

AGENDA
Historic Yorktown Design Committee

York Hall
East Room
301 Main Street, Yorktown
July 17, 2024
7:00 PM

1. Call to Order
2. Roll Call
3. New Business
4. Approval of Minutes
 - a. March 20, 2024
5. Applications for Certificates of Appropriateness
 - a. **Application No. HYDC-254-24, Yorktown Apartments**
 - b. **Application No. HYDC-256-24, Coastal Thirst, LLC**
6. Old Business
7. Reports / Member Concerns
8. Adjourn

Historic Yorktown Design Committee

Minutes

March 20, 2024
East Room
York Hall
301 Main Street
Yorktown, Virginia

Members Attending: Margaret Mack-Yaroch, District 3 – Voting
Carol Tyrer, Alternate – Voting

Staff Attending: Earl W. Anderson, AICP, Chief of Development Services and
Jeanne Sgroi, Senior Planner, HYDC Staff Liaison

Margaret Mack-Yaroch called the meeting to order at 7:00 PM.

Approval of Minutes

The minutes of the February 21, 2024 meeting were approved unanimously.

New Business

None

Old Business

None

Applications for Certificates of Appropriateness

Application No. HYDC-252-24; York County Board of Supervisors, 332 Water Street

Ms. Jeanne Sgroi submitted the staff report, which stated that this application, submitted by the York County Board of Supervisors, requests approval of a new wall sign and a replacement of an existing hanging sign at 332 Water Street. The property is owned by the York County Board of Supervisors—Ben & Jerry's Ice Cream Shop is the tenant. The submitted memo outlines the proposed signs.

The wall sign would be twelve by two feet (12' x 2') in size and installed on the front right side of the building over the large arch-shaped window. According to the applicant, the sign would read, "Ben & Jerry's Peace, Love & Ice Cream". The "Ben & Jerry's" is written

in large text on top and “Peace, Love & Ice Cream” is written in a slightly smaller font underneath. The ampersand between “Ben” and “Jerry’s” is filled with a multi-colored tie-dye pattern and there is a picture of an ice cream cone before the “Ben”. The ice cream cone has an orange-brown colored waffle print and the ice cream is a cream color with both orange-brown and brown colored chips.

Ms. Margaret Mack-Yaroch interrupted the presentation to ask if the “Peace, Love, and Ice Cream” phrase on the proposed sign is a brand trademark.

Mr. Daniel Hayden, manager of Ben & Jerry’s and the applicant’s representative, responded in the affirmative.

Ms. Carol Tyrer asked if the “Ben & Jerry’s” text on the sign would be white and if the background would be another color.

Mr. Hayden responded that the “Ben & Jerry’s” text would be white, the ampersand would be multicolored, and then there would be an ice cream cone off to the side.

Ms. Mack-Yaroch stated her concern that the “Ben & Jerry’s” text in white would not stand out against a white background and asked if the only background color option was white.

Mr. Hayden explained that the sign would not have a background because each individual letter would be affixed to the wall.

Mr. Robert Deramo, owner of Ben & Jerry’s and the applicant’s representative, asked Mr. Hayden if he had already talked to a sign manufacturer to find out if creating this type of sign is feasible.

Mr. Hayden explained that, since the building is owned by York County, Ben & Jerry’s uses York County’s sign maker and Mr. Hayden stated that he does not have the sign maker’s contact information.

Ms. Mack-Yaroch asked whether the tie-dye color in the ampersand was intended to symbolize something or if it was just a color.

Mr. Hayden responded that it was just a color and not meant to symbolize anything.

Ms. Mack-Yaroch asked if the “Peace, Love and Ice Cream” needed to be on the sign or if there were other options. She explained the reason she asked was that Ben & Jerry’s is known to engage in politics.

Mr. Hayden responded that he would try to access other options on his phone to share during the meeting.

Ms. Mack-Yaroch further explained that she was concerned about political symbolism but if “Peace, Love, and Ice Cream” is an existing part of the Ben & Jerry’s brand then she is not inclined to oppose the application.

Mr. Deramo asked if the sign would be illuminated.

Ms. Sgroi explained that illuminated signs are not allowed and if he would like to add lighting, he would need to submit an application for it.

Mr. Hayden showed the HYDC committee and staff members images of other sign options on his phone.

Ms. Jeanne Sgroi resumed her presentation. The hanging sign would be a forty-six inch by twenty-nine inch (46” x 29”) metal sign attached to the corner of the building facing Buckner Street. The sign plan submitted by the applicant shows a blue background with an ice cream cone. The words “Ben & Jerry’s”, displayed as their usual logo, are written over top. The existing Green Mountain Coffee sign under the current hanging sign would be moved to under this sign.

Mr. Hayden corrected Ms. Sgroi by stating that the hanging sign would not be moved—rather, they would get a new smaller sign.

Ms. Mack-Yaroch asked if the hanging sign would be the only sign for the business.

Mr. Hayden reminded her that their application is for the wall sign and the hanging sign.

Ms. Mack-Yaroch asked why they did not want a sign facing Water Street.

Mr. Anderson reminded her that the proposed wall sign would face Water Street.

Ms. Mack-Yaroch said she understood now.

Ms. Tyrer asked if there would be room for people to walk underneath the hanging sign.

Mr. Hayden explained that the sign would hang high enough that people would be able to walk under it.

Ms. Mack-Yaroch asked if the sign would be hung safely and whether it would detach in high winds or during nor’easters.

Mr. Hayden explained that the sign manufacturer would affix the sign to the building and he plans to rely on their expertise to install it appropriately. He further explained that their current hanging sign has withstood weather conditions for the past eighteen years.

Mr. Deramo asked why the proposal is not to reuse the original hanging sign or to hang the old sign under the new one.

Mr. Hayden explained that Ben & Jerry's corporate office would not authorize the old sign to be reused because it is outdated. He went on to explain that they could reuse the Green Mountain sign because Ben & Jerry's corporate office does not provide guidance for signs that are not for Ben & Jerry's but he asked why they would not want a newer one and why they would want to hang the old sign under the new one. He stated his opinion that the signs would not match in size.

Mr. Deramo asked why they could not sandblast the old sign.

Mr. Hayden repeated that the sizing would still be an issue.

Mr. Deramo reasoned that they do not need to have that specific sign but they created it by sandblasting it. He explained that it was made from wood and the letters were sandblasted in.

Ms. Mack-Yaroch stated that the Green Mountain Coffee sign does not meet the standard that signs do not adopt thematic designs.

Mr. Anderson clarified that the ice cream cone on the Ben & Jerry's sign goes against the standards in the Design Guidelines, too.

Ms. Mack-Yaroch asked about the image of Coffee Beans on the Green Mountain Coffee sign.

Mr. Anderson stated that the committee was not concerned with that image when they approved the sign, originally.

Ms. Mack-Yaroch asked Ms. Sgroi for the staff recommendation.

Ms. Sgroi resumed her presentation. The subject property is located in the Waterfront sub-district, as defined by the Yorktown Historic District and Design Guidelines. This application should be evaluated for conformance with the standards for commercial signs (see standards on pages 67-70 of the Design Guidelines).

Ms. Sgroi stated that in the staff's opinion, the color schemes of the proposed signs are not consistent with the Design Guidelines. The guidelines state no more than three colors should be used on any one sign and colors should be selected from the Yorktown Color Palette. The signage plan submitted by the applicant shows at least ten colors on the wall sign and six on the hanging sign. Therefore, staff recommends the Committee find the proposal inconsistent with the Guidelines; however, if the Committee chooses to approve the application, staff proposes the following conditions of approval:

1. The signs shall be constructed in accordance with the features depicted on the signage plan submitted by the applicant.
2. The proposed hanging sign should be hung from a black or other dark color metal bracket attached perpendicular to the face of the building.

Ms. Mack-Yaroch stated that she was inclined to agree with the staff recommendation.

Ms. Sgroi reiterated the standards for sign colors.

Mr. Deramo asked if they would need to remove the ampersand and ice cream cone from their sign proposal.

Ms. Sgroi stated that it would be up to the HYDC and that the bigger issue is the proposed colors are not similar to the colors in the Yorktown Color Palette.

Ms. Tyrer asked if there was a condition regarding the material the sign would be made from.

Ms. Sgroi stated that she was looking through the Guidelines because she believed the Guidelines had standards that outlined the materials that could be used.

Ms. Tyrer stated that she believed most of the other signs in Yorktown were made of wood.

Ms. Mack-Yaroch asked if the franchise could change the ampersand from tie-dye coloring to black.

Mr. Hayden responded that they could remove the ice cream cone but they would need approval from Ben & Jerry's corporate to change the color of the ampersand.

Ms. Mack-Yaroch asked what that process entails.

Mr. Hayden responded that they would need to negotiate with Ben & Jerry's corporate office.

Ms. Mack-Yaroch reiterated her belief that a black ampersand would fit the character of the area better and that the ice cream cone should be removed.

Mr. Hayden stated his belief that Ben & Jerry's corporate office would probably be fine with that change.

Mr. Anderson asked if it would make sense to table the application tonight to give time to communicate with their corporate office about changing the color of the ampersand.

Mr. Hayden asked if they could get a letter saying that the Committee is asking for this change so he can give it to Ben & Jerry's corporate office.

Mr. Anderson responded in the affirmative.

Mr. Hayden stated that they would want to change the sizing and spacing of the lettering on the sign that features the ice cream cone because if they remove the cone, they will need to change the spacing of the remaining text.

Ms. Mack-Yaroch reiterated her opinion that a black ampersand with white text would be cohesive with the character of the surrounding area.

Mr. Anderson reiterated his recommendation that the Committee table this application until the next meeting and stated that staff would provide the letter Mr. Hayden requested.

Mr. Hayden reiterated that they would only need approval from corporate to change the ampersand. The corporate office already offers options for signs that do not feature the ice cream cone.

Ms. Mack-Yaroch asked if they could duplicate the wall sign they plan to place on the front of the building, and place it on the side of the building, instead of using the hanging sign with the blue background that the applicant proposed. She then asked if they could take their current hanging sign and place that on the front of the building, instead of the wall sign the applicant proposed.

Mr. Hayden responded that the old sign is out of compliance with Ben & Jerry's corporate office and cannot be moved to the front of the building.

Ms. Mack-Yaroch asked if he could request from corporate that the hanging sign and the wall sign be the same.

Ms. Mack-Yaroch reiterated her belief that too many colors on the sign would not fit with the character of the surrounding area.

Mr. Hayden showed the committee a sign option that has three colors.

Ms. Mack-Yaroch stated her favor for a simpler design.

Mr. Anderson stated that the new sign option was large.

Ms. Mack-Yaroch asked if the applicant even needed a hanging sign on the side of the building. She then asked again if the applicant could use a duplicate of the wall sign instead of the hanging sign the applicant proposed.

Mr. Hayden asked for guidance from the Committee and said he would request guidance from the County's sign manufacturer on the sizing of the signs.

Ms. Mack-Yaroch suggested that guidance from the County's sign manufacturer would be best.

Mr. Hayden stated his belief that a duplicate of the wall sign in place of the hanging sign would be too large for the side of the building.

Ms. Mack-Yaroch asked if the Google Street View image of the side and front of the Ben & Jerry's Ice Cream Shop building could be pulled up. She pointed to a particular location on the side of the building and asked if the applicant could place a wall sign there.

Mr. Hayden responded that the area where she wanted to put the sign is where they usually place their trashcan.

Ms. Mack-Yaroch asked if a sign could be placed between the window and the door on the side of the building.

Mr. Hayden explained that there is only about a foot and a half of space, which would not be sufficient for a sign.

Ms. Tyrer commented that a large sign on the sign of the building might dwarf the building's frontage.

Mr. Hayden responded that a smaller sign would be necessary on the side of the building.

Ms. Mack-Yaroch asked if it would be possible to make the sign vertical. She explained that she believed the hanging sign would block the window and that a vertical wall sign might be better.

Mr. Hayden stated that he originally wanted a sign on the roof but was aware that roof signs are not recommended in the Yorktown Design Guidelines.

Ms. Tyrer asked if people would walk into the hanging sign in one of the new scenarios.

Mr. Hayden responded that they were discussing a vertical wall sign and so there would be no hanging sign for people to walk into.

Ms. Mack-Yaroch suggested that they advertise Green Mountain coffee in their window and take down their approved Green Mountain coffee hanging sign. She went on to suggest that Ben & Jerry's Ice Cream Shop probably does not make as much money on coffee sales as they do on ice cream sales.

Mr. Hayden explained that selling coffee helps their business during the winter months.

Ms. Mack-Yaroch discussed lighting options.

Ms. Sgroi asked whether the committee wanted a condition of approval regarding the materials from which the signs would be constructed. She explained that the Design Guidelines outline the materials that can be used to construct signs and she listed them for the Committee.

Ms. Mack-Yaroch asked from what materials the signs would be constructed.

Mr. Anderson suggested the Committee pause the discussion for now because the Committee plans to table the application and discuss the details after the applicant returns with a revised proposal.

Mr. Hayden expressed his appreciation to the Committee for providing him with their input.

Ms. Sgroi stated she would send him the Yorktown Color Palette to aid them in their decision-making process.

Mr. Anderson reminded him that white and black count as colors and the Design Guidelines recommend three colors per sign.

Ms. Mack-Yaroch reiterated her favor for a black ampersand

Mr. Hayden asked about the sizing options for the signs

Mr. Anderson explained the size standards outlined in the Design Guidelines.

Since there were no other questions, Ms. Margaret Mack-Yaroch moved to table the application.

By voice vote, the motion was approved unanimously.

Mr. Hayden thanked the Committee again for their input.

Mr. Anderson explained to the Committee that Patriot Tours applied for a sign face change, which was approved administratively because the changes were minor.

Ms. Sgroi showed the Committee the old and the new signs so they could see the difference.

Committee Requests

None

There being no further business to come before the Committee, the meeting was adjourned at 8:02 pm.

Respectfully Submitted,

Jeanne Sgroi, Secretary

Approved by HYDC: _____

DRAFT

COUNTY OF YORK

MEMORANDUM

DATE: June 11, 2024 (HYDC Mtg. 6/20/24)

TO: Historic Yorktown Design Committee

FROM: Jeanne Sgroi, Senior Planner

SUBJECT: Application No. HYDC-254-24; Yorktown Apartments

The applicant, Yorktown Apartments, is requesting to replace sign faces for two existing freestanding signs with the same size faces on their property at 311 Ballard Street, which is located in the Historic Core. The posts of the signs are to be reused and not moved. The apartment buildings were built in 1966, and therefore are non-contributing.

The applicant has provided the attached designs for the proposed signs and indicated their proposed locations in the attached application. The first sign faces Ballard Street. It is sixty inches (60") or five feet (5') in width by forty-eight inches (48") or four feet (4') in height. The area of the sign is twenty (20) square feet. The new sign would have two burgundy horizontal strips of color on the top and the bottom of the sign. The middle strip would be white. The top strip would read, "Yorktown Village Apartments", while the bottom strip would read, "FOR LEASE 2 Bedroom Apartments", both emblazoned in white text. The middle strip would have the Howard Hanna logo and would have green text below that reads, "Property Management 757-499-5688 HowardHannaRentals.com". The Howard Hanna logo has yellow text with a green background and a yellow border.

The second sign faces Read Street. It is thirty-six inches (36") or three feet (3') in width by thirty-two inches (32") or two and sixty-seven hundredths feet (2.67') in height. The area of the sign is approximately eight (8) square feet. The new sign would have a similar design to the one described above, with two burgundy horizontal strips of color on the top and bottom of the sign. The middle strip would be white. The top strip would read, "Yorktown Village Apartments" in white text. The bottom strip would read, "No Soliciting Designated Parking. Towing Enforced." in white text. The middle strip would have the Howard Hanna logo and would have green text below that reads, "Property Management 757-499-5688 HowardHannaRentals.com".

The YVA Zoning District regulations set forth in Section 24.1-703 of the York County Code stipulate that signage is to be in accordance with the requirements of the Yorktown Design Guidelines and must be approved by the Historic Yorktown Design Committee.

Pertinent Design Guidelines

A summary listing of the applicable standards contained in the commercial signs section of the Guidelines (Section III.B, pages 67-70), along with staff comments regarding their relationship to these proposed signs, follows:

Standard	Comments
<p><u>B. Commercial Signs</u></p> <p>Commercial signs should be used primarily to identify a business rather than to advertise products or services. Commercial signs should be designed to be compatible in style with the building(s) to which it refers and should not adopt thematic designs.</p>	<p>The Ballard Street sign lists services with the text on the bottom that reads, “FOR LEASE 2 Bedroom Apartments”. The sign on Read Street does not advertise products or services. The signs are not thematically designed. The sign on Ballard Street does not fully meet the Guideline recommendations because it advertises services.</p>
<p><u>1. Appropriate Sign Types/Sizes</u></p> <p>a. <u>Types</u></p> <p>(2) Contributing buildings and new construction</p> <p>(c) Elevated freestanding signs (single- or double-post)</p> <p>b. <u>Size</u></p> <p><u>Historic Core:</u></p> <p>(1) Freestanding: maximum size – nine (9) square feet (per sign face, if two sided sign)</p>	<p>The signs would be elevated freestanding signs with double posts.</p> <p>The sign facing Ballard Street is twenty (20) square feet and is allowed as the applicants are replacing the sign faces of the existing nonconforming sign while keeping the posts in place.</p>
<p><u>2. Location</u></p> <p>e. 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.</p>	<p>Both signs are within twenty (20) feet of the property line. The sign on Ballard Street is parallel to the street. The sign on Read Street is at an approximately forty-five degree (45°) angle toward Read Street. The sign on Read Street does not fully meet the Guideline recommendations.</p>

<p><u>3. Design, Shape and Materials</u></p> <p>a. Sign design should be compatible with the character of the building and simple in background, colors, lettering, and mounting structure. The building should remain the dominant feature, not the sign.</p> <p>c. 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>d. Signs should be constructed of appropriate but durable materials, such as:</p> <ul style="list-style-type: none">(1) marine-grade exterior plywood or weather resistant composite materials, with banded or sealed edges, and all elements primed and painted.(2) brass or bronze sign panels attached to front façade, fence, or wall(3) painted iron or pressure-treated wood posts for freestanding posts.	<p>Staff believes the proposed signs are compatible with the character of the building and simple in background, colors, lettering, and mounting structure.</p> <p>The signs feature a double-post design. The posts are painted wood and appear to be less than five (feet) high. They are of simple design, in character with traditional features like fence posts.</p> <p>The sign material is unknown, but appears to be of a durable material.</p>
<p><u>4. Colors and Lettering</u></p> <p>a. 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>The sign colors are compatible with the principal color of the building. The burgundy color matches closely to the Yorktown Color Palette. The white, green, and yellow colors are similar, but do not exactly match the Yorktown Color Palette.</p>

<p>b. Not more than three colors should be used on any one sign.</p> <p>c. Metal posts and hardware used for supporting or attaching signs should be painted black or other dark color.</p> <p>d. Lettering should be: (1) easy to read in terms of size and style (2) appropriate to the character of the property and its use</p>	<p>Both proposed signs utilize four colors.</p> <p>None proposed.</p> <p>The lettering on both proposed signs is easy to read and is appropriate to the character of the property and its use.</p>
<p><u>5. Lighting</u></p> <p>a. Signs with internal illumination shall not be permitted.</p> <p>b. Freestanding, wall, and hanging signs may be illuminated by external light sources either directly focused on the sign or through indirect illumination by other site lighting. The specific fixtures and intensity of any external illumination focused on the sign shall be evaluated on a case-by-case basis. In any event, the bulbs shall be concealed by landscaping shields or other appropriate means.</p>	<p>No internal illumination is proposed.</p> <p>The applicant has not indicated whether there will be external lighting. Any lighting of the sign in the future would need to meet Zoning Ordinance requirements.</p>

Recommendation

While the proposed sign on Ballard Street would advertise a service, staff believes it would primarily serve to identify the business, which satisfies the standards of the Design Guidelines. The sign facing Ballard Street is larger than the standard outlined in the Guidelines; both signs feature a double-post design, though a single-post design is recommended; and the sign on Read Street is not perpendicular or parallel to the street as recommended by the Design Guidelines. However, Google Street View images show that the existing signs have been there since at least 2007. Section 24.1-703 of the York County Code was changed in 2018 to require signs in the YVA Zoning District to comply with the standards set forth in the Yorktown Design Guidelines. Therefore, any sign in the YVA Zoning District erected before 2018 that does not meet the Design Guidelines is a lawfully, nonconforming sign. By updating only the signs' faces, rather than replacing them altogether, the signs remain lawfully nonconforming and are not required to adhere to the standards set forth in the Guidelines.

The white, green, and yellow colors proposed for the new signs do not match the colors in the Yorktown Color Palette but are similar to them. Furthermore, while four colors are

proposed, rather than the three recommended by the Design Guidelines, staff believes the dominant colors on the sign are white, burgundy, and green. The yellow is proposed only for a small portion of the sign and would be contained within the Howard Hanna logo.

Based on the considerations and conclusions as noted, staff recommends the Committee find the proposal consistent with the Guidelines and that the application be approved, subject to the following condition:

- If illumination of the signs is desired in the future, ground-mounted fixtures that are low-intensity, and narrowly focused shall be approved by the Zoning Administrator prior to their installation.

Sgroi/6689

Copy to: Ms. Robin McManama and Mr. Brandon Kersey

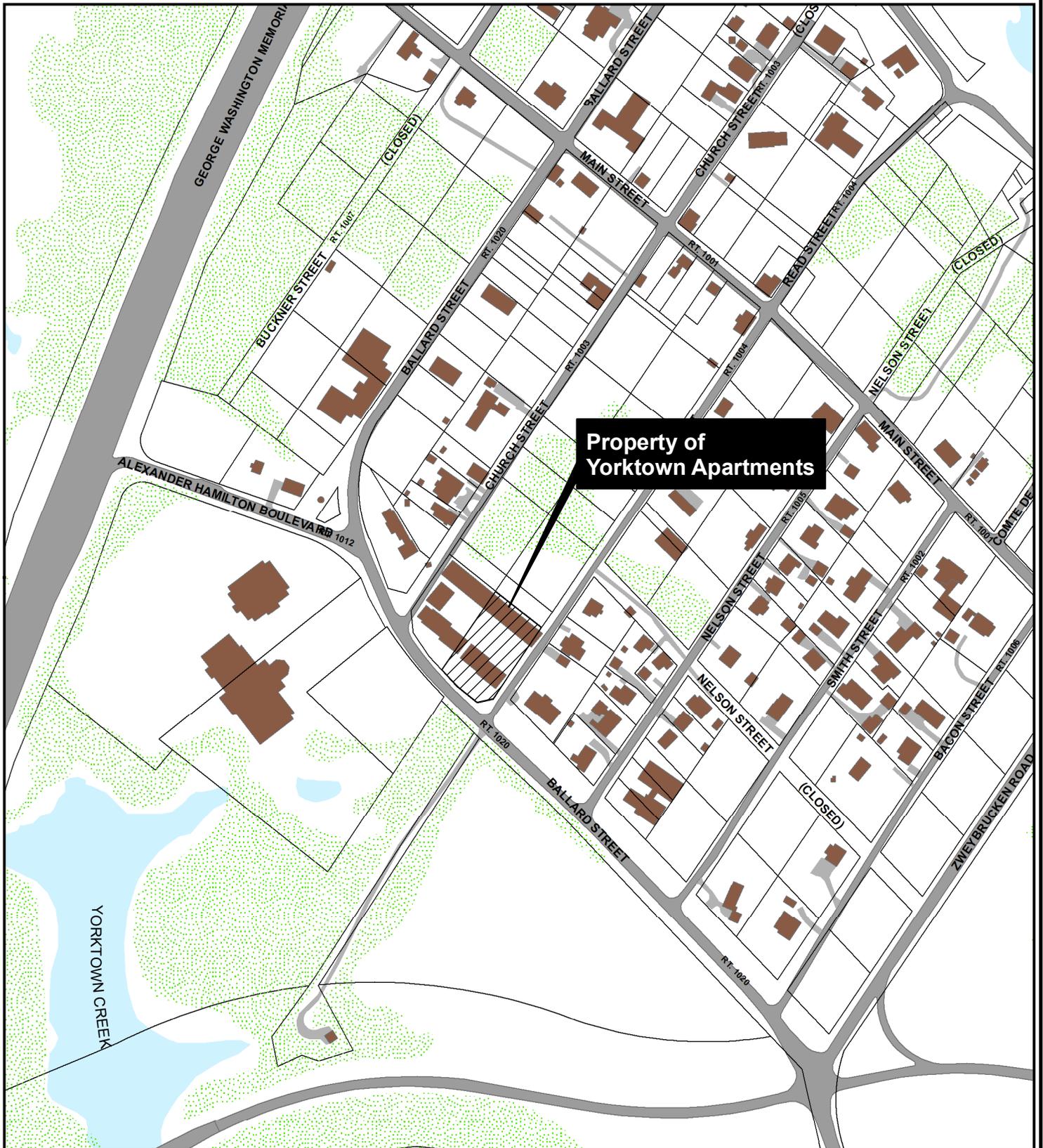
Attachments

- Vicinity map
- Application
- Proposed sign face images

APPLICANT: Yorktown Apartments
311 Ballard Street
Request to replace sign faces on two existing freestanding signs

VICINITY MAP

APPLICATION NUMBER: HYDC-254-24



★ = Conditional Zoning



Printed on June 11, 2024.



SOURCE: YORK COUNTY GIS PARCEL DATA and ZONING DATA

THIS IS NOT A LEGAL PLAT. This map should be used for information purposes only. It is not suitable for detailed site planning.



HYDC #: _____
Date Filed: _____

Historic Yorktown Design Committee

APPLICATION FOR ARCHITECTURAL REVIEW

I/We Yorktown Apartments request authorization under the terms of the Yorktown Historic District (Section 24.1-377 of the York County Zoning Ordinance) and the Yorktown Design Guidelines to undertake the property improvements described in this application.

Property Location/Address: 311 Ballard Street, Yorktown, VA 23690

NOTE: If property is located within the Chischiak Watch (CW) homeowners association, be advised that approval from the CW Architectural Control Committee may also be required before any changes or improvements to the property can be made.

Tax Assessor's Parcel Number(s): P11A-2267-4431

GPIN: P11A-2267-4431

Proposed Action(s):

<input type="checkbox"/>	New Building	<input type="checkbox"/>	Repainting with existing color scheme
<input type="checkbox"/>	Addition	<input type="checkbox"/>	Repainting with different color scheme
<input type="checkbox"/>	Relocation	<input type="checkbox"/>	New roof – same color and materials
<input type="checkbox"/>	Demolition	<input type="checkbox"/>	New roof – different color or materials
<input type="checkbox"/>	Deck / Porch / Trellis	<input type="checkbox"/>	New / replacement windows
<input type="checkbox"/>	Garage / Storage Shed	<input checked="" type="checkbox"/>	Signs (new or replacement)
<input type="checkbox"/>	Walls / Fences	<input type="checkbox"/>	
Other (please describe) _____ _____			

Detailed Description of Proposed Improvements / Actions: please describe the proposed exterior improvements and property modifications that you would like to undertake; attach architectural plans or sketches or photographs to depict the proposal: _____

Replace 2 existing signs on property with identical size signs. One facing Ballard St (60"W x 48"H). Second at parking lot entry facing Read St (36"W x 32"H). Proposed designs attached.

A LIST OF ALL MATERIALS USED AND COLORS PROPOSED MUST BE SUBMITTED WITH THE APPLICATION: (include information for foundation, walls, doors, windows, trim, gutters/downspouts, roofing, lighting, sidewalks, mechanical equipment, decks, rails, chimney, walls, fences, and others as applicable; include samples of materials and color charts.)

Applicant/Property Owner

Printed Name Yorktown Apartments
Address PO Box 70666
City/State/Zip Richmond, VA 23255
Phone/Fax No. 757-499-5688
E-mail bkersey@howardhanna.com

Representative

Printed Name _____
Firm _____
Address _____
City/State/Zip _____
Phone/Fax No. _____
E-mail _____

The above named person/firm has permission to represent me regarding this request for architectural review. I understand that approval by the Historic Yorktown Design Committee (HYDC) of any construction, reconstruction, alteration, demolition or other modification of a building, structure, sign or exterior architectural feature shall expire 12 months from the date of approval.

Property Owner Signature:  Date: 5/3/24

Signing this application form shall constitute the granting of authority to County officials and HYDC members to enter onto the property for the purposes of conducting the analysis of the application, taking photographs and posting signs to notify the public of the application.

PLEASE NOTE THAT CONSIDERATION WILL NOT BE GIVEN TO INCOMPLETE APPLICATIONS.

Application was:

- Approved
- Approved with Conditions
- Administrative Approval
- Denied

Date of Action: _____



YORKTOWN VILLAGE

APARTMENTS



Property Management

757-499-5688
HowardHannaRentals.com

FOR LEASE

2 Bedroom Apartments



YORKTOWN VILLAGE

APARTMENTS



Property Management

757-499-5688

HowardHannaRentals.com

No Soliciting

Designated Parking. Towing Enforced.

COUNTY OF YORK

MEMORANDUM

DATE: July 11, 2024 (HYDC Mtg. 7/17/24)
TO: Historic Yorktown Design Committee
FROM: Jeanne Sgroi, Senior Planner
SUBJECT: Application No. HYDC-256-24; Coastal Thirst, LLC

The applicant, Coastal Thirst, LLC, is requesting to hang a new sign and change the color of the front doors from white to black on the building at 524 Water Street, which is located in The Waterfront area of the Yorktown Historic District and Design Guidelines. The building was constructed in 1963, and therefore is non-contributing.

The applicant has provided the design for their sign and indicated its proposed location and the proposed door color in the attached documents. The sign would be circular, double-sided, measure eighteen inches by eighteen inches (18" x 18"), constructed of weather-resistant aluminum, and hung from a black steel bracket. The applicants plan to install it on the wall to the right of the doors as shown in the attached sign proposal. It would have four colors—cream, black, mustard, and aqua. It would also feature three font styles. The applicants also stated in their application that they plan to paint the front doors a different color. The building currently has white double doors, but the applicants stated in their application that they would like to paint the doors black.

Pertinent Design Guidelines

A summary listing of the applicable standards contained in the architectural additions, alterations and new construction and commercial signs sections of the Guidelines (Section II.C, pages 59-65 and Section III.B, pages 67-70), along with staff comments regarding their relationship to the proposed sign and door color, follows:

Standard	Comments
<p>C. <u>Architectural Additions, Alterations and New Construction</u></p> <p>2. <u>Architectural Elements</u></p> <p>b. <u>Building Color</u></p> <p>(1) Paint colors for all exterior surfaces (excluding fences) should be selected comprised of a color or colors from the Yorktown Color Palette, as defined in Appendix 3, Glossary. Other colors may be</p>	<p>The black color proposed to be painted on the front doors appears to be selected from the Yorktown Color Palette.</p>

<p>proposed and will be considered on a case-by case basis.</p>	
<p>c. <u>Doors</u> (1) Windows in entrance doors are permitted and should be vertically proportioned. Exterior doors should be of painted wood, enameled metal, or glass. Sliding glass doors should not be used.</p>	<p>Exterior doors appear to be of painted wood or enameled metal.</p>
<p>B. <u>Commercial Signs</u> Commercial signs should be used primarily to identify a business rather than to advertise products or services. Commercial signs should be designed to be compatible in style with the building(s) to which it refers and should not adopt thematic designs.</p>	<p>The proposed sign would primarily serve to identify the business and would not advertise products. The sign would be compatible with the building and would not feature a thematic design. The sign does advertise services by indicating that the business is a delicatessen.</p>
<p>1. <u>Appropriate Sign Types/Sizes</u> a. <u>Types</u> (2) Contributing buildings and new construction (b) Hanging signs—hung from a metal bracket or porch lintel, if compatible with the design of the building and porch b. <u>Size</u> <u>Waterfront:</u> (1) Hanging: maximum size – six (6) square feet (per sign face, if two sided)</p>	<p>The proposed sign would be hung from a metal bracket. The sign would be eighteen inches by eighteen inches (18” x 18”) or one and one half feet by one and one half feet (1.5’ x 1.5’), which is a total area of 2.25 square feet. The sign would be double-sided; therefore, the sign would be 2.25 square feet on both sides. The proposed sign meets the Guideline recommendations.</p>

<p><u>2. Location</u></p> <p>c. Hanging signs should be attached to the underside of the porch roof or lintel, parallel to the front of the building, or from a bracket perpendicular to the face of the building or a porch column. Hanging signs should not be located higher than the top of the porch.</p>	<p>The sign would be attached from a bracket perpendicular to the face of the building. It would not be located higher than the top of the porch.</p>
<p><u>3. Design, Shape and Materials</u></p> <p>a. Sign design should be compatible with the character of the building and simple in background, colors, lettering, and mounting structure. The building should remain the dominant feature, not the sign.</p> <p>b. A horizontal layout should be used for hanging signs. Signs hung over porch stairs or entrances should have a minimum clearance of seven feet six inches (7'-6").</p> <p>d. Signs should be constructed of appropriate but durable materials, such as:</p> <ul style="list-style-type: none">(1) marine-grade exterior plywood or weather resistant composite materials, with banded or sealed edges, and all elements primed and painted.(2) brass or bronze sign panels attached to front façade, fence, or wall(3) painted iron or pressure-treated wood posts for freestanding posts.	<p>Staff believes the proposed sign is compatible with the character of the building and simple in background, colors, lettering, and mounting structure. The building, and not the sign, would remain the dominant feature.</p> <p>The sign would have a circular, not horizontal layout. The sign is not proposed to hang over porch stairs or entrances. The proposed sign does not fully meet the Guideline recommendation because of its circular layout.</p> <p>The sign would be constructed from a ¼" thick weather-resistant aluminum. The proposed sign does not meet this Guideline recommendation.</p>
<p><u>4. Colors and Lettering</u></p> <p>a. 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</p>	<p>The principal color of the building is white and staff believes the proposed sign colors are compatible with the building.</p>

<p>defined in Appendix 3, Glossary. Other colors may be considered on a case-by-case basis.</p> <p>b. Not more than three colors should be used on any one sign.</p> <p>c. Metal posts and hardware used for supporting or attaching signs should be painted black or other dark color.</p> <p>d. Lettering should be: (1) easy to read in terms of size and style (2) appropriate to the character of the property and its use</p>	<p>The cream, black, and mustard colors on the proposed sign appears to be selected from the Yorktown Color Palette. The aqua color appears to be similar to some of the colors in the Yorktown Color Palette but not a match. The proposed sign does not fully meet the Guideline recommendations.</p> <p>The proposed sign utilizes four colors.</p> <p>Metal hardware is proposed to be painted black.</p> <p>The proposed sign features three fonts. Two of them (“Est. 2024” and “Beach Deli”) are clearly easy to read, and the third (“Coastal Thirst”) is fairly easy to read in terms of style. All fonts are appropriate to the character of the property and its use.</p>
<p>5. <u>Lighting</u></p> <p>a. Signs with internal illumination shall not be permitted.</p> <p>b. Freestanding, wall, and hanging signs may be illuminated by external light sources either directly focused on the sign or through indirect illumination by other site lighting. The specific fixtures and intensity of any external illumination focused on the sign shall be evaluated on a case-by-case basis. In any event, the bulbs shall be concealed by landscaping shields or other appropriate means.</p>	<p>No internal illumination is proposed.</p> <p>No new lighting is proposed.</p>

Recommendation

The proposed door color fits within the Design Guidelines recommendations. While the proposed sign features four colors, rather than the three specified in the Guidelines, staff

believes the dominant colors are cream, black, and aqua. The sign would be circular. Though the Guidelines recommend a horizontal layout, most of the text is displayed horizontally and is easy to read. Most of the colors appear to be selected from the Yorktown Color Palette with the exception of the aqua. Furthermore, the sign would be constructed of weather-resistant aluminum, rather than marine-grade exterior plywood or weather resistant composite materials. However, the proposed sign is properly sized, with appropriate hardware, and would be located in a recommended location. The sign does not advertise products, or feature a thematic design, or internal illumination. While the sign does indicate that the business is a delicatessen, staff believes this design element is necessary and not a dominant feature. Because the most prominent colors of the proposed sign are cream and black, while the building is also painted cream and black, staff believe the sign is compatible with the character of the building. Due to its simple design, small size, compatibility with the character of the building, and consistency with the remaining Guidelines, staff believes the sign is appropriate.

Based on the considerations and conclusions as noted, staff recommends the Committee find the proposal consistent with the Guidelines and that the application be approved, subject to the following condition:

- 1) The sign design and features shall be consistent with the conceptual renderings entitled “Coastal Thirst Beach Deli Sign” and “Sign Proposal”, and dated June 24, 2024.
- 2) If illumination of the signs is desired in the future, ground-mounted fixtures that are low-intensity, and narrowly focused shall be approved by the Zoning Administrator prior to their installation.

Sgroi/6689

Copy to: Greg Granger and Jamie Albertson

Attachments

- Vicinity map
- Application
- Sign Proposal
- Coastal Thirst Beach Deli Sign

APPLICANT Coastal Thirst, LLC
524 Water Street
Request for review of new sign and door color

VICINITY MAP
APPLICATION NUMBER: HYDC-256-24



★ = Conditional Zoning



Printed on July 11, 2024.



SOURCE: YORK COUNTY
GIS PARCEL DATA and
ZONING DATA

THIS IS NOT A LEGAL PLAT.
This map should be used for
information purposes only. It is
not suitable for detailed site planning.

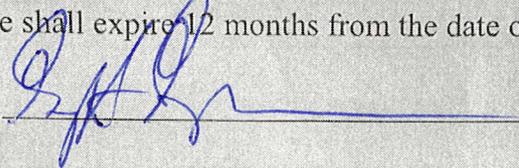
Applicant/Property Owner

Printed Name Greg Granger
Address 1005 Richmond Road
City/State/Zip Williamsburg VA 23185
Phone/Fax No. (757) 592-1828
E-mail greg@wmbgradio.com

Representative

Printed Name Jamie Albertson
Firm Coastal Thirst, LLC
Address 7989 Lafayette Heights Drive
City/State/Zip Gloucester Park, VA 23062
Phone/Fax No. (757) 876-9057
E-mail coastalthirst@gmail.com

The above named person/firm has permission to represent me regarding this request for architectural review. I understand that approval by the Historic Yorktown Design Committee (HYDC) of any construction, reconstruction, alteration, demolition or other modification of a building, structure, sign or exterior architectural feature shall expire 12 months from the date of approval.

Property Owner Signature:  Date: 6-24-24

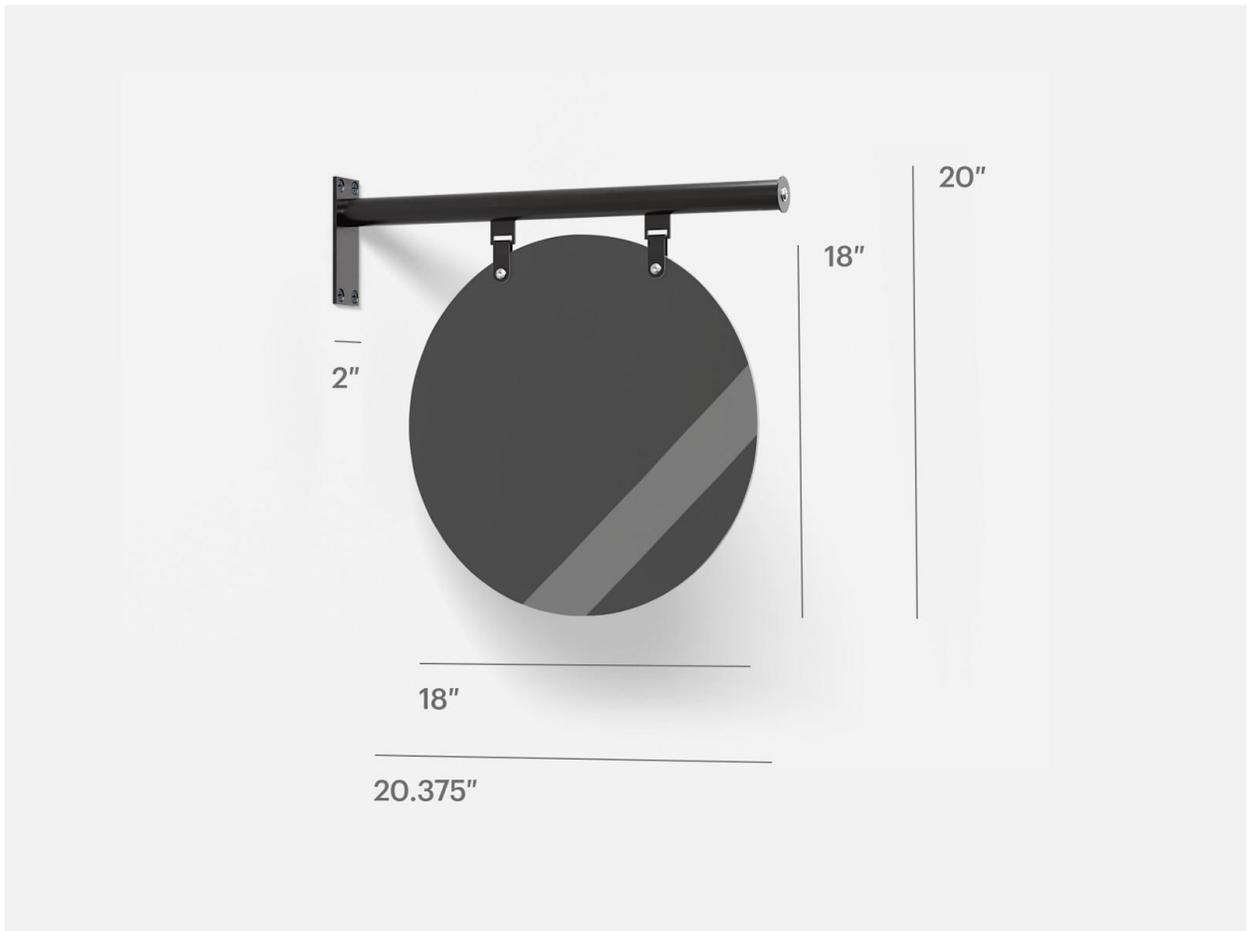
Signing this application form shall constitute the granting of authority to County officials and HYDC members to enter onto the property for the purposes of conducting the analysis of the application, taking photographs and posting signs to notify the public of the application.

PLEASE NOTE THAT CONSIDERATION WILL NOT BE GIVEN TO INCOMPLETE APPLICATIONS.

Application was:

- Approved
- Approved with Conditions
- Administrative Approval
- Denied

Date of Action: _____



- Size:
 - Sign – 18" x 18" circle
 - Bracket with Sign – 20.375" W x 20" H x 2" Deep
- Sign is weather-resistant aluminum & 1/4" thick
- Bracket is weather-resistant made from powder coated steel
- Hanging frame & screws included for mounting on brick, wood, concrete or plastic
- Double-sided printing
- Interior & exterior use



Sign mounted here,
doors painted black to
match window trim



Coastal Thirst

EST. 2024

BEACH DELI