

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

5. **CAR No. 15-137** (S. Kiatsuranon) **1600 Monument Avenue
Monument Avenue Old and Historic District**

Project Description: **Install two signs**

Staff Contact: **M. Pitts**

The applicant requests approval to install two wall signs at the Stuart Court apartment building located in the Monument Avenue Old and Historic District. At the June 23, 2015, the Commission reviewed and denied the installation of two different signs. The applicant is requesting approval for two signs that are currently installed on the façade. Both signs are metal with individual letters. One sign is located above the doorway and is approximately 9 inches by 3 feet. The other sign is located behind the patio area in front of the structure and is approximately 9 inches by 1.5 feet.

Staff recommends approval of the project as submitted. The *Richmond Old and Historic Districts Handbook and Design Review Guidelines* state that signs should reflect the pedestrian scale of the District (pg. 69), be easy to read, not obstruct important architectural features, not display colors that clash or conflict with a building, and be located in traditional sign placement areas (pg. 71). Though the sign proposed behind the outdoor dining space is not located in a traditional signage location, staff feels that the sign itself is compatible with the Standards for Signage. Both signs are easy to read with a simple font and metal design. For these reasons, staff recommends approval of the proposed signage as submitted.

It is the assessment of staff that the application is consistent, with the conditions noted above, with the Standards for Signage in Section 30-930.7(f) of the City Code, as well as with the *Richmond Old and Historic Districts Handbook and Design Review Guidelines*, specifically the pages cited above, adopted by the Commission for review of Certificates of Appropriateness under the same section of the code.