

Architectural Review Board

June 7, 2012

Chair Jeffrey Plank called the meeting to order at 7 p.m. in a conference room of the Municipal Building. Also present were Ruth Klippstein, Fred Schneider, and Craig Stratton; George Goodwin; and Spencer Marshall, Tammy Henning, and Chris Kyle, representing their projects. In the absence of an agenda, Jeffrey stated we would deal with the business of the people present. Minutes of the May meeting were accepted as submitted.

Summary of business: No actions were taken.

Old business: Spencer Marshall discussed again the treatment of the floor at the corner entrance to the new restaurant at 280 Valley St., as he noted the Museum has recently used brick pavers. We discussed the fact that while brick is used a number of places in the Historic District, this 1912 building originally used concrete and tile at the entrance, and brick steps will never be appropriate for it. Craig reported that Streetscape II will not be using brick pavers, as the town has found them too expensive.

Jeffrey reiterated that our concept of the correct treatment for this building will not change with whatever happens elsewhere, through Streetscape or otherwise, and that the ARB stands by its earlier, both historically accurate and cost effective, solution. (Minutes, February 2, 2012; “We suggested that Marshall consider using materials that would preserve the monolithic character of the steps and landing so that the principal features of the column and door would be clearly distinguished...If not slate, we suggested concrete pavers....) Marshall and Sprouse may, of course, come to ARB with another proposal for our review.

There is a sign already in place that matches the dimensions of the past business’s sign. George stated that this is in compliance with the Ordinances, though technically we should have seen it first. Further work can be handled administratively. As Marshall wishes to have the sign lighted, we would like to review the fixture to be used, and counsel care in positioning light in relation to road traffic.

Chris Kyle explained changes in James River Brewery’s partnership and Board of Directors, and showed a scheme of the interior of the first floor. We discussed his questions about awnings and exterior signage, and how to distinguish the business entrance in the center of the façade from the customer entrance, at the north end of the building. After conversation about awnings as projecting signs; aesthetics and utility; we recommend an awning in the middle of the façade with the business logo and name, and an awning at the customer entrance with “Tasting Room” only, both done in the branded colors of blue, golds, and browns. We recommend the traditional awning profile, not a curved or domed one. The awning should not project more than 4 feet into

the sidewalk. Fred also suggested the possibility of an awning over the middle entrance with a sign above it. We note our willingness to work between meetings to facilitate efficiency.

George gave us a sketch of a possible roof for the old jail/Chamber of Commerce visitors' center, which we discussed. We strongly felt that this drawing implies an applied roof-like treatment instead of an actual roof, and recommend our original suggestion of a single shallow pitched roof that sheds water to the south, basically replicating, at a different height, what is there now. As the west elevation is now to be the main entrance, the façade should be regularized by the addition of one or two courses of block to obtain a level line along the front.

With no further business, we adjourned at 8:10.

Respectfully submitted,

Ruth Klippstein, secretary