

**MINUTES**  
**TOWN OF FORT MILL**  
**HISTORIC REVIEW BOARD**  
**February 8<sup>th</sup>, 2022**  
**112 Confederate Street**  
**4:30 PM**

Present: Chairman Louis Roman, David Booth, Megan Brinton, Scott Couchenour, Jessica Scarlett, Planning Director Penelope Karagounis, Senior Planner Alex Moore

Absent: Elizabeth Leventis, Samantha Nifong

Guests: Jason Michel of Tip Top Market

**CALL TO ORDER**

Chairman Louis Roman called the meeting to order at 4:30 PM.

**ELECTION OF CHAIRPERSON & VICE-CHAIRPERSON**

Scott Couchenour made a motion to nominate David Booth as **vice chairman** of the Historic Review Board. Jessica Scarlett seconded the motion. By a vote of 5-0, the HRB elected David Booth as vice chairman for the year 2022.

Scott Couchenour made a motion to nominate Louis Roman as **chairman** of the Historic Review Board. Megan Brinton nominated Megan Brinton as **chairwoman** of the Historic Review Board. Jessica Scarlett seconded the motion to nominate Louis Roman as chairman of the Historic Review Board. By a vote of 4-0, with Louis Roman abstaining, the HRB elected Louis Roman as chairman for the year 2022.

**APPROVAL OF MINUTES**

Chairman Louis Roman entertained a motion to approve the minutes. Mr. Couchenour made a motion to approve the minutes from the October 12<sup>th</sup>, 2021, meeting as presented. David Booth seconded the motion to approve the minutes. The minutes were then approved by a vote of 5-0.

**NEW BUSINESS**

**1. Request for Certificate of Appropriateness (COA)**

The first item on the agenda included a request for a Certificate of Appropriateness (COA) submitted by Jason Michel, of Tip Top Market, to install two wall signs at 105 Clebourne Street. Senior Planner Alex Moore noted the location of the property at 105 Clebourne Street along with the zoning of LC, Local Commercial, and its placement within the town's historic district. Moore specified that the proposal from Mr. Michel included two wall signs, with one on the façade and one on the northwestern facing elevation of the building respectively.

Senior Planner Moore then touched upon the historic district guidelines as related to the proposed signage. He indicated that there should be clear objectives for signage, with limited impacts on the defining features of a given building; He stated that if there were discernable locations for original signage on the building that these areas should be targeted for updated signage; He stated that the proposed signage should be compatible with both the building and the site; He then indicated that the impact of the signage, including the impact on adjacent structures, should be considered; Finally, Moore stated that the use of internal signage illumination is not permitted within the historic district, though the signage design may incorporate external lighting.

Moore then noted the general zoning regulations for wall signs within the LC Zoning District. These regulations allow for the area of a wall sign to be of a size comprising up to 15% of the area of the wall to which it is affixed.

Moore stated that Mr. Michel was proposing one of two types of signage material consisting of either car-wrap, grade vinyl over the brick, or an “alumicore” sign which is the more traditional style wall sign which is mounted onto the brick via the drilling of holes into the brick. The decision on which to use would be left to the HRB’s discretion.

Moore then indicated that planning staff recommended approval of the signage design as submitted with the stipulation that the signage not exceed an area equal to 15% of the wall to which it is affixed. This signage area will be verified at the time of zoning and building permit review and prior to issuance of those respective permits.

Megan Brinton then asked if staff had a recommendation as to what type of material the sign should consist of.

Senior Planner Moore responded that this could certainly be discussed. He presented an illustrative example of the vinyl wrap style sign on brick. This type of material gives the signage a “painted” look.

Scott Couchenour noted that a previous applicant had a similar type of sign approved by the HRB. That sign was placed on the southwestern facing elevation of Old Center Theater building.

Moore stated that, though the sign that Mr. Couchenour referenced had since been removed from the Old Center Theater Building, he was not aware of any damage caused by the vinyl wrap sign. He then invited the applicant, Mr. Michel, to speak on this issue.

Mr. Michel stated that the sign company representative had in fact recommended the vinyl wrap because he had experience in using this material on historic structures in the Charlotte region. Mr. Michel indicated that the sign company further opined that this material would be very low impact and was a great alternative to the use of paint.

Mr. Michel then asked if the northwestern elevation could be painted at some point in the future since it appeared that it had previously been painted in the past.

Senior Planner Moore asked Mr. Michel if it would be possible to incorporate the use of the vinyl material as a mural in the future on the northwestern elevation.

Mr. Michel responded that *maybe* he could do this, but that he would verify with his sign company representative. He also asked if he could go ahead and do the vinyl wrap signage on the northwestern elevation.

Moore responded affirmatively that he could indeed do this if the signage area did not exceed 15% of the wall.

Scott Couchenour then asked if the northwestern elevation could be painted back to the color it had been previously.

Megan Brinton asked if it was known what the original color was.

Mr. Michel suggested that the color was mismatched due to a fire which had occurred.

The ensuing discussion indicated that Mr. Michel desired to do a vinyl wrap sign on the northwestern elevation, which would be greater in size than was shown on the schematic, while remaining within the town's square footage parameters.

David Booth asked Mr. Michel if he planned on doing any exterior improvements to the building.

Mr. Michel responded that now, at this time, he had no plans to do any exterior improvements.

David Booth then asked Mr. Michel about handicapped accessibility into the building.

Mr. Michel stated that the town's building department had been on site to provide guidance on this matter.

Mr. Booth indicated that he was just curious if there would be any work regarding the door entry area with touchup on the perimeter of the brick. He indicated that he was not a fan of the applied, vinyl wrap type signage and that he would rather see a traditional type of sign.

Chairman Roman stated that the vinyl wrap signage would be more for an industrial type of area than a commercial, downtown district.

Mr. Booth then indicated that he would like for the façade sign to have a border and be more defined than the vinyl wrap type signage would be.

Chairman Roman then stated that property owners within the downtown have more recently put lots of effort into creating signage which more appropriately reflect what the historic district guidelines. He added that the alumicore type signage would get the applicant closer to this benchmark than would the vinyl wrap.

Scott Couchenour stated that there has been a history of murals on main street in Fort Mill.

David Booth indicated that it would be acceptable to have the vinyl wrap type material on the side of the building but that the façade of the building should have a more traditional alumicore type sign.

Jessica Scarlett stated that she liked the idea of enlarging the signage as proposed on the northwestern elevation of the building particularly to allow for better visibility of the business by the motoring public traveling southeast along Clebourne Street.

Mr. Michel then asked if he needed to wait until another HRB meeting to get approval on the façade signage.

Senior Planner Moore indicated that he did not need to wait until another HRB meeting to receive direction and/or approval on the façade signage. Moore then stated that he understood that the HRB wished to have an alumicore sign on the façade of the building and that they would allow a vinyl wrap sign on the northwestern elevation of the building.

David Couchenour generally concurred, but also indicated that he liked David Booth's idea of requiring the façade signage to include creative banding on the perimeter of the sign rather than just a plain white rectangle.

There being no more comments, Chairman Roman entertained a motion.

David Booth made a motion to approve the request with requirement that the façade signage be aluicore with a prominent border, including articulation, and that the signage on the northwestern elevation be allowed to be comprised of the vinyl wrap material and that this respective signage on the northwestern elevation of the building be enlarged so that it covers the existing patch on the wall.

Jessica Scarlett seconded the motion.

By a vote of 5-0, the HRB approved the Certificate of Appropriateness for new signage at 105 Clebourne Street.

Planning Director Penelope Karagounis then reminded HRB members that there would be a virtual continuing education class held at 6:00 PM on Thursday February 10<sup>th</sup>. She asked all members to please attend if possible.

There being no other business, Chairman Roman adjourned the meeting at 5:04 PM

Respectfully submitted,

Alex J. Moore, AICP

Senior Planner

March 24<sup>th</sup>, 2022