

# Staff Report

## DG22- 029 1701 Commerce Street – District 9

[\(Google maps\)](#)

*December 1, 2022 2:00pm*

*City Hall, Council Conference Room 2020*

### **Requested:**

Requests a Certificate of Appropriateness for a comprehensive sign plan for new signage.

### **Staff Recommendation:**

The applicant proposes a renewal of the existing signage as part of the building renovations. The proposal is to use a different font with a sleeker style, changing the three-dimensional “S” logo sign to a two-dimensional-looking and illuminated new “S” sign, adding stainless steel entrance plaques, and adding directional signage pointing to registration, valet, and entrance/exit. Staff recommends approval.

### **DFWI Recommendation:**

The DFWI Design Review Committee appreciates the applicant made changes about the top of building signage. The committee recommended the applicant, during the last project review, to reduce the signs at the top of the building (Signs B, C, and D) to be placed proportionally on the facades and for Sign E, to be located in the same location at the top of the building. Staff recommends approval.

### **Drawings:**

[\(Click Here\)](#)

