ITEM 4--Agenda of December 20, 2012 **December 14, 2012**

Certificate of Appropriateness

PROPOSAL:
Wally Steil, on behalf of Speedway Properties, requests a Certificate of Appropriateness for a sign at 6038 Havelock Avenue in the Havelock Avenue Landmark District.

DISCUSSION:
The former Masonic Temple building at 6038 Havelock Avenue was built around 1912, originally housing Heckt's grocery store on the ground floor and the George and Martha Washington Masonic Lodges on the upper floor. In the 1920s and '30s, the *Havelock Post-Times* and *Lancaster County Weekly* newspapers operated from the storefront. The upper floor was rehabilitated as apartments in the 1990s.

6038 Havelock in 2009

The Commission reviewed and approved proposals for modifications to the storefronts and provision of a railing for outdoor dining in 2011, as shown at left. The signs were indicated as "placeholder" locations and were not part of the approval.

A tenant moving into the storefront, "Pure Fitness," has proposed relocating an existing sign from another location to this building. As illustrated on the next page, the sign consists of 30" tall channel letters on a "raceway" or framework 20 feet long, with internal illumination and blue-plastic translucent faces.

The sign guidelines for the Havelock Avenue Landmark District seek to promote an early 20th century, "Main Street" character of a commercial district. The guidelines state "Plastic-faced, interior-illuminated signs are not permitted in the Havelock Avenue landmark district." I have indicated to Wally Steil of CBS Signs that I must recommend denial of the proposal. He is exploring whether to propose clear-plexi covers for the dimensional channel letters, illuminated with exposed neon (or similar appearing) tubing, as has been approved for several Haymarket locations, although never applied directly to the facade of a building.

Mr. Steil will also discuss with his client the option of a newly designed sign. The 30" height of the letters appears not to be well-scaled for the location on the building and might also be reconsidered in a new sign.

My recommendation is denial of the sign as proposed as inconsistent with the District guidelines, with hope that by retro-fitting the sign or offering a design specific to this site, the Commission may be offered a sign that can be approved at the time of the meeting.

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