



Community Development  
Department

## **STAFF REPORT**

<b>Meeting Date:</b>	June 1, 2023
<b>Agenda Title:</b>	COA 23-40 – 63 Main Street
<b>Requested Action:</b>	Review proposal for the request to install two window signs; one on the window and one on the door.
<b>Department / Agency Lead:</b>	Community Development
<b>Staff Lead:</b>	Casey Squyres

### **EXECUTIVE SUMMARY**

The applicant is proposing to install two new window signs.

- 1) One sign will be located on the door and the other on the window.
- 2) Both signs will include name of business and company logo.
- 3) Applicant confirmed both signs will comprise of less than 25% of the total window area.
- 4) Glass size is 82" x 57½"
- 5) The "b" is 28" x 28"
- 6) The top line is 61" x 4¼"
- 7) The bottom line is 48" x 1½"

## BACKGROUND

This building was constructed circa 1830 based on the Sanborn map. The building is an excellent example of a Federal style commercial building and represents the early nineteenth-century commercial 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
<b>E. WINDOW SIGNS</b>		
Window signs are a form of a wall sign and should be included in the permitted wall sign area. 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.	<b>3.40</b>	<p>Glass size is 82" x 57½"</p> <p>The "b" is 28" x 28"</p> <p>The top line is 61" x 4¼"</p> <p>The bottom line is 48" x 1½"</p>

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	Glass size is 82" x 57½"  The "b" is 28" x 28"  The top line is 61" x 4¼"  The bottom line is 48" x 1½"
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	There will be no solid, painted background. Lettering will be white and gold.

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#### STAFF RECOMMENDATION

Staff recommends approval of the request to install one 13" x 36" hanging sign to the existing bracket, as described and depicted within the application, provided the following conditions are met:

- 1) All necessary permits are acquired.
- 2) The "b" lettering shall be no taller than 24", as per Historic District Guidelines.

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#### ATTACHMENTS

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