

HISTORIC LANDMARK COMMISSION
PERMITS IN NATIONAL REGISTER HISTORIC DISTRICTS
AUGUST 27, 2012
NRD-2012-0096
613 Congress Avenue
Congress Avenue

PROPOSAL

Signage for 7-11 convenience store.

PROJECT SPECIFICATIONS

The proposed sign consists of a 36" square aluminum box (total of 9 square feet on each sign face) with the 7-11 logo on three sides and external lighting. The sign will be mounted centrally in the façade above the storefront.

STANDARDS FOR REVIEW

B. PROJECTING SIGNS**LOCATION**

- A projecting sign should be located near the business entrance, just above the door or to the side of it, near eye level. The bottom of the projecting sign, however, shall be a minimum of 9 feet above the sidewalk.

SIZE

- The maximum size of an individual projecting sign (one face) shall be 6 square feet. It may not extend from the building façade for a greater distance than 6 feet or a distance equal to 2/3 the width of the abutting sidewalk, whichever distance is less.

NUMBER OF SIGNS

- In general, only one projecting sign per building façade is allowed. However, where the Commission determines that the result would be compatible with the District, one projecting sign shall be allowed for each distinct facade module of a building.

STAFF RECOMMENDATION

Approve the sign as proposed. While a little larger than the sign standards dictate (9 vs. 6 square feet), this innovative design otherwise complies with all other applicable sign standards for downtown historic districts, especially the materials and lighting for the sign.

