

COA25-02 **2 W Main St, Sasha Guzman**, is requesting a Certificate of Appropriateness to install a 24" x 24" (2 square foot) hanging wall sign on an existing wall-bracket along Main St to advertise their business within the Bradley Hall building.

Exhibits:

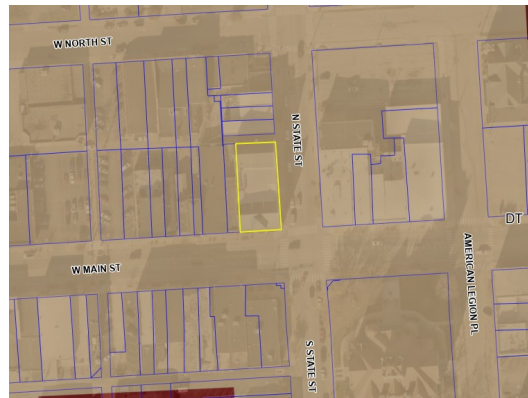
1. Sign Design
2. Current Conditions Picture

Location and Surrounding Uses:

North DT Downtown & Historic District – Commercial
 South DT Downtown & Historic District – Civic (City Hall)
 East DT Downtown & Historic District – Commercial (Randall Bldg)
 West DT Downtown & Historic District – Commercial (L.A. Davis Bldg)



Aerial Site Location



Zoning Site Location

CURRENT CONDITIONS

There is a pre-existing wrought-iron sign bracket on the south side of the Bradley Hall Building, along Main St, just west of the main entrance to the building, which has been unused for many years.

Current Proposal

The Petitioner proposes to install a 24" x 24" (2 square foot) black and white hanging wall sign from the existing bracket to advertise their business within the Bradley Hall Building.

Historic Board – COA

Per the Historic Preservation Code 155.10.F, "Certificates of appropriateness shall be granted if the Historic Board determines that the proposed action is not obviously incongruous with the historic district and shall not be granted if the proposed action is obviously incongruous with the historic district. In determining whether a particular proposal is obviously incongruous with the historic district, the Historic Board shall take into account the purposes of this chapter, the visual compatibility standards contained in this chapter, the historic and architectural significance of the structure and the effect of the proposed change in diminishing or enhancing the significance, the effect of the proposed change on the streetscape, the effect of the proposed change on surrounding structures, and the effect of the proposed change on the district as a whole. The Historic Board shall act in a manner which preserves the visual aspects of the architectural and historic character of the district by assuring that obviously incongruous changes are not allowed."

This location is a highly visible and heavily traveled intersection at the heart of the city. The Bradley Hall Building itself is one of the most prominent and iconic buildings within the historic Downtown district. The use of hanging wall signs is preferred in a walkable and activated downtown district as they are more visible to pedestrians along the sidewalks. The use of existing sign brackets is preferred as it prevents new installations from causing damage to the historic façade, stonework, and masonry. The size of the sign is well within the normal and allowed sizes for hanging wall signs in this district.

Staff finds that this proposed sign meets all appropriate standards for signs within this area generally, and at this location specifically.

Staff Recommendation: Approve the COA request based on the submitted images, subject to the findings in the staff report, and the following conditions:

1. All necessary and appropriate Sign Permits will be obtained prior to the installation of any signs approved under this petition.
2. The Sign shall be installed using the existing fixture(s) without installation of new fixtures or damage done to the existing façade, stonework, or masonry.

