

**COA24-02:** 109 E Main St, Mad Potter Ceramics requests approval to install one (1) wall sign on the wall facing north onto US-40 / East Main Street.

### Exhibits:

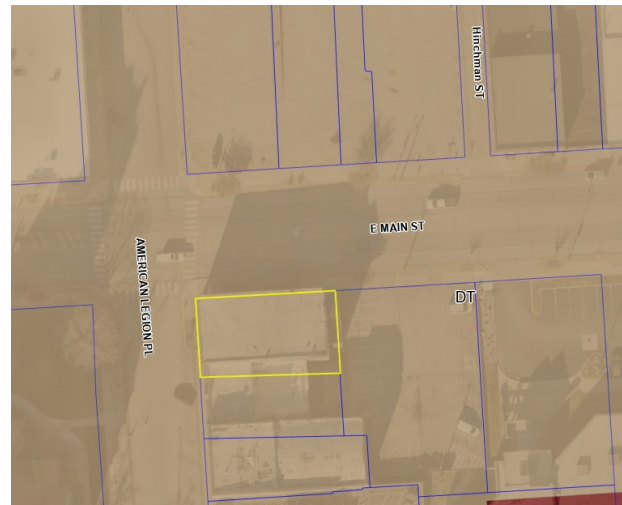
1. Photographs of Previous Conditions
2. Photographs of Current Conditions
3. Rendered Images of Proposed Changes / New Signs
4. Color Swatch Image from previous remodel of building

### Location and Surrounding Uses:

North DT Downtown & Historic District – Across US-40 is a church Parking Lot  
 South DT Downtown & Historic District – Multi-Level Mixed Use Commercial Brick Buildings  
 East DT Downtown & Historic District – Parking Lots  
 West DT Downtown & Historic District – Hancock County Courthouse



**Aerial Site Location**



**Zoning Site Location**

### SITE HISTORY & CURRENT CONDITIONS

The subject site is the eastern tenant space of the building located at the southeast corner of US-40 and American Legion Pl. The business's entrance and windows face directly onto US-40, one of the most heavily trafficked roads within the City, and it is located near both the County Courthouse and the County Annex buildings, two of the most frequently visited locations within Downtown Greenfield. The new proprietors for 109 E Main St (Mad Potter Ceramics) have taken over from the previous business and replaced the previous signs (Awning and Wall) with a new awning sign of the same size and location on the awning while painting over the wall sign with blue paint. It should be noted that none of the signs for the previous tenant had permits from the Planning Department or approval from the HBR. The Petitioner is requesting a Certificate of

Appropriateness for their signage after being notified that making these changes without permits of a COA was in violation of the UDO. After discussion with the Planning Department, the Petitioner has agreed to move the sign off the awning and onto the wall of the building to meet UDO code requirements.

### **CURRENT PROPOSAL**

The Petitioner is requesting a Certificate of Appropriateness for a total of 1 sign already installed which will be relocated from the awning to the wall. The Wall Sign is one foot by fifteen feet (1'x15') in size with green letters on white backing and green hat logos at the corners. It is proposed to be installed along the large blank wall to the east of the entrance to the business.

The proposal has a total signage square footage of approximately 15 square feet. The allotted square footage for wall-signs at this location is 57 square feet, per the UDO.

### **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."*

### **Findings:**

- 1.) Awning signs are required to be no more than 50% of the awning's flap / front-face. As the current existing sign amounts to 100% coverage of the flap on the awning, the Planning Department is requesting that all signage be removed from the awning and that the sign simply be relocated to the wall of the building.
- 2.) The Sign Material is Sheet Metal and it will be attached without a frame. Staff finds this to be an acceptable and appropriate material for the particular sign and location in question.

*\*Per the UDO Section 155.065.16.B.i – "Materials such as wood, wrought iron, steel, metal, gill-work, and so forth, or replicas thereof, are encouraged. Various new synthetic materials and products are acceptable but should mimic the desired look of handcrafted, traditional signs. Materials such as extruded aluminum and plastics, while not strictly prohibited, may not be appropriate. Materials shall be complimentary to the particular historic character of the building."*

- 3.) The building attachment is proposed to be achieved with sturdy bracket units drilled into the mortar in order to protect and preserve the historic bricks.
- 4.) There was a black-and-pink square wall sign from the previous tenant which has been painted over with a bright blue paint. This will need to be corrected to match the same color of blue as the rest of the building. The color used per the previous HBR petition for remodeling of this location was Sherwin Williams 0048 (Bunglehouse Blue).
- 5.) When the signs are removed, the awning needs to be inspected and repaired or replaced as necessary to ensure that a clean and undamaged flap / front-face without signage is displayed.

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

1. All signs will be required to obtain appropriate Sign Permits through the normal Sign Permitting process with the Planning Department prior to installation.
2. The currently installed Awning Signs will be removed.
3. The awning flap / front-face is repaired / replaced as necessary after signs are removed.
4. The Wall Sign Installation must cause minimal damage to the Brick Façade, with drilling only going into the mortar.
5. The board painted bright blue will be repainted to match the same blue as the rest of the building façade.

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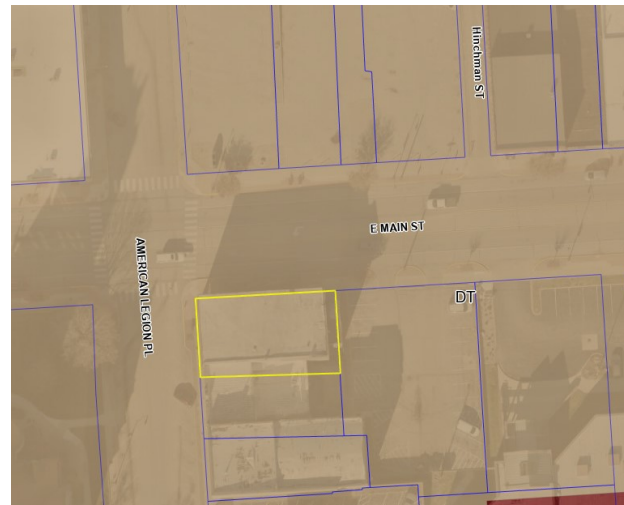
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The proposal has a total signage square footage of approximately 15 square feet. The allotted square footage for wall-signs at this location is 57 square feet, per the UDO.

### **Historic Board – COA**

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### **Findings:**

- 1.) Awning signs are required to be no more than 50% of the awning's flap / front-face. As the current existing sign amounts to 100% coverage of the flap on the awning, the Planning Department is requesting that all signage be removed from the awning and that the sign simply be relocated to the wall of the building.
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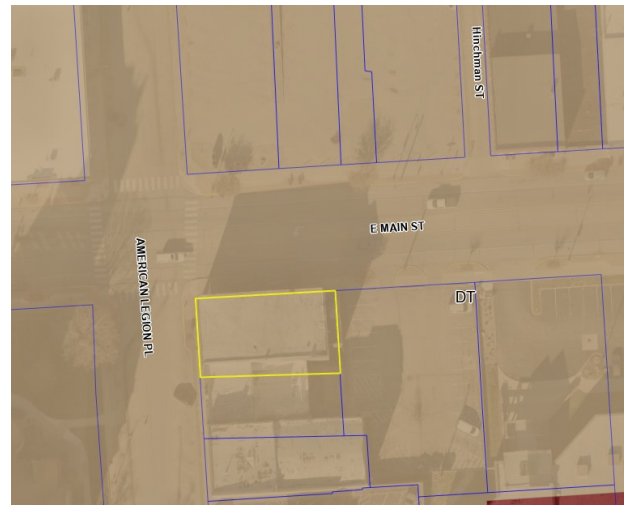
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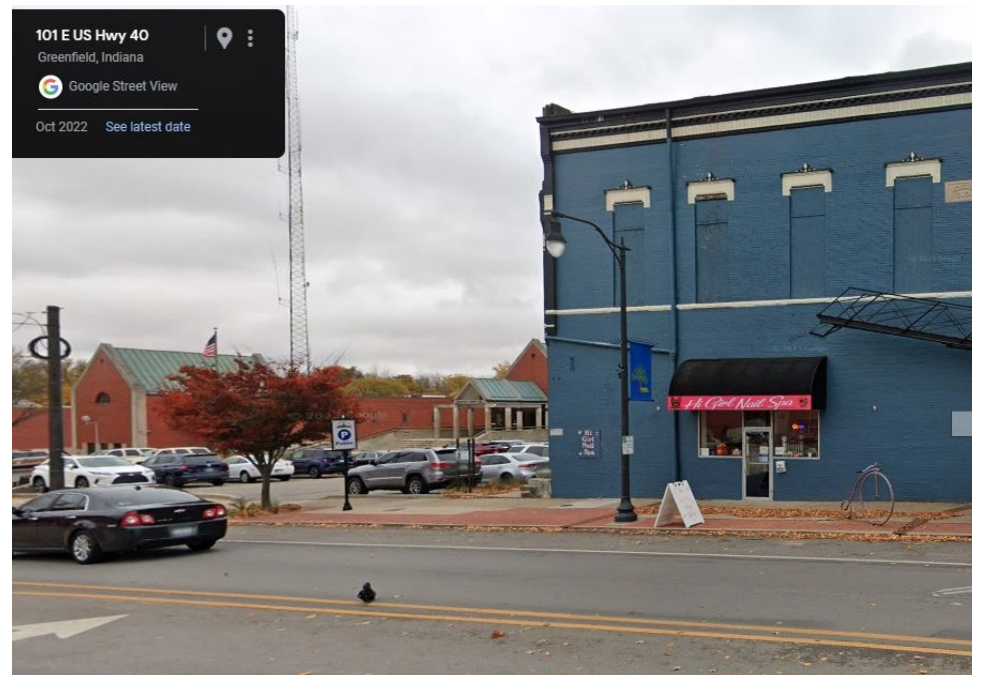
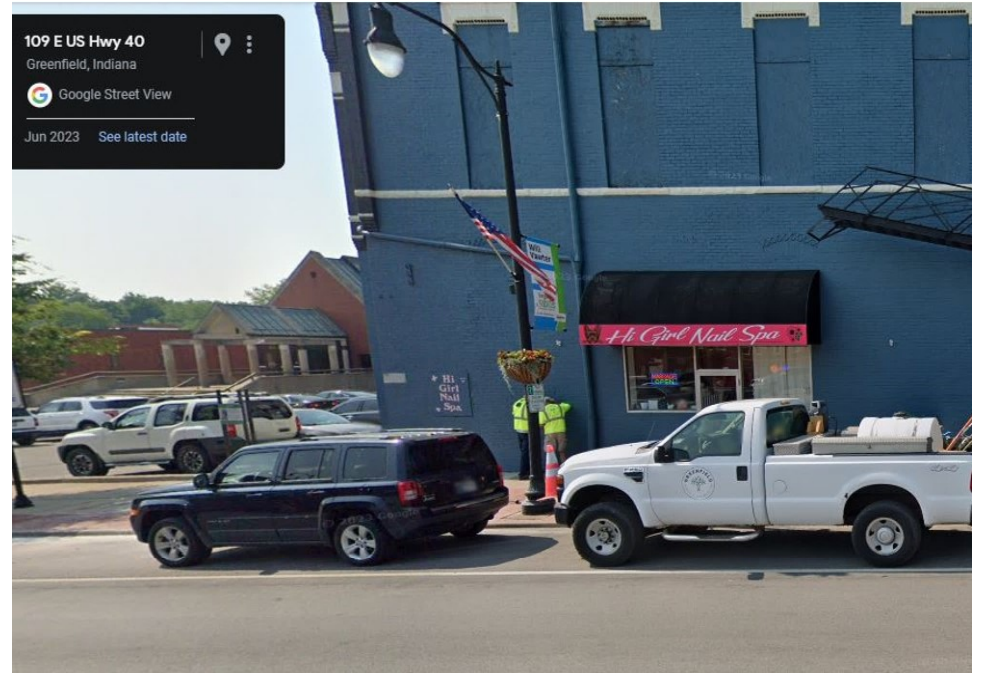
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