

Certificate of Appropriateness for Seaton & Lea Building, 301 N. 8<sup>th</sup> Street

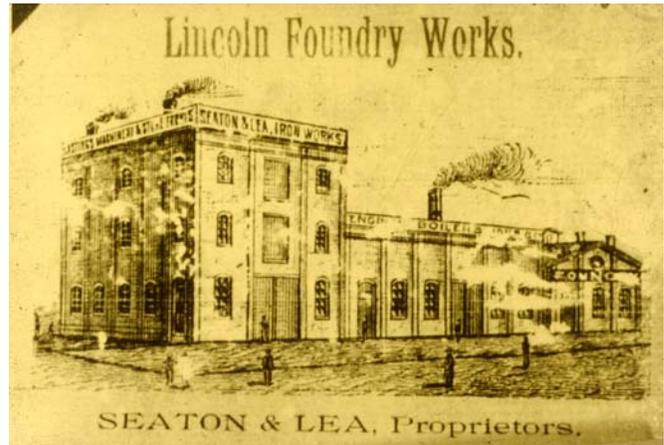
**PROPOSAL:**

Magnolia restaurant requests a certificate of appropriateness for a projecting sign at the southeast corner of the Seaton & Lea ironworks building in Haymarket Landmark District.

**DISCUSSION:**

Constructed around 1881 for the Seaton & Lea Ironworks, the three story brick building at 8<sup>th</sup> & Q streets is the oldest structure in the Haymarket District. Its origins are reflected in the castiron sills and lintels on some of the windows, especially on the 8<sup>th</sup> Street front, and in the two freight doors centered in the east front on the upper stories.

From the early 20<sup>th</sup> century through the 1980s, the building was used by moving and storage firms. In



the last 15 years or so the structure has housed “La Paloma” Mexican restaurant, “Brazenhead” Irish pub, “Baccami’s” tapas restaurant, and “Eighth Street Ironworks” offering “Classic American Fare.”



Each of these restaurants has utilized a sign projecting from the southeast corner, typically illuminated by neon or by external spot lights. A new establishment is preparing to open at 301 North 8<sup>th</sup> called “Magnolia Contemporary American Cuisine.” Their proposed sign would be an oval form 6' wide and 4' tall, with a floral element at the top adding another foot of

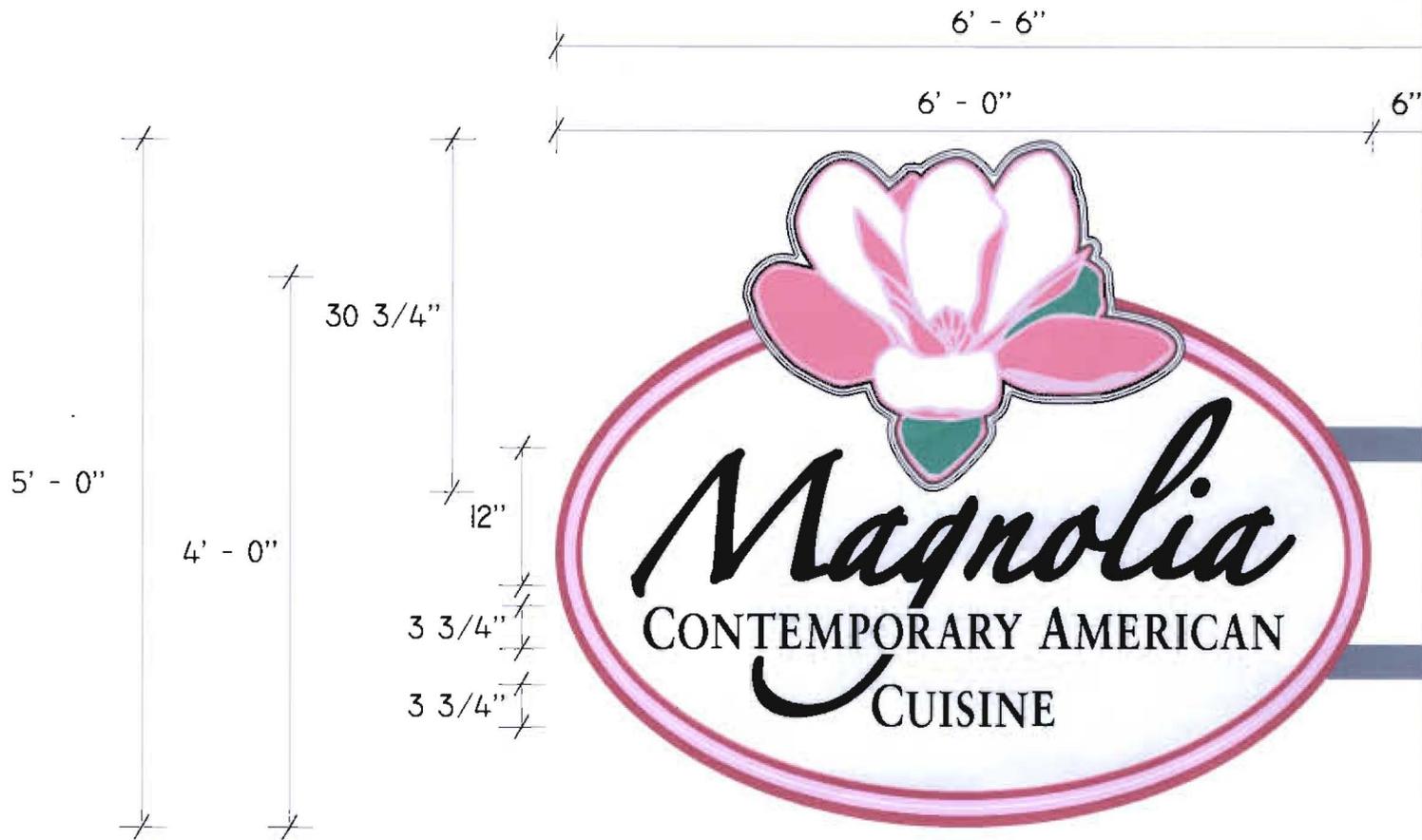
height. The text would be black letters on a white background, within an oval border of single-stroke “Deep Rose” neon. The magnolia logo would be highlighted with white neon.

Directly south of this location are three restaurants—El Potrero, Buzzard Billy’s, and Brewsky’s—with projecting neon signs. East across the intersection is the Arturo’s location with a neon projecting/pole sign. The Haymarket District Sign Guidelines state: “*Signs with exposed neon tubing will be reviewed on a case-by-case basis for quality of design, appropriateness to the specific building, and overall impact on the streetscape.*”

The proposed sign appears to offer a clear, simple design and to be consistent with other restaurant signs approved at this intersection and throughout the district. Its placement and scale on this building are consistent with past approvals by the Commission. It is a matter of interpretation for the Commission whether this type of neon-outlined sign is appropriated for this particular building.

**Recommended finding:** *The attached sign design is appropriate to the character of the Haymarket District and meets the sign guidelines for Haymarket.*

**Recommended action:** *Approval of a Certificate of Appropriateness.*



**DOUBLE-FACE, NEON-ILLUMINATED, CORNER-MOUNT PROJECTING SIGN**

CUSTOM FABRICATED ALUMINUM FACES PAINTED TO MATCH #230-I33 "RASPBERRY" VINYL ALUMINUM STRUCTURE AND BACKSIDE OF FACES TO BE PAINTED BLACK - NUANCE FINISH (FACES TO OVER-HANG STRUCTURE)  
 FACES TO BE 1" WHITE DIMENSIONAL MATERIAL MOUNTED FLUSH ON ALUMINUM BACKGROUND LEAVING "RASPBERRY" BORDER WITH 2" DEEP ALUMINUM LIP TO "HOLD IN" ILLUMINATION LIP AND RETURN TO BE PAINTED TO MATCH "RASPBERRY" BORDER  
 LOGO TO BE DIGITALLY REPRODUCED AND MOUNTED ON 1" F.C.O. DIMENSIONAL MATERIAL OUTLINE WITH WHITE NEON (CLIENT TO PROVIDE DIGITAL ARTWORK FOR PRODUCTION)  
 PRIMARY COPY TO BE 1" F.C.O. PVC PAINTED BLACK (NUANCE FINISH) MOUNTED FLUSH TO FACE  
 SECONDARY COPY TO BE 1/2" PVC MATERIAL PAINTED BLACK (NUANCE FINISH) MOUNTED FLUSH TO FACE  
 RASPBERRY BORDER TO BE OUTLINED WITH SINGLE STROKE "DP. ROSE" NEON  
 INSTALL ON ONE NEW, AND ONE EXISTING PROJECTING ARMS

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

CLIENT	MAGNOLIA RESTAURANT	SALESPERSON	ISAACSON	HARDCOPY	<input checked="" type="checkbox"/>
ADDRESS	301 N. 8TH	ARTIST	SCHOENECK	SITE PLAN	<input type="checkbox"/>
CITY	LINCOLN	SKETCH NO.	07020	PHOTO	<input type="checkbox"/>
STATE	NE	SCALE	3/4" = 1'-0"	CLIENT APPROVAL	<input type="checkbox"/>
		DATE	7/27/07	DATE	<input type="checkbox"/>
		REVISED	8/7/07 8/14/07		

This proposed advertising display has been created from a survey and analysis by our qualified representatives and designers. It is an original drawing created by Nebraska Neon Sign Company. All persons are advised that this design is the exclusive property of Nebraska Neon Sign Company and that any use of the same without written permission is strictly forbidden.

FILE: MAGNOLIA RESTURANT REV

**Nebraska**  
1140 N. B. O. Bc  
Lincoln



ELEVATION \_\_\_\_\_ NO SCALE



#230-I33 "RASPBERRY" FILM

*Neon*  
**Nebraska Sign Company**

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