

HISTORIC LANDMARK COMMISSION
APPLICATION FOR A PERMIT IN NATIONAL REGISTER HISTORIC DISTRICTS
AUGUST 23, 2021
SB-21-1116094
1009 WEST LYNN STREET
WEST LINE NATIONAL REGISTER HISTORIC DISTRICT

PROPOSAL

Erect a new neon-lit sign on existing poles.

PROJECT SPECIFICATIONS

The applicant proposes to use an existing sign location erect a new free-standing sign. The existing sign was mounted on two metal posts and had no lighting. The proposed new sign will be internally lit and will feature neon elements on the exterior. Although it does not appear to be larger than the existing sign, the Commission may evaluate the sign based upon the city's sign standards for sign lighting within the historic district.

The proposed sign consists of an internally-lit marquee sign with two lines of changeable text. Above the message board is the name of the business, "Howler Bros" which will have white neon in the letters. The marquee section of the sign will have white or orange neon quins on the exterior. Above the marquee will be the face of an ape that will have recessed orange neon to create a halo-lit appearance. The entire sign will be 80 inches tall; the marquee section of the sign will be 33 inches tall and 79 inches wide, for a total of just over 18 square feet. Because free-standing signs are generally not approvable, there is no recommended size for them. In this case, the applicant is using a pre-existing sign pole.

DESIGN STANDARDS FOR SIGNS

INAPPROPRIATE SIGN TYPES

- Signs that are out of character with those seen historically, and that would alter the historic character of the street.
- Free-standing signs, either pole-mounted or monument types.
 NOTE: The applicant is re-purposing an existing pole-mounted free-standing sign, so the proposed sign should be "grandfathered" in.

IV. SIGN LIGHTING

- Use an external, shielded lamp to direct light at the sign. Halo lighting (pin-mounted letters over the lighting source) or recessed can lighting in awnings are acceptable.

DO NOT USE:

1. Internal illumination
2. Fluorescent lights
3. Sodium vapor lights.

NOTE: the applicant is proposing an internally-lit cabinet sign, which is not allowed under the sign standards.

NEON

- Exposed neon lighting is strongly discouraged, but may be permitted where the Commission determines it is appropriate to the context of the building and does not impede interpretation of the historic character of the building. Neon may be used to highlight reverse-channel lettering on a sign to create a "halo" effect.
- Applications for signs with exposed neon lighting must show through photographic documentation that the building had a sign with exposed neon in the historic period.

NOTE: There is no evidence of neon at the current sign location. The applicant should consider an indirect lighting type for the proposed sign. The halo-lit ape head appears to meet the sign standards.

COMMITTEE FEEDBACK

Not reviewed.

STAFF RECOMMENDATION

Deny the current application and recommend that the applicant meet with the Architectural Review Committee in September to discuss a sign program that complies with the city's sign standards for lighting.