



# CITY OF LINCOLN NEBRASKA

MAYOR COLEEN J. SENG

lincoln.ne.gov

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May 9, 2007

Dear Havelock Avenue business district property owner:

This letter notifies you of a public hearing by the Lincoln Historic Preservation Commission regarding an application by the Havelock Business Association to create the Havelock Avenue Landmark District. The Historic Preservation Commission will hold a public hearing on May 17, 2007, at 1:30 p.m., in Room 206 on the second floor of the County/City Building. After Preservation Commission makes its recommendation, the application will be considered by Planning Commission, then by the City Council. There will be additional public hearings before Planning Commission and City Council, before final action is taken. A map of the proposed district is on the back of this letter.

According to public records, you own property within the proposed district. Your views for or against the proposed historic district are very important to the Preservation Commission, the Planning Commission, and the City Council. The historic preservation ordinance (Chapter 27.57 of the zoning code) specifies your right to comment for or against the proposed district. If owners of at least 51% of the property within the proposed district object in writing to the proposal before the City Council's hearing, the district cannot be created.

The purposes of landmark district designation are to honor areas that are significant to the historic development of Lincoln and to establish a procedure for reviewing future changes to those districts. This procedure, which is established by chapter 27.57 of the Lincoln Zoning Code, **leaves final decisions on changes to buildings in the hands of the private property owners**, but requires **consultation** with the Historic Preservation Commission before certain exterior changes are made. Commercial signs are require not only to be reviewed, but also to have Commission approval, before a sign permit can be obtained and a sign legally installed. (Existing signs, and all other pre-existing changes to buildings at the time a landmark district is created, are "grandfathered.") The Haymarket District is an example of a commercial area in Lincoln that has been a designated Landmark District since 1983.

Copies of the Havelock Avenue landmark district application and the proposed district preservation guidelines are available at the Planning Department, on-line at

<http://www.lincoln.ne.gov/city/plan/bdscom/hpc/reports/2007/041907/havelock.pdf>

or will be sent to you on request. To request copies, to ask questions, or to convey information or opinions to the Preservation Commission, please feel free to call me at 441-6360.

Sincerely,  
Edward F. Zimmer  
Historic Preservation Planner

[ezimmer@lincoln.ne.gov](mailto:ezimmer@lincoln.ne.gov)

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APPLICATION FOR LANDMARK OR LANDMARK DISTRICT DESIGNATION  
ADDENDUM TO PETITION TO AMEND THE ZONING ORDINANCE  
LINCOLN, NEBRASKA

1. NAME

Historic: Havelock Avenue Landmark District  
and/or Common:

2. LOCATION

If proposed Landmark Designation:

Address (street number and name):

If proposed Landmark District Designation:

Describe boundaries by use of street names

Generally bounded on the north by the alley running east-west between Platte Avenue and Havelock Avenue; on the south by the alley running east-west between Havelock Avenue and Ballard Avenue; on the east by the 63<sup>rd</sup> Street; and on the west by the alley running north-south between 60th and 61st Streets.

6024-6240 Havelock Avenue  
4329-4341 N. 61st Street  
4327-4421 N. 62nd Street

3. CLASSIFICATION

Proposed Designation

Category

Landmark District  
 Landmark

district  
 building(s)  
 structure

site  
 object

Present Use

agriculture  
 commercial  
 educational  
 entertainment  
 government

industrial  
 military  
 museum  
 park  
 private residence

religious  
 scientific  
 transportat'n  
 other

4. OWNER OF PROPERTY

If proposed Landmark Designation:

Name: **See attached sheets.**

Address (street number and name):

If proposed Landmark District Designation, attach a separate page listing all properties in proposed district by address and include the names of property owners of record as of two weeks prior to the date of filing and an indication of which properties are significant.

5. GEOGRAPHICAL DATA

Legal Description

Havelock Addition, Lots 19-24 of Block 14, Lots 13-22 of Block 15, Lots 1-6, of Baldwin's Subdivision of Lots 23 & 24 of Block 15 of Havelock Addition, Lots 13-24 of Block 16, Lots 1-12 of Block 31, Lots 1-12 of Block 32, Lots 1-6 of Block 33, and all adjacent public right-of-way. All in the S 1/2 Sec. 4-T10N-R7E of the 6th P.M., Lincoln, Lancaster County, Nebraska.

Number of Acres or Square Feet: 9.45 acres

6. REPRESENTATION IN EXISTING SURVEYS

Title: Historic and Architectural Sites Survey of Lincoln

Date 1990 \_\_\_\_\_ Federal \_\_\_\_\_ State \_\_\_\_\_ County \_\_\_\_\_ Local

Depository for survey records Nebraska State Historical Society

City, Town: Lincoln State: NE

Is proposed Landmark or Landmark District listed in the National Register?

\_\_\_\_\_ yes, date listed \_\_\_\_\_

no

7. DESCRIPTION AND HISTORY

Condition

excellent  deteriorated  unaltered  original site  
 good  ruins  altered  moved date \_\_\_\_\_  
 fair  unexposed

Describe the present and original (if known) physical appearance of all significant supportive features of the Landmark or the significant structures within the Landmark District. Also, provide information about the structures that are intrusions within the Landmark District.

8. SIGNIFICANCE

Period Areas of Significance-Check and justify

prehistoric  archeology-prehistoric  landscape architecture  
 1400-1499  archeology-historic  law  
 1500-1599  agriculture  literature  
 1600-1699  architecture  military  
 1700-1799  art  music  
 1800-1899  commerce  philosophy  
 1900-  communications  politics/government  
 community planning  religion  
 conservation  science  
 economics  sculpture  
 education  social/humanitarian  
 engineering  theater  
 exploration/settlement  transportation  
 industry  other (specify)  
 invention

Specific dates: 1890-1930

Builder/Architect: See attached sheets.

Statement of Significance (in one paragraph):

See attached sheets.

9. STANDARDS FOR DESIGNATION

(Check one(s) that apply)

Associated with events, person, or persons who have made a significant contribution to the history, heritage, or culture of the City of Lincoln, the County of Lancaster, the State of Nebraska, or the United States;

Represents a distinctive architectural style or innovation, or is the work of a craftsman whose individual work is significant in the development of the City of Lincoln, the County of Lancaster, the State of Nebraska, or the United States; or

Represents archeological values in that it yields or may be likely to yield information pertaining to pre-history or history.

10. MAJOR BIBLIOGRAPHICAL REFERENCES

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Mathis, Gregory R. "Chicago, Burlington & Quincy Locomotive No. 710." National Register of historic Places nomination. Listed June 20, 1997.

McKee, James L., Edward F. Zimmer, and Lori K. Jorgensen. Havelock: a Photo History and Walking Tour. Lincoln, NE: J & L Lee Co., 1993.

Miller, Brian. Early Town Growth Around Lincoln, NE: a Look at the Beginning, Growth, and Annexation of University Place, College View, Havelock, and Bethany. Lincoln, NE: typescript, 1988.

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Sanborn Map Co. of New York, 1891, 1893, 1903, 1928, 1956, 1964.

Sawyer, Andrew J., ed. Lincoln and Lancaster County Nebraska, Vol. II. Chicago:  
The S.J. Clarke Publishing Co., 1916.

Zimmer, Edward F. "Lancaster Block." National Register of Historic Places  
nomination. Listed April 12, 1989.

**11. FORM PREPARED BY:**

Name/Title: **Gregory R. Mathis, Community Development Technician**

Organization: **Lincoln Urban Development Dept.**      Date Submitted:

Street & Number: **110 N. 10th Street**      Telephone: **(402) 441-7606**

City or Town: **Lincoln**      State: **Nebraska**

Signature \_\_\_\_\_

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FOR HISTORIC PRESERVATION COMMISSION USE ONLY:

DATE LANDMARK/LANDMARK DISTRICT DESIGNATED

LANDMARK/LANDMARK DISTRICT NUMBER



## Historic Havelock Design Guidelines

(Based on the Sec. of Interior's Standards for Rehabilitation & Guidelines for Rehabilitating Historic Buildings, with additional information on signs)

1. Every reasonable effort shall be made to provide a compatible use for a property which requires minimal alteration of the building, structure, or site and its environment, or to use a property for its originally intended purpose.
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 historic material or distinctive architectural features should be avoided when possible.
3. All buildings, structures, and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged.
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.
5. Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure, or site shall be treated with sensitivity.
6. Deteriorated architectural features shall be repaired rather than replaced, wherever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of features, substantiated by historic, physical, or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.
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.
8. Every reasonable effort shall be made to protect and preserve archeological resources affected by, or adjacent to any project.
9. New alterations and additions shall be compatible in size, scale, color, material and character with the building and district. Compatible contemporary design that achieves these standards and does not destroy significant historical, architectural or cultural material, may be permitted.
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.

ADAPTED FROM GUIDELINES FOR APPLYING  
THE SECRETARY OF THE INTERIOR'S STANDARDS

**THE ENVIRONMENT**Recommended

Retaining distinctive features such as the size, scale, mass, color, and materials of buildings, including storefronts, cornices, and awnings that give a business district its distinguishing character.

Retaining landscape features such as street lights, signs, benches, walkways, streets, alleys and building set-backs that have traditionally linked buildings to their environment.

Using new plant materials, walkways, street lights, signs, and benches that are compatible with the character of the neighborhood in size, scale, material and color.(See the attached *Havelock Ave. Sign Criteria* for additional guidance on signs.)

**BUILDING SITE**  
Recommended

Identifying plants, trees, walkways, and other elements that might be an important part of the property's history and development.

Retaining plants, trees, walkways, street lights, signs, and benches that reflect the property's history and development.

Basing decisions for new site work on actual knowledge of the past appearance of the property found in photographs, drawings, newspapers, and other records. If changes are made, they should be carefully evaluated in light of the past appearance of the site.

Providing proper site and roof drainage to assure that water does not splash against the building or foundation walls, nor drain toward the building.

**Not Recommended**

Introducing new construction into neighborhoods that is incompatible with the character of the district because of size, scale, color, and materials.

Destroying the relationship of buildings and their environment by widening existing streets, changing paving materials, or by introducing inappropriately located new streets and parking lots that are incompatible with the character of the neighborhood.

Introducing signs, street lighting, benches, new plant materials, walkways and paving materials that are out of scale or inappropriate to the neighborhood.

**Not Recommended**

Making changes to the appearance of the site by removing old plants, trees, walkways, and other elements before evaluating their importance in the property's history and development.

Leaving plant materials and trees in close proximity to the building that may cause deterioration of the historic fabric.

## **BUILDING: STRUCTURAL SYSTEMS**

### **Recommended**

Recognizing the special problems inherent in the structural systems of historic buildings, especially where there are visible signs of cracking, deflection, or failure.

Undertaking stabilization and repair weakening structural members and systems.

Replacing historically important structural members only when necessary. Supplementing existing structural systems when damaged or inadequate.

## **BUILDING: EXTERIOR FEATURES**

(Masonry: brick, stone, terra cotta, concrete, stucco, and mortar)

### **Recommended**

Retaining original masonry and mortar, whenever possible, without the application of any surface treatment.

Repointing only mortar joints where there is evidence of moisture problems or when sufficient mortar is missing to allow water to stand in the mortar joint.

Duplicating old mortar in composition, color, and texture.

Duplicating old mortar in joint size, method of application, and joint profile.

Repairing stucco with a stucco mixture that duplicates the original as closely as possible in appearance and texture.

### **Not Recommended**

Disturbing existing foundations with new excavations that undermine the structural stability of the building.

Leaving known structural problems untreated that will cause continuing deterioration and will shorten the life of the structure.

### **Not Recommended**

Applying waterproof or water repellent coatings or surface consolidation treatments unless required to solve a specific technical problem that has been studied and identified. Coatings are frequently unnecessary, expensive, and can accelerate deterioration of the masonry.

Repointing mortar joints that do not need pointing. Using electric saws and hammers to remove mortar can seriously damage the adjacent brick.

Repointing with mortar of high portland cement content can often create a bond that is stronger than the building material. This can cause deterioration as a result of the differing rates of expansion and the differing absorbency of the masonry material and the mortar.

## **BUILDING: STRUCTURAL SYSTEMS**

### **Recommended**

Cleaning masonry only when necessary to halt deterioration or to remove graffiti and stains and always with the gentlest method possible, such as low pressure water and soft natural bristle brushes.

Repairing or replacing, where necessary, deteriorated material with new material that duplicates the old as closely as possible.

Replacing missing significant architectural features, such as cornices, brackets, railings, and shutters.

Retaining the original or early color and texture of masonry surfaces, including early signage wherever possible. Brick or stone surfaces may have been painted or whitewashed for practical and aesthetic reasons.

## **BUILDING: EXTERIOR WOOD FEATURES**

### **Recommended**

Retaining and preserving significant architectural features, whenever possible.

Repairing or replacing, where necessary, deteriorated material that duplicates in size, shape and texture the old as closely as possible.

### **Not Recommended**

Repointing with mortar joints of a differing size or joint profile, texture or color.

Sandblasting, including dry and wet grit and other abrasives, brick or stone surfaces; this method of cleaning erodes the surface of the material and accelerates deterioration. Using chemical cleaning products that would have an adverse chemical reaction with the masonry materials. i.e., acid on limestone.

Applying new material which is inappropriate or was unavailable when the building was constructed, such as artificial brick siding, artificial cast stone and brick veneer.

### **Not Recommended**

Removing architectural features such as siding, cornices, brackets, window and doorway trim. These are, in most cases, an essential part of a building's character and appearances that illustrates the continuity of growth and change.

Resurfacing frame buildings with new material that is inappropriate or was unavailable when the building was constructed such as artificial stone, brick veneer, asbestos or asphalt shingles, and plastic or aluminum siding. Such material can also contribute to the deterioration of the structure from moisture and insects.

## **EXTERIOR METAL**

### **Recommended**

Retaining original material, whenever possible.

Cleaning when necessary with the appropriate method. Metals should be cleaned by methods that do not abrade the surface.

## **ROOFS & ROOFING**

### **Recommended**

Preserving the original roof shape.

Retaining the original roofing material, if it is visible to passersby, and contributes to the character of the building..

Providing adequate roof drainage and insuring that the roofing materials provide a weathertight covering for the structure.

Replacing deteriorated visible roofing with new material that matches the old in composition, size, shape, color, and texture.

Preserving or replacing, where necessary, visible architectural features that give the roof its essential character, such as cornices, brackets, and chimneys.

## **WINDOWS & DOORS**

### **Recommended**

Retaining and repairing existing window and door openings including window sash, glass, lintels, sills, architraves, shutters, doors, pediments, hoods, steps, and all hardware.

### **Not Recommended**

Removing architectural features that are an essential part of a building's character and appearance, illustrating the continuity of growth and change.

Exposing metals which were intended to be protected from the environment. Do not use cleaning methods which alter the color, texture, and tone of the metals.

### **Not Recommended**

Changing the essential character of the roof by adding inappropriate features such as dormer windows, vents, or skylights.

Applying new roofing material that is inappropriate to the style and period of the building and neighborhood.

Replacing deteriorated visible roofings with new materials that differ to such an extent from the old in composition, size, shape, color and texture that the appearance of the building is altered.

Stripping the roof of architectural features important to its character.

### **Not Recommended**

Introducing new window and door openings into the principal elevations, or enlarging or reducing window or door openings to fit new stock window sash or new stock door sizes.

## **WINDOWS & DOORS, cont.**

### **Recommended**

Duplicating the material, design, and the hardware of the older window sash and doors if new sash and doors are used.

Installing visually unobtrusive storm windows and doors, where needed, that do not damage existing frames and that can be removed in the future.

Installing fabric awnings on storefronts and windows based on historic photos of the district, reestablishing the relationship of building facades and the sidewalk.

Using original doors and door hardware when they can be repaired and reused in place.

Altering the size of window panes or sash. Such changes destroy the scale and proportion of the building.

Installing inappropriate new window or door features such as aluminum storm and screen window insulating glass combinations that require the removal of original windows and doors.

Installing plastic, canvas, or metal strip awnings or fake shutters that detract from the character and appearance of the building.

Discarding original doors and door hardware when they can be repaired and reused in place.

## **EXTERIOR FINISHES**

### **Recommended**

Discovering the historic paint colors and finishes of the structure and repainting with those colors to illustrate the distinctive character of the property.

### **Not Recommended**

Removing paint and finishes down to the bare surface; strong paint strippers whether chemical or mechanical can permanently damage the surface. Also, stripping obliterates evidence of the historical paint finishes.

Repainting with colors that cannot be documented through research and investigation to be appropriate to the building and neighborhood.

## **NEW CONSTRUCTION**

### **Recommended**

Keeping new additions and adjacent new construction to a minimum, making them compatible in scale, building materials, and texture.

### **Not Recommended**

Designing new work which is incompatible with the earlier building and the district in materials, size, scale, and texture.

## **NEW CONSTRUCTION, cont.**

### **Recommended**

Designing new work to be compatible in materials,

### **Not Recommended**

size, scale, color, and texture with the earlier building and the district.

Using contemporary designs compatible with the character and mood of the building or the district.

Protecting architectural details and features that contribute to the character of the building.

Placing television antennae and mechanical equipment, such as air conditioners, in an inconspicuous location.

contemporary design would detract from the architectural unity of an ensemble or group. Especially avoid imitating an earlier style of architecture in new additions that have a completely contemporary function such as a drive-through bank or garage.

Adding new height to the building that changes the scale and character of the building. Additions in height should not be visible when viewing the principal facades.

Adding new floors or removing existing floors that destroy important architectural details, features, and spaces of the building.

Placing television antennae and mechanical equipment, such as air conditioners, where they can be seen from the street.

**MECHANICAL SYSTEMS: HEATING, AIR CONDITIONING, ELECTRICAL, PLUMBING, & FIRE PROTECTION**

**Recommended**

Installing necessary mechanical systems in areas and spaces that will require the least possible alteration to the structural integrity and physical appearance of the building.

Utilizing early mechanical systems, including plumbing and early lighting fixtures, where possible.

Installing the vertical runs of ducts, pipes, and cables in closets, service rooms, and wall cavities.

**Not Recommended**

Imitating an earlier style or period of architecture in new additions, except in rare cases where a

**Not Recommended**

Causing unnecessary damage to the plan, materials, and appearance of the building when installing mechanical systems.

Attaching exterior electrical and telephone cables to the principal elevations of the building.

Installing the vertical runs of ducts, pipes, and cables in places where they will be a visual intrusion.

**MECHANICAL SYSTEMS: HEATING, AIR CONDITIONING, ELECTRICAL, PLUMBING, & FIRE PROTECTION**

**Recommended**

Insuring adequate ventilation of attics,

crawlspaces, and cellars to prevent moisture problems.

Installing thermal insulation in attics and in unheated cellars and crawlspaces to conserve energy.

### Not Recommended

Concealing or “making invisible” mechanical equipment in historic walls or ceilings. Frequently this concealment requires the removal of historic fabric.

Installing “dropped” acoustical ceilings to hide mechanical equipment. This destroys the proportions and character of the rooms.

Installing foam, glass fiber, or cellulose insulation into wall cavities of either wooden or masonry construction. This has been found to cause moisture problems when there is not adequate moisture barrier.

## Havelock Avenue Signs

### Background

Though its name has shifted from Jackson Avenue to “O” Street to Havelock Avenue, this “Main Street” has always been the heart of Havelock’s business district, with numerous signs announcing the various shops and buildings. The area has been designated a Landmark District by the City Council to acknowledge its historic importance and to protect its special character. The Historic Preservation Commission is assigned the role of reviewing proposed changes to the appearance of the district, including new signs, to protect the community’s interest in preserving this visible part of our heritage. In a commercial area, signs are an important part of the overall visual character of the area, as well as being important to the functioning of individual businesses.

Since the Havelock Avenue business district was largely developed between Havelock’s founding around 1890 and its joining with Lincoln in 1930, signs should generally have the appearance of signs of that era, and should relate to their buildings in a traditional manner. To be installed legally, signs in Lincoln must have a sign permit issued by the city’s Building and Safety Department. **Within historic districts, approval by the Historic Preservation Commission is required before a sign permit can be issued.**

### Basic Principles for Havelock Avenue Signs

The following sign criteria, and the interpretation of these criteria by the Historic Preservation Commission, are intended to implement four basic principles:

1. The primary function of signs is the identification of buildings, businesses, and the district as a whole.
2. No signs will be permitted that disfigure or conceal significant architectural features of a building.
3. All signs must be subordinate to and in harmony with the buildings to which they relate and to the district as a whole. They must be compatible with the 19<sup>th</sup> and early 20<sup>th</sup> century character of this “Main Street” commercial district.
4. Signs for the district should be well-designed, well-executed, and well-located on their buildings. Old photographs of the district provide a useful models for designing and positioning new signs.

### Prohibitions

1. Plastic-faced, interior-illuminated signs are not permitted in the Havelock Avenue landmark district. This prohibition does not apply to existing signs of this type in the district, but owners are encouraged to replace them eventually and should be aware that the Preservation Commission must review, and is unlikely to approve, new faces for existing signs.
2. Translucent awnings of plastic or vinylized materials with interior illumination are not permitted in the District. Opaque awnings, with or without inscriptions applied to them, are not prohibited but will be

reviewed case-by-case for appropriateness.

3. Signs obscuring significant architectural features will not be permitted.

### **Recommended Types of Signs**

Photographs depicting the early days of Havelock's business district show a bustling area with a profusion of signs. Among the characteristics of many of these signs are long-lasting materials, a high degree of legibility, and careful coordination with the architecture of the buildings. Among the types of signs appropriate to this area are:

#### **Wall Signs**

On principal facades, signs formed of individual letters applied directly to the wall, or attached to a background panel with a frame, are often appropriate. These signs should usually be scaled to relate to the whole facade, and installed in the flat "sign band" area above the storefront level, or below the cornice. Wall signs painted on or applied to wooden or metal panels can also be appropriate. Use of light-colored letters on a darker background is strongly encouraged.

On side and rear walls, painted wall signs were commonly used. A black band with white letters and a white border was the most common color scheme, but yellows, greens, and other bright, primary colors were also incorporated into these signs. In some instances, painted wall signs were used on principal facades, but these must be very carefully considered and very well integrated with the architecture.

#### **Awnings**

Fabric awnings, usually of triangular section, are commonly seen in historic photographs of Havelock Avenue. Messages were usually confined to the valance area, probably because these awning were traditionally cranked or folded flat against the facade, leaving only the valance visible. Preference is given to awning signs incorporating these traditional features.

#### **Window Signs**

Signs for individual businesses are often most appropriately installed in windows, usually by painting or applying individual letters on the glass. The Commission will allow a variety of materials and graphic styles in window signs, but will look for good graphic design, legibility, simplicity of message, and scale appropriate to the storefront and building.

#### **Projecting Signs**

Projecting signs, usually consisting of letters applied to or painted on panels, can be approved, either for building identification or for individual businesses. The former should usually be designed and positioned to relate to the building as a whole, while the latter should usually be smaller and relate to a specific storefront or entrance.

#### **Regarding illumination**

Incandescent illumination is preferred for signs, either shielded to spotlight wall signs, awnings, or projecting signs, or exposed to form individual letters (usually in a metal channel). Window signs in brightly lit storefronts are encouraged as they provide attractive

signs at night and increase the ambient light on the sidewalk for pedestrians. Havelock Avenue retains a few examples of early examples of neon signs (Joyo Theater, Arnold's Tavern) that add to the character of the district. Additional signs with exposed neon tubing, either in the form of signs within windows, or projecting exterior signs, will be carefully reviewed on a case-by-case basis for their traditional quality of design, appropriateness to the individual building, and overall impact on the streetscape.

**Regarding Off-Premise Signs**

Historic photographs of Havelock Avenue show very few off-premise signs, usually in the form of painted signs on side walls. Billboards will not be approved in the landmark district because the graphic design and changeable nature of their messages are seldom appropriate in appearance to the District. Off-premise signs advertising the District as a whole, or businesses within the District, may be more appropriate and will be reviewed on a case-by-case basis, as will incorporating traditional logos commonly seen in early outdoor advertising.

**"Sign," as defined in the Lincoln Zoning Code (LMC 27.03.550):**

*"Sign shall mean any structure, fixture, graphics, illustration, statue, or other device visible from off the premise designed or intended to advertise, to identify, to attract attention to, or to convey information regarding any goods, product, service, business, location, institution, activity, person, solicitation, issue, or campaign, with the exception of merchandise window displays, flags of any nation, state, or political subdivision, or sculpture. For purposes of removal, signs shall also include any sign structure.*