



Department of Planning, Housing, & Community Development

Mayor, Matthew T. Ryan
Director, Tarik Abdelazim

Date: 22 October 2013
To: Commission on Architecture & Urban Design Members
Subject: 21 Main Street – Signage
Tax ID: 160.40-1-42
Case: CAUD 2013-12
Copies: T. Costello; R. Pruitt; file

A. Review Requested

On 3 April 2013, Roger Pruitt, the property owner, submitted an application for Design Review for the building located at 21 Main Street; final sign plans were received on 15 October 2013. This building is a designated Local Landmark Property and all exterior modifications, including signage, have to be reviewed and approved by the Commission on Architecture and Urban Design (CAUD).

B. Proposal

The Applicant is proposing to install new signage for a new business at this location. One sign would be a new awning sign on the existing awning frame, facing Main Street; the second proposed sign is a projecting sign. The proposed awning sign is larger than what is allowed by the Zoning Code, and the proposed projecting sign is located within four (4) feet of an exterior corner of the building; both of these will require area variances from the Zoning Board of Appeals.

C. Signage Proposal

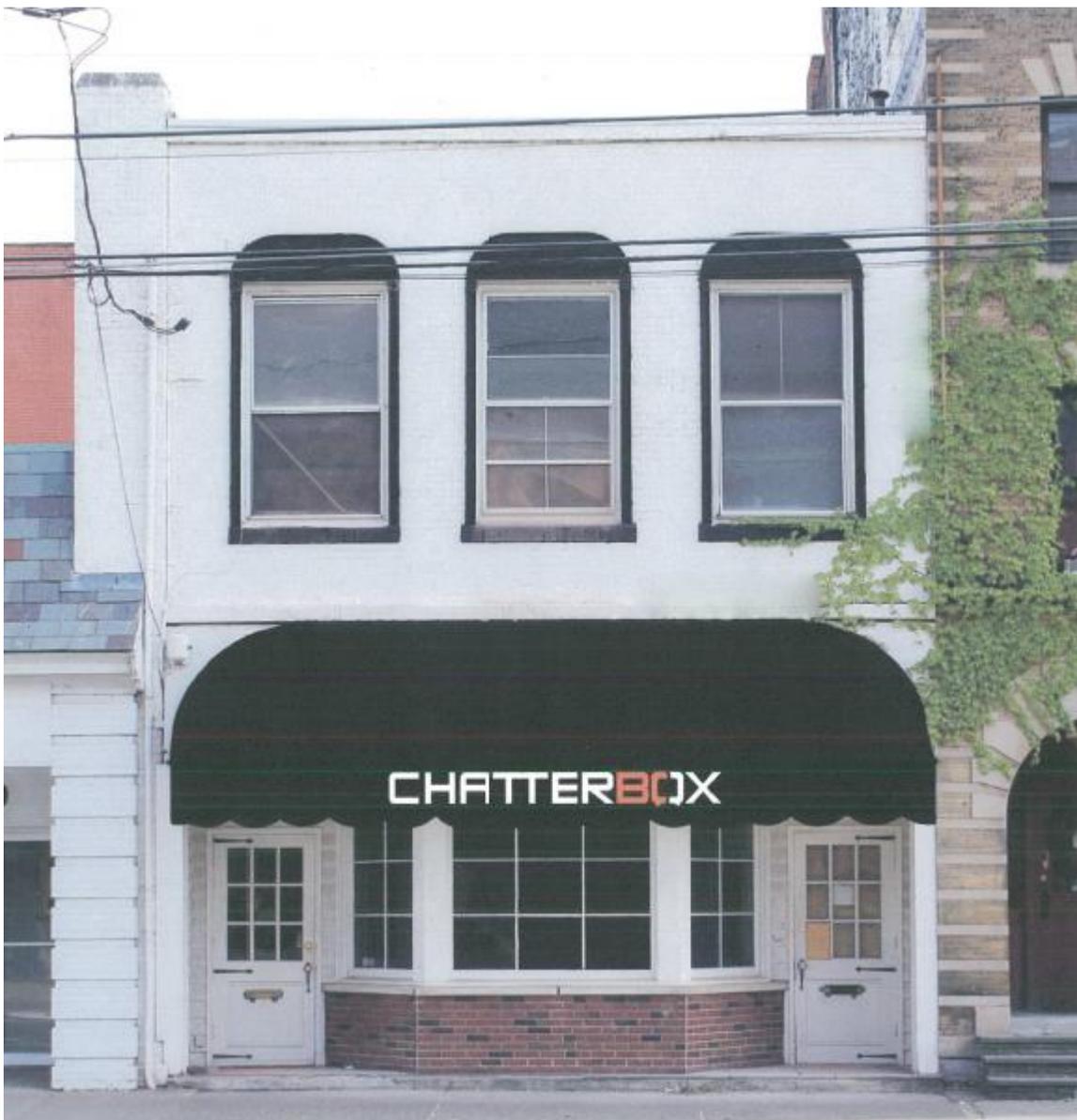
21 Main Street is located in the C-1, Service Commercial District and the following regulations apply:

<u>Permitted</u>	<u>Proposed</u>
<ul style="list-style-type: none">• All structural types• 2 signs per frontage per activity<ul style="list-style-type: none">• Awning Sign<ul style="list-style-type: none">• Max. size 16 inches by 6 feet• Illumination permitted• Projecting Sign<ul style="list-style-type: none">• 20 sq ft• Illumination permitted	<ul style="list-style-type: none">2 sign proposed?????None proposed13.3 sq ftExterior illumination

D. Staff Findings

While bubble awnings are typically not considered appropriate for historic buildings, in this particular case, an exception can be made as the awning style is appropriate for this particular building. The proposed size of the awning sign is not out of proportion with the awning. The proposed projecting sign is of a very modern design; however, it will only have limited permanent impacts on the structure. The proposed placement of the projecting sign would require a variance. However, the Applicant has indicated that they decided on the proposed placement to keep an illuminated sign away from the windows of the abutting building to the west; the abutting building to the east only one story, so the sign illumination would not have any impact on the neighboring property.

E. Photographs



Proposed awning sign



Proposed logo



Proposed projecting sign style (to use proposed logo above)