

HISTORIC AND DESIGN REVIEW COMMISSION

August 03, 2016

Agenda Item No: 14

HDRC CASE NO: 2016-309
COMMON NAME: 3436 ROOSEVELT
LEGAL DESCRIPTION: NCB 7676 BLK S 37FT OF N 214FT OF 3 OR A3
ZONING: C3 H MC-1
CITY COUNCIL DIST.: 3
DISTRICT: Mission Historic District
APPLICANT: Lydell Toyne
OWNER: Benny Costello
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install two signs at the new construction at 3436 Roosevelt. The requested signage is proposed as follows:

1. One (1) LED, face lit channel letter sign reading “HOMETOWN BURGERS” with red letters to feature 69.5 square feet to be mounted fronting Roosevelt.
2. One (1) single sided retro arrow and red channel letters that read “DRIVE THRU” on the side of the structure to feature 85 square feet.

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.

B. HISTORIC SIGNS

- i. Preservation*—Preserve historic signs, such as ghost signs or other signs characteristic of the building’s or district’s period of significance, whenever possible.
- ii. Maintenance*—Repair historic signs and replace historic parts in-kind when deteriorated beyond repair.

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:

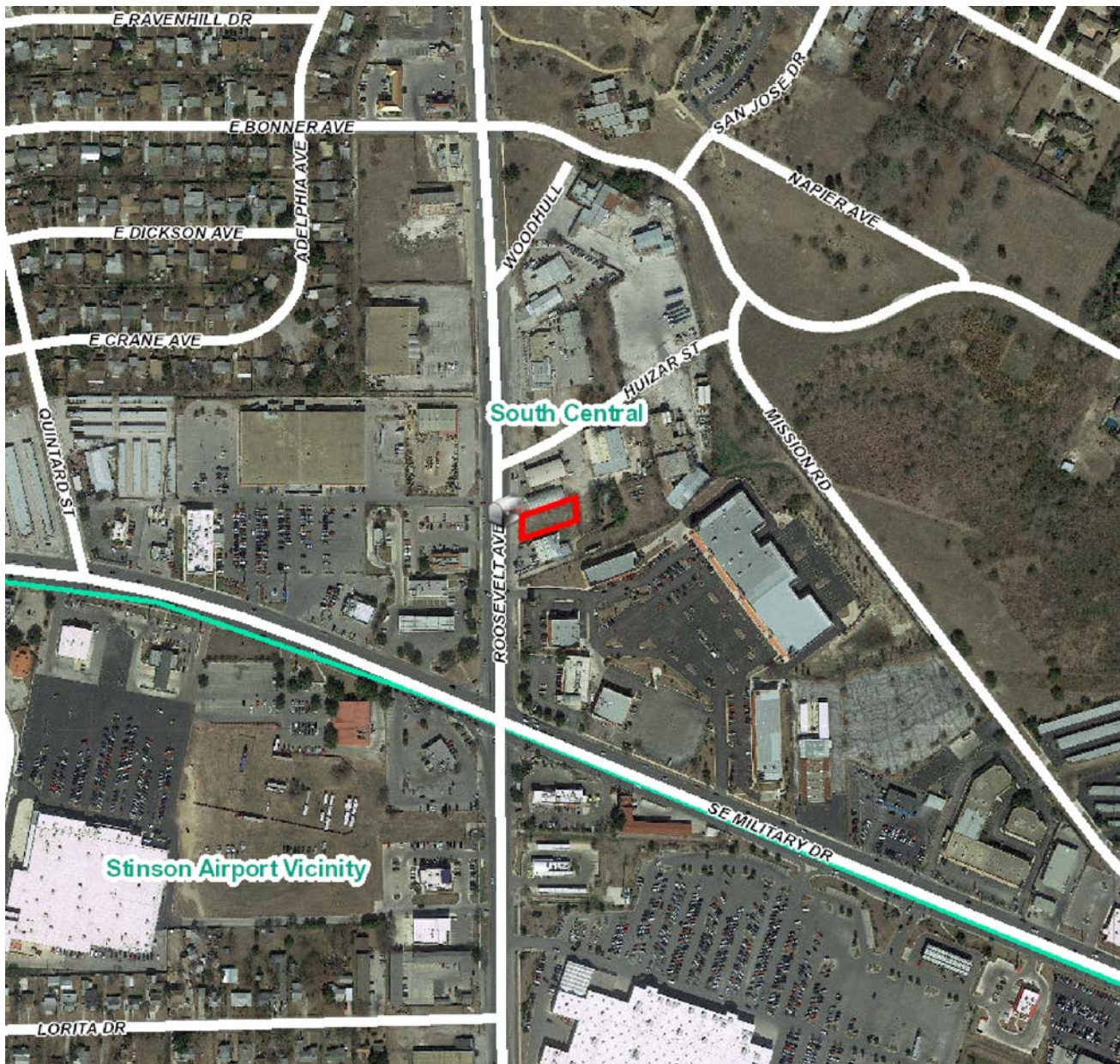
- a. The structure at 3436 Roosevelt is new construction recently approved by the Historic and Design Review Commission. This property is located on a section of Roosevelt that is commercial in nature and is in immediate proximity to SE Military Drive. In the immediate area of the new construction, signage for the Mission Plaza Shopping Center, Texas MedClinic, Taqueria Nuevo Vallarta, Tovar Tire and Muffler Service and community thrift store can be found, each of which feature more than fifty square feet.
- b. The applicant has proposed One (1) LED, face lit channel letter sign reading “HOMETOWN BURGERS” with red letters to feature 69.5 square feet to be mounted fronting Roosevelt. The applicant has provided staff with the same signage proposed at fifty square feet to be located at the same location. This sign is to feature aluminum letters, acrylic faces and is to be back lit by LED lighting. Staff finds that the proposed signage at 69.5 square feet appropriate in this commercial setting.
- c. On the side of the structure, extending five feet from the façade, the applicant has proposed to install one (1) single sided retro arrow and red channel letters that read “DRIVE THRU” to feature 85 square feet. This sign is to feature an arrow cabinet constructed of aluminum, aluminum letters, neon strip lighting and incandescent yellow lights to illuminate the arrow. The proposed letters will not be lit. Staff finds this signage, removed from the front façade of the structure appropriate in this commercial setting.

RECOMMENDATION:

Staff recommends approval as submitted based on findings a through c.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

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Roosevelt Ave

Huizar Rd

Mustang Sally's

3436 Roosevelt Avenue

GCA



NO
PARKING
→

3436

ROOSEVELT

ROOSEVELT

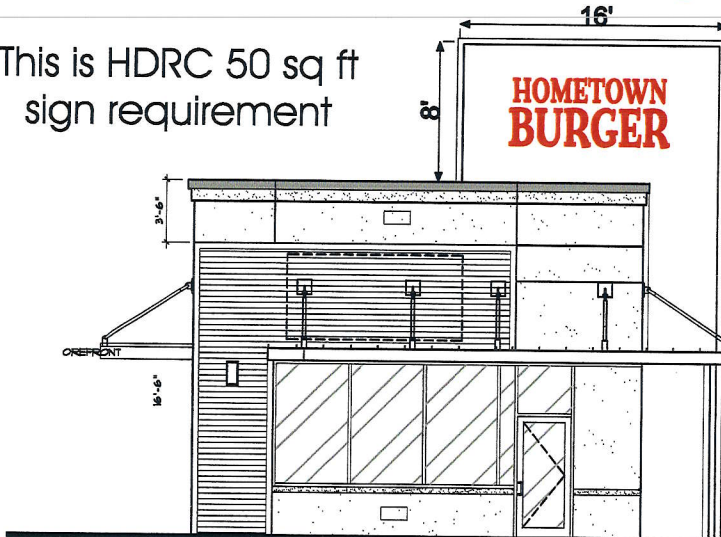
TIGER
333-4287



NO
PARKING
→

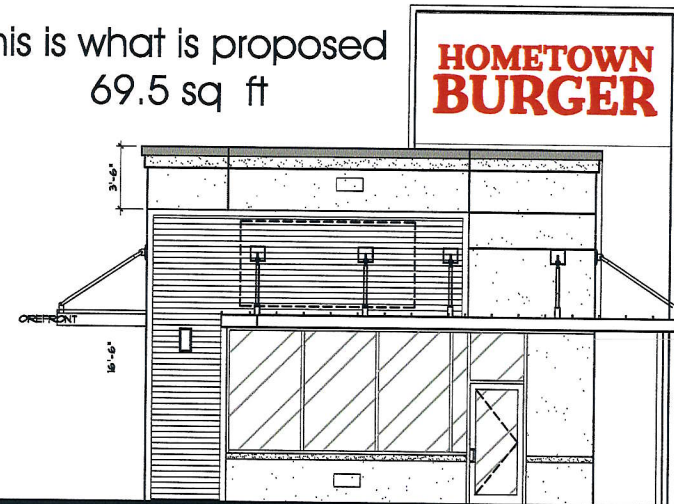
10'
5'
**HOMETOWN
BURGER**

This is HDRC 50 sq ft
sign requirement

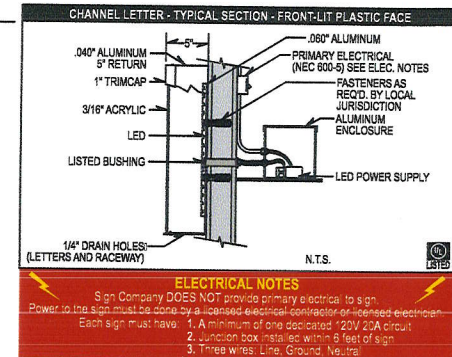


13' 9"
5'
**HOMETOWN
BURGER**

This is what is proposed
69.5 sq ft



A Front-Lit, Plex-Face Channel Letters w/ LED, Individually Mounted w/ Front View



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Client **HOMETOWN
BURGER** 3634 Roosevelt

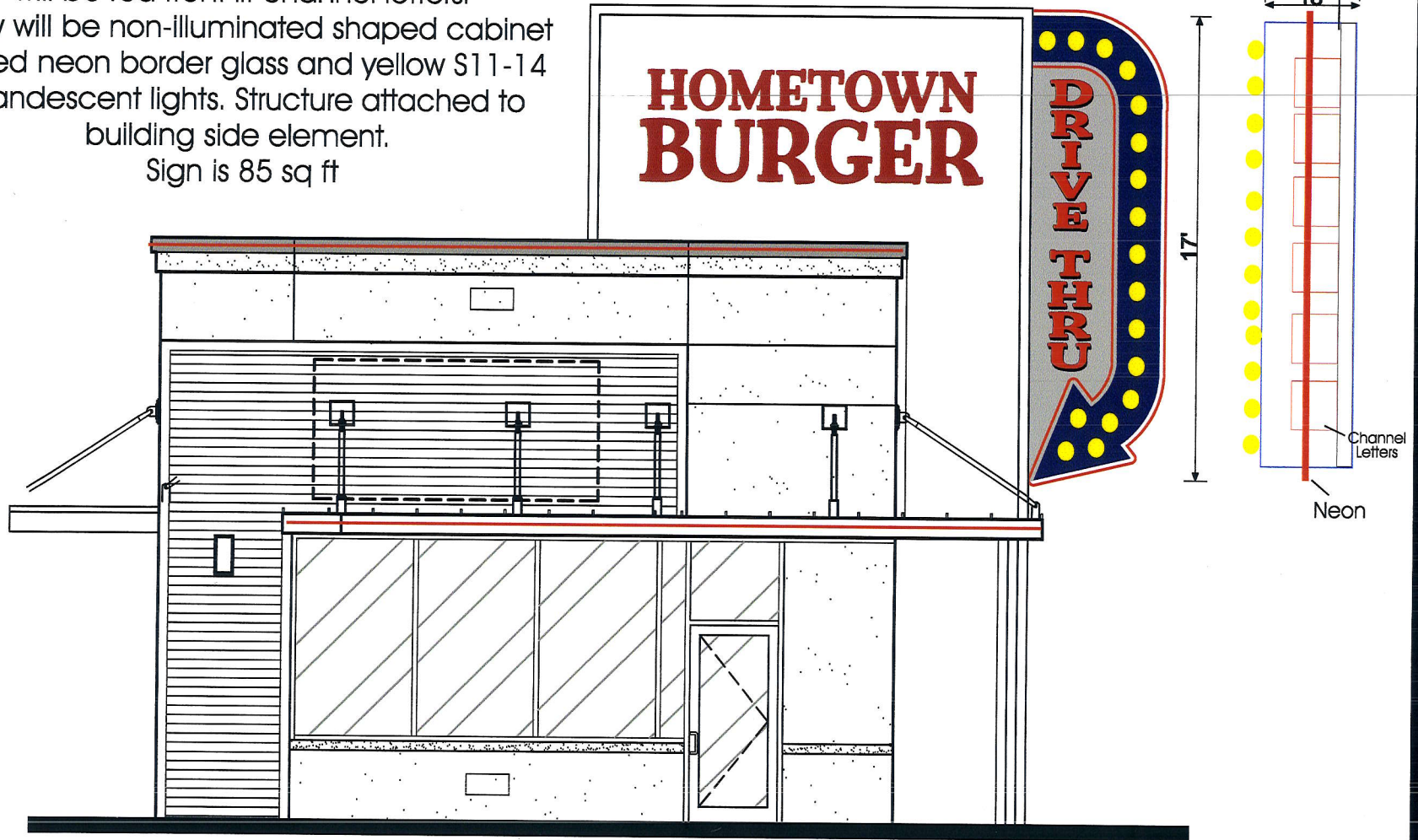
Approval

Date

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or distributions can be made without written
consent from U.S. Signs

THIS SIGN IS INTENDED TO BE INSTALLED IN
ACCORDANCE WITH THE REQUIREMENTS OF
ARTICLE 600 OF THE NATIONAL ELECTRICAL
CODE AND/OR OTHER APPLICABLE LOCAL
CODES. THIS INCLUDES PROPER GROUNDING
AND BONDING OF THE SIGN.

Manufacture 1 single sided retro arrow as per rendering. DRIVE THRU will be red front lit channel letters. Arrow will be non-illuminated shaped cabinet will red neon border glass and yellow S11-14 incandescent lights. Structure attached to building side element. Sign is 85 sq ft



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 1-800-850-8502 www.dlrs.state.tx.us/compliance

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Client **HOMETOWN BURGER** 3634 Roosevelt

Approval

Date

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