

**AGENDA**  
**Historic Yorktown Design Committee**

County Administration Building  
224 Ballard Street, Yorktown

County Administration Conference Room  
March 28, 2012  
7:00 PM

1. Call to Order
2. Roll Call
3. Election of Officers (Chairman – David R. Douglas, Vice-Chairman – Robert J. Andrade, II)
4. Approval of Minutes – November 16, 2011 meeting - **Approved**
5. Applications for Certificates of Appropriateness
  - **Application No. HYDC-73-12, York County Economic Development Authority:** Request for approval of the design and architectural features of two proposed freestanding signs intended to identify business establishments (Viccellio Goldsmith and Riverwalk Landing Piers businesses) operating in the Riverwalk Landing complex. **Approved**
6. Old Business
7. New Business
8. Reports / Member Concerns
9. Adjourn

# COUNTY OF YORK

## MEMORANDUM

**DATE:** March 21, 2012 (HYDC Mtg. 3/28/12)

**TO:** Historic Yorktown Design Committee

**FROM:** J. Mark Carter, Assistant County Administrator

**SUBJECT:** Application No. HYDC-73-12: York County Economic Development Authority

The York County Economic Development Authority, in its capacity as the leaseholder and property management for the Riverwalk Landing complex, has submitted an application requesting approval of the design of two proposed freestanding signs intended to better identify existing and prospective businesses. One of the proposed signs would identify Viccellio Goldsmith while the other, to be attached to one of the street lamp poles, would identify businesses operating from the Riverwalk Landing piers. The attached drawings and aerial photos depict the proposed signs and locations.

### Pertinent Design Guidelines

Riverwalk Landing is located in the Waterfront sub-area as defined in the Design Guidelines. A summary listing of the standards contained in the commercial signs section of the Guidelines, along with staff comments regarding relationship to these proposed signs, follows:

Standard	Comments
Elevated freestanding signs (single or double-post) are appropriate for <i>Contributing</i> buildings or new construction	Riverwalk Landing is eligible for either style; The proposed Viccellio Goldsmith sign will be a single-post freestanding sign matching the general style of the existing and nearby signs identifying Patriot Tours and Yorktown Onion. The Piers sign will be mounted on an existing lamp post.
Size Guidelines: Freestanding – maximum of nine (9) square feet (per sign face, if two-sided)	The proposed Viccellio Goldsmith sign will be 6.25 square feet in size (30" x 30");  The proposed Piers signs will be three individual panels, each measuring 12" x 36", for an aggregate total of nine (9) square feet.
Freestanding signs should be located within twenty (20) feet of the front property line, with the sign panel either parallel or perpendicular to the street.	Both signs will be located within 20 feet of the "front" property line which, in this case is the Water Street frontage.
Sign design should be compatible with the character of the building	The signs appear consistent with this

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<p>and simple in background, colors, lettering, and mounting structure. The building should remain the dominant feature, not the sign.</p>	<p>guideline, in staff's opinion;</p>
<p>A single-post design should be used for elevated freestanding signs. The post should be of painted wood, five (5) feet to seven (7) feet high, and of simple design, in character with traditional features such as fence posts, lampposts, and hitching posts. The sign should be of painted wood, hung from a simple wooden cross-arm or decorative metal bracket or centered on the top of the post. Sign panels should be double-sided if they are oriented perpendicular to the street. Wood signs, which are partially or entirely sandblasted or burned, are not appropriate. The maximum allowable height shall be ten (10) feet.</p>	<p>The Viccellio Goldsmith sign will have a single wood post, painted white, with a post height of 7.5 feet and the 30" high sign mounted on top using a metal bracket; total sign height will be 10 feet. The double-faced sign will be oriented perpendicular to Water Street.</p> <p>The proposed Piers sign will be mounted on the lamp post with the top edge of the uppermost panel set at a maximum height of 10 feet. The decorative cross arm from which the signs will be suspended will be painted black.</p>
<p>Signs should be constructed of appropriate but durable materials, such as:</p> <ol style="list-style-type: none"> <li>(1) marine-grade exterior plywood, with banded or sealed edges, and all elements primed and painted</li> <li>(2) brass or bronze sign panels attached to front façade, fence, or wall</li> <li>(3) painted iron or pressure-treated wood posts for freestanding posts.</li> </ol>	<p>The sign faces for both are proposed to be an exterior-grade composite wood-substitute material specifically engineered for signs.</p> <p>The Viccellio Goldsmith sign will be edged with a metal trim to match the existing nearby freestanding business sign.</p>
<p>Sign colors should be compatible with the principal color of the building, wall or fence to which they are attached or adjacent. Colors should be selected from the Yorktown Color Palette, as defined in Appendix 3, Glossary. Other colors may be considered on a case-by-case basis.</p> <p>Not more than three colors should be used on any one sign.</p> <p>Metal posts and hardware used for supporting or attaching signs should be painted black or other dark color.</p> <p>Lettering should be:</p> <ol style="list-style-type: none"> <li>(1) easy to read in terms of size and style</li> <li>(2) appropriate to the character of the property and its use.</li> </ol>	<p>Sign colors are proposed as follows:</p> <p>Vicellio Goldsmith</p> <p style="padding-left: 40px;"><u>Sign post and face:</u> White <u>Lettering:</u> Black and Rockwood Amber (SW2817) <u>Trim / Bracket:</u> Black</p> <p>Piers</p> <p style="padding-left: 40px;"><u>Sign post:</u> existing green lamp post <u>Lettering:</u> Black <u>Brackets / chains:</u> Green or Black <u>Lettering size:</u> will be selected to accommodate the business names</p>
<p>Freestanding signs may be illuminated by external light sources either directly focused on the sign or through indirect illumination by other site lighting.</p>	<p>Neither sign is proposed to be illuminated.</p>

Recommendation

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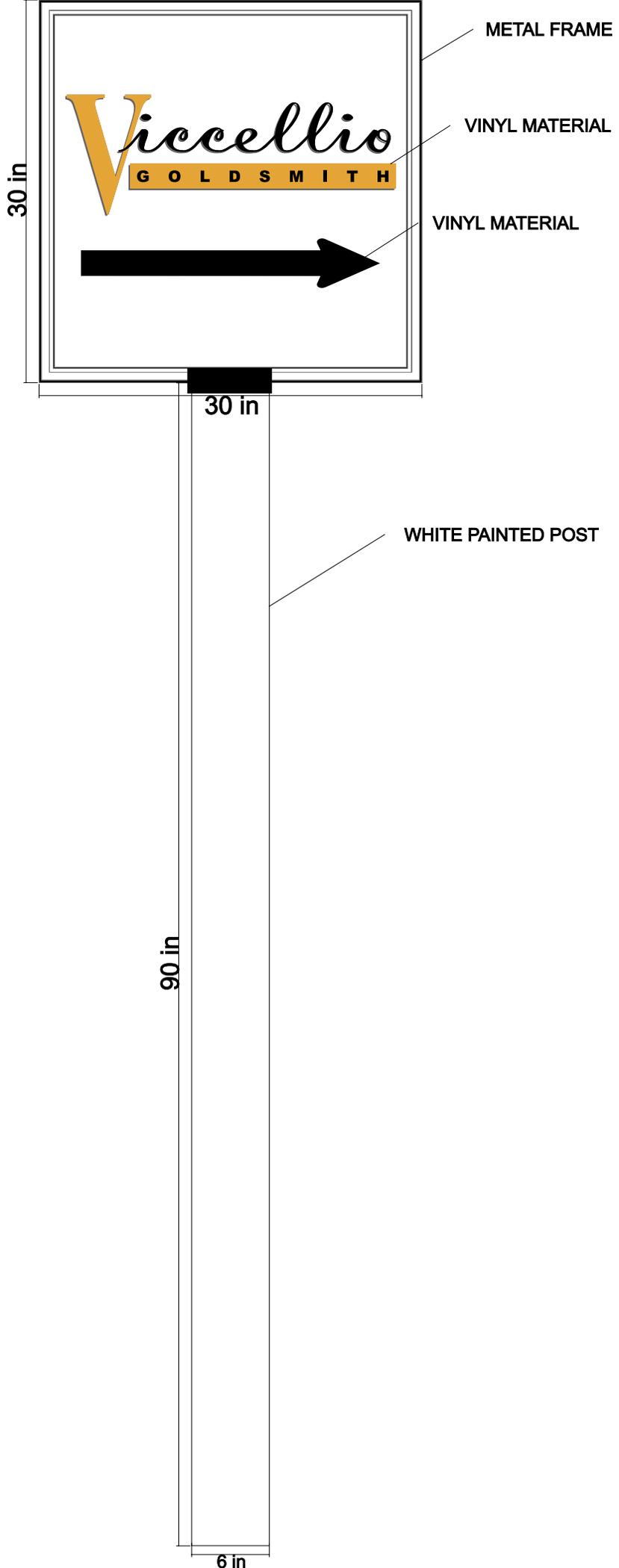
Staff recommends approval of the sign designs and specifications/details as submitted by the applicant.

Carter/3337

Copy to: James W. Noel, Director of Economic Development

Attachments

- Sign drawings
- Aerial Photos showing proposed sign locations



Green Light Pole

Stainless Steel Bands  
will be painted to match  
pole



12 in



12 in



12 in

36 in

84 in





Viccellio Goldsmith

Riverwalk Landing Piers



Proposed Sign Location  
Viccellio Goldsmith



Proposed Sign Location  
Riverwalk Landing Piers