

STAFF REPORT
for
DECEMBER 4, 2019 HRC MEETING

Case #: COA2019-128
Staff: Heather M. Bratland

Applicant: David Hillman

LOCATION

District: West End Historic Overlay District #143
Street: 750 Summit Street
Building: I Can't Believe It's Yogurt! Store
Status: Noncontributing
Local Historic
Landmark#: n/a

REQUEST(S)

- Installation of signage

APPLICABLE SECTIONS OF DESIGN REVIEW GUIDELINES

West End Historic Overlay District Design Review Guidelines
(Please refer to the applicable sections of the *Guidelines*, as detailed in the staff comments.)

PROJECT DESCRIPTION/ELEMENTS

Please refer to the information provided with the application.

STAFF COMMENTS

The I Can't Believe It's Yogurt! Store was built in 1965 and is a noncontributing building in the West End. It has no individual historical or architectural significance. Alex's Café, the business that had been located in the structure, has closed, and the applicant plans to open a new restaurant in 2020.

STAFF FINDINGS

Commission staff finds that the installation of signage is not incongruous with the character of the West End Historic Overlay District because:

- 1) The applicant proposes to change the panels in the existing free-standing box sign. The panels are approximately 10' x 4' and are mounted on a sign box that sits on a 16' pole. The sign is indirectly lit by four lamps on goosenecks. This sign does not comply with the new signage regulations in the Unified Development Ordinances (UDO) and so must be removed by June 30, 2022. Changing out the panels will allow the applicant to advertise the new business during the period of design for a sign that will meet the requirements of the Commission and UDO. The new panels will include the wording West End Poke with the "O" formed by a fish over a bowl with chopsticks. The sign does not obstruct the building, and the simple style of the sign is congruous with the style of the building. (*Signage-General*, West End Guidelines 2 and 6; *Signage-Nonresidential*, West End Guideline 5)
- 2) The applicant proposes a new metal sign on a wood frame over the entry door. The sign will be 78" wide x 36" high. The sign is comparable in size to the former sign for Alex's Café, and it will be in the same location. It will include the wording West End Poke with the "O" formed by a fish over a bowl with chopsticks. The sign will be lit by two lamps on goosenecks. The sign is compatible in size, scale, and character with the building, and it is constructed of traditional materials. It will be

indirectly lit. It does not cover any major architectural details or ornamental features. (*Signage-General*, West End Guidelines 2, 3, 5, and 6; *Signage-Nonresidential*, West End Guideline 1)

STAFF RECOMMENDATION

Based on the preceding findings, staff recommends that the Commission approve COA2019-128 at the I Can't Believe It's Yogurt! Store, located at 750 Summit Street, within the West End Historic Overlay District (PIN# 6825-78-6174.00), with the following conditions:

- 1) The free-standing box sign shall be removed in its entirety or be brought into compliance with the sign ordinance amortization requirements on or before June 30, 2022;
- 2) The applicant shall receive, prior to commencement of the work, all other required permits or permissions from governmental agencies;
- 3) Commission staff shall review and approve any revisions or deviations to any portion of the as-submitted work, that qualifies as a minor work, prior to commencement of that portion of the project; and
- 4) The applicant shall submit the Certificate of Appropriateness Request for Certification of Completed Work form and photo documentation of the completed project to HRC staff within ten (10) days of its completion.