

**HISTORIC LANDMARK COMMISSION
PERMITS IN NATIONAL REGISTER HISTORIC DISTRICTS
JUNE 26, 2017
NRD-2017-0046
613 Congress Avenue
Congress Avenue Historic District**

PROPOSAL

Install a new sign for 7-11.

PROJECT SPECIFICATIONS

The applicant proposes a new sign for the 7-11 store on Congress Avenue. The sign will be flush-mounted, and will replace the current projecting cube sign. The proposed sign will be 52.5 square feet and will be constructed of an aluminum frame and an acrylic face; the lighting will be internal LED bulbs. The previously-approved sign fit the sign standards in terms of size, materials, and lighting.

STANDARDS FOR REVIEW

The City's sign design standards include:

I. SIGN TYPES

A. FLUSH-MOUNTED SIGNS

A flush-mounted wall sign is one that is mounted flat to the wall.

LOCATION

- Locate a flush-mounted wall sign just above the display window. Do not locate a flush-mounted wall sign above second-floor windows.
- When feasible, place a wall sign such that it aligns with others in the block.
- When planning a wall sign, determine if decorative moldings exist that could define a "sign panel." If so, locate flush-mounted signs such that they fit within panels formed by moldings or transom panels on the façade. In no case should a sign obscure significant façade features.

SIZE

- In general, the maximum wall sign area on a building should not exceed 7% of the overall façade area; in some cases, however, the Commission may consider approving a maximum of 10%, if overall compatibility with the District is demonstrated.
- The maximum height of an individual flush-mounted sign shall be 2 feet.

II. SIGN MATERIALS

- Use materials that are compatible with the materials of the building façade.
- Painted wood and metal are appropriate materials for signs. Do not use unfinished materials, including unpainted wood.
- Use plastic only in limited amounts. Plastic may not be the predominant materials on any sign.
- Do not use highly reflective materials.

IV. SIGN LIGHTING

- Use an external, shielded lamp to direct light at the sign.
- DO NOT USE:**
1. Internal illumination

2. Fluorescent lights
3. Sodium vapor lights.

STAFF RECOMMENDATION

Staff must recommend denial of this sign. It does not comply with the design standards relating to the size of the sign, the use of plastic as a primary material, or the lighting standards. Staff recommends that the applicant re-design the sign in conformance with the applicable sign standards.

LOCATION MAP
