

**CITY OF VIRGINIA BEACH  
HISTORICAL REVIEW BOARD  
MEETING MINUTES**



**WEDNESDAY, AUGUST 15, 2018  
3:00 P.M.**

**MUNICIPAL CENTER, BUILDING 20-A  
PRINCESS ANNE COUNTY COURTHOUSE ANNEX**

Members Present

Debbie Bright – Chair, Kim Rizzo – Vice Chair, Lynn Carwell,  
Steve McNaughton, Mary Ann Schmidt, Damian Seitz, Bill  
Walsh and Walt Whitehurst

City Staff Present

Mark Reed, Historic Preservation Planner; Olin Walden, Public Works

Others Present

Jennifer Henderson (Worth the Wait)

1. The minutes from the July 18, 2018 meeting were reviewed. Bill Walsh moved to approve the minutes as presented. The motion was seconded by Kim Rizzo. The minutes were approved.
2. Certificate of Appropriateness Application #18-11 – Worth The Wait - Proposed Sign Refacing - 3157 Virginia Beach Boulevard - GPIN 1497057220 - Francis Land House Historic and Cultural District

Mark Reed reviewed the application, which is for re-facing three existing signs for the business located in the Village Shoppes at Rose Hall. He referred the board members to the staff report for photos of the current signs on page 6. He also referred the board to the proposed new sign faces as seen on page 4 of the report. Mr. Reed noted that the proposed re-facing would result in changed colors for the signs and some minor changes to the center sign – a revised house design and the dot over the “i” being changed from a flower to a circle.

Mr. Reed also noted that the Board had considered the current signs when they were proposed in 2004. They approved the signs with conditions that included requiring black lettering and the center sign to be externally lighted. The Planning Director concurred. The applicant appealed to City Council and Council approved their proposed color scheme and internal lighting for all three signs. Mr. Reed pointed out that the current proposal does not generally follow the historic district sign guidelines. He noted that staff is recommending that the signs be re-faced with more neutral earth tone colors and that the business be limited to two signs.

Mr. Reed asked Jennifer Henderson, the business owner, if she would like to present something about the proposed project. Ms. Henderson said she purchased the business two years ago and is trying to rebrand it a little so she can have a grand reopening. She noted that she is not trying to change it too much and just wants to change the color of the signs. Green is part of her logo and she just doesn't have enough money to have a new sign made. Ms. Henderson noted the need for the re-facing as some of the current signs are peeling and several of the lights do not work. She said she is working with Cardinal Signs, which did the previous installation.

Damian Seitz suggested for the center sign to be externally lighted and to have more

neutral colors for the letters. He asked Ms. Henderson if she had samples of the colors. She had samples of both the green and the fuchsia. She noted that these were the shade available from the sign company. She said that they really need to be seen in front of a light and she and Mr. Seitz held them up against one of the windows to give the Board an idea of what the colors would look like when illuminated.

Ms. Rizzo asked Ms. Henderson if she had considered the type of lettering that is not illuminated, but is appears to be in both daylight and at night. Ms. Rizzo said the Archbell Sign Company in Norfolk has done that type of lettering.

Debbie Bright noted that less vibrant colors in the signs could have a negative impact on the business. Ms. Rizzo said she agreed. Ms. Henderson said that the shopping center does not have a directory or multiple business sign so this is the only way to get her shop noticed.

There was some general discussion about the sign guidelines and how to follow them in this instance. Steve McNaughton said that if we make a decision that goes against the guidelines we should consider revising them.

Mr. Seitz asked where sign maintenance applies to this proposal. Mr. Reed pointed out that item number 3 in the general standards addresses maintenance in a broad sense but does not provide more than general guidance. Mr. Seitz said it seemed like this proposal could reasonably be considered under maintenance.

After some additional discussion, a motion was made by Bill Walsh to approve the sign based upon staff recommendations of earth tone colors and a limit of two signs. Lynn Carwell seconded the motion for the purpose of enabling discussion.

Ms. Henderson asked if she was able to find less bright colors would she have to come back to the board. Mr. Seitz said it would be possible to allow staff to approve the final color selection.

A vote was taken on the motion and it failed. Mr. Walsh voted in favor. All other members were opposed.

A motion was made by Mr. Seitz to issue a Certificate of Appropriateness for the sign re-facing as proposed under the guidelines as meeting the maintenance standard. The motion was seconded by Mary Ann Schmidt.

There was some general discussion about whether some of the proposed changes to the signs constituted maintenance or alterations.

A vote was taken and the motion passed 7 to 1. Mr. Walsh was the member opposed to the motion.

3. Certificate of Appropriateness Application #18-10 - City of Virginia Beach - Mortar Replacement and Brick Repair - 2412 North Landing Road - GPIN 1494826658 - Courthouse Historic and Cultural Overlay District

Mr. Reed introduced the project, which is a proposed selective repointing of the north west and south walls of the 1822 Princess Anne Courthouse (Building 20). He noted that the Public Works Department pursued professional analysis of samples of historic mortar from the building and has employed a historic masonry expert, Jack Peet, as a consultant on the project. Mr. Reed explained that previously Public Works had failed to

properly re-point the east façade of the old courthouse during a recent project. He said that they were issued a letter of reprimand from the City's zoning administrator. He said he is glad to see they are following appropriate historical procedures in the proposed project.

Mr. Reed noted that there had been a red wash on the building historically and the applicant is working to get that analyzed. In the meantime, they are asking for approval of the re-pointing so they can advertise the project for construction. The lime-based mortar requires a certain temperature range and they would like to get the project completed before temperatures get too cold.

Mr. Reed introduced Olin Walden of the City of Virginia Beach Public Works Department as the applicant. Mr. Walden is managing the project for the City. He provided the Board with the samples that had been developed by the firm of Lime Works based upon the mortar taken from Building 20. He also referenced their report, which was included in the staff report. He said the mortar was consistent in all areas even though there are several different periods of brick construction in the building.

There were some questions about the red wash. Mr. Walden noted that it was apparently a common practice in the 19<sup>th</sup> and early 20<sup>th</sup> centuries. He showed samples of the red wash and handed out a diagram of where the samples had been taken.

Mr. Seitz asked what percentage of the building would be repointed. Mr. Walden responded that it would be approximately 33 percent.

A motion was made by Mr. Walsh to issue a Certificate of Appropriateness for the proposed re-pointing. The motion was seconded by Mr. Seitz and passed unanimously.

#### 4. Staff Update

Mr. Reed told the Board that staff was beginning to work on changes to the preservation ordinance that are required in the Certified Local Government (CLG) agreement. He said that these included increasing the number of members that have a related professional background, like architect, architectural historian or archaeologist, from two to three. He noted that the Board already has three members that meet the criteria. Mr. Reed also noted that the CLG agreement requires extending archaeology protections in the districts.

Mr. Reed explained that staff is beginning to work on general standards and guidelines for the districts. He said that will involve review of the sign guidelines. He noted that they are planning on putting a committee together to assist in accomplishing this work and that there would be representation from the Historical Review Board. He said the final product would be presented for approval by the HRB, the Planning Commission and City Council.

This concluded the business of the Historical Review Board. The meeting was adjourned at 4:35 p.m.