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211 East D Street | Pueblo, Colorado 81003 | Tel 719-553-2259 | Fax 719-553-2359 | TTY 719-553-2611 | www.pueblo.us

## HPC-15-01

March 12, 2015

**To:** Historic Preservation Commission  
**From:** Kelly Grisham, Planner  
**Through:** Steven Meier, Director of Planning and Community Development  
**Location:** **102 South Oneida Street**  
**Applicant:** Chuck Hitchcock, Signs by Scott, Ltd.  
**Owner:** Abel Tapia  
**Year Built:** 1869  
**Legal Description:** Lots 13 and 18, Block 90, South Pueblo  
**Zone District:** **I-3, Heavy Industrial**

**Request:** **Install signage on the Oneida Street façade and the parking facade**

### Synopsis

According to Standards of Appropriateness (1.4.1.1) "Any owner proposing to materially alter a designated landmark...must obtain a COA". The applicant is proposing to install two (2) signs on the Quaker Flour Mill Building which is listed on the National Register of Historic Places.

### Analysis

The first sign is a 24 square foot, individual letter, white flat acrylic sign with a blind stud mount. The sign measures 16 feet long by approximately 1 and a half feet tall and will sit on the northwestern façade of the building facing Oneida Street. Each letter will be installed individually by drilling holes in the mortar and backfilling the holes with silicone prior to mounting the studs in the wall. The building's northwestern (front) façade measures 44 feet which under the present sign code would allow 88 square feet of signage. According to Section 3.1.6 of the Standards of Appropriateness, several of the guidelines would prohibit this proposed sign: (1) signs should be consistent with (but not necessarily replicas of) design features of the period of significance for the structure; (2) signs of all types should be unobtrusive and blend in with the surrounding architecture; (3) Color for signs should be selected to harmonize with the overall building color scheme and historic character; (4) sign placement is important: new signs should not obscure significant features of the historic building. Signs above a storefront should fit within the historic signboard, for example. The signage proposed on the front façade of the building does not comply with the criteria listed above. In addition, the Standards of Appropriateness specifically states that signs should have no plastic elements. Acrylic is typically made of plastic; therefore, the proposed sign is not in conformance with the Standards of Appropriateness.

The second sign is an 88 square foot, vinyl wall sign, which can be removed without damaging any of the existing substrate of the wall if required. This sign is proposed on the façade of the building that has already been modified from the original character of the building. In addition, the applicant is proposing an application of the sign that will be removable in the future.

**Recommendations:**

Staff recommends DENIAL of the front façade sign and APPROVAL for the side sign.

Exhibits

- A. Findings of Fact
- B. Aerial Overview Map
- C. Photo Record
- D. Application and attachments

**Exhibit A. Findings of Fact for a Certificate of Appropriateness**

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**FINDINGS OF FACT FOR A CERTIFICATE OF APPROPRIATENESS**

1. The proposed work conforms to the intent and purpose of this code.
  - Comments:

*Negative finding. The proposed signage on the front of the building would detract from the historic nature of the building and is not consistent with the period of significance of the structure. The use of white acrylic does not fit with the historic nature of this building; therefore, the sign proposed on this façade does not conform to the intent and purpose of this code.*

*Affirmative finding. The proposed signage on the side of the building is being added to an area of the building which has already seen significant changes from the original building; therefore, the sign proposed on this façade will conform to the intent and purpose of the code.*
2. The proposed work will preserve the special character, interest and value of the landmark or historic district and its environs.
  - Comments:

*Negative finding. The sign on the front of the building will negatively affect the special character of the building. The areas above the arched windows on the front of the building have a special brick detailing that should not be covered with signage. This building does not have a designated sign panel; however, there is field brick located in the approximate location of the proposed sign. Staff recommends if the Commission approves the signage, they require the applicant to place smaller signage so the sign will be above the special brick and below the window sill, thus preserving the special character of the building.*

*Affirmative finding. The sign proposed on the side of the building will not affect the special character, interest or value of the landmark.*
3. The proposed work would not be an adverse impact on the exterior features of the landmark
  - Comments:

*Affirmative finding. The proposed work will not create an adverse impact, and much of the work can be removed in the future.*
4. The proposed work would be harmonious with the character of an historic district
  - Comments:

*The building is not located in a historic district.*
5. The proposed work will be compatible with respect to scale, form, and composition of principal facades and relationship to the street.
  - Comments:

*Negative finding. The remainder of the buildings on the street are industrial type buildings. Given the original use of the building as a flour mill (industrial use), the industrial Zone District (I-3) and the absence of a sign panel, staff can easily presume a sign was not intended for this building.*

**Exhibit B: Aerial Overview Map  
City of Pueblo  
Historic Preservation Commission**

**Case Number:** HPC-15-01, March 12, 2015 Meeting  
**Location:** 102 S. Oneida Street



**Exhibit C: Photo Record  
City of Pueblo  
Historic Preservation Commission**

**Case Number:** HPC-15-015, March 12, 2015 Meeting

**Location:** 102 S. Oneida Street



**Photo #1. Overview of the Oneida St. façade.**



**Photo #2. Overview of the side façade.**