

**Application for Certificate of Appropriateness**

**PROPOSAL:**

HDR requests a certificate of appropriateness for signs at 151 North 8<sup>th</sup> Street—the former Salvation Army Building—in the Haymarket Landmark District.

**DISCUSSION:**

HDR is collaborating with the UNL College of Architecture to offer a design studio on the second floor of the former Salvation Army Building at 8<sup>th</sup> and P Streets.

To identify the studio space and to add to the visual vitality of Haymarket, HDR proposes to identify the project with light beige colored 3M vinyl lettering applied to the upper part of the second story windows reading “HEALTHCARE DESIGN STUDIO” on the north facade and “DLR HEALTHCARE DESIGN STUDIO” and the UNL logo on the east windows (same position). The design includes a few lines and curves in the same *151 N. 8<sup>th</sup> in 2007*

applied vinyl material, all in the upper portion of the windows. A larger scale depiction of the proposed lettering will be presented at the meeting. (The beige color does not copy legibly.)

The sign criteria for Haymarket include among “Recommended Signs”

***Window Signs***

*Signs for individual businesses are often most appropriately installed in windows, usually by painting or applying individual letters to the glass. The commission has allowed a variety of materials and graphic styles in window signs, but urges good graphic design, simplicity of message, and scale appropriate to the storefront and building.”*

This proposal appears to staff to demonstrate that well-designed signs can not only be appropriate, but actually enhance the appearance of a commercial building and district. The scale, placement, and clarity of the proposed signs appears to meet the district criteria and subtly to enliven its setting.

*Proposed signs (2<sup>nd</sup> floor)*





*Proposed signs, 2<sup>nd</sup> floor, east side*

**Recommended finding:**

The proposed signs meet the Haymarket Sign Criteria in scale, placement, and design.

**Recommended Action:**

Approval of Certificate of Appropriateness.