

# Historic Preservation Design Review

February 25, 2015

HP-15-02, 2 N. Main St. (City)

## I. THE REQUEST



|   |   |
|---|---|
| <b>Applicant:</b>                             | Leigh Newman  |
| <b>Status of the Applicant:</b>               | Representative for business owner   |
| <b>Request:</b>                               | Design review approval for signage at 2 N. Main.  |
| <b>Location:</b>                              | 2 N. Main St.   |
| <b>Present Use/Zoning:</b>                    | Vacant /CBD   |
| <b>Tax Map Reference:</b>                     | 228-12-04-070   |
| <b>Adjacent Property Land Use and Zoning:</b> | North – Courtyard /CBD<br>South – W. Liberty St., Music Store /CBD<br>East – N. Main St. /CBD<br>West – Offices, Vacant / CBD |

## II. BACKGROUND

The applicant is requesting a Certificate of Appropriateness for several signs to be located at 2 N. Main St. The proposed business is a men's clothing retailer.

### *Architectural & Historical Significance:*

Based on the 1985 Main Street Sumter Survey, 2 N. Main St. is a Neoclassical Revival building that was the site of the first locally owned and operated bank in Sumter. 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. 1902).

### *The Proposal:*

The proposal is for 5 signs to be placed at locations around the building, one large - 2' x 3' and four - 12" x 12". The proposed signs and their locations are shown below:



Liberty Entrance



Corner Facing Liberty



Corner Facing Main



Pointing Towards  
Back Door



Back Door



Approx.. 24" x 30"



32" x 17"



32" x 17"



Hanging sign approx. 12" x 20", wall sign 32" x 17"



24" x 16"

The existing signs are shown **above**: the proposed signage will be located below each of these signs, in the same locations.

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

The *Design Review Guidelines Manual* states:

**#17) THE NUMBER OF SIGNS PER BUILDING SHOULD BE KEPT TO A MINIMUM**

**Normally Required**

- a. Freestanding signs in the downtown commercial area shall not exceed one per street frontage.**
- b. Wall signs shall not exceed 25% of the face of the building to which they are attached.**

- This is a proposal for an increase in the number of signs on the building from 5 to 10. The signage square footage does not exceed the 25% of wall area, therefore complies with sign regulations.

**#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.

**#23) TRADITIONAL LETTERING IS RECOMMENDED**

Recommended

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

- The design is for an off-white background with black lettering, which meets the intent of the guidelines and is compatible with the district.

Previously, there were two signs placed together on either corner of the building as shown **below**. They were matching signs and were understated in color and design, and therefore worked to create a sophisticated look for the building corner.



**III. STAFF RECOMMENDATION**

Staff has reviewed this request in accordance with the design guidelines. The proposed signs are tasteful and meet the intent of the historic guidelines. However, Staff recommends that the signs match closely in style and dimensions as is shown above, in order to create a neater and less cluttered appearance.

**IV. DRAFT MOTIONS**

I move that the Sumter Historic Preservation Design Review Committee approve HP-15-02.

I move that the Sumter Historic Preservation Design Review Committee deny HP-15-02.

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

## **V. HISTORIC PRESERVATION DESIGN REVIEW – FEBRUARY 26, 2015**

The Sumter Historic Preservation Design Review Committee at its meeting on Thursday, February 26, 2015, approved this request for wall signage on property located at 2 N. Main St. in accordance with the materials, photographs, and drawings submitted and referenced in the Staff Report based on compliance with the Design Review Guidelines #s 17, 19, 23, and Section 1.m.2 of the City of Sumter – Zoning & Development Standards Ordinance.

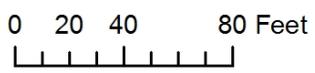
# Location Map



**Legend**

HP-15-02

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Geographic Information Systems (GIS)  
January 28, 2015

**HP-15-02**  
2 N. Main Street, Sumter, SC  
Tax Map #228-12-04-070