

# Historic Preservation Design Review

June 26, 2014

HP-14-21, 39 W. Liberty St. (City)

## I. THE REQUEST

**Applicant:** Leigh Newman

**Status of the Applicant:** Representative for business owner LaDawn Collins

**Request:** Design review approval for signage at 39 W. Liberty St.

**Location:** 39 W. Liberty St.

**Present Use/Zoning:** Vacant /CBD

**Tax Map Reference:** 2281204053

**Adjacent Property Land Use and Zoning:** North – Parking /CBD  
South – W. Liberty St. /CBD  
East – Formerly Seafood Market (vacant) /CBD  
West – Sumter St. / CBD

## II. BACKGROUND

The applicant is requesting a Certificate of Appropriateness for a sign to be located at 39 W. Liberty St. The proposed business is an art and furniture gallery.

### *Architectural & Historical Significance:*

39 W. Liberty St. is part of a building that encompasses 33-39 W. Liberty St. Based on the 1985 Main Street Sumter Survey, the architecture is 20<sup>th</sup> century revival. This property was formerly a florist shop, which suffered severe damage on the interior in a fire in 2013. This structure is located inside the designated National Register District boundary. It is deemed to be a contributing structure within the District. It is historically significant because of its age (c. 1939).



*The Proposal:*

The proposed sign is to be affixed to a bicycle which will be hung from the side of the building as shown on the following page.





**Above:** closeup of the bicycle to be used as part of the signage.

Design review is required for this sign because it does not meet the recommendations of the guidelines that would qualify for staff-level approval.

The *Design Review Guidelines Manual* states:

**#19) SIGN COLORS SHOULD COMPLEMENT OVERALL BUILDING COLORS**

Recommended

**b. Dark backgrounds with light letters are historically appropriate for sign colors.** Dark colors since they complement the masonry in the downtown area. Light letters are also appropriate and complement the dark red colors of masonry in the downtown area.

- The business owner has a very specific design aesthetic in mind for this business, and the dark background does not meet with that aesthetic.

**#23) TRADITIONAL LETTERING IS RECOMMENDED**

Recommended

**b. Serif style letters are appropriate and their use should be encouraged.**

- The proposed font is reminiscent of hand lettering and is compatible with the district.

- The use of a bicycle for hanging the sign is unique but also has precedent with historic signage, which frequently used objects to demonstrate items for sale in the business, often located on the roof of the building or attached to the walls. This is a creative, fun addition to the downtown which will add interest and personality to the district.

### **III. STAFF RECOMMENDATION**

Staff has reviewed this request in accordance with the design guidelines. The proposed sign is creative and compatible with the district, and meets the intent of the historic guidelines. Staff recommends approval of this request.

### **IV. DRAFT MOTIONS**

I move that the Sumter Historic Preservation Design Review Committee approve HP-14-21.

I move that the Sumter Historic Preservation Design Review Committee deny HP-14-21.

I move that the Sumter Historic Preservation Design Review Committee enter an alternative motion.

### **V. HISTORIC PRESERVATION DESIGN REVIEW – OCTOBER 23, 2014**

The Sumter Historic Preservation Design Review Committee at its meeting on Thursday, October 23, 2014 approved this request as presented by staff.

