



CITY OF ROANOKE
PLANNING BUILDING AND DEVELOPMENT

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Architectural Review Board
Board of Zoning Appeals
Planning Commission

February 9, 2012

Mr. Derek Cundiff, Chair
and Members of the Architectural Review Board
Roanoke, Virginia

Dear Members of the Board:

Subject: Request from the Market Building Foundation, Inc., represented by Tommy Hendrix, of Hall Associates, for the installation of six vinyl adhesive window signs and two vinyl adhesive door signs for Habana Café located in the City Market Building at 32 Market Square, S.E.

Background

The City Market Building was constructed in 1922 in the Georgian Revival style. The building contributes to the City Market Historic District, which is located within the Historic Downtown Overlay District (H-1).

Findings:

The H-1 Architectural Design Guidelines for Signs recommend:

Guidelines for Compatible Design

- Choose one or more sign types that are visible to both motorists and pedestrians.
- Use the same type of signs for two or more storefront that occupy a single building. Choose a sign type that relates to building features common to both store-fronts or to the façade as a whole.
- Do not use transom signs when the transom provides light for the store interior.
- Do not use internally illuminated signs, such as those made of plastic or other translucent materials.

Number and Size

- Check the city zoning requirements on the number and size of signs.

- Do not exceed one square foot of total sign area per linear foot of building frontage for all uses in any commercial building.

Design and Shape

- Do not use large window signs that block views from or into display windows. Use smaller lettering, more appropriate for close pedestrian, near the bottom of the window.

Materials

- Do not use etched-glass signs. Etching should never be done on historic glass.

Color

- Choose simple color schemes for painted signs using no more than three colors that relate to the overall color scheme of the building.
- Avoid a solid painted background behind window lettering because it destroys the transparency of the storefront.

Lettering

- Choose simple lettering for commercial signs that is easy to read, appropriate to the character of the business, and compatible with the architecture of the building.
- Avoid a solid painted background behind window lettering because it destroys the transparency of the storefront.

Attachment

- Attach signs to buildings inconspicuously and in a manner that will do the least permanent damage to building materials.

The proposed vinyl adhesive window and door signs comply with the H-2 Guidelines for Signs. The design maintains adequate transparency of the windows and doors, and the attachment method is such that the signs can be easily removed without damaging building materials. The color scheme and lettering is simple, easy to read, and compatible with the character of the business, Habana Café, as well as the architecture of the building.

Design Application Review Committee comments:

- Recommended for consent agenda.

Staff Comments:

Staff recommends approval.



Jillian Papa, Agent

C2.

H-1, Historic Downtown Overlay District Application for Certificate of Appropriateness



Date of Application:

Site Address:

Property Owner:

Name:

Address:

City: State: Zip Code:

Phone Number: E-Mail:

Owner's Representative (if applicable):

Name:

Address:

City: State: Zip Code:

Phone Number: E-Mail:

Application prepared by:

Project Type: Painting Lighting Awnings and Canopies New Construction Signs Windows and Doors
 Storefront Roof, Cornice or Parapet Demolition Other:

***PLEASE USE ATTACHED SHEET FOR PROJECT DESCRIPTION.**

Acknowledgement of Responsibility:

I understand that all applications requiring review by the ARB must be complete and must be submitted before application deadlines; otherwise consideration will be deferred to the following meeting. I agree to comply with the conditions of this certificate and all other applicable city regulations and to pursue this project in strict conformance with the plans approved by the ARB. I understand that no changes are permitted without prior approval by the City.

Signature of Property Owner: Digitally signed by Tommy Hendrix
DN: cn=Tommy Hendrix, c=US, ou=Hall Associates Inc, email=thendrix@hallassociatesinc.com
Reason: I am the author of this document
Date: 2011.10.28 12:02:43 -0400 Date:

Section Below to be Completed by Staff

Certificate Number: <input type="text"/>	Approval By: <input checked="" type="checkbox"/> ARB <input type="checkbox"/> Agent
Tax Parcel Number: <input type="text" value="4010461"/>	Other approvals needed:
Base Zoning District: <input type="text" value="D"/>	<input type="checkbox"/> Zoning Permit <input type="checkbox"/> BZA/Planning Commission
Agent, Architectural Review Board: <input type="text"/>	<input type="checkbox"/> Building Permit <input type="checkbox"/> Other <input type="text"/>
Member, Architectural Review Board: <input type="text"/>	Date: <input type="text"/>
	Date: <input type="text"/>

H-1, Historic Downtown Overlay District Detailed Project Description



Site Address: 32 Market Square SE, Suite 122, Roanoke, VA 24011

Property Owner: Market Building Foundation Inc

Project Description: Window signs and hanging sign for Habana Cafe at the Roanoke Market Building.

Additional information to be submitted:

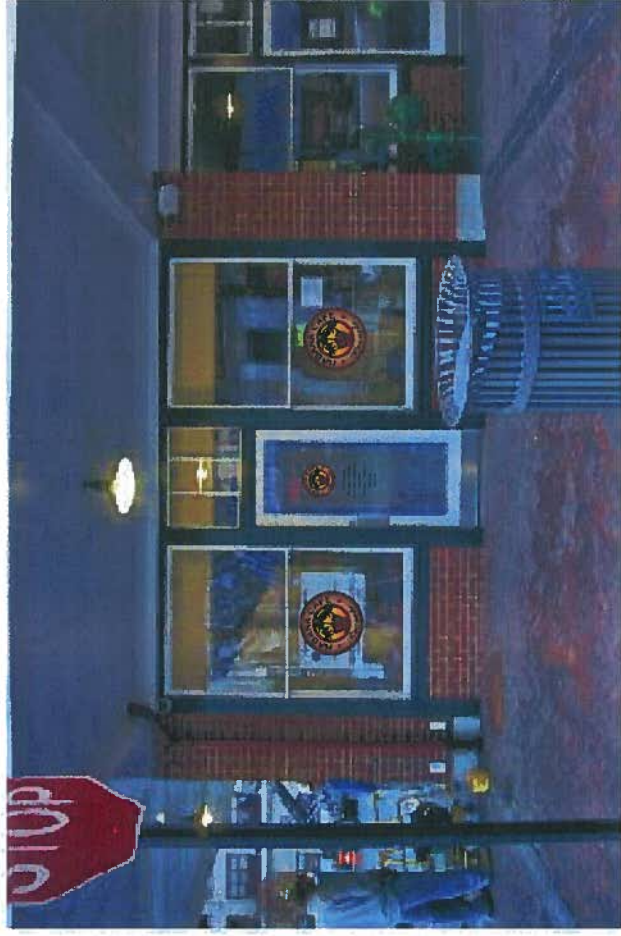
Photographs Site Plan Elevation Drawings Sample, Photograph, or Catalog Pictures of Proposed Material

Other: _____

Campbell Side



Awful Arthur Side





"Tommy Hendrix"
<tommy.hendrix@hallassociatesinc.com>

01/18/2012 11:38 AM

To <Jillian.Papa@RoanokeVa.gov>

cc "Teresa Stephens" <TStephens@hallassociatesinc.com>

bcc

Subject RE: Market Building - H1 for Habana Cafe window signs

Jillian,

I have the following change and clarification for the sign application at Habana Café.
Please remove the hanging sign request. This will be address at a future date.
The window signs are vinyl adhesive.

If you have any other questions please contact me

Thanks

Tommy Hendrix, P.E., CPM
Hall Associates, Inc
213 S. Jefferson St, Suite 1007
Roanoke, VA 24011
540.982.0011
540.798.2703 (cell)
540.344.1730 (fax)
www.HallAssociatesInc.com

-----Original Message-----

From: Jillian.Papa@RoanokeVa.gov [mailto:Jillian.Papa@RoanokeVa.gov]
Sent: Wednesday, January 18, 2012 9:11 AM
To: Tommy Hendrix
Subject: Fw: Market Building - H1 for Habana Cafe window signs

Mr. Hendrix,

I left you a voicemail regarding this application. The Certificate of Appropriateness requires ARB approval. The item is scheduled to appear on the February 9th agenda. I do need clarification on a few items. I can be reached directly at 853-1522. Please call me when you have a moment.

Thanks,

Jillian

Jillian Papa
Preservation Planner
Planning, Building and Development
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215 Church Avenue, S.W.
Roanoke, VA 24011

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www.roanokeva.gov

Frederick
Gusler/Employees/