

**COMMISSION OF ARCHITECTURAL REVIEW
STAFF REPORT
March 24, 2015 Meeting**

3. **CAR No. 15-034** (C. Drummond)

**106 Shockoe Slip
Shockoe Slip Old & Historic District**

Project Description:

Install building-mounted sign

Staff Contact:

M. Pitts

The applicant requests approval to install a building-mounted sign to a contemporary structure in the Shockoe Slip Old and Historic District on the northeast corner of the portion of the building west of S. 13th Street. This non-illuminated sign will be approximately 4' by 4' and will be fabricated out of silver cast brushed aluminum lettering. The sign will be located approximately twelve feet above grade between the first and second stories of the three-story building.

Staff recommends approval of the project with a condition. The *Richmond Old and Historic Districts Handbook and Design Review Guidelines* Standards for Signage are found on pages 69-71. The guidelines state that signage "should be modest in size and addressed to pedestrians and slower vehicular traffic" (pg. 69). The proposed signage is small in proportion to the scale of the building and is located at a height that can be viewed from both a moderate distance and by pedestrians. The proposed sign will be secondary to a sign located over the awning of the main entrance to the business as it will be smaller in scale.

The *Guidelines* also state that signs should be easy to read and not internally illuminated and should not obscure important architectural elements (pg. 71 #1, 5, 7). The proposed sign is not internally or externally illuminated and is easy to read due to the use of a simple, standard font. The sign will be installed on a blank brick, curved corner of a non-historic structure and will not obscure any architectural features. In order to preserve the brick, staff recommends that the sign be mounted in the mortar joints, not through the brick.

It is the assessment of staff that, with the condition noted above, the application is consistent with the Standards for Signage outlined in Section 114-930.7(f) of the City Code, as well as with the *Richmond Old and Historic Districts Handbook and Design Review Guidelines*, specifically the page cited above, adopted by the Commission for review of Certificates of Appropriateness under the same section of the code.