



Community Development  
Department

## **STAFF REPORT**

<b>Meeting Date:</b>	July 27, 2023
<b>Agenda Title:</b>	COA 23-55 – 41 Beckham Street
<b>Requested Action:</b>	Review proposal for the request to install painted and hanging signage on the building's exterior.
<b>Department / Agency Lead:</b>	Community Development
<b>Staff Lead:</b>	Casey Squyres

### **EXECUTIVE SUMMARY**

The applicant is proposing to install three painted signs and one hanging sign and sign bracket at the building's exterior.

- 1) The painted sign on the building's front entrance will replace the existing "Wart Hog Brewing Company" painted signage. The new painted sign will read, "Silver Branch Brewing," and measure approximately 3' in height and 14' in length.
- 2) The painted sign on the Lee Street side of 50 S. Third Street will match the main entrance.
- 3) The painted sign on the eave of the side elevation (on the Beckham Street side) will also match the other two painted signs.
- 4) The hanging sign and bracket will be affixed to the front corner on the Second Street elevation. The hanging sign will be approximately 4' x 4' in dimension. Note: Plans show two hanging signs – Applicant has confirmed only one hanging sign will be installed.

## BACKGROUND

This resource is an addition to the building recorded in 156-0019-0284. It was constructed in c.1970 and, therefore, considered to have been associated with the neighboring main building after the period of significance. It is in excellent condition. As an addition to the resource mentioned in record 156-0019-0284, it is a contributing resource within the district. As a stand-alone resource, it falls outside the period of significance and does not contribute to the district.



## DESIGN GUIDELINE CONSIDERATIONS

Historic District Guideline	Page No.	Analysis
<b>D. FLAT &amp; WALL SIGNS</b>		
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	The applicant has demonstrated that the signage will not impact any architectural elements and will be consistent with the scale and size of the building.
3. As with the signboards, raised or painted letters are effective.	3.39	The applicant has demonstrated that the signage will consist of painted letters.
<b>F. PROJECTING SIGNS</b>		

Historic District Guideline	Page No.	Analysis
1. The bottom edge of the projecting sign should be eight (8) feet above the sidewalk.	3.41	The applicant has confirmed that the hanging sign will be 8' above the sidewalk.
2. Projecting signs should not be larger than six (6) square feet. The sign panel should have a minimum six-inch (6") clearance from the face of the building and extend to its outermost part less than four (4) feet. Projecting signs will be reviewed according to their scale and size and to the scale and size of the building to which they are proposed.	3.41	The applicant has confirmed the hanging sign dimensions will comply with the size requirements, measuring approximately 4' x 4'
3. Creative designs and shapes are always encouraged	3.41	The applicant has demonstrated that the proposed design is of a creative shape and design.
4. Limit the number of projecting signs to one per business	3.41	The applicant has confirmed that there will be only one hanging sign on the building.

## STAFF RECOMMENDATION

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Staff recommends approval of the request to install three painted and one hanging sign and bracket on the building's exterior, as described and depicted within the application, provided the following conditions are met:

- 1) All necessary permits are acquired.
- 2) All signage shall comply with all Zoning Ordinances.
- 3) Hanging signs and brackets 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.

## ATTACHMENTS

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