



# Memorandum

*Planning Division • Community Development*

900 Church Street  
Lynchburg, Virginia 24504  
P 434-455-3900

To: Historic Preservation Commission (HPC)

From: Anne Leslie Nygaard, AICP  
Secretary to the HPC

Date: June 10, 2019

Subject: 2244 Rivermont Avenue Staff Finding

The requested sign meets the guidelines in regards to lettering, color, and lighting. However, the proposed acrylic is not a recommended material and should be carefully considered. Information on mounting was not provided.

Staff has requested a rendering of the sign to illustrate the sizing and proportions to the building.

Section 35.2-13.4 (b) *Staff Recommendation*. Upon finding that the application is complete the City Planner shall prepare a report making findings and recommendations on the application and authorize notice to be provided in accordance with section 35.2-13.5 (Notice and HPC Hearing).

**APPLICATION FOR CERTIFICATE OF APPROPRIATENESS (COA)**

Pursuant to Article II, Section 35.2-13 of the Zoning Ordinance for the City of Lynchburg, within a historic district, no building or structure, including signs, and including non-contributing buildings and structures and signs, shall be erected, reconstructed, restored, demolished or altered in any way that affects the external appearance unless the same is approved as being architecturally compatible with historic landmarks, buildings or structures therein through the issuance of a certificate of appropriateness (COA) by the Historic Preservation Commission, the City Planner or by the City Council.

This application and all supporting documentation must be submitted to the Secretary of the Historic Preservation Commission (HPC) at least thirty (30) days prior to the HPC meetings held on every 3<sup>rd</sup> Monday of the calendar month, at 3:45 p.m. in the 2<sup>nd</sup> Floor Training Room of City Hall, 900 Church Street, Lynchburg, Virginia 24503.

Nature of Request (Check all that apply)

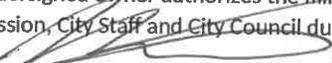
- Alteration     Demolition     New Construction     Building     Object

Property Address: 2244 Rivermont Ave      Parcel Number(s): PLAN A, BLK.79, NEW LOT 3      District: Choose a District

1. NAME/ADDRESS OF FEE SIMPLE PROPERTY OWNER OF RECORD:

Name: Jackson III LLC  
Street: 2011 S GLEBE RD    City: Arlington State: VA    Zip: 22204  
Telephone#: 703-932-7874      E-Mail: mnamrow@nrmassociates.com

The undersigned owner authorizes the filing of the petition and authorizes the entry onto the property by the Historic Preservation Commission, City Staff and City Council during the normal discharge of their duties in regard to this application.

Signed:  (Owner)      Date: May, 9th 2019

2. PETITIONER: The applicant is the: •Owner  •Contract Purchaser:  •Contract Leaseholder:

Name: Jackson III LLC  
Street: 2011 S GLEBE RD    City: Arlington    State: VA    Zip: 22204  
Telephone#: 703-932-7874      E-Mail: mnamrow@nrmassociates.com  
Signed:  (Petitioner)      Date: May, 9th 2019

Note: If applicant is contract purchaser or contract leaseholder, written proof of approval by the fee simple owner is required. Such proof may be a signed statement, copy of purchase agreement stating such condition, or such other instrument as necessary to provide such evidence. Please note that the petition will not be scheduled for the required reviews until proof of owner's approval is received by Planning Division staff.

3. REPRESENTATIVE:

Name: Scott Brooks      Firm: Construction Consultants of Virginia LLC  
Street: 2066 Hawkins Mill Rd.    City: Lynchburg state: VA    Zip: 24503  
Telephone#: 434-610-7031      E-Mail: ccvalc2018@gmail.com

4. DESCRIPTION: Please give a detailed description and justification for the alteration, demolition or new construction: (This form must be accompanied by the necessary drawings, material samples, photographs, plans and other materials deemed appropriate to the request. Failure to provide supporting documentation will result in the request not being scheduled for review by the HPC)

New Sign on front of building

5.



**SUPPORTING DOCUMENTATION:**

Indicate what supporting documentation is being provided:

- Building Plans    Site Plans    Material Samples    Photographs    Paint Samples  
 Other:    Specify: Other Supporting Documentation

**6. REQUIRED REVIEWS:**

Is there any application relevant to this property before the:

- Planning Commission    City Council    Board of Zoning Appeals    Building Inspections  
 City Technical Review Committee    Virginia Department of Historic Resources    Secretary of the Interior  
 Other Specify Other: Specify other Review

**7. COMPLETION OF WORK:**

Pursuant to Article II, Section 35.2-13.9 of the City of Lynchburg Zoning Ordinance, the Certificate of Appropriateness (COA) will expire if:

- a. If the work is not commenced within twelve (12) months of issuance of COA.
- b. If work is suspended or abandoned for ninety (90) days.
- c. If work is not completed within twenty-four (24) months of issuance of COA.

Will there be a problem completing the work within twenty-four (24) months?  Yes    No

If yes, please explain: Explain why work cannot be completed in twenty-four (24) months.

## X. GUIDELINES FOR SIGNS

---

**POLICY:**

*Lynchburg's overlay districts include areas which contain neighborhood commercial buildings or areas zoned for mixed use. Signs should be appropriate for historic buildings in their design and placement as well as meeting the City's sign ordinance.*

**Signs:**

- A. which are historic such as painted wall signs should be preserved, maintained, and repaired when possible.
- B. should typically be of traditional materials such as wood, glass, or metal. Sandblasted wood signs are appropriate. Plastic substrate signs, plywood signs, or unfinished wood are not recommended however, alternative/ composite materials may be considered (i.e. Dibond – laminated aluminum over hard rubber core) depending on use and placement..
- C. should be sized in proportion to the building. Avoid oversized signs.
- D. should total no more than two signs and one sandwich board per building.
- E. that resemble logos or symbols for businesses are encouraged.
- F. should have no more than two or three colors - colors should be coordinated with overall building colors.
- G. should have traditional lettering such as serif, sans serif, or script lettering. Letters should not exceed 18 inches in height and cover more than 60% of the total sign area.
- H. should be located at traditional sign locations for neighborhood commercial buildings such as storefront beltcourses, upper facade walls (not to exceed 5% of the overall wall surface), hanging or mounted inside windows, or projecting from the face of the building. Appropriate sign locations for formerly residential properties include front yards, projecting from porches or eaves, and front walls.
- I. should have mounting brackets and hardware anchored into mortar not masonry.
- J. should have concealed lighting. Spot or up-lit lighting for signs is recommended. Internally-lit signs are not appropriate for commercial buildings in historic areas.



Preserve and maintain original wall signs (508 Cabell Street).



Appropriate free standing sign in front yard at 2460 Rivermont Avenue.



Free standing sign at the sidewalk at 2711 Rivermont Avenue.



Neighborhood commercial buildings in the 1200 block of Rivermont Avenue.



Appropriate sign locations for traditional neighborhood commercial buildings.



Zoning & Natural Resources Division • Community Development

900 Church Street • Lynchburg • Virginia • 24504

www.lynchburgva.gov • P 434-455-3900 • F 434-845-7630

RECEIVED

MAY 28 2019

COMMUNITY DEVELOPMENT

**SIGN PERMIT APPLICATION**

Fees	
< 50 sq.ft. = \$50	
≥ 50 sq.ft. = \$100	
Temporary sign = \$25	

Person/Company Requesting Permit NRM Associates INC

Mailing Address 2011 S Glebe Rd Arlington VA 22204

Phone Number (703) ~~932~~ 932-7874

Email Mnamrow@nrmassociates.net

Location 2244 Rivermont Ave

Permit Request:

Type of sign:  New  Replacement  Reface only  Temporary

Please indicate all items that apply

Building Mounted Sign

Freestanding/Pole Sign

Perpendicular to the wall

Monument style

Flat on wall/window

Pole sign

Awning

Digital

Internally illuminated

Internally illuminated

Multi-tenant

Flag

Banner/Flag (temporary only)

Indicate the square footage of each sign face area 121 sq ft

Total height of the sign from grade 6' feet

Total number of existing signs 0 and square footage of each N/A

**A sketch plan must be provided which shows a drawing of the sign with applicable dimensions and its location on the property or on the building.**

Signature [Signature]

Date 5-28-19

24" 18" 24" 72 3/4" 24 3/4" 24" RIVERMONT AVE

3/4" thick acrylic letter



24" 73"  
2244

24" RIVERMONT AVE 18"

248"

TOTAL OVERALL SIZE IS 54.5" X 248"  
BOXED AREA FROM VENT TO TOP 94"X210"