

Department of Community Planning and Economic Development
Planning Division

Certificate of Appropriateness
BZH-27081

Date: November 29, 2011

Proposal: Master sign plan

Applicant: Charlene Roise, Hess, Roise and Company

Address of Property: 420 5th Street North

Project Name: Ford Center master sign plan

Contact Person and Phone: Charlene Roise, (612) 338-1987

Planning Staff and Phone: Aaron Hanauer, (612) 673-2494

**Date Application
Deemed Complete:** October 25, 2011

Publication Date: November 22, 2011

Public Hearing: November 29, 2011

Appeal Period Expiration: December 9, 2011

Ward: 7

Neighborhood Organization: North Loop

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Attachments:

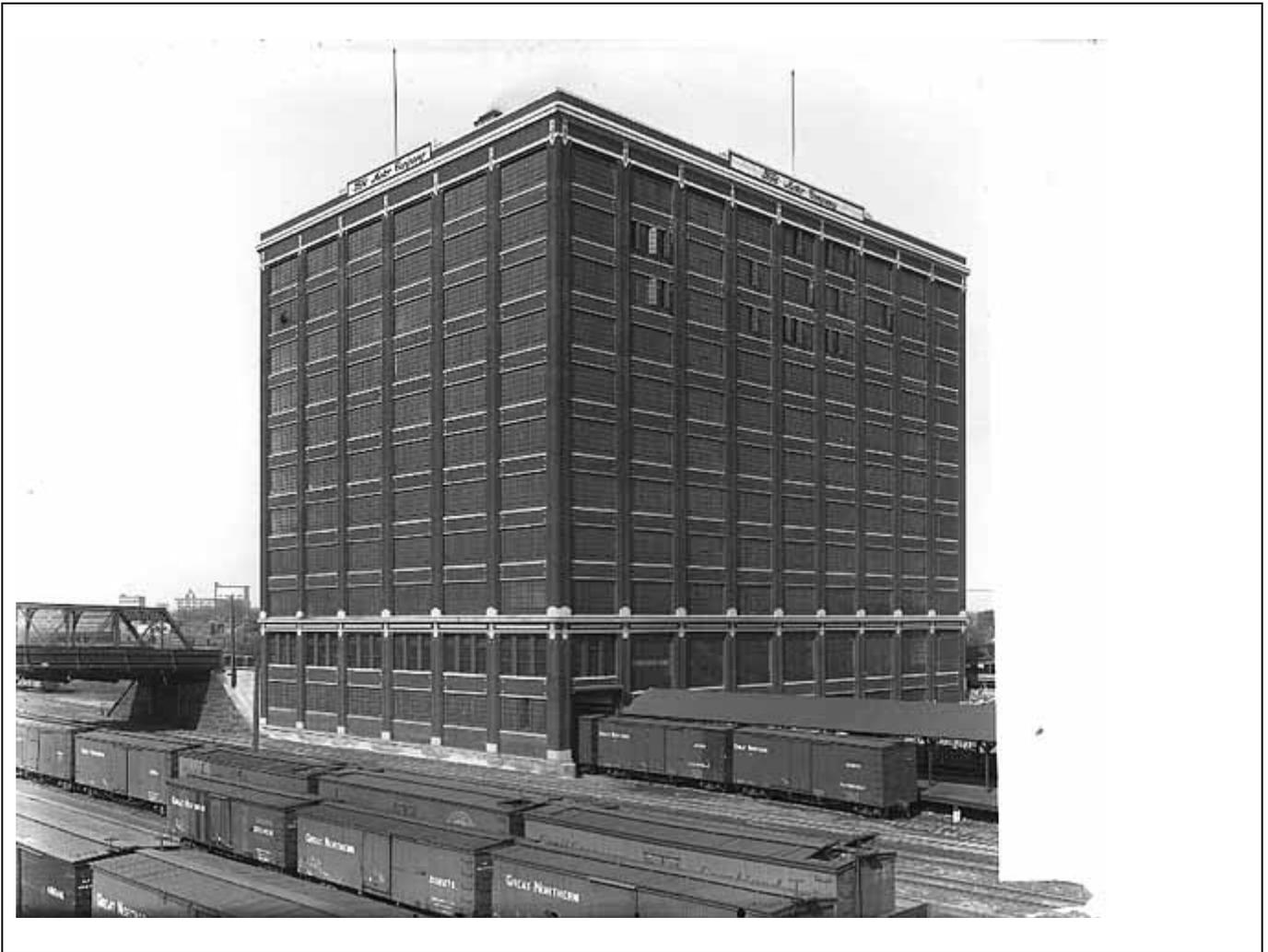
Attachment A: Materials submitted by CPED- (A1-A4)

- A1-A2: Zoning map
- A2: Minneapolis Warehouse District map
- A3-A4: Building photographs

Attachment B: Materials submitted by Applicant– (B1-B16)

- B1-B5: Certificate of Appropriateness application
- B6-B10: Applicant narrative and findings
- B11-B13: Images
- B14-B14.1: Correspondence
- B15-B17: Elevations and floor plans
- B18-B30: sign proposal

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Ford Center: 1914-1915, East (left) and north (right) facades. Source: Charles J. Hibbard, photographer; Minnesota Historical Society

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420 5th Street North: Ford Center, 2010, East (left) and north (right) facades. Source: Applicant

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CLASSIFICATION:	
Local Historic District	Warehouse Historic District
Period of Significance	1865-1930
Criteria of significance	Architecture, Commerce, Master Craftsmen
Date of local designation	1978, 2010, revised
Applicable Design Guidelines	Secretary of Interior Standards for Treatment of Historic Properties, Warehouse District Design Guidelines.

PROPERTY INFORMATION	
Current name	Ford Center
Historic Name	Ford Center
Current Address	420 5 th Street North
Historic Address	412-428 5 th Street North
Original Construction Date	1913
Original Contractor	Splady-Albee-Smith Company
Original Architect	Kees and Colburn
Historic Use	Vehicle motor plant
Current Use	Office
Proposed Use	Office

BACKGROUND:

Building description: The Minneapolis Ford Plant is a large, ten-story curtain wall building constructed with a reinforced concrete, red pressed brick and terra cotta, and built at a cost of \$400,000. Designed by Kees and Colburn, the architects followed the basic design used for other Ford assembly plants throughout the country. The exterior portions of the Ford Center building contribute to the district's significance.

In October and November of 2010, the Heritage Preservation Commission approved a Certificate of Appropriateness application for a rehabilitation project of the Ford Center. In February and May 2011, the Commission approved revised rehabilitation plans.

The Minneapolis Warehouse Historic District is historically significant as an early example of commercial growth as the city's warehouse and wholesaling district. The district expanded during the late nineteenth and early twentieth centuries and helped transform Minneapolis into a major distribution and jobbing center for the northwest. The district is also significant for its concentration of commercial buildings representative of every major architectural style from the late nineteenth to early twentieth century. Finally, the district is significant for exemplifying the work of master craftsmen in its construction.

SUMMARY OF APPLICANT'S PROPOSAL

The Applicant proposes to establish a master sign plan for the Ford Center that includes four signs and eight awnings. The signs include a wall sign, projecting sign, ground sign, and a sign accessory to a parking lot.

- **Wall sign:** A non-illuminated wall sign is proposed to be on the first floor of 5th Street North (Attachment B16, B18 and B22). The sign would be a metal wall sign installed in the recessed opening at the main entrance. The sign will have stainless-steel letters spelling out "FORD CENTER" individually mounted to three steel bars that connect to permanent metal plates on either end, which attach to the metal panels in the entryway. The metal bars are proposed to be painted a color to match the mullions (black). The sign is proposed to be 22 square feet (16" x 16'-7"). The height of the sign would be 15'-9" from grade to the top of the sign (Attachment B16 and B18). All mounting hardware is proposed to penetrate mortar only
- **Projecting sign cabinet:** The Applicant is proposing to reuse the projecting sign cabinet at the corner of Fifth Street and Fifth Avenue; the sign cabinet faces Fifth Street North (Attachment B22 and B28-B29). The sign cabinet is 38 square feet and is 22'-6" from the sidewalk to the top of the sign (Attachment B22). The sign is 8" thick, 9'-6" tall, and projects out 4' from the façade. The applicant states that the sign will be internally illuminated and will have a plastic cover. Specific sign details including illumination and color for a future sign have not been provided (Attachment B6).
- **Ground sign:** A free-standing ground sign will be installed in the planting bed immediately north of the entrance to the parking lot of the building (Attachment B22 and B23). The sign is proposed to be 25 square feet (5'-7" x 4'-5"). The sign with the posts will be 8' in height from the ground to the top of the sign (Attachment B23). The sign is proposed to be made of metal. There will be metal panels finished in dark gray paint. The cutouts will reveal the building name, street address, and tenant names. The cutouts will hold white push-through letters illuminated by LED fixtures within the box.

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- **A sign accessory to parking lot:** A sign accessory to the parking lot is proposed to provide directions for deliveries and tenant garage (Attachment B22 and B26). The sign is proposed to be 8.25 square feet (3" wide x 2'-8" tall). The sign is attached to posts that will have the sign being 4'-5" from the ground to the top of the sign. The sign is proposed to be fabricated aluminum cabinet painted to match the mullions of the building. The sign will not be illuminated (Attachment B26). In addition to providing directional arrows for '*deliveries*' and '*tenant garage*', the sign is proposed to have a Ford Center logo and the words 'Ford Center'.
- **Awnings:** Cloth awnings are proposed to be installed on three windows on the first story of the west end of Fifth Street and six windows on Fifth Avenue (Attachment B6, B19, B22, B24, and B28). The awnings will fit within the window opening. The awnings will be 16'-6" wide, 6'-6" deep, and 5' tall (including a 12" skirt). The retail tenants have not been named, but the Applicant is proposing to have the signage be within the skirt portion of the awnings and not exceed six square feet. The end awnings will have signage on the sides. All signs on the awnings will be located in the same positions. The awning hardware will attach to the window frame and will not attach to or cover any part of the building wall. The awnings will not be illuminated.
- **Window signs:** Window signs are not regulated by the Heritage Preservation Commission guidelines. The Applicant is proposing silver vinyl graphics with the building name/logo and street address will be surface mounted to the glass on the new vestibule addition at the entrances from the parking lot and Fifth Avenue (Attachment B7, B21-B22, and B25). The signs will not include backlighting, flashing, or any other sign type that is not allowed. Per the Design Guidelines for On-Premise Signs and Awnings,
- **Water tower:** the repainting of the water tower was approved through a Certificate of No Change application in October 2011.

PUBLIC COMMENT:

As of the publication of this staff report, staff has received no comment letters on the project.

CETIFICATE OF APPROPRIATENESSU: Certificate of Appropriateness to rehabilitate the steel fence as part of Phase I of the fence restoration project.

Findings as required by the Minneapolis Preservation Code:

The Planning Division of the Minneapolis Community Planning and Economic Development Department has analyzed the application based on the findings required by the Minneapolis Preservation Ordinance. Before approving a certificate of appropriateness, and based upon the evidence presented in each application submitted, the commission shall make findings based upon, but not limited to, the following:

(1) The alteration is compatible with and continues to support the criteria of significance and period of significance for which the landmark or historic district was designated.

The exterior portions of the building at 420 5th Street North contribute to the district's significance due to its industrial architecture and work of a master architect.

The master sign plan is compatible with and continues to support the criteria of significance of the Ford Center Building and the North Loop Warehouse District. The proposed signs are in traditional sign locations and the installation of the signs will have a minimal impact on the building.

(2) The alteration is compatible with and supports the interior and/or exterior designation in which the property was designated.

The proposed alterations are compatible with and support the property's exterior designation. The exterior portions of the building at 119 4th Street North contribute to the district's significance. The Applicant is proposing to establish a master sign plan for the building. The master sign plan provides an organized plan for the installation of signage and awnings on the building. This plan will help ensure that the building possesses effective signage that does not damage its ability to communicate its historical significance.

(3) The alteration is compatible with and will ensure continued integrity of the landmark or historic district for which the district was designated.

The alteration is compatible with and will ensure continued integrity of the Ford Center Building and the North Loop Warehouse District based upon the evidence provided below.

Location: The Applicant proposes no changes to the contributing resource's location, thus the project will not impair the contributing resource's integrity of location.

Design: As proposed, the project will minimally alter the design of the building. The proposed signage and awnings will add exterior features to the building that will be highly visible from the public right of way. The signage and awnings will be easily reversible,

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ensuring that the building's historic character remains intact as future signs and awnings are required.

Setting: The Applicant proposes no offsite changes, thus the project will not impair the contributing resource's integrity of setting.

Materials: The Applicant proposes minimal alterations to the building's historic materials. Masonry blocks and mortar joints will be affected by the installation of signage and awnings. Staff recommends that the following conditions be applied to the project to prevent unwarranted damage to the bricks:

- a. Electrical conduit shall be installed through the permanent mounting plate;
- b. Not more than one brick shall be damaged by the installation of the permanent mounting plate; and
- c. Electrical conduit and any lighting fixture shall be attached to the sign and not the building wall.

Workmanship: The Applicant proposes no changes to the terra cotta, windows, and additional building details as part of this project. Therefore, the project will not impair the contributing resource's integrity of workmanship.

Feeling: The Applicant is proposing to install signs and awnings on the building. Both signs and awnings existed during the district's period of significance, though these particular signs and awnings did not exist during the district's period of significance. Sign technology changed dramatically over the course of the district's period of significance, transitioning from non-illuminated wood signs to internally lit neon signage. The updated signs and awnings will complement the building's historic character while not creating a false sense of history, thereby maintaining the building's integrity of feeling.

Association: Signs and awnings were routinely placed on this building. The installation of the proposed sign package will not impair the building's integrity of association.

(4) The alteration will not materially impair the significance and integrity of the landmark, historic district or nominated property under interim protection as evidenced by the consistency of alterations with the applicable design guidelines adopted by the commission.

The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that a Certificate of Appropriateness is required for sign or awning proposals that do not conform to the design guidelines. The master sign plan is in compliance with most sign guidelines, however, it does not comply with all of the design guidelines, as discussed below. In determining whether to approve a Certificate of Appropriateness for a sign or awning proposal, the HPC will consider special situations including building condition, building orientation, historic precedence and exceptional design proposals.

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Sign Message: The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that 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. The application is proposing to comply with this guideline in limiting the signs to the name of the building or building tenant.

Number of Signs : The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that a corner lot with a principal entrance on each street is allowed two signs per street frontage.

5th Street North: The Applicant's proposal of a having a wall sign, projecting sign, and awnings on the 5th Street elevation exceeds the guideline for number of signs by one.

5th Avenue North: The Applicant's proposal of a having awnings in the 5th Avenue windows and a ground sign near the parking lot entrance is in compliance with the design guidelines for the number of signs allowed.

The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that, in determining whether to approve a Certificate of Appropriateness for a sign or awning proposal, the HPC will consider special situations including building condition, building orientation, historic precedence and exceptional design proposals. Given the size of the building and the property, the existing conditions of a previously approved projecting sign cabinet, and overall quality of the proposed sign package, staff recommends the project be approved with the requested four signs and eight awnings.

Sign Types: The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that 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. The master sign plan includes a projecting sign and a ground sign.

The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that, in determining whether to approve a Certificate of Appropriateness for a sign or awning proposal, the HPC will consider special situations including building condition, building orientation, historic precedence and exceptional design proposals. Given the size of the building and the property (55,440 square feet), the spacing of the projecting sign and ground sign (approximately 200 feet apart), the existing conditions of a previously approved projecting sign cabinet, and overall quality of the proposed sign package, staff recommends the project be approved with the requested four signs and eight awnings.

Location of building signs: The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that, 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.

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The proposed wall sign, projecting sign, and awnings are located in traditional sign locations on primary faces of the building. The proposed locations of these signs do not obscure or damage architectural features. However, the wall sign and projecting sign are proposed to be placed higher than the maximum 14 feet. The wall sign is 15'-9" to the top of the sign and the projecting sign is 22'-6" to the top of the sign. The proposed ground sign and parking lot sign are in traditional locations for building identification and guiding directing traffic within a parking lot.

The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that in determining whether to approve a Certificate of Appropriateness for a sign or awning proposal, the HPC will consider special situations including building condition, building orientation, historic precedence, and exceptional design proposals. Given the height of the building's first floor and the grade change at the corner of 5th Street North and 5th Avenue North, staff recommends the master sign plan be approved with the projecting sign and wall sign at the proposed heights.

Color: The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that sign colors and materials should be compatible with the colors of the building and its surroundings. Day-glo, light reflecting or fluorescent colors or materials are not allowed.

The color of the wall sign, ground sign, and sign accessory to the parking lot are in compliance with the color requirements. However, no sign colors have been proposed for the projecting sign and awnings. To ensure future signs meet these standards, staff recommends that the project be conditioned to prohibit day-glo, light reflecting and fluorescent colors or materials.

Installation: The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that 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.

As proposed, the project meets the installation requirements. The Applicant states that the wall sign will be attached to the building through the mortar joints (Attachment B6) and that the projecting sign will use the existing mounting plates.

Sign Illumination: The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that only one of the signs should be illuminated, except that banners and awning signs should never be illuminated.

The Applicant is proposing to have two signs illuminated, the projecting sign at the corner of 5th Street North and 5th Avenue North and the ground sign on the northwest side of the parking lot. The existing projecting sign has plastic panels on each side. The Applicant states that it is their intentions to maintain having plastic panels.

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The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that, in determining whether to approve a Certificate of Appropriateness for a sign or awning proposal, the HPC will consider special situations including building condition, building orientation, historic precedence and exceptional design proposals. Given the size of the building and the property (55,440 square feet), the spacing between the projecting sign and ground sign (approximately 200 feet apart), the existing conditions of a previously approved projecting sign cabinet, and overall quality of the proposed sign package, staff recommends the project be approved in having two illuminated signs. However, staff recommends adding the condition that if the projecting sign is illuminated that it meets the internal illumination definition and that plastic face covers should not be placed on the illuminated sign.

Sign Size:

Wall sign: The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that wall signs should be no more than two feet high and thirty-two feet in area

The proposal meets this standard: the proposed wall sign is 22 square feet. The dimensions are 16" high x 16'-7" wide.

Projecting sign: The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that projecting signs should be no more than twelve square feet and not project more than four feet from the building.

The proposed projecting sign meets the four foot requirement of projecting from the building; however, the projecting sign is 38 square feet (4' wide by 9'-6" tall), which exceeds the 12 square foot size allowance.

The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that, in determining whether to approve a Certificate of Appropriateness for a sign or awning proposal, the HPC will consider special situations including building condition, building orientation, historic precedence and exceptional design proposals. Given that the projecting sign cabinet exists and the 10-story height of the building, staff recommends that the proposed corner projecting sign be permitted at the proposed size.

Number of Awnings: The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that the number of awnings may not exceed the number of window or door openings.

The project complies with this standard. The proposed master sign plan includes the possibility of eight awnings within window openings (see Attachment B21-B22).

Awning Location & Attachment: The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that awnings should fit within the window

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or door opening. 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.

The project complies with this standard.

Awning Material: The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that awnings should be constructed of coated or uncoated cloth fabric.

Staff recommends that the project be conditioned to require that the awnings be constructed of coated or uncoated cloth fabric.

Awning Illumination: The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that awnings should not be illuminated.

The awning proposal meets this standard.

Awning Signs: The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings states that 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 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.

The master sign plan complies with these stipulations.

Awning Shape: The Minneapolis Heritage Preservation Commission Design Guidelines for On-Premise Signs and Awnings also state that 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.

The master sign plan complies with these stipulations.

(5) *The alteration will not materially impair the significance and integrity of the landmark, historic district or nominated property under interim protection as evidenced by the consistency of alterations with the recommendations contained in The Secretary of the Interior's Standards for the Treatment of Historic Properties.*

The Applicant is conducting a rehabilitation of the subject property. The proposed signs are consistent with the very limited sign standards in the rehabilitation guidelines of The Secretary of the Interior's Standards for the Treatment of Historic Properties which recommend preserving historic signs and identifying, retaining, and improving thermal efficiency through a variety of methods, to include installing awnings if historically appropriate.

The Applicant's proposal requires minimal change to the building and the proposed changes are reversible. In addition, the historic character of the property will be retained and preserved.

- (6) The certificate of appropriateness conforms to all applicable regulations of this preservation ordinance and is consistent with the applicable policies of the comprehensive plan and applicable preservation policies in small area plans adopted by the city council.**

Action 8.1.1 of the Minneapolis Plan for Sustainable Growth indicates that the City shall protect historic resources from modifications that are not sensitive to their historic significance. As conditioned, the project will not modify the building in a way that is insensitive to its historical character, as discussed in items 4 and 5 above, and such changes shall be readily reversible.

Comprehensive plan policy 8.1 states that the City will, “Preserve, maintain, and designate districts, landmarks, and historic resources which serve as reminders of the city's architecture, history, and culture.” The proposed work will indirectly help preserve and maintain the subject property by facilitating the reuse of the building for a prominent office building and restaurant.

- (7) Destruction of any property. Before approving a certificate of appropriateness that involves the destruction, in whole or in part, of any landmark, property in an historic district or nominated property under interim protection, the commission shall make findings that the destruction is necessary to correct an unsafe or dangerous condition on the property, or that there are no reasonable alternatives to the destruction. In determining whether reasonable alternatives exist, the commission shall consider, but not be limited to, the significance of the property, the integrity of the property and the economic value or usefulness of the existing structure, including its current use, costs of renovation and feasible alternative uses. The commission may delay a final decision for a reasonable period of time to allow parties interested in preserving the property a reasonable opportunity to act to protect it.**

The project does not include the destruction of the subject property.

Before approving a certificate of appropriateness, and based upon the evidence presented in each application submitted, the commission shall make findings that alterations are proposed in a manner that demonstrates that the applicant has made adequate consideration of the following documents and regulations:

- (8) Adequate consideration of the description and statement of significance in the original nomination upon which designation of the landmark or historic district was based.**

The proposed alterations are compatible with and support the statement of significance in the original nomination upon which designation of the landmark or historic district was based. The exterior portions of the building at 420 5th Street North contribute to the district's significance. The Applicant is proposing to install signs necessary for the identification of a prominent office building and restaurant.

(9) *Where applicable, Adequate consideration of Title 20 of the Minneapolis Code of Ordinances, Zoning Code, Chapter 530, Site Plan Review.*

Title 20 of the Minneapolis Code of Ordinances, Zoning Code, Chapter 530, Site Plan Review does not require site plan review for this proposal, which includes no additions.

(10) *The typology of treatments delineated in the Secretary of the Interior's Standards for the Treatment of Historic Properties and the associated guidelines for preserving, rehabilitating, reconstructing, and restoring historic buildings.*

The Applicant is conducting a rehabilitation of the subject property. Given the major renovation, the rehabilitation guidelines are the most appropriate treatment. As discussed in finding #5, the application is in compliance with the rehabilitation guidelines of *the Secretary of the Interior's Standards for the Treatment of Historic Properties*.

Before approving a certificate of appropriateness that involves alterations to a property within an historic district, the commission shall make findings based upon, but not limited to, the following:

(11) The alteration is compatible with and will ensure continued significance and integrity of all contributing properties in the historic district based on the period of significance for which the district was designated.

The proposed alterations are compatible with and will ensure continued significance and integrity of all contributing properties in the historic district. The proposed signs and awnings will not damage the building's ability to communicate its historical significance and are readily reversible, apart from bricks that need to be altered to run electrical conduit into the building. To prevent further damage to the historic building from future signage, staff recommends that the project be conditioned to ensure all illuminated building signs connect to a permanent mounting plate located near the entrance.

(12) Granting the certificate of appropriateness will be in keeping with the spirit and intent of the ordinance and will not negatively alter the essential character of the historic district.

The spirit and intent of the City of Minneapolis' Heritage Preservation Regulations is to preserve historically significant buildings, structures, sites, objects, districts, and cultural landscapes of the community while permitting appropriate changes to be made to these properties. The proposed alteration will be reversible. This is in keeping with the spirit and intent of the ordinance.

(13) The certificate of appropriateness will not be injurious to the significance and integrity of other resources in the historic district and will not impede the normal and orderly preservation of surrounding resources as allowed by regulations in the preservation ordinance.

Approval of this Certificate of Appropriateness will not impede the normal and orderly

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preservation of surrounding resources within the district and City at large. As conditioned, the signage and awnings complement the historic building by hearkening back to nearby signage found during the district's period of significance without creating a false sense of history by replicating historic signage.

STAFF RECOMMENDATION

CPED-Planning staff recommends that the Heritage Preservation Commission **adopt** staff findings and **approve** the Certificate of Appropriateness with the following condition(s):

- 1) CPED-Planning Preservation Staff shall review and approve the final sign plans prior to building permit issuance;
- 2) The Certificate of Appropriateness approval shall expire if it is not acted upon within one year of approval, unless extended by the Planning Director in writing prior to one-year anniversary date of approvals;
- 3) By ordinance, all approvals granted in this Certificate of Appropriateness shall remain in effect as long as all of the conditions and guarantees of such approvals are observed. Failure to comply with such conditions and guarantees shall constitute a violation of this Certificate of Appropriateness and may result in termination of the approval;
- 4) Awnings shall be constructed of coated or uncoated cloth fabric
- 5) Electrical conduit shall be installed through the permanent mounting plate;
- 6) Not more than one brick shall be damaged by the installation of the permanent mounting plate;
- 7) Electrical conduit and any lighting fixture shall be attached to the sign and not the building wall;
- 8) prohibit day-glo, light reflecting and fluorescent colors or materials;
- 9) projecting sign is illuminated that it meets the internal illumination definition and that plastic face covers should not be placed on the illuminated sign;
- 10) building signs connect to a permanent mounting plate located near the entrance.