

**CITY OF SAINT PAUL
HERITAGE PRESERVATION COMMISSION STAFF REPORT**

FILE NAME: 613-619 Selby Avenue
DATE OF APPLICATION: April 6, 2013
APPLICANT: Chauncey Peterson, DeMars Signs Inc.
OWNER: St. Paul Development Corporation
DATE OF HEARING: April 25, 2013
HPC SITE/DISTRICT: Hill Historic District
CATEGORY: new construction
CLASSIFICATION: sign permit
STAFF INVESTIGATION AND REPORT: Christine Boulware
DATE: April 18, 2013

A. SITE DESCRIPTION:

The property at 613-619 Selby Avenue is a one-story commercial building that was constructed at the Northeast corner of Selby and Dale in 1997. The property is categorized as new construction in the Hill Historic District.

B. PROPOSED CHANGES:

The applicant proposes to install 263.85 sf. of new signage on three elevations of the building including:

South Elevation (Selby Avenue):

North Star Remodeling raised letter sign, no logo (64 sf.)
North Star Remodeling raised letter w/ pictorial logo (42 sf.)
Heartland Home Studio raised letter w/ logo (12 sf.)
Louisiana Café dimensional logo (38 sf.)
Relocate Louisiana Café projecting sign (existing) from the west elevation to the south elevation.

West Elevation (Dale Street):

North Star Remodeling raised letter, no logo (35.5 sf.)
Heartland Home Studio raised letter, no logo (35.3 sf.)
Heartland Home Studio projecting, lighted (where Louisiana Café sign attached) (15.75 sf.)

North Elevation (Parking Lot):

Heartland Home Studio raised letter, no logo (21.3 sf.)
Heartland logo on black awning (information not included in application)

Three signs for North Star Remodeling.
Four signs for Heartland Home Studio.
One new sign for Louisiana Café.

C. GUIDELINE CITATIONS:

**Hill Historic District Design Review Guidelines
Restoration and Rehabilitation**

General Principles:

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, whenever 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 archaeological resources affected by, or adjacent to any project.*
9. *Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural or cultural material, and such design is compatible with the size, scale, color, material, and character of the property, neighborhood, or environment.*
10. *Wherever possible, new additions or alterations to structures shall be done in such a manner that if such alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired.*

New Construction

General Principles: *The basic principle for new construction in the Historic Hill District is to maintain the district's scale and quality of design. The Historic Hill District is architecturally diverse within an overall pattern of harmony and continuity. These guidelines for new construction focus on general rather than specific design elements in order to encourage architectural innovation and quality design while maintaining the harmony and continuity of the district. New construction should be compatible with the size, scale, massing, height, rhythm, setback, color, material, building elements, site design, and character of surrounding structures and the area.*

Signs

Generally, signs should be compatible with the character of the District and blend with the character of the structures on or near which they are placed. Signs should not conceal architectural detail, clutter the building's image, or distract from the unity of the facade, but rather should complement the materials of the related building and/or adjacent buildings. Surface design elements should not detract from or conflict with the related structure's age and design. No facade should be damaged in the application of signs, except for mere attachment.

D. FINDINGS:

1. The property is located in the Hill Historic District and is categorized as new construction as it was built in 1997.
2. On April 2, 1991, the Historic Hill Heritage Preservation District was established under Ordinance No. 17815, § 3(II). The Heritage Preservation Commission shall protect the architectural character of heritage preservation sites through review and approval or denial of applications for city permits for exterior work within designated heritage preservation sites §73.04.(4).
3. **Relocation of Projecting Sign:** The relocation of the previously HPC reviewed and approved Louisiana Café projecting sign from the Dale Street elevation to the east end of the Selby elevation will not have a negative impact on the property. Information about the

location, attachment and illumination of this sign will need to be submitted to HPC staff and should comply with any previous HPC conditions.

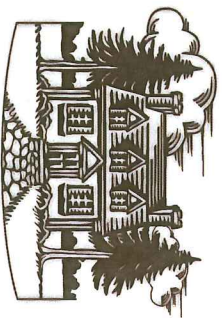
4. **New Projection Sign:** The location, attachment and *contemporary design* of the projecting Heartland sign on the west elevation will *not destroy significant historical, architectural or cultural material*. The sign's *design* is appropriate for the *size and scale* of the proportion of the exterior wall. The *material* of the sign will not have a negative impact on the surrounding historic district or the *character of the property* on which it is proposed. Internally illuminated signs are discouraged by the guidelines. The internal illumination proposed is through push-thru letters on a black, opaque face and will not detract from or conflict with the related structure's age and design, as the building was constructed in 1997, but will still need to comply with the sign guidelines for the historic district.
5. **Wall Signs:** The cut out letter size, design and placement on the elevations above the storefront windows are consistent *with the character of the District*. The period of significance for the Hill Historic District is 1870 to 1930. The placement of the wall signs on the relief portion of the Selby elevation is not a traditional location. The placement of signage above the windows is a traditional location.
6. The total amount of signage proposed will clutter the building; more specifically, the amount of signage proposed will clutter the Selby Avenue elevation. The signs with logos proposed on the relief next to the entrance on Selby Avenue are redundant and will *conceal this architectural detail and clutter the building's image*. The signage proposed for the area next to the Selby Avenue entrance does not comply with the guideline.
7. **Awning:** Details about the new awning with logo were not submitted for review. More information will be needed to determine compliance with the Hill Historic District Guidelines. The awning should be canvas and any lighting should be from the front.
8. The proposal will not adversely affect the Program for the Preservation and architectural control of the Historic Hill Heritage Preservation District (Leg. Code §73.06 (e)) so long as the conditions are met.

E. STAFF RECOMMENDATION:

Based on the findings above, staff recommends approval of the sign proposal with the exception of the installation of the three signs with logos on the "monument" portion of the Selby Avenue façade provided the following conditions are met:

1. Plans for the relocation of the Louisiana Café projecting sign shall be submitted showing location, attachment and illumination to HPC staff for final review and approval.
2. Plans, materials and details for the awning with logo proposed over the door on the north elevation shall be submitted to HPC staff for review and approval.
3. There shall be no signage installed on the "monument" portion of the Selby Avenue façade.
4. All final materials, details and colors shall be reviewed and approved by HPC staff or the HPC.
5. Any revisions to the approved plans must be submitted to the HPC and/or staff for review.
6. The HPC stamped approved plans must be kept on site during the construction project.

613 - 619 Selby Avenue -- Sign Area Prospectus

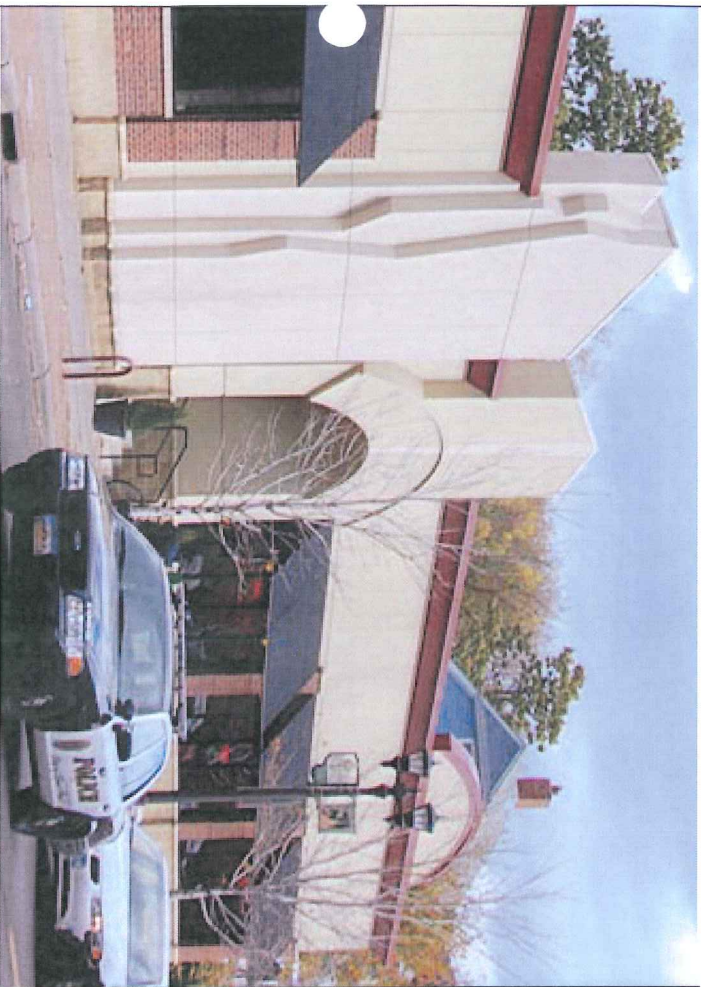


NORTH STAR REMODELING



H E A R T L A N D
H O M E S T U D I O

Louisiana Cafe • North Star Remodeling • Heartland Home Studio



CURRENT SIGNAGE

1. Total signage allowed on building..... **452sf**
2. Existing signage currently on building
 - Louisiana Café, east wall..... 32.5sf
 - Louisiana Café, north wall..... 32.5sf
 - Louisiana Café, projecting, west wall..... 16sf

Total current signage 81sf.

3. Remaining signage allowed..... **371sf**

PROPOSED SIGNAGE (not currently on building)

1. South Elevation -- Facas Selby Avenue
 - North Star Remodeling raised letter 64sf
 - North Star Remodeling raised letter w/pictorial logo..... 42sf
 - Heartland Home Studio raised letter w/logo..... 12sf
 - Louisiana Café dimensional logo..... 38sf
2. West Elevation -- Facas Dale Street
 - North Star Remodeling raised letter 35.5sf
 - Heartland Home Studio raised letter, no logo 35.3sf
 - Heartland Home Studio projecting, lighted..... 15.75sf

(NOTE: plan is for existing Louisiana projecting sign to move to east end of building on Selby side)
3. North Elevation -- Facas Parking Lot
 - Heartland Home Studio raised letter, no logo 21.3sf

Total Proposed New Signage 263.85sf

4. Breakdown by Tenant (HPC request): existing and proposed sign areas combined
 - Louisiana Café..... 119sf
 - North Star Remodeling 141.50sf
 - Heartland Home Studio..... 84.35sf

Total signage on building, existing and proposed. . . 344.85sf

Allowed signage area remaining..... 107.15sf

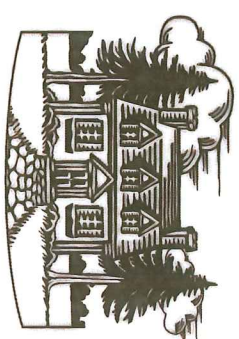
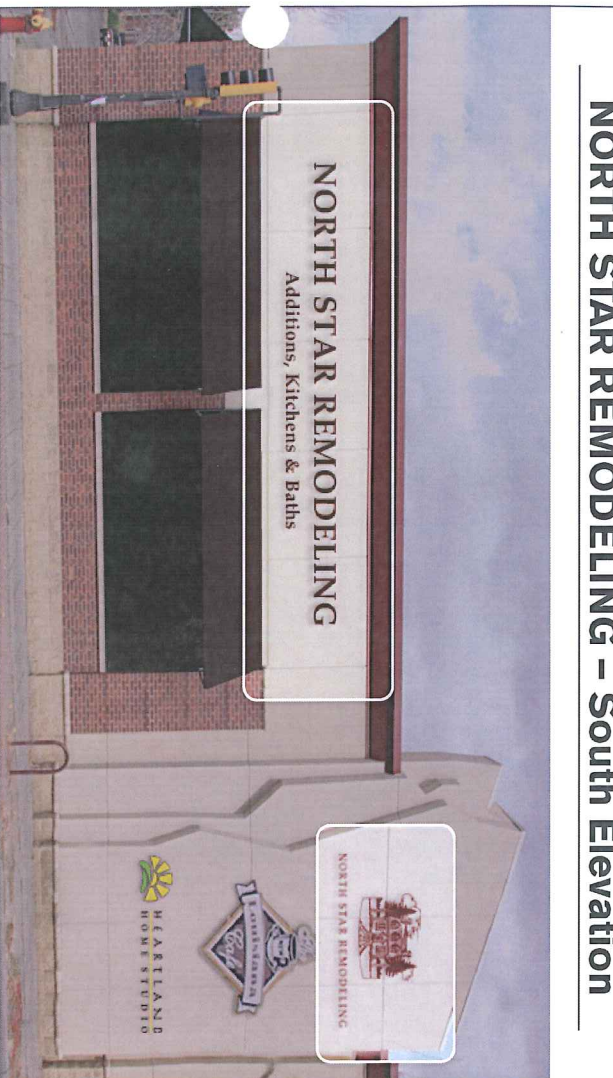
LOUISIANA CAFE – South Elevation



LOUISIANA CAFE – 613 Selby Avenue

Unit, 1/2" sintra plastic logo (silhouette cut), raised on standoffs, with laminated inkjet print on face. Coffee cup is raised .25" sintra plastic with raised acrylic .25" plastic letters to read "NOW". Banner motif is raised .25" sintra plastic with raised .25" plastic letters to read "LOUISIANA". 77.5" x 70", approx. 38sf. Install on South elevation (Selby Ave. side) of 613 Selby, St. Paul near main door.

NORTH STAR REMODELING – South Elevation



NORTH STAR REMODELING

North Star Remodeling – 619 Selby Avenue

1. South Elevation: Text w/Subtext – Facas Selby Avenue

Unlit 3/8" thick acrylic plastic raised letters, bronze color, main copy 13.5" high letters, sub-copy 8.5" high caps, sign area 297.5"x31" or approx. 64sf.

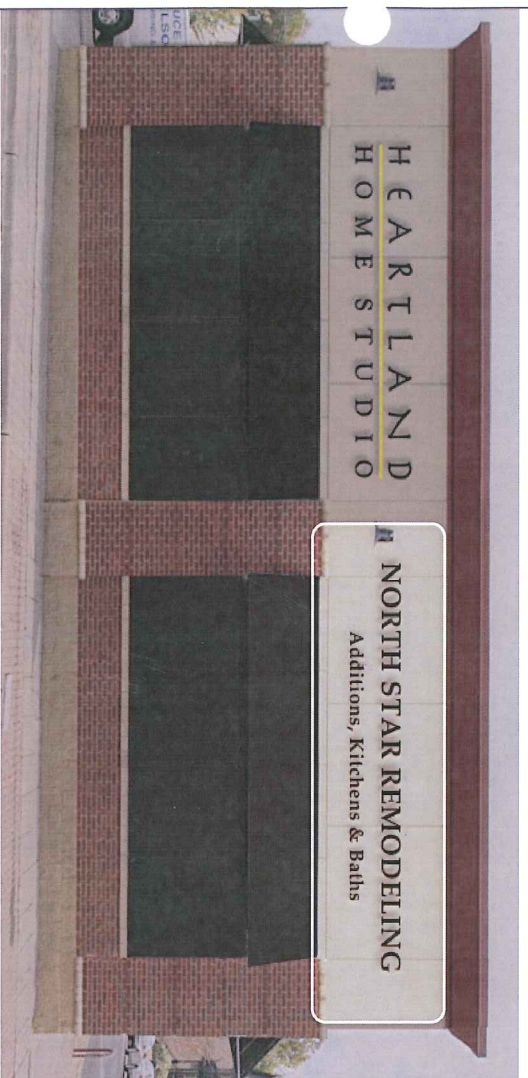
2. South Elevation: Pictorial w/Subtext – Facas Selby Avenue

Pictorial is 41"x59" silhouette cut outline of 1/2" sintira (PVC plastic) with handcarved dimensional face or routed metal graphic on white plastic base, unlit, mounted on standoffs. Subcopy text is 4.5" high, 3/8" thick brown acrylic plastic raised letters, unlit. Sign area 53"x115" or approx. 42sf.

3. West Elevation: Text w/Subtext – Facas Dale Street

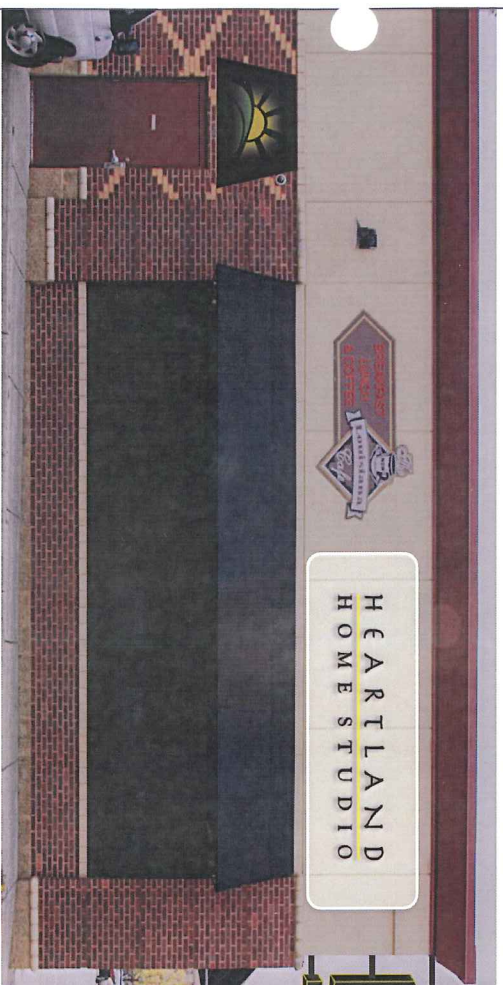
Unlit 3/8" thick acrylic plastic raised letters, bronze color, main copy 9.5" high, sub-copy 6.75" high caps, sign area 197"x26", approx. 35.5sf.

NORTH STAR REMODELING – West Elevation



HEARTLAND HOME STUDIO

HEARTLAND HOME STUDIO – North Elevation



HEARTLAND HOME STUDIO – West Elevation



Heartland Home Studio – 619 Selby Avenue

1. North Elevation: Text w/Subtext – Faces Parking Lot

Unit 3/8" thick acrylic plastic letters, Black, main copy 9" high, sub-copy 6.68" high, |line between text is .5" sintra plastic with vinyl graphics applied. Sign area approx. 21.3sf.

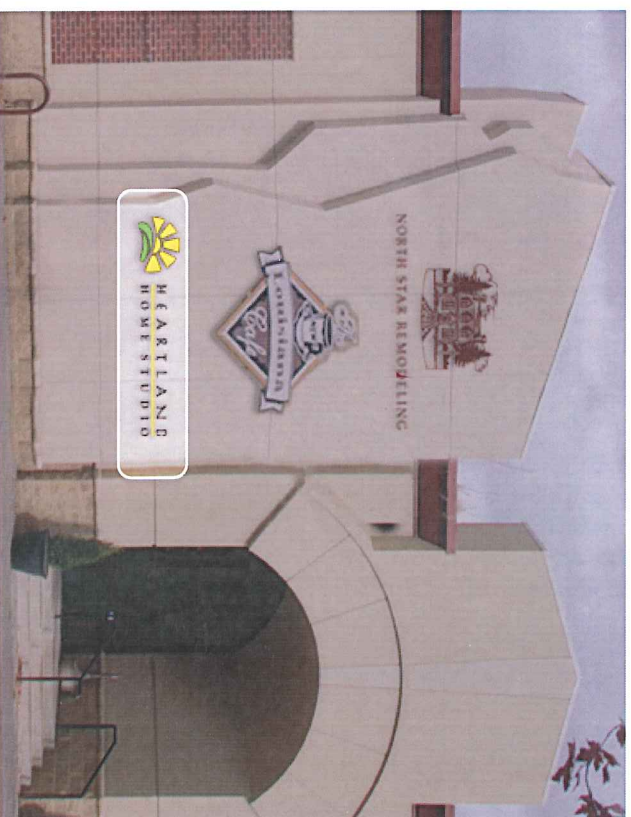
2. West Elevation: Text w/Subtext – Faces Dale Street

Unit 3/8" thick acrylic plastic raised letters, black, main copy 12.5" high, sub-copy 8.75" high, line between text is .5" sintra plastic with vinyl graphics applied. Sign area approx. 35.3sf.

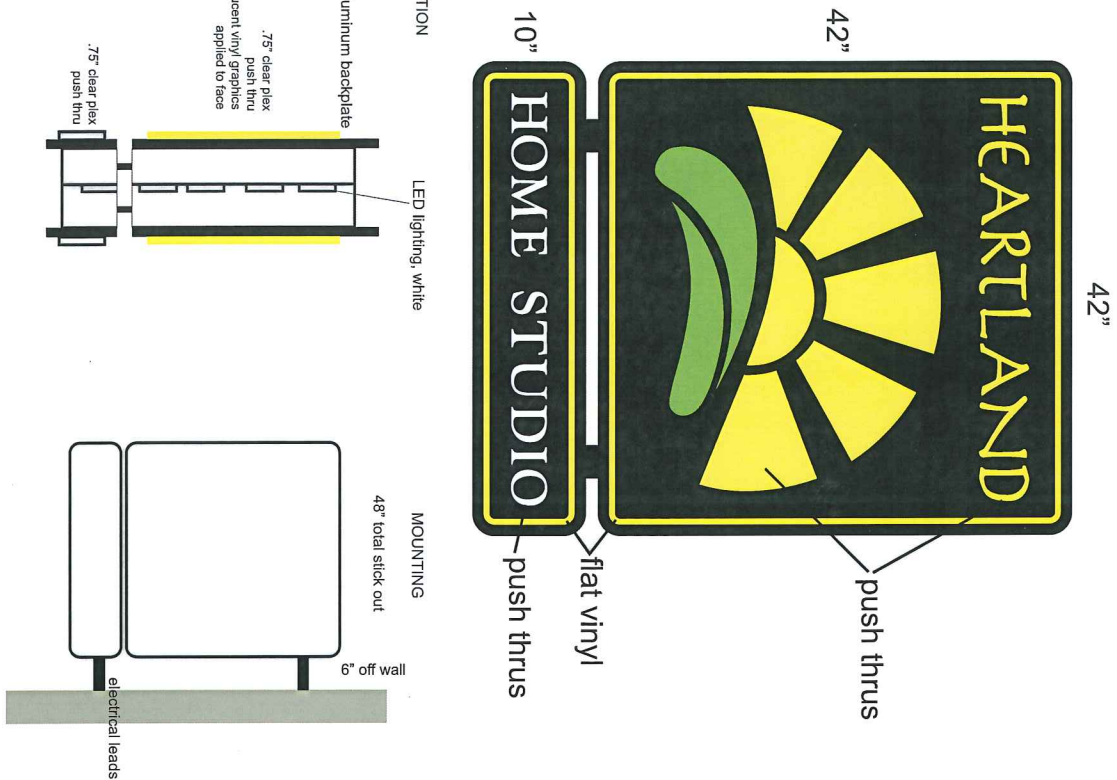
3. South Elevation: Text w/Subtext – Faces Selby Avenue

Unit 3/8" thick acrylic plastic raised letters black, main copy 4.3" high, sub-copy 3.25" ; logo is 1/2" sintra plastic, individual logo segments are separate pieces mounted on standoffs with vinyl graphics applied to faces (approx. 25" x18"). Line between text copy is 1/2" sintra w/vinyl applied. Sign area 95.5" x18" or approx. 12sf.

HEARTLAND HOME STUDIO – South Elevation



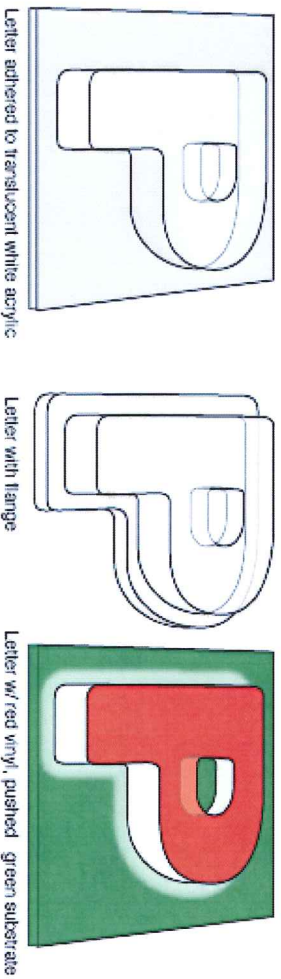
Double sided blade sign, edge lit, push thru letters
15.75 SF per side



H E A R T L A N D
H O M E S T U D I O

West elevation - Dale Ave facing south





EXAMPLE OF FINISHED PUSH THRU SIGN



PUSH THROUGH LETTERING

A push thru letter is made from clear acrylic cut out in the shape of the letter. This is either adhered to translucent white acrylic panels or routed to leave a flange, and backed with diffuser film. The letter is then pushed thru a routed sign face opening from behind. The flange or backing keeps the letters from falling thru the routed face. Vinyl can be added to the face of the letter to give it color. Light diffuses out the sides of the letters to create a halo effect on the sign face.