

**Certificate of Appropriateness**

**PROPOSAL:**

Telesis requests a Certificate of Appropriateness for signs and facade painting at 710 P Street (former Lazlo's storefront) in the Haymarket Landmark District.

**DISCUSSION:**

This building was originally constructed around 1886 and has gone through a few major changes since its construction. It was originally a two story building with a high cornice and was very similar to the more intact Veith Building (illustrated below).



In 1950 Yellow Cab, with a dispatch office around the corner, started using the Tiernan Building as a garage. Between 1950 and 1956 the second floor and cast iron storefront were removed, and infilled with brick wall.



Before the building was sold in 1988, it was given a new facade. At the same time, a building at 1020 P (Winger Building) was scheduled for demolition and had a very similar storefront to the cast iron one that was removed. That storefront was salvaged for use on the Lazlo's storefront. Lazlo's has since moved out and the building is vacant.

The applicant is proposing a renovation to the storefront for use as an Irish Pub. They have submitted colors and a painting scheme for your review (see attached). Painting of the cast iron and wood storefront is compatible with the previous renovations to this facade. Similar painted facades that have been approved by the Commission include the Veith Building (left) and Fringe & Tassel (right) below.



Haymarket is a “special sign district” identified by the City Council in 1990. The adopted criteria rely on the Commission to evaluate the appropriateness of individual proposals, noting “Photographs depicting early twentieth-century Haymarket show a bustling warehouse/industrial area with a profusion of signs.” Four basic principles are outlined:

1. *The primary function of signs is identification of buildings, businesses, and the district as a whole.*
2. *No signs will be permitted that disfigure or conceal any significant architectural feature 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 late-nineteenth and early-twentieth century character of the warehouse, industrial, and railroad district.*
4. *Signs for the district should be well-designed, well-executed, and well-located relative to their buildings. Old photographs of the district...provide useful models for designing and positioning new signs.*

A sign projecting from the storefront, similar to the image below is proposed. The applicant has indicated that the sign will be placed in locations 1, 2 or 3 (as shown below). We have advised against all 3 locations in order to avoid obstruction from adjacent awnings and avoid securing the sign to the cast iron storefront. Instead, we have suggested that they consider a similar location to where the old Lazlo’s sign was - up on the brickwork.



The projecting sign will be roughly 48" x 48" and will be illuminated with goose-neck fixtures as shown in the photo which are consistent with the district and past approvals by the Commission. The proposed sign is similar to or more modest in scale than the Lazlo’s sign that was approved in this location.

Vinyl logos will also be placed in locations 4 and 5 (as shown above) and the pub name or a slogan will be placed above the entrance doors. Details of these signs have not been provided at this time. The Commission should review these signs for good graphic design, simplicity of message, and scale appropriate to the storefront and building.

**Recommended finding:**

The proposed storefront painting and signs are consistent with the special guidelines and sign criteria for the Haymarket and with past approvals by the Commission.

**Recommended action:**

- a) Approval of the Certificate of Appropriateness for a painting scheme as depicted;
- b) Conditional Approval of the projecting sign, contingent upon resolving a suitable location and method of anchoring to the facade;
- c) Conceptual approval of two window sign locations and slogan above the door, contingent upon appropriate design and scale.

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