

Certificate of Appropriateness

PROPOSAL:

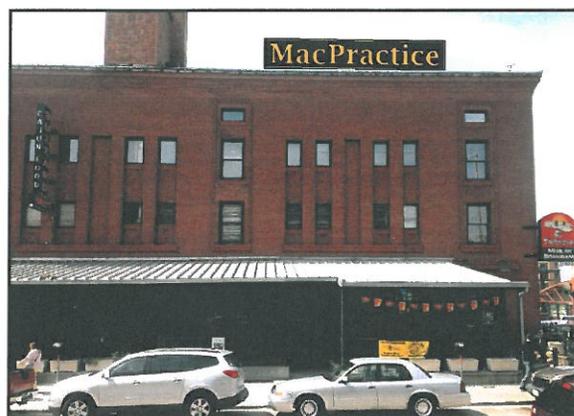
Application by Nebraska Neon Sign Company on behalf of MacPractice for a certificate of appropriateness for work at the H. P. Lau Building, 247 N. 8th Street in the Haymarket Landmark District.

DISCUSSION:

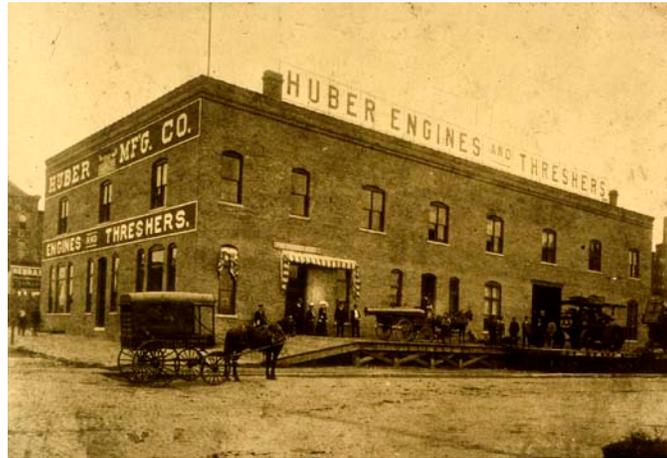
Last month the Commission saw a proposed sign concept for “MacPractice,” a principal tenant in the upper floors of the H. P. Lau Building at 8th & Q Streets in Haymarket. The March proposal was for a sign just over 17’ x 2’ with gold-tone aluminum “reverse channel” letters to be mounted individually on the wall (see image below). This request was denied.



Nebraska Neon has resubmitted three sign options. (See attached for detailed depictions of each option). One alternative is a sign mounted at the edge of the roof. This type of sign is permitted only in Haymarket Special Sign District, if a specific design and location are deemed appropriate by the Commission.



The proposed sign at this location would be 5' tall and 30' long, with 38" capital letters. This type of sign is allow in Haymarket based on the precedent of signs like



the one shown above, formerly on the Huber Building directly east of the H. P. Lau Building. The sign criteria indicate that “Designs consisting of individual illuminated letters shall be preferred to billboard-type signs” and also that “Roof signs are limited to identifying a building or its principal use.” Furthermore, Haymarket sign guidelines instruct that in evaluating roof signs, the Commission is to carefully evaluate “their traditional design, appropriateness to the architectural design of a particular building, location in the district, and preferability (in terms of appropriateness) relative to other types of signs for the building in question.” The Lau Building is challenging for locating major horizontal signs in that its design does not incorporate “natural” sign locations. Furthermore, its subtly corbelled cornice is a major design feature and is incompatible with a sign at the roof-edge. This alternative is **not** preferred by MacPractice. Staff appreciates the responsiveness to the March discussion but concurs that this alternative is the least appropriate of the three.

A second proposal is similar to the design reviewed in March, but places the gold-tone aluminum “reverse channel” letters on a metal background, painted to



ELEVATION _____ NO SCAL

match the color of the dark red brick of the building. The letters would be illuminated as a wash or “halo” with interior LED lights as in the March proposal. The aluminum background would reduce the number of mounting points necessary to secure the sign, compared to the original proposal of individual letters. The text portion of this sign would be 17’7.5” long and the capital letters would be 24” tall.

The third proposal resembles the second, but offers a different location at the south end of the east façade, nearer to the MacPractice entrance at the center of the block, as suggested by the Commission in March.

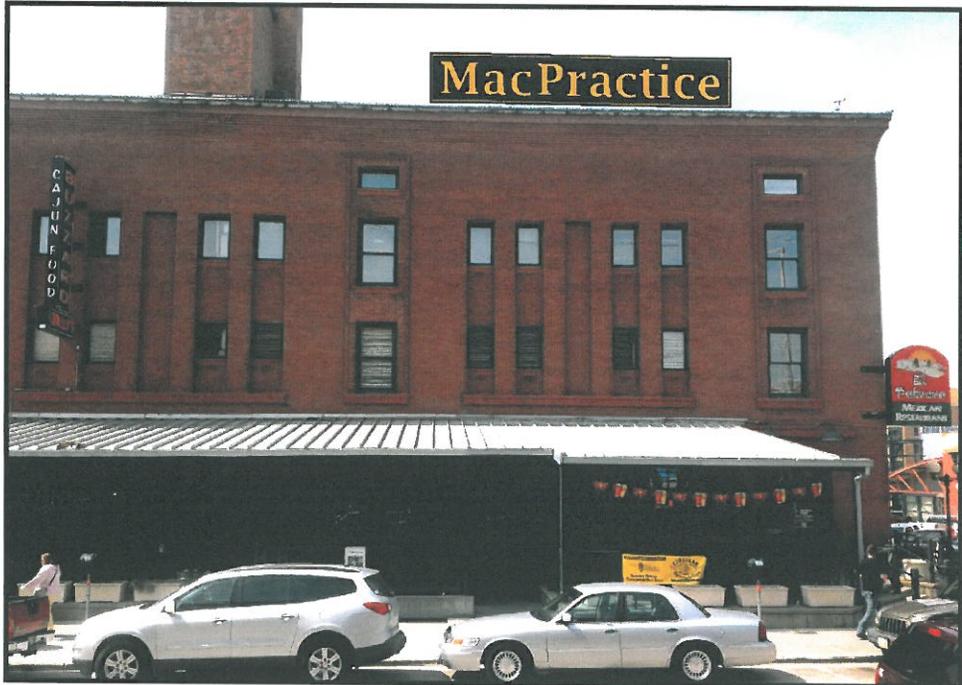
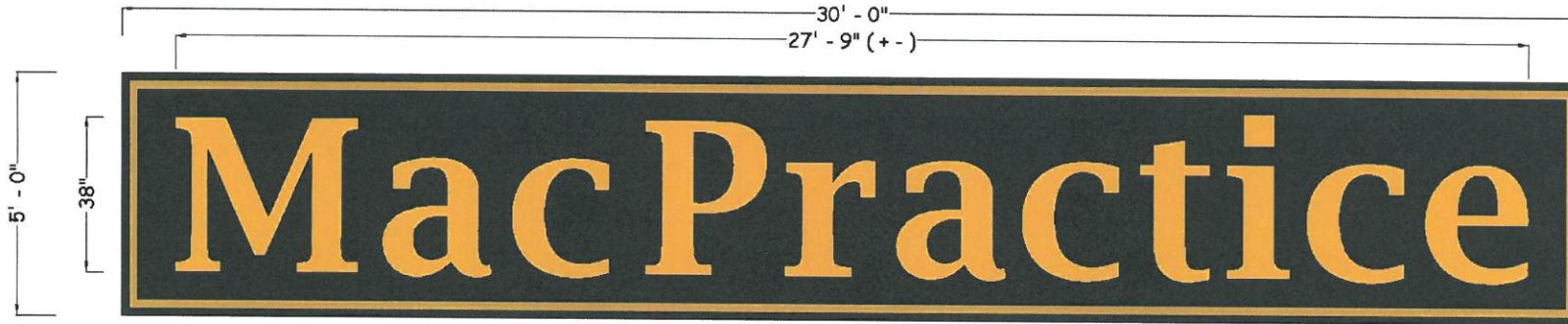


The south sign is positioned within the pattern of the building’s brickwork and fenestration, which clusters five narrow bays between two wider bays with larger windows. On this end of the building, the tops of the “framing” bays do not have the small windows of the corresponding bays on the north end, but the sign aligns with the height of that building feature.

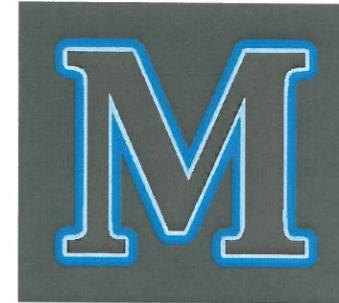
Staff recommends that the third alternative—the wall sign located at the south end of the east wall, meets the District requirements for design and placement of a wall sign for a major occupant of the building. The location is above the ramp from the sidewalk to the entrance to MacPractice’s space. The use of a metal background lessens the impact of installation of eleven letters, while painting the background in a similar hue to the brick focuses attention on the raised letters, not on the larger sign band.

Recommended finding: *The south wall sign is in keeping with the character of Haymarket and is appropriately located on the H. P. Lau Building.*

Recommended action: *Approval of a certificate of appropriateness for the wall sign in the south location—(the third alternative in this report).*



ELEVATION _____ NO SCALE



NIGHTTIME APPEARANCE _____

ONE SET. BACK-LIT, INDIVIDUAL CHANNEL LETTERS

CUSTOM FABRICATED REVERSE CHANNEL ALUMINUM LETTERS
 FACES AND RETURNS PAINTED "METALLIC GOLD" TO MATCH EXISTING
 "APOTHECARY" LETTERS
 "BLUE" L.E.D. BACK-LIT ILLUMINATION
 ACCENT TRIM TO BE 1" DIMENSIONAL PVC MATERIAL PAINTED "METALLIC GOLD"
 LETTER INTERIORS TO BE PAINTED WITH LIGHT-ENHANCING PAINT TO INCREASE ILLUMINATION
 LETTERS TO BE SPACED OFF BLACK ALUMINUM BACKGROUND ON STRUCTURE
 WITH KICK-BACKS TO ROOF TOP

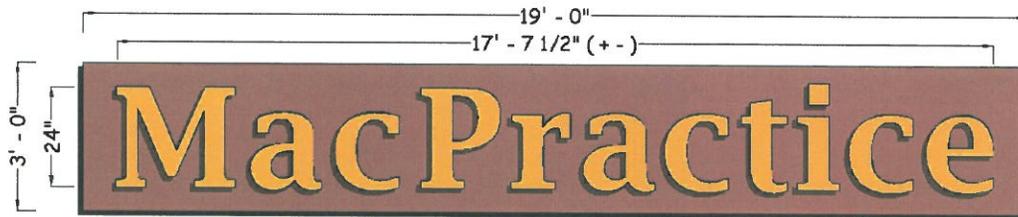
NOTE: COMPUTER GENERATED DRAWING IS INTENDED TO BE AN APPROXIMATE REPRESENTATION OF ACTUAL COLORS AND IMAGES

CLIENT	MACPRACTICE	SALESPERSON	HAFEEY	HARDCOPY	<input checked="" type="checkbox"/>
ADDRESS	233 N. 8TH ST.	ARTIST	SCHNECK	SITE PLAN	_____
CITY	LINCOLN	SKETCH NO.	07955	PHOTO	_____
STATE	NE	SCALE	3/8" = 1' - 0"	CLIENT APPROVAL	_____
		DATE	7/15/09	DATE	_____
		REVISED	7/24/09 7/31/09 2/12/13 3/20/13 4/3/13	FILE:	MACPRACTICE REV 5

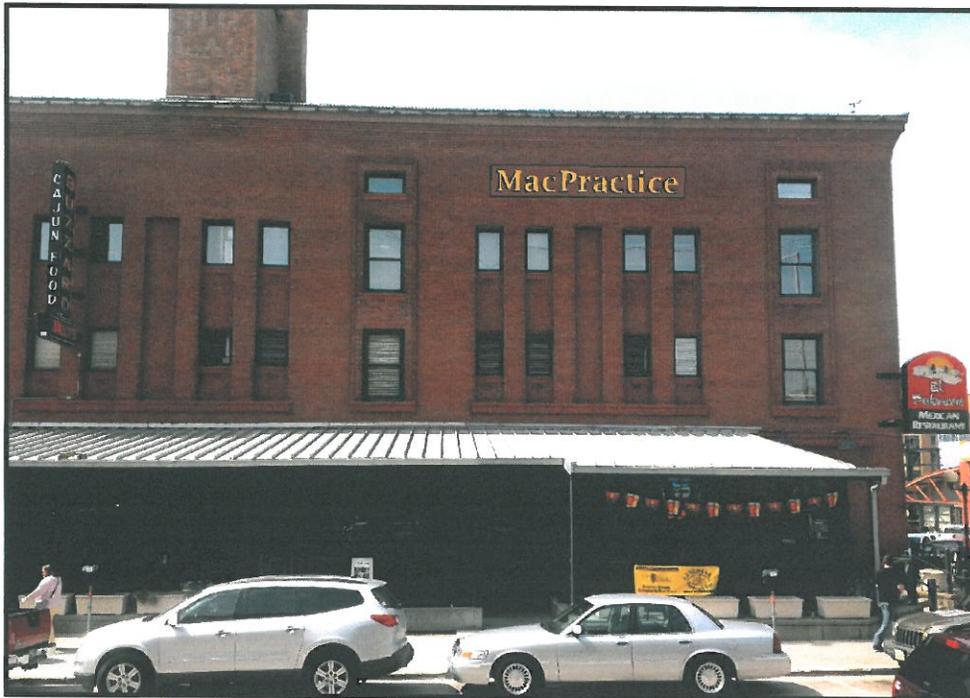
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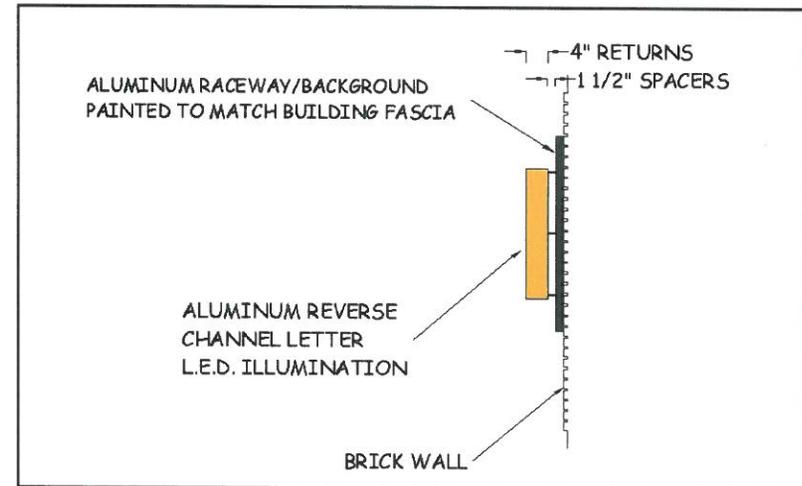
1140 North 21st Street FAX (402) 476-3491
 P.O. Box 80955 Ph. (402) 476-6563
 Lincoln, Nebraska 68501



NIGHTTIME APPEARANCE _____



ELEVATION _____ NO SCALE



SIDEVIEW DETAIL _____ NO SCALE

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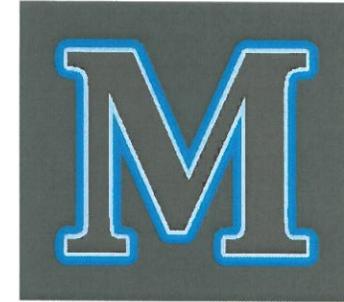
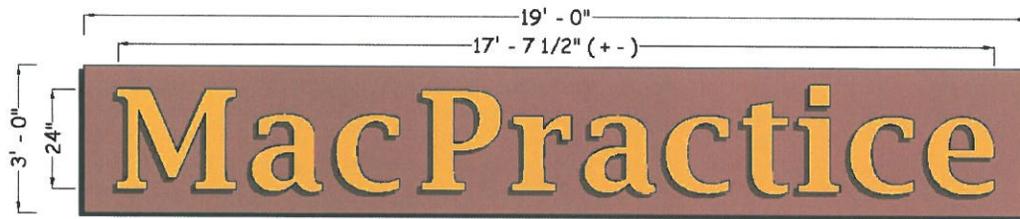
CUSTOM FABRICATED REVERSE CHANNEL ALUMINUM LETTERS
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 "APOTHECARY" LETTERS
 "BLUE" L.E.D. BACK-LIT ILLUMINATION
 LETTER INTERIORS TO BE PAINTED WITH LIGHT-ENHANCING PAINT TO INCREASE ILLUMINATION
 SPACE OFF ALUMINUM RACEWAY/BACKGROUND PAINTED TO MATCH BUILDING

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CLIENT	MACPRACTICE	SALESPERSON	HAFEEY	HARDCOPY	_____ X _____
ADDRESS	233 N. 8TH ST.	ARTIST	SCHOENECK	SITE PLAN	_____
CITY	LINCOLN	SKETCH NO.	07855	PHOTO	_____
STATE	NE	SCALE	3/8" = 1' - 0"	CLIENT APPROVAL	_____
		DATE	7/15/09	DATE	_____
		REVISED	7/24/09 7/31/09 2/12/10 3/20/13 4/3/13	FILE:	MACPRACTICE REV 6

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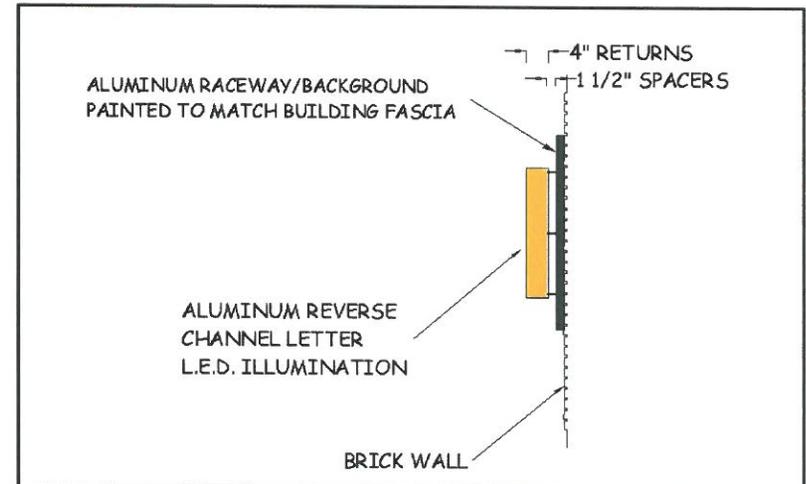
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		DATE	7/15/09	DATE	
		REVISED	7/24/09 7/31/09 2/12/10 3/20/13 4/3/13	DATE	

This proposed advertising plan has been created by computer and is intended to be an approximate representation of actual colors and images. It is not intended to be a final design. All dimensions are approximate and subject to change without notice. The client is responsible for obtaining all necessary permits and approvals. The client is responsible for providing all necessary information and materials. The client is responsible for providing all necessary information and materials. The client is responsible for providing all necessary information and materials.

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FILE: MACPRACTICE REV 4