



02/06/2011

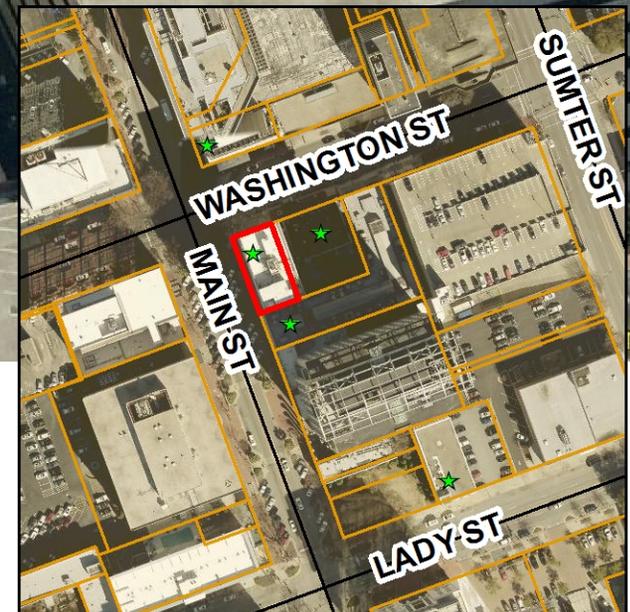


# D/DRC Case

1350 Main Street

Individual Landmark / City Center Design/Development District

TMS: 09013-06-01



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**DESIGN/DEVELOPMENT REVIEW COMMISSION**  
**DESIGN REVIEW DISTRICT**  
**CONSENT AGENDA**  
**EVALUATION SHEET**  
Case # 1

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**ADDRESS:** 1350 Main Street

**APPLICANT:** Kristen McCullough, agent

**TAX MAP REFERENCE:** TMS# 09013-06-01

**USE OF PROPERTY:** Commercial

**REVIEW DISTRICT:** Individual Landmark/City Center/Design Development District

**NATURE OF REQUEST:** Request Certificate of Design Approval for signage

**FINDINGS/COMMENTS:**

The applicant is applying for signage for this building; because it is a landmark, review comes before the Commission. City Center/Design Development District guidelines provide language for review of signage. The wall signage proposed is simple and meets the design guidelines; no illumination is proposed. Current vinyl signage on windows will be removed and re-designed.

**PERTINENT SECTIONS FROM GUIDELINES**

• 6.22 **Materials**

Sign materials should be compatible with the design of the façade to which they are associated. The following materials are **approved** for use in City Center:

- Wood (carved, sandblasted, etched, and properly sealed, primed, and painted, or stained).
- Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against corrosion).
- High density pre-formed foam or similar material. New materials may be very appropriate if properly designed in a manner consistent with these guidelines, and painted or otherwise finished to complement the architecture.
- Custom neon tubing, in the form of graphics or lettering, may be incorporated into several of the above permitted sign types.
- Sign materials should be compatible with the design of the face of the façade where they are placed.

*The simple metal panels proposed meet the guidelines.*

- **6.3 Wall Signs**

--Signs should be placed consistent with the proportions and scale of the elements within the structure's façade. A particular sign may fit well on a plain wall area, but might overpower the finer scale and proportion of a lower storefront. A sign which is appropriate near an entry may look tiny and out of place above the ground level.

--Signs should be located where architectural features or details suggest a location, size, or shape for the sign. The best location for a wall sign continues to be a band or blank area between the first and second floors of a building.

--Signs should be placed on buildings consistent with sign locations on adjacent buildings. This can establish visual continuity among store fronts.

--In pedestrian-oriented areas, signs should relate to the sidewalk instead of motorists. In this case, small projecting signs or signs under awnings are most appropriate. Place signs in close proximity to the store entrance.

*The signs are both located appropriately directly above sets of entry doors located on Washington and Main Streets. This location allows them to relate to the sidewalk and pedestrians. Placing them between the first and second floors would obscure detailing on the building.*

- **6.5 Window Signs**

--Window signs (permanent or temporary) should not cover more than 50 percent of the area of each window.

--Window signs should be limited to individual letters and logos placed on the interior surface of the windows and intended to be viewed from outside. Glass-mounted graphic logos may be applied by silk screening or pre-spaced vinyl die-cut forms.

*Current vinyl graphics are overlarge and will be removed and replaced with signage which is in keeping with the guidelines. This is not pictured in the sign submittal in your packet but staff will work out the details with the applicant.*

**STAFF RECOMMENDATIONS:**

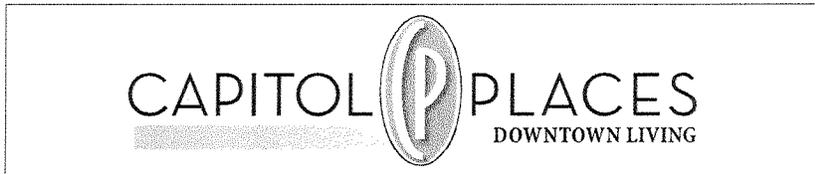
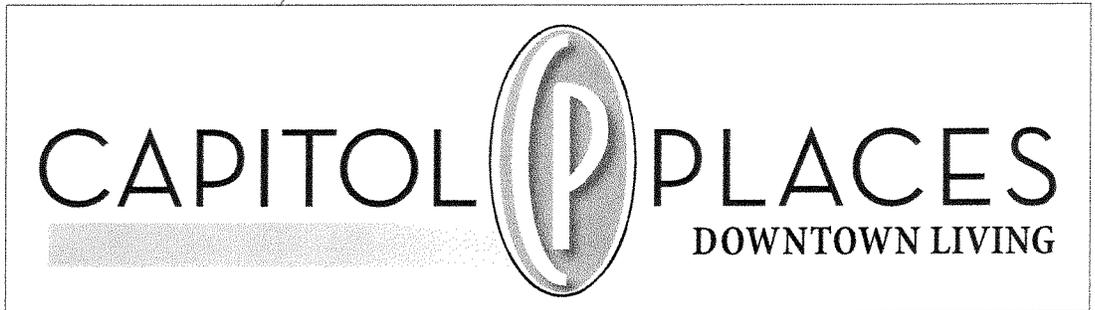
Staff finds that the project generally complies with 6.22, 6.3, and 6.5 of the City Center/Design Development District Guidelines for signage and recommends approval with all details deferred to staff.



Washington Street view of Barringer Building

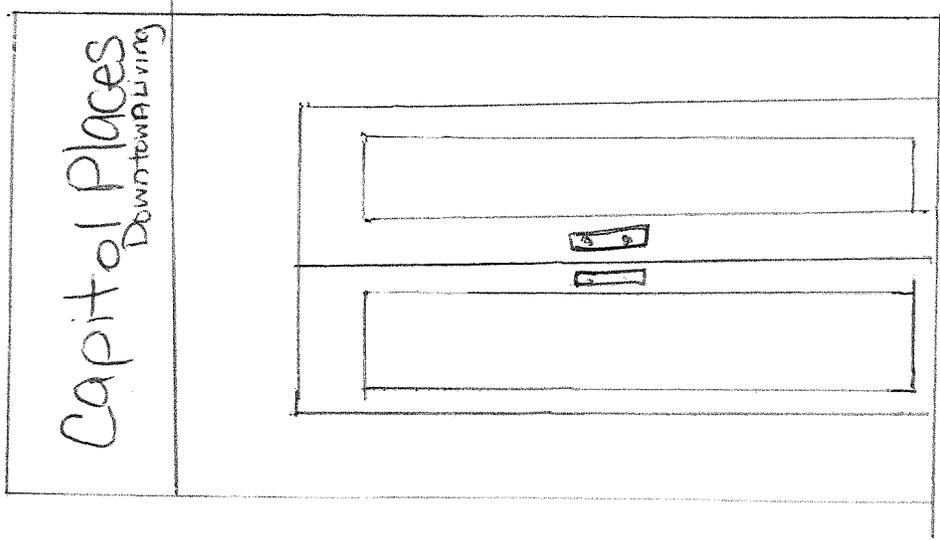
800.746.4108

Sign 2

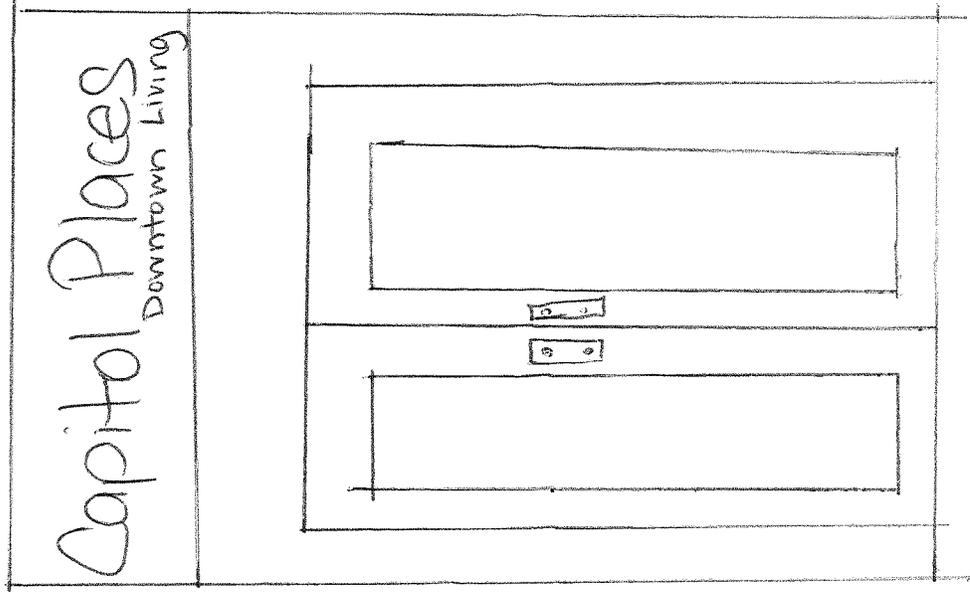


Sign 1

Amy Moore  
545-3335



Sign One  
Mainst. Side



Sign Two  
Main St. Side

Washington St.

Main St.

Capitol Places  
1350 Main St.

Sign #1

Sign #2