

**MEETING DATE: 8-8-19**

# **HISTORIC PRESERVATION BOARD**

**Case No. H19-11  
209 S. Broadway**



**CITY of MEDINA**  
**Historic Preservation Board**  
**August 8, 2019**

**Case No:** H19-11  
**Address:** 209 S. Broadway St.  
**Applicant:** John McGee  
**Subject:** Conditional sign approval – John McGee State Farm  
**Zoning:** C-2, Central Business District  
**Submitted by:** Jonathan Mendel, Community Development Director

**Site Location:**

The storefront is located on the south side of the 200 block of S. Broadway St.

**Project introduction:**

The applicant requests new 12 square foot ground sign at the front (east) side of the property fronting on Broadway St.

Please find attached to this report:

1. Sign details received July 15, 2019

**Conditional Sign Permit Review guidelines**

- The Conditional Sign Permit Review guidelines in §1147.16 state that the proposed sign must be compatible with the design and materials of the building on which the sign is to be placed.
- The guidelines state that the proposed sign must be harmonious and in accordance with the general character of the district:

**Sign Area.** Signs must conform to the sign regulations outlined in Chapter 1147.

- Ground signs must be a maximum of 12 sqft and 6 feet tall in the Historic District and must be setback at least 5 feet from the front property line along S. Broadway St.

**Staff Comments:**

The proposed signage is compatible with the district, the building and the conditional sign guidelines and complies with the applicable sign code regulations.

**Recommendation:**

Staff recommends the Historic Preservation Board grant a conditional sign approval for the proposed ground sign at 209 S. Broadway St.



# PROPOSED HISTORIC LAYOUT

07-03-19

State Farm® / Creative Services

Page 2 of 2

Prepared by: Jeff Little / 309-766-0295 / jeff.little.g0yr @statefarm.com

## FOR APPROVAL ONLY. NOT INTENDED TO BE USED AS FINAL ART BY VENDOR.

This page is for cost estimates and to show correct appearance only. State Farm, Creative Services will supply Adobe Illustrator (ai) files to be used as final art **after this Proposed Layout has been approved.**

JOHN, your vendor was right that you lose a little space on top, but this Historic shaped sign is designed around that. Basically you get the same size content, but it looks much cleaner and more "historic". We strongly suggest Option A.



48" x 36"

State Farm® logo approx. 5.5" high  
Agent name approx. 4.25 / 3.65" cap ht.  
Phone number approx. 2.5 ht  
Providing ... approx. 1.4" ht



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State Farm® logo approx. 5.5" high  
Agent name approx. 4.25 / 3.65" cap ht.  
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**NOTE TO AGENT/VENDOR:** This page is for estimating cost and to show correct appearance only.

State Farm, Creative Services will supply Adobe Illustrator (ai) files to be used as final art. The final art files are intended to be used for this sign and this sign only.

USE OF THE STATE FARM LOGO FOR ANY OTHER PROJECT IS AN UNAUTHORIZED USE OF THE STATE FARM TRADEMARK.

### CONTACT:

Jeff Little (309) 766-0295 (phone)  
jeff.little.g0yr@statefarm.com (e-mail) with any problems or questions regarding Illustrator final art file from State Farm.

See color specifications at right for all colors.

### Color Specifications:

**3M® TRANSLUCENT VINYL FOR RED:**  
3M 033 Trans Red Series #3630 or  
Arlon #2500-33 Red Vinyl

**OPAQUE VINYL FOR RED:**  
Arlon #2100-223 Peacock Red

**SHERWIN WILLIAMS PAINT COLOR FOR RED:**  
For all paint systems, red should match  
Sherwin Williams - SW 6869 Stop

**SHERWIN WILLIAMS PAINT COLORS FOR GOLD:**  
SW 6136 Harmonic Tan (closest to Pantone 4515) or SW  
0043 Peristyle Brass (darker gold if needed)

**SHERWIN WILLIAMS PAINT COLORS FOR WHITE:**  
SW 7005 Pure White



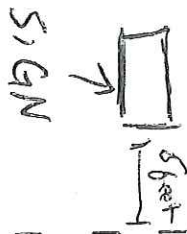


GREEN SPACE

20' S.  
Broadway

GREEN SPACE

Adjacent  
Building



← SIDE WALK →

GREEN SPACE

South Broadway St.

RECEIVED  
JUL 15 2019

BY: .....

LIBRARY