

**COMMISSION OF ARCHITECTURAL REVIEW
STAFF REPORT
April 28, 2015 Meeting**

13. CAR No. 15-054 (P. Kyzer)

115 S 15th Street
Shockoe Slip Old & Historic District

Project Description:

Install building-mounted signs

Staff Contact:

M. Pitts

The applicant requests approval to install two building-mounted signs to rooftop elements of the 5-story portion of a block long commercial structure which also includes a 2-story structure in the Shockoe Slip Old and Historic District. The proposed signs are as follows:

- 6 ½' by 8' aluminum fabricated channel shape sign displaying the Bon Secours logo in blue. The sign will be LED internally illuminated and will be located on an existing parapet wall on the north side of the building facing East Cary Street. The existing masonry wall behind the sign is proposed to be painted white.
- 9' by 26' aluminum fabricated channel letter and shape sign displaying the Bon Secours logo and the business name in blue. The sign will be LED internally illuminated and will be located in the center of the roof on wall of an existing rooftop structure on the south side of the building facing Dock Street. The existing masonry wall behind the sign is proposed to be painted white.

Staff recommends denial of the proposed signs. The *Richmond Old and Historic Districts Handbook and Design Review Guidelines* Standards for Signage are found on pages 69-71. The guidelines state that "signs should not be internally illuminated" (pg. 71, #7). Both of the signs are proposed to be internally illuminated and therefore do not comply with the guidelines.

The signs are located the level of an elevated highway that is built to Interstate standards on which pedestrians are prohibited. It is difficult to see the sign without the elevated highway in the same field of vision and only marginally from within the boundaries of the District. Though staff cannot recommend approval as the signs are internally illuminated and inconsistent with the Guidelines, the Commission may wish to consider that due to their location, these signs may be acceptable.

It is the assessment of staff that, the application is not 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.