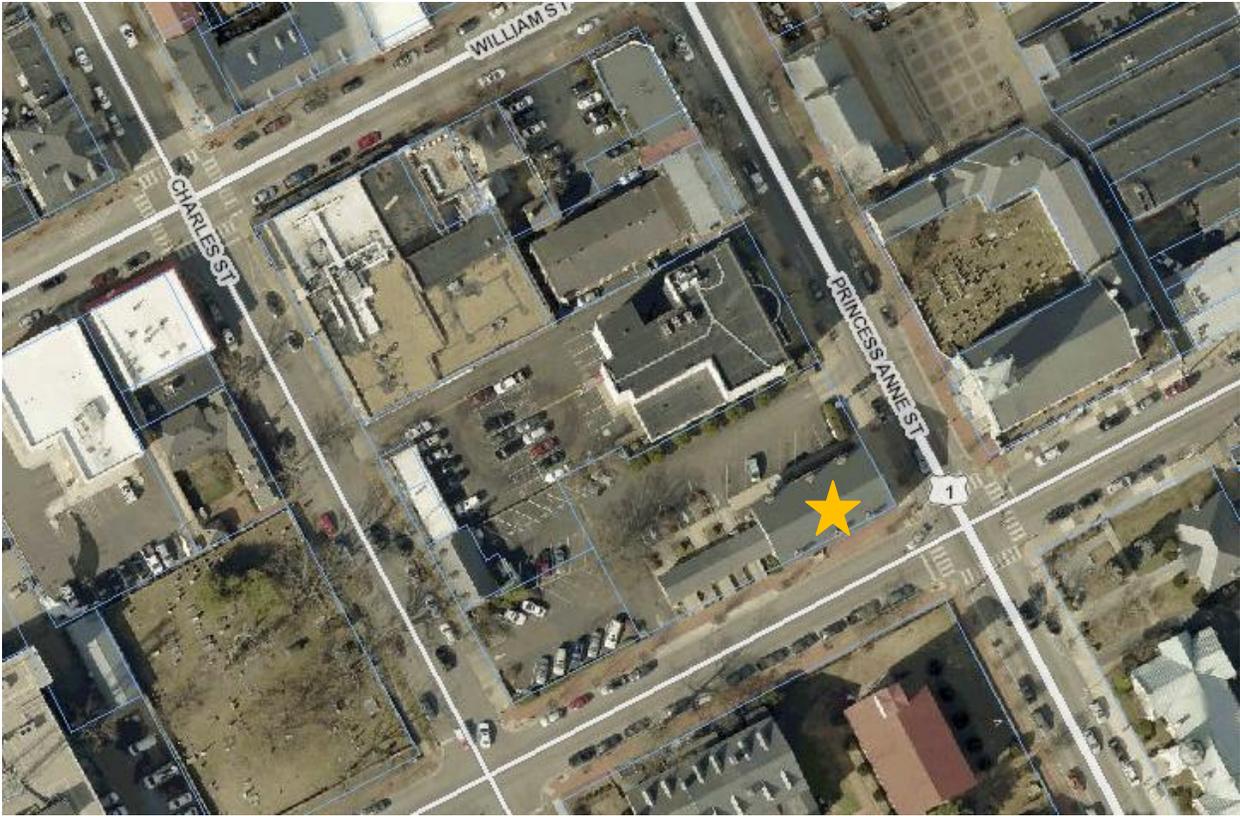
Criteria for evaluating proposed changes are found in City Code Section 72-23.1.D.2 and are based on the United States Secretary of the Interior’s Standards for Rehabilitation.

S	D	NA	S – satisfies	D – does not satisfy	NA – not applicable
X			(1) Every reasonable effort shall be made to provide a compatible use for a property by requiring minimal alteration of the building, structure, or site and its environment, or by using a property for its originally intended purposes.		
X			(2) The distinguishing original qualities or character of a building, structure, or site and its environment shall not be destroyed. The removal or		

			alteration of any historical material or distinctive architectural features should be avoided when possible.
X			(3) All buildings, structures, and sites shall be recognized as products of their own time. Alterations that have no basis and which seek to create an earlier appearance shall be discouraged.
X			(4) Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, or site and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.
X			(5) Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure, or site shall be treated with sensitivity.
		X	(6) Deteriorated architectural features shall be repaired rather than replaced, wherever possible. If replacement is necessary, the new material should match the material being replaced in composition, design, color, texture, and other visual qualities. Replacement of missing architectural features should be based on historic, physical, or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.
		X	(7) The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building materials shall not be undertaken.
		X	(8) Every reasonable effort shall be made to protect and preserve archaeological resources affected by or adjacent to any project.
		X	(9) Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural, or cultural material, and such design is compatible with the size, scale, color, material, and character of the property, neighborhood, or environment.
X			(10) Wherever possible, new additions or alterations to structures shall be done in such a manner that, if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired.

Attachments:

1. Aerial photograph showing property location
2. Photograph, existing front elevation
3. Rendering, proposed front elevation
4. Photograph, existing side elevation
5. Rendering, proposed side elevation
6. Lighting specifications
7. Historic Photographs, National Bank signs



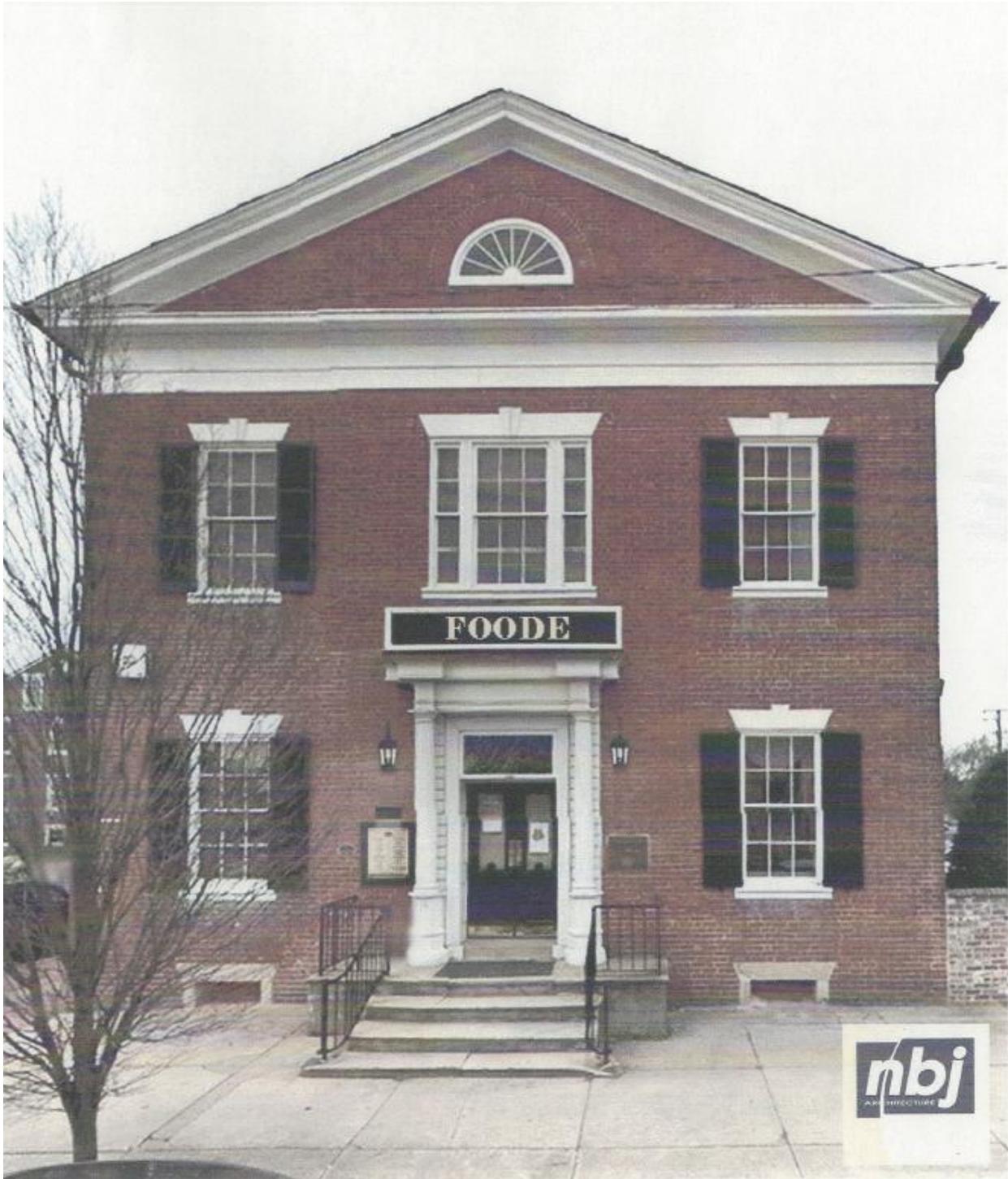
AERIAL



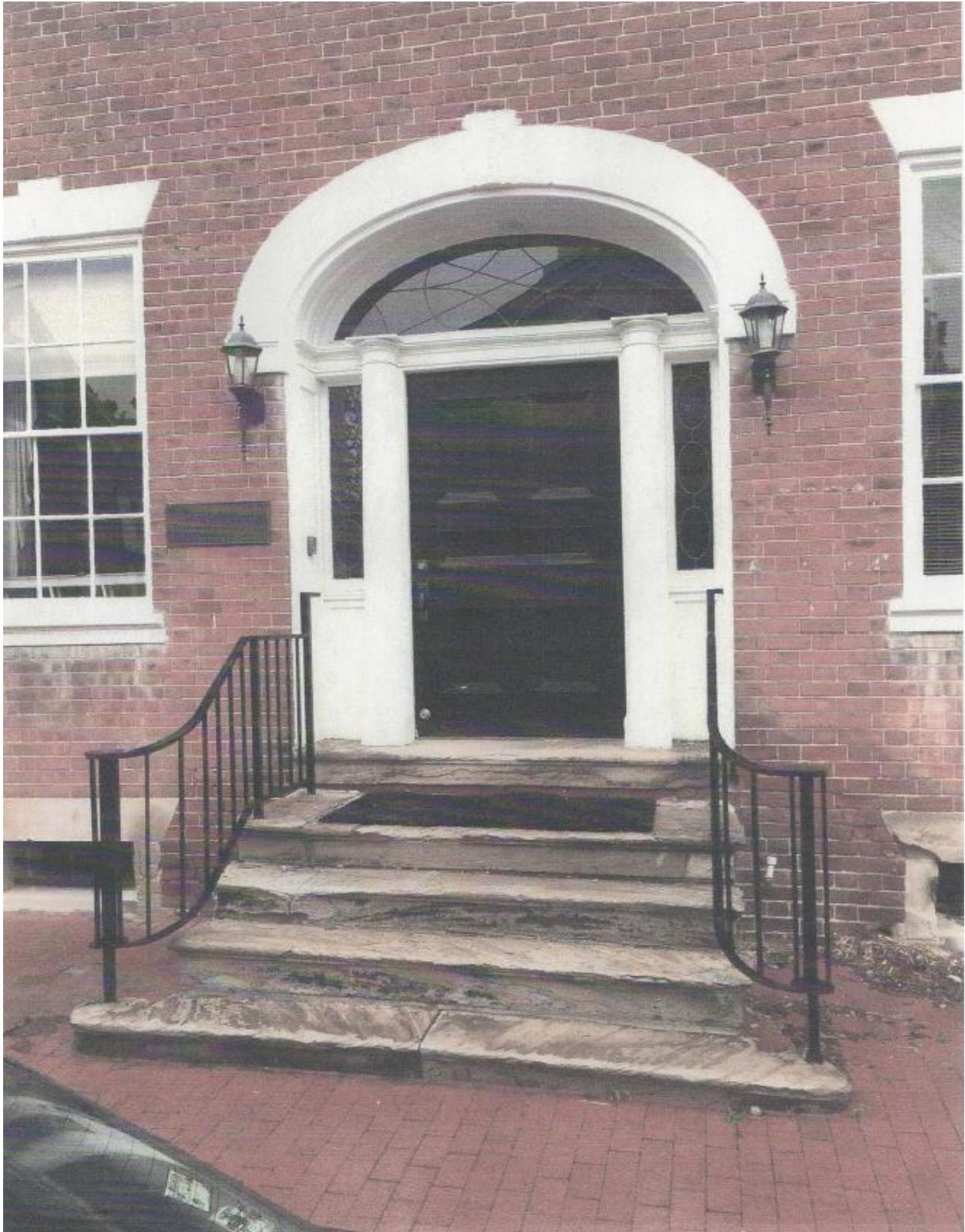
EAST (FRONT) ELEVATION



Existing Front/Princess Anne Street Elevation



Proposed Front/Princess Anne Street Elevation



Existing South/George Street Entry

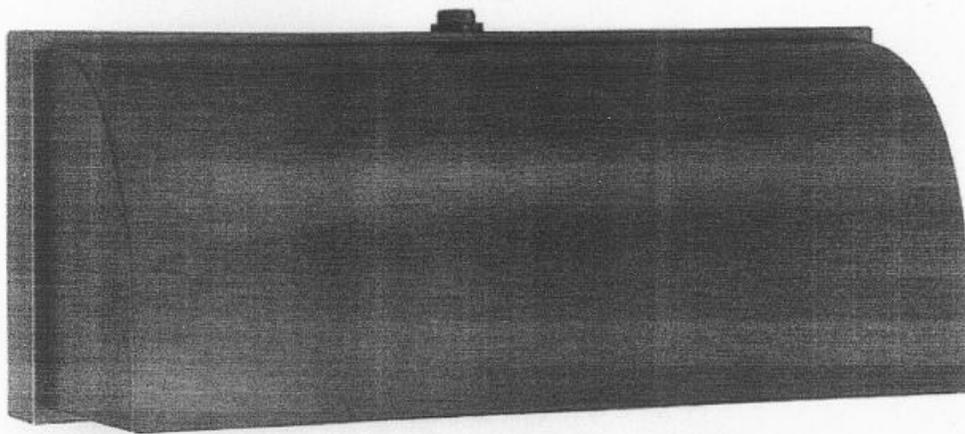


Proposed South/ George Street Entry



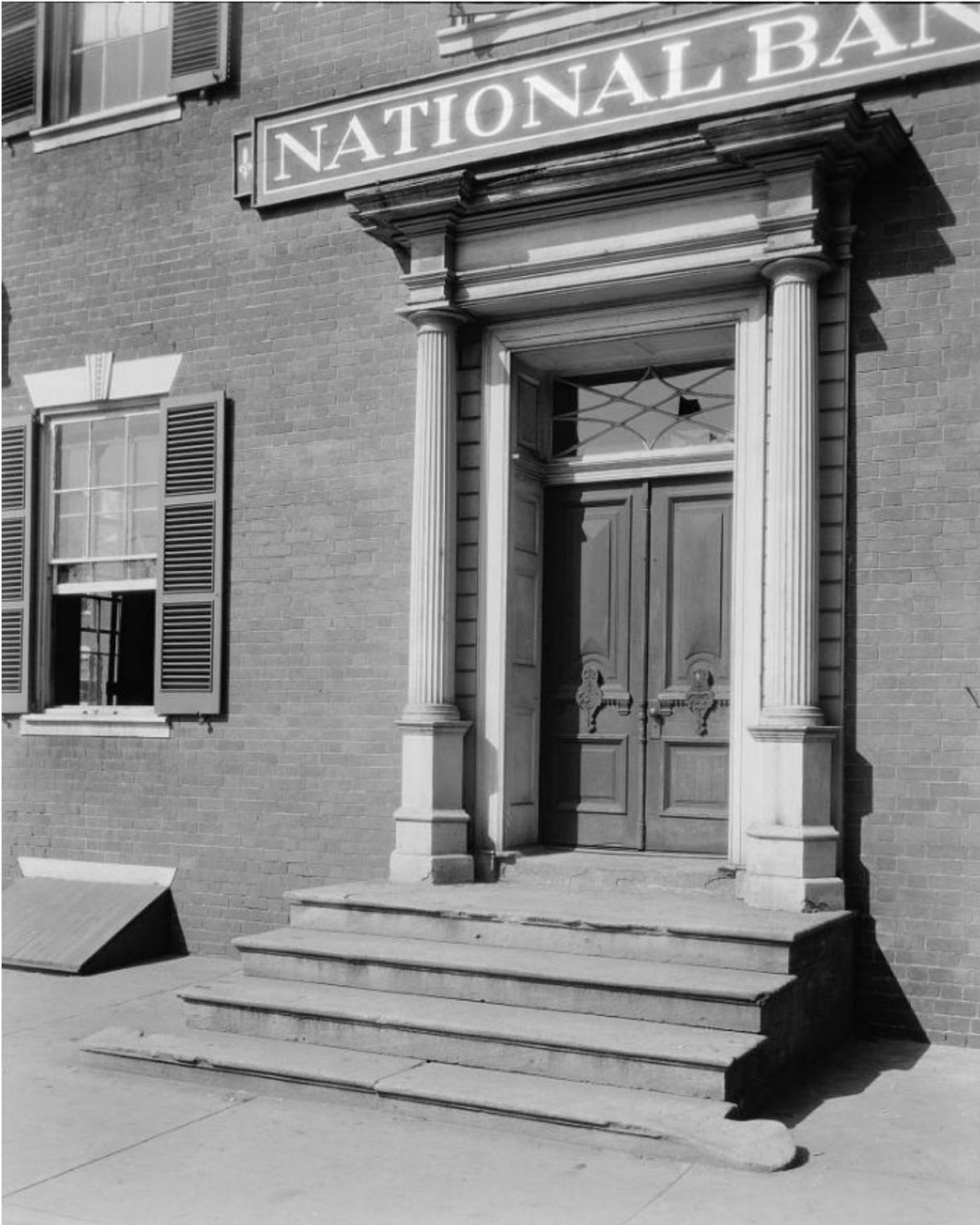
Dimensions:

- Height: 21"
- Product Weight: 8.36 lbs
- Width: 9.63"
- Extension: 12.13"

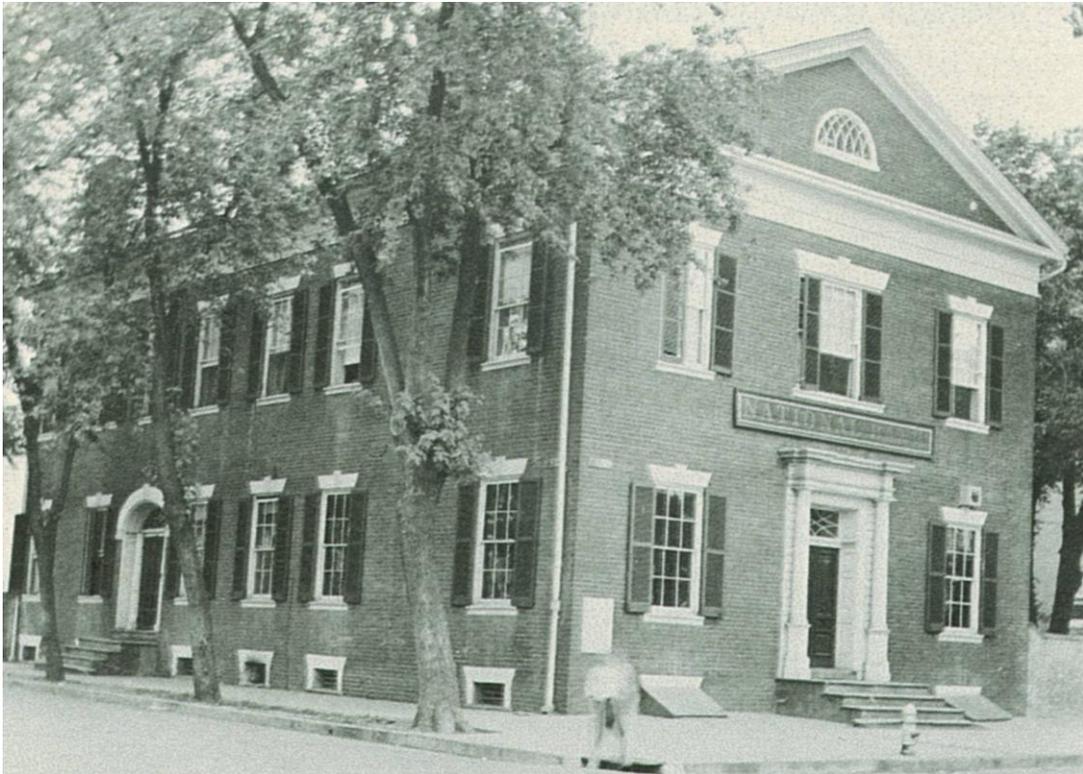


Dimensions:

- Height: 4.75"
- Width: 4"
- Length: 12"



National Bank Building, c.1927
Library of Congress, photo by Frances Benjamin Johnston



National Bank Building, Date Unknown
Historic Fredericksburg: A Pictorial History by Ronald E. Shibley



National Bank Building, c.1983
National Register of Historic Places nomination