

**Historical Architectural Review Board
COA Preliminary Review Sheet**

HDC-2025-00068

Address: 28 N 15th Street

District: West Park Historic District

Owner: Cyprus Cyprus Investment Properties LLC

Applicant: Mike Psitos, Express Sign Outlet Inc

Proposal: Permanent sign installation

Building Description: 2 ½ story Colonial Revival freestanding residential structure built in 1902. The building features a hipped roof with projecting eaves and dormers. Most windows are 1/1 with flat cast lintels and sills. The first floor features stone exterior walls and the second floor is brick.

Project Description:

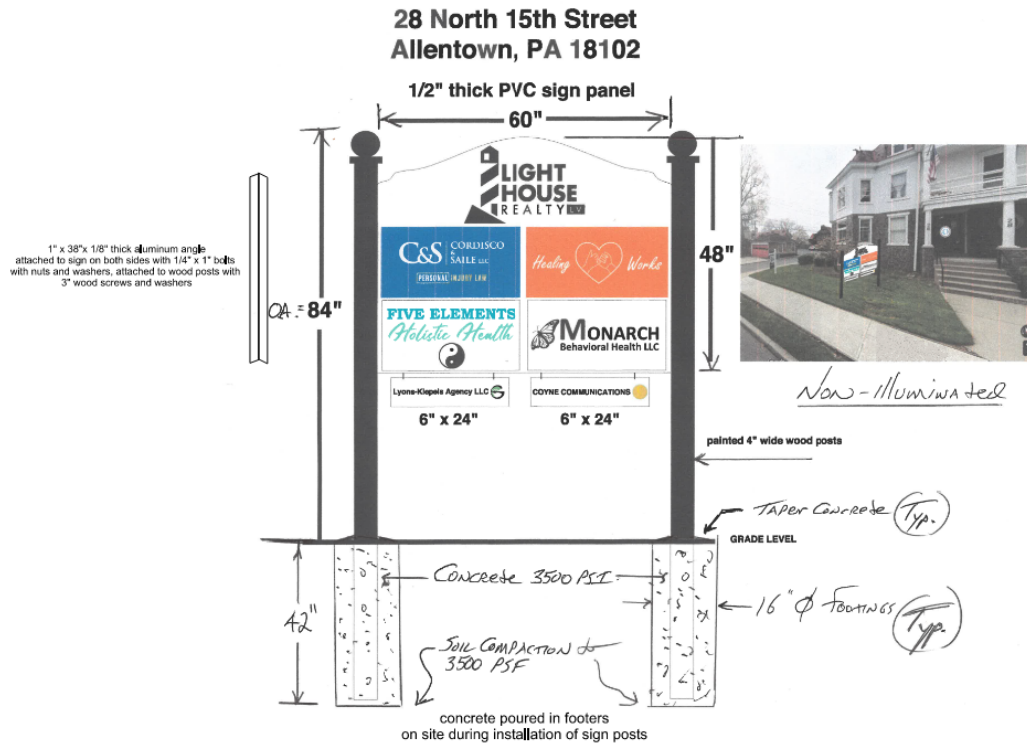
Install a permanent non-illuminated free-standing sign along 15th Street for businesses located in the building.



Existing Front Elevation, April 2024 (Google Maps Imagery)

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Digitally signed by
Daniel M Chimel
Date: 2025.07.02
16:48:55 -04'00'

Proposed Sign and Location (Applicant)

Applicable Guidelines:

Section 3.13 Commercial Storefronts Features: Signage

3.13.12 Locate new signs in historically appropriate locations, such as the sign band directly below a cornice or the ends of a façade at the second story.

3.13.14 Attach signs in a method that does not damage historic materials. For signs attached to a masonry façade, anchors should be placed in mortar joints, not in the masonry unit. Installations should be reversible and should only require minor repairs or patches if removed in the future.

3.13.15 Scale signs to be compatible with the proportions and scale of the storefront and building. Compatible proportions should minimized the visual impact of the sign when looking at the building or streetscape. Small signs are usually the most appropriate. The size of signs and lettering should prioritize pedestrians rather than vehicles. Text heights between 6 and 12 inches is generally recommended.

3.13.16 For wall or projecting signs, use simple shapes and profiles such as ovals and rectangles. Shaped signs that relate to the business use may be appropriate on a case-by-case basis but are usually not recommended.

3.13.17 For projecting signs, use brackets that are simple in design and profile. Single rods and scrollwork are both historically appropriate. Metal brackets with black painted or coated finishes are the most appropriate and minimize the visual impact to the building and street.

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3.13.19 Design signs to complement the architectural character of the building and the surrounding historic districts. Individual expression and creativity are encouraged while respecting the primary historic character. Simple fonts are recommended and both serif or sans serif fonts can be appropriate. Use colors that promote legibility and complement the building's exterior color scheme; muted tones, colors found in nature, white, and black are generally appropriate. Avoid excessively ornate fonts, a mix of many different fonts, and bright, neon or high-contrast color schemes.

3.13.20 Coordinate the fonts and color palettes used if multiple signs are proposed for an individual building.

3.13.21 Use high-quality and durable materials. Wood was the most common material historically for signs, especially projecting and hanging signs, and is appropriate. Metal brackets and hardware are appropriate. Metal lettering and signs, pigmented glass, and painted lettering are also appropriate. Box signs are not recommended, and internally-illuminated box signs are not permitted by the Zoning Ordinance. Avoid vinyl and plastic lettering and signs.

3.13.22 Comply with all Zoning Ordinance requirements including those related to number, size, and location of signs.

3.13.23 Avoid covering or obscuring architecturally significant or distinctive features. Removing or destroying historic elements for the purpose of installing a sign is not appropriate.

Observations & Comments: The HARB does not regulate the content of a sign but does review how the sign's appearance may visually impact the historic building and the surrounding blocks of the historic district. The HARB does not regulate the use of a building – use must comply with the city's Zoning Ordinance.

This property appears to have been built as a detached residential structure but has since been converted for commercial use. The building is set back from the street with a modest front yard. As of recent Google imagery, a sign currently exists in the front yard

The proposed sign is not attached to the structure: it is a freestanding, nonilluminated sign with wood posts and a ball finial type top. The sign board itself is proposed to be PVC, with the logos of the businesses within the building.

Generally, the sign is appropriate and in keeping with the Guidelines. It does not affect historic materials of the building, the primary structure of the sign is wood, and the shape of the sign panels is simple. Guideline 3.13.21 states to "avoid vinyl and plastic lettering and signs." While it would be more appropriate for the sign panel to be wood or metal, utilizing wood for the signposts creates an overall appropriate look.

Staff Recommendation: Staff recommend approval.

Presenters:

- Amy Baade presented the application.
- Mike Psitos represented the application.

Discussion:

Mr. Hammond asked Mr. Psitos if the current sign would be removed; Mr. Psitos confirmed it would be, and that there will only be one sign in the front yard. The applicant stated that the proposed sign would be 5' wide and about ½" thick. The business sign tag would be removable so that the sign can be updated as tenants change.

Mr. Jordan suggested that since the sign is not attached to historic materials it does not create a negative impact. The Board agreed that the signage was in keeping with the Guidelines.

Action:

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Mr. Hart moved to approve the application as presented on 8/4/2025 for signage installation at 28 N. 15th Street and found compliance with Guidelines for Historic Districts: Chapter 3, Section 3.13 – Signage and found no circumstances unique to the property.

Mr. Hammond seconded the motion, which carried with unanimous support and no abstentions.