



City of Fredericksburg Architectural Review Board
Record of Administrative Review – Signs/Murals

DATE OF APPLICATION: _____ **GPIN #:** _____ **FEE PAID**

ADDRESS OF PROJECT: _____

APPLICANT NAME: _____

Property Owner Business Owner Architect/Contractor Other _____

PROJECT TYPE:

Sign(s) Mural(s) Correction ordered by the Building Code Official

PROJECT DESCRIPTION:

Complete supporting documentation received? YES NO

RECOMMENDED ARB ACTION:

ARB Meeting Date _____

Kate Schwartz
Zoning Administrator/Historic Resources Planner

Date

PROPERTY INFORMATION:

Construction Date: _____ Architectural Style: _____

Character-Defining Features: _____

Contributing to National Register Historic District? _____

Previous Alterations/ARB Approvals: _____

Additional Notes: _____

APPROVAL CRITERIA

Criteria for evaluating proposed changes are found in City Code § 72-23.1(D)2 and are based on the United States Secretary of the Interior’s Standards for Rehabilitation. The subject application does or does not meet the criteria as follows:

S	D	NA	S – satisfies D – does not satisfy NA – not applicable
			(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.
			(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.
			(3) Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development or that have no historical basis shall be discouraged.
			(4) Most properties change over time; those changes that have acquired historic significance in their own right should be retained and preserved. Restoration of original features may be permitted when substantiated by documentary, physical, or pictorial evidence.
			(5) Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure, or site shall be treated with sensitivity.
			(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. Where severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features should be substantiated by documentary, physical, or pictorial evidence.

S	D	NA	S – satisfies D – does not satisfy NA – not applicable
			(7) The surface cleaning of structures shall be undertaken using the gentlest means possible. Sandblasting and other chemical or physical cleaning methods that cause damage to historic building materials shall not be undertaken.
			(8) Every reasonable effort shall be made to protect and preserve archaeological resources affected by or adjacent to any project.
			(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.
			(10) New additions, alterations, and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Applicable Sign Guidelines from Chapter 6 Section A of the Historic District Design Guidelines:

Designs for signage in the Historic District should reflect the pedestrian scale of its historic resources. Signs should be modest in size and addressed to pedestrians and slower vehicular traffic. Sign size regulations are imposed by the Unified Development Ordinance (see City Code 72-59), and cannot be modified by the ARB. To maximize effectiveness, every sign should be an integral, but noticeable, part of its building. In accordance with the need for free speech, the content of signs is not regulated, but consideration is given to placement, materials, lighting, and installation methods.

S	D	NA	S – satisfies D – does not satisfy NA – not applicable
			1. Signs must be designed to fit the architecture of the building and must not obstruct important architectural elements or details.
			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 must be verified with the Planning Office.
			4. Signs should be located in traditional sign placement areas (cornice, sign-bands, transoms, display windows, etc.).
			5. Signs should be constructed of traditional materials including wood, metal, glass, raised individual letters, and painted letters on wood or glass. Newer materials such as high density urethane, composites, or other synthetic materials may be appropriate for use as well.
			6. Signs must be professionally designed and executed.
			7. Projecting signs must be mounted to provide at least eight feet of clearance between the sidewalk and the bottom of the sign, and can project no more than 42 inches from the face of the building.
			8. Signs must be attached through the mortar joints of masonry buildings and not through the face of the brick or stone.

S	D	NA	S – satisfies D – does not satisfy NA – not applicable
			9. Signs should be lit using exterior lights directed on to the face of the sign, rather than illuminated internally. Internal illumination may be considered on a case-by-case basis where lighting is directed only through lettering and graphics rather than through the sign's background.
			10. Animation, flashing or moving lights, and electronic variable message signs are not permitted.
			11. When using LED lights, it is recommended that applicants achieve a warm white tone, generally 2500-3500K color temperature.

Applicable Mural Guidelines from Chapter 6 Section B of the Historic District Design Guidelines:

While in many ways similar to signs painted on walls, murals should be treated differently. Murals are artistic in nature, and should not contain information advertising goods or services provided by a business, whether located within the building on which the mural appears or elsewhere. As such, and with respect to the First Amendment, the guidelines seek only to guide the media use, their execution, and the means of attachment to the building.

Applications are strongly encouraged to consider designs unique to Fredericksburg. Murals placed on existing painted surfaces do not require ARB review.

S	D	NA	S – satisfies D – does not satisfy NA – not applicable
			1. Murals must be painted on previously-painted surfaces or on removable material attached to the wall and should not result in irreparable damage to historic materials.
			2. Murals painted on removable material should be installed on framing that allows water to weep between the material and the wall.
			3. Murals should not obscure or distort the historic features of a building.

SUPPORTING DOCUMENTATION INCLUDED:

- Photographs of existing conditions
- Context photographs
- General site plan and/or site survey
- Product/material specifications for proposed replacement/repair
- Elevation drawings
- Architectural or design detail drawings
- Other



Proposed sign installation

Routed PVC, 16 inches tall by 10 feet wide