

DUMFRIES, VIRGINIA

Virginia's Oldest Continuously Chartered Town
CHARTERED 1749 INCORPORATED 1961

John Wilmer Porter Building
17755 Main Street
Dumfries, Virginia 22026-2386
Tel: 703-221-3400 / Fax: 703-221-3544
www.dumfriesva.gov

December 9, 2016

STAFF REPORT

CERTIFICATE OF APPROPRIATENESS CA 2016-003

Applicant: Town of Dumfries

Zoning: B-2: Neighborhood Business District
H-1: Historic Overlay District

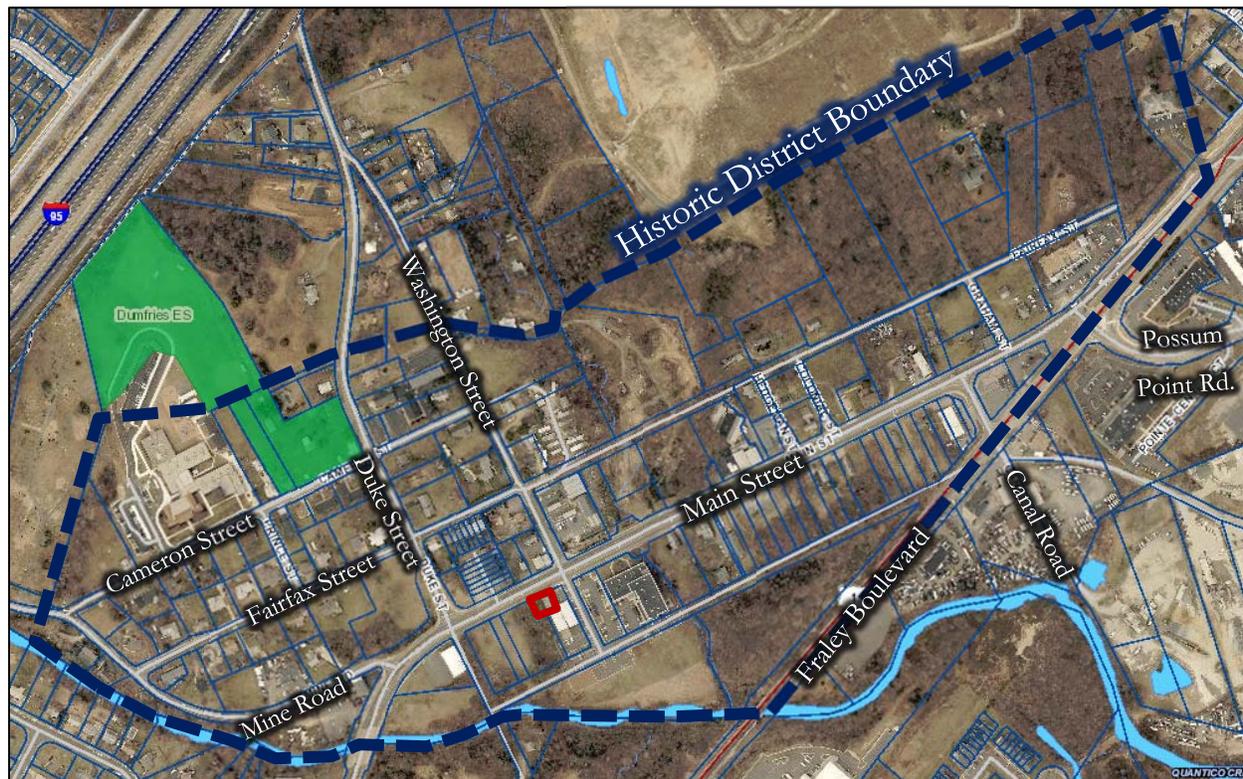
Parcels (GPIN): 8189-81-3273

Address: 17757 Main Street

Site Acreage: 4,779 square feet (0.11 acres)

Proposal: To install a new sign for the Jeff Simpson Community Center

Staff Recommendation: Staff recommends approval of CA 2016-003.



APPLICANT'S REQUEST

The applicant, the Town of Dumfries, requests permission to install a sign on the Jeff Simpson Community and Cultural Arts Center (Community Center) along its Main Street frontage. The sign is nearly identical in size and character to the sign currently located above the entrance awning leading into the Community Center.

The sign would be placed at the center of the building's Main Street façade, below the center window and above the center door. The sign is a 7 square foot pentagon which displays the Town Seal, Community Center address and name (Figure 1). The design would complement the sign affixed to Town Hall identifying it as the John Wilmer Porter Building, and the colors, font, and materials used would be identical to the existing Community Center and Town Hall signs.

The application form and suggested motions for action are attached as appendices to this staff report.



Figure 1: The proposed sign to be affixed to the Community Center along Main Street.

LOCATION AND CHARACTER

The subject property is located along Main Street just north of Garrison Park and Town Hall. The property is near Main Street's intersection with Washington Street, and lies approximately 250 feet north of Quantico Creek. The site contains the 3,900 square foot Jeff Simpson Community and Cultural Arts Center, which houses administrative offices for the Town of Dumfries while serving as the location for the Senior Luncheon, ESL classes, Town elections, civic group meetings, and homeowners' association meetings among other uses.



Figure 2: The sign would be placed at the center of the Community Center’s Main Street facade.

STANDARD OF REVIEW (§70-678(e))

In reviewing applications for certificates of appropriateness, the Architectural Review Board (ARB) shall take into account the historic and architectural significance of the structure and shall maintain maps showing the historic and architectural significance of structures within the area of responsibility. In its review, the board shall also take into account the activity desired (i.e., construction, demolition, or alteration), and apply specific considerations as required by this chapter. Careful consideration shall be given to new construction within the ARB area of responsibility that such new construction is in keeping with the values and desired development of this district.

CONFORMANCE WITH ARB DESIGN GUIDELINES

The Town of Dumfries Architectural Review Board Design Guidelines were adopted by Town Council on September 3, 2013 for use in clarifying the characteristics of the Historic District so that rehabilitation and new construction are within the historic context and values referenced in §70-678(e).

The Guidelines recommend that signs complement or enhance the Historic District’s character and be located as to minimize visual clutter. Signs should fit the architecture and style of the building’s design and a sign’s placement should be based upon visibility and compatibility with the building. Signs may not obscure openings (i.e., windows and doors) or building details. The recommended construction materials for wall signs include wood, metal, or an approved weather resistant material, and the sign may consist simply of individual letters. Wall signs should be mounted directly on the wall, the cornice of the structure, or another unadorned surface.

The following are the guidelines for the review of applications for signs in order to obtain a Certificate of Appropriateness from the ARB:

1. The ARB requires a complete description including size, style, design, colors, and materials used. Exact sign allowance shall be verified with the Zoning Administrator.
 - The required submission elements have been submitted with this request.
2. The design of the sign submitted shall show exactly how the letters and pictures are arranged for the message.
 - The design depicts the arrangement of letters, graphics, and trim for the sign.

3. The ARB approved color chart is available at Town Hall Department of Public Works for an applicant to view.
 - The sign's color most closely resembles the Glacier Bay listed in the Approved Color Chart.
4. Signs and posts will not show bare wood or metal and must be weather resistant.
 - The sign does not show bare wood or metal, and would be flush-mounted to the Main Street façade.
5. A sign shall fit the architecture of its building and not obstruct defining elements.
 - The proposed sign complements the Community Center architecture, and would not obstruct or detract from the center's defining elements.
6. The number of signs shall be compatible with the building and not cause visual clutter.
 - The Main Street sign does not deviate from the character of the building and would not cause visual clutter when combined with the existing sign below the gabled awning.
7. The size of each sign and the total area of signs shall match the character of the building and of the Historic District.
 - The sign's design conforms with the existing, larger Town Hall sign and is nearly identical to the sign previously approved by the ARB. The sign would complement the character of the Community Center.
8. Sign design and graphics shall be coordinated with the character of the building and the nature of the business. Reusing a sign from another building may or may not be appropriate and needs to be carefully evaluated according to these guidelines.
 - The predominate usage of white, coupled with the white color of the center, provides the coordination sought in the Design Guidelines.
9. No more than two font types shall be permitted.
 - Only one font type was used for the sign.
10. No more than three colors may be used, and colors must match those listed in the approved color chart.
 - The Glacial Bay color in the color chart most closely resemble the sign's color.
11. Materials shall relate to the building. Traditional sign materials include wood, glass, raised individual letters, and painted letters on wood or glass. Neon, when carefully designed and placed, has also appeared in the Historic District.
 - The sign's materials match these provisions and do not include neon.
12. If signs are to be illuminated, the lighting shall be understated and in keeping with the character of the building and the Historic District. Flashing lights, electronic message boards, and internally illuminated plastics signs are not permitted. Signs shall be indirectly lit.
 - The proposed sign would not be illuminated.

RECOMMENDATION

For building-mounted signs on buildings such as the Community Center with one tenant, the total sign area shall not exceed in the aggregate 1 square foot of sign area for each linear foot of building frontage. The Community Center has approximately 33 square feet of building frontage along Main Street, allowing for 33 square feet of aggregate sign area. This sign, coupled with the previously approved sign, would total 14 square feet. Per §70-14(f)(5) of the Zoning Ordinance, the sign must have a minimum clearance of 10 feet above a walkway.

The proposed sign would conform to the Zoning Ordinance. The proposed sign also conforms to the recommendations for signs in the Design Guidelines.

Appendices:

1. Sample Motions
2. Application Form

SUGGESTED MOTIONS

CA 2016-003

Approval: I move that the Architectural Review Board approve CA 2016-003.

Approval with Conditions: I move that the Architectural Review Board approve CA 2016-003, with the following recommendations:

1. ...
2. ...
3. ...

Denial: I move that the Architectural Review Board deny CA 2016-002.

Deferral: I move that the Architectural Review Board defer decision on CA 2016-002, with the record remaining open for public comment, to a date certain of January 10, 2017.



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Taxes current Yes No

N/A

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

Please refer to the Town fee schedule for application fee

Description of proposed project: Mount additional sign on Main St side of Jeff Simpson Community and Cultural Arts Center as shown in attached document. 17757 Main St.

- Demolition Painting Addition Alteration Other (specify) _____
- Remodel Reapplication New Construction Moving Sign

Please provide samples of all materials, color choices, photos of the existing building, and architectural plans.

I (we) hereby certify that the information given is correct, that I (we) have read and I (we) understand the applicable regulations for the historic overlay district, and that application is hereby made for a Certificate of Appropriateness in accordance with the description and purpose set forth.

Applicant

Name Terry Myers - Acting PD Director Signature [Signature]

Address 17755 Main St. Phone (703) 221-3400 x 117

Dumfries, VA 22026 Email tmyers@dumfriesva.gov

Property Owner

Name Town of Dumfries Signature _____

Address 17755 Main St. Phone _____

Dumfries, VA 22026 Email _____

Note: In addition to applying for a Certificate of Appropriateness, the applicant is responsible for obtaining any other required permits. Any such permits shall not be issued for any work until a Certificate of Appropriateness has been approved in accordance with Article VIII of the Town of Dumfries Zoning Ordinance.





Jeff Simpson
Community Center

17757 Main Street