

**Lima Historic Preservation Commission**  
**7273-7289 West Main Street**

The Historic Preservation Commission (HPC), Don Brown, Fran Gotcsik, and Robin Hargrave R.A., met by phone on July 13, 2023, to review the Building Permit Application and HPC Review Application for a pole sign at 7273-7289 West Main Street submitted by David Muraco, Dewitt, NY. Neither application was signed. It should also be noted that the village has a specific [sign permit application](#) located on its website.

As the project is located within the Historic Overlay District and directly contiguous to the Lima Village National Register Historic District, advisory consultation with the HPC is required prior to issuance of a permit.

The HPC reviewed a similar pole sign proposal in December 2021 and provided comments to the ZBA for their meeting in January 2022.

**BACKGROUND**

***Because of the loss of all remaining structures to the west at the street level in the early 1970s, this development is a highly visible component of the western gateway to the core of the village business district. As such, it makes a substantial impact on the streetscape and evokes a critical first impression of Lima for those entering from the west.***

In accordance with the intent of Lima's Historic Preservation Commission (HPC) as described in Lima's zoning code, the HPC's recommendations are intended to "protect and enhance Lima's attractiveness to visitors and the support and stimulus to the economy thereby provided," p.43.

In addition, according to Lima's zoning code § 185-61. C. Sign permits required; issuance, C. Sign permits; issuance by Code Enforcement Officer, **the recommendations of the HPC are intended to "promote signage that is aesthetically pleasing and in keeping with the downtown business district's historic architecture."** p. 55.

The Criteria for Advisory Recommendations § 185-54.of the code state that the HPC should consider general design, character, appropriateness, scale, texture, materials, color, and visual compatibility of the property itself and surrounding neighborhood, p.46.

**HPC RECOMMENDATIONS**

**1. Materials**

The drawing prepared by Kassis Superior Signs, received on June 27, 2023, stated the sign will be double-sided with removable flat [dibond](#) faces.

The HPC does not approve of the use of flat plastic, vinyl lettered inserts. A sign with flat plastic vinyl letters is not compatible with the Historic Overlay District. According to the Lima Design Guidelines, p.11. **“Sign board lettering should have a minimum depth of 1/2”.** Flat vinyl lettering is prohibited.”

Livingston County Design Guidelines p. 39, also state, “Use carved dimensional signage with simple, lightly decorated posts for a clean historical look.” And “Avoid large, oversized, internally lit plastic signage that does not match the historic character of a village.”

The HPC recommends an HDU (high-density urethane) architectural and dimensional carved sign or 3D laser cut letters to harmonize best with the buildings in the surrounding the Historic Overlay District. See the three examples at the bottom of the page.



The HPC also recommends a sign structure of wood or fiber board, not aluminum. Lima Design Guidelines, p.11, state that “Sign boards should be wood or fiber-cement board panels for mounting letters or signs.”

The supporting posts appear to be presented in the drawing as rectangular. The HPC recommends that a large base molding be added around the bottom of the support posts to "visually ground" the sign and add appropriate architectural detail as the sign will appear top heavy without a base.

Unfortunately, no information was provided on the color and materials to be used for the roof and the lighting. Standing seam metal roofing is recommended to add dimensionality.

Examples of recommendations.





See p. 39 of Livingston County Design Guidelines for example of other free-standing signs.

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## **2. Landscaping**

Although the new code requires a landscaped area 1 ft. beyond the width and depth of the new freestanding sign, the applicant provided no information on landscaping. The HPC recommends that the applicant select native flowering plants that can easily be maintained.

## **3. Colors**

For the sign structural elements, the HPC recommends colors used on the building, Sandy Hook Gray and Essex Green, or compatible colors adjacent on the historic color swatch.

## **4. Lighting**

The HPC supports the use of gooseneck lamps. No lumen values were provided but are needed to ensure the lighting meets code. Intense bright white LED lighting is inappropriate in the historic core.

## **5. Sign Size**

In his email of July 6, 2023, Planning Board chairperson Wayne Childs has already commented that “the applicant has amended the HEIGHT of the sign to meet the new code (10'6"+16"=12' vs. a 12'2"+ original height), but DID NOT make other dimensional modifications to meet the total square feet requirement in the code. Currently, the drawing's dimensions indicate approx. 44 sq. ft. per side. The new code allows for a MAXIMUM of 30 sq. ft. per side (60 sq. ft. total sign area.)”