



COMMISSION OF ARCHITECTURAL REVIEW REGULAR MEETING AGENDA

4TH FLOOR CONFERENCE ROOM

December 14, 2023

3:30 PM

A. CALL TO ORDER

B. ROLL CALL

C. NEW BUSINESS

1. Certificate of Appropriateness request PZ23-00477 filed by The Wednesday Club, to install a freestanding sign at 1002 Main Street.

D. STAFF UPDATES

E. ADJOURN



Commission of Architectural Review

STAFF REPORT

DATE: December 14, 2023
TO: Commission of Architectural Review
FROM: Renee Burton, Division Director of Planning
RE: Certificate of Appropriateness request PZ23-00477 filed by The Wednesday Club, to install a freestanding sign at 1002 Main Street.

SUMMARY

The applicant, The Wednesday Club, has requested a Certificate of Appropriateness to install a 15 square foot freestanding sign at 1002 Main Street.

The zoning ordinance allows signs up to 24 square feet in size and requires a setback of 10 feet from the right of way. Section 7 of the Design Guidelines states that freestanding signs up to 16 square feet are allowed but a maximum of 12 square feet is preferred if the building is not set back from the right of way. 1002 Main Street sits roughly 45 feet from the right of way and the proposed sign will sit 15 feet from the right of way.

RECOMMENDATION

The Planning staff recommends approval of Certificate of Appropriateness request PZ23-00477.

ATTACHMENTS

1. Supporting Docs



The Wednesday Club

1002 Main Street
Danville, Virginia 24541

The Wednesday Club is making application to the Commission of Architectural Review for a Certificate of Appropriateness. The Club has been in existence for more than one hundred years, and would like to designate the property with appropriate signage. The proposed sign will be located in the front of the Club building, which is located at 1002 Main Street in Danville. (The exact location of the sign will be shown in attachment one to this document.)

A committee of Club members has reviewed signage used on similar buildings in a variety of geographic locations. After a good deal of discussion and thought, the committee came up with a design it believes reflects both the style of the building itself, and is in keeping with other signs used for such buildings.

The Club employed Powers Sign Company to design such a sign for the building, with consideration for an appropriate size, shape and message. (A photograph of the design as approved by the committee and Board of Directors of the Club is shown in attachment two, and we have submitted a large banner of the sign.) The photograph includes the height and length of the sign, and the manner of physical support. It will be constructed of aluminum. The photograph and banner show the lettering style and message. The colors used for the sign are also noted.

The area immediately surrounding the sign will be mulched at a distance of at least 2 feet, to allow for mowing the adjacent grass area.

Consideration was given to lighting for the sign, but has been deferred at this time given the cost. (See attachment three with an estimate of cost and style obtained from Wise Hundley).

We would like to have this application reviewed during the next meeting of the CAR, which is December 14, 2023, at 3:30 PM.

Questions regarding this application can be directed to the following.

Constance N. Fletcher Ph.D.

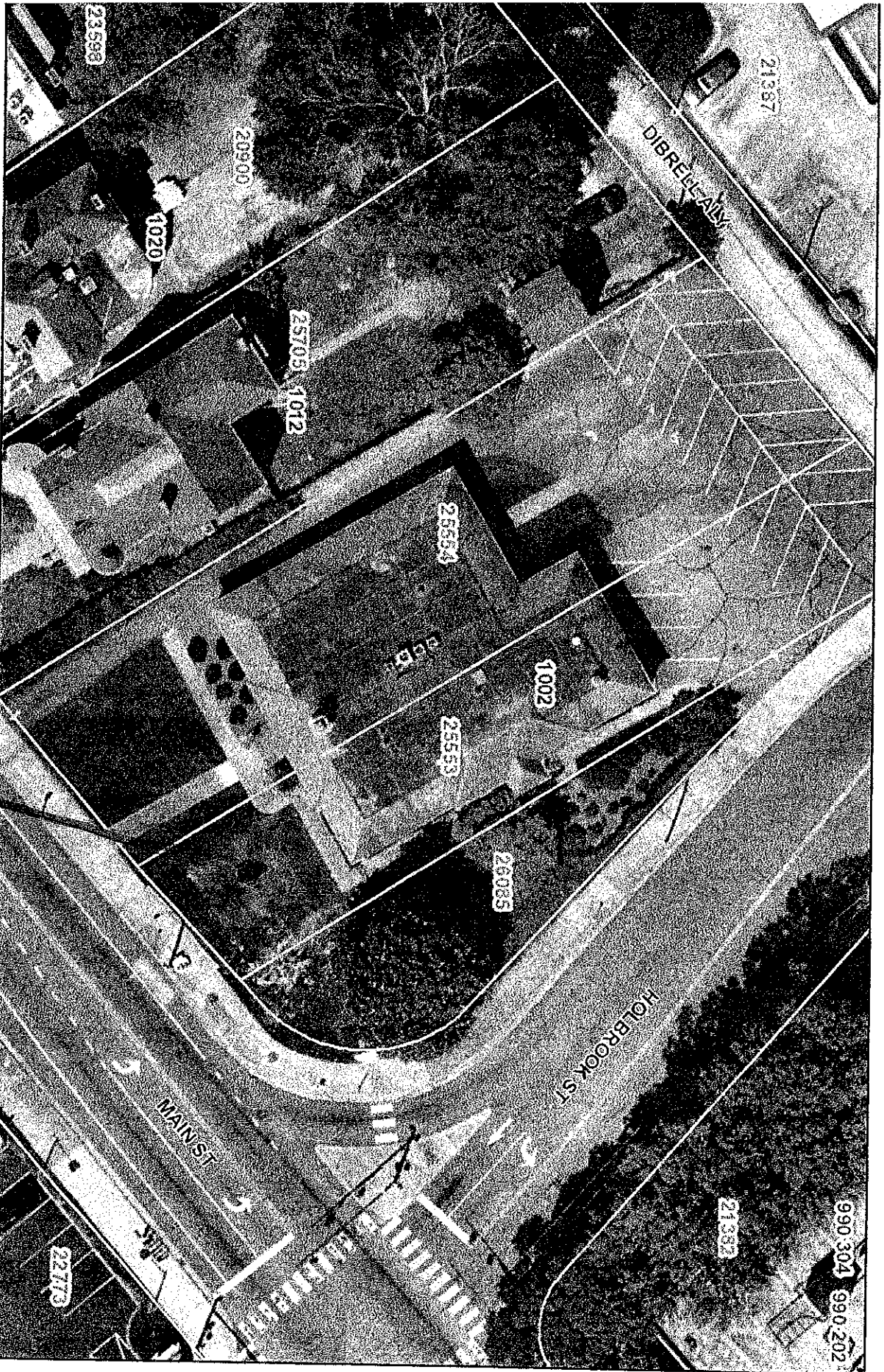
Constance N. Fletcher, Ph.D.

434-489-8112

conniefletcher1@yahoo.com

Enriching the lives of its members and raising the standards of culture and community service.

thewednesdayclub24541@gmail.com - <http://thewedclubdanvilleva.org>



2, 2023

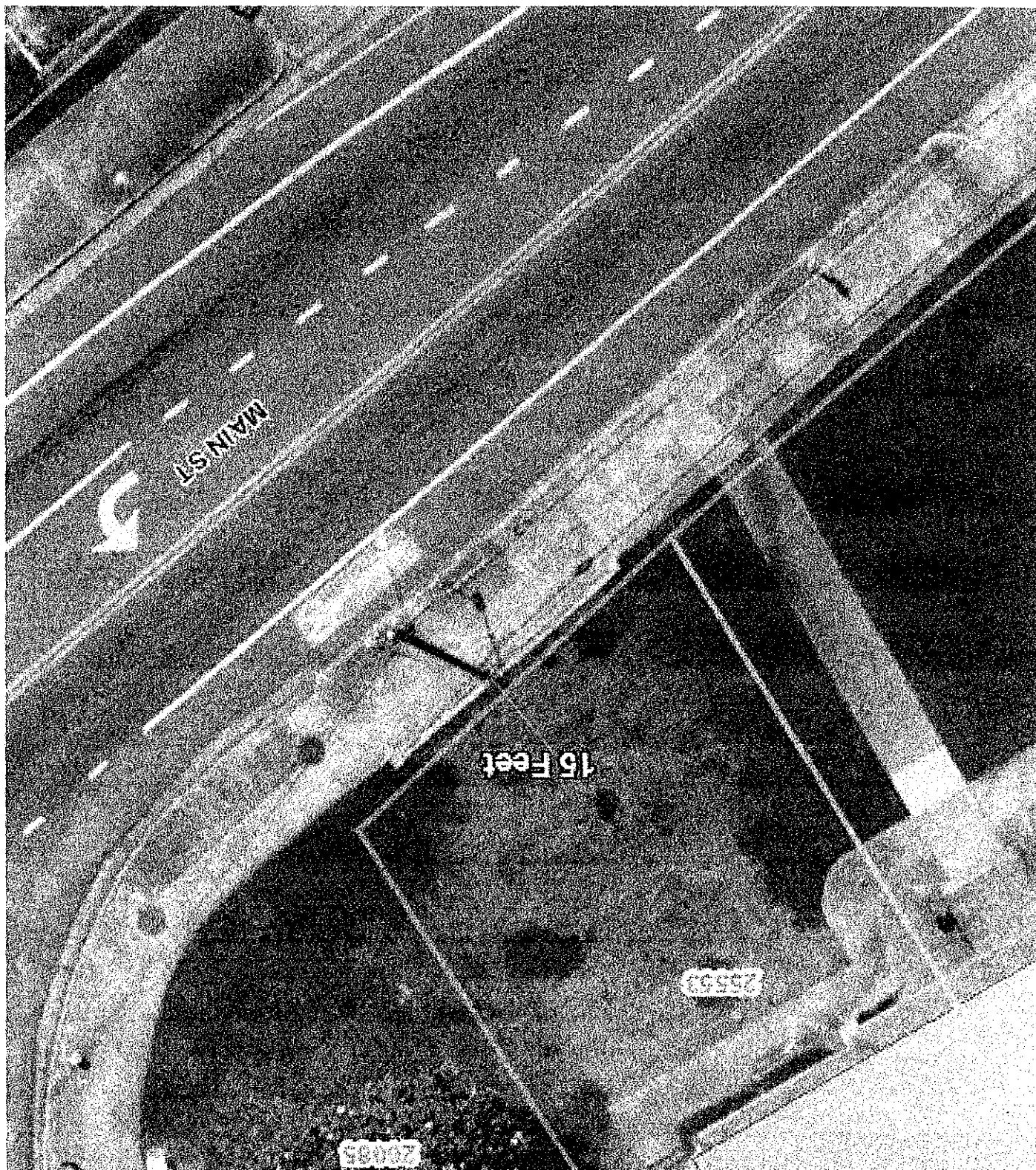
Street Names

Parcel Numbers

House Numbers

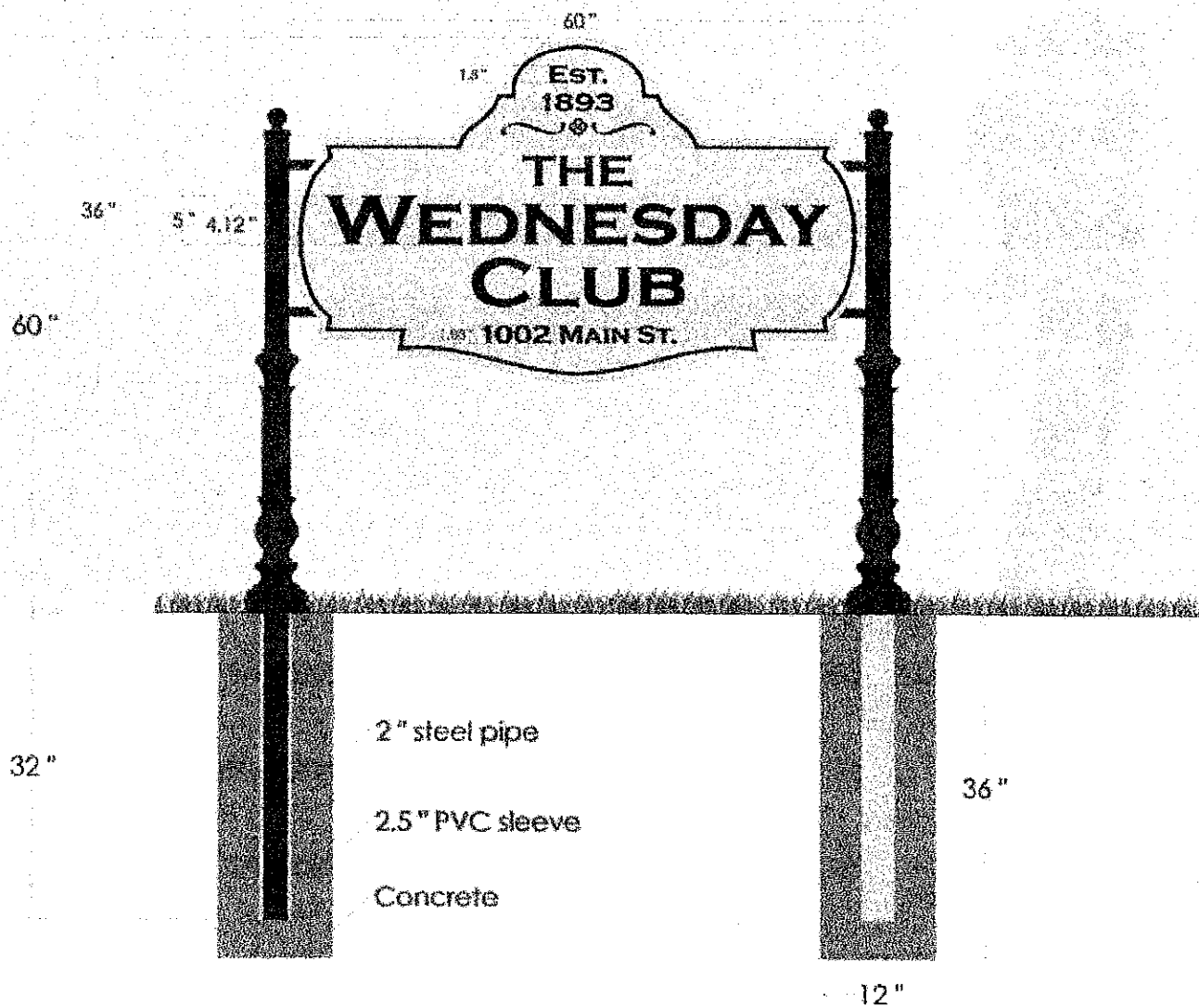
Handwritten signature

© OpenStreetMap (and) contributors, CC-BY-SA



Colors

Text Black
Background SW2822 Downing Sand
Poles 5W6106 Best Bronze



Wise Hundley Electric Co., Inc.

1306 Condorway Blvd. Danville, VA 24541 Phone 434-783-5702 Fax 434-787-5300
VA License #270102221BA : NC License #288632U email: graham@wisehundley.com

November 13, 2021

The Wednesday Club
1002 Main St.
Danville, VA 24541

ATTN: Sandra March
RE: Sign Lighting

Re: Re:

We are submitting this quote to finish and install electrical system for referenced job as follows:

1. Install 1 - 20amp circuit from panel box to front yard at sign location.
2. Install 1 - 20amp circuit breaker in panel box.
3. Install 2 - LED flood light fixtures and brace at sign location.
4. Install 1 - 120-volt photo-eye in a weather-proof junction box to control new sign lights.

Our Quote: \$4,165.00

NOTE: Permit and inspections are included.

If we can be of any further assistance, please call us at the above number.

Sincerely,

Erin Carlson
Design Manager
Estimator



Atlas

Origin Series
Selectable Flood Lights

PROJECT INFORMATION	
JOB NAME	
PROJECT TYPE	Selectable Flood Lights
CATALOG NUMBER	
APPROVED BY	

SPECIFICATIONS

Construction:

Designed for commercial and industrial applications providing superior lighting performance, bright light and longer LED life. Multiple mounting options in each fixture. See Mounting Images for detailed mounting options.

Selectable Lumens:

Adjustable flood lights are easy to select and set. The Selectable lumens range from a 1000-1000, 2000-2000 and 3000-3000.

Selectable Color Temperatures:

3000K, 4000K and 5000K selectable CCT

Thermal Management:

Atlas flood lights are designed as a complete system to deliver an LED flood light solution. The system includes a heat sink, LED life (50,000-100,000) and commercial grade components for higher light output.

ratings:

Compliance certified to meet standards for hot climates. Designed to operate in temperatures up to 100°F. Suitable for outdoor use. See Mounting Images for details.

AC Input: 120V, 240V, 277V, 347V, 480V

Operating Range: -40°F to 140°F

Clear:

Constant current, 120-277V AC, 50-60Hz

Output Power: 100W

0-10V Dimming

LEDs:

High power, high efficiency

High power, high efficiency, greater energy efficiency, and longer life.

Reduced Size:

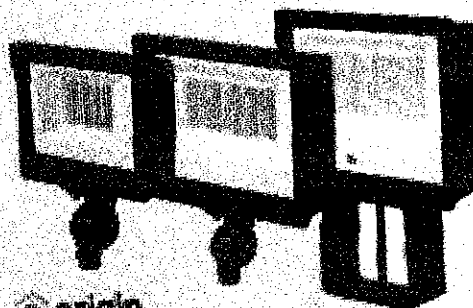
Smaller size, more power, more light output, more light output, more light output, more light output.

Mounting:

See Mounting Images for details. See Mounting Images for details.

See Mounting Images for details.

See Mounting Images for details.



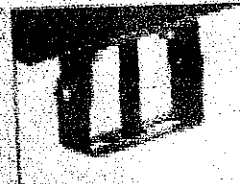
origin



MOUNTING

3000-1000 & 3000-2000

Heavy Duty Knuckle and Trunion Mount
Available in white



3000-3000

Heavy Duty Slipfitter and Trunion Mount
Available in white



NOTE: All
10/20/2022