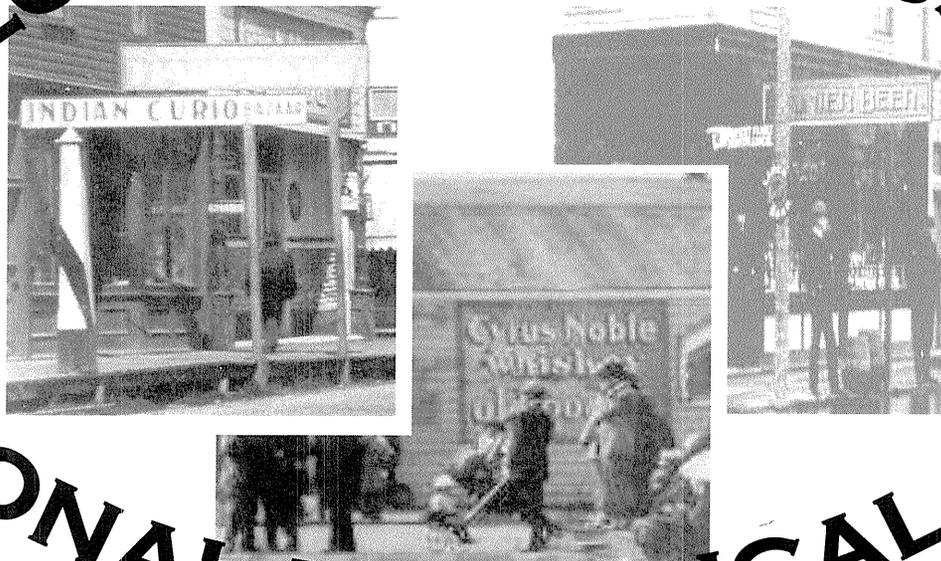


KLONDIKE GOLD RUSH
NATIONAL HISTORICAL PARK



SIGN GUIDELINES

Historic Leaseback Buildings

Bonnie Stevens Houston, Historian
Alaska Support Office
2001

Klondike Gold Rush National Historical Park

**SIGN GUIDELINES:
HISTORIC LEASEBACK BUILDINGS**

by

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National Park Service
Alaska Support Office
Anchorage, Alaska
2001

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INTRODUCTION

The purpose of this document is to provide Klondike Gold Rush National Historical Park (KLGO) with guidelines for the design, construction, and installation of commercial signs on National Park Service (NPS) historic leaseback buildings within the Skagway Historic District (SHD). These guidelines are based on the photographic record of signs present during Skagway’s period of significance as defined in the Skagway Historic District and White Pass National Landmark District nomination—1897-1910. As each of the buildings affected by these guidelines has been restored to a specific date or period, these guidelines focus on the signs documented for that restoration date or period. These recommendations also include the recommendations set forth in the *Ten Buildings Historic Structures Reports, Klondike Gold Rush* and *Historic Structure Report, The Mascot Saloon Group*, and are in accordance with the *Secretary of the Interior’s Standards for Historic Preservation* and SHD ordinances. ¹

¹ National Park Service, Department of the Interior, *Ten Buildings Historic Structure Reports, Klondike Gold Rush*, (hereafter cited as *Ten Buildings HSR*) by Catherine H. Blee, Robert L. Spude, and Paul C. Cloyd, (Denver, NPS, 1984); National Park Service, Department of the Interior, *Historic Structure Report, The Mascot Saloon Group*, (hereafter cited as *HSR*) by Dave E. Snow and Robert L. Spude (Denver, NPS, 1981); “The Secretary of the Interior’s Standards for the Treatment of Historic Properties” (36CFR Part 68) in *Federal Register* (Vol. 60, No. 133 July 12, 1995). See also National Park Service, U.S. Department of the Interior, *The Secretary of the Interior’s Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings* (Washington, DC: GPO, 1990); City of Skagway Historic District Commission, *Skagway Historic District Design Guidelines*, (Skagway, AK: City of Skagway, 1994 8/9/2000-revision) (hereafter cited as *SHD Guidelines*)

SUMMARY OF GUIDELINES

1. The guidelines apply only to NPS owned leaseback historic structures.
2. The guidelines are based on the *Secretary's Standards* and are in compliance with the SHD sign ordinances.
3. The guidelines do not affect any existing lease agreement.
4. All signs must be approved by Skagway Historic District Commission (HDC).
5. Contemporary commercial signs must be sympathetic to the architectural character of the building, the historic character of the district and the historic signage used during the restoration period of the building.
6. Contemporary commercial signage that is intrusive to the historic district or inappropriate to the historic character and signage of a building must be removed at the end of the current lease agreement.
7. Any attachment of signs to the exterior of the leaseback buildings will be done under the supervision of the KLGO Chief of Maintenance.

BOAS BUILDING (1899-1910)

Constructed in 1899 by Henry Boas, a gold rush era furrier and tailor, the building housed a variety of commercial enterprises ranging from a tailor to a curio shop during Skagway's period of significance. In 1926, the building was moved from its original location and remodeled. In 1979, the National Park Service purchased the building. The 1984 *Ten Buildings Historic Structure Reports* recommended restoration of the building to the 1926 appearance to maintain the existing glass storefront and side staircases to the second floor. Although the restoration period falls outside of Skagway's period of significance, the sign guidelines for the Boas building reflect the signage used during Skagway's period of significance.²

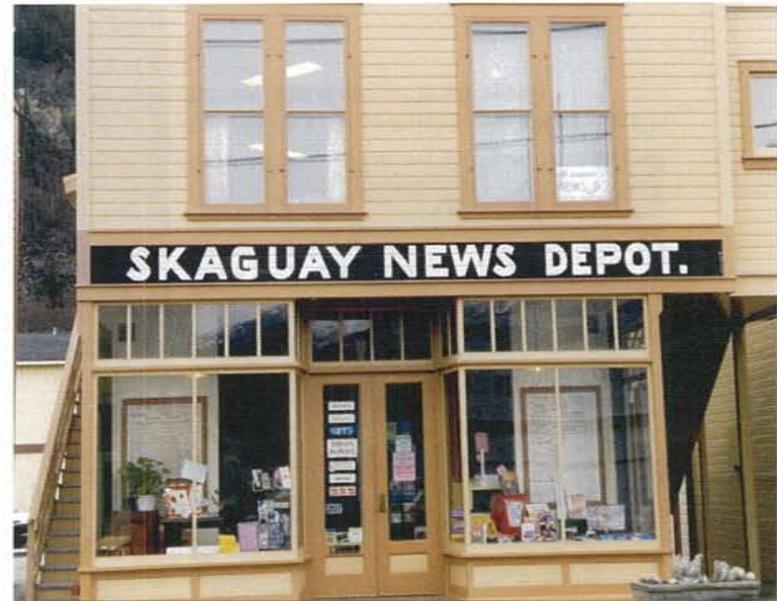


Illustration 1: Boas Building 1998

² *Ten Buildings HSR*, 13-19, 221-22.



Illustration 2: Boas Building ca. 1900 (Suzzallo Library, University of Washington)



Illustration 3: Boas Building ca. 1908 (Yukon Archives)



Illustration 4: Boas Building ca. 1908 (Suzzallo Library, University of Washington)

SUMMARY OF SIGN GUIDELINES

1. Maintain NPS bronze plaque.
2. With approval of current lessee or upon installation of a new lessee, the existing façade sign will be removed. At that time, the new lessee may install a projecting sign similar to that shown in Illustration 2 as a contemporary commercial sign.
3. Upon approval by the HDC, NPS will construct and install a historic marker that replicates the small suspended sign shown in Illustration 5. This historic marker will state “BOAS BLDG” and display the NPS arrowhead symbol.³
4. In addition to the projecting sign, contemporary commercial signs may consist of an awning sign similar to that shown in Illustration 7, window signs, and temporary signs as described in these guidelines.
5. All signs must be sympathetic to the historic character of the building and the district, comply with SHD design guidelines and sign ordinances, and be approved by HDC.

³ *SHD Guidelines*, 19.08.010 (C) (10) allows for the exact replication of historic signs within the Historic District, however, the historic markers described in this document are not exact replicas of historic signs. “Director’s Order #52D” <http://www.nps.gov/refdesk/dorders/dorderr-52-rev.doc/>. May 29, 2001.

HISTORIC MARKER

Historically a small sign stating “H. BOAS.” was suspended from a projecting sign mounted perpendicular to the building façade just above the belt course. The projecting sign was supported by a post on the outside edge of the boardwalk. The lessee may construct a contemporary commercial sign that replicates this sign. With the approval of the current lessee or upon installation of a new lessee, NPS will install and maintain a building identification sign in the form of suspended sign similar to the small suspended sign shown below. The historic marker must state “BOAS BLDG” and display the NPS arrowhead symbol.⁴



Illustration 5: Historic Boas suspended sign (Suzzallo Library, University of Washington)

- Clearance under the suspended sign must be a minimum of eight (8) feet above the boardwalk.
- Sign must be approximately one-third the length and one-fourth the height of the main sign.
- Black lettering on a light colored background.
- Sign must have a black border.
- Display the NPS arrowhead symbol in accordance with NPS standards.
- All capital lettering followed by a period in the same weight as the lettering.
- Font: Franklin Gothic. (See Appendix B)

⁴ This historic marker is referred to by the HDC as a “building or proprietor identification sign.” Casey McBride, Chairman Skagway Historic District Commission to Reed McCluskey and Bonnie Houston KLGO, January 18, 2001.

CONTEMPORARY COMMERCIAL SIGNS

Contemporary commercial signs may consist of the following signs. All signs must be in compliance with the SHD sign ordinances and design guidelines. Any alteration or addition to the exterior of the building must comply with the *Request for Proposals Leasing of Historic Structure (RFP)* for the current lease and the *Secretary's Standards*. The KLGGO Chief of Maintenance must determine the method of attachment to the building. Upon termination of the lease, any sign affixed to the exterior building becomes NPS property and remains on the building.

Projecting Sign

This sign was mounted perpendicular to the building façade above the belt course and extended across the boardwalk.⁵

- Projecting sign must not extend beyond the street edge of the boardwalk or into the street.
- Street side support post must be located at least six (6) inches from the outside edge of the boardwalk. Recommended size for a support post is 4"x4".
- Sign must be mounted on the building at a height that allows NPS to attach the historic marker described in this section a minimum of eight (8) feet above the boardwalk.
- Color: Dark lettering on light background that harmonizes with the color of the building with a black border.
- Lettering: Upper case
- Font: Optima or Univers 65. (See Appendix B)



Illustration 6: Historic Boas projecting sign (Suzzallo Library, University of Washington)

⁵ *SHD Guidelines*. 19.08.012 (5) (b). If the lessee chooses to use an awning and projecting sign, the projecting sign must be attached to the face of the building above the awning.

Awning Sign

An awning is a cloth, roof-like cover projecting from a building usually over doors and windows. Typically, but not always, awnings were used on multi-story buildings. To meet HDC requirements for awning placement, a building must have at least a 12' ceiling. The top of the awning must be at the building's eyebrow. The awning must cover the entire width of the building. Any vertical supports must align with the building's vertical elements. The addition of an awning to a structure within the historic district requires HDC approval. Installation of an awning must be supervised by the KLGO Chief of Maintenance.⁶

- Awning will replicate the historic awning in size, shape, and character within the perimeters established by the SHD ordinances and design guidelines
- Awning must be of a type that can be retracted, folded, or collapsed against the face of the building.
- Awning colors must be compatible with the historic color of the building. Fabric swatches are required for HDC approval.
- Minimum projection over the boardwalk is four feet (4').
- Any lettering must be located on the fringe and be proportionate to the fringe height. Lettering may be painted or applied, but not cut out of the fringe.
- Font: Optima Bold or Univers 65. (See Appendix B)



Illustration 7: Historic Boas awning
(Suzzallo Library, University of
Washington)

⁶ *SHD Guidelines*. 19.12.090 (F) The Boas Building “eyebrow” is 12’ above the boardwalk.

Window Sign ⁷

- Maximum size no more than 20% of the total window area.
- Gold Leaf lettering or shadowed lettering may be used.
- Lettering up to 10 inches in height.
- Located at eye level.
- See Appendix C: Window Signs.



Illustration 8: Example of historic window sign (University of Alaska, Fairbanks, Archives)

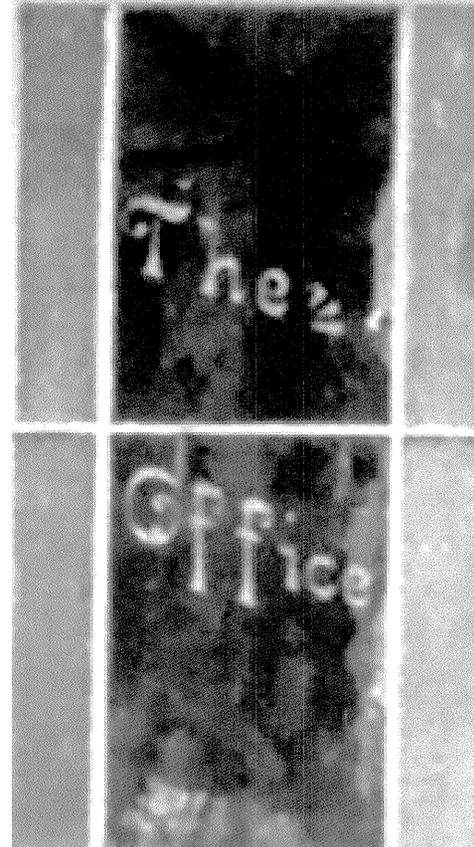


Illustration 9: Example of historic window sign (University of Alaska, Fairbanks, Archives)

⁷ SHD Guidelines.19.08.012 (5) (c).

BOSS BUILDING (1903-1906)

Constructed in 1897, the Boss Bakery building originally housed the trading post owned by James D. Brackett. In 1898, Brackett sold the building and moved his thriving business to a larger building. The new owner, baker Stephen Bauer, opened a restaurant “The Boss Bakery” which specialized in fresh baked goods. In 1901, Bauer sold the business to another Skagway baker, Fred Ronkendorf. Ronkendorf retained the Boss Bakery name and continued to sell fine baked goods and ice cream until 1906 when he sold the business. From 1906 until the 1930s, the building housed a grocery store. After purchasing the Boss Bakery building in 1979, the NPS

rehabilitated it to reflect the 1903-1906 appearance. As the *Ten Buildings HSR* recommends the reinstatement of the extant 1903-1906 Boss Bakery sign shown in Illustration 13, the sign recommendations are based on the signage present at that time.⁸

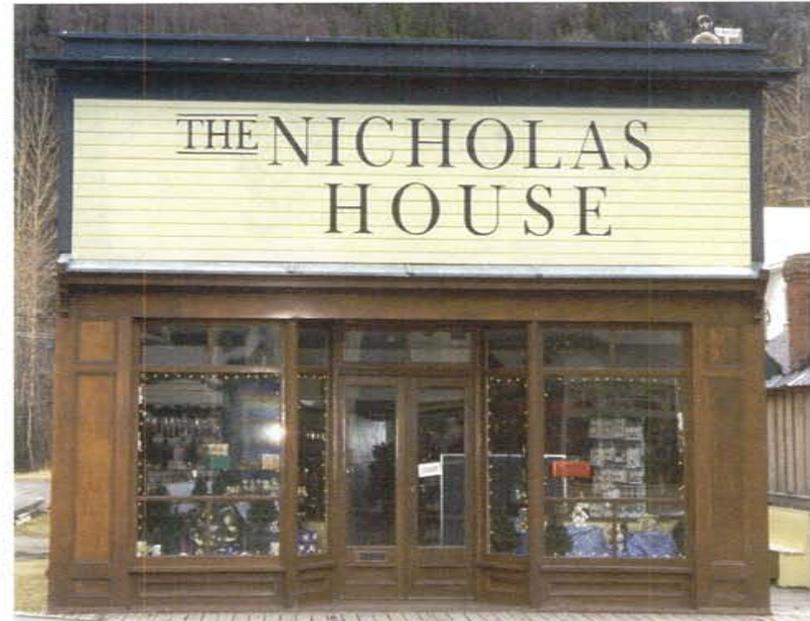


Illustration 10: Boss Building 1998

⁸ *Ten Buildings HSR*, 104-112.



Illustration 11: Boss Building 1897 prior to rehabilitation period
(Courtesy Cynthia Brackett Driscoll)



Illustration 12: Boss Building ca. 1900 prior to rehabilitation period
(Alaska State Library)



Illustration 13: Boss Building ca. 1903 during rehabilitation period (National Archives)



Illustration 14: Boss Building ca. 1908 following rehabilitation period (Suzzallo Library, University of Washington)

SUMMARY OF SIGN GUIDELINES

1. Maintain NPS bronze plaque.
2. With the approval of the current lessee or upon installation of a new lessee, NPS will install and maintain a building identification sign that replicates the small projecting sign shown in Illustration 15. This historic marker must state “BOSS BLDG” and display NPS arrowhead symbol.⁹
3. Contemporary commercial signs may include a façade signboard that replicates the historic façade sign shown in Illustration 16, window signs, and temporary signs as described in these guidelines.
4. All signs must be sympathetic to the historic character of the building and the district, comply with SHD design guidelines and sign ordinances, and be approved by HDC.

⁹ *SHD Guidelines*, 19.08.010 (C) (8) allow for the exact replication of historic signs within the Historic District. The proposed historic marker is not an exact replica of the historic sign in either the wording or size. “Director’s Order #52D” <http://www.nps.gov/refdesk/dorders/dorder/52-rev.doc/>. May 29, 2001.

HISTORIC MARKER

With the approval of the current lessee or upon installation of a new lessee, NPS will install and maintain a building identification sign similar to the small projecting sign shown in Illustration 15. Attached to the corner of the building, the sign will serve as the historic marker for the Boss Building stating “BOSS BLDG.”

- Approximately 5”x 14”
- Projecting sign attached to the corner of the building; the bottom edge of the sign must be a minimum of eight (8) feet above the boardwalk.
- Black lettering on a light colored background.
- Display the NPS arrowhead symbol in accordance with NPS standards.
- Sign must have a black border.
- All capital lettering followed by a period in the same weight as the lettering.
- Font: Franklin Gothic. (See Appendix B)



Illustration 15: Historic Boss projecting sign
(Alaska State Library)

CONTEMPORARY COMMERCIAL SIGNS

The Boss Building contemporary commercial signs may consist of the following signs. All signs must be in compliance with the SHD sign ordinances and design guidelines. Any alteration or addition to the exterior of the building must comply with the RFP for the current lease and the *Secretary's Standards*. The KLGO Chief of Maintenance must determine the method of attachment to the building. Upon termination of the lease, any sign affixed to the exterior building becomes the NPS property and remains on the building.

Façade Sign¹⁰

This contemporary commercial façade sign must be painted on a signboard that replicates the historic façade of the building. The sign must replicate the historic sign in lettering type, size, and layout.

- Sign will not cover more than 10% of the total façade up to 80 square feet in maximum size.
- Color: The background color of the signboard must be the same as the main color of the building with dark colored lettering and trim.
- Font: Shadow Antiqua Bold. (See Appendix B)



Illustration 16: Historic Boss facade sign (National Archives)

¹⁰ SHD Guidelines, 19.08.012 (5) (a).

Window Sign¹¹

- Maximum size no more than 20% of the total window area.
- Gold Leaf lettering or shadowed lettering may be used.
- Lettering up to 10 inches in height.
- Located at eye level.
- See Appendix C: Window Signs.



Illustration 17: Example of historic window sign
(National Maritime Museum)

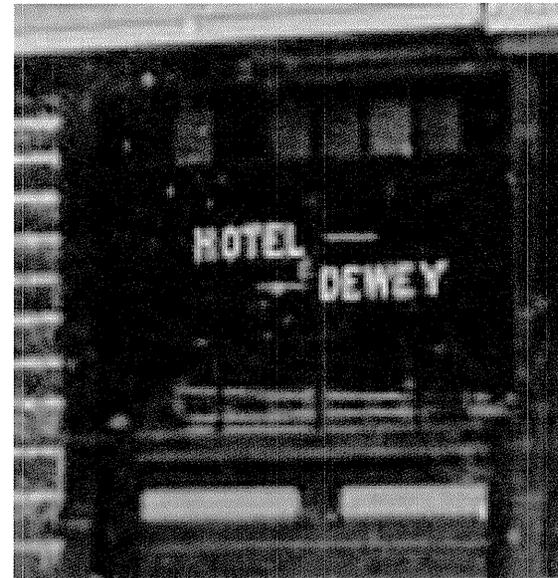


Illustration 18: Example of historic window sign
(Alaska State Library)

¹¹ SHD Guidelines, 19.08.012 (5) (c).

HERN/CLIPPER BUILDINGS (1898-1904)

Originally part of Skagway's gold rush era "Steamboat Row," the Clipper Building was constructed in 1898. At that time, the building consisted of two structures: a two-story bay windowed building and a one-story addition. The Pacific Clipper Line owned both buildings. In 1904, Albert Rienhart, the owner of the Mascot Saloon, purchased the buildings. In 1918, Rienhart sold the entire complex to Perry Hern Jr.. Between 1936-1937, Hern constructed the existing two-story Hern Building on the site of the original one-story structure. In 1977, the NPS purchased the Mascot Saloon Group and rehabilitated all three structures to the 1904-1910 appearance. The sign recommendations for the Hern/Clipper Buildings reflect signs appropriate to the period of significance for the SHD.¹²



Illustration 19: Hern/Clipper Buildings 2000

¹² HSR, 16, 68.



Illustration 20: Hern/Clipper Buildings 1898 (Klondike Gold Rush NHP)



Illustration 21: Hern/Clipper Buildings 1901 (Alaska State Library)

SUMMARY OF SIGN GUIDELINES

1. Maintain NPS bronze plaques on both the Hern and Pacific Clipper buildings.
2. With the approval of the current lessee or upon installation of a new lessee, NPS will install and maintain a building identification sign that replicates the small suspended sign similar to the sign shown in Illustration 22. This historic marker must state “HERN/CLIPPER BLDGS” and display the NPS arrowhead symbol.¹³
3. Upon installation of a new lessee or if the current lessee elects, the existing projecting sign may be replaced with a projecting sign similar to the sign shown in Illustration 23. Other contemporary commercial signs may consist of window signs and temporary signs as described in these guidelines.
4. The lease agreement for this building allows the lessee to sublet up to 55% of the usable floor space. In the case of an approved sublease agreement, contemporary commercial signs for each business may include a projecting sign, window signs, and temporary signs as described in these guidelines. In the case of a sublease, NPS will construct and install two historic markers similar to the one described above. The historic marker for the Hern Building must read “HERN BLDG.” The historic marker for the Clipper Building must read “CLIPPER BLDG.” Each marker must display the NPS arrowhead symbol.¹⁴
5. All signs must be sympathetic to the historic character of the building and the district, comply with SHD design guidelines and sign ordinances, and be approved by HDC.

¹³ “Director’s Order #52D” <http://www.nps.gov/refdesk/dorders/dorderr/52-rev.doc/>. May 29, 2001.

¹⁴ National Park Service, Department of the Interior, *Requests for Proposals Leasing of Historic Structure Hern-Clipper Building RFP-KLGO_99-002*, (at Klondike Gold Rush National Historical Park, Issued July 3, 1999), 9.

HISTORIC MARKER

With the approval of the current lessee or upon installation of a new lessee, NPS will install and maintain a building identification sign similar to the “S. S. Humboldt” sign shown below. The historic marker must state “HERN/CLIPPER BLDGS.” If the lessee elects to sublet a portion of the buildings as provided for in the lease agreement and the sublessee installs a projecting sign as described in this document, NPS will install two historic markers. The historic marker on the Hern Building must read “HERN BLDG.” The historic marker on the Clipper Building must read “CLIPPER BLDG.” Each marker must display the NPS arrowhead symbol.



Illustration 22: Historic Pacific Clipper suspended sign (Klondike Gold Rush NHP)

- Clearance under the suspended sign must be a minimum of eight (8) feet above the boardwalk.
- Sign must be approximately one-third the length and one-fourth the height of the main sign.
- Black lettering on a light colored background.
- Display the NPS arrowhead symbol in accordance with NPS standards.
- Sign must have a black border.
- All capital lettering followed by a period in the same weight as the lettering.
- Font: Franklin Gothic. (See Appendix B)

CONTEMPORARY COMMERCIAL SIGNS

Contemporary commercial signs may consist of the following signs. All signs must be in compliance with the SHD sign ordinances and design guidelines and be approved by HDC prior to installation. Any alteration or addition to the exterior of the building must comply with the RFP for the current lease and the *Secretary's Standards*. The KLGO Chief of Maintenance must determine how the signs are attached to the building. Upon termination of the lease, any sign affixed to the exterior building becomes the NPS property and remains on the building.

Projecting Sign(s) ¹⁵

- Projecting sign must not extend beyond the street edge of the boardwalk or into the street.
- Street side support post must be located at least six (6) inches from the outside edge of the boardwalk. Recommended size for a support post is 4"x 4".
- Sign must be mounted on the building at a height that allows NPS to attach the historic marker described in this section a minimum of eight (8) feet above the boardwalk.
- Color: light lettering on dark background or dark lettering on a light background in colors that harmonizes with the main color of the building.
- Font: Optima Bold, News Gothic Bold, or Univers 65. (See Appendix B)

Projecting Sign Placement.

- Clipper/Hern Sign: Must be located above the belt course on the trim board between the two buildings.
- Hern Sign: Must be located above the belt course over the entry.
- Clipper Sign: Must be located above the belt course on the center trim board below the second story bay window.



Illustration 23: Historic Pacific Clipper projecting sign (Klondike Gold Rush NHP)

¹⁵ SHD Guidelines, 19.08.012 (5) (b).

Window Sign¹⁶

- Maximum size no more than 20% of the total window area.
- Gold Leaf lettering or shadowed lettering may be used.
- Lettering up to 10 inches in height.
- Located at eye level.
- See Appendix C: Window Signs.

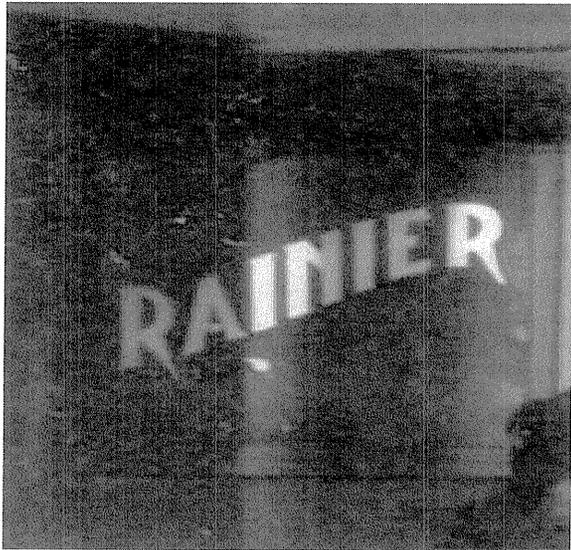


Illustration 24: Example of historic window sign (The Bancroft Library)



Illustration 25: Example of historic window sign (Yukon Archives)

¹⁶ *SHD Guidelines*, 19.08.012 (5) (c).

LYNCH & KENNEDY BUILDING (1908-1910)

Constructed in 1900 to house troops stationed at Camp Skagway, the Lynch & Kennedy Building was moved to its current location during the Skagway city-beautification campaign of 1907-08. At that time, the two-and one-half-story frame building was attached to the adjoining building, and the existing glass storefront and false front were added. The building housed the Lynch & Kennedy Haberdashery and Dry Goods until the end of the period of significance. Purchased by the NPS in 1979, the building has been restored to the post-move 1908 appearance.¹⁷



Illustration 26: Lynch & Kennedy Building 1998

¹⁷ *Ten Buildings HSR*, 224-225.



Illustration 27: Lynch & Kennedy Building prior to 1908 remodel (Yukon Archives)



Illustration 28: Lynch & Kennedy Building after 1908 remodel (Yukon Archives)

SUMMARY OF SIGN GUIDELINES

1. Maintain bronze NPS marker.
2. With approval of current lessee or upon installation of a new lessee, remove existing belt course sign. Restoration era photographic evidence does not support the use of this type of sign.
3. With the approval of the current lessee or upon installation of a new lessee, NPS will install and maintain a building identification sign in the form of two “paddle” signs one on each side of the entry. The historic marker must read “LYNCH & KENNEDY BLDG” and display the NPS arrowhead symbol.¹⁸
4. Contemporary commercial signs may include a projecting sign as shown in Illustration 31, an awning sign as shown in Illustration 32, window signs, and temporary signs as described in these guidelines.
5. All signs must be sympathetic to the historic character of the building and the district, comply with SHD design guidelines and sign ordinances, and be approved by HDC.

¹⁸ “Paddle” signs are defined in *SDH Guidelines*, 19.08.012 (5) (o). “Director’s Order #52D” <http://www.nps.gov/refdesk/dorders/dorderr52-rev.doc/>. May 29, 2001.

HISTORIC MARKER

With the approval of the current lessee or upon installation of a new lessee, NPS will install and maintain a building identification sign in the form of the historic “paddle” sign shown on this page. These signs located on both sides of the doorway will serve as the historic marker for the building. Each sign must read “LYNCH & KENNEDY BLDG” and display the NPS arrowhead symbol.

- Placement of the paddle signs must replicate the historic sign placement.
- The paddle signs will be sized to fit the window ledge (approximately 6” high and 5’ long).
- Lettering size approximately four (4) inches in height.
- Display the NPS arrowhead symbol in accordance with NPS standards.
- All capital lettering followed by a period in the same weight as the lettering.
- White lettering on Essex Green paddle sign.
- Font : Franklin Gothic. (See Appendix B)

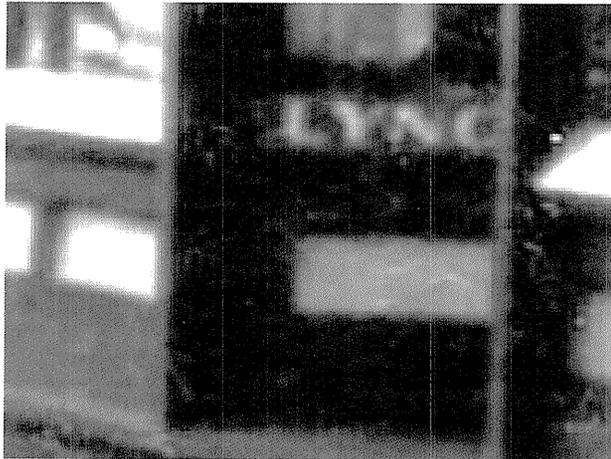


Illustration 29: Historic Lynch & Kennedy paddle sign (Yukon Archives)



Illustration 30: 1908 Lynch & Kennedy entry with paddle signs (Yukon Archives)

CONTEMPORARY COMMERCIAL SIGNS

The Lynch & Kennedy Building contemporary commercial signs may consist of the following sign. All contemporary commercial signs must be in compliance with the SHD sign ordinances and design guidelines. Any alteration or addition to the exterior of the building must comply with the RFP for the current lease and the *Secretary's Standards*. The KLGO Chief of Maintenance must determine the method of attachment to the building. Upon termination of the lease, any sign affixed to the exterior building becomes the NPS property and remains on the building.

Projecting Sign¹⁹

- Projecting sign attached to the corner of the building entry, the bottom edge of which must be a minimum of eight (8) feet above the boardwalk.
- Size approximately 5”x 14.”
- Color: light colored lettering on dark background that harmonizes with the color of the building.
- Font: Engravers Roman, Trooper Roman or Bodini Book. (See Appendix B)



Illustration 31: Historic projecting sign on Lynch & Kennedy Building (Yukon Archives)

¹⁹ *SHD Guidelines*, 19.08.012 (5) (b).

Awning Sign

An awning used for contemporary commercial advertising purposes must replicate the historic awning illustrated on this page. The awning must be a retractable type awning such as a roll-up awning supported by lateral arms that fold in when the awning is retracted. The top of the awning must be at the building's eyebrow. The awning must cover the entire width of the building. Any vertical supports must align with the building's vertical elements. The addition of an awning to a structure within the historic district requires HDC approval. Installation of an awning must be supervised by the KLGGO Chief of Maintenance.²⁰

- Awning will replicate the historic awning in size, shape, and character within the perimeters established by the SHD ordinances and design guidelines
- Awning must be of a type that can be retracted, folded, or collapsed against the face of the building.
- Awning colors must be compatible with the historic color of the building. Fabric swatches are required for HDC approval.
- Minimum projection over the boardwalk is four feet (4').
- Any lettering must be located on the fringe and be proportionate to the fringe height. Lettering may be painted or applied, but not cut out of the fringe.
- Font: Optima Bold, or Univers 65. (See Appendix B)



Illustration 32: Historic Lynch & Kennedy awning (Yukon Archives)

²⁰ *SHD Guidelines*, 19.12.090 (F) and 19.08.012 (5) (m) For additional information on awning signs see Boas Building awning sign on page 8.

Window Sign²¹

- Maximum size no more than 20% of the total window area.
- Gold Leaf lettering or shadowed lettering may be used.
- Lettering up to 10 inches in height.
- Located at eye level.
- See Appendix C: Window Signs.



Illustration 33: Example of historic window sign (Yukon Archives)

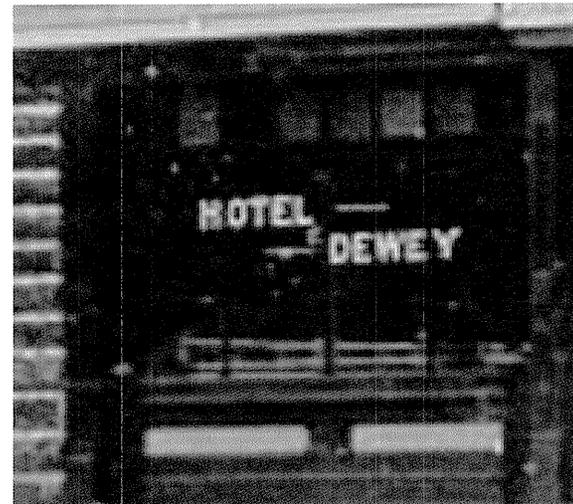


Illustration 34: Example of historic window sign (Alaska State Library)

²¹ SHD Guidelines, 19.08.012 (5) (c).

PANTHEON BUILDING (1903-1910)

Construction of the Pantheon Saloon began in 1897 with the construction of the Hotel Rosalie. Late in 1897, the building was sold to clothing outfitter F.H. Clayson & Company. Sometime prior to September 1898, D. C. Brownell acquired the property. After expanding and remodeling the building, Brownell opened a hardware store. In 1903, J.F. Anderson purchased the building and opened the Pantheon Saloon. Charles O. Walker, designer of the rustic façade of the Alaska Brotherhood Hall, helped Anderson construct a new façade of driftwood, stones, and concrete. Purchased by the



Illustration 35: Pantheon Building 2001

National Park Service in 1979, the building was rehabilitated to its 1903-1910 appearance as recommended in the 1984 *Ten Buildings HSR*. The HSR also recommended restoration of the historic advertisements on the north wall and façade, and the painted window sign.²²

²² Historic advertisements are restricted to brand name products of the era. *Ten Buildings HSR*, 379. National Park Service, Department of the Interior, "Site History," in *Archeological Investigations in Skagway, Volume 9: Excavations at the Pantheon Saloon Complex* (hereafter cited as "Site History"), by Tim A. Kardatzke, (on file at Klondike Gold Rush National Historical Park, 1999 Draft), 1-3.

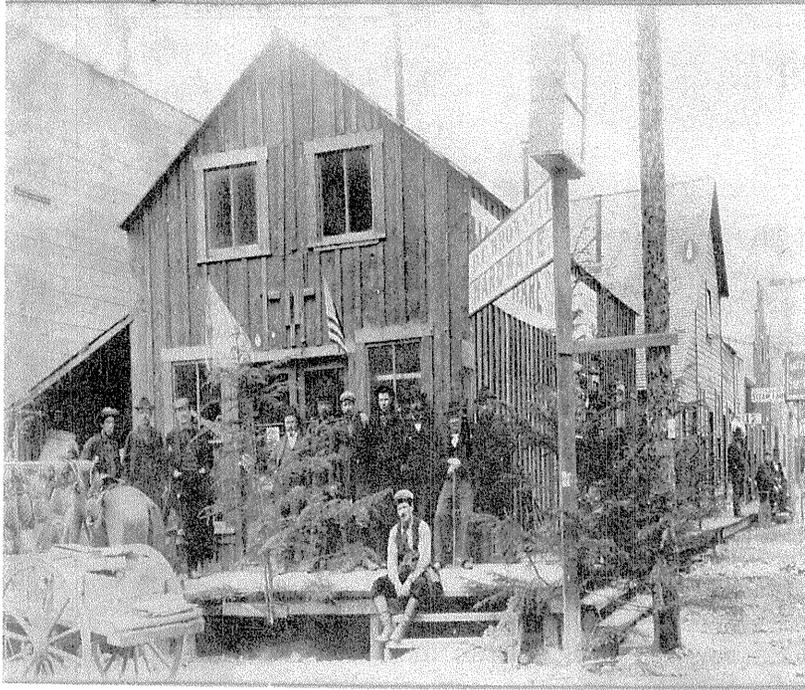


Illustration 36: Pantheon Building 1897-98 prior to restoration period (Skagway Museum and Archives)



Illustration 37: Pantheon Building 1898-1902 prior to restoration period (University of California, Berkeley)



Illustration 38: Pantheon Building ca. 1905 during restoration period (University of Alaska, Fairbanks, Archives)

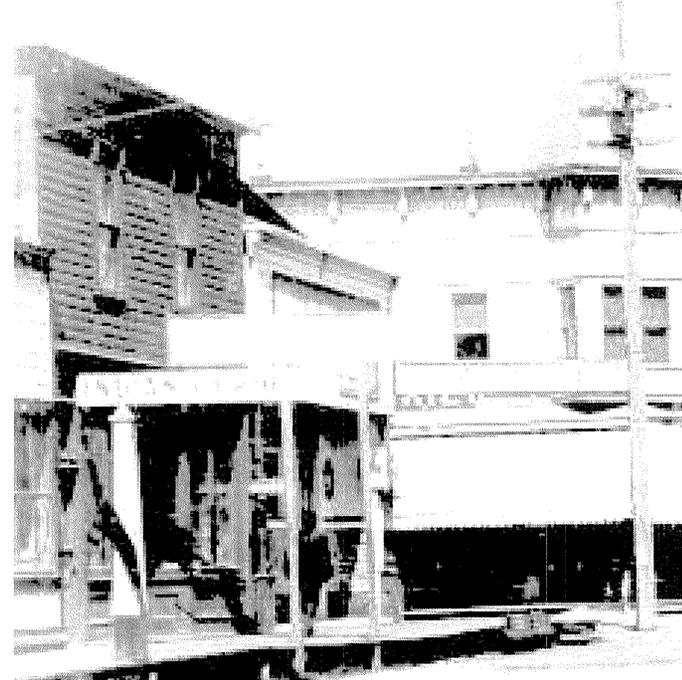


Illustration 39: Pantheon Building during the restoration period (1908) (Yukon Archives)

SUMMARY OF SIGN GUIDELINES

1. Attach and maintain NPS bronze plaque. The plaque will be located on the trim board under the front window.
2. With the concurrence of the current lessee, or upon installation of a new lessee, reinstate historic Cyrus Noble Whiskey advertisement on the north wall of the building shown in Illustration 40.²³
3. With the approval of the current lessee or upon installation of a new lessee, NPS will install and maintain a building identification sign. This historic marker will be in addition to the standard bronze plaque and must be in the form of a small suspended sign attached to the contemporary commercial projecting sign similar to the sign shown in Illustrations 41 and 43. The sign must state “PANTHEON BLDG” and display the NPS arrowhead symbol.²⁴
4. Contemporary commercial signs may consist of a façade sign as shown in Illustration 42, a projecting sign, window signs, and temporary signs as described in these guidelines.
5. All signs must be sympathetic to the historic character of the building and the district, comply with SHD design guidelines and sign ordinances, and be approved by HDC.

²³ NPS has been granted permission by the manufacturer to reinstate the historic Cyrus Noble advertising sign. *Ten Buildings HSR*, 381.

²⁴ “Director’s Order #52D” <http://www.nps.gov/refdesk/dorders/dorderr52-rev.doc/>. May 29, 2001.

HISTORIC ADVERTISEMENT

NPS will reinstate the historic Cyrus Noble Whiskey advertisement on the 4th Street side of the building as recommended in the 1984 *Ten Buildings HSR*. Reinstatement of this historic advertisement will enhance the historic character of the building and the historic district. The sign will be constructed and maintained by the NPS.²⁵

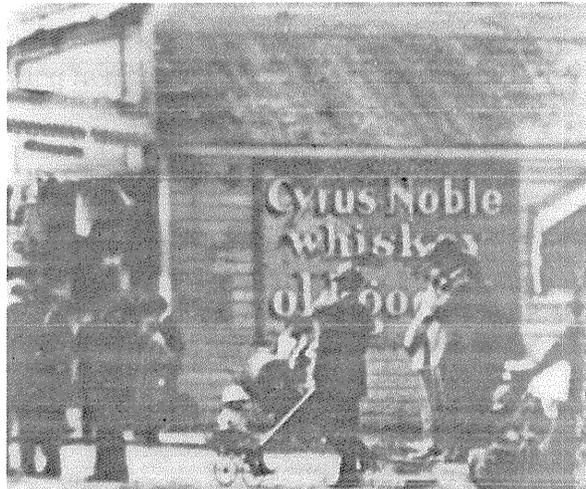


Illustration 40: Historic Cyrus Noble Whiskey advertisement ca. 1908 (Library of Congress)

- Rectangular sign constructed of dimensional lumber or marine grade plywood with trim board on all four sides.
- Sign will not cover the entire wall or obscure architectural features of the building.
- Dimensions: Approximately 7'3" wide by 5' high with 2-3" trim.
- Color: Light colored lettering on a dark background with darker trim that replicates historic sign. Colors used must be compatible with the building colors.
- Lettering: Must replicate that used in historic sign with an eclectic sans serif font, shadowed lettering and weighted capital letters.

²⁵ *SHD Guidelines* 19.08.010 (C)(10).

HISTORIC MARKER

With the approval of the current lessee or upon installation of a new lessee, NPS will install and maintain a building identification sign similar to the small suspended sign shown in Illustration 41. This historic marker will be in addition to the NPS bronze plaque and must read “PANTHEON BLDG.”

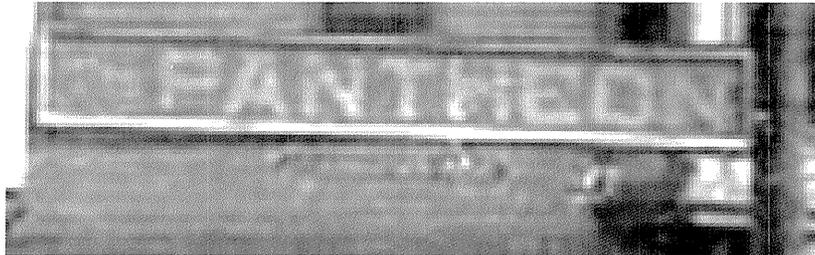


Illustration 41: Historic Pantheon suspended sign (Yukon Archives)

- Clearance under the suspended sign must be a minimum of eight (8) feet above the boardwalk.
- Sign must be approximately one-third the length and one-fourth the height of the main sign.
- Black lettering on a light colored background.
- Display the NPS arrowhead symbol in accordance with NPS standards.
- Sign must have a black border.
- All capital lettering followed by a period in the same weight as the lettering.
- Font: Franklin Gothic. (See Appendix B)

CONTEMPORARY COMMERCIAL SIGNS

Contemporary commercial signs may consist of the following signs. All signs must be in compliance with the SHD sign ordinances and design guidelines. Any alteration or addition to the exterior of the building must comply with the RFP for the current lease and the *Secretary's Standards*. The KLGCO Chief of Maintenance must determine the method of attachment to the building. Upon termination of the lease, any sign affixed to the exterior building becomes the NPS property and remains on the building.

Façade Sign²⁶

- Rectangular shaped signboards constructed from dimensional lumber or marine grade plywood with trim board on all four sides.
- Oriented to pedestrian on opposite side of the street.
- Sign will not cover the entire facade or obscure architectural features of the building.
- Sign will not extend above the eave or be placed on the roof.
- Sign will not cover more than 10% of the total façade up to 80 square feet in maximum size.
- Color: The background color of the signboard must be the same as the main color of the building with dark colored lettering and trim.
- Font: Goudy, Bodini Book, or Caslon Antique. (See Appendix B)



Illustration 42: Historic Pantheon facade sign (Yukon Archives)

²⁶ SHD Guidelines, 19.08.012 (5) (a).

Projecting Sign²⁷

Historically, a projecting sign was mounted perpendicular to the building façade above the belt course at the corner of the building and extended across the boardwalk where it was supported by a post located on the outside edge of the sidewalk. Since the historic location of this sign is in violation of current city ordinances, a contemporary commercial sign must be mounted above the belt course perpendicular to façade of the building.

- Sign will not extend beyond the street edge of the boardwalk or into the street.
- Sign must be mounted on the building at a height that allows NPS to attach the historic marker described in this section a minimum of eight (8) feet above the boardwalk.
- Color: Light colored lettering on dark background that harmonizes with the color of the building.
- Font: Engravers Roman, Trooper Roman, or Bodini Book. (See Appendix B)



Illustration 43: Historic Pantheon projecting sign (Yukon Archives)

²⁷ SHD Guidelines, 19.08.012 (5) (b).

Window Sign²⁸

- Maximum size no more than 20% of the total window area.
- Gold Leaf lettering or shadowed lettering may be used.
- Lettering up to 10 inches in height.
- Located at eye level.
- See Appendix C: Window Signs.



Illustration 44: Historic Pantheon window sign (*Ten Buildings HSR*, 379)

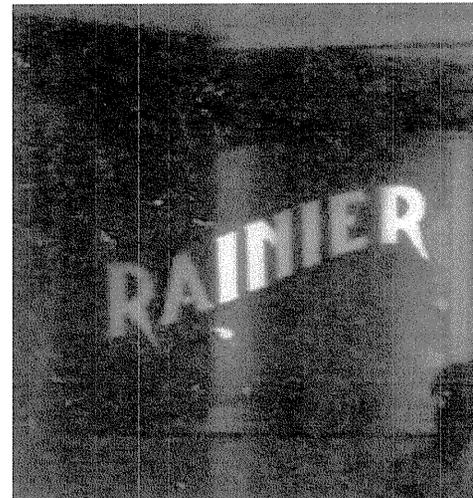


Illustration 45: Example of historic window sign (The Bancroft Library)

²⁸ SHD Guidelines, 19.08.012 (5) (c).

PIONEER/ RED FRONT BUILDING (1898-1910)

Constructed in 1898, the Pioneer/Red Front building first housed the Pioneer Paint & Wallpaper store. In 1902, the building changed hands and the new owner opened a hardware and general merchandise store under the name of the Red Front. Acquired by the proprietors of the Pantheon in 1911, the Pioneer/Red Front was used for storage until the building disappeared from the Skagway tax roles in 1926. During the 1940s, the owner of the Pantheon constructed a one-story addition on the site where the Pioneer/Red Front once stood. During the 1999 renovation of the Pantheon, this 1940s addition was removed and a replica of the Pioneer/Red Front building was constructed. As shown on the following pages, the Pioneer/Red Front had three known sign configurations during Skagway's period of significance (1897-1910). The preferred sign configuration for the Pioneer/Red Front building is the 1905 configuration shown in Illustration 48.²⁹



Illustration 46: Pioneer/Red Front Building 2000

²⁹ *Ten Buildings HSR*, 379. "Site History," 1-3.



Illustration 47: 1898 Pioneer/Red Front Building
(The Bancroft Library)



Illustration 48: 1905 Pioneer/Red Front Building
(University of Alaska, Fairbanks, Archives)

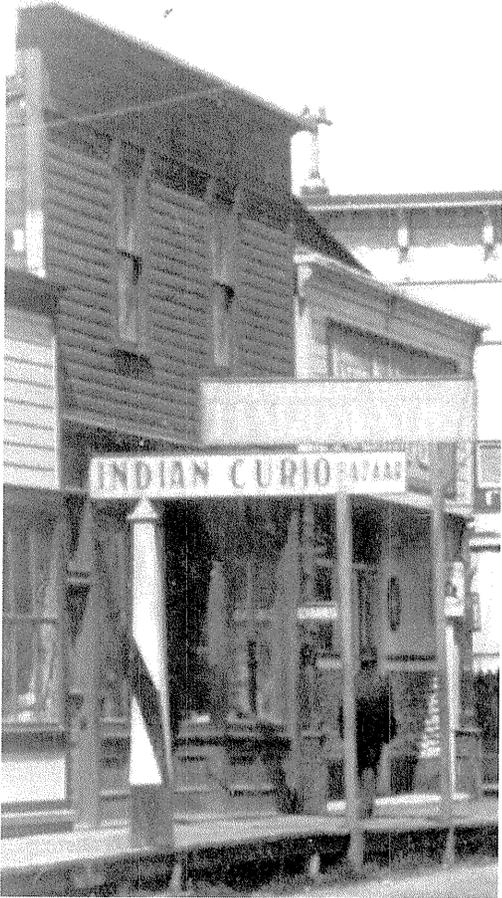


Illustration 49: 1908 Pioneer/Red Front Building
(Yukon Archives)

SUMMARY OF SIGN GUIDELINES

1. Install and maintain NPS bronze plaque. The plaque will be located under the window on the south side of the entry.
2. With approval of current lessee or upon installation of a new lessee, NPS will reinstate the historic roof top Red Front sign shown in Illustrations 48 and 50.
3. Contemporary commercial signs may consist of façade signs and a collapsible awning with lettering on the fringe as shown in Illustration 48 as well as window signs, and temporary signs as described in these guidelines.
4. All signs must be sympathetic to the historic character of the building and the district, comply with SHD design guidelines and sign ordinances, and be approved by HDC.

HISTORIC SIGN

This sign must be an exact replica the historic sign illustrated on this page.³⁰

- Rectangular sign constructed from dimensional lumber or marine grade plywood with trim board on all four sides.
- Sign must not cover the facade nor obscure architectural features of the building.
- Height and length must be an accurate replication of the historic sign.
- Dark colored lettering on a light background with black trim.
- Font: Eurostyle Bold Extended. (See Appendix B)



Illustration 50: Historic Red Front roof sign to be reinstated
(University of Alaska, Fairbanks, Archives)

³⁰ *SHD Guidelines* 19.08.010 (C) (10).

CONTEMPRARY COMMERCIAL SIGNS

All signs must be in compliance with the SHD sign ordinances and design guidelines and be approved by HDC prior to installation. Any alteration or addition to the exterior of the building must comply with the RFP for the current lease and the *Secretary's Standards*. The KLGGO Chief of Maintenance must determine how the signs are attached to the building. Upon termination of the lease, any sign affixed to the exterior building becomes the NPS property and remains on the building.

Facade Signs³¹

- Rectangular shaped signboards constructed from dimensional lumber or marine grade plywood with trim board on all four sides.
- Signboards must not cover the entire wall or obscure architectural features of the building.
- All three signboards must not exceed eighty (80) square feet nor cover more than 10% of the façade.
- All signboards must be proportionate in height and width to the windows.
- The top of all three signs must be flush with the trim board above the windows.
- The center signboard must advertise the contemporary commercial business.
- Concave, convex and horizontal lettering on the other two signboards as illustrated may advertise goods sold by the contemporary commercial business.
- Dark lettering on a light background that harmonizes with the color of the building.
- Font: Trooper Roman or Engravers Roman on the center signboard and Optima Bold or Univers 65 on the signboards that flank the windows.

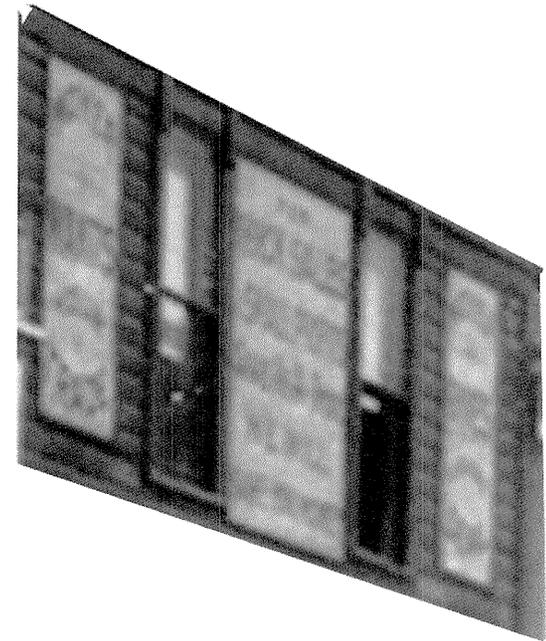


Illustration 51: Historic Red Front facade signs
(University of Alaska, Fairbanks, Archives)

Awning Sign

An awning used for contemporary commercial advertising purposes must replicate the historic awning shown in Illustration 53. The awning must be a retractable type awning such as a roll-up awning supported by lateral arms that fold in when the awning is retracted. The top of the awning

³¹ SHD Guidelines, 19.08.012 (5) (a).

must be at the building's eyebrow. The awning must cover the entire width of the building. Any vertical supports must align with the building's vertical elements. The addition of an awning to a structure within the historic district requires HDC approval. Installation of an awning must be supervised by the KLGO Chief of Maintenance.³²

- Awning will replicate the historic awning in size, shape, and character within the perimeters established by the SHD ordinances and design guidelines
- Awning must be of a type that can be retracted, folded, or collapsed against the face of the building.
- Awning colors must be compatible with the historic color of the building. Fabric swatches are required for HDC approval.
- Minimum projection over the boardwalk is four feet (4').
- Any lettering must be located on the fringe and be proportionate to the fringe height. Lettering may be painted or applied, but not cut out of the fringe.
- Font: Optima Bold, or Univers 65. (See Appendix B)



Illustration 52: Historic Red Front awning sign
(University of Alaska, Fairbanks, Archives)

³² *SHD Guidelines*, 19.12.090 (F) and 19.08.012 (5) (m). For additional information on awning signs see Boas Building awning sign on page 8.

Window Sign³³

- Maximum size no more than 20% of the total window area.
- Gold Leaf lettering or shadowed lettering may be used.
- Lettering up to 10 inches in height.
- Located at eye level.
- See Appendix C: Window Signs.

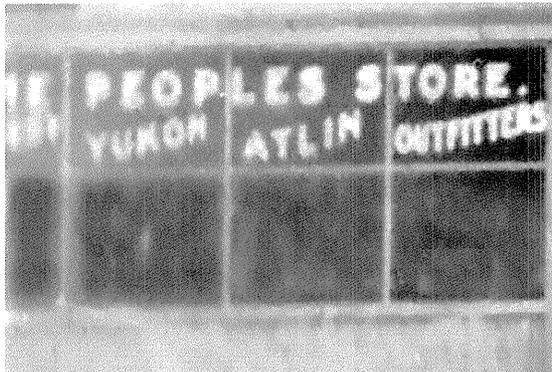


Illustration 53: Example of historic window sign
(University of Alaska, Fairbanks, Archives)

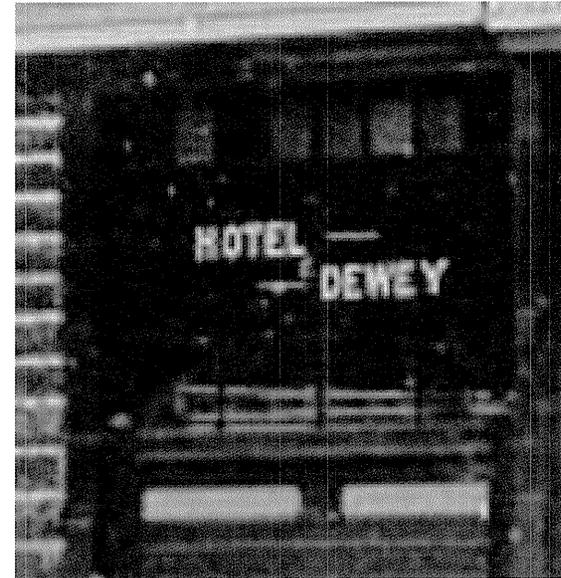


Illustration 54: Example of historic window sign
(Alaska State Library)

³³ SHD Guidelines, 19.08.012 (5) (c).

VERBAUWHEDE BUILDING (1899-1910)

Constructed in 1899 by Frederick Verbauwhede, the building initially housed a cigar shop and confectionery on the first floor and lodgers on the second floor. In 1902, Verbauwhede moved two small one-story buildings from the red-light district known as French Alley to the site. One structure was attached to the back of the building to provide living space for Verbauwhede's expanding family. In 1904, James D. Stinebaugh, owner of the Principal Barber shop on Fifth and Broadway, bought the building for rental space. In 1916, Stinebaugh sold the building. Over the course of the next sixty years, the building changed hands several times housing a variety of businesses from a taxi service to a gas station and a liquor store. In 1977 the NPS purchased the Verbauwhede building complex and restored it to the gold rush era appearance.³⁴



Illustration 55: Verbauwhede Building 2000

³⁴ *Ten Buildings HSR*, 55-98.



Illustration 56: Verbauwheide Building October 1901 (Alaska State Library)

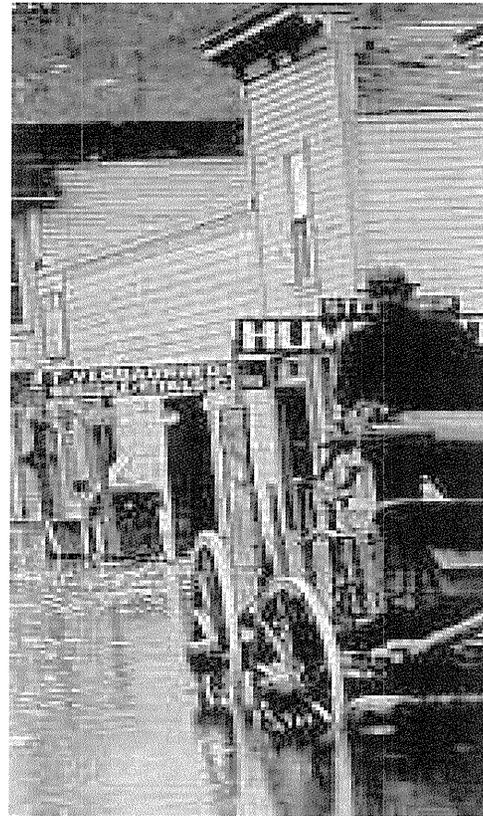


Illustration 57: Verbauwheide Building October 1901 (Skagway Museum and Archives)

SUMMARY OF SIGN GUIDELINES

1. Maintain NPS bronze plaque. Move plaque to the building entrance.
2. With the approval of the current lessee or upon installation of a new lessee, NPS will install and maintain a building identification sign on the Verbauwhede Building. This historic marker must be in addition to the standard bronze plaque and must be in the form of a small suspended sign attached to the contemporary commercial projecting sign similar to the sign shown in Illustration 59. The sign must state “VERBAUWHEDE BLDG” and display the NPS arrowhead symbol.³⁵
3. Contemporary commercial signs may consist of a projecting sign, window signs, and temporary signs as described in these guidelines.
4. All signs must be sympathetic to the historic character of the building and the district, comply with SHD design guidelines and sign ordinances, and be approved by HDC.

³⁵ “Director’s Order #52D” <http://www.nps.gov/refdesk/dorders/dorderr-52-rev.doc/>. May 29, 2001.

HISTORIC MARKER

With the approval of the current lessee or upon installation of a new lessee, NPS will install and maintain a building identification sign similar to the small suspended sign illustrated below. This historic marker will be in addition to the NPS bronze plaque and must read “VERBAUWHEDE BLDG.”



Illustration 58: Example of historic suspended sign (Klondike Gold Rush NHP)

- Clearance under the suspended sign must be a minimum of eight (8) feet above the boardwalk.
- Sign must be approximately one-third the length and one-fourth the height of the main sign.
- Black lettering on a light colored background.
- Display the NPS arrowhead symbol in accordance with NPS standards.
- Sign must have a black border.
- All capital lettering followed by a period in the same weight as the lettering.
- Font: Franklin Gothic. (See Appendix B)

CONTEMPORARY COMMERCIAL SIGNS

Contemporary commercial signs may consist of the following signs. All contemporary commercial signs must be in compliance with the SHD sign ordinances and design guidelines. Any alteration or addition to the exterior of the building must comply with the RFP for the current lease and the *Secretary's Standards*. The KLGGO Chief of Maintenance must determine the method of attachment to the building. Upon termination of the lease, any sign affixed to the exterior building becomes the NPS property and remains on the building.

Projecting Sign

Historically, a projecting sign was mounted perpendicular to the building façade just below the belt course next to the adjoining building. The contemporary commercial sign must be located above the belt course and may be centered on the façade of the building.³⁶

- The sign will not extend beyond the street edge of the boardwalk or into the street.
- Street side support post must be located at least six (6) inches from the outside edge of the boardwalk. Recommended size for a support post is 4"x4".
- Sign must be mounted on the building at a height that allows NPS to attach the historic marker described in this section a minimum of eight (8) feet above the boardwalk.
- Color: light colored lettering on dark background that harmonizes with the color of the building.
- Font: Optima or Univers 65. (See Appendix B)

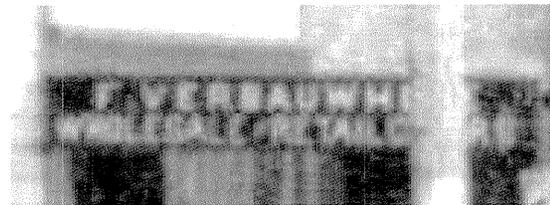


Illustration 59: Historic Verbauwhede projecting sign
(Alaska State Library)

³⁶ SHD Guidelines, 19.08.012 (5) (b).

Window Sign³⁷

- Maximum size no more than 20% of the total window area.
- Gold Leaf lettering or shadowed lettering may be used.
- Lettering up to 10 inches in height.
- Located at eye level.
- See Appendix C: Window Signs.



Illustration 60: Example of historic window sign (University of Alaska, Fairbanks, Archives)

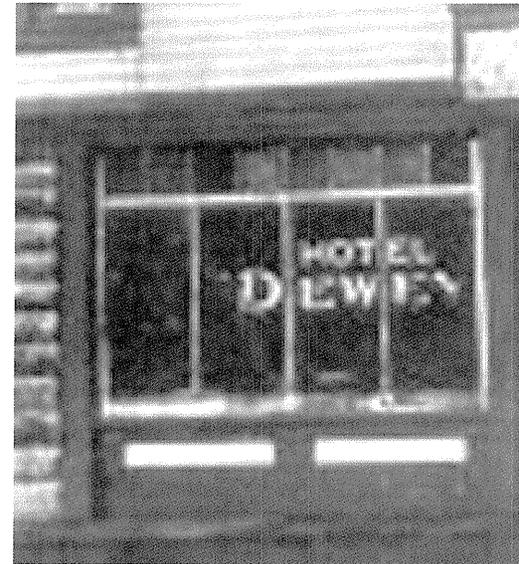


Illustration 61: Example of historic window sign (Dedman's Photo Shop)

³⁷ SHD Guideline, 19.08.012 (5) (c).

“THE CRIBS” BUILDING (1902-1910)

In 1902, Frederick Verbauwheide, owner of the Verbauwheide Cigar Store and Confectionery, moved two small one-story buildings from the former red-light district known as French Alley to a site in back of his shop. One structure was attached to the back of the building to provide living space for Verbauwheide’s expanding family. The second structure was let out to lodgers. In 1977, the NPS purchased the Verbauwheide’s building complex. In conjunction with the restoration of the main building, the crib buildings were detached from the main building and post-1925 additions were removed to restore the buildings to a more accurate representation of their original gold rush era appearance. There is no evidence of signage on either of these structures during the period of significance.³⁸

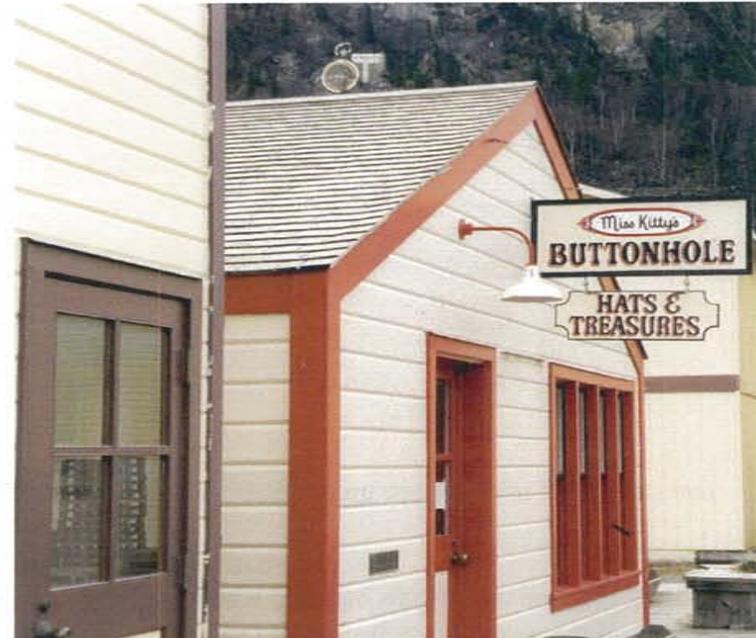


Illustration 62: The Crib Building 1998

³⁸ *Ten Buildings HSR*, 55-98.

SUMMARY OF SIGN GUIDELINES

1. Maintain NPS bronze marker.
2. With the approval of the current lessee or upon installation of a new lessee, NPS will install and maintain a building identification sign on The Cribs Building. The historic marker must be a small suspended sign that reads “THE CRIBS BLDG” and display the NPS arrowhead symbol.³⁹
3. Contemporary commercial signs may include a projecting sign similar to the sign shown in Illustration 64, window signs, and temporary signs as described in these guidelines. Although current SHD sign ordinances prohibit signs on municipal property, the current venter (Miss Kitty’s Buttonhole) has a variance that allows mannequins and a portable sign on the public boardwalk. This variance will not transfer to a new lessee nor will the use of mannequins be permitted.⁴⁰
4. All signs must be sympathetic to the historic character of the building and the district, comply with SHD design guidelines and sign ordinances, and be approved by HDC.

³⁹ “Director’s Order #52D” [http://www.nps.gov/refdesk/dorders/dorderr 52-rev.doc/](http://www.nps.gov/refdesk/dorders/dorderr%2052-rev.doc/). May 29, 2001.

⁴⁰ *SHD Guidelines*, 19.08.012 (2) & (5) (i).

HISTORIC MARKER

With the approval of the current lessee or upon installation of a new lessee, NPS will install and maintain a building identification sign similar to the suspended sign illustrated on this page. This historic marker must read “THE CRIBS BLDG.”

- Clearance under the suspended sign must be a minimum of eight (8) feet above the boardwalk.
- Sign must be approximately one-third the length and one-fourth the height of the main sign.
- Display the NPS arrowhead symbol in accordance with NPS standards.
- Black lettering on a light colored background.
- Sign must have a black border.
- All capital lettering followed by a period in the same weight as the lettering.
- Font: Franklin Gothic. (See Appendix B)



Illustration 63: Example of historic suspended sign (Klondike Gold Rush NHP)

CONTEMPORARY COMMERCIAL SIGNS

Contemporary commercial signs may consist of the following signs. All contemporary commercial signs must be in compliance with the SHD sign ordinances and design guidelines. Any alteration or addition to the exterior of the building must comply with the RFP for the current lease and the *Secretary's Standards*. The KLGO Chief of Maintenance must determine the method of attachment to the building. Upon termination of the lease, any sign affixed to the exterior building becomes NPS property and remains on the building.

Projecting Sign⁴¹

- Sign will not extend beyond the street edge of the boardwalk or into the alleyway.
- Street side support post must be located at least six (6) inches from the outside edge of the boardwalk. Recommended size for a support post is 4"x4".
- Sign must be mounted on the building at a height that allows NPS to attach the previously described historic marker a minimum of eight (8) feet above the boardwalk.
- Color: Dark colored lettering on a light background that harmonizes with the main building color.
- Font: Engravers Roman, Trooper Roman, or Bodini Book. (See Appendix B)

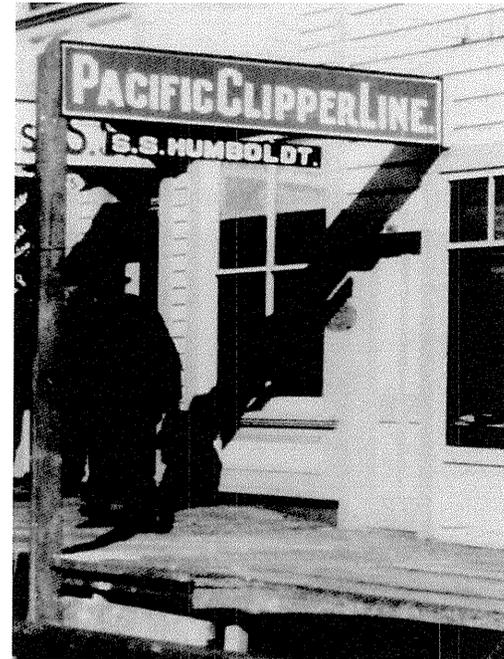


Illustration 64: Example of historic projecting sign (Klondike Gold Rush NHP)

⁴¹ SHD Guidelines: 19.08.012 (5) (b).

Window Sign⁴²

- Maximum size no more than 20% of the total window area.
- Gold Leaf lettering or shadowed lettering may be used.
- Lettering up to 10 inches in height.
- Located at eye level.
- See Appendix C: Window Signs.

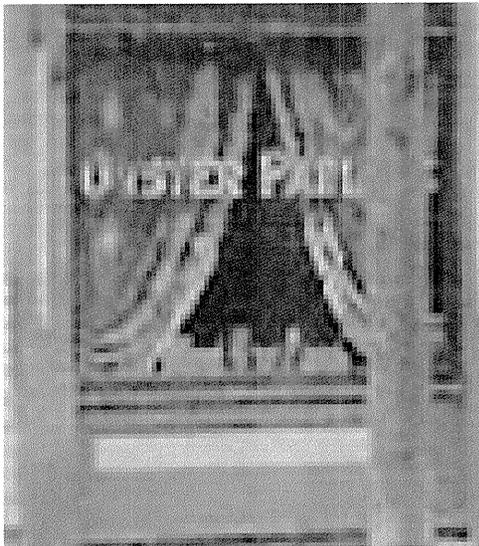


Illustration 65: Example of historic window sign (Alaska State Library)



Illustration 66: Example of historic window sign (Alaska State Library)

⁴² *SHD Guidelines: 19.08.012 (5) (c).*

APPENDIX A: SKAGWAY HISTORIC DISTRICT PART 3: SIGNS
Draft Guidelines as of August 9, 2000

APPENDIX B: RECOMMENDED FONTS

All font recommendations are based on lettering styles shown in historic photographs taken in Skagway during Skagway's period of significance from 1897 – 1910. The purpose of these examples is to illustrate different styles of lettering used on signs during the period of significance. Actual lettering size will vary depending on the type and size of sign.

Display Types

Sans Serif: Introduced in England during the early nineteenth century. Used primarily to advertise manufactured products. Contemporary in appearance, efficient and impersonal. Uniform weight and no serifs.

Serif: Opening and closing cross-strokes, curves or flourishes in the letterfaces.

Egyptian: First introduced in England during the early nineteenth century. Uniform in weight with unbracketed, slab serifs. Generally bold in character.

Roman: Based on traditional letterforms. Dignified, classical.

Script: Modeled after handwriting and thus individual and varied. Range from traditional to contemporary and from delicate to rugged.

Miscellaneous: Designed to attract attention. Includes shaded lettering.

Sans Serif		
Eurostyle	Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	Extended	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Franklin Gothic	Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	Condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	Wide	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
News Gothic	Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Optima	Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	Semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Univers	55	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	65	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	75	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Serif: Egyptian

Serif: Egyptian		
Bookman	Regular	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p>
	Italic	<p><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i></p>
Century Schoolbook	Bold	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p>
Melior	Semibold	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p>
Schadow Antiqua	Regular	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p>
	Bold Condensed	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p>

Serif: Roman		
Bodini Book	Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Caslon	Antique	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnop qrstuvwxyz
Engravers Roman		ABCDEFGHIJKL MNOPQRST UVWXYZ
Goudy	Bold	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnop qrstuvwxyz
Trooper Roman		ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnop qrstuvwxyz

Script		
Script		<i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</i> <i>a b c d e f g h i j k l m n o p q r s t u v w x y z</i>
Miscellaneous		
Shaded	Gold Rush	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

APPENDIX C: WINDOW SIGNS

Although not always visible in historic photographs, window signs were commonly used during the historic period. Directed at the pedestrian on the boardwalk, the lettering was generally small, up to 10 inches in height, so as not to impair the pedestrians view of window displays. The lettering may have been script, sans serif or serif. The color of the lettering varied between gold leaf to dark or light paint. SHD sign ordinances state that the maximum size of signs painted on, applied to, or mounted on windows shall not exceed twenty (20) per cent of the total window area.

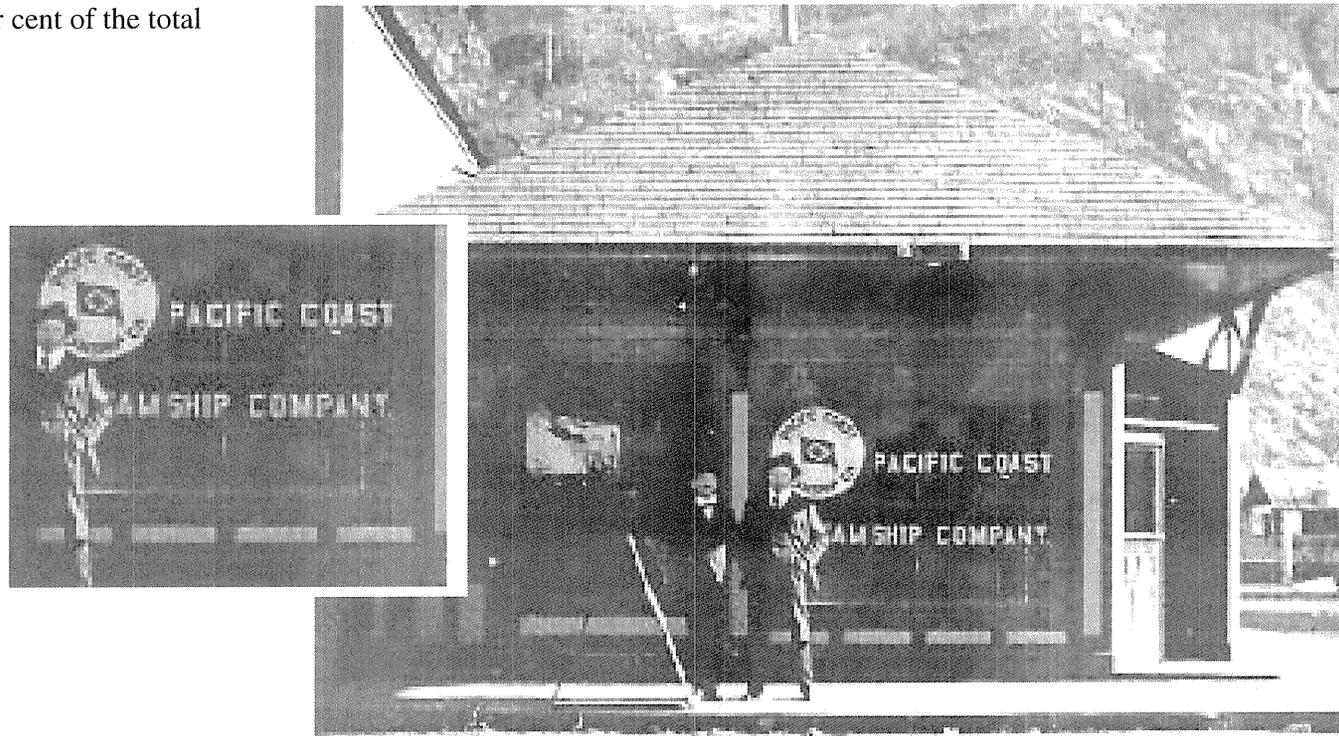


Illustration 67: Pacific Coast Steamship window sign (National Maritime Museum)

The enlarged view of the window sign used on the historic Office Saloon illustrates the use of an ornate lettering. The angled placement allows the lettering to fit within the bonds of the windowpane. The simplistic nature of the sign is in contrast to the ornate lettering. The sign is distinctive and complements the script used on the façade sign. Limiting the sign to the business name also reduces the amount of window space used.

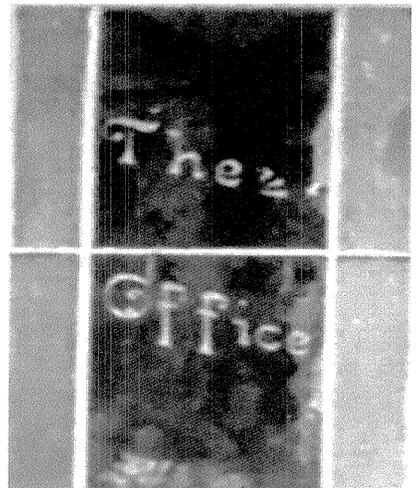
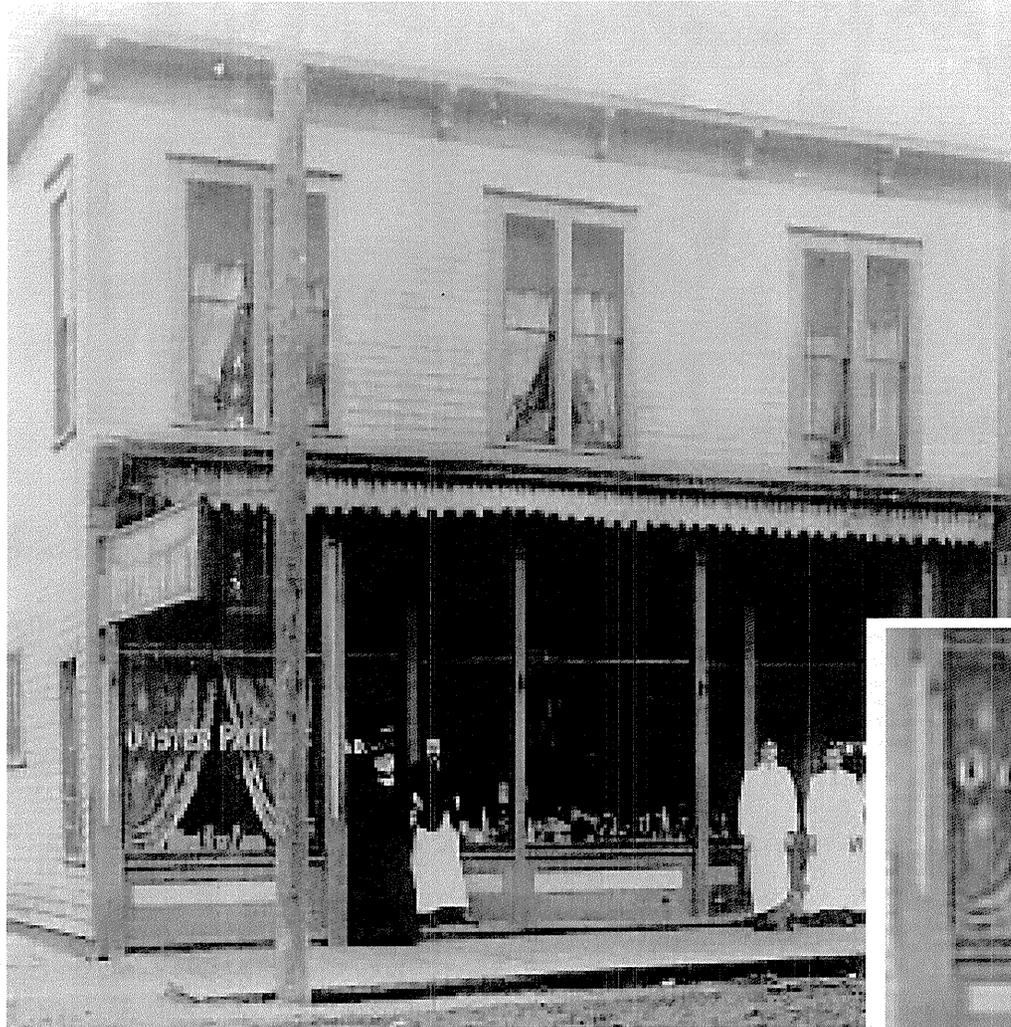


Illustration 68: The Office Saloon window sign (University of Alaska, Fairbanks Archives)



The window sign illustrated here is an excellent example of less being more. Executed in sans serif lettering, the simplistic nature of the sign draws attention to the window display located beneath the sign and provides a striking contrast to more flamboyant signage used on other buildings.



Illustration 69: Oyster Bar window sign (Alaska State Library)

These window signs on the gold rush era Monogram Hotel and Family Liquor Store illustrate the use of sans serif lettering in a light color. The window signs are identical on both sides of the entry. The simplicity of the vertical placement of the lettering does not distract from the window displays while the larger text emphasizes the name of the business.



Illustration 70: Monogram Hotel window sign (Yukon Archives)

Window Sign Design Elements:

Window signs provide the opportunity for creativity while presenting the challenge of remaining within the 20% requirement of the HDC sign ordinances. The following is a summary of the window sign elements.

Lettering:

- Script, Bold, Sans Serif, Serif, Roman (See Appendix B).
- Upper case or lower and upper case mixed.

Color:

- Gold, light colored or dark colored.

Layout: The following are a few examples of different layouts that can be used in window signs. Additional examples are provided in the following pages.

Your Business Name

Convex

Your Business Name

Concave

**YOUR
BUSINESS
NAME**

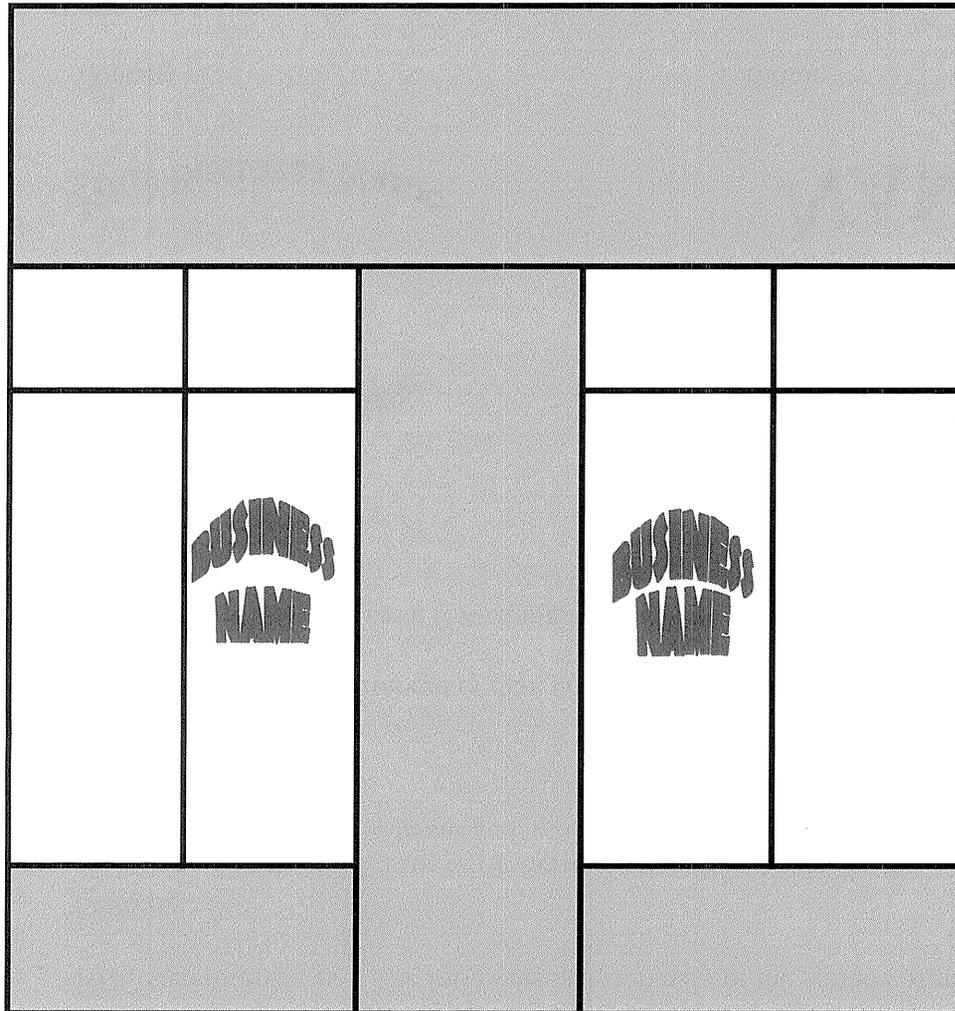
Button

Your Business Name

Slanted

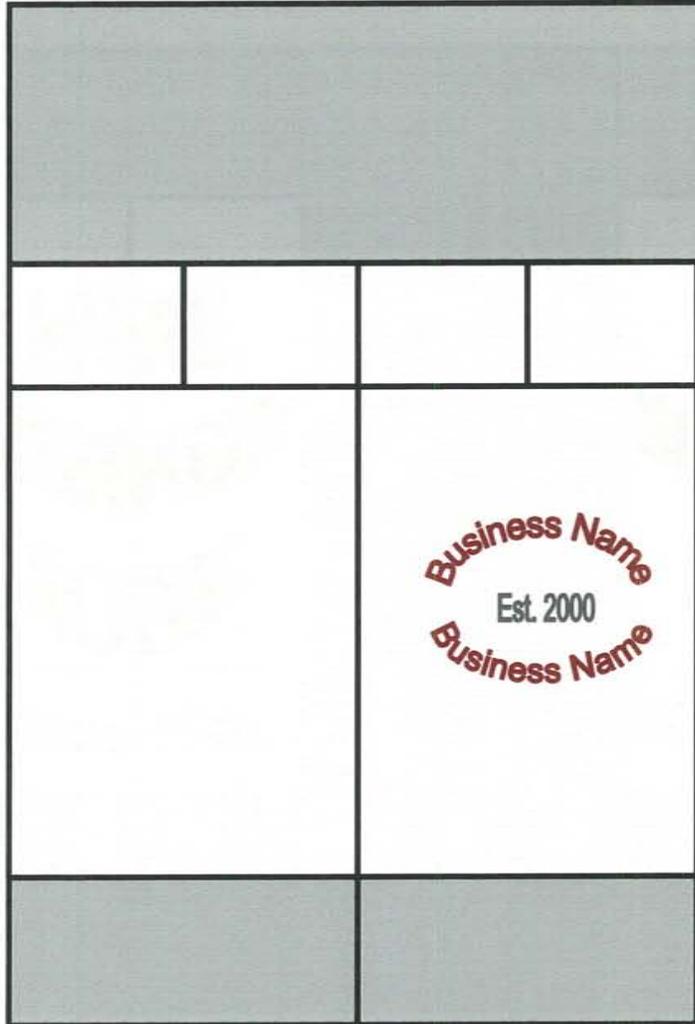
Your Business Name

Inflated



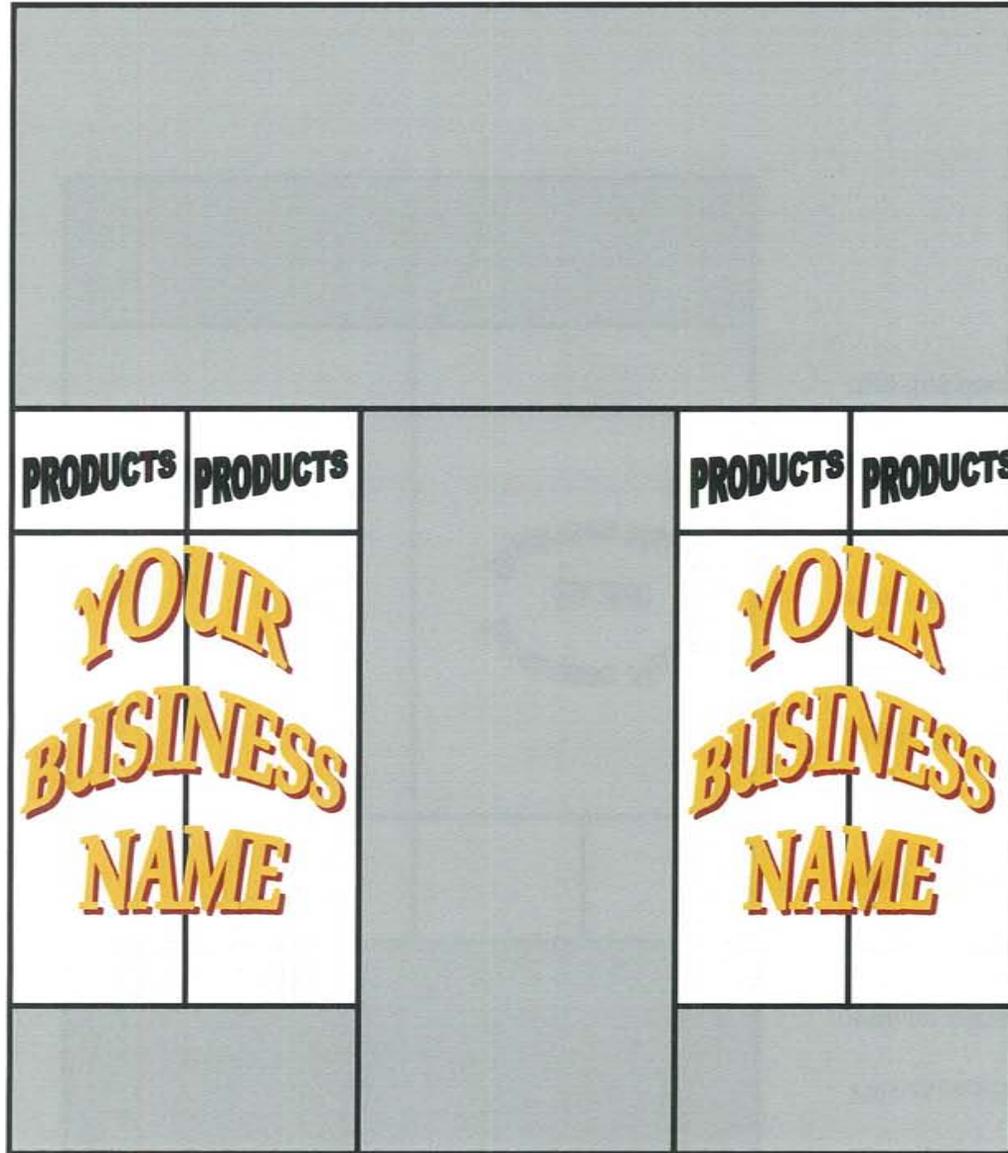
Example A:

In this example, simple yet bold window signs positioned at eye-level flank the business entry. This example combines an arched line and a horizontal line. The lettering used is a serif font called Goudy. Other font types such as those found in Appendix B could also be used. The example uses black lettering, but gold or white could also be used. The main idea is to create a sign that does not distract from the window display, but at the same time attracts the pedestrian's attention and creates a visual link between the products displayed and the name of the business.



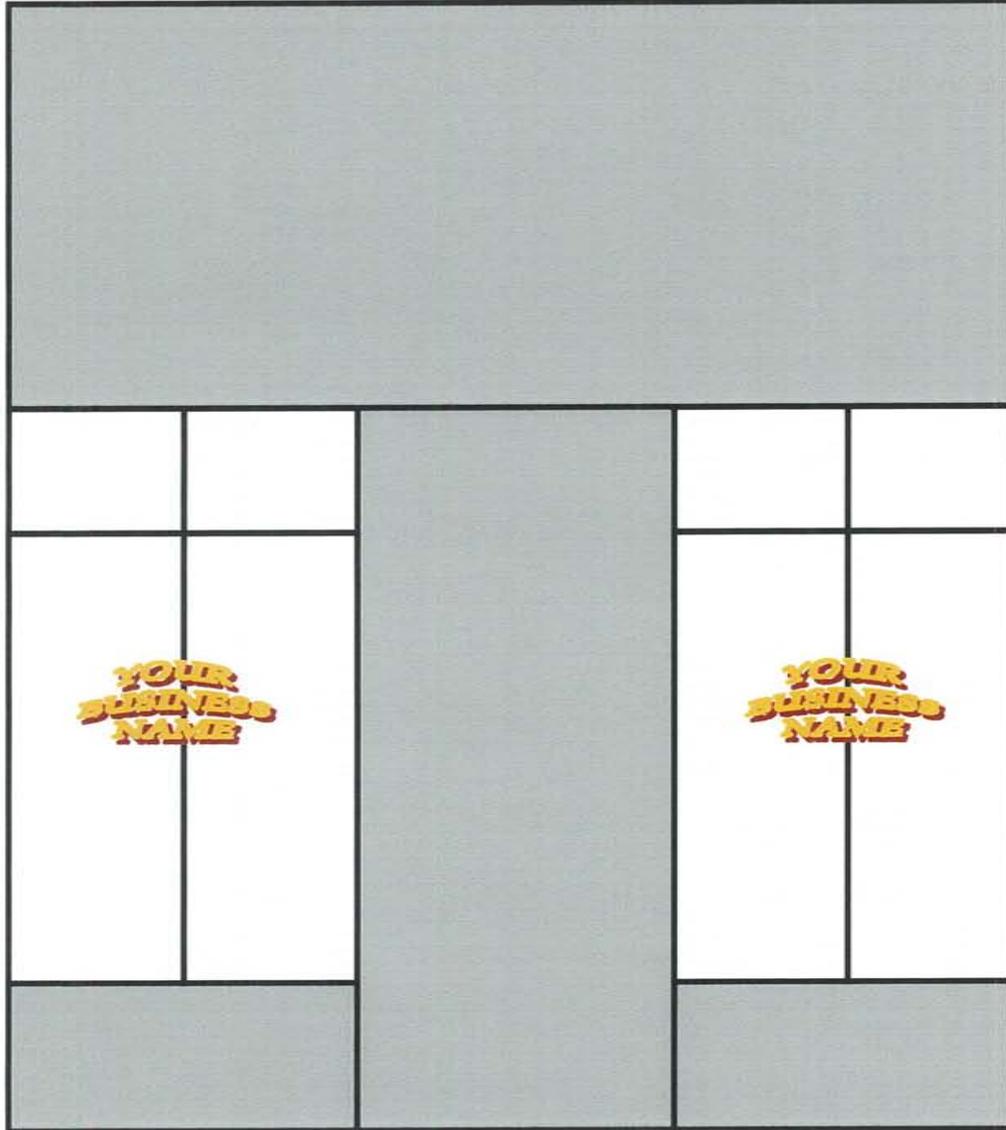
Example B:

This example illustrates a circular window sign with an additional line of text in the center of the circle. Since this is a larger sign that takes up more window space, only one sign should be used to comply with HDC ordinances. The sign illustrated here uses upper and lower case text in a san serif font (Franklin Gothic). The business name is done in dark red lettering while the date the business was established is done in black. This combination of color and form creates an attractive sign that does not distract from window displays.



Example C:

This example is included to illustrate inappropriate window signs. The signs in this example obviously comprise more than 20% of the storefront window space. In addition, the lettering used in the top windowpanes (Arial) is a modern sans serif font, which is not recommended.



Example D:

In this example, a similar style of window is used to illustrate an appropriate sign. Again, three lines of gold lettering are arranged in a slightly arched pattern. However, the use of smaller letters creates a sign that takes up approximately 20% of the windows and does not distract from window displays.

APPENDIX D: TEMPORARY SIGNS

Certain signs are exempt from regulation by Skagway ordinances as long as the signs do not violate the general provisions of the city ordinances. Two of the exempt signs are business information signs and temporary window display signs.

BUSINESS INFORMATION SIGNS

This category includes signs related to the basic operation of business. These signs range from credit card signs to Open/Closed signs as well as business hour signs and merchandise signs.⁴³

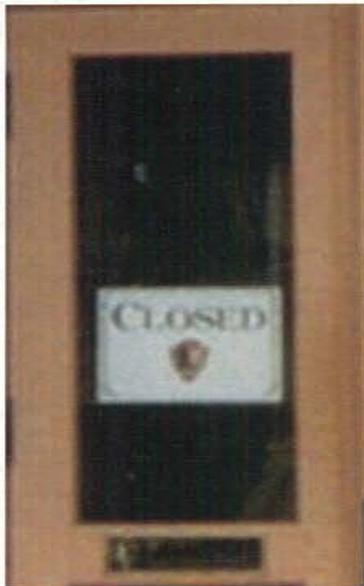


Illustration 71: Example of temporary business sign

- Must relate to the operation of the business.
- Must be temporary in nature.



Illustration 72: Example of temporary business signs

⁴³ SHD Guidelines, 19.08.010 (C) (9).

TEMPORARY WINDOW DISPLAY SIGNS

Historic photographs reveal that gold rush era Skagway businesses relied on visual displays to advertise the type and variety of merchandise available. However, as demonstrated by the Monogram Hotel illustration, signs were also incorporated into window displays. Window display signs of this type provide an advertising option for KLGO lease holders as long as these signs are temporary and conform with city ordinances. As illustrated on the following page, these signs may be textual, visual or a combination of text and images.⁴⁴



Illustration 73: Monogram Hotel and Family Liquor Store window display using merchandise and advertisements (Yukon Archives)



Illustration 74: B. M. Behrends Mercantile Co. Inc. window display using only merchandise (Alaska State Library)

⁴⁴ SHD Guidelines, 19.08.010 (C) (7).

- May be displayed in the window or on the inside of a display window.
- Attached to the window, the sign is considered a window sign. The combined total of all window signs must not exceed 20% of the total window space.
- Illuminated only by interior building lighting and/or natural light.
- Must depict scenes or images appropriate to 1897-1910.
- May use natural designs, flowers, leaves, garlands, abstract “Nature “ designs, and other simplistic designs appropriate to 1897-1910.
- Must use language appropriate to 1897-1910.
- Lettering: Egyptian or Roman font. (See Appendix B)

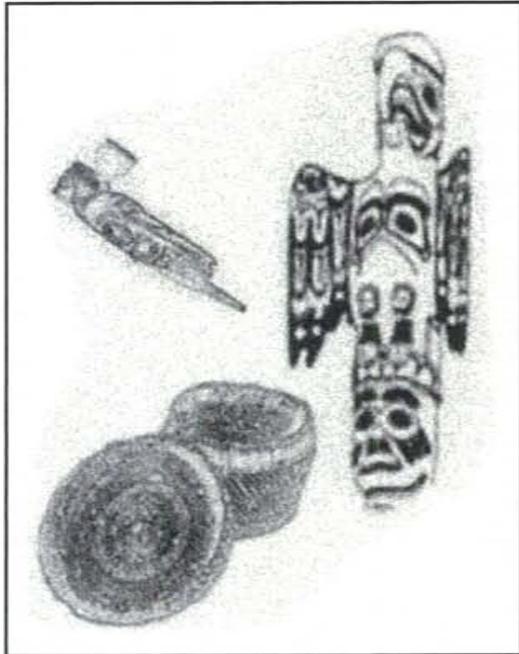


Illustration 75: Sign using images

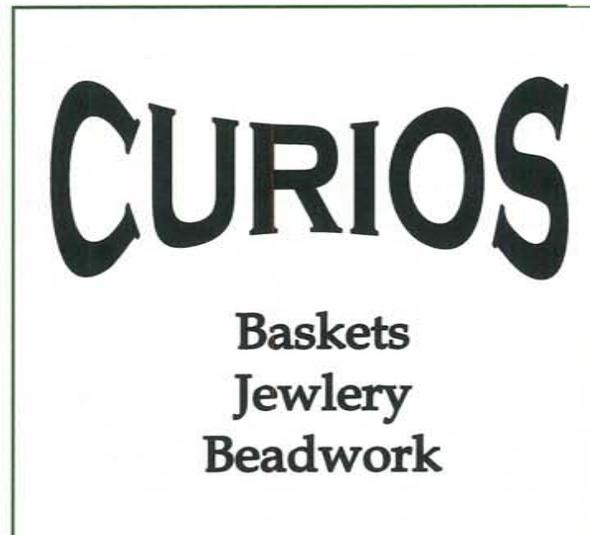


Illustration 76: Sign using text only

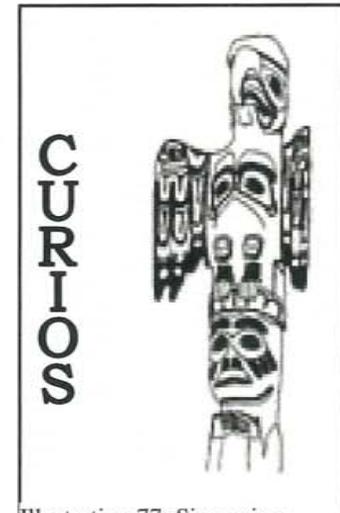


Illustration 77: Sign using text and image

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