



Community Development
Department

STAFF REPORT

Meeting Date:	August 24, 2023
Agenda Title:	COA 23-58 – 92 Main Street, Unit 104
Requested Action:	Review proposal for the request to install a window sign.
Department / Agency Lead:	Community Development
Staff Lead:	Casey Squyres

EXECUTIVE SUMMARY

The applicant is proposing to install a window sign (decal) on the exterior window.

BACKGROUND

This building was constructed between 1931 and 1947 based on Sanborn maps. The building is a good example of two-part commercial block building and represents the mid-twentieth-century residential resources within the district. The building retains integrity of location, design, setting, feeling, and association. This resource falls within the district's period of significance and contributes to the character of the district. Although the building does not possess sufficient architectural or historical significance to qualify for individual listing in the National Register, it is a contributing resource to the Warrenton Historic District under Criterion C for architecture.



DESIGN GUIDELINE CONSIDERATIONS

Historic District Guideline	Page No.	Analysis
E. WINDOW SIGNS		
No window sign should exceed twenty-five percent (25%) of the window area or have letters taller than twenty-four (24) inches.	3.40	The applicant has confirmed that the sign will be 42" x 30" and the window measurement is 95" x 75". Existing window area = 49.5 sq.ft. Maximum 25% of window area - 12.4 sq.ft. Proposed sign = 8.8 sq.ft. Proposed sign does not exceed maximum of 25% of window area.

Historic District Guideline	Page No.	Analysis
1. Design a window sign to minimize the amount of window covered. Where larger signs would detract from viewing window displays, smaller lettering may be located less obtrusively near the bottom of the display window. Such signs generally are more appropriate for closer pedestrian traffic.	3.40	The applicant has confirmed that the sign will be 42" x 30" and the window measurement is 95" x 75". Existing window area = 49.5 sq.ft. Maximum 25% of window area - 12.4 sq.ft. Proposed sign = 8.8 sq.ft. Proposed sign does not exceed maximum of 25% of window area.
2. Traditional gold lettering is almost always appropriate for window signs. If dark colors are chosen, they should be highlighted for visibility. A solid painted background behind lettering should be avoided because it destroys the transparency of the storefront	3.40	The applicant has requested a sign with gold and white lettering and a solid, black background. A transparent or clear background would be considered more appropriate per the Historic District Guidelines.

STAFF RECOMMENDATION

Staff recommends approval of the request to install a window sign on the exterior window, as described and depicted within the application, provided the following conditions are met:

- 1) All necessary permits are acquired.
- 2) A solid painted background behind lettering should be avoided because it destroys the transparency of the storefront. A clear or more transparent background shall be utilized in place of a solid, black background.

ATTACHMENTS

1. Attachment 1 – Photos
2. Attachment 2 – Draft Motion Sheet