



Community Development
Department

STAFF REPORT

Meeting Date:	April 27, 2023
Agenda Title:	COA 23-27 – 54 E. Lee Street
Requested Action:	Review proposal for the installation of three temporary exterior Coroplast signs
Department / Agency Lead:	Community Development
Staff Lead:	Casey Squyres

EXECUTIVE SUMMARY

The applicant is proposing to install three Coroplast signs at three exterior elevations of the building.

- 1) Each sign will measure 36" x 36"
- 2) Applicant intends to install all three signs within the mortar joints, which then makes the signs a more permanent feature and does not meet the guidelines.

BACKGROUND

This resource was constructed in c.1907. Historically, this building was used as the hardware store for DP Wood. This is listed as "Hardware" or "Store" from 1908-1924 Sanborn maps. In 1931, it is listed as a "Paints and Oils." This resource represents a typical mid-nineteenth-century commercial-style building within the district. This resource retains integrity of location, design, setting, materials, workmanship, feeling, and association. It falls within the district's period of significance and contributes to the commercial character of the district. Although it 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
D. Flat or Wall Signs		
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.	3.39	Each sign will be no larger than 36" x 36".
2. Applied wall signs should be of painted wood, metal, or substantial and durable composite materials.	3.39	Each sign will be composed of Coroplast material which does not comply with the guidelines.

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.	3.39	Each sign would need to be attached at the mortar joints only. However, this is not appropriate for temporary signage, as it is considered signage that is oversized, overstated, and therefore inappropriate for use in historic districts. Such signage is inappropriate in the Warrenton Historic District.

STAFF RECOMMENDATION

Staff recommends approval of the request to install three temporary "Office for Lease" signs on three elevations of the building, provided the following conditions are met:

- 1) All necessary permits are acquired.
- 2) The proposed Coroplast signs are not recommended as approvable as described and depicted within the application. The applicant must utilize appropriate material or utilize another style of temporary signage, such as a banner, or other type of temporary signage as allowed by the Zoning Ordinance.

ATTACHMENTS

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