

HISTORIC AND DESIGN REVIEW COMMISSION

March 06, 2015

Agenda Item No: 9

HDRC CASE NO:	2015-078
ADDRESS:	2507 FREDERICKSBURG RD
LEGAL DESCRIPTION:	NCB 6707 BLK 17 LOT 18 THRU 23 & E 40 FT OF 17
ZONING:	R6 H
CITY COUNCIL DIST.:	7
DISTRICT:	Monticello Park Historic District
APPLICANT:	Ben Johnson
OWNER:	Redeemer Lutheran Church
TYPE OF WORK:	Signage
REQUEST:	

The applicant is requesting a Certificate of Appropriateness for approval to:

1. Hang a 35' x 6' sign banner across the south facing façade that fronts Fredericksburg Rd.
2. Paint portions of the building's tiled façade. The painted portions of tile will spell out "SA Tech" and will function as a building mounted sign.

APPLICABLE CITATIONS:

UDC Section 35-612 Signs and Billboards

(c) Standards for Sign Design and Placement

1. Primary sign design considerations shall be identification and legibility. Size, scale, height, color and location of signs shall be harmonious with, and properly related to, the overall historic characteristic of the district and structure.
3. All graphic elements shall reinforce the architectural integrity of any building. Signs should not disfigure, damage, mar, alter, or conceal architectural features or details and should be limited to sizes that are in scale with the architecture and the streetscape. Emblems and symbols of identification used as principal structural or architectural design elements on a facade shall not be included in the total allowable signage per facade per structure when approved by the historic and design review commission. The historic and design review commission shall be guided by the building's proportion and scale when such elements are incorporated.

(d) Proportion of Signs. For all signage, width and height must be in proportion to the facade, respecting the size, scale and mass of the facade, building height, and rhythms and sizes of window and door openings. The building facade shall be considered as part of an overall sign program but the sign shall be subordinate to the overall building composition. Additionally, signs should respect and respond to the character and/or period of the area in which they are being placed.

(e) Number and Size of Signs.

- 1) **Number and Size.** The historic and design review commission shall be guided in its decisions by the total number of businesses or services per building and the percentage of floor space occupied by each business or service. Applicants may apply for up to three (3) signs total, with total signage per facade no bigger than twenty (20) percent of the proposed facade it will be placed upon. Total signage for all applicants shall not exceed fifty (50) square feet unless the historic and design review commission recommends additional signs and/or total footage. Notwithstanding the above, signs may not exceed the maximum size and height limitation for signage contained in chapter 28, article 9. The applicant is strongly advised to coordinate his signage plan with signage plans of other building tenants. It is also recommended that the building owner or their agent develop a master signage plan or signage guidelines for the total building or property. If a property has an approved master signage plan on file with the office of historic preservation, applications for signage may be approved administratively at the discretion of the historic preservation officer provided that they comply with such master signage plan. This provision does not apply to districts and landmarks in river improvement overlay (RIO) districts, which shall be guided by 35-678 and 35-681, respectively.
- 2) **Sign Area.** The sign area shall be determined in the following manner:

A. Sign Areas. The area of a sign shall be computed on the actual area of the sign. Sign area shall be calculated as the area within a parallelogram, triangle, circle, semicircle or other regular geometric

figure including all letters, figures, graphics or other elements of the sign, together with the framework or background of the sign. The supporting framework of the sign shall not be included in determining sign area unless such supporting framework forms an integral part of the sign display, as determined by the historic preservation officer. If the sign is located on a decorative fence or wall, when such fence or wall otherwise meets these or other ordinances or regulations and is clearly incidental to the display itself, the fence or wall shall not be included in the computation of the sign area. In the cases of signs with more than one (1) sign face, including but not restricted to double-faced signs, back-to-back signs, overhanging signs, and projecting signs, each side of the sign shall be included in total allowable signage area.

(j) Prohibited Signs.

(2) Any sign placed upon a building, object, site, or structure in any manner so as to disfigure, damage, or conceal any window opening, door, or significant architectural feature or detail of any building;

(k) Installation. Signs, posters, decals or advertisements may not be affixed, tacked, nailed, pasted, or taped to any portion of a building, object, site or structure in a manner that will cause irreversible damage or loss, or is considered inappropriate under any applicable guidelines utilized by the office of historic preservation.

Historic Design Guidelines

Chapter 6. Guidelines for Signage

A. GENERAL

i. *Number and size*—Each building will be allowed one major and two minor signs. Total requested signage should not exceed 50 square feet.

ii. *New signs*—Select the type of sign to be used based on evidence of historic signs or sign attachment parts along the building storefront where possible. Design signs to respect and respond to the character and/or period of the area in which they are being placed. Signs should identify the tenant without creating visual clutter or distracting from building features and historic districts.

iii. *Scale*—Design signage to be in proportion to the facade, respecting the building's size, scale and mass, height, and rhythms and sizes of window and door openings. Scale signage (in terms of its height and width) to be subordinate to the overall building composition.

C. PLACEMENT AND INSTALLATION

i. *Location*—Place signs where historically located and reuse sign attachment parts where they exist. Do not erect signs above the cornice line or uppermost portion of a facade wall, or where they will disfigure or conceal architectural details, window openings, doors, or other significant details.

ii. *Obstruction of historic features*—Avoid obscuring historic building features such as cornices, gables, porches, balconies, or other decorative elements with new signs.

iii. *Damage*—Avoid irreversible damage caused by installing a sign. For example, mount a sign to the mortar rather than the historic masonry.

iv. *Pedestrian orientation*—Orient signs toward the sidewalk to maintain the pedestrian oriented nature of the historic districts.

D. DESIGN

i. *Inappropriate materials*—Do not use plastic, fiberglass, highly reflective materials that will be difficult to read, or other synthetic materials not historically used in the district.

ii. *Appropriate materials*—Construct signs of durable materials used for signs during the period of the building's construction, such as wood, wrought iron, steel, aluminum, and metal grill work.

iii. *Color*—Limit the number of colors used on a sign to three. Select a dark background with light lettering to make signs more legible.

iv. *Typefaces*—Select letter styles and sizes that complement the overall character of the building façade. Avoid hard-to-read or overly intricate styles.

3. Projecting and Wall-Mounted Signs

C. WALL-MOUNTED SIGNS

i. *Area*—Limit the aggregate area of all wall-mounted signs to twenty-five percent of a building facade.

FINDINGS:

- a. The subject structure located at 2507 Fredericksburg contributes to the Monticello Park Historic District.
- b. The proposed work was completed without a Certificate of Appropriateness. The office was notified about the work on February 4, 2015.

Item 1

- c. The proposed banner sign has a total sign area of 210 sq.ft. This exceeds the maximum sign area permitted of 50 square feet. The size of the sign is not consistent with the UDC Section 35-612(d) and section (e) 1 and 2.
- d. Banner signs are typically used to provide temporary signage. The proposed permanent use of the banner sign for advertisement purposes would not be appropriate.

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- e. The proposed painted signage on the building's tiled walls diminishes the integrity of the building's primary façade by covering character defining material. The design of the sign is not consistent with the UDC Section 35-612 Section (c)1.
- f. The size, scale, height and location of the sign does not respect or respond to the character of the structure. The signage appears to cover more than 20 percent of the building's façade and overwhelms the building's primary frontage. The size of the sign is not consistent with the UDC Section 13-612 Section (c)3.
- g. The proposed sign type is prohibited. The sign's graphic letters are painted onto the structure's building fabric. This type of sign treatment disfigures the character defining building material and would be inappropriate. The sign is not consistent with the UDC Section 35-612(j)2 and K.

RECOMMENDATION:

Staff does not recommend approval of item 1 or 2 based on findings a through g.

CASE MANAGER:

Alyson Smith





2507 Fredericksburg

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