CITY OF MINNEAPOLIS
CPED – PLANNING DIVISION
HERITAGE PRESERVATION COMMISSION STAFF REPORT

FILE NAME: 821-837 Marquette Avenue, Foshay Tower
DATE OF APPLICATION: June 9, 2008
APPLICANTS: Charlene Roise, Hess, Roise and Company on behalf of Foshay Hotel LLC, (612) 338-1987
PUBLICATION DATE: July 8, 2008
DATE OF HEARING: July 15, 2008
END OF APPEAL PERIOD: July 25, 2008
HPC SITE/DISTRICT: Foshay Tower, Individual Landmark
CATEGORY: contributing
CLASSIFICATION: Amendment to previously approved Certificate of Appropriateness for signage
STAFF INVESTIGATION AND REPORT: Molly McCartney, (612) 673-5811

A. SITE DESCRIPTION & BACKGROUND:

Foshay Tower, located on the southern half of a city block bounded by South 9th Street, Second Avenue South, and Marquette Avenue, was designed by Magney & Tusler in 1927 and completed in 1929. The two story base, or pedestal, is topped by a 30-story obelisk. The Foshay Tower was the tallest skyscraper in the Northwest after completion and has long been hailed as the defining Minneapolis landmark. The building was placed on the National Register of Historic Places in 1978. The building exterior and the interior, first floor lobby were locally designated in 1984.

The Foshay Tower has received previous HPC approvals for the current renovation into a "W" Hotel. The HPC approved a Certificate of Appropriateness for exterior renovation and interior demolition on November 14, 2006, and a Certificate of Appropriateness for the first floor lobby final design on November 27, 2007. In addition, a sign package was approved by the HPC on May 20, 2008. This application is an amendment to a previously approved Certificate of Appropriateness (COA) for signs on the Foshay Tower. The following staff report details changes to that COA due to a change in a tenant space on the first floor.

Existing signs
The Foshay Tower has a number of existing signs on the building. On the pedestal, there are three carved stone signs above the second story windows with the text "Foshay Tower". Two of these signs are on the Marquette façade, one above the main entrance into the lobby and one above the second bay from the corner. On the Ninth Street South façade, there is a carved stone sign above the second bay in from the corner. The carved sign is approximately 25 ft. from grade and measures 3 ft. by 4 ft. The most famous signs on the building are the four "Foshay" signs atop the tower. The *Guidelines* call for the retention of historic signs and that they not are counted toward number of allowable signs.

An existing first floor tenant, Keys Café, has awnings and a sign awning on the Ninth Street South façade. The sign awning is a projecting awning above the entrance to Keys Café. There are awnings,

with no signs, on the three windows west of this entrance. The applicants are not proposing changes to the awnings at this time, but anticipate their replacement in the future. The only signage on the Key's awnings will be on the entrance awning.

The previous COA for signs approved the following:

- W Hotel signs:
  - Two small wall signs identifying the hotel that flank the Marquette Avenue entrance
  - Two large "W" wall signs above the second story windows at the corner of the building
  - One large projecting "W" at the second story of the building corner. ***This sign is being modified under the current COA.***
- Prohibition Restaurant signs. ***These signs are being modified under the current COA.***
  - Two small wall signs identifying the restaurant that flank the Marquette Avenue entrance
  - One large wall sign atop the restaurant entrance on Marquette Avenue
- Awning signs. ***These signs are being modified under the current COA.***
  - Installation of awnings in the first floor storefront openings with interchanging signage for both the hotel and restaurant the bottom of each awning face

B. PROPOSED SIGN CHANGES:

The new COA application proposed changes to the signs associated with the restaurant and the projecting "W" sign. Instead of the Prohibition restaurant, a restaurant named Manny's Steakhouse, is proposed to take the place the restaurant space. Manny's Steakhouse, an existing restaurant located in Downtown at 1300 Nicollet Mall, is proposed to relocated to the ground floor restaurant space at the Foshay Tower. Some of the approved signage will remain; however, a number of changes are proposed:

(1) The two small wall signs flanking the entrance will remain, but will change text to "Manny's",
(2) The wall sign atop the restaurant entrance will remain similar to the approved sign, however the text will change to "Manny's", (see attachment pages 17-18)
(3) A projecting sign at the corner is proposed for the restaurant to be located at the second floor, and the location for the approved projecting "W" sign is proposed to be moved to the first floor, and
(4) The sign text on the awnings is being proposed to read only "Manny's" in the storefronts that contain the restaurant and read "W" on the storefronts that contain the restaurant.

1. Small wall signs at Manny's entrance

The proposed small plate wall signs for Manny's include two small stainless steel plate flanking the Marquette Avenue entrance for Manny's. The stainless steel wall signs for the restaurant are 2 ft. by 2 ft. and will have the following text: "Manny's". These signs will be lit with internal LED lights and will be attached by drilling into the mortar joints. With the exception of the text, this design is identical to the previously approved small, wall signs.

2. Wall sign above restaurant entrance

The proposed wall sign above the storefront entrance will have text for the new restaurant "Manny's". The text will be mounted to a stainless steel raceway with glass black detail. The size of this sign is 1 ft. 10 in. by 8 ft. 8 in. (15.87 sq. ft.). The signs will be similar in size, however, the text each letter in "Manny's" in larger than in the previous "Prohibition" sign, due to the change in number of letter. The proposed text of the sign is stainless steel open face letter with an exposed green neon outline. The

mounting plate will be attached through the mortar joints at the two end locations. This design is similar to the previous approval, with the exception of the gloss black detail of the raceway, increased size of the text, and the inclusion of neon, and omission of the previous internal illumination.

3. Corner projecting signs

A projecting sign for the restaurant is proposed to be located at corner on the second floor, and the projecting "W" sign is being proposed to be moved to the first floor. The previously approved projecting "W" was to be located at the second story windows. The current proposal includes a projecting sign for Manny's at the second story windows, and to move the "W" to a location along the first floor storefront transom.

The proposed Manny's projecting sign is in keeping with the logo of this restaurant. The proposed rectangular sign measures 8 ft. 10 in by 2 ft. (17.6 sq. ft.). The sign will be attached to the mortar joints by two permanent mounting plates. The sign cabinet material is aluminum; the text will be acrylic with neon tubing within. The sign has a circular feature at the sign bottom which reads "Steaks" in the middle and "Top Quality" around the perimeter. The perimeter will have a flat vinyl covering that will not be illuminated, while the "Steaks" text will be raised and will be illuminated.

The height of the top of the proposed Manny's sign will be in line with the header of the second story window. The bottom of this sign will line up with the sill of the window. Given the large limestone blocks of the exterior, the sign will be attached through the mortar joints.

The proposed "W" projecting sign was approved by the HPC on May 20, 2008 to be in the second story location at the corner. With this proposal, the "W" sign is located at the first floor, in line with the storefront transom. It is attached to the building by one permanent mounting plate. The "W" is an polished aluminum "W" that will not be illuminated.

4. Awning Signs

Awning signs were approved by the HPC at the May 20, 2008 meeting. This proposal for awning sign retains the black fabric material; however, the changes are on the text of the awning. The previous approval was for alternating black and red text on each awning that would read either "W" or "Prohibition".

The current proposal is for the text on the awnings to read only "Manny's" in the storefronts that contain the restaurant and read "W" on the storefronts that contain the restaurant. The awnings with the "W" will feature that in two places on the awning. Manny's will take up five three storefronts on the Marquette Avenue elevation and three storefronts on the South 9th Street elevation. The proposed color of the awnings is to be an off-white color.

C. ANALYSIS OF PROPOSED SIGN CHANGES

The following is an analysis of how the proposed signs adhere to the Minneapolis Design Guidelines for On-Premise Signs and Awnings, (or *Guidelines*) as well as the Secretary of Interior's Standards (or *Standards*) for Rehabilitation.

Number of Signs

The previous approval for signs included ten new signs for the ground floor principal uses. The currently proposal is also for ten signs.

There are a total of ten new signs proposed for the new ground floor principal uses, the hotel and the restaurant. Three are projecting signs and eight are wall signs. The 'W' hotel will have six total signs: two projecting signs and four wall signs. Manny's Restaurant will have one projecting sign and three wall signs. The *Guidelines* allow a corner lot with a principal entrance on each street two signs per street frontage. The proposed number of signs for the hotel is two more than allowed and the proposed number of signs for the restaurant meets the requirement. In this case, the ground floor businesses face two streets, and have public entrances on the Marquette Avenue side and a service entrance on the South Ninth Street side as well. In this situation where the ground floor uses occupy two façade of the building, the increase in the number of signs is appropriate to the size of the building. The small plaques at the doors are small in size and have little visual impact, other than to identify the building to pedestrians. They do not contribute to sign clutter or adversely impact the historic resource.

The *Guidelines* also requires that only one of the allowed signs for each use is illuminated. In this situation, the W Hotel has two illuminated signs and Prohibition has two illuminated signs.

Awning signs
The applicants are proposing to install 14 new awnings in the storefront windows along the first floor. The *Guidelines* limit the number of awnings to the number of window or door openings on the ground floor. The proposed awnings do not exceed this requirement. There are no proposed awnings for the second floor.

Size of signs

Projecting signs
Both of the proposed projecting W Hotel signs will be approximately 3 ft. 2 in. by 2 ft. 4 in. (7.2 sq. ft.) and will project 4 ft. from the building. The size of these signs are consistent with the *Guidelines* that limit projecting sign to no more than twelve (12) square feet in area and should not project more than four (4) feet from the building.

The proposed Manny's projecting sign at the corner is will be approximately 8 ft. 10 in by 2 ft. (17.6 sq. ft.) and will project 3 ft. 10 in. from the building. This sign is larger than the 12 sq. ft. allowed for projecting signs. Given the large size of the building as well as photographic evidence of large signs located on the corner, increasing the size of the projecting sign will not adversely impact the historic resource.

Wall sign
The proposed Manny's wall sign meet the size requirement. Wall signs are limited to no more than two ft. in height and no more than thirty-two sq. ft. in area. The size of this sign is 1 ft. 10 in. by 8 ft. 8 in. (15.87 sq. ft.).

Awning signs
Awning signs are limited for no more than six square feet in areas and should have similar placement on the awning for multiple signs on a building. The proposed text for Manny's will read "Manny's Steakhouse" and will be 5 in. by 10 ft. (approximately 4 sq. ft.) The proposed text for the "W" will be 5 in. by 1 ft. (less than 1 sq. ft.) The sign standards for the awnings meet the *Guidelines*.

There will be no text above the awning into the parking ramp or the window awnings for Key Café. The entrance awning for Key's Café will continue to have the Key's signage text.

Location of building signs

The *Design Guidelines for Signs* call for signs and awnings to be place in historic sign locations. There is photographic evidence that the Foshay Tower has had awnings, projecting, and walls signs on both stories of the pedestal. The proposed signage is mainly located in historic sign locations, including projecting signs, wall signs, and awnings.

Projecting signs

The corner projecting signs for both Manny's and the W Hotel are lined up vertically with details of the first floor storefront transoms and second story windows. The proposed Manny's sign will be lined up with the header of the seoncd story windows, which will be approximately 25 ft. 4 in. from the ground. This location is higher than the 14 ft. height limit allowed by the *Guidelines* and higher than other corner projecting signs in the past, however, it is in location that generally has had signage.

The projecting "W" sign at the corner will be lined up with the top of the first floor storefront transom window. The location is consistent with the *Guidelines* requirements for height.

While Manny's occupied the first floor of the Foshay, the projecting sign is located at the second story. Due to the size of the projecting Manny's sign, locating it at the first floor location is problematic because it would obstruct the pedestrian right of way. Locating the Manny's projecting sign at the second story prevents conflicts in the right of way.

Wall Signs

The wall sign above the Manny's entrance on Marquette Avenue is less than 14 ft. from grade, which is consistent with the *Guidelines* for wall sign height.

Awning signs

The proposed awnings fit into the storefront opening, and adhere to the *Guidelines* requirement for awnings to fit within the window or door opening.

Installation

The application materials describe that all the signs will be attached through mortar joints or window frames, and not the masonry of the building. As opposed to many commercial or warehouses in Minneapolis that utilize courses of small bricks as exterior material, the large size of the stones on the pedestal contributes to the solid, monolithic, quality of the obelisk tower of the Foshay. Therefore, disturbance of the masonry should be avoided by installing signs through the mortar joints. The *Guidelines* and the Secretary of Interior's Standards call for minimal impact on the building; especially masonry.

Projecting and wall signs

The projecting signs and the wall signs will be attached to the building at mortar joints on the building. The proposed signs have one or more a permanent mounting plate. The set of plans provided by the applicant show the mortar joints at the corner as well as the typical anchors used to attach the wall signs. The permanent mounting plate should be a color to match the stone of the building.

The small plates flanking the entrances are also proposed to be attached through the mortar joints.

Awning signs

The applicants have stated that the awnings will be attached to the non-historic storefront windows, however, no documentation or plan details have been provided.

Color & Illumination

The proposed signs are proposed to be generally of aluminum, stainless steel (either a polished or satin finish) with green neon and some vinyl finishes. The proposed awnings will be a black canvas. The applicant has supplied example of the material. The illumination includes internal, green neon for the projecting and wall signs for Manny's. The small plate signs flanking the entrance will be lit with internal LED lights

D. GUIDELINE CITATIONS:

Design Guidelines for On-Premise Signs and Awnings:

1. *In General:*

a. *Sign message:* All signs, except window signs, real estate signs, project information signs, auxiliary signs, temporary signs and portable signs, are limited to the name and address of the establishment.

b. *Historic signs:* Maintenance or restoration of existing historic signs is encouraged and should not be counted in number of allowable signs.

c. *Number of signs:* Each principal building entrance that faces a public street, or each ground floor principal use, whichever is less, is allowed two signs. A corner lot with a principal entrance on each street is allowed two signs per street frontage. The two signs may be a combination of one wall sign, one projecting sign, one ground sign, one banner, and awning signage. However, a property may not have both a projecting sign and a ground sign. Only one of the signs should be illuminated, except that banners and awning signs should never be illuminated. Awning signs are limited to ground floor awnings and are subject to the specific *Guidelines* for awnings and awning signs. Parking lot signs are subject to the specific *Guidelines* for signs accessory to parking lots.

d. *Location of building signs:* Wherever possible, signs should be placed in traditional sign locations including the storefront sign band area. Signs should not obscure or damage architectural features including windows, doors, pilasters, columns and historic signs. Building signs should be located only on the primary façade of the building adjacent to the street and should be no higher than fourteen (14) feet, except as otherwise provided in the specific *Guidelines* for wall signs.

e. *Color:* Sign colors and materials should be compatible with the colors of the building and its surroundings. Dayglo, light reflecting or fluorescent colors or materials are not allowed.

f. *Installation:* Sign installation should have a minimal impact on the building and to the extent practical allow the building to be returned to its original condition if the sign is removed. Existing signboards and sign frames should be reused to limit drilling new holes into masonry. Wall signs should be attached to the building through the mortar joints. Projecting signs should be attached to a permanent mounting plate. Awnings should be attached to window or door frames and should never damage masonry.

g. *Illumination:* Signs may be illuminated externally, internally, or by neon. Plastic face covers should not be placed on illuminated signs. All illuminated building signs should connect to a permanent mounting plate located near the entrance. Electrical conduit should be installed through the permanent mounting plate. Not more than one brick should be damaged by the installation of the permanent mounting plate. Electrical conduit and any lighting fixture should be attached to the sign and not the building wall.

4. *Guidelines for Specific Types of Signs:*

a. *Wall Signs:*

i. Location. Wall signs should be located between the first and second floor and should not be higher than fourteen (14) feet, except where the historic sign band is higher. Wall signs should not conceal architectural features or obstruct openings.

ii. Size. Wall signs should be no more than two (2) feet high and thirtytwo (32) square feet in area and should not extend outward from the building more than eight (8) inches.
iii. Materials. Wall signs may be constructed of wood, metal, painted fiberglass or painted plastic.
iv. Installation. Wall signs should be attached to the building through the mortar joints. If illuminated, a wall sign should be placed adjacent to or over a permanent mounting plate for electrification. Electrical conduit and lighting fixtures should be attached to the top of the wall sign, and should not be attached to the building. Wall signs should not be painted directly on the surface of the building, except as part of the maintenance or restoration of an existing historic sign.

b. *Projecting Signs:*
i. Location. Projecting signs should be located near a building entrance and should not be higher than fourteen (14) feet. Projecting signs should not conceal architectural features or obstruct openings, and should not be suspended from the soffit.
ii. Size. Projecting signs should be no more than twelve (12) square feet in area and should not project more than four (4) feet from the building. The thickness of a projecting sign should not exceed eight (8) inches.
iii. Materials. Projecting signs may be constructed of wood, metal, painted fiberglass or painted plastic.
iv. Installation. Projecting signs should always use a single permanent mounting plate.

e. *Awnings and Awning Signs:*
i. Location. Awnings should fit within the window or door opening.
ii. Number of awnings. The number of awnings may not exceed the number of window or door openings.
iii. Number of awning signs. Awning signs are limited to ground floor awnings. There should be no more than one sign per awning. Awning signs should be no more than six (6) square feet in area. Where there are multiple awning signs on a building, all signs should be located in the same or similar position on the awnings.
iv. Materials. Awnings should be constructed of coated or uncoated cloth fabric.
v. Installation. Awning hardware should be attached to the window or door frame and should never damage masonry. Awnings should not be attached to or cover any part of the building wall.
vi. Illumination. Awnings and awning signs should not be illuminated.
vii. Awning shape. Awnings should project downward and outward from the openings in straight lines unless they are reflecting the curved shape of the opening. The projection of an awning should be less than its height. An awning drop or skirt should not exceed twelve (12) inches.

Secretary of the Interior's Standards for Rehabilitation (1990)

Masonry: *Brick, stone, terra cotta, concrete, adobe, stucco, and mortar*

Recommended:
Identifying, retaining, and preserving masonry features that are important in defining the overall historic character of the building such as walls, brackets, railings, cornices, window architraves, door pediments, steps, and columns; and joint and unit size, tooling and bonding patterns, coatings, and color.

Protecting and maintaining masonry by providing proper drainage so that water does not stand on flat, horizontal surfaces or accumulate in curved decorative features.

Cleaning masonry only when necessary to halt deterioration or remove heavy soiling.

Carrying out masonry surface cleaning tests after it has been determined that such cleaning is necessary. Tests should be observed over a sufficient period of time so that both the immediate effects and the long range effects are known to enable selection of the gentlest method possible.

Cleaning masonry surfaces with the gentlest method possible, such as low pressure water and detergents, using natural bristle brushes.

Inspecting painted masonry surfaces to determine whether repainting is necessary.

Removing damaged or deteriorated paint only to the next sound layer using the gentlest method possible (e.g., hand scraping) prior to repainting.

Applying compatible paint coating systems following proper surface preparation.

Repainting with colors that are historically appropriate to the building and district.

Evaluating the overall condition of the masonry to determine whether more than protection and maintenance are required, that is, if repairs to the masonry features will be necessary.

Repairing masonry walls and other masonry features by repointing the mortar joints where there is evidence of deterioration such as disintegrating mortar, cracks in mortar joints, loose bricks, damp walls, or damaged plasterwork.

Removing deteriorated mortar by carefully handraking the joints to avoid damaging the masonry.

Duplicating old mortar in strength, composition, color, and texture.

Duplicating old mortar joints in width and in joint profile.

Repairing stucco by removing the damaged material and patching with new stucco that duplicates the old in strength, composition, color, and texture.

Using mud plaster as a surface coating over unfired, unstabilized adobe because the mud plaster will bond to the adobe.

Repairing masonry features by patching, piecing-in, or consolidating the masonry using recognized preservation methods. Repair may also include the limited replacement in kind or with compatible substitute material of those extensively deteriorated or missing parts of masonry features when there are surviving prototypes such as terracotta brackets or stone balusters.

Applying new or non-historic surface treatments such as water-repellent coatings to masonry only after repointing and only if masonry repairs have failed to arrest water penetration problems.

Replacing in kind an entire masonry feature that is too deteriorated to repair if the overall form and detailing are still evident using the physical evidence to guide the new work. Examples can include large sections of a wall, a cornice, balustrade, column, or stairway. If using the same kind of material is not technically or economically feasible, then a compatible substitute material may be considered.

Design for Missing Historic Features
Designing and installing a new masonry feature such as steps or a door pediment when the historic feature is completely missing. It may be an accurate restoration using historical, pictorial, and physical documentation; or be a new design that is compatible with the size, scale, material, and color of the historic building.

Not Recommended:
Removing or radically changing masonry features which are important in defining the overall historic character of the building so that, as a result, the character is diminished.

Replacing or rebuilding a major portion of exterior masonry walls that could be repaired so that, as a result, the building is no longer historic and is essentially new construction.

Applying paint or other coatings such as stucco to masonry that has been historically unpainted or uncoated to create a new appearance.

Removing paint from historically painted masonry.

Radically changing the type of paint or coating or its color.

Failing to evaluate and treat the various causes of mortar joint deterioration such as leaking roofs or gutters, differential settlement of the building, capillary action, or extreme weather exposure.

Cleaning masonry surfaces when they are not heavily soiled to create a new appearance, thus needlessly introducing chemicals or moisture into historic materials.

Cleaning masonry surfaces without testing or without sufficient time for the testing results to be of value.

Sandblasting brick or stone surfaces using dry or wet grit or other abrasives. These methods of cleaning permanently erode the surface of the material and accelerate deterioration.

Using a cleaning method that involves water or liquid chemical solutions when there is any possibility of freezing temperatures.

Cleaning with chemical products that will damage masonry, such as using acid on limestone or marble, or leaving chemicals on masonry surfaces.

Applying high pressure water cleaning methods that will damage historic masonry and the mortar joints.

Removing paint that is firmly adhering to, and thus protecting, masonry surfaces.

Using methods of removing paint which are destructive to masonry, such as sandblasting, application of caustic solutions, or high pressure water-blasting.

Failing to follow manufacturers' product and application instructions when repainting masonry.

Using new paint colors that are inappropriate to the historic building and district.

Failing to undertake adequate measures to assure the preservation of masonry features.

Removing non-deteriorated mortar from sound joints, then repointing the entire building to achieve a uniform appearance.

Using electric saws and hammers rather than hand tools to remove deteriorated mortar from joints prior to repointing.

Repointing with mortar of high portland cement content (unless it is the content of the historic mortar). This can often create a bond that is stronger than the historic material and can cause damage as a result of the differing coefficient of expansion and the differing porosity of the material and the mortar.

Repointing with a synthetic caulking compound.

Using a "scrub" coating technique to repoint instead of traditional repointing methods.

Changing the width or joint profile when repointing.

Removing sound stucco; or repairing with new stucco that is stronger than the historic material or does not convey the same visual appearance.

Applying cement stucco to unfired, unstabilized adobe. Because the cement stucco will not bond properly, moisture can become entrapped between materials, resulting in accelerated deterioration of the adobe.

Replacing an entire masonry feature such as a cornice or balustrade when repair of the masonry and limited replacement of deteriorated or missing parts are appropriate.

Using a substitute material for the replacement part that does not convey the visual appearance of the surviving parts of the masonry feature or that is physically or chemically incompatible.

Applying waterproof, water-repellent, or non-historic coatings such as stucco to masonry as a substitute for repointing and masonry repairs. Coatings are frequently unnecessary, expensive, and may change the appearance of historic masonry as well as accelerate its deterioration.

Removing a masonry feature that is unrepairable and not replacing it; or replacing it with a new feature that does not convey the same visual appearance.

Design for Missing Historic Features
Creating a false historical appearance because the replaced masonry feature is based on insufficient historical, pictorial, and physical documentation.

Introducing a new masonry feature that is incompatible in size, scale, material, and color.

C. FINDINGS:

1. The Foshay Tower is a designated Local Landmark and is listed in the National Register of Historic Places. The exterior and first floor lobby are locally designated.

2. The applicant received approvals for a Certificate of Appropriateness (COA) for signs by the Heritage Preservation Commission on May 20, 2008 for ten proposed signs including two projecting signs and eight wall signs and the retention of awning signs for the existing restaurant use (Key's Café)

3. The currently proposal changes a number of the previous approvals, including adding an additional projecting sign at the corner and changing the proposed restaurant signs due to a tenant change, including the following:
   (1) The two small wall signs flanking the entrance will remain, but will change text to "Manny's",
   (2) The wall sign atop the restaurant entrance will remain similar to the approved sign, however the text will change to "Manny's",
   (3) A projecting sign at the corner is proposed for the restaurant to be located at the second floor, and the approved projecting "W" sign is being proposed to be moved to the first floor, and
   (4) The sign text on the awnings is being proposed to read only "Manny's" in the storefronts that contain the restaurant and read "W" on the storefronts that contain the restaurant.

4. The proposed signs for the W Hotel are not changing; however, the projecting "W" sign is proposed to be moved from a second story location to a first story location. This change is consistent with the Guidelines that call for projecting signs to be no more than 14 ft in height. This sign is consistent with other Guidelines, such as size, material, installation, and illumination.

5. The total number of signs for the hotel is two more than allowed by the Design Guidelines for On-Premise Signs and Awnings (or *Guidelines*). Each ground floor use is allowed four signs. The W Hotel exceeds this by two signs which were all approved by the HPC on May 20, 2008. The proposed number of signs for Manny's meets the *Guidelines'* requirement for number of signs.

6. The two projecting signs at the corner for the W Hotel and Manny's meet the *Guidelines* for the installation method, materials, and size.

7. The height of the projecting Manny's sign exceeds the height and size allowed by the *Guidelines*. Due to the large size of the building and historic evidence of large signs located on the corner, the projecting signs is in a location is appropriate along the second story window header.

8. The wall sign for Manny's meet the *Guidelines* for installation method, material, height, and size allowed. The sign is located in a traditional sign location above the storefront as well.

9. The small plate signs flanking the restaurant entrance are consistent with the *Guidelines* for materials, height, and size.

10. The proposed awning changes are consistent with the *Guidelines,* including size, materials, number of awnings, and installation method.

11. The proposed signs are consistent with the Secretary of Interior Standards for Rehabilitation (or *Standards*) that call for the preserving of masonry surfaces which are important character defining features. The large masonry stones of the Foshay Tower add to the monumental stature of the building. Adhering to the signs through the mortar joints is an appropriate treatment to the building.

12. Historical documentation supports the increase in height of signs. Historic photographs provided by staff and the applicant documents previous signage at the building, including wall, projecting signs, and awnings. In the past, projecting, wall signs, and awnings have been installed at the Foshay Tower at heights greater than what is allowed under the current *Guidelines*. Given the size of the building, the increase number of signs and height would not add to sign clutter or overpower the building.

13. The proposed sign changes will not be detrimental to the historic integrity of the Foshay Tower.

D. STAFF RECOMMENDATION:

Staff recommends that the HPC adopt staff findings and **approve** a Certificate of Appropriateness for signage, subject to the following conditions:

1. Previous approvals for signs for the Prohibition Restaurant are null and void,
2. Existing approvals for the awnings signs for Keys Café remain as approved by the HPC on May 20, 2008, and
3. Final drawings including plans, elevations and details shall be reviewed and approved by CPED-Planning staff.

Attachments:

1. Application materials for amendment to COA:
   - Certificate of Appropriateness application, pages 15-16
   - Sign details, including elevations, pages 17-23
   - Historic photograph submitted by applicant, page 24-27
   - Historic photograph submitted by staff, page 28-34
   - Actions from May 20, 2008, HPC meeting, page 35-37
2. Application submittal from the May 20, 2008 HPC meeting
   - Certificate of Appropriateness staff report, pages A1-A14
   - Certificate of Appropriateness application, pages A15-A21
   - Historic photograph submitted by applicant, pages A22-A23
   - Historic photograph submitted by staff, pages A24-A32
   - Sign details, including elevations and night renderings, pages A33-A36