



Legislation Text

File #: 19-806, **Version:** 1

DATE: April 4, 2019

TO: Members of the Northfield Heritage Preservation Commission

FROM: Scott Tempel, City Planner

Sign Permit - 502 Division

SUMMARY AND ACTION REQUESTED:

The HPC is asked to consider a sign permit for 502 Studio & Gallery

BACKGROUND:

A new art gallery is coming to downtown. 502 Studio & Gallery will be opening in the Holland Block and has applied for signage.

ANALYSIS:

The applicable sections of the Downtown Historic District regulations in the sign ordinance include the following (Staff response is shown in **bold**):

1. Placement: Signs shall be positioned so they are an integral design feature of the building; 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 by the Commission, signs may be placed only as follows:

- a. At or above the horizontal lintel, cornice, or beltcourse, or above the storefront windows;
- b. Projecting from the building;
- c. Applied to or painted on canvas awnings;
- d. In areas where signs were historically attached.

Staff response: The signs meet placement requirements. A wall sign will be added to the horizontal lintel. A projecting sign will also be added. The projecting sign would be lower than allowed by code except that the sign will not be above the sidewalk, rather over an adjacent basement stairway.

3. Sign Shape: Signs shall be designed to match the historical time period elements and regional location of the City, which primarily exclude such features as cut corners and non-rectangular shapes. In most cases, the edges of signs shall include a raised border that sets the sign apart from the building surface or hanging space. Individual raised letters set onto the sign area surface are

also preferred.

Staff response: The signs meet shape requirements. The wall sign will be added to existing rectangular sign board. The projecting sign has raised letters, but no raised border. The projecting sign is non-rectangular but in-line with proposed revised regs.

4. Colors: Sign colors shall coordinate with the building façade to which the sign is attached and shall be compatible with the property's use. A combination of soft/neutral shades and dark/rich shades are encouraged in order to reflect the historical time period. No more than two colors shall be used for the sign letters.

Staff response: The signs meet color requirements. The projection sign utilizes a rich blue hue. The individual letters are white.

5. Material: Signs and sign letters should be made of wood or metal that is in keeping with the corresponding historical time period of the building. 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: The signs meet the material requirements. The sign and lettering are made of MDO board.

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.

Staff response: The signs meet message requirements. The signs are legible and relate to the business.

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 shall preferably include serif rather than strictly block type styles. Each sign shall contain no more than two lettering styles, and the lettering shall occupy no more than approximately 60% of the total sign area.

Staff response: The signs meet lettering requirements. The lettering is legible and simple. There are two lettering styles, one includes serif.

8. Illumination: External illumination of signs is permitted by incandescent 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 of the interior of the building. The use of internally lit signs, such as but not limited to backlit plastic, is not permitted. Exceptions to this guideline shall be allowed for public service, time/temperature and theater signs.

Staff response: The signs meet illumination requirements. The sign will not be illuminated.

RECOMMENDATION: Staff supports approval of the sign permit.