

**PROPOSAL:**

Bob Norris of Nebraska Neon Sign Co. requests a certificate of appropriateness for signs at “The Schwarz,” 747 O Street, in the Haymarket Landmark District.

**DISCUSSION:**

The renovation of the Hargreave Bros. Grocery Warehouse/Schwarz Paper Co. Building at 747 O Street in Haymarket is well underway and the project developers have submitted a package of signs for the building as it will be re-occupied.



The images depict the building:

- (upper left) soon after it was built in 1884
- (upper right) ca. 1900
- (lower left) ca. 1912 after a 1905 fire gutted the third floor and roof
- (lower right) ca. 2005.

The building is being identified as “The Schwarz.” As you may recall, it is planned to have condominium dwellings on the three upper floors and a commercial tenant on the ground floor. The main building identification signs are proposed as large painted wall signs, vertically oriented on the east and west facades near the north face of the building. There is a faded painted wall sign for “Schwarz Paper Co.” on

the proposed location of the east sign, which is proposed to be 4 feet wide by 27 feet tall—essentially spanning the upper two floors.

The west façade of the building has gray concrete stucco over the brick. Very faded, painted wall signs are visible on this façade. The proposed building sign on this side would be 53" wide by 30 feet tall.



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

The somewhat larger size (than the east sign) is suggested due to its location in a wider bay between pilasters (rather than on a pilaster itself, as proposed to the east, and due to the longer sight lines available from Harris Overpass for east-bound travelers. The sign may also add some freshness and interest to the windowless, stuccoed west façade.



*View from west, 1987*

The west façade would also feature one of the signs for a grocery store occupying the first floor, called “U-Stop Market.” The market’s sign on the west façade, measuring 8’ by approx. 3’, would be positioned in the bay south of the vertical wall sign and would be lit with down-pointed gooseneck maps. The black and white background of the wall sign be painted on the wall, with “U-Stop” and “Market” on separate, removable panels.



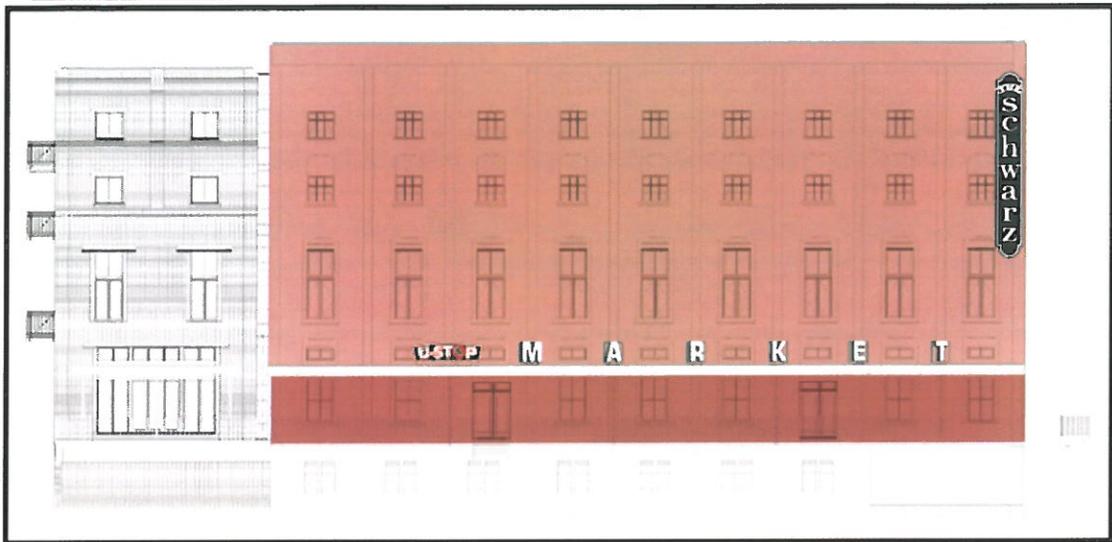
The ground floor of The Schwarz will include two restored, recessed entryways on the north façade. The one on the west will provide access to elevators to the upper floor residences. The eastern entrance will serve the ground-floor Market.



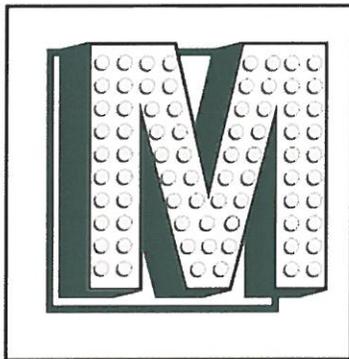
Each entrance is proposed to be topped with a painted metal panel with dimension letter, seven feet long, with exterior illumination by gooseneck lamps. Also proposed are vinyl signs applied to tops of the lower windows of the market storefront and to the door glass of the residential entrance, of similar design to the signs above.

The canopy and dock on the east face of the building is being rebuilt and would have two pedestrian oriented under-canopy signs for the market, one near the O Street entrance to the covered dock and one nearer the Market’s east entrance.

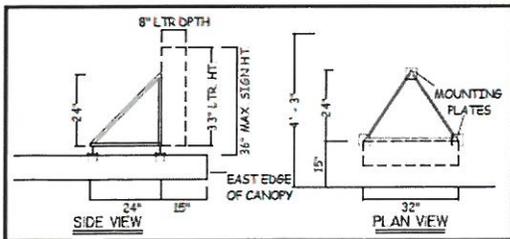
The main sign for U-Stop Market is proposed to be mounted atop the canopy, consisting of a neon "U-Stop" and individual channel letters spelling MARKET, lit with exposed LED bulbs.



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



INDIVIDUAL LETTER DETAIL \_\_\_\_\_ NO SCALE



MOUNTING SYSTEM \_\_\_\_\_ NO SCALE

All of the proposed signs are consistent with the criteria of the Haymarket Special Sign District and have precedent with historic sign types from the district and modern signs approved by the Commission. The use of painted wall signs on the east and west facades has strong precedent on this building, and is consistent with the "hierarchy" of sign types historically seen in Haymarket. Painted wall signs were typically located on secondary facades, while carved or stamped "dimension" letters on metal backings were more common on primary facades. The proposed entrance signs on the north, primary façade follow this example. The Market signs on the east façade are similar type and position to several signs (Old Chicago and Dozo sushi restaurant) approved for the district.

Overall, it is welcome to see a whole package of signs for a building for the opportunity evaluate its overall impact.

**Recommended finding:**

*The proposed signs are consistent with the Haymarket sign guidelines and compatible within the overall character of the Haymarket Landmark District.*

**Recommended action:**

*Approval of a certificate of appropriateness.*

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**WEST ELEVATION**

**EAST ELEVATION**

**WEST ELEVATION** — NO SCALE

**EAST ELEVATION** — NO SCALE

**(A)** TWO SINGLE-FACE, NON-ILLUMINATED, PAINTED SIGNS ON BUILDING MAJOR IDENTIFICATION FOR THE SCHWARZ BUILDING SIGNS TO BE PAINTED DIRECTLY ON TO BUILDING SURFACE SIGNS TO BE LOCATED ON NORTH END OF EAST AND WEST ELEVATIONS

**(B)** SINGLE-FACE, NON-ILLUMINATED, FLAT-WALL SIGN OVERALL BACKGROUND PAINTED DIRECTLY ON WALL INDIVIDUAL PANELS DECORATED F/S WITH HP VINYL PANELS ATTACHED TO OVERALL BACKGROUND WITH OVER-SIZED HARDWARE SIGN TO HAVE EXTERNAL LIGHTING ATTACHED TO ALUMINUM BRACKET

**PLEASE PROVIDE VECTOR LOGO FILES FOR PRODUCTION**

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

The designer and the supplier disclaim responsibility for any and all errors or omissions that may occur in the production of this drawing. The designer and the supplier shall not be held responsible for any errors or omissions that may occur in the production of this drawing.

**CUSTOMER:** THE SCHWARZ  
**ADDRESS:** 717 O ST  
**CITY/STATE:** LINCOLN NE  
**DWG. #:** RS1421  
**JOB #:**  
**SALES REP:** BOB NORRIS  
**DESIGNER:** SCHOENECK

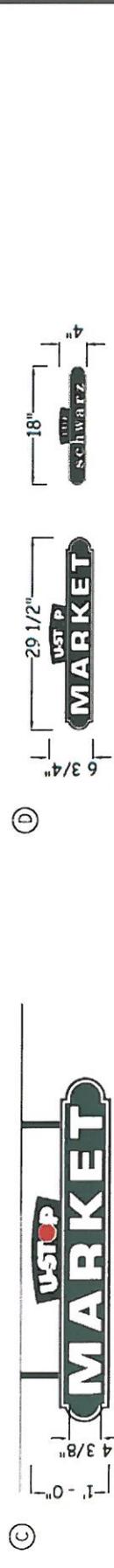
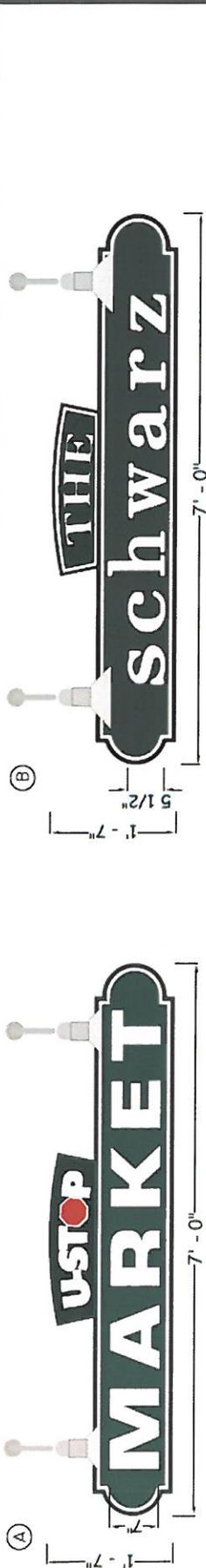
**SCALE:** 1/4" = 1'-0"  
**DATE:** 12/9/15  
**PAGE:** 1 OF 1  
**REVISED:** 1/1/16

**INTERIOR:**  NEON DISPLAYS  NON-ALUM SIGNAGE  SINGLE-FACED  POLE SIGN  CHANGABLE READER BOARD/ELEC. MSG. SIGNS  ILLUM. AWNING  FACE CHANGE

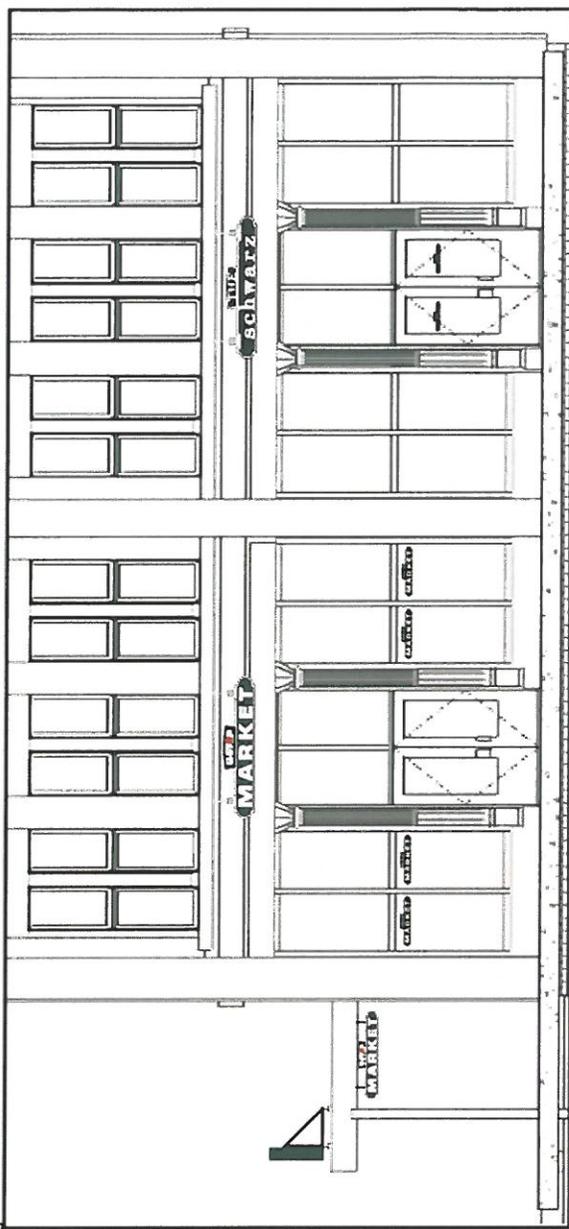
**EXTERIOR:**  CHANNEL LETTERS  BACKLIT  FRONT LIT  THRU-SIBED  DIRECTIONAL

**DATE:** \_\_\_\_\_

**NEBRASKA SIGN**  
 1000 S 14th, Lincoln, NE 68502-4711  
 Phone: 402.476.1100  
 Fax: 402.476.1101  
 www.nebraskasign.com



- (A) SINGLE FACE, F.O. LETTERS ON FLAT WALL SIGNS  
PRIMARY COPY TO BE F.O. DIMENSIONAL LETTERS WITH ROUNDED EDGES  
MOUNT LETTERS FLUSH TO ALUMINUM BACKGROUNDS PAINTED AND REGISTERED F/S WITH HP W/M.  
SINGLE OVERALL ALUMINUM BACKGROUNDS OFF-FASCIA  
ILLUMINATE WITH EXTERNAL VOUSE NECK LIGHTS
- (B) DOUBLE FACE, EXTERNALLY ILLUMINATED UNDER CANOPY HANGING SIGN  
PRIMARY COPY TO BE F.O. DIMENSIONAL LETTERS WITH ROUNDED EDGES  
MOUNT LETTERS FLUSH TO ALUMINUM BACKGROUNDS PAINTED AND REGISTERED F/S WITH HP W/M.  
SIGN TO BE MOUNTED TO CANOPY WITH SQ. TUBE SUPPORTS  
ILLUMINATE WITH EXTERNAL VOUSE NECK LIGHTS
- (C) SINGLE FACE, NON-ILLUMINATED, FRAME WINDOW GRAPHICS  
FIRST SUPPORT W/NO PROXIMITY  
INSTALL IN WINDOWS AS SHOWN  
COLORS AND EXACT DIMENSIONS TO BE DETERMINED
- (D) [Empty box for notes]



NORTH ELEVATION — NO SCALE

CUSTOMER: WHITEHEAD: THE SCHWARZ	SCALE: 3/4" = 1'-0"	PAGE: 1 OF 1
ADDRESS: 747 O ST	DATE: 1/6/16	REVISED:
CITY/STATE: UNCOIN, NE	DESIGN TYPE: <input type="checkbox"/> INTERIOR <input type="checkbox"/> EXTERIOR	
DWG. #: _____	<input type="checkbox"/> NEON DISPLAYS <input type="checkbox"/> CHANNEL LETTERS <input type="checkbox"/> FRONT LIT <input type="checkbox"/> BACK LIT <input type="checkbox"/> FRONT LIT <input type="checkbox"/> THREE-SIDED <input type="checkbox"/> THRE-SIDED <input type="checkbox"/> POLE SIGN <input type="checkbox"/> DIRECTIONAL <input type="checkbox"/> CHANGEABLE MESSAGE BOARD/ELEC. MSG. BLDGS <input type="checkbox"/> ILLUMINATING <input type="checkbox"/> FACE CHANGE	
SALES REP: BOB NORRIS	CUSTOMER: _____	DATE: _____
DESIGNER: SCHOENECK	NOTE: SOME WITH GENERATED DRAWING IS INTENDED TO BE USED AS A GUIDE ONLY. THIS DOES NOT REPRESENT THE FINAL DESIGN. THE FINAL DESIGN IS THE ORIGINAL DRAWING PROVIDED BY THE CLIENT. ORIGINAL DRAWING IS THE ONLY COPY TO BE USED FOR FABRICATION. THIS DOCUMENT IS THE PROPERTY OF NEBRASKA SIGN AND IS NOT TO BE REPRODUCED OR COPIED IN ANY MANNER WITHOUT THE WRITTEN PERMISSION OF NEBRASKA SIGN.	

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# U S T O P M A R K E T

ONE SET, INTERIOR-ILLUMINATED, INDIVIDUAL LETTERS AND ABOVE CANOPY LOGO SIGN

CUSTOM FABRICATED ALUMINUM OPEN CHANNEL, INDIVIDUAL LETTERS AND LOGO INTERIOR OF LETTERS TO BE WHITE RETURNS AND BACKS TO BE PAINTED TO MATCH #220 66 FOREST GREEN HP VINYL

LETTERS TO BE ILLUMINATED WITH #S14 WHITE LED MARQUEE TYPE BULBS

**OPTIONAL ILLUMINATION TO BE EXPOSED WHITE NEON**

LOGO SIGN TO BE BUILT AS AN OPEN CHANNEL LETTER OUTLINED WITH #S14 WHITE LED MARQUEE BULBS CHANNEL FOR MARQUEE BULBS RETURNS AND BACKS TO BE PAINTED TO MATCH #220 53 CARDINAL RED HP VINYL

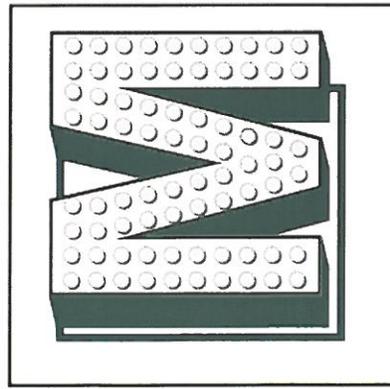
FACE TO BE PAINTED BLACK

COPY AND BACKGROUND BEHIND GRAPHIC TO BE WHITE

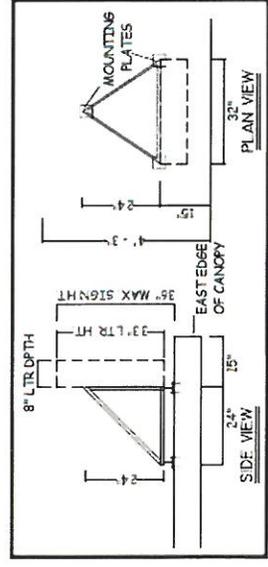
STOP SIGN TO MATCH #220 53 CARDINAL RED

COPY AND LOGO TO BE OUTLINED WITH CORRESPONDING COLOR OF EXPOSED NEON LETTERS TO BE MOUNTED TO 50 TUBE FRAMEWORK PAINTED TO MATCH #220 66 FOREST GREEN HP VINYL

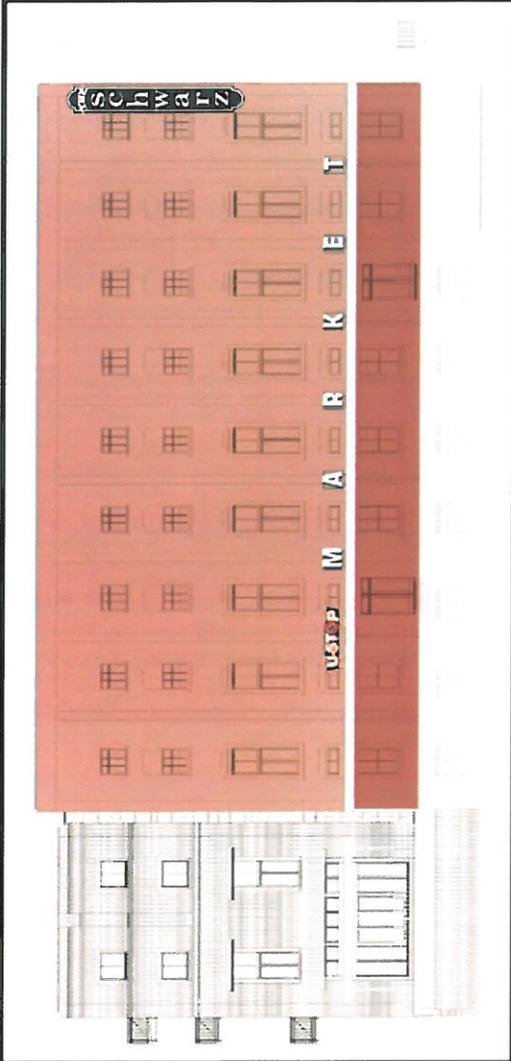
**CANOPY REINFORCEMENT MAY BE REQUIRED FOR MOUNTING SYSTEM**



INDIVIDUAL LETTER DETAIL \_\_\_\_\_ NO SCALE



MOUNTING SYSTEM \_\_\_\_\_ NO SCALE



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

CUSTOMER: WHITEHEAD OIL CO  
 ADDRESS: 2537 RANDOLPH ST  
 CITY/STATE: LINCOLN, NE  
 DWG. #: RB3974 JOB #:  
 SALES REP: BOB NORRIS  
 DESIGNER: SCHONECK

SCALE: 3/16" = 1' - 0"  
 DATE: 12/9/15  
 PAGE: 1 OF 1  
 REVISED: 1/6/16

ALL DIMENSIONS UNLESS OTHERWISE SPECIFIED ARE IN INCHES.  
 DIMENSIONS IN PARENTHESIS ARE FOR REFERENCE ONLY.  
 CUSTOMER: \_\_\_\_\_ DATE: \_\_\_\_\_

INTERIOR  
 NEON DISTALTS  
 NON-ILLUM SIGNAGE  
 SINGLE-ACED  
 POLE SIGN  
 CHANGABLE BACK BOARD/ELECT. MISC. SIGNS  
 ILLUM. WINNING

EXTERIOR  
 CHANNEL LETTERS  
 BACK LIT FRONT LIT  
 THREE-SIDED  
 DIRECTIONAL  
 FACE CHANGE

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