

HISTORIC LANDMARK COMMISSION

AGENDA ITEM NO. 07

DATE: 10/1/2019

HLC PACKET NO:	2019-10A
HLC CASE NO:	2019-10-07
KAD PROPERTY ID:	24090
ADDRESS/BUS. NAME:	720 N. Main St., Living 360 Bike Shop
LEGAL DESCRIPTION:	LEESCH ADDITION BLK 17 LOT 51, 0.3097 ACRES
ZONING:	"B-2" Highway Commercial District
PUBLIC PROPERTY:	N/A
DISTRICT:	Historic District
CONT./NON-CONT.:	Contributing
PRESERVATION INTEGRITY RANKING:	Medium
LANDMARK STATUS:	N/A
APPLICANT:	Kelly Brown – Living 360 Bike Shop
OWNER:	GRAY HUDSON & CALDWELL PROPERTIES
TYPE OF WORK:	Signage; double-sided, MDO with high quality vinyl, free-standing sign 6' x 4' sign dimensions.
REQUEST:	Request for approval for a Certificate of Appropriateness for a 6' x 4' free-standing sign. Sign to be positioned at 8 feet with 2 feet open at the bottom.
RECOMMENDATION:	Staff recommends approval. There are three fonts on the sign which is not supported by the Historic District Design Guidelines (only two fonts), but the wording is nicely separated and the "bike shop" font is small but the additional font type allows that word to stand out. There are basically four colors used, red, white, black and grey (which they are calling carbon fiber). Historic Design Guidelines allow for no more than four colors.

CASE COMMENTS:

The vertical sign format is in keeping with other previously approved free-standing signs. The application meets the Sign Ordinance requirements.

RELATED CASE NO'S:

2016-12-004 – freestanding sign
2016-12-005 – wall sign
2017-01-001 – freestanding sign