

Historic Preservation Design Review

November 20, 2014

HP-14-22, 45 S. Main St. (City)

I. THE REQUEST



Applicant:	Kelly Wilder, with Mr. Signs
Status of the Applicant:	Representative for business owner
Request:	Design review approval for signage at 45 S. Main.
Location:	45 S. Main St.
Present Use/Zoning:	Commercial /CBD
Tax Map Reference:	228-13-07-055
Adjacent Property Land Use and Zoning:	North – Courtyard /CBD South – Commercial /CBD East – S. Main St. /CBD West – Parking / CBD

II. BACKGROUND

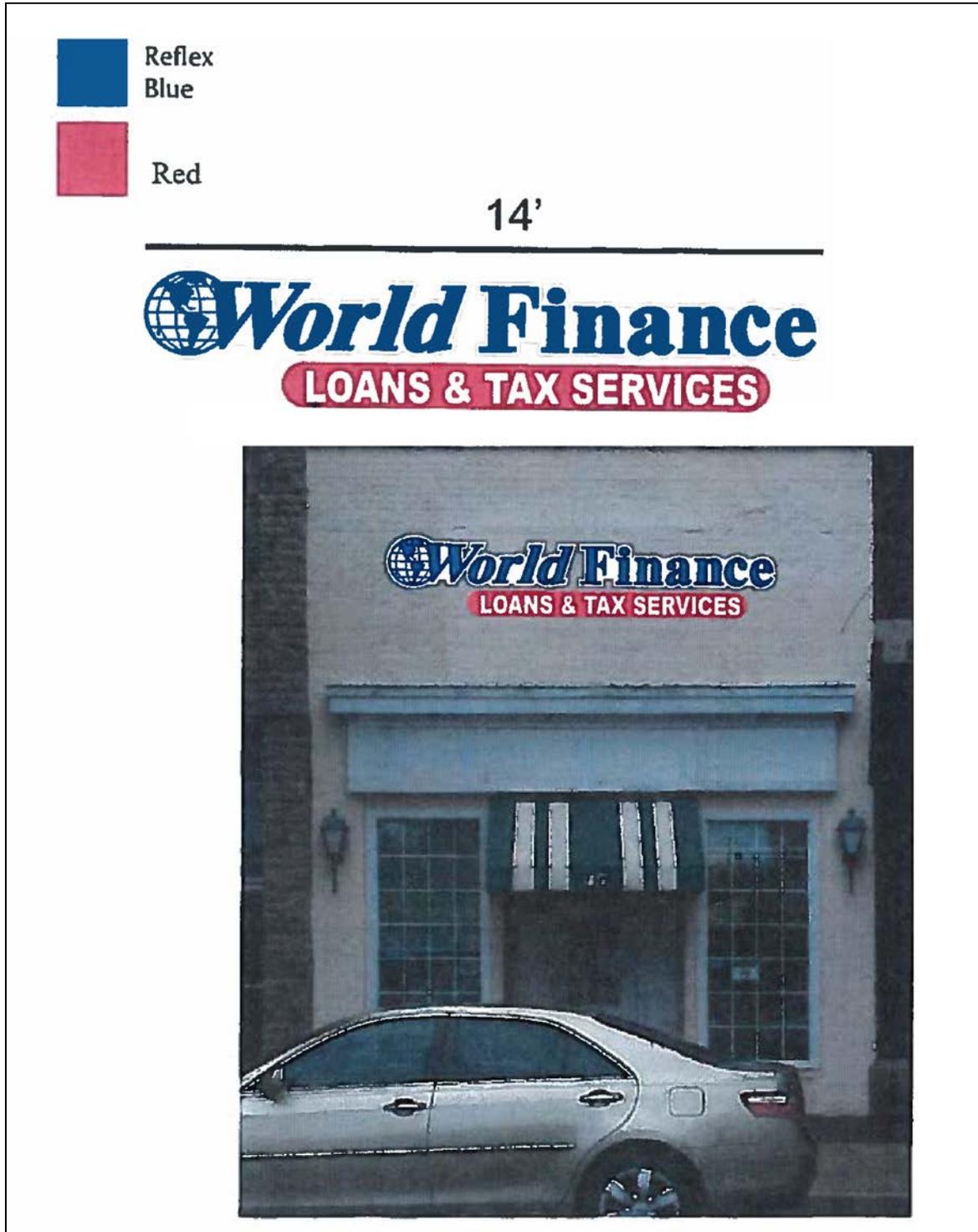
The applicant is requesting a Certificate of Appropriateness for a sign to be located at 45 S. Main St. The proposed business is a financial institution.

Architectural & Historical Significance:

Based on the 1985 Main Street Sumter Survey, Western Union occupied 45 S. Main St. after moving from the SCN building. Drucker and Bultman are thought to have been located here as well, and Neiman's Jewelers. 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. 1909).

The Proposal:

The proposed sign is to be 1 1/2" thick HDU (High Density Urathane) manufactured by Precision Board. A concept is shown below:



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 are also appropriate since they complement the masonry in the downtown area.

#23) TRADITIONAL LETTERING IS RECOMMENDED

Recommended

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

III. STAFF RECOMMENDATION

Staff has reviewed this request in accordance with the design guidelines. The proposed sign is tasteful and meets the intent of the historic guidelines. The logo and type proposed are part of a national brand and the materials are suitable according to the guidelines. Therefore this proposal is suitable for the historic district. Staff recommends approval of this request.

IV. DRAFT MOTIONS

I move that the Sumter Historic Preservation Design Review Committee approve HP-14-22.

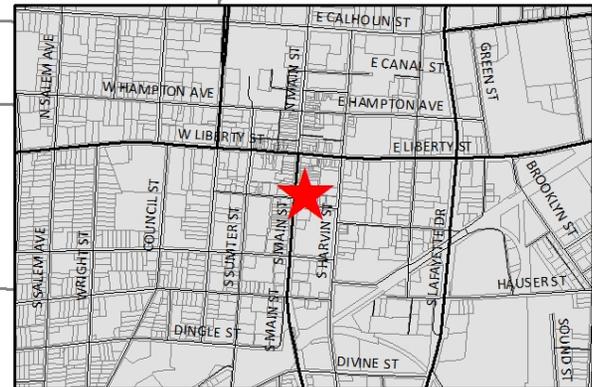
I move that the Sumter Historic Preservation Design Review Committee deny HP-14-22.

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

V. HISTORIC PRESERVATION DESIGN REVIEW – NOVEMBER 20, 2014

The Sumter Historic Preservation Design Review Committee at its meeting on Thursday, November 20, 2014 approved this request as presented.

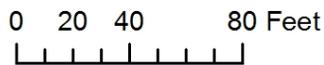
Location Map



Legend

 HP-14-22

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Geographic Information Systems (GIS)
October 30, 2014

HP-14-22
45 S. Main Street, Sumter, SC
Tax Map #228-13-07-055