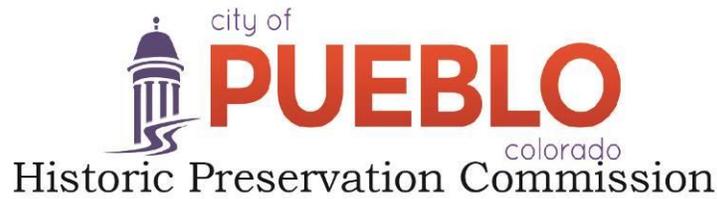


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HPC-21-07

TO: City of Pueblo Historic Preservation Commission

FROM: Wade Broadhead, Planner

THROUGH: Scott Hobson, Acting Director of Planning and Community Development

DATE: July 9, 2021

SUBJECT: Certificate of appropriateness for signage on a local landmark

LOCATION: 107 S. Grand Avenue

CULTURAL LISTING: La Veta Block, constructed 1891, listed on the Pueblo Register of Historic Places on June 13, 2016, by Ordinance 9000.

APPLICANT: Pueblo Arts Alliance
107 S. Grand Avenue

PROPERTY OWNER: Same

ZONE DISTRICT: Central Business (B-4 Zone) District

LEGAL DESCRIPTION: Lot 1+E 26 FT of BLK 46, Pueblo

CONCURRENT REQUESTS: None

PURPOSE:

Section 4-14-11 (c) of the Pueblo Municipal Code (PMC), requires all owners of historic properties to obtain a Certificate of Appropriateness for any alteration or rehabilitation that does, or does not, require a building permit. The applicant requests a Certificate of Appropriateness to add a painted sign to the north two bays of the primary facade. *Pueblo Standards of Appropriateness* were considered for this case.

ANALYSIS:

The La Veta Place/La Veta Block building was erected in 1891 and is a fine example of Late Victorian Romanesque architectural style common in the Pueblo Downtown commercial district at that time. The building was purchased and then locally landmarked by the Pueblo Arts Alliance in 2016. The organization secured a grant from the State Historical Fund for exterior renovation which is currently wrapping up.

The two-story red brick building fronts on Grand Avenue directly across from the El Pueblo Museum. The primary façade consists of plate glass windows modified wainscoting. The second floor contains replacement fixed pane windows with the bottom open for ventilation. The first-floor storefront has been heavily modified and consist of 3 vertical panes of glass with a white wood board where the transom windows once sat. The applicant is proposing a 49 square foot and a 7 square foot sign. The signs read “Pueblo Arts Alliance” and in a space above the southern doorway “Liminal Space, Gallery”, the logo of the alliance, consisting of gears, will frame the Liminal Space Gallery doorway and extend onto the sidewalk if possible. The white wooden covered transom will be painted to match the sandstone, in an orange oxide tone. The Arts alliance will be painted a “Cedar Chest” dark red (see color sample) as well as a “Sea Glass” dark green.

One of the tenants of the Secretary of Interior’s Standards are to be flexible with changes are that are easily reversable, the proposed signage is easily reversable. Given the degree of heavy modification the request for a sign should confine plans to the areas that have been modified which is what the applicant plans on installing. Owners should have some degree of flexibility on facades that have been heavily modified until they restore the storefront. Painted signs are easily reversable and cause no harm to already disturbed facades. Furthermore, the 56 square foot of signage is well below what would be allowed in a B-4 Zone District, which would be the length 120 linear ft, times 2 so 240 square feet.

The applicant is requesting a Certificate of Appropriateness per the requirements contained in Section 12, Chapter 14 – Historic Preservation Code, Title IV – Building Regulations, of the *Pueblo Municipal Code*. The Historic Preservation Commission may approve this application if it serves the goals of the historic preservation standards and recommendations. The request is discussed in detail below:

Scope of Work

1. Paint the “Pueblo Arts Alliance” name and logo on the front façade northern two bays.
2. Paint “The Liminal Space Gallery” on the front façade.
3. Repaint the white wooden area to match existing sandstone as well as a free band in the old transom area and red oxide to “frame” the windows.

Applicable Standards of Appropriateness (by section):**3.1.6 Signs**

Historic signs are important architectural features of landmark structures and should be preserved and restored along with other architectural detailing. Any sign ordinances in effect for the zone district affecting a particular project shall apply. In addition, signs should be consistent with (but not necessarily replicas of) design features of the period of significance for the structure.

Guidelines

1. Signs of all types should be unobtrusive and blend in with the surrounding architecture.
2. Sign size should be of pedestrian scale and should complement the architecture.
3. Color for signs should be selected to harmonize with the overall building color scheme and historical character.
4. Businesses located above the first floor can have signs placed at the street level entrance or carefully designed window signs of appropriate size and material.
5. New signs should respect the size, scale and design of the historic building. Often features or details of the building will suggest a motif for new signs.
6. 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.
7. New signs should also respect neighboring buildings. They should not shadow or overpower adjacent structures.
8. Letter style of signs should be legible, using simple, well-proportioned typeface.
9. Banner signs are not to be located higher than the transom window.
10. Signs on transom windows or in the original location of the transom are not allowed.
11. Construction of new projecting signs should be limited to a pedestrian scale.
12. Sandwich board signs or projecting signs require a revocable permit on or in the public right-of-way by city ordinance.
13. Signs should have no plastic elements.
14. Electrified backlit and interior illuminated signs are not permitted.

The storefront has been heavily modified and the painting of the signs conforms to the guidelines with one exception, “do not paint over the transom.” The transom area has been obliterated and compressed with the storefront area so while the one sign is in the transom area it’s not a traditional transom window. Furthermore, staff will be recommending a change to the guidelines for this requirement as it’s a narrow reading of historic period and painted signs on a transom area allow flexibility for owners without compromising historic character. Numerous painted letters and numbers were painted on transom windows from the 1890s to the 1940s in Colorado. Reasonable text or addressing should be allowed on transom areas in historic downtowns.

The font for the logo is not typical historic font but in this case it is the logo of the owner and sits on a compromised façade on a stand alone historic landmark, not a commercial district. The organization’s mission is more festive and artistic and should have a little bit of flexibility with regards to reversible signage.

Findings of fact for CERTIFICATE OF APPROPRIATENESS requirements:

1. Conform to the intent and purpose of this code.
 - **Comments:**
Affirmative finding, the applicant used current and historic photographic documentation to determine the materials and colors for the restoration per *Standards of Appropriateness* Sec. 1.5.2 Restoration.
2. Preserve the special character, interest, and value of the landmark or historic district and its environs.
 - **Comments:**
Affirmative finding, the applicant intends to complete the in the previously modified storefront and paint areas with complimentary colors to the stone *Standards of Appropriateness* Sec. 3.1.9.5.
3. Not be an adverse impact on the exterior features of the landmark.

- **Comments:**

Affirmative finding, the applicant intends to paint on an already altered storefront so there is no adverse impact. Furthermore the signs are painted and easily reversible.

4. Be harmonious with the character of an historic district (or landmark).

- **Comments:**

Affirmative finding, the signs are confined to the already modified area of the storefront and while a little larger than typical retail signs the mission and owner have a more artistic and expressive style.

5. Be compatible with respect to scale, form, and composition of principal facades and relationship to the street.

- **Comments:**

Affirmative Finding, the form of the structure is not being altered.

PLANNING AND COMMUNITY DEVELOPMENT STAFF RECOMMENDATION:

Staff recommends Approval for the exterior rehabilitation.

CONDITIONS IF APPROVED:

Should the Historic Preservation Commission find it appropriate to grant a Certificate of Appropriateness, the staff recommends including with the following conditions

1. **Time Limits:** Date of issuance of permit: July 14, 2022.
2. **Required Revisions:** Any revisions or additions to plans required as a result of approval must be submitted and stamped “approved” prior to the sign-off of the building permit routing slip.
3. **Changes:** The project shall be completed as shown on the plans, which have been stamped “approved” and dated by the Department of Planning and Community Development. The project shall not deviate from the approved plans without prior written approval from the Department of Planning and Community Development and may be subject to further review by the Historic Preservation Commission.

ATTACHMENTS:

- A. Location Map
- B. Comprehensive Plan Map
- C. Site Photographs
- D. Application
- E. Plans
- F. Paint Samples

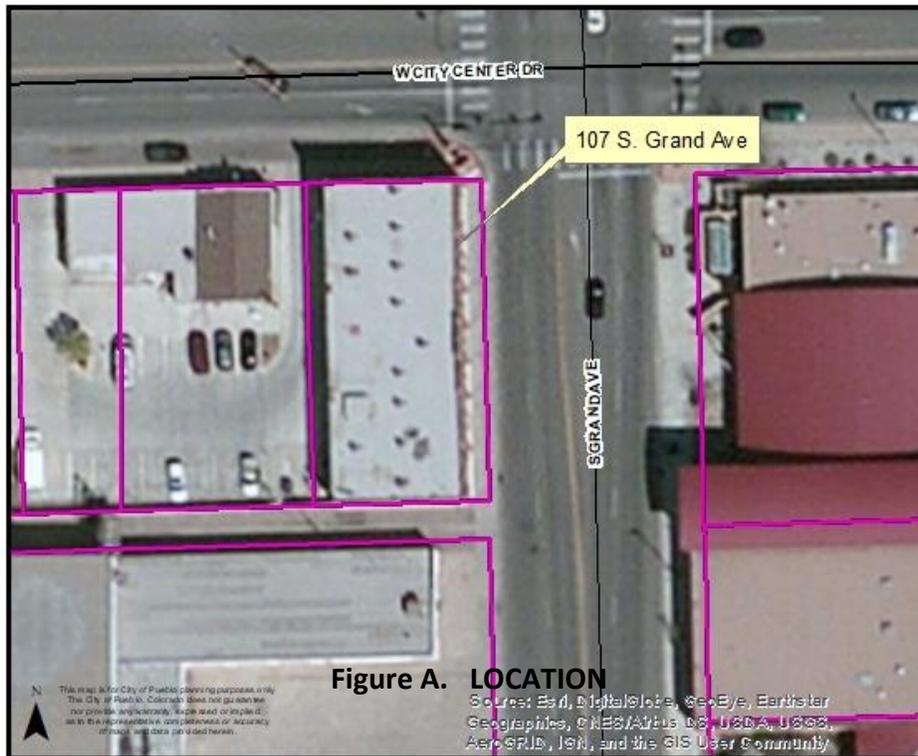


Figure B. SITE PHOTOGRAPHS





Certificate of Appropriateness Application Residential: \$75

Please type or **print** clearly. Illegible applications will not be accepted. Non-Residential: \$150

Property Owner:		Applicant (If different from property owner):		
Contact Info	Name:	107 S. GRAND L.L.C.	Name: JOHN WILBAR	
	Address:	107 S. GRAND	Company:	
	Zip:	81003	Address: 222 W. ABRIENCO	Zip: 81004
	Phone: (719) 242-6652 (KAREN)	Phone: (719) 542-1370	Fax:	
	Email: karen@puebloarts.org	Email: johnwilbar@gmail.com	<i>The applicant will be the primary contact unless otherwise noted.</i>	
Property Info	Property Address: 107 S. GRAND			
	Parcel No:			
	Legal Description:			
	Property Size:	Zone:		
Project Information	General Information			
	Name of structure: PUEBLO ARTS ALLIANCE / GALLERY-STUDIOS			
	Provide a short description of the proposed work: SIGN AND PAINT AT FRONT OF BLDG.			
	Type of Historic Registry: <input type="checkbox"/> National <input checked="" type="checkbox"/> State <input type="checkbox"/> Local			
	Scope of work: (Mark all that apply and attach a detailed description as Attachment A)	<input type="checkbox"/> New construction <input type="checkbox"/> Addition - % of existing _____ % <input type="checkbox"/> Modification <input checked="" type="checkbox"/> Paint: DARK GREEN RED OXIDE <input checked="" type="checkbox"/> New Colors _____ <input type="checkbox"/> Repaint same colors _____ <input type="checkbox"/> Paint removal <input type="checkbox"/> Awning <input type="checkbox"/> Replace or add windows or doors <input checked="" type="checkbox"/> Signs <input type="checkbox"/> Reroof <input type="checkbox"/> Demolition <input type="checkbox"/> Maintenance of stone or brick <input type="checkbox"/> Certificate of economic hardship <input type="checkbox"/> Lighting <input type="checkbox"/> Other: _____		

(Continued from previous page)

Project Information	Existing Building Information	
	Area?	FRONT AGE
	Storefront width?	
	Height?	
	Materials?	
	Year built?	
	Proposed Construction Information	
	Area?	
	Height?	
	Materials?	
Additional information regarding the specific request:		
Attachment Checklist:		
The following list of attachments are required to accompany all applications:		
<input type="checkbox"/> A. Site plan detailing the request (See site plan requirements sheet). <input type="checkbox"/> B. Applicable application, if any (i.e. Single Family Home Application). <input checked="" type="checkbox"/> C. Photographs. <input checked="" type="checkbox"/> D. Color samples. LATER <input type="checkbox"/> E. Additional information that you believe justifies the request.		
By signing below, the Property Owner and Applicant are representing that each understands and agrees to the following terms:		
Terms	1. Authorized personnel from the City of Pueblo, are hereby granted the right to enter the subject property for the purposes of reviewing and processing the application, including Certificate of Occupancy Inspections. 2. There are no known hazards or vicious animals present on the subject property. 3. All information contained in this application, is true and accurate to the best of my knowledge. 4. The City of Pueblo is under no obligation to approve the request contained in this application. No promises of approval are conveyed with the acceptance of this application. 5. It is highly recommended that a licensed surveyor complete a property survey before any construction takes place. The property owner is responsible for any construction that takes place within the boundaries of their property. The city may require any construction built outside of the property legal boundaries or within any setbacks (by intent or error), to be removed at the owners' expense.	
Signatures	Property Owner	
	Print Name:	DAVID EDWARDS, PAA Board President
	Signature:	<i>[Signature]</i> Date: 6-28-21
	Applicant, if different from Property Owner	
Signatures	Print Name:	
	Signature:	Date:

Office Use Only	Zoning Compliance (Completed by City Staff)	
	Application received by: WAB	Date:
	Hearing date:	Case #:
	Application approved by:	<input type="checkbox"/> Approved <input type="checkbox"/> Denied <input type="checkbox"/> Approved w/conditions <input type="checkbox"/> Administrative Approval
	Date:	<i>Fee waived by SH 6/28/21</i>

PPG1065-7 Cedar Chest

ⓧ ARTS AN

PPG1065-0 Cinnamon

PPG1065-5 Mexican Moonlight

PPG1065-4 Sweet Peach

PPG1065-3 Honeysweet

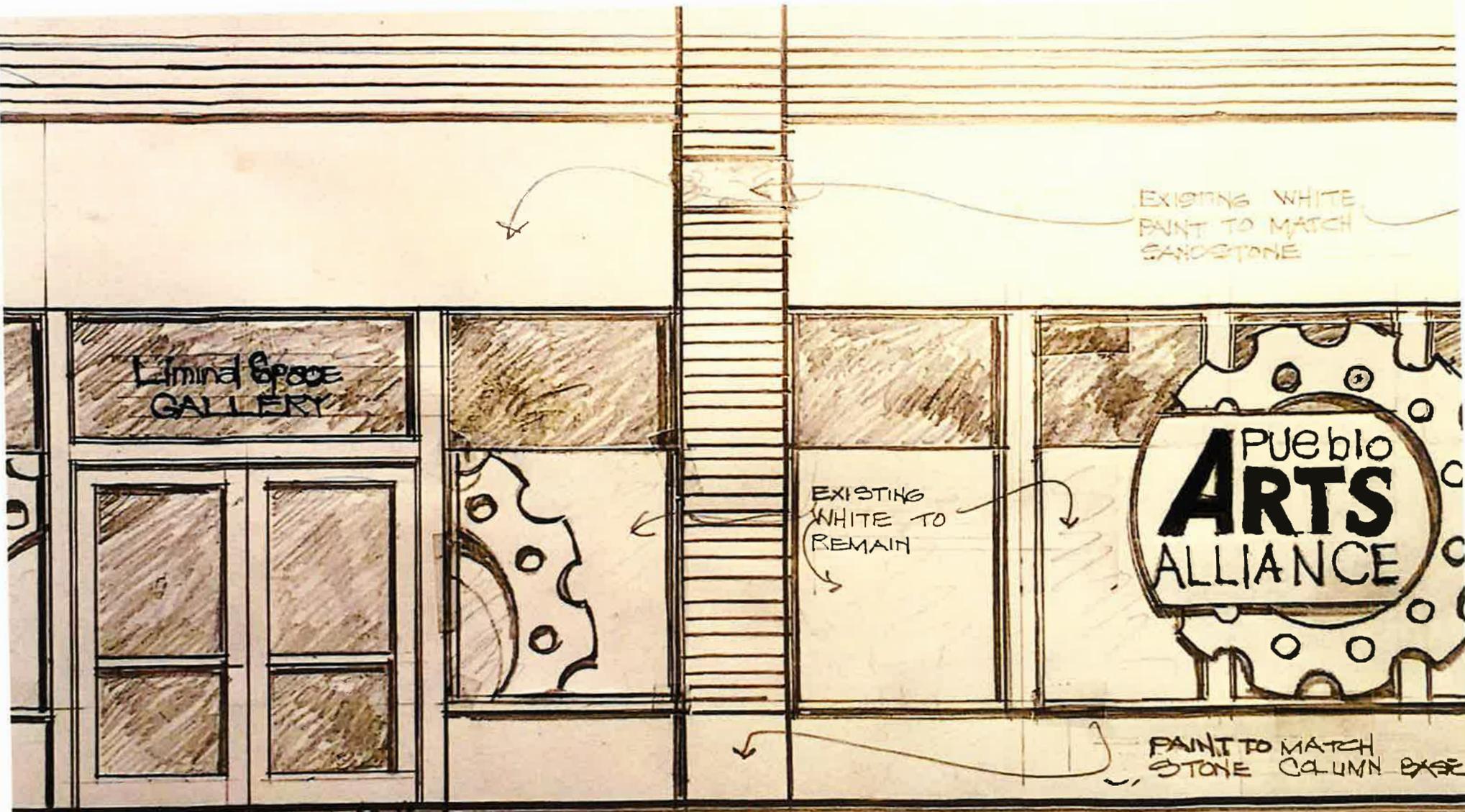
PPG1065-2 Fiesta

PT30

ⓧ ARTS ALLIANCE

PT30

PPG103-30 Sea Glass



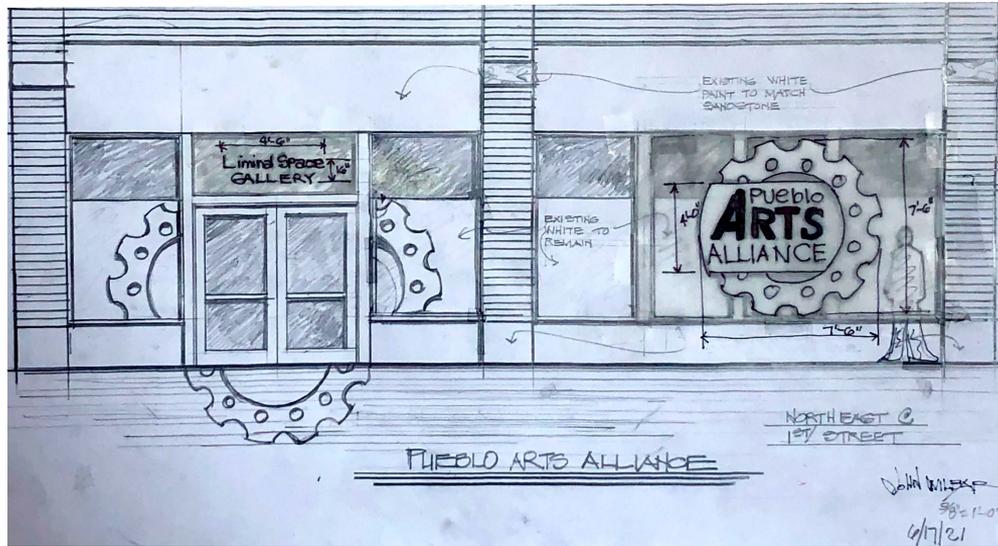
EXISTING WHITE
PAINT TO MATCH
SANDSTONE

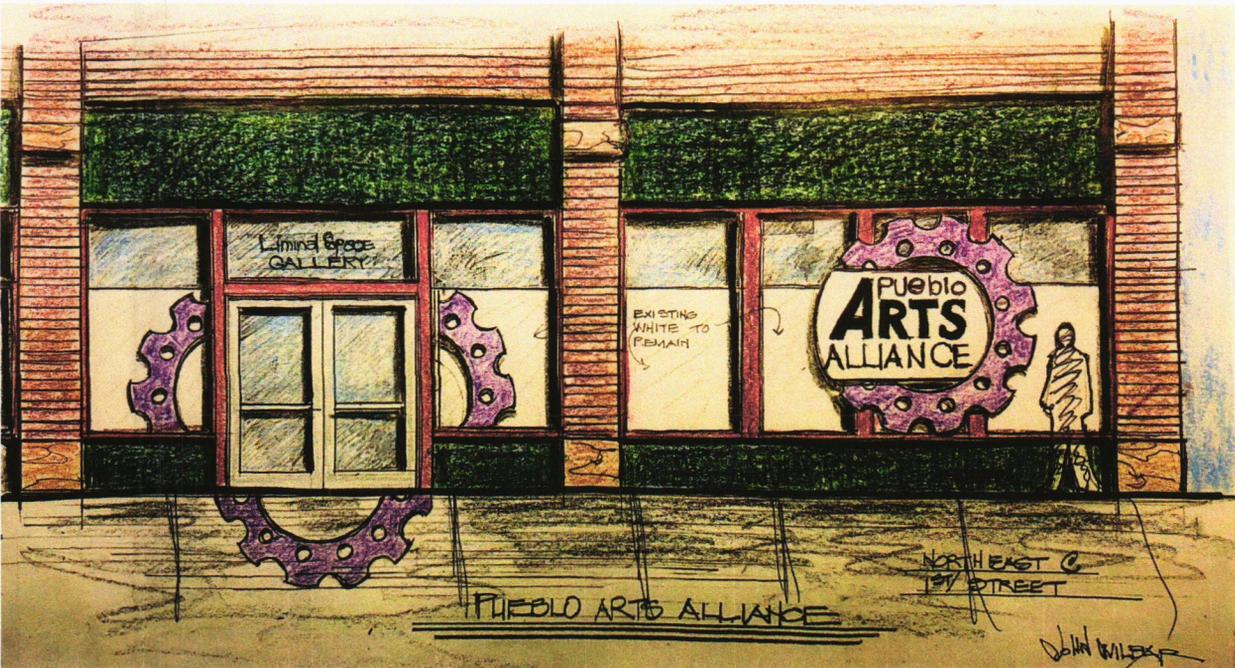
EXISTING
WHITE TO
REMAIN

PAINT TO MATCH
STONE COLUMN BASE

NORTH
1ST ST

PUEBLO ARTS ALLIANCE





Proposed signage and repaint at front of building



Existing building frontage.