



## MEMORANDUM

**TO:** ARCHITECTURAL REVIEW BOARD  
**FROM:** Kate Schwartz, Historic Resources Planner  
**DATE:** June 13, 2016  
**SUBJECT:** Certificate of Appropriateness for sign installation at 909 Caroline Street

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### ISSUE

James Fallon requests a Certificate of Appropriateness to install one building-mounted sign for the Cork & Table business.

### RECOMMENDATION

Approval of the Certificate of Appropriateness on condition that the height of the sign be reduced to fit within the entablature above the storefront.

### APPLICABLE HISTORIC DISTRICT DESIGN GUIDELINES

Sign Guidelines (Historic District Handbook, pg.117-118)

1. A sign should fit the architecture of its building and not obstruct defining elements.
2. The number of signs should be compatible with the building and should not cause visual clutter.
3. The size of each sign and the total area of signs should match the character of the building and of the Historic District. Exact sign allowance should be verified with the Planning Office.
4. Sign design and graphics should be coordinated with the character of the building and the nature of the business.
5. Materials should relate to the building. Traditional sign materials include wood, glass, raised individual letters, and painted letters on wood or glass.

### BACKGROUND

The Cork & Table business at 909 Caroline Street occupies the northern bay of the c.1929 structure originally opened as the Pitts' Colonial Theater. The two-story brick Colonial Revival-style building featured a central entry bay with access into the theater lobby and two small commercial storefronts located to either side. This building is identified as contributing to the historic district. The applicant proposes to install one building-mounted sign in the stone entablature area above the storefront.

The proposed sign will be 18 inches tall by 120 inches (10 feet) wide featuring a white oak wood background mounted to a rectangular steel tube frame. The letters will be 11 inches tall, constructed of laser-cut steel mounted to the wood panel using half-inch stand-offs. The wood will be treated with an

outdoor oil product to inhibit mildew and UV damage. Existing rubber mounts on the entablature will be used to attach the sign to the building.

The sign allowance for this property is based on 14 linear feet of building frontage. The sign allowance is calculated as follows:

$$14 \text{ linear feet} \times 1.5 = 21 \text{ square feet}$$

Sign Type	Dimensions	Area (square feet)
Wall-Mounted Sign	18 inches x 120 inches	15

The total area of the signs proposed is 15 square feet which is under the allowance for this site of 21 square feet. The sign materials and style are compatible with the historic character of the district. However, the top of the sign extends above the entablature area to obscure part of the storefront cornice. The National Park Service’s *Preservation Brief 25: The Preservation of Historic Signs* recommends that new signs should fit within the historic signboard area or entablature, and not obscure character-defining features of the historic structure. Staff recommends reducing the overall height of the sign to fit within the entablature.

**APPROVAL CRITERIA**

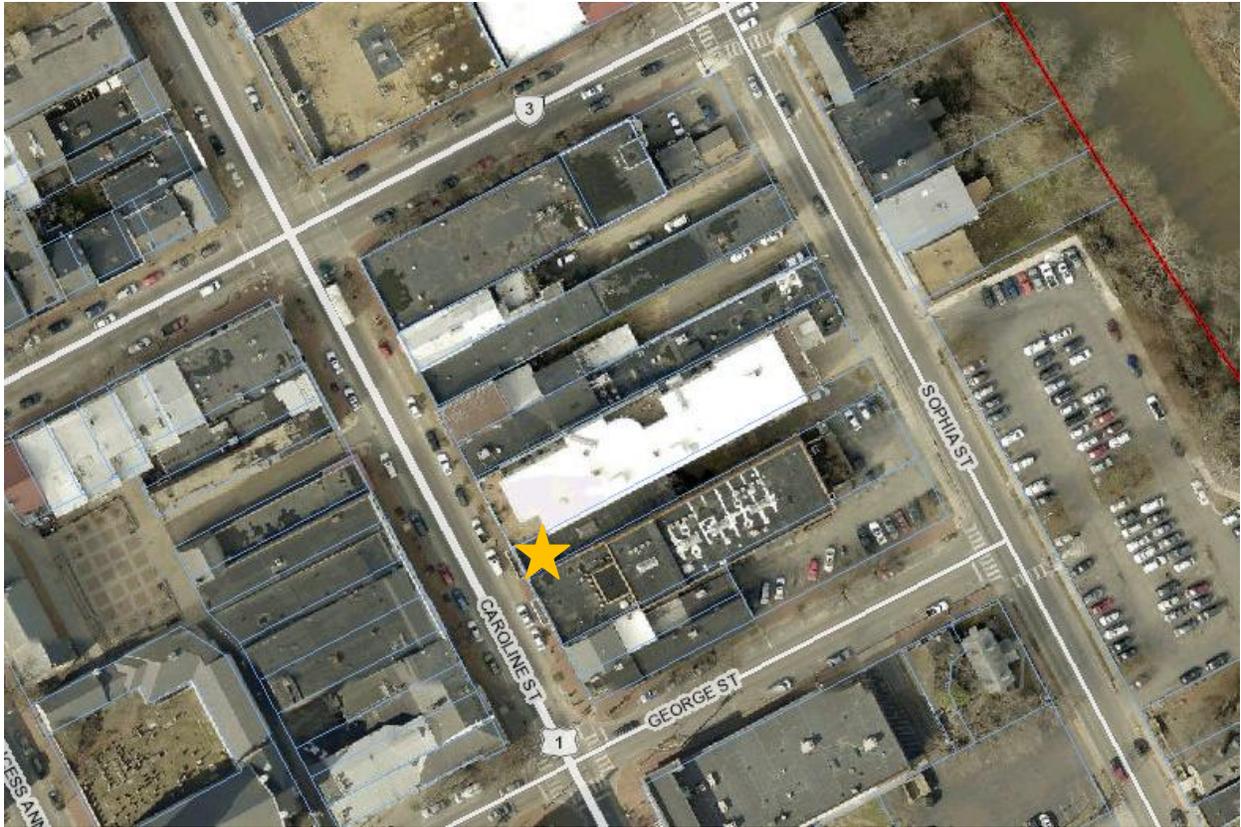
Criteria for evaluating proposed changes are found in City Code Section 72-23.1.D.2 and are based on the United States Secretary of the Interior’s Standards for Rehabilitation.

S	D	NA	S – satisfies	D – does not satisfy	NA – not applicable
		X	(1) Every reasonable effort shall be made to provide a compatible use for a property by requiring minimal alteration of the building, structure, or site and its environment, or by using a property for its originally intended purposes.		
X			(2) The distinguishing original qualities or character of a building, structure, or site and its environment shall not be destroyed. The removal or alteration of any historical material or distinctive architectural features should be avoided when possible.		
X			(3) All buildings, structures, and sites shall be recognized as products of their own time. Alterations that have no basis and which seek to create an earlier appearance shall be discouraged.		
X			(4) Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, or site and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.		
	X		(5) Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure, or site shall be treated with sensitivity.		

		X	(6) Deteriorated architectural features shall be repaired rather than replaced, wherever possible. If replacement is necessary, the new material should match the material being replaced in composition, design, color, texture, and other visual qualities. Replacement of missing architectural features should be based on historic, physical, or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.
		X	(7) The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building materials shall not be undertaken.
		X	(8) Every reasonable effort shall be made to protect and preserve archaeological resources affected by or adjacent to any project.
		X	(9) Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural, or cultural material, and such design is compatible with the size, scale, color, material, and character of the property, neighborhood, or environment.
X			(10) Wherever possible, new additions or alterations to structures shall be done in such a manner that, if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired.

## Attachments:

1. Aerial photograph showing property location
2. Photograph, existing building front elevation
3. Photograph, existing storefront elevation
4. Sign rendering provided by applicant
5. Sign specifications provided by applicant



AERIAL



Existing Front (West) Elevation, showing existing rubber mounts in entablature area.

Sign rendering provided by applicant:

**Rendering for Sign provided by Apocalypse Furniture:**



Specifications provided by applicant:

### **Sign for Cork and Table: Specifics**

Here are some specifics on the sign for the restaurant:

- The overall size is 18" X 10'. The weight of the sign is approximately 120 pounds.
- The frame is made of 2" X 1" X 1/8" rectangular steel tube. Steel straps will be welded on the frame to attach the wooden background to.
- The letters will be laser cut from 1/8" steel and will be 11" tall. They will be mounted on 1/2" stand-offs to add depth to the appearance of the sign.
- All metal will be primed with Sherwin-Williams industrial primer, painted with exterior paint and clear coated with a Sherwin-Williams product called Sher-Clear. This is an industrial clear coat designed to last for many years in the elements.
- The wood background is white oak which is well suited for outdoor applications and will be finished with General Finishes Outdoor Oil. The oil contains UV and mildew inhibitors to protect and extend the life of the wood. Annual applications can extend the life of the wood indefinitely.
- The sign will be mounted to the existing rubber mounts on the building via custom brackets attached directly to the mounts. We will utilize a French Cleat type of attachment at the top of the mount with bolts to hold the sign at the bottom.