PLANNING DIVISION STAFF REPORT

March 10, 2025

PREPARED FOR THE LANDMARKS COMMISSION

Project Name & Address:	**315 S Blount Street**
Application Type(s):	Certificate of Appropriateness for new signage
Legistar File ID #	87365
Prepared By:	Heather Bailey, Preservation Planner, Planning Division
Date Prepared:	March 6, 2025

Summary

Project Applicant/Contact:	Jason Ritzenthaler, Saunaday
Requested Action:	The Applicant is requesting that the Landmarks Commission approve a Certificate of Appropriateness for the installation of new signage.

Background Information

Parcel Location/Information: The subject property is located within the Third Lake Ridge local historic district

Relevant Ordinance Sections:

41.18 STANDARDS FOR GRANTING A CERTIFICATE OF APPROPRIATENESS

A certificate of appropriateness shall be granted only if the proposed project complies with this chapter, including all of the following standards that apply.

(1) New Construction or Exterior Alteration. The Landmarks Commission shall approve a certificate of appropriateness for exterior alteration or construction only if:

(a) In the case of exterior alteration to a designated landmark, the proposed work would meet the Secretary of the Interior's Standards for Rehabilitation.

(b) In the case of exterior alteration or construction of a structure on a landmark site, the proposed work would meet the Secretary of the Interior's Standards for Rehabilitation.

(c) In the case of exterior alteration or construction on any property located in a historic district, the proposed exterior alteration or construction meets the adopted standards and guidelines for that district.

(d) In the case of any exterior alteration or construction for which a certificate of appropriateness is required, the proposed work will not frustrate the public interest expressed in this ordinance for protecting, promoting, conserving, and using the City's historic resources.

(3) Signs. The Commission shall approve a certificate of appropriateness for signs if it finds that the following are true:

(a) Signs are located within the façade areas set aside for signs as part of the façade design or are integrated and compatible with the structure where the façade areas have not been set aside for signs;

(b) New signs shall be consistent with the traditional signage pattern locations on a structure or a property, and shall feature materials and style of illumination typical of the period of significance for the property or district;

(c) Signs shall comply with Chapter 31, MGO;

(d) Signs shall comply with specific standards and guidelines adopted for historic districts under this ordinance.

41.25 STANDARDS FOR ALTERATIONS.

(1) General

(a) Alterations are defined as any change to any portion of the exterior of a building or site that replaces existing materials or changes its appearance. This section provides standards for building alterations.

(b) Materials and Features

1. Alterations shall be in keeping with the original design and character of the building.

Analysis and Conclusion

The proposed project is to install new projecting signs on the front façade of the newer structure (constructed in 2018) at 315 S Blount Street, that is now building out its first floor commercial spaces and therefore has not had any commercial signage for these areas yet. The new sign location is where we expect to see commercial signage on buildings in the historic district for a corner commercial space. The signs will be installed under the canopy. The sign face is proposed to be either cedar or faux-cedar and the wording on the sign will be neon lighting, and the entire sign wrapped in a powder-coated metal to match the wood sign face. The signage is of a style that is compatible with historic resources in the district and is in keeping with the architectural character of the structure.

A discussion of relevant standards follows:

41.18 STANDARDS FOR GRANTING A CERTIFICATE OF APPROPRIATENESS

A certificate of appropriateness shall be granted only if the proposed project complies with this chapter, including all of the following standards that apply.

(3) Signs. The Commission shall approve a certificate of appropriateness for signs if it finds that the following are true:

(a) The under canopy signs at the corner of the building are compatible with the structure

(b) The new signs would be consistent with the traditional signage pattern locations on a structure or a property. The style of illumination is one found in the district. For the wood sign face, it will need to be painted or opaquely stained as is the requirement for wood elements/features in the historic district. If the sign face will be faux-cedar, then it will need to be smooth-surfaced without exaggerated wood grain.

(c) Signs shall comply with Chapter 31, MGO;

(d) Signs shall comply with specific standards and guidelines adopted for historic districts under this ordinance.

41.25 STANDARDS FOR ALTERATIONS.

(1) General

(a) Alterations are defined as any change to any portion of the exterior of a building or site that replaces existing materials or changes its appearance. This section provides standards for building alterations.

(b) Materials and Features

1. Altering the storefront to include signage in this location is in keeping with the original design and character of this building and the choice of materials is in keeping with the original materials of the building.

Recommendation

Staff believes that the standards for granting a Certificate of Appropriateness are met and recommends the Landmarks Commission approve the project with the following condition:

1. Cedar sign face be painted or opaquely stained. If a wood composite is used for the sign face, it will need to be smooth-surfaced, without exaggerated wood grain.