

COA26-02 119 W North St, Greenfield Main Street in partnership with the Hancock County Visitors Bureau is proposing to install a mural on the east façade of the Visitors Center building in celebration of the 250th anniversary of American Independence.

Exhibits:

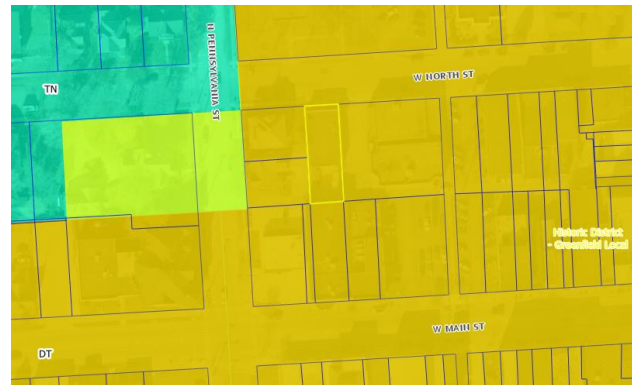
1. Mural Mockup(s)
2. Current Conditions Picture(s)

Location and Surrounding Uses:

North DT Downtown & Historic District – Commercial
 South DT Downtown & Historic District – Commercial
 East DT Downtown & Historic District – Utility Building (AT&T)
 West DT Downtown & Historic District – Residential



Aerial Site Location



Zoning Site Location

CURRENT CONDITIONS

The east side of the building at 119 W North Street is a blank, white-painted cinderblock wall with two small windows, one of which has been covered up for some time. To the immediate east is the parking area for the AT&T building. This open parking lot provides clear visibility to the east façade of 119 W North Street, where this mural is proposed to be installed. Notable is the fact that this location is along the newly created Riley Arts Trail and near two popular and active restaurants within the core of downtown, increasing the visibility of this site.

Current Proposal

The Petitioner proposes to have the east façade wall cleaned, primed, and painted with an artistic mural of patriotic symbols to celebrate the 250th anniversary of American Independence, as depicted in the exhibit provided. The northern window along this façade will remain open and unpainted.

It should be noted that the final version of the proposed mural has not yet been decided upon. The exhibit(s) provided are conceptual in nature.

Historic Board – COA

Per the Historic Preservation Code 155.10.F, *“Certificates of appropriateness shall be granted if the Historic Board determines that the proposed action is not obviously incongruous with the historic district and shall not be granted if the proposed action is obviously incongruous with the historic district. In determining whether a particular proposal is obviously incongruous with the historic district, the Historic Board shall take into account the purposes of this chapter, the visual compatibility standards contained in this chapter, the historic and architectural significance of the structure and the effect of the proposed change in diminishing or enhancing the significance, the effect of the proposed change on the streetscape, the effect of the proposed change on surrounding structures, and the effect of the proposed change on the district as a whole. The Historic Board shall act in a manner which preserves the visual aspects of the architectural and historic character of the district by assuring that obviously incongruous changes are not allowed.”*

This location is a highly visible blank wall façade and a prime location for an artistic mural in line with other murals along the Main Street corridor and throughout Greenfield, specifically within the Historic District. The mural proposed has been designed in conjunction with Greenfield Main Street and Hancock County Visitors Bureau, the latter of which are the owners of the building the mural is to be installed on.

Per the Design Guidelines, Historic Unpainted Brick should remain unpainted. This is not a concern at this location as it is a previously painted cinder-block wall. This is also not in any way an advertisement, nor does it function in conjunction with any advertisement or signage. As such, the proposed mural would not need to be reviewed from a Sign Code perspective.

Staff Recommendation: Approve the COA request based on the submitted Mural Mockup, subject to the findings in the staff report and the following conditions:

1. No conditions are requested by Staff at this time.