



Application for Administrative Review and Approval for Signage in the Historic Districts ROME HISTORIC PRESERVATION COMMISSION

PROCEDURE

Application Requirements

All Applications must be complete and include required support materials listed on the reverse side of this form. Incomplete applications will not be reviewed for administrative approval.

Submission of Application

Applications for Administrative Review may be submitted to the staff of the Rome Historic Preservation Commission during regular office hours. Staffing for the Commission is performed by the Rome-Floyd County Planning Department, located in the Carnegie Building at 607 Broad Street in downtown Rome, Georgia.

Review of Application

Staff may not be available to review the application immediately upon submission, but a reasonable effort will be made to complete the review process within three business days of receiving the application. However, staff of the city historic preservation commission is not required by law to review the application, and may submit any application for administrative review to the city historic preservation commission as an application for a certificate of appropriateness.

Denial of Application

If the project is not compatible with the adopted design guidelines or constitutes a material change requiring a certificate of appropriateness, the application will be denied and a building permit shall not be issued for the project. If an application is denied, upon applicant's request, such application will be submitted to the Historic Preservation Commission for review. Applicant must request the application be submitted to the Commission within ten days of the application being denied.

STAFF REVIEW

Approved

Denied

Historic Preservation Planner

Date

*Applicant _____ Telephone _____

Mailing Address _____

*NOTE: If applicant is not the owner, applicant must have owners permission to submit an Application for Administrative Review and Approval.

PROJECT INFORMATION

BUSINESS NAME _____

PROPERTY ADDRESS _____

DISTRICT: BETWEEN THE RIVERS EAST ROME
 OAKDENE PLACE COLLEGE HEIGHTS
 AVENUE A

TYPE OF PROJECT
(Check all that apply)

MONUMENT SIGN FLUSH-MOUNTED SIGN
 PROJECTING SIGN DISPLAY WINDOW SIGN
 OTHER TYPE SIGN AWNING SIGN

BRIEF PROJECT DESCRIPTION

(Example: installation of flush-mounted sign)

START DATE _____ ANTICIPATED COMPLETION _____

ESTIMATED PROJECT COST: _____

CONTRACTOR/SIGN COMPANY _____

Administrative Approval

Administrative Approval is for only those elements of the project included in this application as described in the application. Any additional work performed or modification of the described project must be approved by staff of the Historic Preservation Commission prior to work being performed.

APPLICATION CHECKLIST

The following list includes the support material necessary for review of a particular project.

- description of proposed changes
- architectural elevations or sketches
- description of construction materials
- specifications
- photographs

NOTE: A complete application requires support material. Only complete applications will be reviewed for Administrative Approval.

GENERAL SIGNAGE GUIDELINES

- The message should be limited to the specifics of the office, apartment, organization, or business located within the premises; signage should not be used as advertisement.
- A sign should express an easy to read, direct message: Keep it simple.
- Letter styles should be chosen that are easy to read and reflect the images of the businesses they represent.
- A storefront should not have more than two signs - one primary and one secondary. The secondary sign should be clearly subordinate to the primary sign in size and visual impact.
- Signs should not cover or obscure any existing architectural detail or element and should be compatible with the architecture of the building.
- The total sign area for all signs attached to a building elevation (including wall signs, window signs, and canopy signs) shall not exceed two times the horizontal length of the wall along that side of the building. Each side of the building shall be calculated separately. For multi-tenant nonresidential developments, the total sign area per wall for each tenant shall be distributed among tenants. For all multi-tenant buildings, it shall be the building owner's responsibility to distribute the total sign area per wall for each tenant.
- Signage shall not extend above the first floor of the building to which it is attached, except to designate the traditional building name.
- Sign content (lettering, logo, etc.) should not overcrowd the sign background. The message area shall cover no more than 65% of the sign surface for lettering. The message area shall be computed as the area within the smallest rectangle enclosing the limits of the all lettering, logos, trademarks, symbols, and graphics. Logo and trademark sizes shall not exceed the maximum letter size allowed on each sign type. Logos and trademarks that can not legally meet the requirements of these guidelines are prohibited.
- Illuminated signs may be appropriate in the local historic district if they respect the proportions of the storefront and the guidelines outlined above. Signs should be illuminated in such a way as to reduce the spill-over of light to adjacent properties and public right-of-ways. Painted signs can be indirectly illuminated with fluorescent or incandescent lights. Internally lit signs are most effective with light letters on a dark opaque background. Exposed neon letters can also be effective, adding color and vitality to the street.

Questions may be directed to the Historic Preservation Planner at:

P.O. Box 1433 Email: bgriffin@rome.ga.us
607 Broad Street Phone: 706-236-5025
Rome, Ga 30162

ADDITIONAL REGULATIONS MAY APPLY

Administrative Approval is not a building permit or certificate of zoning compliance. It does not relieve the responsibility of filing for and obtaining a building permit or certificate of zoning compliance clearance and following all other applicable codes, ordinances and variances of Rome-Floyd County Georgia.

* Additional guidelines for signs in the historic districts may be obtained from the Preservation Planner.

ADDITIONAL PROJECT INFORMATION

BUILDING DIMENSIONS

Linear Street Frontage of Storefront _____ Ft.

Total Street Frontage of Building _____ Ft.

Number of Signs on Storefront _____
(Including the proposed sign)

SIGN/AWNING DIMENSIONS

Construction Materials _____

Total Sign Height _____ Ft.

Width _____ Ft.

Depth _____ Ft.

LETTER DIMENSIONS

Height of Largest Letter _____ Inches

Height of Smallest Letter _____ Inches

Percent of sign board or display window covered by lettering and graphics _____ %

GENERAL PROJECT INFORMATION

Will the proposed sign extend above the first floor or obscure any ornamentation or architectural feature of the building? (Yes No)

Will any other signs be removed, damaged, obscured, or altered during or because of this project? (Yes No) If yes, did you provide information necessary to review these changes? (Yes No)

AUTHORIZATION

In consideration for the City of Rome's review of this application for a proposed change to a locally designated property, the applicant agrees to hereby indemnify and hold harmless the City and its agents and employees from and against any and all claims, damages, and/or liability arising from or related to this application or any issuance of a permit hereunder.

SIGNATURE: _____

DATE: _____