CITY OF LINCOLN
NEBRASKA

MAYOR COLEEN J. SENG

lincoln.ne.gov

Lincoln-Lancaster County
Planning Department
Marvin S. Krout, Director

Jon Carlson, Chair
City-County Planning Commission

555 South 10th Street
Suite 213
Lincoln, Nebraska 68508
402-441-7491
fax: 402-441-6377

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

x:\hpc\lmarks\
\northvlk.pc

CITY OF LINCOLN 140th ANNIVERSARY 1867-2007

LINCOLN
The Community of Opportunity

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 63rd 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	
x Landmark District	x district	____site
____Landmark	____building(s)	____object
	____structure	

Present Use

____agriculture	____industrial	____religious
x commercial	____military	____scientific
____educational	____museum	____transportat'n
X entertainment	x park	____other
____government	x private residence	

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 Addtion, 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 _x_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_____
__x_ no

7. DESCRIPTION AND HISTORY

Condition

__x_excellent	____deteriorated	__x_unaltered	__x_original site
__x_good	____ruins	__x_altered	____moved date_____
__x_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	_x_architecture	___military
___1700-1799	___art	___music
_x_1800-1899	_x_commerce	___philosophy
_x_1900-	___communications	_x_politics/government
	___community planning	___religion
	___conservation	___science
	_x_economics	___sculpture
	___education	_x_social/humanitarian
	___engineering	_x_theater
	___exploration/settlement	_x_transportation
	_x_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)

__x__ 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;

__x__ 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

Baldwin, Sara Mullin. Who's Who in Lincoln. Lincoln, NE: Robert M. Baldwin, 1928.

Blumenson, John J.G. Identifying American Architecture: A Pictoral Guide to the Styles and Terms, 1600-1945. 2nd ed. Walnut Creek, CA: AltaMira Press, 1995.

Francaviglia, Richard V. Main Street Revisited. Iowa City, IA: University of Iowa Press, 1996.

The Future Industrial Center of the Middle West: Havelock. Lincoln, NE: Woods Bros. Co., 1917.

Lancaster County, NE, Registrar of Deeds. Deeds Records. (1884-1987).

Lancaster County, NE, Registrar of Deeds. Plat Maps.(1887-1890).

Lincoln City Directories. 1892-1998.

Lincoln Star, (Lincoln, NE)1890-1962.

Lincoln Urban Development Department. Havelock Redevelopment Plan. City of Lincoln, Lincoln, NE, December, 1997.

Mathis, Gregory R. "Chicago, Burlington & Quincy Locomotive No. 710." National Register ofhistoric 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.

Nebraska State Journal, (Lincoln, NE) 1890-1962.

Sanborn Map Co. of New York. Fire Insurance Maps of Lincoln, Nebraska. New York: 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_____

FOR HISTORIC PRESERVATION COMMISSION USE ONLY:

DATE LANDMARK/LANDMARK DISTRICT DESIGNATED

LANDMARK/LANDMARK DISTRICT NUMBER

hpc\lmarks\hvlkapp

PLATTE AV
Havelock
Ave.
Landmark
Distnct
HAVELOCK AV
BALLARD AV
TUZALIN AV
N 60TH ST
N 61ST ST
St Patricks
N 62ND ST
N 63RD ST
Havelock Park
MORRILL AV

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.

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.

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

Applying waterproof or water repellent coatings or surface consolidation treatments unless required to solve a specific technical problem that has been studied and identified. Coating 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 absorbancy 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.

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.

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

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.

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.

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.

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.

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

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,

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.

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 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.

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 19th and early 20th 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. Transluscent 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 walls 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 sings, 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.

hpc\lmarks\haveave\haveguid2.wpd