

COA # 2010-COA-351 (ONS)	INDIANAPOLIS HISTORIC PRESERVATION COMMISSION STAFF REPORT	Hearing Date SEPT. 1, 2010
111 E. 16th Street (aka 1531 N. Pennsylvania St.) OLD NORTHSIDE		New Case Center Twp. Council District 15 Doris Minton McNeil
Applicant PENN ARTS APARTMENTS LLC mailing address: 111 E. 16 th Street Indianapolis, IN 46202 Owner: Reverie Estates LLC 111 E. 16 th Street Indianapolis, IN 46202		
CASE		
COA: 2010-COA-351 (ONS) For installation of the following signage: -A projecting blade sign at the northwest corner of the building -A wall sign on the north side of the building above the canopy -A suspended bracket sign at the 1 st floor southwest corner commercial space -A wall sign on the east side of the building		
STAFF RECOMMENDATION: Approval		
STAFF COMMENTS		

Background

The six story red brick apartment building was constructed in 1922-23 by the E. G. Spink Company. It is constructed of steel reinforced concrete and the first story is of stone while the upper stories are constructed of brick trimmed with stone. The first floor storefronts were altered later with the addition of stone that includes traces of Art Deco influence.

The site is zoned C-4 and the applicant is renovating the building to its original use with commercial on the first level and residential apartments above.

Proposed Signage on the Penn Arts

Typically, signage is reviewed and approved at a staff level per IHPC policies. However, due to the significant impact that large projecting signs can have on a building and surrounding area, it was decided to have this case reviewed by the commission. To ensure that the commission understands the complete signage package being proposed, smaller, less intrusive signs are included in this review as well.

Projecting Blade Sign

A projecting blade sign similar to the one recently installed on the Ambassador Apartment Building near 9th and Pennsylvania is being proposed for the northwest corner of the Penn Arts Building. It is Art Deco in style and reads “Penn Arts.” It is constructed of an aluminum frame and vinyl lettering and finished with a 3 color paint scheme (gold, black and olive). It is located 20 ft. off the ground and measures approximately 19 ft in height. It will extend approximately 3 ft. from the corner of the building.

North Wall Sign – Penn Arts Identification Sign

Centered above the historic canopy, the applicant proposes a 14 ft. “Penn Arts” wall sign, located between the 2nd and 3rd story windows. It’s styled to match the blade sign but will be flush to the masonry wall and constructed of an aluminum panel with an applied multi-colored digital graphic.

1st Floor Suspended Bracket Signs

This sign will be constructed of aluminum laminate with a plastic core (approx. 2 ft. x 3.5 ft). The flat, 3-color graphic is applied to the face of the sign. It will be suspended from a black metal bracket (approx. 1 ft. x 4 ft.) near the storefront. The applicant anticipates installing matching brackets and similar signage at the remaining 1st level storefronts as they are filled with tenants, but will come back to IHPC staff for approval prior to installation.

East Wall Sign – Reverie Estates Management Sign

This sign is approximately 4 ½ ft. wide by 10 ft. in height. It is constructed similarly to the north wall sign with a plastic core and aluminum laminated panel and applied graphic. Its purpose is to advertise the management company’s name, phone number, web site and philosophy.

At this time none of the signs incorporate lighting. The applicant is considering the addition of exterior lighting to some of the signage, but will come back to the IHPC approval for this at a later time.

Old Northside Plan

The ONS Plan recommends the following in regard to sign design:

- *Overall design, including color, shape, size, letter type, etc. should harmonize with the existing historic fabric of the street on which it appears.*
- *Location should not obstruct important sites or potentially attractive views.*
- *Mounting should conceal the least amount of architectural details as possible and involve the least amount of damage to the historic characteristics of the building.*
- *Lighting must be used only when necessary and not unduly distract or disturb the historic character of the neighborhood.*

Staff Analysis

Staff finds the overall design, scale and placement of the proposed signs on the building is appropriate, meets the design guidelines for the district and will create a unifying identity for this historic building.

STAFF RECOMMENDED MOTION

2010-COA-351 (ONS):

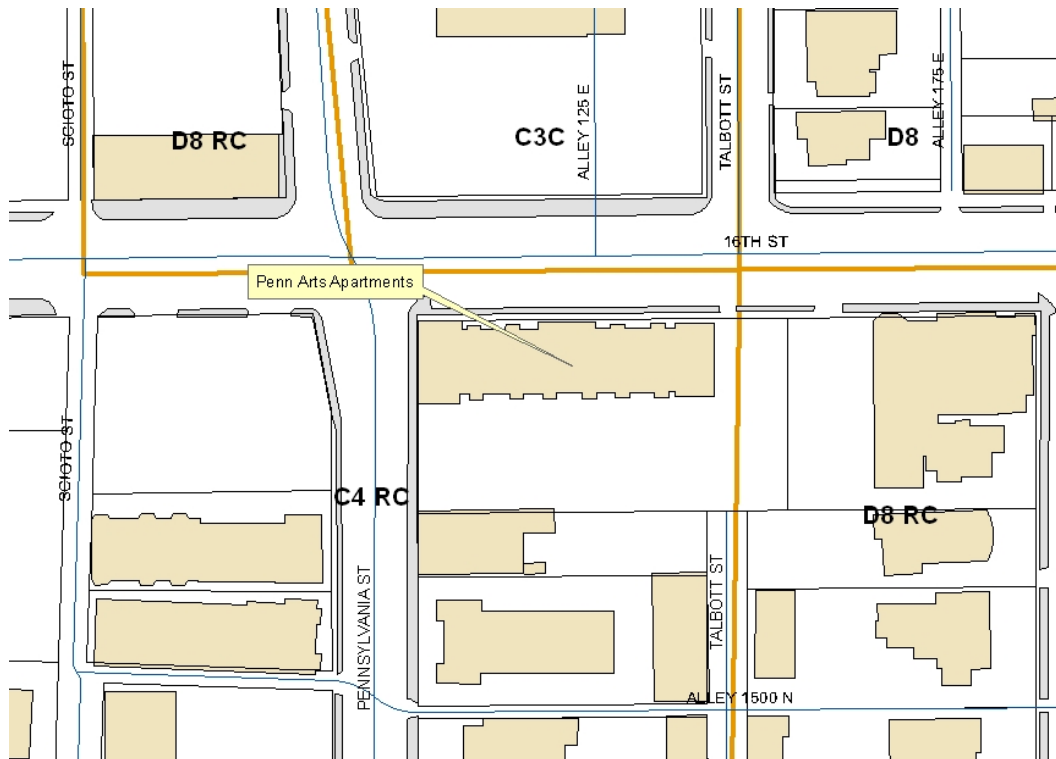
Approval of a Certificate of Appropriateness for installation of the following:

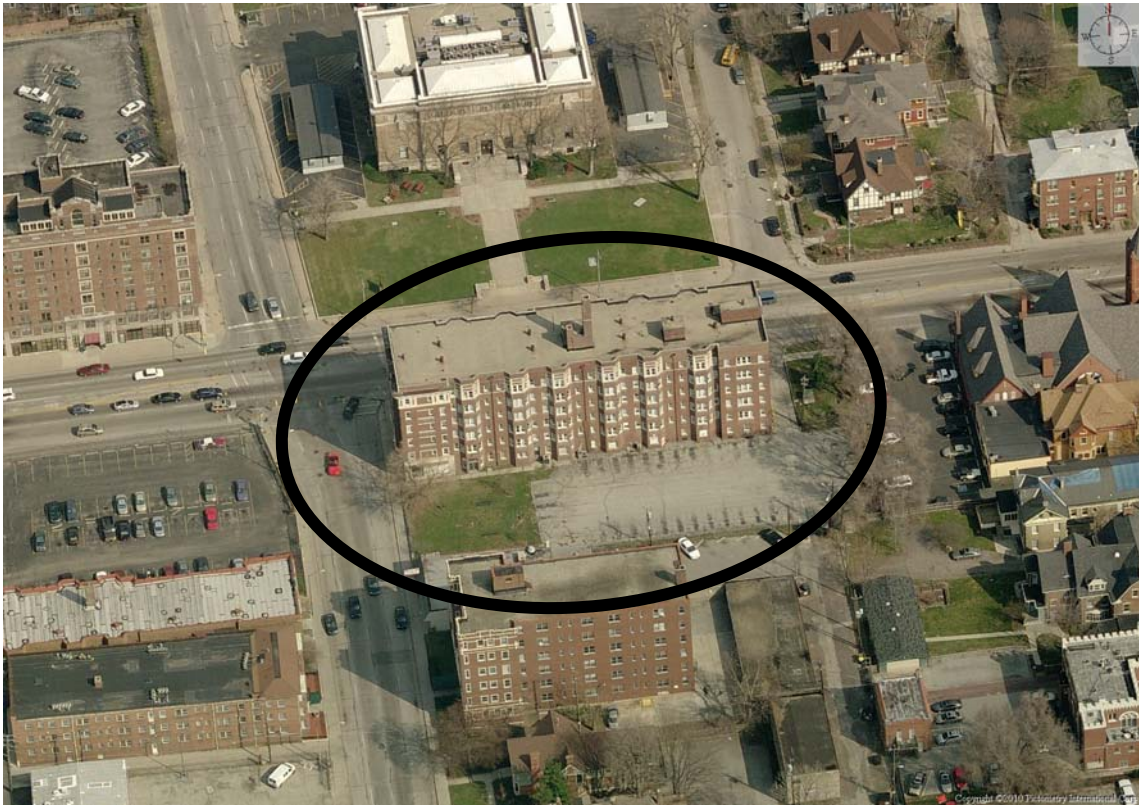
- **one projecting blade sign reading “Penn Arts” at the northwest corner of the building;**
- **one suspended sign at each 1st level storefront space;**
- **one wall sign reading “Penn Arts” on the north side of the building above the historic canopy and between the 2nd and 3rd level windows; and**
- **one wall sign reading “Reverie Estates,” etc. on the east wall of the building between the 2nd and 4th floors,**

all per submitted documentation and subject to the following stipulations:

1. Final sign faces for each storefront suspended bracket sign must be approved by IHPC staff prior to installation.
2. Any future lighting of any of the signage must be approved by IHPC staff prior to installation.
3. All signage must be anchored into the mortar joints of the brick only and not into any stone, brick or other material on the building.
4. Any changes to the approved designs, placement, etc., must be approved by IHPC staff prior to starting work.

Staff Reviewer: Amy L. Bear





Looking North



Looking South



North Elevation



South Elevation



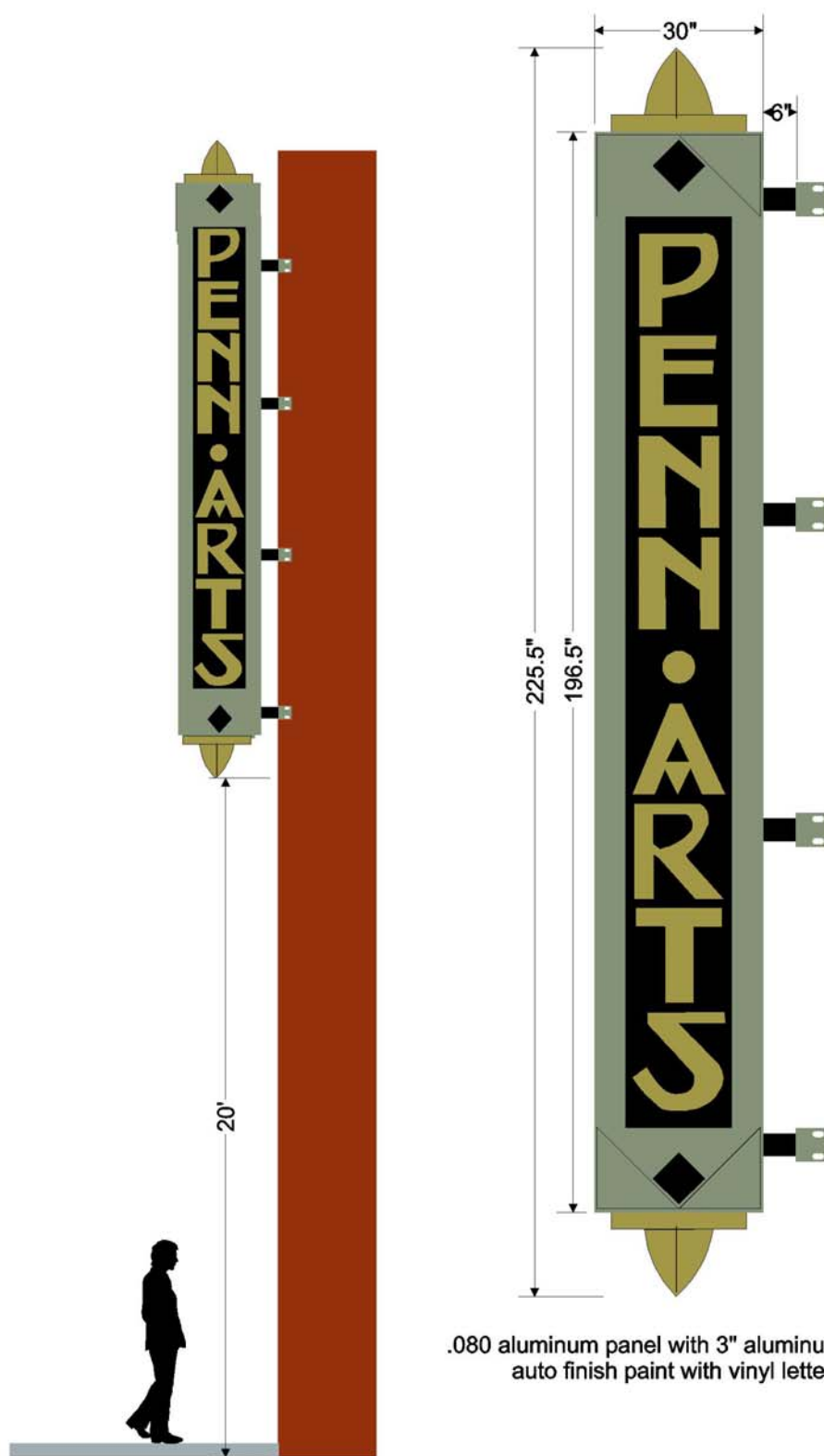
West Elevation

DEC 21 2004



East Elevation

ESTIMATE #:
DATE:
FILE:



.080 aluminum panel with 3" aluminum frame
auto finish paint with vinyl letters



X _____
Customer Signature (indicates layout is approved.)

2802 E. Troy Avenue Indianapolis, IN 46203 317.788.0202 fax 317.788.1579

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.080 aluminum panel with 3" aluminum frame
auto finish paint with vinyl letters



FILE: N:/New Data/2010/4-apr10/Penn Arts.fs



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WAGNER
SIGNS
49
YEARS
1961-2010



1/8" Aluminum
digital graphic with glossy lamination

WAGNER
sgs

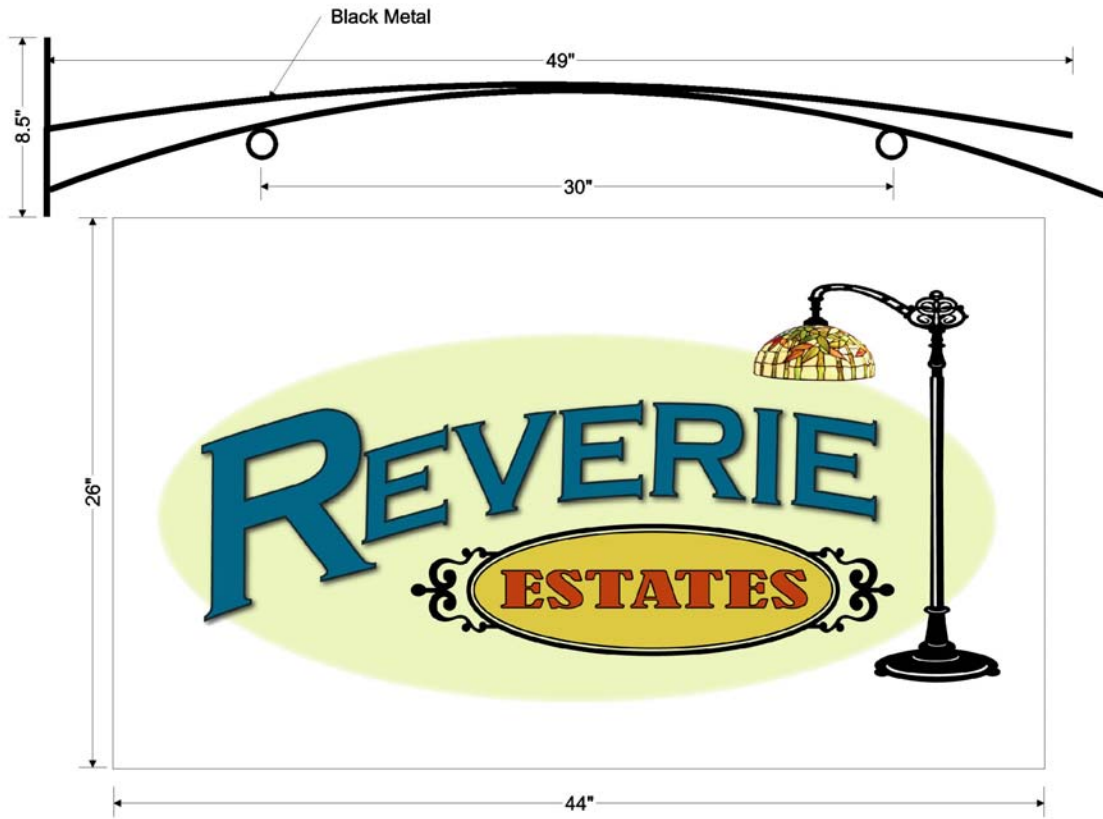
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WAGNER
SIGNS
49
YEARS
1961-2010

North Wall Sign



3mm DiBond (plastic core with aluminum laminate)
 Digital graphic with lamination



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Storefront Suspended Bracket Signs

