

TOWN OF CHAPEL HILL HISTORIC DISTRICT COMMISSION
CONSENT ITEM: 214 W CAMERON AVENUE

NOTE: This is a consent agenda item. Items submitted as evidence in applications and below statements of potential findings of fact and conclusions of law are sufficient for action by the commission regarding an application. Items A-E of the report include a statement of application, pertinent LUMO Sections, findings of fact, justification, and a proposed motion, respectively. Land Use Management Ordinance section 3.6.2 (d)(3) Public Hearing states that “in cases where the commission deems it necessary, it may hold a public hearing.”

TOWN OF CHAPEL HILL HISTORIC DISTRICT COMMISSION
APPLICATION FOR CERTIFICATE OF APPROPRIATENESS STAFF REPORT

Application Number: 19-029
Subject Property Location: 214 W Cameron Avenue
Applicant: Christopher Wagner
Filing Date: 3/20/2019
Meeting Date: 4/9/2019

I. INTRODUCTION TO THE APPLICATION

Historic District: CAMERON- MCCAULEY

Zoning District: Office Institutional-1 (OI-1)

Nature of Project: Construction of new metal post and cantilevered metal signs with vinyl graphics to be installed at Bell Leadership Academy along Cameron Avenue.

II. EVIDENCE & TESTIMONY PRESENTED

- A. Application Materials (consent item)

III. PROPOSED FINDINGS OF FACTS AND CONCLUSIONS OF LAW

- A. This is an Application to construct a new post to display two (2) cantilevered metal signs. The signs will feature vinyl graphics. The post and signs will be free-standing along Cameron Avenue.
- B. LUMO Review Criteria A, B, C, D, and G are applicable to this Application. The proposed new free-standing sign will be consistent in height to signs located on neighboring properties. The setback and placement of the sign at the front of the lot is congruous with the average setback and placement of signs located on neighboring properties. The simple design, general form, and proportion of the powder-coated steel pole and hanging metal signs are complimentary of exterior construction materials, architectural detailing, as well as the general form and proportion of signs seen in the neighborhood.
- C. The Design Guidelines for *Signage* in the Historic District provide on page 25, Guidelines 5, 6, & 7:
5. Introduce new signage with care so that the overall historic character of the building, site, and district is not compromised or diminished. Select and site new signs so their location, orientation, height, scale, design, and finish are compatible with the historic district and its human scale.
 6. Construct new signage out of traditional sign materials, such as wood, stone, or metal. It is not appropriate to introduce new signage in contemporary materials, such as plastic, or internally lighted signs that are incompatible with the overall character of the historic district.
 7. In residential areas of the district, install freestanding signs on low posts or bases that are compatible with the pedestrian scale of the historic districts. Mount small

identification signs on building facades in locations that do not damage or conceal significant architectural features or details.

- D. The application materials include written and photographic information which suggest that the proposed sign will be similar to other nearby University signage on Cameron Avenue, and will be compatible with the character and scale of the district.
- E. Proposed Motion: Based upon the foregoing Findings, the Commission concludes that the proposed sign **is not incongruous/is incongruous** with the special character of the Historic District, that it will be constructed in accordance with the LUMO and Design Guidelines, and that the Application for a Certificate of Appropriateness **should be allowed/should not be allowed**.