



City of Cartersville Historic Preservation Commission COP Application Staff Report
Case: COP 23-16

HPC Meeting – 6/20/23

Application Information

Address: 17 E Church Street
 Applicant: Art In Bartow
 Historic District: DBD
 Zoning: DBD
 Setbacks: Front= 0ft. Rear= 0ft. Side=0ft.

Brief Description: Variance request to increase wall sign criteria for the installation of a mural.

Applicable Guidelines to Consider- Sec. 9.25- 52

Residential Design Guidelines	
<i>Part One: Maintaining, Repairing, Replacing Structures Contributing to a Historic District.</i>	
A. Wood	K. Utilities and Energy Retrofit
B. Masonry	L. Accessibility, Health, and Safety Considerations
C. Architectural Metals	M. Aesthetic Recommendations
D. Paint	
E. Roofs	PART TWO: Additions and New Building Construction
F. Exterior Walls	
G. Driveways, Walkways, and Off-Street Parking	
H. Lighting	PART THREE: Relocation of Structures
I. Windows and Doors	
J. Entrances, Porches and Balconies	PART FOUR: Demolition
Commercial Design Guidelines (Historic Downtown Business District)	
<input checked="" type="checkbox"/>	PART ONE: General Guidelines for Structures Contributing to the District.
	PART TWO: Guidelines for New Construction

Project Tasks:

1. Paint mural on east side of wall. Wall is currently painted brick.

Staff Comments:

History of the Property- The structure was constructed c.1900 according to the Bartow County Tax Assessor. GHRS shows c. 1940.

COP19-22. Replace the French doors with a 2/3 lite fiberglass, ADA compliant door (36in. wide) and add two masonry columns on each side of doorway for structural support. Approved 8/20/19

Analysis of the COP:

Art in Bartow is proposing a painted mural on the east facing wall of 17 E. Church St. The wall is approx. 35ft. long and 15ft in height or approx. 525sf. The wall is currently painted brick. The mural may also serve as a wall sign for the buildings tenant, LIVE2540, also known as LOVE, with a location at 24 E Church St. The 17 E Church St. location is used for storage by the tenant. See proposed mural, attached.

There are no city ordinance sections for murals, so the precedent has been to define murals as signs. Typically, murals exceed the height and area allowed for wall signs, so a variance is needed. This is true for this project. Because a variance is needed and the project is in the DBD historic district, HPC review is required.

The only HPC reviewable item related to the proposed mural is the painted vs unpainted brick issue. Since the mural is proposed on a painted brick wall, this would be compliant with the HPC ordinance, Sec. 9.25-52 Part 1, subsection (9).

The Board of Zoning Appeals (BZA) will be reviewing the project for sign ordinance requirements. A variance hearing is scheduled for the BZA on July 13th, file V23-15. The following requirements will be reviewed:

1. Increase wall sign area from the allowed 70sf to approx. 525sf, per *Sec. 20-27 (1) General Regulations, subsection (f)(1)*
2. Increase height from the allowed 24in. to approx. 15ft. per *Sec. 20-27, General Regulations, subsection (f)(4);* and
3. Allow a painted wall sign in the DBD, per *Sec. 20-27 (3) Prohibited signs in the DBD district, subsection (c)*

The HPC may have an opinion on the item 3 above. Ordinance attached.

The mural does comply with all other sign requirements. Staff supports Art in Bartow initiatives including the addition of this mural to downtown. It is believed that the content of the mural, "LOVE", is merely coincidental to the name of the company renting space, and

is indicative of positive, family friendly messaging expected of all artwork in the Cartersville community.

Commissioners Work Sheet

Materials:


	Existing Materials	Materials to be Used
Roof		
Siding	Painted brick	Paint
Windows		
Doors		

Notes:

I move to (approve, approve w/ conditions, or deny) the application for (state proposed changes) at (address) (as submitted, or with the following conditions). I find (compliance or noncompliance) with the guidelines referenced in the staff report and those brought up during discussion.

Sec. 9.25-52 Part 1, subsection (9). All other sections omitted.

9. *Exterior walls:*


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- A. Painting, sealing or applying other types of coatings to unpainted masonry is prohibited without Commission approval. One shall not sandblast exterior surfaces. Use the gentlest means possible to clean exterior materials. When repointing brick or other masonry walls, one shall use a historic mortar mix (softer than modern mixes), matching the original mortar joints.
 - B. Maintain historic exterior materials. As part of a renovation, repair damaged exterior materials with like materials only in the area of damage. One shall not use imitation or faux brick, stone, wood siding, metal siding or aggregates on the building facade unless approved by the Commission.
 - C. Maintain historic exterior materials. As part of maintenance, repair damaged exterior materials with like materials only in the area of damage. One shall not use imitation or faux brick, stone, wood siding, metal siding or aggregates on the building facade unless approved by the Commission.

Sec. 20-27. DBD sign regulations.

All signs under this section require a permit. The standards and requirements of this section shall be in addition to city-wide standards and requirements. In the event of conflicting regulations, the standards and requirements of this section shall take precedence.


(1) *General regulations.*


- a. *Banners.* No more than one (1) banner, not to exceed thirty-two (32) square feet in area, may be displayed at each place of business and shall be securely attached to the facade of a building. A registration permit is required, at no cost, and such banners shall be displayed for a period not to exceed thirty (30) days.
- b. *Color.* For all signs in the DBD district, fluorescent colors shall not be used. Such signs shall not contain more than five (5) colors, except in instance of an illustration.
- c. *Freestanding signs.* One (1) freestanding sign shall be allowed on each property frontage, not to exceed six (6) feet in height, and shall not exceed twenty-four (24) square feet in area. Electronic freestanding signs which exhibit animation, blink, change copy, display moving pictures or images, flash, contain light emitting diode (LED), and/or contain liquid crystal display (LCD) shall be prohibited.
- d. *Pole banners.* Such banners shall not exceed twelve and one-half (12-1/2) square feet in area; shall have a maximum width of two and one-half (2-1/2) feet and a maximum height of five (5) feet; shall have a minimum display height from the bottom edge of the banner to the ground of eight (8) feet; and shall have a maximum display height of twenty-five (25) feet measuring from the top edge of the banner to the ground. Such banners attached to public utility poles or light poles shall be approved by the appropriate city department prior to attachment.
- e. *Projecting signs.* A business shall be allowed to attach one (1) projecting sign to a building facade which fronts a public right-of-way with the following stipulations:
 1. The sign shall not exceed an area of six (6) square feet.
 2. The horizontal dimension of the sign shall not exceed three (3) feet.
 3. The sign shall be attached perpendicular to the building wall.
 4. The distance from the ground to the lower edge of the sign shall be a minimum of seven (7) feet over a sidewalk and a minimum of thirteen (13) feet over a street or driveway.
 5. The distance from the building wall to the sign shall not exceed six (6) inches.
 6. The height of the top edge of the sign shall not exceed the height of the wall from which the sign projects, if attached to a single story building, or the height of the sill or bottom of any second story window, if attached to a multi-story building.
 7. The sign may be directly or indirectly lighted, however, direct lighting shall be of the sign copy only. Animated illumination or effects, blinking, flashing, rotating, and/or scrolling projecting signs shall be prohibited.
- f. *Wall signs.*
 1. Wall signs shall have an aggregate area not to exceed two (2) square feet for each linear foot of building face, not to exceed two hundred (200) square feet in area. Canopy and awning signage shall be deducted from allocated wall sign area.

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- 2. No wall sign shall be closer than eighteen (18) inches to an adjacent property line and shall not be installed or extend over a party wall.
 - 3. Wall signs shall not obscure important architectural details or features such as windows, transom panels, sills, moldings and cornices.
 -  4. Wall signs shall be no greater than twenty-four (24) inches in height (excludes permanent window signage).
 - 5. Animated illumination or effects, electronic, blinking, flashing, rotating, and/or scrolling wall signs shall be prohibited.
- g. *Window signs.* Each ground level business having windows directly oriented to a street may use all of that glass area as one (1) allowable sign, but no single window shall be covered more than thirty (30) percent. Electronic window signs in the downtown business district (DBD) shall be no greater than four (4) square feet in area and shall only be stationary.

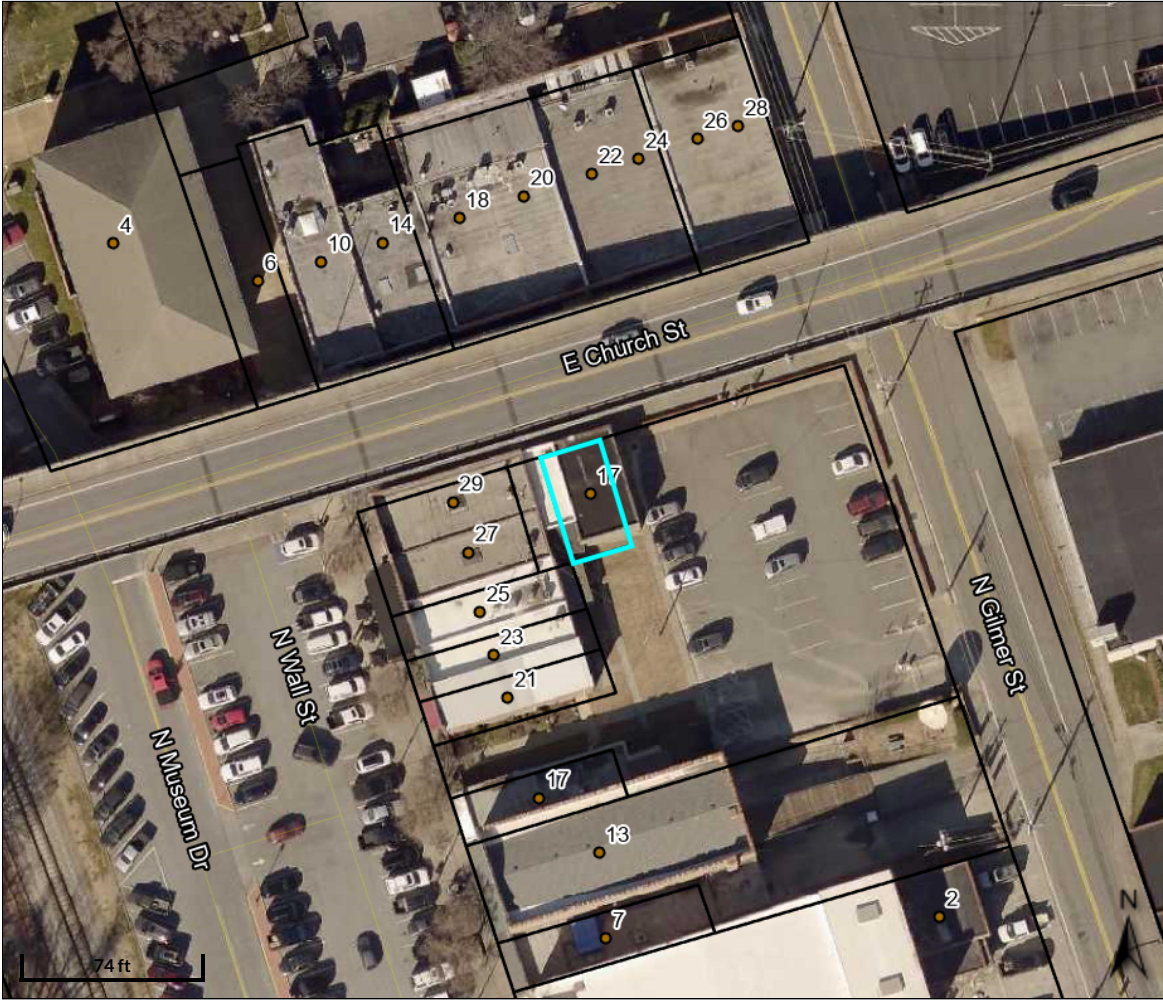
(2) *Maintenance and appearance of signs.*

- a. All signs in the DBD zoning district shall be maintained in good condition, so as to present a quality and orderly appearance. The city finds that neglected or dilapidated signs in the DBD zoning district may adversely affect the public health, safety and welfare. Such signs may adversely affect the aesthetic characteristics of the city and may adversely affect public safety due to the visual impact of said signs on motorists and the structural characteristics of said signs.
- b. Signs shall be considered neglected or dilapidated signs if any of the following conditions are present: Rust or holes on or in the sign or sign structure; broken, missing, loose or bent parts; faded or flaking paint; nonoperative or partially nonoperative illuminating or mechanical devices; or missing letters in sign copy.
- c. The planning and development department, after due notice, may have any sign removed which shows gross neglect or becomes dilapidated. Said notice shall be given to the property owner and current tenant by first class mail, with proof of mailing obtained from the post office. Proof of mailing means either a first class "certificate of mailing" or a first class "certified mail" receipt; a proof of delivery is not required. Only an owner reflected on the records of the tax assessors as of January 1st of the applicable year shall be entitled to notice. The zoning administrator or designee shall give the owner thirty (30) days' written notice to correct the deficiencies or to remove the sign or signs. If the owner refuses to correct the deficiencies or remove the sign, the zoning administrator or designee may have the sign removed at the expense of the owner.

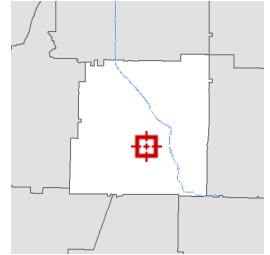
 (3) *Prohibited signs in the DBD district in addition to section 20-22*

- a. Animated illumination or effects, electronic, and/or flashing signs, unless noted above.
- b. Billboards.
-  c. Signs painted directly onto roofs, retaining walls, fences or building facades or walls. Commemorative wall signs of historical significance are exempt from this provision.
- d. Streamers.

(Ord. No. 26-12, 5-3-12; Ord. No. 01-15, § 8, 3-5-15)



Overview



Legend

- Parcels
- Structural Numbers**
 - Abandoned or Inactive
 - Active
 - Proposed
 - <all other values>
- Roads

Parcel ID	C001-0009-016	Alternate ID	49882	Owner Address	AUGSBURG INVESTMENTS LLC
Sec/Twp/Rng	n/a	Class	Commercial	PO BOX 1505	
Property Address	17 E CHURCH ST	Acreage	0.02	CARTERSVILLE, GA 30120	
District	Downtown Development Authority				
Brief Tax Description	LL 455				
	(Note: Not to be used on legal documents)				

Date created: 6/5/2023
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Developed by **Schneider**
 GEOSPATIAL



**Cartersville Historic Preservation Commission
CERTIFICATE OF PRESERVATION APPLICATION**

*Applicant: Art in Bastow
 Project Address: _____
 Mailing Address (if different than project address):
20 Peppermill Dr SW 30120 Cartersville
 Phone: 770-546-8383
 Email: artinbastow@gmail.com

*NOTE: If applicant is not the owner, as listed on the property deed, a letter from the owner authorizing the proposed work must be included along with the owners phone number and address.

PROCEDURE

Application Requirements

All Applications must be complete and include support materials listed on the reverse of this form and a \$25 non-refundable application fee.

Application Deadlines

See 3rd page of application for application submittal deadlines.

Application Representation

The applicant or authorized representative of the applicant should attend the public hearing to support the application.

Building Permits Requirements

In Addition to a COP application, building permits must be acquired from the Community Development Department. **Building permits will not be issued without proof of a COP.**

Deadline for Project Completion

After approval, the COP is valid for 18 months and void if construction does not begin within 6 months of approval.

Office Use Only

Case Number	<u>COP23-16</u>
Date Received	<u>5-26-23</u>
Contributing	<u>Y- c.1900</u>
Zoning	<u>DBD</u>
Legal Advertisement	<u>6-14-23</u>
Notified Adjacent	_____
HPC Hearing	<u>6-20-23</u>
HPC Decision	_____
COP Expiration	_____
Project Completion	_____
Tax Parcel	<u>C001-0009-016</u>

PROJECT INFORMATION

Existing Building Type:

- Residential One, Two or Multi-family _____
- Commercial Garage, Storage _____
- Other _____

Brief Project Description (example: addition of sunroom, installation of fence):

mural on previously painted brick

Type of Project (check all that apply)

- New building
- Addition to building
- Relocation of building(s)
- Demolition
- Fence(s), wall(s), landscaping
- Minor exterior change
- Major restoration, rehabilitation, or remodeling
- Other _____

Start Date: As soon as possible

Anticipated Completion: December 15, 2023

Artistic Director
 Contractor/Consultant/Architect: Abigail Henington

AUTHORIZATION

In consideration for the City of Cartersville's review of this application for a proposed change to a locally designated property, the applicant agrees to hereby indemnify and hold harmless the City and its' agents and employees from and against any and all claims, damages, and/or liability arising from or related to this application or any issuance of a permit hereunder.

Date 5/26/23 Signature [Signature]

APPLICATION CHECKLIST

The following list includes the support material necessary for review of a particular project.

New Buildings and New Additions

- site plan
- architectural elevations
- floor plan
- landscape plan (vegetation not required)
- description of construction materials
- photographs of proposed site and adjoining properties

Major Restoration, Rehabilitation, or Remodeling

- architectural elevations or sketches
- description of proposed changes
- description of construction materials
- photographs of existing building
- documentation of earlier historic appearances (restoration only)

Minor Exterior Changes

- description of proposed changes
- description of construction materials
- photographs of existing building

Site Changes – Parking areas, Drives, Walks

- site plan or sketch of site
- description of construction materials
- photographs of site

Site Changes – Fences, Walls, Systems

- site plan or sketch of site
- architectural elevations or sketches
- description of construction materials
- photographs of site

Site Changes – Signs

- specifications
- description of construction materials and illumination

Demolition

Must include a complete plan for the new development.

- timetable
- demolition budget
- new construction budget
- evidence of adequate financing

NOTE: Only complete applications will be placed on the agenda for design review. Submit to:

City of Cartersville
Planning and Development Department
P.O. Box 1390
Cartersville, GA 30120

PROJECT DESCRIPTION

Include support materials and attach additional sheets if needed. If the proposed scope of work will involve more than one type of project, please divide the description. [Example: (1) Addition to rear (2) New roof]

Art in Bartow in partnership with LIVE2540 and building owner Calvin Evans with Blackstone Realty Group LLC propose to paint a mural on the previously painted wall. This mural will draw tourists and Cartersville residents to the businesses under the bridge and the entire DMA. The artist is Abigail Hemington, a teacher at Woodland High School in conjunction with her students. This team will also be painting the mural with support from Art in Bartow.

The best time for this project is while school is out, so start date would be upon final approval.

The mural would be designed to cover the entire open wall, which is larger than the 200sf sign allowance at approx 500sf.

PRECEDENCE OF DECISIONS

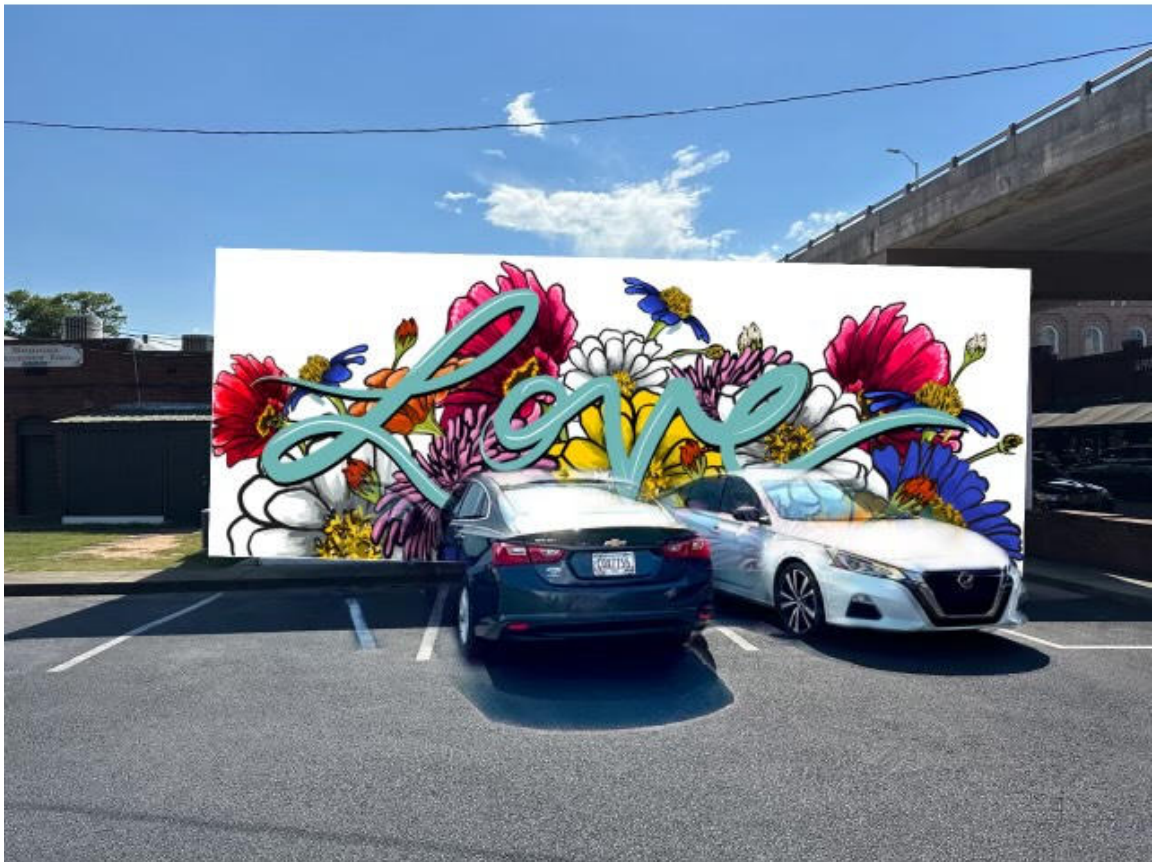
Each application will be considered on it's own merit with reference to the Secretary of the Interior's Standards and the Commission's published Design Standards. While the Historic Preservation Commission may consider past actions when making decisions on an Application for a Certificate of Preservation, it is not held by those decisions when considering new application that may appear similar in character.



Current condition of wall. Painted Brick.



Final Option



Images taken 6-13-23

