



Item #2

TO: Architectural Review Board
FROM: Erik F. Nelson, Senior Planner
DATE: 4 March 2016
RE: **425 William Street – Signs**

EFN

Kinsey Fletcher, of Sign Enterprise and representing Community Bank of the Chesapeake, requests a Certificate of Appropriateness for signs at 425 William Street. This masonry, mixed-use building will be completed in 2016. The area above the windows in the corner bays was designed for wall mounted signs, to be installed above very visible awnings.

The applicants propose to install the following signs:

- One projecting sign (4 square feet), suspended from a new metal bracket, to be located on the Prince Edward side of the building over the entry door that will be used by customers entering the building from the rear parking lot.
- Two wall mounted signs (32 square feet each) above the windows on the corner bays facing both William and Prince Edward Streets.

Details are also provided for the awnings, although these were approved previously and do not need an additional approval.

The sign allowance for this location is 87 square feet, based on 58 linear feet of frontage on William Street (not including the drive-thru aisle). The proposed signs account for 68 square feet. The new signs will be internally lit. The Historic District guidelines indicate such internal lighting should be understated and the City Code contains specific light standards that achieve the desired subdued effect in the downtown area.

Staff finds the proposed signs to be architecturally compatible with the historic aspects of the Historic Districts, as they relate to design and materials, and consistent with the City Code, as they relate to size and location. Staff recommends approval of the submitted documentation.

PROJECT : BLADE SIGN

Description: 20" x 30" aluminum blade sign with high performance vinyl applied

PROJECT INFORMATION

Client: Community Bank of
Chesapeake
Address:

Project Mgr: Paul Gardner

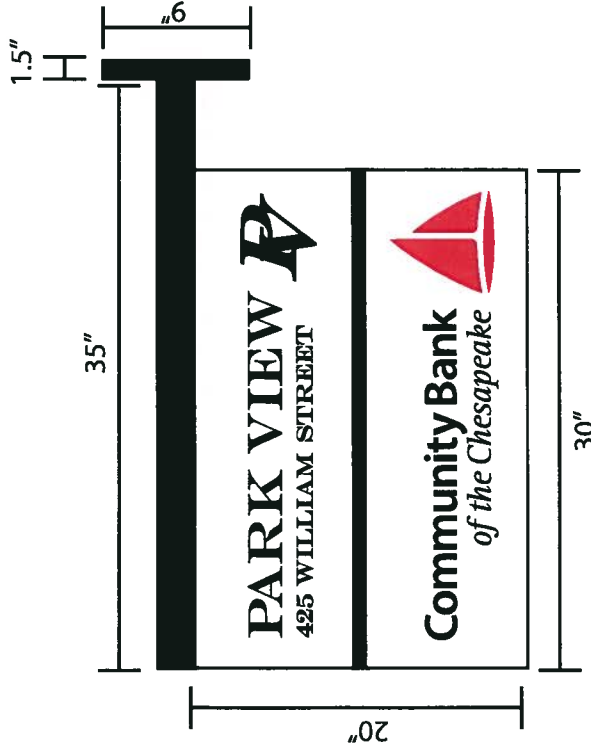
Designer: Kinsey Fletcher

Number:

Date: 2/17/16

File Name: Blade sign on Building.pdf

REVISIONS



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PROJECT :

Side - Channel letters with backplate

Description: Illuminated channel letters mounted on a backplate

PROJECT INFORMATION

Client: Community Bank of Chesapeake
Address:

Project Mgr: Paul Gardner
Designer: Kinsey Fletcher

Number:

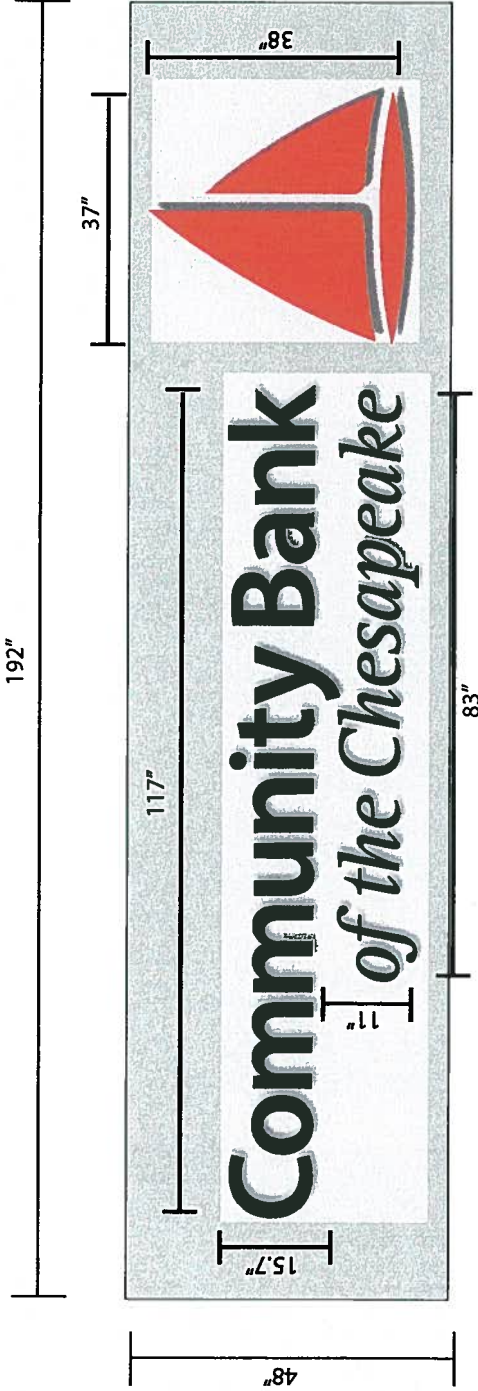
Date: 2/17/16

File Name: Side-Halfscale-Frontlit Channel Letters.pdf

Trimcap: Red for sailboat/Black for Letters
Returns: Red for sailboat/Black for Letters
Lighting: Premium white LEDs
Faces: 3/16" white acrylic with day/nightfilm applied
Backs: .063 aluminum

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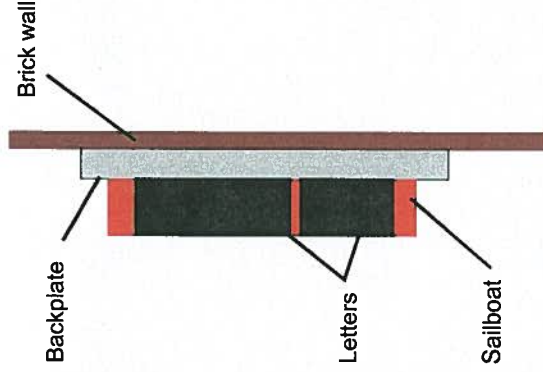
Day view: Not to scale



Night view: Not to scale



Side view: Not to scale



NOTE: Sign Enterprise will build all signs to be able to withstand 90 mph, 3 second wind gust. This will be UL certified and labeled. The sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.



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Date: _____

FRONT VIEW

Front - Channel letters with backplate

Description:

Illuminated channel letters mounted on a backplate

PROJECT INFORMATION

Client: Community Bank of Chesapeake

Address:

Project Mgr: Paul Gardner

Designer: Kinsey Fletcher

Number:

Date: 2/17/16

File Name: Front-Halfscale-Frontlit Channel Letters.eps

Trimcap: Red for sailboat/Black for Letters

Returns: Red for sailboat/Black for Letters

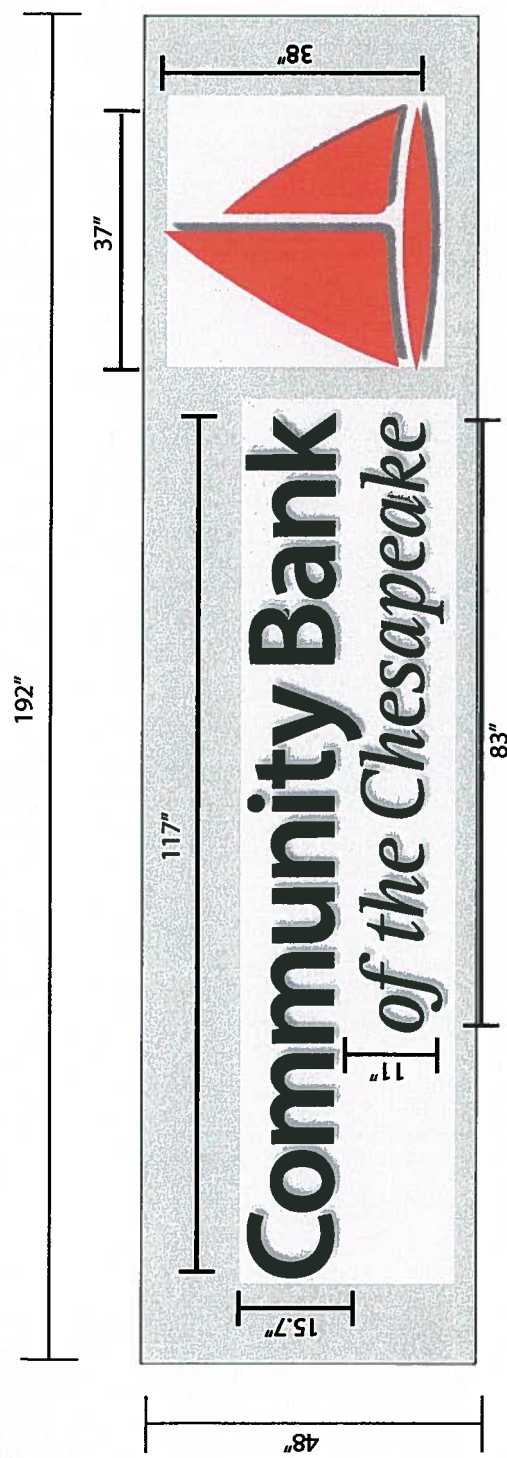
Lighting: Premium white LEDs

Faces: 3/16" white acrylic with day/nightfilm applied

Backs: .063 aluminum

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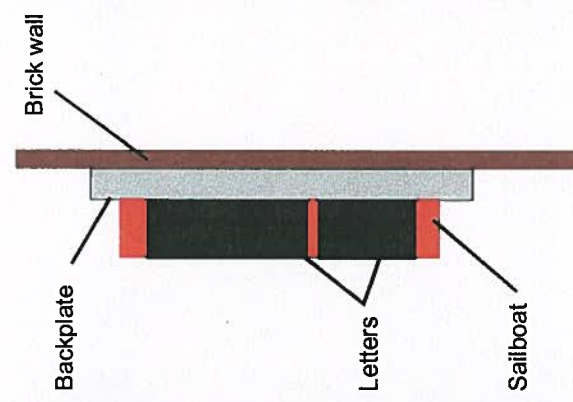
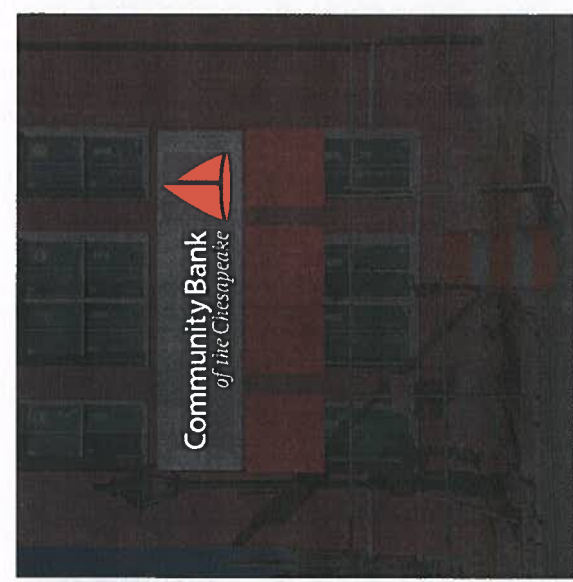
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Day view: Not to scale

Night view: Not to scale

Side view: Not to scale



NOTE: Sign Enterprise will build all signs to be able to withstand 90 mph, 3 second wind gust. This will be UL certified and labeled. The sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.



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Date: _____

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PROJECT : FRONT /SIDE CHANNEL LETTERS

Description:

PROJECT INFORMATION

Client: Community Bank of
Chesapeake
Address:

Project Mgr: Paul Gardner

Designer: Kinsey Fletcher

Number:

Date: 2/18/16

File Name:

REVISIONS

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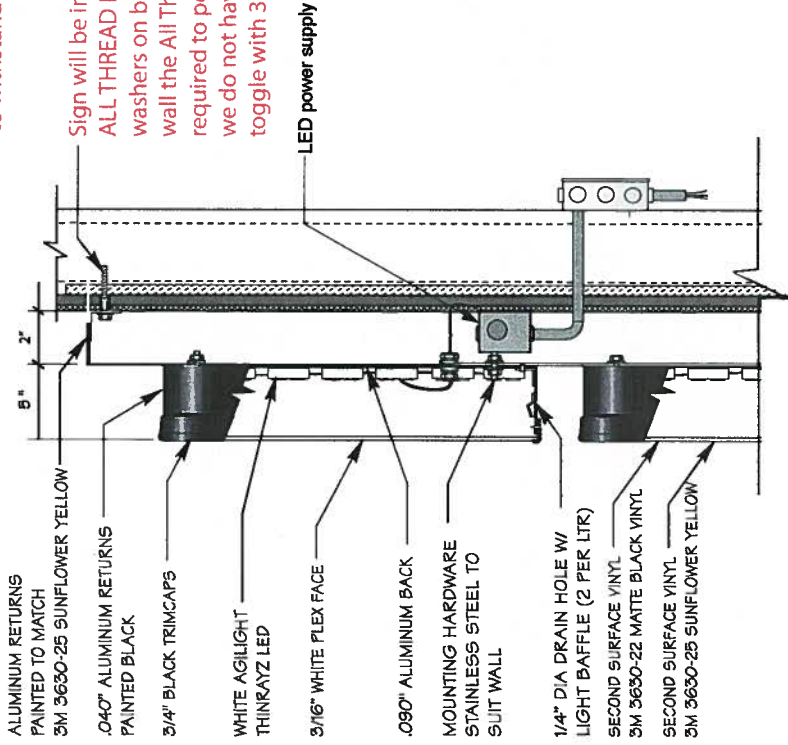
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Side view: Not to scale of Electrical components for both front and side channel letter signs mounted on a backplate

NOTE:

Sign Creations will build all signs to be able to withstand 90 mph, 3 second wind gust.

Sign will be installed with 1/4"-20 X 6" ALL THREAD ROD (x8 minimal) with nuts in washers on both ends. If 6" does not clear the wall the All Thread will be cut to the length required to penetrate the wall. In the event we do not have access to the back wall a 3/8" toggle with 3" grip radius will be used.



Sign Enterprise

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PROJECT : AWNINGS-SIDE

Description:

PROJECT INFORMATION

Client: Community Bank of
Chesapeake
Address:

Project Mgr: Paul Gardner
Designer: Kinsey Fletcher

Number:

Date: 2/17/16

File Name: Awning Side View.ai, Side
Windows #2 with Awning.ai

REVISIONS

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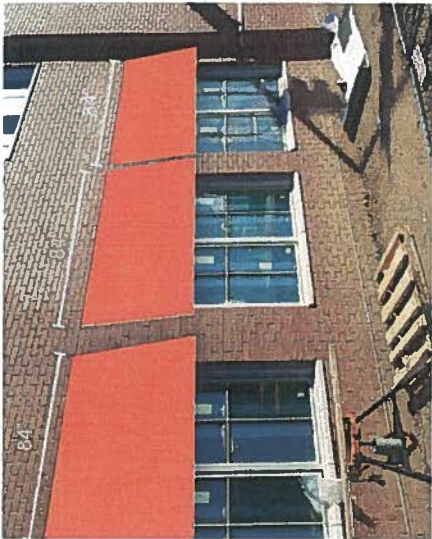
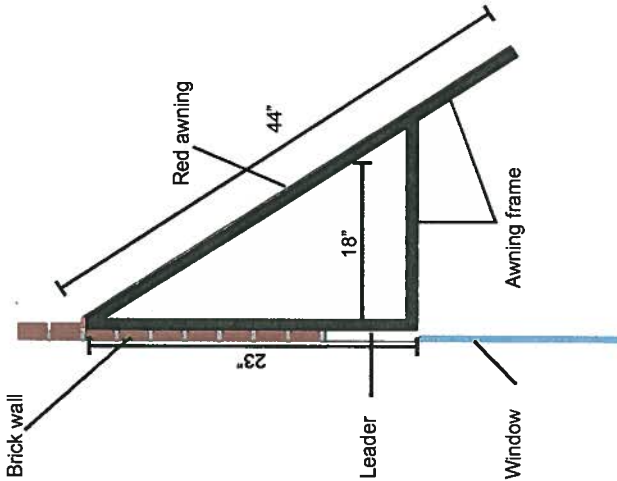
All awnings will have painted
black aluminum frames with
red fabric awnings.

Quantities:

- (4) 84" w x 44" h
- (2) 44" w x 44" h
- (1) 81" w x 44" h
- (1) 80" w x 44" h

See side view below for details
on the frame. It will be
consistent with all awnings.

Side view: Not to scale



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Date: _____



PROJECT : ATM SIGNS WITH CANOPY

Description: Illuminated aluminum canopy painted red

PROJECT INFORMATION

Client: Community Bank of Chesapeake
Address:

Project Mgr: Paul Gardner

Designer: Kinsey Fletcher

Number:

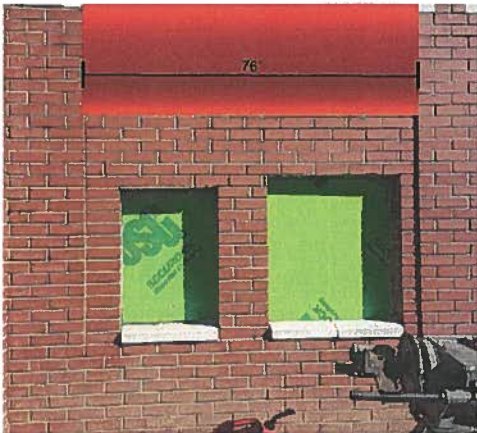
Date: 2/17/16

File Name: ATM-Canopy awning.ai

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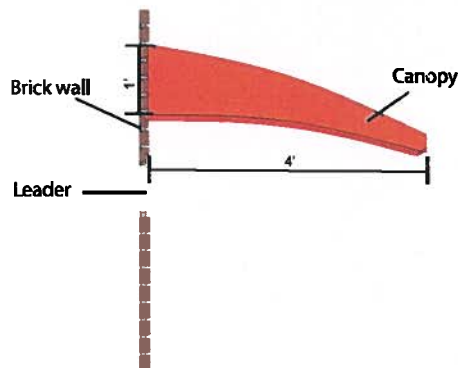
Day view: Not to scale



Night view: Not to scale



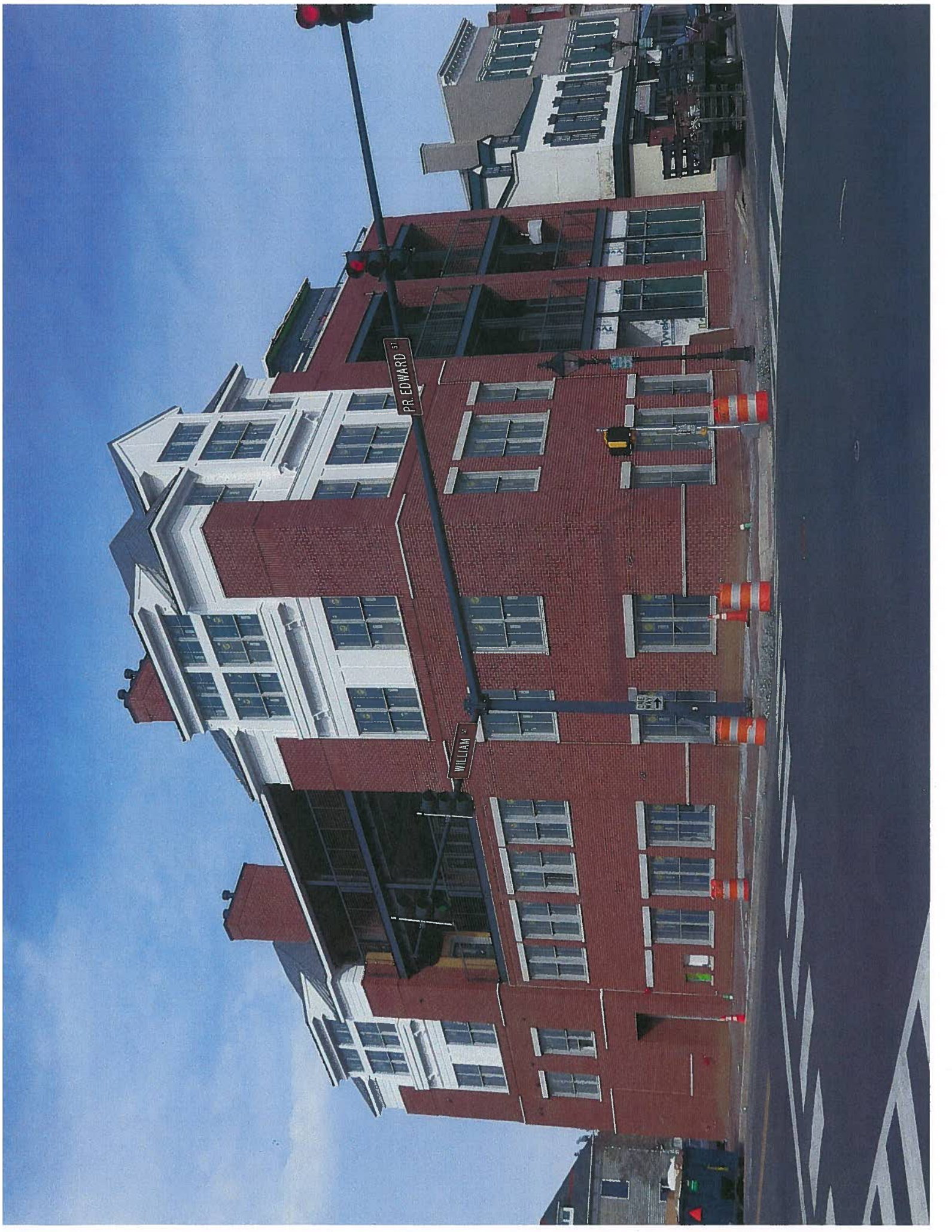
Side view of Canopy: Not to scale



Customer Art Approval: _____
I, hereby approve the artwork as is shown on this proof.

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PR. EDWARD ST

WILLIAM ST

