



Legislation Details (With Text)

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Title: Request for Modification to the Approved Projecting Sign for the Paper Petalum at the Northfield News Building - 313 Division Street South.

Sponsors:

Indexes:

Code sections:

Attachments: 1. 1 - Modified Paper Petalum Projecting Sign Proposal, 2. 2 - Proposed Colors, 3. 3 - Pages from Nfld Downtown Preservation Design Guidelines, 4. 4 - Image of Northfield News Building Fire

Date	Ver.	Action By	Action	Result
3/11/2021	1	Heritage Preservation Commission	approve	Pass

Meeting Date: March 11, 2021

To: Members of the Heritage Preservation Commission

From: Mikayla Schmidt, City Planner

Request for Modification to the Approved Projecting Sign for the Paper Petalum at the Northfield News Building - 313 Division Street South.

Action Requested:

The Heritage Preservation Commission is being asked to review and make a motion on the request to modify the projecting sign for the Paper Petalum at the Northfield News Building - 313 Division St. S. to include four painted flags representing Norway, Sweden, Denmark and Finland.

Summary Report:

The Paper Petalum is relocating to the Northfield News building, previously occupied by Jenkins Jewelers. The Paper Petalum is requesting to add four, MDO board, painted flags to the projecting sign that was approved at the February 11 HPC meeting.

Signage Request:

The applicable sections of the Downtown Historic District regulations in the sign ordinance include the following:

1. Placement

Signs shall be positioned so that they are an integral design feature of the building, i.e., signs shall complement and enhance the architectural features of the building. They shall be placed so that they do not destroy architectural details such as stone arches, glass transom panels, or decorative brickwork. Unless other placement is specifically approved by the Heritage Preservation Commission for reasons stated in the Certificate of Appropriateness issued by the Heritage Preservation Commission, signs may be placed only as

follows:

- (a) At or above the horizontal lintel, storefront cornice, or beltcourse, or above the storefront windows;
- (b) Projecting from the building;
- (c) Applied to or painted on canvas/fabric awnings;
- (d) In areas where signs were historically attached (see Figure 6-3); or
- (e) Wall signs for first floor businesses shall be beneath the second floor windows.

Staff Response:

Projecting Sign - The sign meets the placement requirements. The placement of the proposed projecting sign will be located above the storefront entrance using an existing bracket, which is attached to the stucco. The bottom of the projecting sign hangs 8 feet above the sidewalk with the inclusion of the newly proposed flags. The projecting sign will not alter any architectural details and will hang above the entrance into the store between the words *Paper* and *Petalum*.

3. Sign Shape

Signs shall be designed to match the historic time period elements. Wall signs shall include a raised rectangular border that sets the sign apart from the building surface or hanging space. Signs shall make use of individual raised letters. Projecting signs may be fabricated in a variety of shapes appropriate to the building or business.

Staff Response:

Projecting Sign - The sign meets the sign shape requirements. The business name and decorative insignia is on the projecting sign and the sign shape is a 24" (wide) by 36" (tall) rectangle with an arched top. The Paper Petalum is a gift shop specializing in Scandinavian food and gift products (among other items). The individual flags will articulate independently from each other by the eyelet screws that are attached to the main projecting sign.

4. Colors

Sign colors shall coordinate with the building façade to which the sign is attached. A combination of soft/neutral shades and dark/rich shades will best reflect the historical time period. No more than two colors shall be used for the sign letters.

Staff Response:

Projecting Sign - The projecting sign meets the color requirements. The signs utilizes Benjamin Moore Coventry Gray HC-169, Benjamin Moore Kendahl Charcoal HC-166 as well as the colors of the government flags of Norway, Sweden, Denmark and Finland.

5. Material

Signs and sign letters should be made of wood, metal or weatherproof material that is in keeping with the corresponding historic period of the building. Signs that appear to be made of plastic are prohibited. Brackets for projecting signs shall be made of iron or other painted metal, and shall be secured at the top of the sign, and anchored into the mortar, not the masonry.

Staff Response:

Projecting Sign - The sign meets the material requirements. It will be made of MDO board and attached to an existing metal bracket, secured into the stucco. The flags will be made of MDO board as well and will be attached to the approved projecting sign.

6. Message

The sign message shall be legible and shall relate to the nature of the business. These requirements may be

accomplished through the use of words, pictures, names, symbols and logos. Logos, if used, shall be incorporated into signage designs compatible with the Historic District. Logos and lettering shall occupy no more than 60 percent of the total sign area and shall not extend outside the sign borders.

Staff Response:

Projecting Sign - The sign meets the message requirements. The projecting sign is legible, relates to the business and is not subject to the 60% total sign area.

7. Lettering

Lettering styles shall be legible and shall relate to the character of the property's use and the era of the building. Lettering on wall signs shall be in a serif font. Wall signs shall contain no more than two lettering styles, and the lettering and any logo shall occupy no more than 60 percent of the total sign area. Projecting signs may utilize a font other than serif. Telephone numbers and websites may be included, provided they are clearly secondary to the primary message of the sign and occupy no more than 20 percent of the total sign area allotted to lettering.

Staff Response:

Projecting Sign - The projecting signs meet lettering requirements. It is a serif font, is legible and relates to the building era.

8. Illumination

External illumination of signs is permitted by incandescent, LED, or fluorescent light, but shall emit a continuous white light that prevents direct shining onto the ground or adjacent buildings. Exposed neon signs shall be permitted when installed inside windows or the interior of the building. With the exception of lighted "open" signs, internally illuminated signs are not permitted. Flashing, intermittent, rotating signs or signs that create the illusion of movement are prohibited. Exceptions to this guideline shall be allowed for public service, time/temperature and theater signs.

Staff Response:

Staff has been updated, that the projecting sign will be illuminated. Further images and description are anticipated to be submitted and will be sent to the commission as soon as they become available.

Recommendation:

The request to modify the projecting sign, to add the government flags of Norway, Sweden, Denmark and Finland meets the sign requirements and is recommended for approval.