



## Historic Resources Commission

### Meeting Agenda

March 12, 2019 at 6:00pm  
Council Chambers, 201 S Main St

1. Pledge of Allegiance and opening invocation
2. Approve minutes of the February 12, 2019 meeting
3. COA 1902 – Projecting Signs, Jason Cox
4. COA 1904 – Graham Presbyterian Church Sign, Dr. Steve Braswell
5. Window Sign Percentage Text Amendment
6. City Council Updates, Melody Wiggins
7. Quasi-Judicial Training, Webinar
8. Additional items
9. Adjourn

The next Historic Resources Commission meeting will be held on **March 12, 2019**.

A complete agenda packet is available at [www.cityofgraham.com](http://www.cityofgraham.com)

HISTORIC RESOURCES COMMISSION  
Tuesday, February 12, 2019

The Historic Resources Commission held a called meeting on Tuesday, February 12, 2019 at 6:00 p.m. in the Council Chambers of the Graham Municipal Building. Commission Members present were Cary Worthy, Helen Sharpe, Jerry Perdue, Jeanette Beaudry, Elaine Murrin, Carla Smith. Grace Baldwin was absent. Staff members present included Alexa Powell, City Planner, Mary Faucette, Downtown Development Coordinator, and Melody Wiggins, City Council Liaison.

Chair Cary Worthy called the meeting to order.

Pledge of Allegiance. Cary Worthy requested a moment of prayer.

1. Approval of the minutes from the October 09, 2018 meeting. Carla Smith made a motion to approve and Elaine Murrin seconded. All voted aye.
2. COA1901 Nick's Building. An application was submitted for the Nick's Building by Chuck Talley. The applicant requested approval of a Certificate of Appropriateness (COA) for Windows, Doors, Lighting, Grain Bin, & Roof on the Nicks Building. Clarification on the location of the proposed windows was requested. The property owner indicated his goal was to keep the materials as original as possible including repairing rather than replacing the existing windows on the Nick's building as well as adding back the original posts from the Nicks storefront. The property owner identified the location for the proposed new windows would be solely for the new addition. Architectural plans were handed to the Commission members to illustrate the location of the proposed improvements. There were questions from the Commission regarding the proposed directional lighting.

Helen Sharpe made a motion to approve COA 1901 as written in the application and supporting documentation for the property located at 102 S. Main St. Motion seconded by Jerry Purdue. All voted aye.

3. COA1902 Projecting Signs. The applicant previously informed Staff they would be unable to attend the meeting but would like the case to be heard. The applicant requested approval of a Certificate of Appropriateness (COA) for Projecting Signs on the Scott Building. This request is before the Commission as a major COA because the applicant would like permission to exceed the number of projecting signs per street frontage identified by the Development Ordinance which is beyond staff authority but within the purview of the HRC in the historic overlay district.

The Scott building has architectural features in the areas the design guidelines recommend for the placement of wall signs. Alternatively, the applicant has proposed allowing for an increased number of projecting signs on these buildings to compensate for the lack of available space for a wall signs for his tenants to communicate their businesses presence in the district. There were additional questions with regard to the potential for allowing only a directory plaque but it was explained those are not considered signs and also have a different purpose from an advertising sign. The Commission asked multiple times about the number of proposed projecting signs as well as placement of those signs. The Commission also asked if allowing this would set a precedent for future requests. According to Staff, it would not set a precedent, it would be

specific to this property. If this proposal were granted by the HRC, Staff recommends the motion cite the unique architectural features on the building that would not permit a traditional wall sign for advertising tenants businesses as a justification for granting such a request.

Given the absence of the applicant to answer additional questions from the Commission Carla Smith made a motion to table the discussion until the next meeting. Helen Sharpe seconded the motion. All voted aye.

4. Nominations for Chair. Cary Worthy was nominated by Helen Sharpe and seconded by Carla Smith. All voted aye.

Nominations for Vice Chair. The Carla Smith nominated Helen Sharpe. Seconded by Jeanette Beaudry. All vote aye.

5. Text amendment – There was a request from a Commission member to draft a text amendment to the sign section of the design guidelines as it relates to window signs. The proposed language in the staff report would limit the size to 10% of the window to which it was affixed rather than the current language which allows for 10% of the façade, which in some cases could cover the entire window.

There was a comment from the floor, Lee Kimrey 104 W. Elm Street, discussed the size and his concern of a window assembly rather than a single storefront window. His feeling is it is at the very least can be very restrictive. Discussion continued across all Commission members on size and definition of window size and space. Staff offered to put together a sample to demonstrate various percentage coverage options as well as return at the next meeting with two options with regard to the language of the text amendment.

Cary Worthy proposed the text amendment be tabled until the Staff provided these materials, seconded by Helen Sharpe. All voted aye.

6. Adopt the HRC Workplan - One of the outcomes of the All-Day training was to identify goals and strategies for achieving those goals. Staff presented this information from each of the categories and action steps for the Commission to follow. Helen Sharpe commented on the timeline for the boundaries for North Main Street requesting a faster pace for creating an additional district. Staff explained the rationale for the timeline in terms of the need to follow a series of action steps before achieving that goal; inventory is needed, then followed by a local registry designation (district), then design guidelines will be explored, creation of new guidelines will be required for residential, finally a new district with guidelines can be proposed, recommended, and adopted by City Council. In addition, it is based on budget cycles. Carla Smith made a motion adopt the workplan as presented and was seconded by Elaine Murrin, with discussion around latitude around dates, items, etc. All voted aye.
7. Prep for annual report for City Council in March. Development ordinance requires a report from HRC for Council review annually. Last year this was presented by staff but wanted to provide an opportunity for a Commission member to volunteer to assist with developing the report this year. Cary Worthy volunteered to assist in creating this year's report.

8. City Council updates. At the February meeting approved the resolution for the DAC program and for Mrs. Faucette to be the project coordinator. City Council authorized an application to the program be submitted this year.
9. Request was made by Mary Faucette for a volunteer to join the “Look Up” architectural walking tour program. The scope of the program was presented with the ask of a representative from the Appearance Commission to fulfil the seat on the steering committee. Helen Sharpe volunteered with the understanding her availability is at night only due to working out of town.
10. CLG Status Report – Application was denied. Several areas were identified as to why the application was denied. NC SHPO recommended working with Alamance County which already has CLG status to establish an interlocal agreement which would allow Graham to apply for grant funds through the County. The letter sent by the State outlined the steps needed for future consideration for Graham to re-apply independently. The next step is for the HRC to make a recommendation to City Council to establish an interlocal agreement for the purpose of historic preservation and becoming eligible to apply for grant funds. The Commission asked Staff to reach out to the County for the language needed to take to Council. Chairman Worthy made a motion to recommend City Council enter into an interlocal agreement with Alamance County. Elaine Murrin seconded the motion. All voted aye.
11. Webinar training – Staff will send out Quasi-Judicial webinar for Commission to watch ahead of next meeting for discussion.

With no further business the meeting was adjourned.

Respectfully submitted,  
Mary Faucette



# Application for a CERTIFICATE OF APPROPRIATENESS

P.O. Drawer 357  
201 South Main Street  
Graham, NC 27253  
(336) 570-6705  
Fax (336) 570-6703  
www.cityofgraham.com

The Historic Resources Commission (HRC) processes applications for Certificates of Appropriateness for (1) any changes in the external appearance of existing structures; (2) design of new structures; and (3) demolition of existing structures, within locally designated historic districts or landmarks. Regulations for Certificates of Appropriateness can be found in Article IV, Division 10, Historic Resources, of the *Development Ordinance*.

### Property

Street Address: 4 NE Court Square  
Property Owner: Carolina Property Holdings of NC

### Project

General description of each modification or improvement:

Projecting signs for up to 4 tenants, with images in line with the attached, Hi-Fi Records, or Feel Better Yoga.

### Applicant

Name: Jason Cox  
 Property Owner  Lessee  Other \_\_\_\_\_  
Mailing Address: 200 N Main St, Suite 302  
City, State, Zip: Graham, NC, 27253  
Phone #: (336) 263-1180  
Email: jason@aedosgrp.com

I, the applicant, hereby make application for a Certificate of Appropriateness for a  Sign  Minor Alteration  New Construction, Addition or Major Alteration

I, the applicant, understand that this application cannot be processed unless and until it is complete, including all required exhibits, and it has been submitted at least 10 calendar days before the Commission meeting.

[Signature] 1/28/19  
Signature of Applicant Date

Signature of Owner, when applicable Date

### Representation at HRC Meeting

Who will represent the applicant at the HRC meeting? Jason Cox  
*Should have the authority to commit the applicant to make changes that may be suggested or required by the Commission.*

Name: Jason Cox  
Relationship to Applicant: Self  
Phone #: \_\_\_\_\_  
Email: \_\_\_\_\_

If a site plan is required, has it been submitted?  Yes  No

Is there any approval pending by any other regulatory or administrative authority which may have a bearing on the proposed project?  Yes  No If yes, please specify:

**EXHIBITS:** This application **must be accompanied** by sketches, drawings, photographs, specifications, descriptions, etc. of the proposed project, which must be sufficiently detailed for the Commission to evaluate the proposal. **See the back of this application for a checklist of required exhibits.** There are 5 for signs, 6 for minor alterations, and 10 for new construction, additions or major alterations.

FOR OFFICE USE ONLY	
Received by: <u>AP</u>	Remarks:
Received date: <u>1/28/19</u>	
Tax Map #: <u>145860</u>	
HRC date: <u>2/12/19</u>	





**The Monroe Companies**  
200 N Main St, Third Floor • Graham • NC • 27253  
Phone 336.263.1180 • [jason@aedosgrp.com](mailto:jason@aedosgrp.com)

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01/28/2019

Re: Request for Projecting Signage – Scott Building (101-103 N Main St & 4 NE Court Square)

Historic Resource Commission, City of Graham  
201 S Main St  
Graham NC 27253

Commission Members,

During redevelopment of the above property into a mixed-use building, I have been informed of some city ordinance requirements I believe are well intentioned, but perhaps not in the spirit intended. As such, I am requesting a variance to allow proposed signage as outlined in the following.

For context, the property in question was previously occupied as an accounting firm. On a typical weekday, the building contained 2 to 3 people in the entire building at any given time. As a single use building, the regular signage ordinance in place was in keeping with that use. However, after redevelopment this building is a mixed-use property (in keeping with the City's stated goals for downtown) consisting of two ground level retail/service business serving the general public, as well as 4 office suites on the second level.

Due to this mixed use, we have a need for the ability to provide reasonable, aesthetically pleasing signage for the variety of businesses which are or will be operating from the building.

Current ordinance allows for only a single projecting sign on each façade of a building. However, that same signage ordinance allows up to 25 square feet for a free-standing sign (i.e. 5'x5'), and up to 5% of the total façade for a wall mounted sign. As an example, current code would allow a sign on a downtown façade that was 30'H by 50'W of seventy-five square feet, i.e. 3' tall and 25' long, on each side.

To allow for both an appropriate design aesthetically, and to allow tenants the needed ability to advertise their location, I am requesting approve for:

- 1) Installation of 2 Projecting Side-Arm signs, per façade, one at or near each end of the façade. Each such sign would be submitted for approval as required by normal city process, and would be required to meet all city ordinances including being at or under the required dimensions. My expectation is any such signage would likely be comparable to either 1) the signage as approved for Hi-Fi records, or 2) A wood, wood-effect, or painted sign panel akin to Feel Better Yoga. As the landlord, my lease specifies my approval for all tenant signs, to allow for a consistent overall exterior.

The general locations for these intended signs is shown in the attached as small green rectangles. Final dimensions, placement, etc would be as approved by city, under each tenant's sign permit application.



- 2) Installation of a tenant signboard (for visitors to be able to quickly identify which suite contained which business)

This location is shown as the right-side rectangle in the attached photo. This rectangle signifies the location, not the actual size/scale. This would be a typical tenant directory sign for 4 suites, with each plaque/panel being no more than 140 square inches. For comparison, the entry plaque for Feel Better Yoga is 10"x14" – i.e. 140 inches, the max size to be allowed. The actual ending sizes of each panel will likely be smaller for appropriate scale, visibility for all to be comparable.

This sign/directory format will allow each tenant with a Court Square facing suite to have a sign advertising their respective business, in an appropriate manner. The alternative, per city ordinance, would be the installation of larger 2<sup>nd</sup> floor sign to allow each tenant to advertise and meet the existing wall-mounted sign ordinance. I have shown an example of such a placement in yellow in the attached. I do not wish to have signage blocking architectural details, but the building design provides no other location within the current ordinance requirements.

With the ability to place signage and a tenant directory as noted above, this will also allow the addition at a later date of a mural in the general area shown by the left-side red rectangle.

It is my hope that the general plan above allows an acceptable way to satisfy the Historic Resource Commission's goals, allows second floor tenants in a multi-use building the ability to reasonably advertise their location.

Many thanks,

Jason Cox



# STAFF REPORT

Prepared by Alexa Powell, Planner

## Projecting Signs (COA1902)

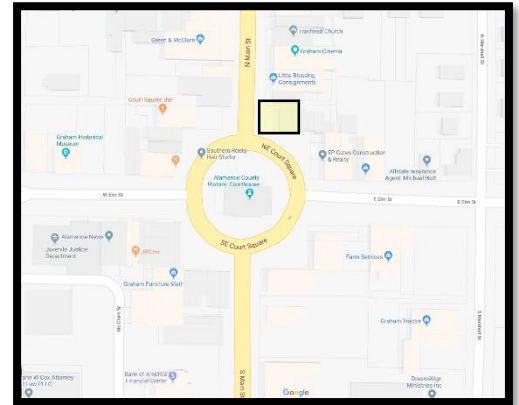
**Type of Request:** Certificate of Appropriateness

### Meeting Dates

Historic Resources Commission  
February 12, 2019 & March 12, 2019

The applicant is requesting approval of a Certificate of Appropriateness (COA) for up to 4 Projecting Signs on the Scott Building with a maximum of 2 projecting signs per facade. All projecting signs must be located in the area designated by the Design Guidelines as appropriate (ie. between transom and second story window). See map of the proposed location and photos. *Staff Note: The example projecting signs for HiFi Records and Feel Better Yoga received a minor COA as they met all of the sign requirements. This request is coming before the Commission as a major COA because the applicant would like permission to exceed the number of projecting signs per street frontage identified by the Development Ordinance which is beyond staff authority but within the purview of the HRC.*

**Location**  
4 NE Court Square  
Graham, NC 27253



### Special Significance - History

Scott Building at 101 North Main Street  
Ca. 1900; Pivotal

Two-story common bond commercial building with decorative brickwork built circa 1900 by James Sidney Scott and W.C. Donald. The modern first story renovation contains a west (front) elevation with picture windows, a recessed entrance containing glass double doors and a flat roof overhang. The second story front elevation consists of three single sash windows on either side of a center double window all beneath individual awnings and semi-circular arched windows. The connecting arches spring from pilaster strips that separate second story bays on the front elevation. Yellow brick distinguished the building where it is employed in the semicircular arches, in the string course below the brick patterned entablature and along the roof's ledge. Yellow brick is also used in monumental pilasters which appear at the building's corners and side elevations.

### Conformity to the *Historic Resources Handbook & Other Applicable Policies*

#### Historic Resources Handbook;

#### 6. Signs

The City of Graham Development Ordinance, Appendix A, contains guidelines for signs in the Courthouse Square Historic District

## Development Ordinance

### APPENDIX A. HISTORIC DISTRICT DESIGN GUIDELINES FOR SIGNS

These guidelines are to be used by the City of Graham Staff to approve sign permits within the Courthouse Square Historic District. The items listed below are additional guidelines to “Article X, Signs” in the City of Graham Development Ordinance. Issuance of a sign permit cannot be denied without first being considered by the City of Graham Historic Resources Commission.

- Signs should be compatible with the structure in size, scale, style, material, and graphics.
- The location of new signs on commercial buildings should conform to the appropriate placement of signs on historic buildings (see attached figure).
- Storefront signs should be designed and located so that they do not obstruct architectural details of buildings.
- Storefront signs should be attached in a manner that does not cause damage or major alteration to the historic elements of a building.
- Translucent plastic signs, which have lighting within the sign (i.e. internally illuminated signs) are prohibited.
- Neon tubing and neon tubing signs are prohibited.
- Freestanding signs should be installed appropriately, such as on well landscaped ground bases or low standards.
- Flush mounted wall signs should be installed in appropriate locations that do not conceal architectural features or details.
- Signs for historic commercial buildings should be placed in locations originally intended for signage such as the top of the storefront or on windows, doors, or awnings.
- Fluorescent or Dayglow colors are prohibited.

#### Article X, Section 10.399

2b) Projecting signs shall be limited to one sign per street frontage, and shall not be located closer than fifty (50) feet to any other projecting sign.

2d) Projecting signs shall clear sidewalks and pedestrian paths by a height of at least ten (10) feet, shall project no more than five (5) feet from the building to which they are attached and shall not extend beyond the inner edge of the curblin.

**Section 10.400 Area; height**

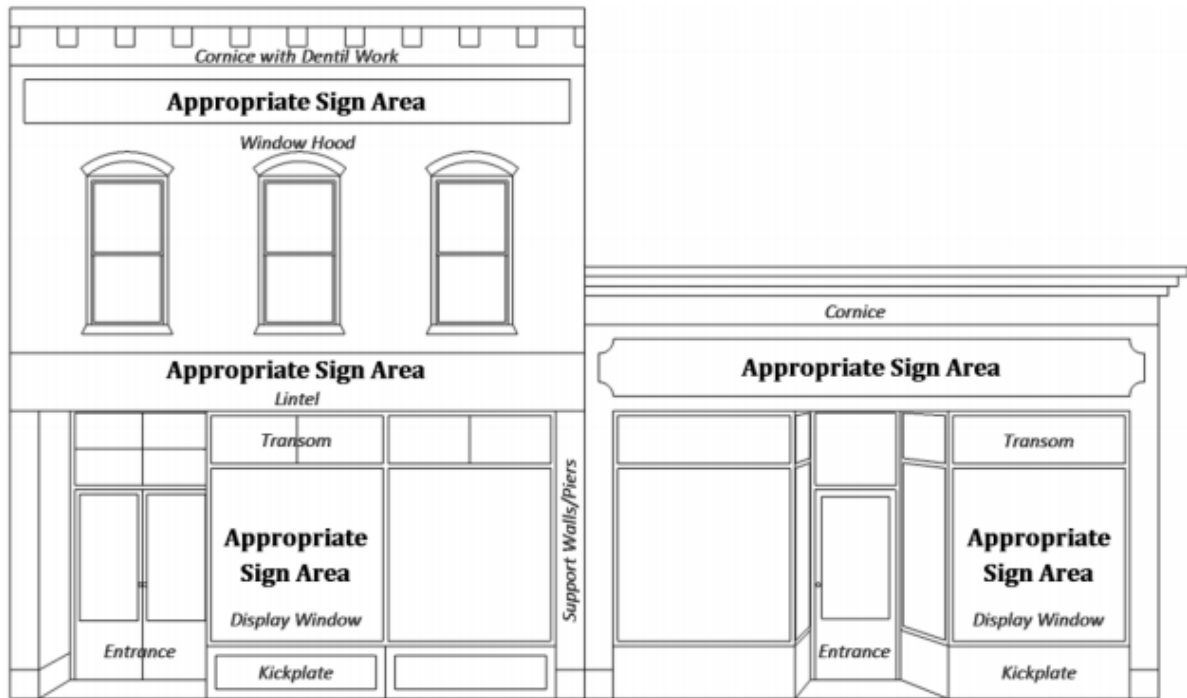
The following regulations shall apply:

District	Freestanding Signs		Projecting Signs	Wall Signs	Side Wall Signs Adjacent to Residential Lots	Marquee or Awning		Outdoor Advertising	
	Maximum Area Per Display Surface (Sq. Ft.)	Maximum Height (Feet)	Maximum Area Per Display Surface (Sq. Ft.)	Maximum Percentage of Facade Coverage	Maximum Area Per Display Surface (Sq. Ft.)	Maximum Height (Inches)	Maximum Length (Feet)	Maximum Area Per display Surface (Sq. Ft.)	Maximum Height (Feet)
O-1	48/300*	10/50*	8	5	Not permitted	10	3	Not permitted	—
B-1	25/300*	14/50*	8	5	2	10	3	Not permitted	—
B-2	64/300*	20/50*	30	10	2	10	3	700*	40***
B-3	48/300*	16/50*	20	10	2	10	3	Not permitted	—
I-1	64/300*	20/50*	20	5	30	10	3	300**/700*	40***
I-2	64/300*	20/50*	20	5	30	10	3	300**/700*	40***

\*Adjacent to an Interstate highway. See Section 10.399 (1)(c).  
 \*\*In areas not adjacent to Interstate 85.  
 \*\*\*Measured from ground level or I-85 road level, whichever is higher.

(Amended 11/7/2000, 4/2/2002)

Figure 1. Sign Location in Relation to Architectural Features



(Added as "Appendix A" and amended by City Council on 1/8/2013)



Flush mounted flat signs are recommended. Major architectural details should not be covered up.



Signs painted or mounted on awnings are acceptable. The sign should not cover more than 20% of the awning.



Projecting signs should be limited in number and size. They should not obscure building facades.



Window signs are encouraged. They should not exceed 10% of the total storefront.



# Application for a CERTIFICATE OF APPROPRIATENESS

P.O. Drawer 357  
201 South Main Street  
Graham, NC 27253  
(336) 570-6705  
Fax (336) 570-6703  
www.cityofgraham.com

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### Property

Street Address: 216 W Harden Street

Property Owner: Graham Presbyterian Church

### Project

General description of each modification or improvement:

For years we have had a pool for a fountain near the corner of West Harden Street and Maple Street. The fountain is no longer operable. We would like to install a steel cross on a base in the middle of the former fountain area. It is 12 feet high and 8 feet wide.

If a site plan is required, has it been submitted?  Yes  No

Is there any approval pending by any other regulatory or administrative authority which may have a bearing on the proposed project?  Yes  No If yes, please specify:

**EXHIBITS:** This application must be accompanied by sketches, drawings, photographs, specifications, descriptions, etc. of the proposed project, which must be sufficiently detailed for the Commission to evaluate the proposal. See the back of this application for a checklist of required exhibits. There are 5 for signs, 6 for minor alterations, and 10 for new construction, additions or major alterations.

### Applicant

Name: Graham Presbyterian Church

Property Owner  Lessee  Other \_\_\_\_\_

Mailing Address: PO Box 1089

City, State, Zip: Graham NC 27253

Phone # (336) 226-4747

Email: stevebraswell@bellsouth.net

I, the applicant, hereby make application for a Certificate of Appropriateness for a  Sign  Minor Alteration  
 New Construction, Addition or Major Alteration

I, the applicant, understand that this application cannot be processed unless and until it is complete, including all required exhibits, and it has been submitted at least 10 calendar days before the Commission meeting.

Steve Braswell 2/4/19  
Signature of Applicant Pastor Date

Signature of Owner, when applicable \_\_\_\_\_ Date \_\_\_\_\_

### Representation at HRC Meeting

Who will represent the applicant at the HRC meeting?  
*Should have the authority to commit the applicant to make changes that may be suggested or required by the Commission.*

Name: Clark Newlin

Relationship to Applicant: Church Elder

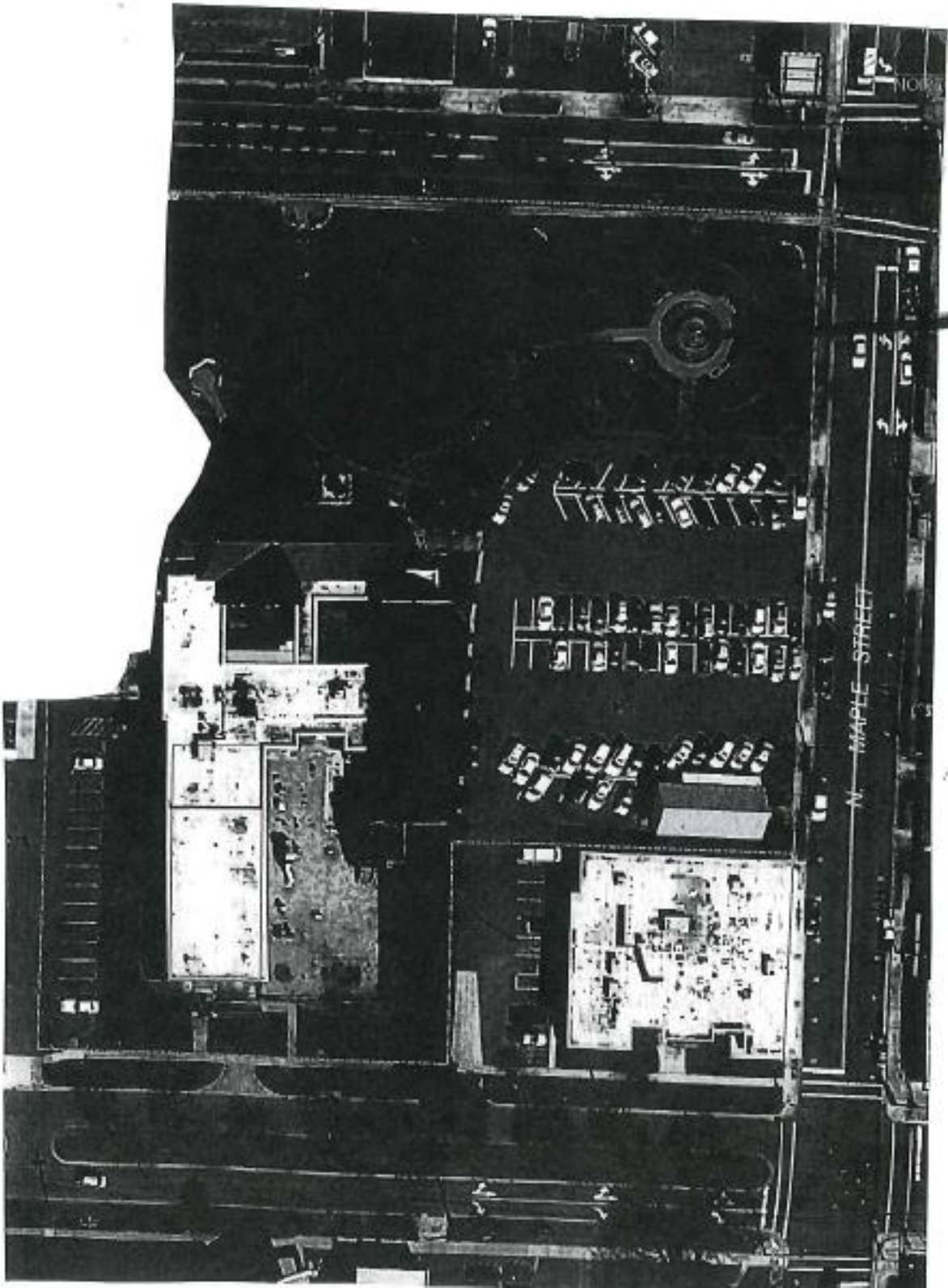
Phone # (336) 516-6755

Email: cwvc@mac.com

FOR OFFICE USE ONLY	
Received by: <u>AP</u>	Remarks: <u>COA 1904</u>
Received date: <u>2/6/19</u>	
Tax Map # <u>145519</u>	
HRC date: <u>3/12/19</u>	







cross to  
be  
placed in  
middle of  
"fountain"  
pool  
on  
base

# STAFF REPORT

Prepared by Alexa Powell, Planner

## Projecting Signs (COA1904)

**Type of Request:** Certificate of Appropriateness

### Meeting Dates

Historic Resources Commission  
March 12, 2019

### Staff Comments

The applicant is requesting approval of a Certificate of Appropriateness (COA) for a Freestanding Sign.

All projecting signs must be located in the area designated by the Design Guidelines as appropriate (ie. between transom and second story window). See map of the proposed location and photos. *Staff Note: This request is coming before the Commission as a major COA because the applicant would like permission to exceed the height restriction for a property zoned O-I. The height is limited by the Development Ordinance to 10 feet which is beyond staff authority to exceed but within the purview of the HRC.*

### Special Significance - History

#### Graham Presbyterian Church at 200 West Harden Street

67. 1855, remodeled and expanded 1897-1908, addition 1920, interior remodeled 1950s; Pivotal

Deeply set in a broad lawn facing W. Harden Street, Graham Presbyterian Church is a fine, cruciform sanctuary of Gothic-inspired design whose varied exterior detailing is enriched by the use of two types of red brick, terra cotta, and rusticated stone. The present sanctuary was produced by a complete remodeling and expansion during 1897-1909 of the congregation's second church, which had been erected in 1855. The remodeling and expansion were designed by architect Charles L. Reade of Richmond, Virginia.

The principal element of the church's main façade is the square, two-stage, castellated tower, which is trimmed by buttresses capped with rusticated stone. Smooth-surfaced, glazed brick seen on the tower and are filled with stained glass installed under Reade's direction. There is a gable-roofed vestibule at the eastern end; both are trimmed buttresses capped by rusticated stone. The vestibule gable is decorated with small squares of molded terra cotta set in a checkerboard pattern.



### Location

216 W. Harden St.  
Graham, NC 27253

The 1920 Sunday school wing is separated from the sanctuary by a pleasant courtyard and an arcade that was erected at the time of the addition. The interior of the sanctuary underwent a major remodeling during the 1950s, but retains the strikingly large wooden brackets resting on stone corbels that were undoubtedly among the most distinctive features of Reade’s design.

**Conformity to the *Historic Resources Handbook & Other Applicable Policies***

**Historic Resources Handbook;**

**6. Signs**

The City of Graham Development Ordinance, Appendix A, contains guidelines for signs in the Courthouse Square Historic District

**Development Ordinance**

**Section 10.393 Exemptions**

13) Churches shall be permitted two (2) freestanding signs per zoning lot. Each sign shall not exceed thirty-two (32) square feet in area and six (6) feet in height. All other regulations of this article shall apply.

**Section 10.400 Area; Height**

	Freestanding Signs	
District	Maximum Area Per Display Surface (Sq. Ft)	Maximum Height (Feet)
O-1	48	10

**APPENDIX A. HISTORIC DISTRICT DESIGN GUIDELINES FOR SIGNS**

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- Signs should be compatible with the structure in size, scale, style, material, and graphics.
- The location of new signs on commercial buildings should conform to the appropriate placement of signs on historic buildings (see attached figure).
- Storefront signs should be designed and located so that they do not obstruct architectural details of buildings.
- Storefront signs should be attached in a manner that does not cause damage or major alteration to the historic elements of a building.
- Translucent plastic signs, which have lighting within the sign (i.e. internally illuminated signs) are prohibited.

- Neon tubing and neon tubing signs are prohibited.
- Freestanding signs should be installed appropriately, such as on well landscaped ground bases or low standards.
- Flush mounted wall signs should be installed in appropriate locations that do not conceal architectural features or details.
- Signs for historic commercial buildings should be placed in locations originally intended for signage such as the top of the storefront or on windows, doors, or awnings.
- Fluorescent or Dayglow colors are prohibited.

# STAFF REPORT

Prepared by Alexa Powell, Planner

## Window Signs

**Type of Request:** Text Amendment

### Meeting Dates

Historic Resources Commission  
February 12 & March 12, 2019

This text amendment proposal was made at the request of a HRC member.

Currently the size of the building determines the total square feet of sign coverage. For large buildings this could allow signage covering the entire window. This change would bring the text into alignment with the image shown above the description in the Design Guidelines and would also have the effect of limiting the square footage of window signs.

### Current Text:

*Window signs are encouraged. They should not exceed 10% of the total storefront.*

### Proposed Text:

*Option A: Window signs are encouraged. However, window signs shall be limited to one per facade up to 10% of the window assembly but not to exceed a total of 15 sq/ft.*

*Option B: Window signs are encouraged. They shall not exceed 15% of the window to which they will be affixed. Limited to one window sign per facade per business.*



Flush mounted flat signs are recommended. Major architectural details should not be covered up.



Signs painted or mounted on awnings are acceptable. The sign should not cover more than 20% of the awning.



Projecting signs should be limited in number and size. They should not obscure building facades.



Windows signs are encouraged. They should not exceed 10% of the total storefront.

**If you would like to see the sign dimensions in person, Staff has setup a sample wall to demonstrate the various sizes in City Hall. Please feel free to drop by ahead of the meeting to review this visualization.**

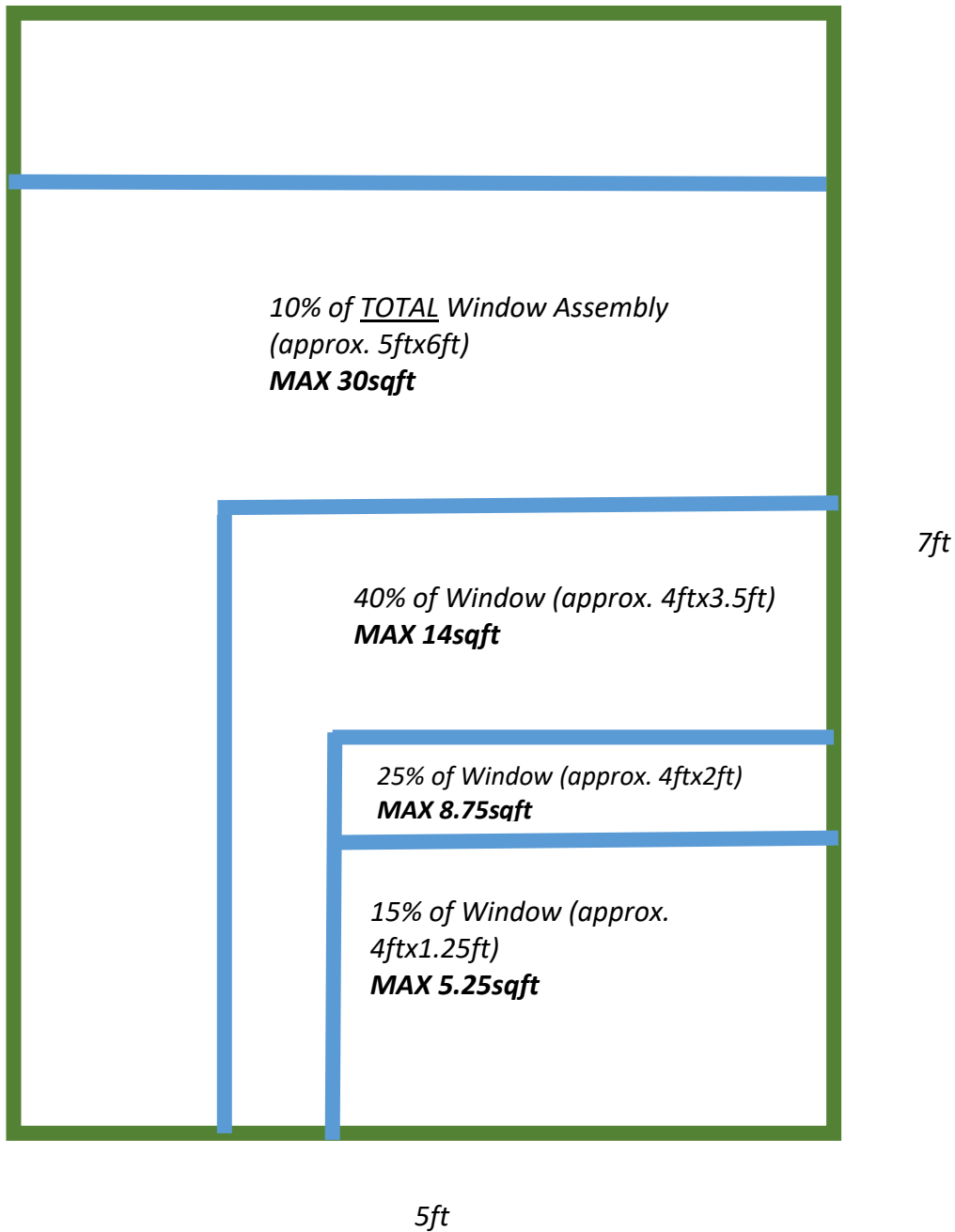
**The Patterson Building is a “typical” or average dimension for a storefront window downtown.**

**The McClure Building represents the largest “Window Assembly” in downtown.**

**McClure Building (5x7ft) = Total 35 SQFT**

**Window Assembly = 35SQFT X 9 = 315 SQFT**

Window Assembly is all of the windows on façade.



**Patterson Window (9x7ft) = Total 63SQFT**

**Window Assembly = 63SQFT X 2 = 126SQFT**

