



CITY OF JONESBORO DESIGN REVIEW COMMITTEE

Agenda Item Summary

Agenda Item #

COUNCIL MEETING DATE

Requesting Agency

Community Development (Ira Lane Coffee LLC, applicant)

Requested Action (Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)

Review of sign change and exterior color change

Requirement for Board Action (Cite specific Council policy, statute or code requirement)

Section 86-489. General sign standards; Sec. 86-490. Wall sign standards; Sec. 86-495 Historic District

Is this Item Goal Related? (If yes, describe how this action meets the specific Board Focus Area or Goal)

☒ **Yes** ☐ **No**

Summary & Background

(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)

Agency recommendation – Approval of Sign Changes and Exterior Color Changes

This location has hosted a restaurant / café for many years, most recently the Fig Tree Café. Recently, a prospective new owner would like to put a new coffee shop in the building and has proposed some new signage and a new color scheme.

The property is zoned H-1 Historic District. The property is within the Historic District and therefore will require a Certificate of Appropriateness from the Historic Preservation Commission as well.

Sec. 2-303. - Powers and duties.

The design review commission has the power to make certain advisory recommendations to the city council, the historic preservation commission, and the community development department. The commission's recommendations on review items are not binding, but are intended to be utilized by the city council, the historic preservation commission, and the community development department in making informed, binding decisions.

The commission shall be authorized to:

- (a) Make recommendations to the historic preservation commission regarding certificate of appropriateness applications for any exterior modifications to existing developments, buildings and structures (including signs) within the historic districts and Historic Residential Overlay, prior to the scheduled historic preservation commission hearing on the applications.
- (b) Make recommendations to the historic preservation commission regarding certificate of appropriateness applications for proposed and replacement developments, buildings and structures (including signs) within the historic districts and Historic Residential Overlay, prior to the scheduled historic preservation commission hearing on the applications.
- (c) Make recommendations to the mayor and city council regarding any exterior modifications to existing developments, buildings and structures (including signs) that require variances, generally within the city and, more specifically, within the Tara Boulevard Overlay, Arts & Entertainment District Overlay Zone or Assembly Overlay.
- (d) Make recommendations to the mayor and city council regarding proposed developments, buildings and structures (including signs) that require variances, generally within the city and, more specifically, within the Tara Boulevard Overlay, Arts & Entertainment District Overlay Zone or Assembly Overlay.
- (e) Make recommendations to the mayor and city council regarding any exterior modifications to existing developments, buildings and structures (including signs) that require conditional use hearings and/or zoning change hearings,

FOLLOW-UP APPROVAL ACTION (City Manager)

Typed Name and Title		Phone	City Manager's Office
Signature		Date	

generally within the city and, more specifically, within the Tara Boulevard Overlay, Arts & Entertainment District Overlay Zone or Assembly Overlay.

- (f) Make recommendations to the mayor and city council regarding proposed developments, buildings and structures (including signs) that require conditional use hearings and/or zoning change hearings, generally within the city and, more specifically, within the Tara Boulevard Overlay, Arts & Entertainment District Overlay Zone or Assembly Overlay.
- (g) Make recommendations to the city manager and community development director regarding significant exterior modifications to existing developments, buildings and structures (including signs) that do not require public zoning hearings and do not lie within the historic district or overlays.
- (h) Make recommendations to the city manager and community development director regarding significant proposed developments, buildings and structures (including signs) that do not require public zoning hearings and do not lie within the historic district or overlays.
- (i) Make recommendations to the mayor and city council regarding proposed text amendments to the city zoning code.
- (j) Make recommendations to the mayor and city council regarding applicable facade grant applications for existing buildings and structures within the city.

What is proposed:

- Changing the existing wall sign from “Fig Tree Café” to “Ira Lane Café.”
- Replacing a circular hanging sign logo at the entrance.
- Changing color scheme to Espresso Brown, Cream, Warm Camel, and Taupe
- New accent lights beside the doors.

What is remaining the same:

- Exterior brickwork patterns
- Location of doors and windows
- Goosneck lighting above signage
- Frame for circular hanging sign

New circular hanging sign logo will be inside the existing frame previously approved for Fig Tree Café. No size or height change.

The replacement wall sign, like the Fig Tree Café, is lettering, made of aluminum with welded studs. The total size is 27.26 square feet, which would be 5% of the total building façade.

Sec. 86-489. - General regulations.

(a) Messages. Any sign allowed under this article may contain any message, except those displaying any statement, word, character or illustration of an obscene nature.

(b) Nonresidential zoning districts. In nonresidential zoning districts signs shall be permitted in the following combination of wall and ground signs subject to the provisions hereinafter stated:

(1) Lot with one building, which building is currently occupied pursuant to a current and valid certificate of occupancy issued by the city.

- a. Combination of one wall sign and one ground sign, subject to the respective size limitations in [section 86-490](#). In addition to [section 86-490](#), each wall sign shall not exceed seven and one-half percent of the exterior building facade, without an approved variance. **Only 5%**
- b. Single building on multiple frontage lots are allowed a total of ten percent of the exterior building facade for wall signs, and may have one additional wall sign, and one additional ground sign (subject to the size limitations in [section 86-490](#)). When calculating their allowed square footage, buildings on multiple frontage lots shall base their calculations

on the facade with the primary entrance and/or architectural features of the building. Otherwise, the facade used shall be that facade which faces the public road of the greatest capacity. The classification of streets in the thoroughfare plan shall be the basis for determining street capacity. **n/a**

Sec. 86-490. - Regulated signs.

(b) Wall signs shall be permitted in nonresidential zoning districts. Permitted area of wall signs shall not exceed 150 square feet. No single building or unit shall be permitted more than one wall sign except for multiple frontage lots as provided in section 86-489(b)(l). Wall signs are allowed only upon a building which is currently occupied pursuant to a current and valid certificate of occupancy issued by the city or which is currently being developed under an active building permit issued by the city. **Wall sign is 27.26 square feet total.**

Sec. 86-495. - Historic districts.

The purpose of this section is to ensure that signage in the historic district is harmonious in proportion, form, color, and materials to the character of said district. Visual relatedness is crucial to the goal of an integrated historic district, and signs play a key role in helping to preserve the historical district's sense of time and place, and to achieve the desired effect of charm and compatibility. No sign shall be erected, altered, restored or moved within the historic district until an application for a certificate of appropriateness as to exterior architectural features and signage has been reviewed and approved by the historic preservation commission and the design review commission subject to the notice and public hearing requirement(s) as set forth in O.C.G.A. § 36-66-4(g). All proposed changes requiring a certificate of appropriateness shall comply with the applicable design standards in the 2005 zoning ordinance.

- (1) *Applicability.* This section shall apply only to those structures and uses within the geographical boundaries of the historic districts, the H-1 and H-2 zoning districts, and nonresidential properties within the historic residential overlay.
- (2) *Compatibility.* As to signs, buildings, structures, and uses within the historic districts, when a provision of this section conflicts with any section in the balance of this article, the provision of this section shall control. Otherwise, to the extent reasonably possible, the provisions of this section shall be interpreted consistent with the provisions of the balance of this article.
- (3) *Signage standards.*

a. *General.* Signage shall complement the architectural details of the building and shall not violate or otherwise obscure the architecture of the building to which it is attached. Signs, lettering, or boxed graphics shall not cut across columns, cornices, windowsills, arches or balconies, nor extend above the roofline (except for parapets and mansards) of any building to which it is attached. **Wall sign will not obscure architectural details.**

b. *Lettering, size, and content.* Letters can be painted or mounted directly on a signboard, storefront, wall or window, if in proportion to the storefront. Lots in the H-1 and H-2 historic districts are allowed the same amount of signage as lots outside of the H-1 and H-2 historic districts. In the H-1 and H-2 historic districts, canopy signs and hanging or suspended signs may be utilized. Provided, however, in no case may the total signage area exceed ten percent of the building face to which the sign is attached. Acceptable lettering materials include wood, stone, synthetic stone, metal, and acrylic. The overall design of all signage shall be compatible with the turn-of-the-century theme of the historic district. **Design will be compatible.**

c. *Materials.* Signs may be constructed of concrete, brick, wood, stone, metal, glass, or synthetic materials that have the same appearance of the aforementioned natural materials due to their finish. All materials shall be compatible with the building's architecture and should be colorfast and resistant to corrosion. Signs shall be professionally finished in accordance with the material selected, whether by sanding, painting, staining and/or sealing, with the edges of the sign framed out and/or sealed. **Aluminum letters.**

d. *Lighting.* All signs in the historic district, whether ground signs or wall signs, shall only be illuminated by an external light source, and through craftsmanship and materials, shall reflect the design aesthetics of the historic district. **So noted. Sign will not be internally illuminated. Will be lit by gooseneck lights shining down.**

e. *Colors.* The historic preservation commission and the design review commission shall consider the context of the surrounding area when reviewing the color of a proposed sign in the historic districts; however, the colors and logos of nationally and regionally recognized businesses shall not be prohibited. **Color scheme is similar to former Fig Tree sign.**

f. Awning and canopy signs. Awnings or canopies over doors, entrances, windows or outside service areas are permitted in the H-1 historic district. Professionally applied forms, graphics, symbols, lettering, or other visual presentation may be incorporated into the awning or canopy valance/drop flap but are restricted to 20 percent of the awning field. Size of the signage shall be computed as for a wall sign. Signage pursuant to this subsection shall be included within the overall amount of signage allowed under [section 86-489](#). Awnings or canopies shall clear sidewalks by seven feet in height, and project no more than six feet from the building. Canvas or synthetic look-alike canvas are the only materials permitted for awnings and canopies. Metal or vinyl may be approved for awnings or canopies if the overall design is consistent with the H-1 historic district's turn-of-the-century theme. Awnings or canopies may not be backlit. Metal awnings and canopies are preferred. **n/a**

g. Hanging or suspended signs. Hanging, suspended, or projecting signs are permitted and shall clear sidewalks by seven feet in height, and project or drop no more than 36 inches from the building. Hanging or suspended signs should project or drop from a wall or roof at a 90-degree angle. Hanging or suspending signs over driveways, alleys, or parking areas is prohibited. Hanging, suspended, or projecting signs shall be limited to a maximum size of six square feet, and if double sided, shall be calculated as only one sign. One hanging, suspended, or projecting sign per business is permitted, and shall be calculated as part of the total signage area allowed under [section 86-489](#). Attractive hardware for hanging is encouraged. **In previously approved framework.**

h. Window signs. Interior window signs shall not exceed 25 percent of the total window area exposed to public view. Window signs shall not be included within the overall amount of signage allowed under [section 86-489](#). **n/a**

i. Special events. Additional signage is permitted in the historic district under [section 86-494](#), provided that all such additional signage conforms to the aesthetic standards of the historic district. **n/a**

j. Ground signs. Ground signs may hang or suspend from a horizontal support that is affixed to the ground by vertical post. **n/a**

l. A-frame signs. A-frame or "sandwich" signs are allowed at the rate of one per business or parcel. A-frame signs shall not obstruct pedestrian or vehicular routes. **One A-frame sign shown.**

The new exterior building color scheme will be Earth tones and will provide an appropriate, lighter face to the building.

Fiscal Impact / Funding Source

(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)

Private

Exhibits Attached *(Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)*

Proposed sign and building elevation

Staff Recommendation

Approval

David Allen, Community Development Director