

HISTORIC AND DESIGN REVIEW COMMISSION

July 20, 2016

Agenda Item No: 29

HDRC CASE NO: 2016-230
ADDRESS: 1150 S ALAMO ST
LEGAL DESCRIPTION: NCB 931 BLK 1 LOT 23 THRU 25
ZONING: C3 H HS
CITY COUNCIL DIST.: 1
DISTRICT: King William Historic District
LANDMARK: Alamo Methodist Church
APPLICANT: Daniel Northcutt
OWNER: Greg Porter/AC 1150 S Alamo, LLC
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install one wooden 5.5' x 2' (11 square feet) freestanding signage, 11 feet tall, in existing frame.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 6, Guidelines for Signage

1. General

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.

E. LIGHTING

i. *Lighting sources*—Use only indirect or bare-bulb sources that do not produce glare to illuminate signs. All illumination shall be steady and stationary. Internal illumination should not be used.

ii. *Neon lighting*—Incorporate neon lighting as an integral architectural element or artwork appropriate to the site, if used.

FINDINGS:

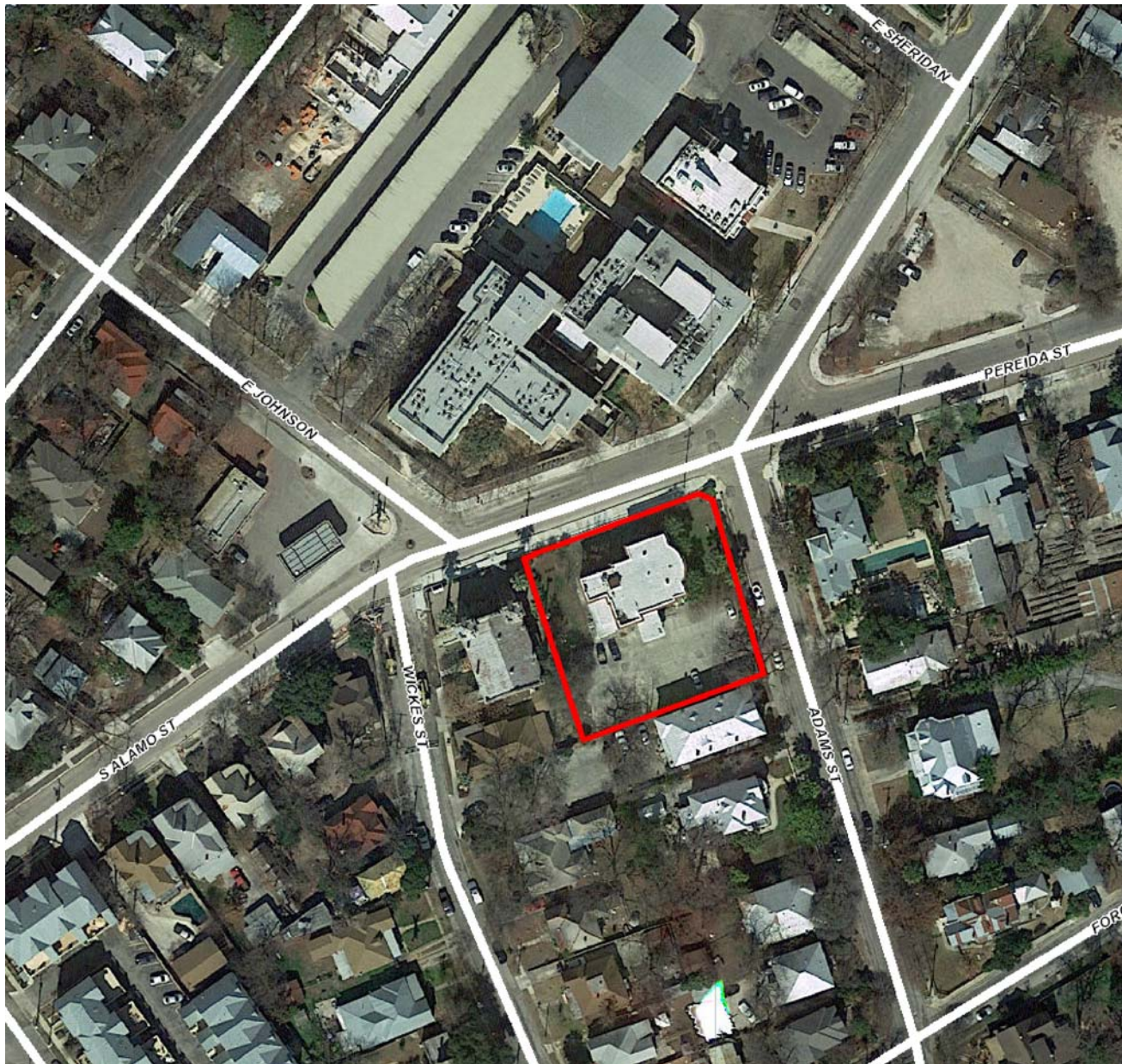
- a. The applicant is proposing signage at 1150 S Alamo, known as the historic Alamo Methodist Church, converted to a commercial use. The building was built circa 1915.
- b. Currently, no permanent signage exists except for a 11' tall freestanding metal frame with external lighting. The applicant received approval to temporarily hang two banners. The applicant also received approval from the HDRC on July 6, 2016, to install a 9 square foot graphic to existing front awning, a 2.25 square foot graphic to existing side awning, and four window decals on front decals to be 1 square foot each.
- c. The applicant is proposing to install a wooden sign, 5.5' x 2' signage area in an existing freestanding frame standing 11' tall on a 2.3' retaining wall. The applicant is proposing two options, setting the sign higher in the frame, or setting the sign at the bottom of the frame. Including the retaining wall, the signage stands 13.3' tall. The sign is crème color with dark letters. According to the Guidelines for Signage, signs should be proportionated to building scale, oriented toward the sidewalk to maintain pedestrian oriented nature of the historic district, made of an appropriate material, and use a dark background with light lettering to make signs more legible. Staff finds the material and location of this sign consistent with the Guidelines, but finds the color inappropriate. Staff recommends that the applicant consider a dark background with light letters.
- d. Staff visited the site June 21, 2016, and found that the retaining wall 2.3' tall and creates a distinct difference between the street level and the patio at 1150 S Alamo.

RECOMMENDATION:

Staff recommends approval of the proposed sign set high in the frame based on finding a through d with the stipulation that the applicant alter the color scheme to include a dark background and light letters, and submit the details to staff prior to receiving a Certificate of Appropriateness.

CASE MANAGER:

Lauren Sage



Flex Viewer

Powered by ArcGIS Server

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