

**CERTIFICATE OF APPROPRIATENESS**

**Application Date:** October 29, 2014

**Applicant:** Kelly Cottingham, Gulf Coast Signs & Graphics for Deliala Ocasio, Macando, owner

**Property:** 917 Franklin Street, lot 1, tract 2A, block 15, SSBB Subdivision. The property includes a historic 47,704 square foot, six-story masonry commercial structure situated on a 8,497 square foot (85' x 107') corner lot.

**Significance:** Contributing Neo-Classical commercial structure, constructed circa 1904, located in the Main Street Market Square Historic District.

**Proposal:** Alteration – The application for an interior illuminated vinyl channel letter fascia sign was deferred at the October 2014 HAHC. The application has revised the application and is requesting approval for a fascia sign featuring reverse illuminated aluminum channel letters mounted to an aluminum shadow panel.

See enclosed application materials and detailed project description on p. 6-13 for further details.

**Public Comment:** No public comment received at this time.

**Civic Association:** No comment received.

**Recommendation:** Approval

**HAHC Action:** -

**APPROVAL CRITERIA****ALTERATIONS, REHABILITATIONS, RESTORATIONS AND ADDITIONS**

Sec. 33-241(a): HAHC shall issue a certificate of appropriateness for the alteration, rehabilitation, restoration or addition of an exterior feature of (i) any landmark or protected landmark, (ii) any building, structure or object that is contributing to an historic district, or (iii) any building, structure or object that is part of an archaeological site, upon finding that the application satisfies the following criteria, as applicable:

- | <b>S</b>                            | <b>D</b>                 | <b>NA</b>                           | <b>S - satisfies</b> | <b>D - does not satisfy</b> | <b>NA - not applicable</b> |
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- (1) The proposed activity must retain and preserve the historical character of the property;
  - (2) The proposed activity must contribute to the continued availability of the property for a contemporary use;
  - (3) The proposed activity must recognize the building, structure, object or site as a product of its own time and avoid alterations that seek to create an earlier or later appearance;
  - (4) The proposed activity must preserve the distinguishing qualities or character of the building, structure, object or site and its environment;
  - (5) The proposed activity must maintain or replicate distinctive stylistic exterior features or examples of skilled craftsmanship that characterize the building, structure, object or site;
  - (6) New materials to be used for any exterior feature excluding what is visible from public alleys must be visually compatible with, but not necessarily the same as, the materials being replaced in form, design, texture, dimension and scale;
  - (7) The proposed replacement of missing exterior features, if any, should be based on an accurate duplication of features, substantiated by available historical, physical or pictorial evidence, where that evidence is available, rather than on conjectural designs or the availability of different architectural elements from other structures;
  - (8) Proposed additions or alterations must be done in a manner that, if removed in the future, would leave unimpaired the essential form and integrity of the building, structure, object or site;
  - (9) The proposed design for any exterior alterations or addition must not destroy significant historical, architectural or cultural material and must be compatible with the size, scale, material and character of the property and the area in which it is located;
  - (10) The setback of any proposed construction or alteration must be compatible with existing setbacks along the blockface and facing blockface(s);
  - (11) The proposed activity will comply with any applicable deed restrictions.



**PROPERTY LOCATION**  
MAIN STREET MARKET SQUARE  
HISTORIC DISTRICT

**Building Classification**

- Contributing
- Non-Contributing
- Park



INVENTORY PHOTO



CURRENT PHOTO



**SOUTH ELEVATION – FRONT FACING FRANKLIN STREET**

EXISTING



DEFERRED – 10/23/14

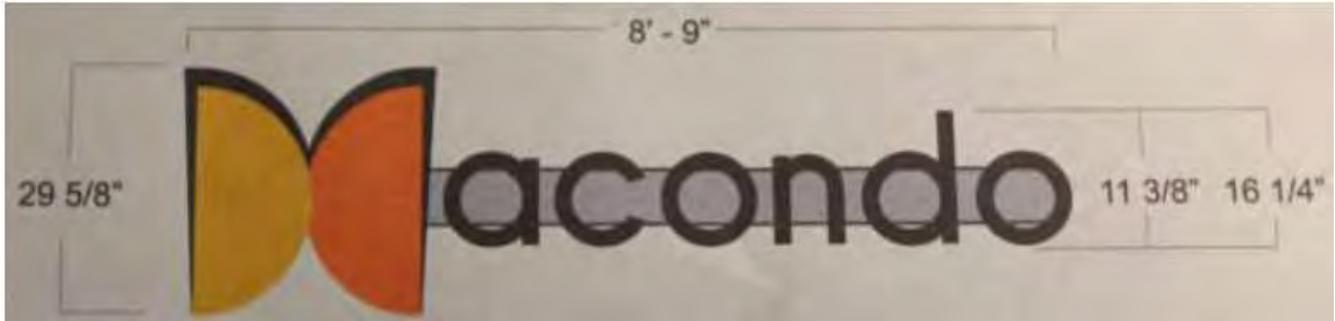


PROPOSED



**SIGN DETAILS**

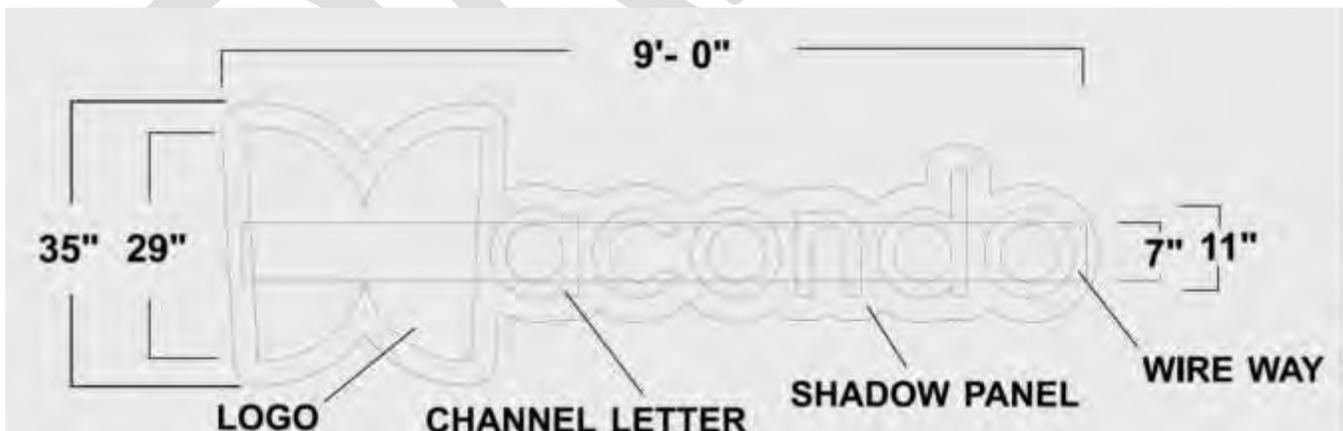
PROPOSED FACSIMIA SIGN  
DEFERRED – 10/23/14



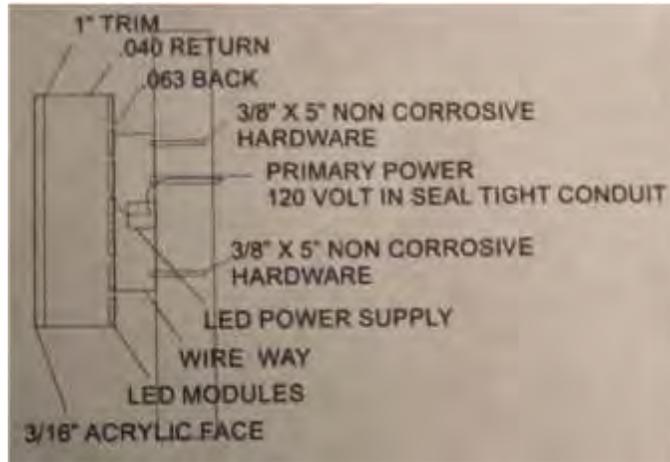
PROPOSED



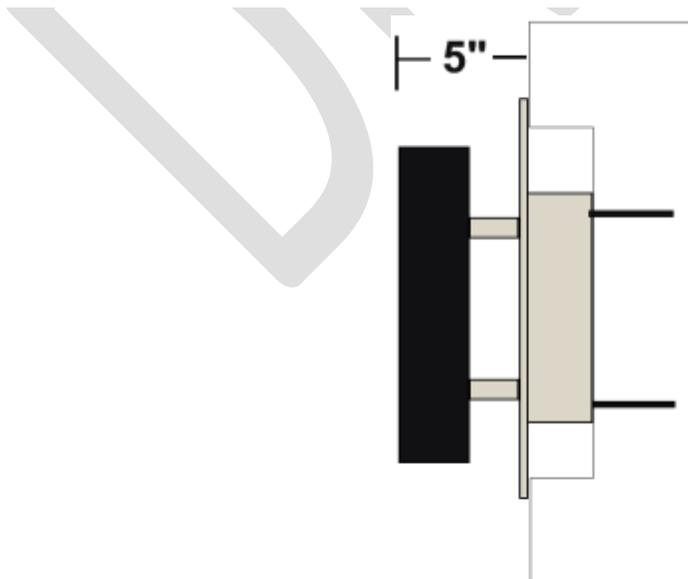
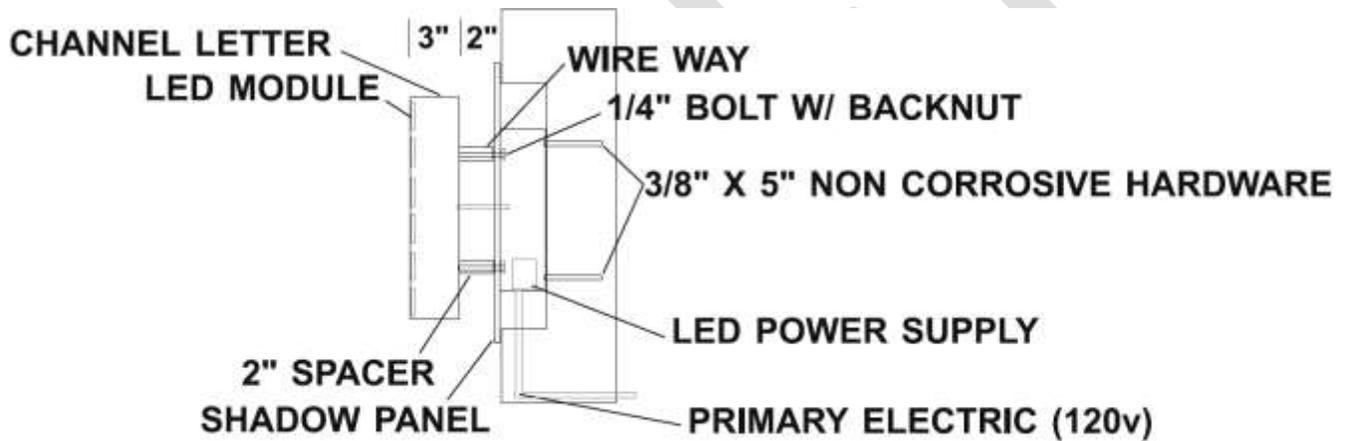
SHADOW PANEL DETAIL  
PROPOSED



SIGN SECTION  
DEFERRED – 10/23/14

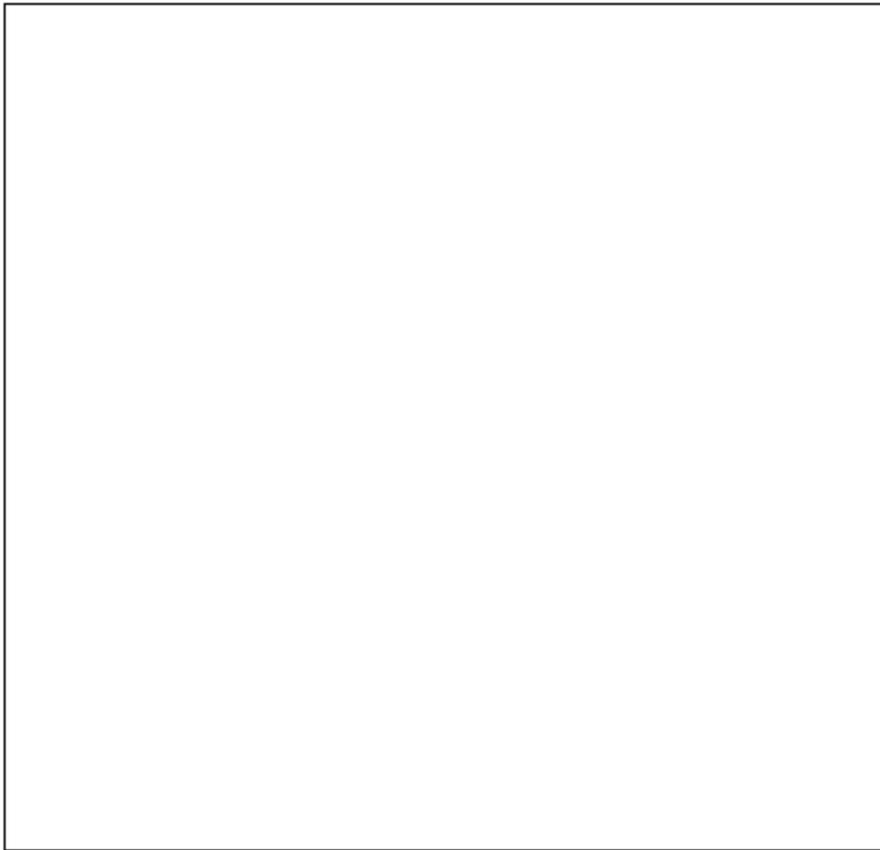


PROPOSED





**SITE PLAN**



**MAIN STREET**

**SIGN**

**FRANKLIN STREET**



## MATERIAL SCHEDULE

### MATERIAL SCHEDULE:

CHANNEL LETTER FACE - .125" ALUMINUM PAINTED BLACK

CHANNEL LETTER RETURNS - 3" DEEP .063 ALUMINUM PAINTED BLACK

CHANNEL LETTER BACKS - 3/16" ACRYLIC

CHANNEL LETTER ILLUMINATION - WHITE LED MODULES

LOGO GRAPHIC - DIGITAL PRINT IMAGE APPLIED FIRST SURFACE

SHADOW PANEL - .125" (1/8") THICK ALUMINUM PAINTED TO MATCH BLDG FASCIA

WIRE WAY CONSTRUCTED FROM .125" ALUMINUM PAINTED TO MATCH BLDG FASCIA

### MOUNTING DETAIL:

CHANNEL LETTERS & LOGO MOUNTED TO SHADOW PANEL W/ 2 INCH SPACERS

MOUNTING HARDWARE = 1/4" NON CORROSIVE BOLTS & NUTS

SPACERS = 2" & PAINTED TO MATCH SHADOW PANEL

SHADOW PANEL ATTACHED TO RACEWAY WITH NON CORROSIVE HARDWARE

### ELECTRICAL DETAIL

120 VOLT PRIMARY ELECTRIC

LED POWER SUPPLY - 12V/60W

DRAFT

**PHOTOS SUBMITTED BY APPLICANT**

**SOUTH FAÇADE DETAIL**



SOUTH FAÇADE DETAIL



INTERIOR TRANSOM DETAIL



### PROJECT DETAILS

**Shape/Mass:** The proposed fascia sign will measure 2'-11" in height, 9' wide, and 3" deep (previously proposed 2'-5" in height and 8'-9" wide). The sign will feature reverse illuminated aluminum orange, yellow and black channel letters (previously proposed interior illuminated vinyl channel letters). The orange and yellow 'M' will measure 2'-5" in height and the black channel letters will measure 11" in height. The channel letters will be mounted to an aluminum shadow panel with an aluminum wire way. The sign will be mounted 2" off of the front façade. The sign will be mounted to the building with 3/8" by 5" non-corrosive fasteners.

**Exterior Materials:** The sign will feature reverse illuminated aluminum channel letters mounted to an aluminum shadow panel.

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