

COA24-05: 16 A N State St, Whiplashed Studio requests approval to install one (1) window sign on the primary store window facing east towards State Street.

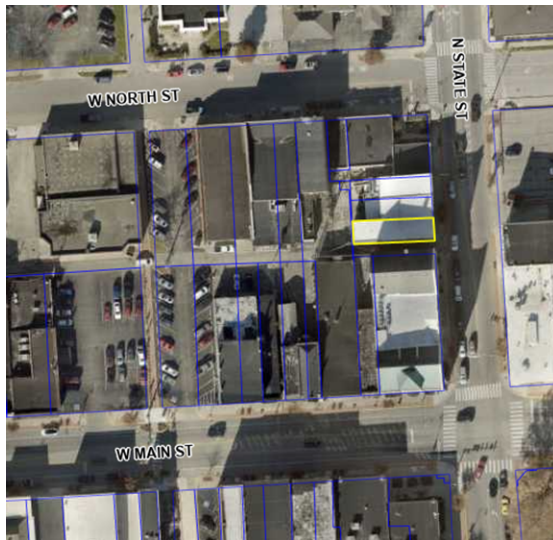
**** Amended – 6/14/2024 ****

Exhibits:

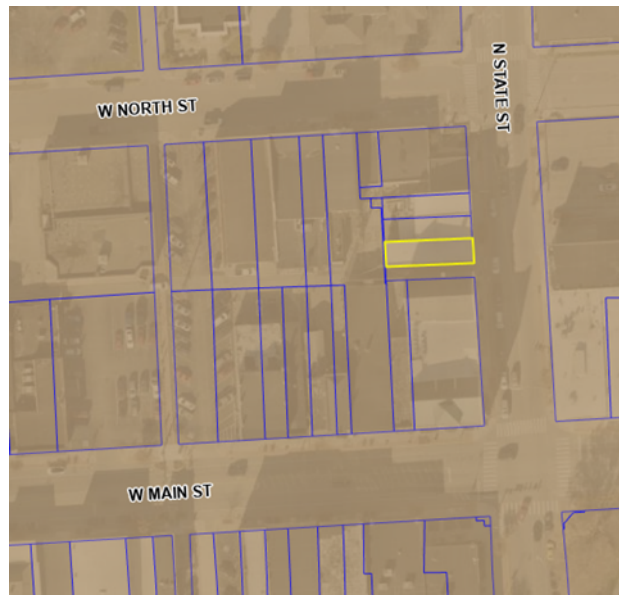
1. Photographs of Current Conditions
2. Digital Images of New Sign Face(s)

Location and Surrounding Uses:

North DT Downtown & Historic District – Commercial
 South DT Downtown & Historic District – Commercial
 East DT Downtown & Historic District – Commercial
 West DT Downtown & Historic District – Alley accessed parking & Commercial



Aerial Site Location



Zoning Site Location

SITE HISTORY & CURRENT CONDITIONS

The subject site is a first-floor tenant of a building on the east side of State Street between North Street and Main Street. The building is a red brick 2-story with large store-front windows and a glass door. The site has historically been used for commercial purposes, with the previous tenant only recently departing.

CURRENT PROPOSAL

The Petitioner is requesting a Certificate of Appropriateness for a total of one (1) window sign to be placed in the east-facing storefront windows. The sign consists of white lettering “WHIPLASHED STUDIO HAIR LASHES SKIN” and white minimalistic floral designs above the lettering. Additionally, there is a proposal to install a chalk-board within the brick inlay in the entryway to be used for short-term and changeable signage.

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.) Staff finds that the artistic embellishments above the written letters of the proposed sign do not significantly impact the general opacity of the window if measured geometrically without including voids and transparent portions.
- 2.) Staff has determined that the sign as proposed, minus the artistic embellishments which we count as decorative murals, falls within the allowed maximum window coverage of 40% as prescribed in the UDO based on the total window size compared to the size of the sign.
- 3.) Staff finds that the signs (window and chalk-board inlay) as proposed fall within the allowed maximum square footage of on-building signage of 33 square feet as prescribed in the UDO based on the 22-foot façade length.

Staff Recommendation: Approve the COA request based on the submitted documents and exhibits, subject to the findings in the staff report and without any conditions:



Vinyl size
40" h x 100" w



Window size
70" h x 130" w