**HISTORIC AND DESIGN REVIEW COMMISSION**

**September 07, 2016**

**Agenda Item No: 11**

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| **HDRC CASE NO:** | **2016-341** |
| **ADDRESS:** | 801 E QUINCY |
| **LEGAL DESCRIPTION:** | NCB 856 BLK 20 LOT S 122.9 FT OF 6 |
| **ZONING:** | FBZ T5-1 HS |
| **CITY COUNCIL DIST.:** | 1 |
| **LANDMARK:** | House |
| **APPLICANT:** | Sendero Electric Sign Co., Inc |
| **OWNER:** | Sara Helmy, Jason Beltran |
| **TYPE OF WORK:** | Signage |

**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install a 27 square foot monument sign with metal frame and wooden slats and install an approximately 18 square foot steel wall mounted sign above front entrance.

**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:**

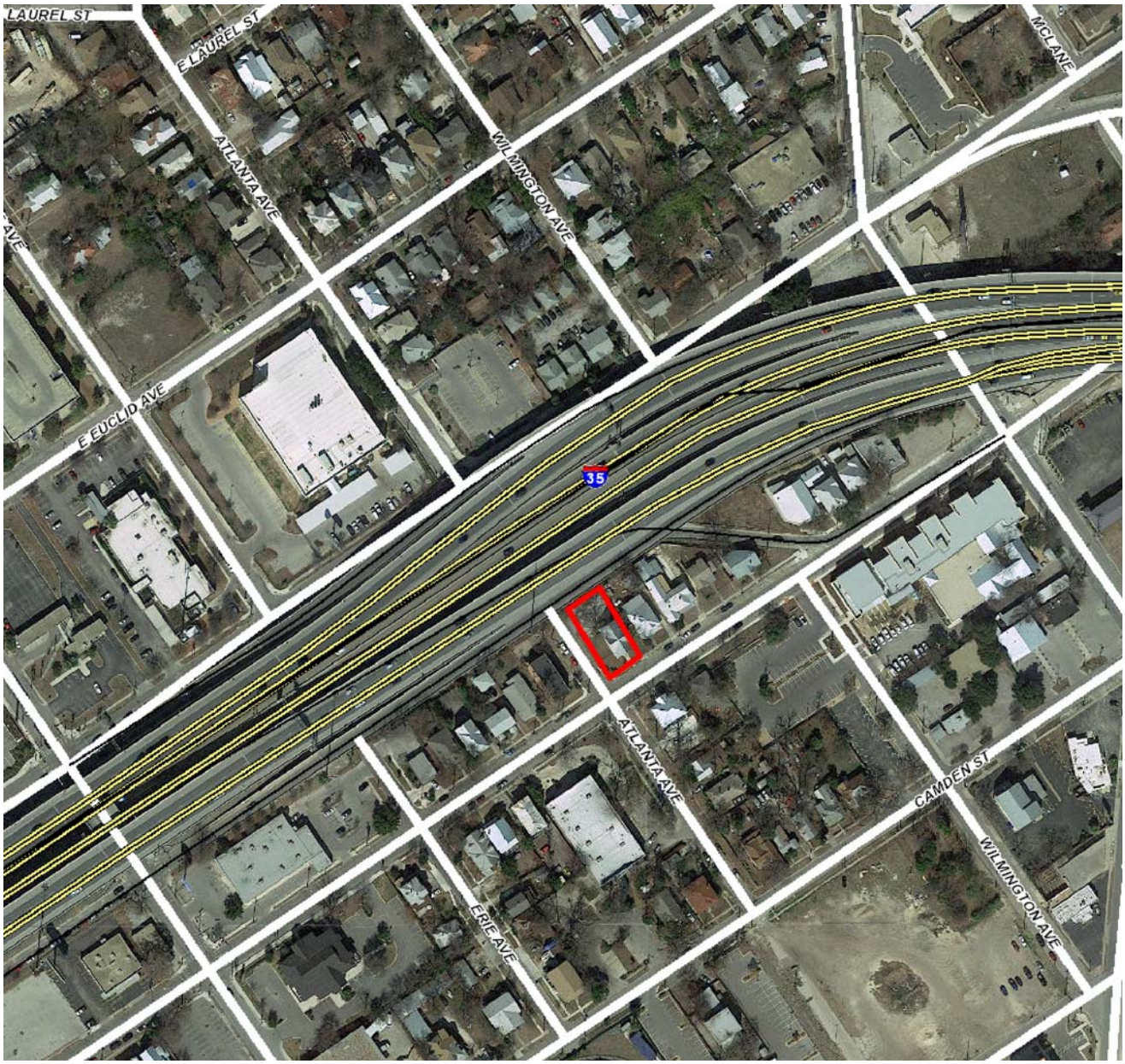
a. The applicant is proposing signage at 801 E Quincy. The structure is a two-story residential with Queen Anne influences, wood shingles and a standing seam metal roof. It was designated 10/27/1988 as an individual landmark.
b. The applicant is proposing signage totaling approximately 45 square feet. According to the Guidelines for Signage 1.A.i., total requested signage should not exceed 50 square feet unless the scale of the site allows it. Staff finds the proposed square footage consistent with the Guidelines.
c. There is no existing signage. The applicant is proposing to install one monument sign at the corner of East Quincy and Atlanta. The monument sign is 3' tall and 9' wide, has a steel frame and wooden slats on the face of the sign. The letters are made out of 12 gauge steel. According to the Guidelines for Signage, signage 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.
d. The applicant is proposing to install a wall mounted sign 2.5' tall and approximately 7 feet wide. The wall sign will be mounted above the front entrance and made of 12" gauge steel letters. According to the Guidelines for Signage, signage 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.
e. Staff visited the site August 23, 2016, and found the proposed signage size scaled appropriately for the site.

**RECOMMENDATION:**

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

**CASE MANAGER:**

Lauren Sage

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# Flex Viewer

**Powered by ArcGIS Server**

Printed:Aug 23, 2016

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801

Narrative for request for approval for Tribu at 801 E. Quincy.

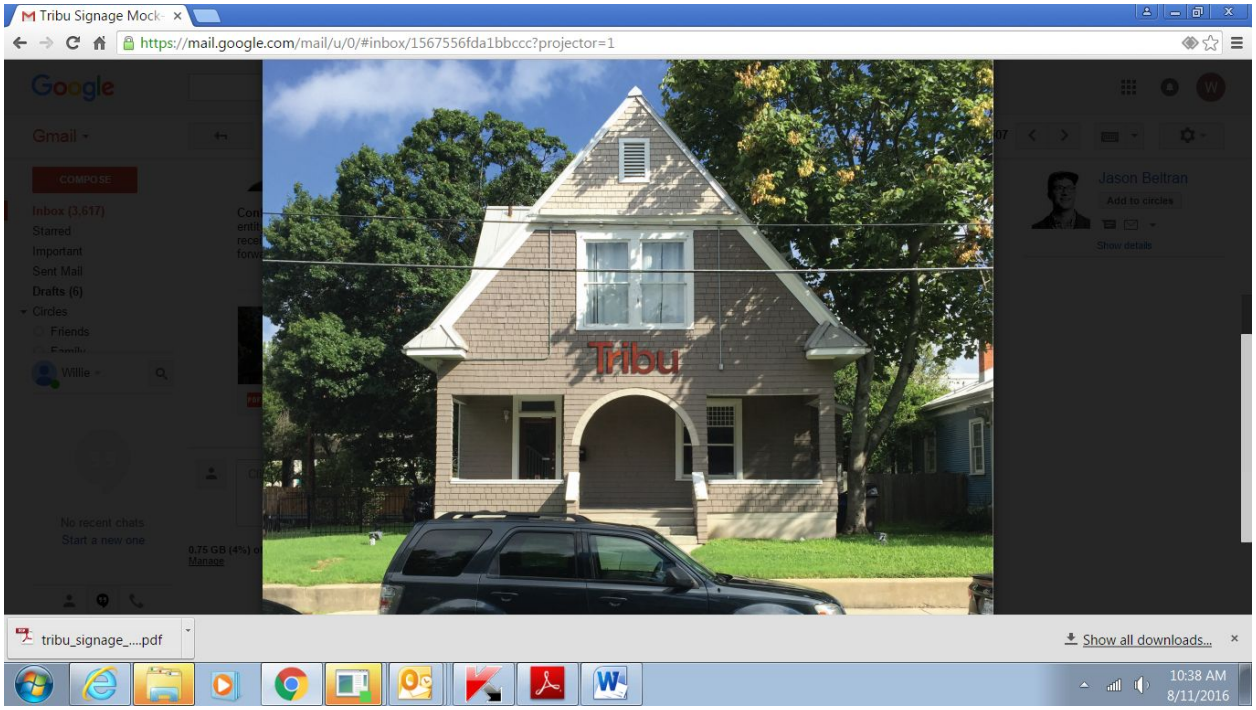
Thank you for considering our fabricated monument for approval. The monument measures 54 in heights inches and 108 inches wide. The monument was built to resemble a horizontal fence. The frame is made from 2" square tubing. The tubing is also included in the horizontal construction alternating with the 2" x 5 3/8" raw rough cut cedar lumbar (7) that makes up the fence. Red Powder coated 12 gauge steel letters that spell TRUBU will be mounted to the steel and wood monument. The height of the letters will be approximate 30 " x 85". The monument will be installed into the ground with 2 50" post 36" of the post will be inserted into the ground and 14" will be exposed making the entire monument 68" tall. The monument will be installed on the south west corner of the property.

The second sign will be mounted on the face of the building. The sign is fabricated from 12" gauge steel that has been pantined and sealed. The letters measure 30 " at it tallest point and 85 " wide. Each lettered will be individually mounted.
Photo Prototypes have been included in the application.

In regards to the Sign Application, we are requesting to be allowed to install (2) sets of letters at this location.

We would like to install a sign on the corner of the property on twin poles set 3' into the ground and another one over the archway of the main entrance of the bldg. secured with lag bolts.

Both are constructed of metal painted over with red color and are non electrical.
Thank you in advance for your time and consideration.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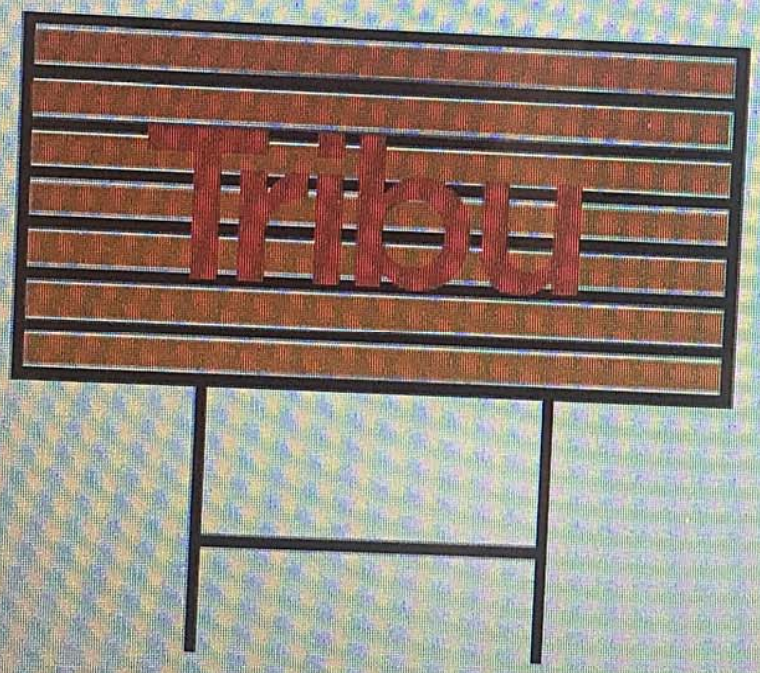


Tribu