



Community Development
Department

STAFF REPORT

Meeting Date:	April 27, 2023
Agenda Title:	COA 23-24 – 77 Main Street
Requested Action:	Review proposal for the replacement of the extant awning with a black Sunbrella awning, for the removal of three extant mounted signs and the installation of a new sign (2' x 17') that reads "Warrenton Market," and to repaint the trim on the left side of the storefront white
Department / Agency Lead:	Community Development
Staff Lead:	Casey Squyres

EXECUTIVE SUMMARY

The applicant proposes to conduct the following alterations:

- 1) For the replacement of the extant awning with a black Sunbrella awning of the same dimensions.
- 2) For the removal of three existing mounted signs ("sherrie's stuff," and "GIFT SHOP") and the installation of a new sign (2' x 17') that reads "Warrenton Market" that will be made of Alumet with flat, white lettering on a black background.
- 3) To repaint the wooden trim on the left side of the storefront white up to the middle door.
- 4) The applicant also submitted a separate COA (23-22) requesting approval to install white vinyl lettering on the door. This request is being reviewed as part of COA 23-24.

BACKGROUND

This building was constructed between 1931 and 1947 based on Sanborn maps. The building is an excellent example of two-part commercial block building in Art Deco style 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
Guidelines for wall signage		
1. Wall signs should be scaled and sized according to the building to which they are proposed. They should not cover or obscure important architectural elements.	3.41	The proposed wall sign meets the requirement. Dimensions: 2' x 17'
2. Applied wall signs should be of painted wood, metal, or substantial and durable composite materials.	3.41	The proposed wall sign meets the requirement. Material proposed is Alumet.

Historic District Guideline	Page No.	Analysis
5. Wall signs should be attached in the least damaging means to the building's materials and other character-defining features. Try to reuse earlier holes for mounting rather than making new ones. When new holes are necessary, always try to fasten into the mortar instead of compromising the strength of a brick.	3.41	The proposed wall sign meets the requirement. Applicant confirmed that the new sign will be attached at the mortar joints.
Guidelines for Storefronts		
5. Recreate storefronts by matching the original proportions, sizes, scale, color, and materials of the original, documented storefront. Do not alter the commercial character of the storefront by substantially reducing or enlarging the area of glass in the storefront	3.27	The applicant does not intend to alter or change the historic storefront from its original proportions, massing, or scale.
6. Design new storefronts to be compatible with the original building. It may be an accurate restoration using historical, pictorial, and physical documentation, or be a new design that is compatible with the style, size, scale, material, and color of the historic building.	3.27	The applicant does not intend to alter or change the historic storefront from its original proportions, massing, or scale.
7. Maintain the alignment and rhythm of the front façade when altering or restoring a previously altered storefront. Use traditional materials such as masonry and wood. If using traditional materials is not feasible, use compatible substitute materials that are similar in scale, finish, and character to the original material and have proven durability in the local climate. Expose original storefront elements that have been obscured by modern siding or other materials.	3.27	The applicant does not intend to alter or change the historic storefront from its original proportions, massing, or scale.
E. Window Signs		

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	
No window sign should exceed twenty-five percent (25%) of the window area or have letters taller than twenty-four (24) inches. Glazed doors may also have lettering.	3.40	

STAFF RECOMMENDATION

Staff recommends approval of the request to 1) install a new “Warrenton Market” sign measuring 2’ x 17’; 2) to repaint the wooden trim white as described, 3) to remove the three existing signs as described, 4) to remove the existing awning and install a new black Sunbrella awning in the same dimensions, and 5) to install vinyl lettering on the door as described and depicted in COA 23-22, provided the following conditions are met:

1. All necessary permits are acquired.
2. Wall signs should be attached in the least damaging means to the building’s materials and other character-defining features. Try to reuse earlier holes for mounting rather than making new ones. When new holes are necessary, always try to fasten into the mortar instead of compromising the strength of a brick.
3. No window sign should exceed twenty-five percent (25%) of the window area or have letters taller than twenty-four (24) inches. Glazed doors may also have lettering.

ATTACHMENTS

1. Attachment 1 – Photos and plans
2. Attachment 2 – Motion Sheet