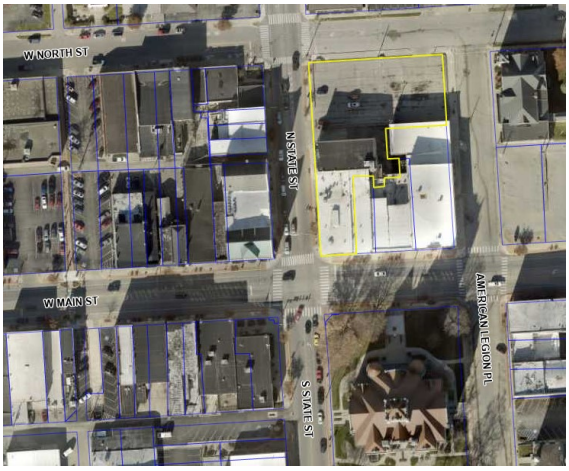
COA25-03 **13 N SR 9, Jean Smith Celiscar of Blend and Brew,** is requesting a Certificate of Appropriateness to install both a 24" x 36" (6 square foot) window sign & a 9.75" x 35.6" (2.4 square foot) hanging wall sign on an existing wall-bracket along N SR 9 to advertise their business within the H.B. Thayer building.

Exhibits:

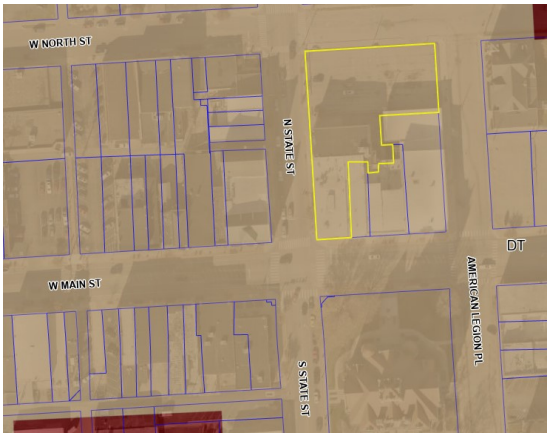
1. Sign Designs
2. Current Conditions Picture

Location and Surrounding Uses:

North DT Downtown & Historic District – Commercial Parking Lot
South DT Downtown & Historic District – Commercial (Wooton & Hoy Bldg)
East DT Downtown & Historic District – Commercial (Thayer Business Center)
West DT Downtown & Historic District – Commercial (Bradley Hall)



Aerial Site Location



Zoning Site Location

CURRENT CONDITIONS

There is a pre-existing wrought-iron sign bracket on the south side of the building, along SR 9, just south of the main entrance shared by this business and Keller Williams. This space was most recently occupied by the Parched smoothie shop, which had similar sized signs in the same locations as proposed by the current petitioner for Blend and Brew.

Current Proposal

The Petitioner proposes to install both a 24" x 36" (6 square foot) window sign & a 9.75" x 35.6" (2.4 square foot) hanging wall sign on an existing wall-bracket along N SR 9 to advertise their business within the H.B. Thayer building. The window sign would be installed approximately where the previous tenant's sign was located. The hanging sign would be hung under existing Keller Williams sign, in the same location and of the same general size as the previous tenant's hanging sign.

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 H.B. Thayer Building itself is one of the most prominent and iconic buildings within the historic Downtown district. The use of window and hanging wall signs in conjunction with each other 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 signs as proposed is well within the normal and allowed sizes for window and hanging wall signs in this district.

Staff finds that the proposed signs meet all appropriate standards for signs within this area generally, and at this location specifically. Staff further finds that these signs as proposed are appropriate for the Historic District and do not negatively impact the character of the Historic District in any meaningful way.

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.

36 in

23.92 in

Blend & Brew

35.63 in

9.75 in

Blend & Brew

14.5 in

5.5 in

Blend & Brew

replacing parched sign
same size and placement

38.75 in
36 in
90 in
23.92 in
Blend & Brew
OPEN
KELLER WILLIAMS
KELLER WILLIAMS

H.B.THAYER
1895
parched