

200 W. 6TH – SIGNAGE REQUEST

JANUARY 11, 2023

The applicant is requesting approval for a wall sign at the edge of the Sixth Street Historic District, physically removed from the main district thoroughfare.

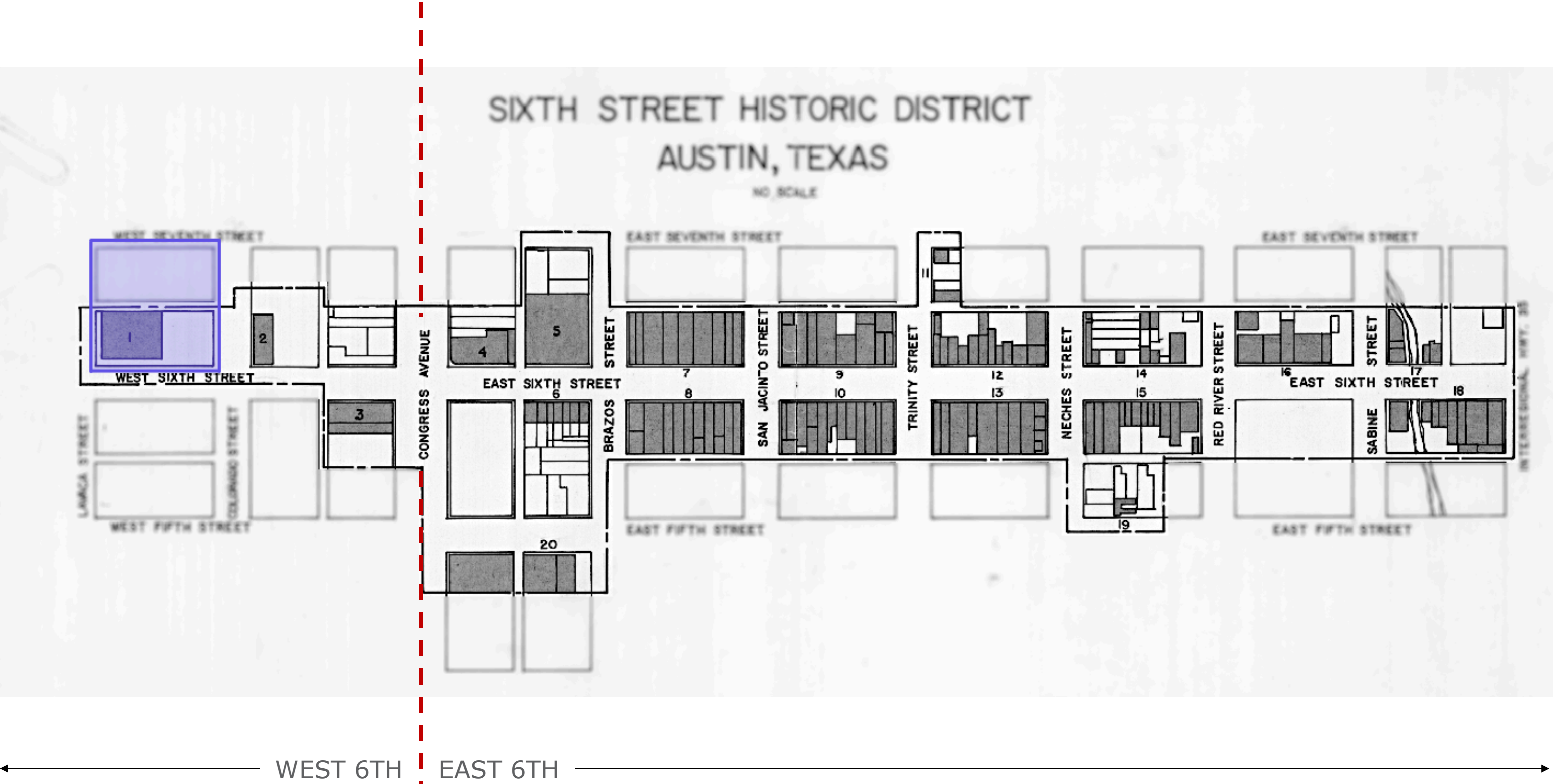
City policy indicates that signage requests of this type are appropriate if the sign will not adversely impact an historical feature and if it is consistent with the historic district area.

The requested sign meets these criteria – it will be located just below the third story on an existing tower, oriented *away* from contributing structures and from pedestrians.

Section 25-10-122(E) of the Land Development Code:

- (E) The Historic Landmark Commission **shall approve a sign permit application** if it determines that the proposed sign:
- (1) **will not adversely affect a significant architectural or historical feature** of the historic sign district; and
 - (2) as applicable, is consistent with the Historic Landmark Preservation Plan, **the character of the National Register District**, and the purpose of the historic landmark regulations.

SITE – ON EDGE OF HISTORIC DISTRICT



SITE – EXISTING CONDITIONS






SOUTHEAST CORNER

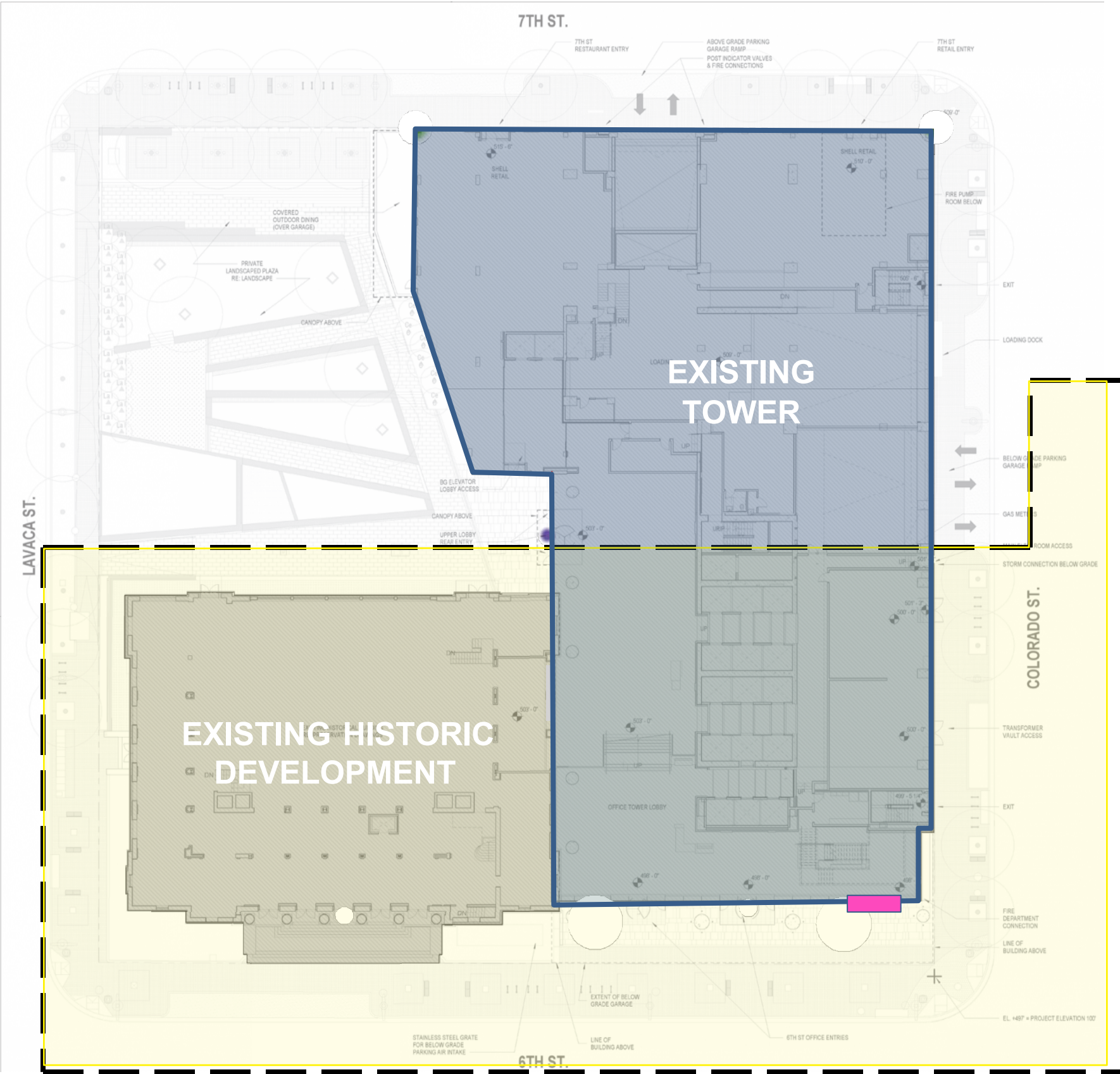


NORTHWEST CORNER

SITE – EXISTING CONDITIONS

EXHIBIT KEY

-  REQUESTED SIGN LOCATION
-  EXISTING TOWER
-  SIXTH STREET HISTORIC DISTRICT BOUNDARY



INITIAL AND REVISED PROPOSALS

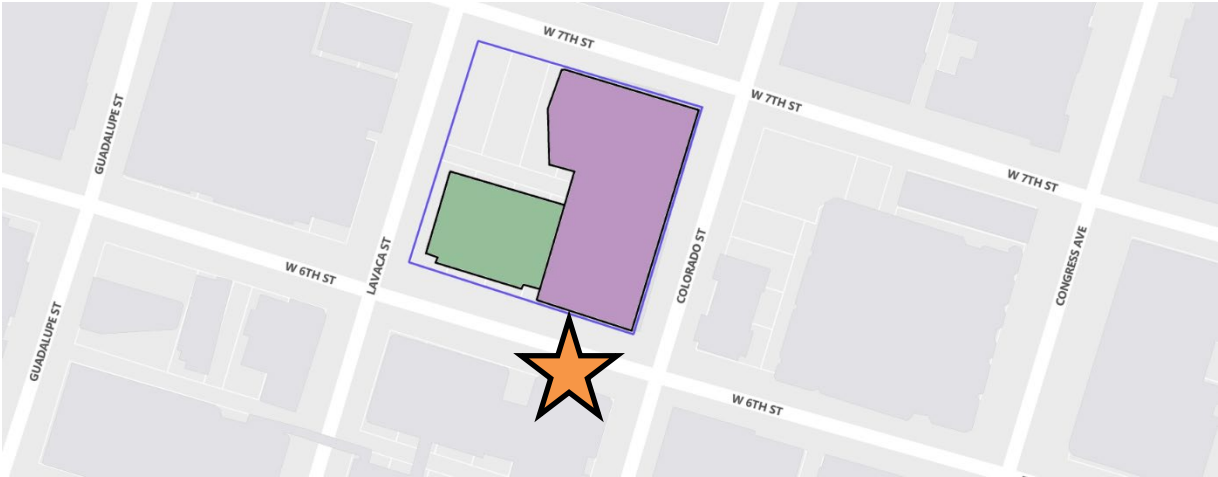


INITIAL REQUEST

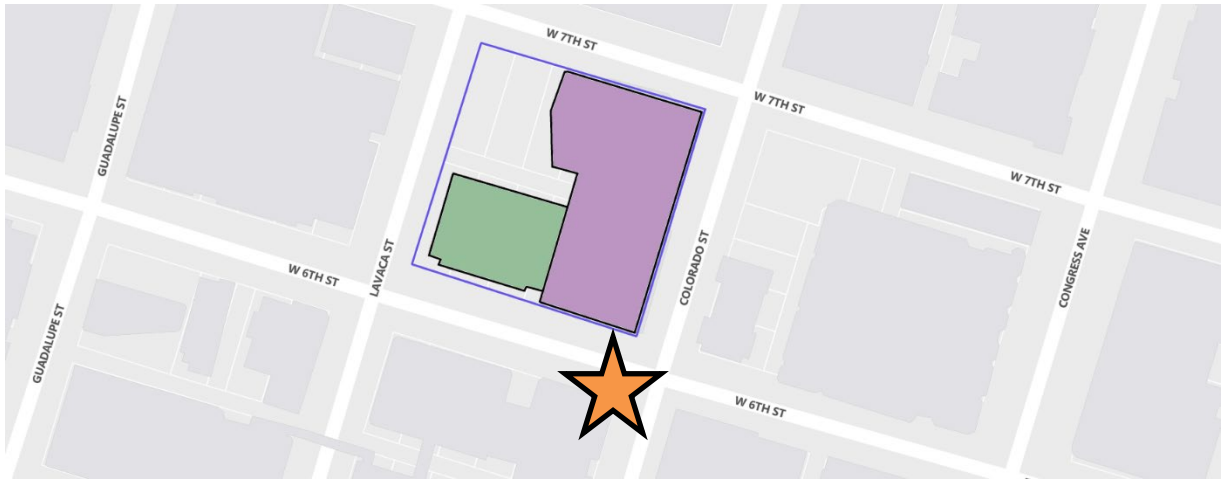


CURRENT REQUEST – *AFTER ARC FEEDBACK*

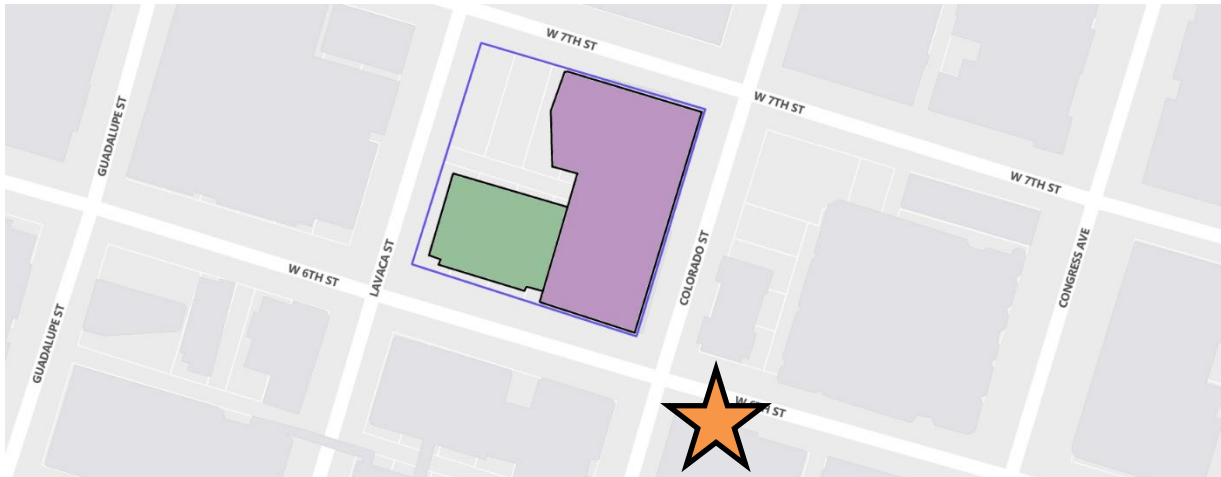
NEARBY WALL SIGNAGE



NEARBY WALL SIGNAGE



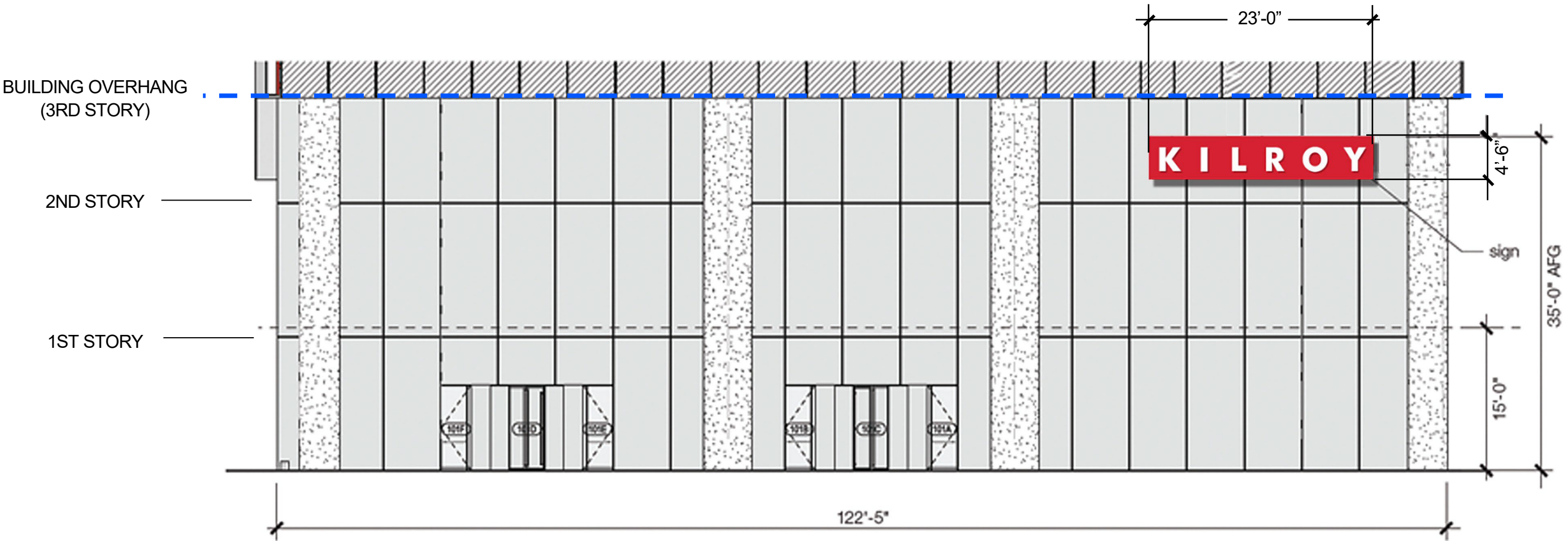
NEARBY WALL SIGNAGE



NEARBY WALL SIGNAGE



SIGNAGE DIMENSIONS



SOUTH ELEVATION - 103 SF SIGN

City policy allows the commission to approve exceptions to historic district signage guidelines when the request is consistent with the district and does not impact contributing structures.

The applicant's request is fully consistent with the area, fully compliant with downtown signage regulations, and would not impact contributing structures or the pedestrian environment.

Additionally, the applicant meaningfully revised their proposal to consider ARC feedback and minimize the visual footprint – relocating the sign and shrinking it by over two-thirds.

CITY POLICY

Section 25-10-122(E) of the Land Development Code:

- (E) The Historic Landmark Commission **shall approve a sign permit application** if it determines that the proposed sign:
- (1) **will not adversely affect a significant architectural or historical feature** of the historic sign district; and
 - (2) as applicable, is consistent with the Historic Landmark Preservation Plan, **the character of the National Register District**, and the purpose of the historic landmark regulations.
-

Guidelines for Signs in National Register Historic Districts:

Exceptions: The City Historic Landmark Commission **may consider exceptions to the foregoing provisions when warranted**, and not prohibited by city ordinance.