



Historic Preservation Minutes

April 4, 2019

Members Present

Andy Poore, Chair
Mark McNeely, Vice Chair
Larry Schaeffer
Lee Ritter
Frank Cotter
Patty Cotter

Also Present

Tim Brown, Staff Liaison
Heather Poston, Secretary

Members Absent

Henry Seyller
Vanessa Campbell
Bobby Compton, Town Board of Commissioners Liaison

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1. **Call to Order.** Chairman Andy Poore noted that a quorum was present and called the meeting to order at 6:03 p.m.
 2. **Approval of the Minutes.** Mr. Poore asked if there were any changes or corrections to the Minutes from the December 6, 2018 meeting. No additions or corrections were suggested.

ACTION: Since no additions or corrections were noted, Mr. Schaeffer moved to approve the Minutes of the December 6, 2018 meeting of the Historic Preservation Commission as presented. The motion was seconded by Mr. McNeely. The motion passed unanimously.

3. Public Hearing for Consideration of HPC COA 2019-10 Certificate of Appropriateness-Historic Ghost Sign Renovation and Restoration

Mr. Poore recognized Mr. Brown to present the staff report and recommended Findings for this Certificate of Appropriateness Application. Mr. Brown noted that the Town of Mooresville proposes to renovate and restore existing, historic ghost located on the side and rear elevations of several properties located within the Commercial Core Historic District. Ghost signs to be renovated and restored include Mills Department Store, Coca Cola, and Gelz Shoes located on the side elevation of 101 S. Broad Street; the parking arrow and Goodman Drugs sign located on the side and rear of 101 N. Main Street; and Kelly Clothing located at the rear of 158 N. Main Street. Mr. Brown noted that Staff has secured maintenance and access agreements from all property owners to facilitate the work proposed.

Mr. Brown noted that while touching up and repainting existing wall signs, and historic wall signs requires the issuance of a Minor Certificate of Appropriateness, the application of new public art and wall mounted art or wall signs within the historic district requires Certificate of Appropriateness review by the Historic Preservation Commission. Although the scope of work proposed is predominately restoration and renovation, staff recommends formal review by the Historic Preservation commission for the following reasons:

- Text is proposed to be added to the parking arrow at 101 N. Main Street
- The restoration of the Kelly Clothing sign at 158 N. Main is proposed based on research of historic advertisements.



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- No archival photographs of these signs have been found.
- The unique restoration technique to be applied to the three signs located on the side elevation of 101 S. Main Street.

Mr. Brown presented the Applicable Sections from the Town of Mooresville Historic Preservation Commission Design Guidelines, 5.15 Public and Wall-Mounted Art (Adopted 12-18-18). Mr. Brown then presented the scope of work proposed for the Certificate of Appropriateness application for all of the historic wall signs proposed for renovation and restoration. Mr. Brown noted that the technique proposed to restore the three historic ghost signs located on the corner side elevation of 101 South Broad Street, will render the Gelz Shoes sign as visually dominant. The restoration technique will utilize a weathered appearance. Paint colors to be used are historically accurate and are based upon archival research. The technique proposed to restore the signs on the side and rear of 101 North Main Street will utilize a weathered appearance and add period appropriate text. Paint colors to be used are historically accurate and are based upon archival research. With regard to the scope of work proposed for the ghost sign located on the rear wall of 158 North Main Street, Mr. Brown noted that no archival photographs of the original sign could be found. The original Kelly Clothing sign on the rear of 158 N. Main Street is faded to the point where is barely discernable, so the renovation proposed is illustrative based on historic local advertisements for the actual paint colors to be used are historically accurate and are based upon archival research. The technique proposed to restore the sign will utilize a new appearance as preferred by the owner.

Mr. Brown then presented the following recommended findings for consideration:

5.15(1). Introduce artwork only in locations that do not compromise or diminish the overall design, architecture, rhythm, or pattern defining the special character of the building, site, or district.

All existing ghost signs define or contribute to the special character of the building on which they are located. For this reason, sign renovation and restoration is proposed. Staff recommended approval of this Finding.

5-15(5) Scale artwork appropriately for the intended space in relation to the surroundings buildings and site.

The scale of the historic ghost signs will not be changed or altered. Staff recommended approval of this Finding.

5-15(9) New wall mounted art or wall signs should not compromise, overwhelm, detract, or diminish the overall design or architectural rhythm or pattern, historic architectural features of for the period of significance that defines the special character of the building, site, or district.

Since the historic ghost signs are proposed for renovation and restoration, these historic features from the period of significance that defines the special character of the building, site, or district are to be maintained. Staff recommended approval of this Finding.

5-15(10) Wall mounted art or wall signs shall be located only on previously painted brick walls of the secondary street or rear building facade and shall not overlap architectural features such as cornices, columns, trim, windows, doors, vents, control joints in plaster, etc.



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These signs are located on previously painted brick surfaces and do not overlap or obscure architectural features. Staff recommended approval of this finding.

5-15(17) New wall mounted art or wall signs shall not be painted over “historic” murals or “ghost signs.” Such signs; however, are encouraged to be restored. Staff recommended approval of this Finding.

The existing ghost signs are proposed to be renovated and restored rather than painted over with a different sign or art. Staff recommended approval of this Finding.

Upon completing the presentation of the recommended Findings, Staff suggests that the Historic Preservation Commission consider approval of each of the the Findings of Fact requiring Commission approval and consider the issuance of a Certificate of Appropriateness.

ACTION: Mr. Schaeffer made a motion to accept the recommended Findings of Fact as presented and approve the issuance of a Certificate of Appropriateness for the scope of work proposed to renovate and restore the historic ghost signs within the Commercial Core Historic District. The motion was seconded by Ms. Cotter. The motion passed unanimously.

4. New Business

No further new business was considered.

5. **Adjourn.** There being no further business, Mr. Poore called for a motion to adjourn the meeting.

Action: Ms. Ritter made a motion to adjourn. The motion was seconded by Mr. Cotter. Mr. Poore adjourned the meeting at 6:37 pm.