

HISTORIC AND DESIGN REVIEW COMMISSION

January 6, 2017

Agenda Item No: 09

HDRC CASE NO: 2016-206
ADDRESS: 1520 N MAIN AVE
LEGAL DESCRIPTION: NCB 386 BLK 32 LOT 1 & 3
ZONING: C2NA H
CITY COUNCIL DIST.: 1
DISTRICT: Tobin Hill Historic District
APPLICANT: Jose Nieves
OWNER: Alfred Flores Jr/ Flores Grand Fund Partnership
TYPE OF WORK: New signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install one 5' x 2.5' metal wall sign on the primary façade facing N Main to the right of the 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.

3. Projecting and Wall-Mounted Signs

A. GENERAL

- i. *Mounting devices*—Construct sign frames and panels that will be used to be attach signs to the wall of a building of wood, metal, or other durable materials appropriate to the building's period of construction.
- ii. *Structural supports*—Utilize sign hooks, expansion bolts, or through bolts with washers on the inside of the wall depending upon the weight and area of the sign, and the condition of the wall to which it is to be attached.
- iii. *Appropriate usage*—Limit the use of projecting and wall-mounted signs to building forms that historically used these types of signs, most typically commercial storefronts. To a lesser degree, these signage types may also be appropriate in areas where residential building forms have been adapted for office or retail uses, if sized accordingly.
- iii. *Area*—Projecting signs should be scaled appropriately in response to the building façade and number of tenants.

C. WALL-MOUNTED SIGNS

- i. *Area*—Limit the aggregate area of all wall-mounted signs to twenty-five percent of a building facade.
- iii. *Placement*—Locate wall signs on existing signboards—the area above the storefront windows and below the second story windows—when available. Mount wall signs to align with others on the block if an existing signboard is not available.

FINDINGS:

- a. The applicant was scheduled to be heard December 7, 2016, but asked to be postponed to December 21, 2016. The applicant was not present at the December 21, 2016 hearing, and the commission postponed the case to be heard January 6, 2017.
- b. The building is mid-century style and is contributing to the Tobin Hill Historic District which was designated in 2008.
- c. Staff made a site visit November 22, 2016, and found the proposed signage is not scaled appropriately for the building, and that there are other signs existing on the multi-tenant building. The proposed sign is of a different color and character than the existing. Staff recommends that a master signage plan is developed for the building to ensure that all signs are coordinated in design and placement.
- d. The proposed sign will be 5' x 2' metal and will be mounted on a façade that features original brick material, underneath the exiting wall sign. According to the Guidelines for Signage, signs should complement the character of the district or the building and should not obscure or damage original features or materials. The guidelines recommend that signs be made of durable materials, such as wood or aluminum. The proposed signage is consistent with the Guidelines for Signage in terms of materials and number of colors. However, staff finds the size and placement of the proposed sign, in addition to the existing sign, would overwhelm and distract from the character of the building.

RECOMMENDATION:

Staff does not recommend approval based on findings a through d. Staff recommends that a master signage plan is developed for the building to ensure that all signs are coordinated in design and placement.

CASE MANAGER:

Lauren Sage



Flex Viewer

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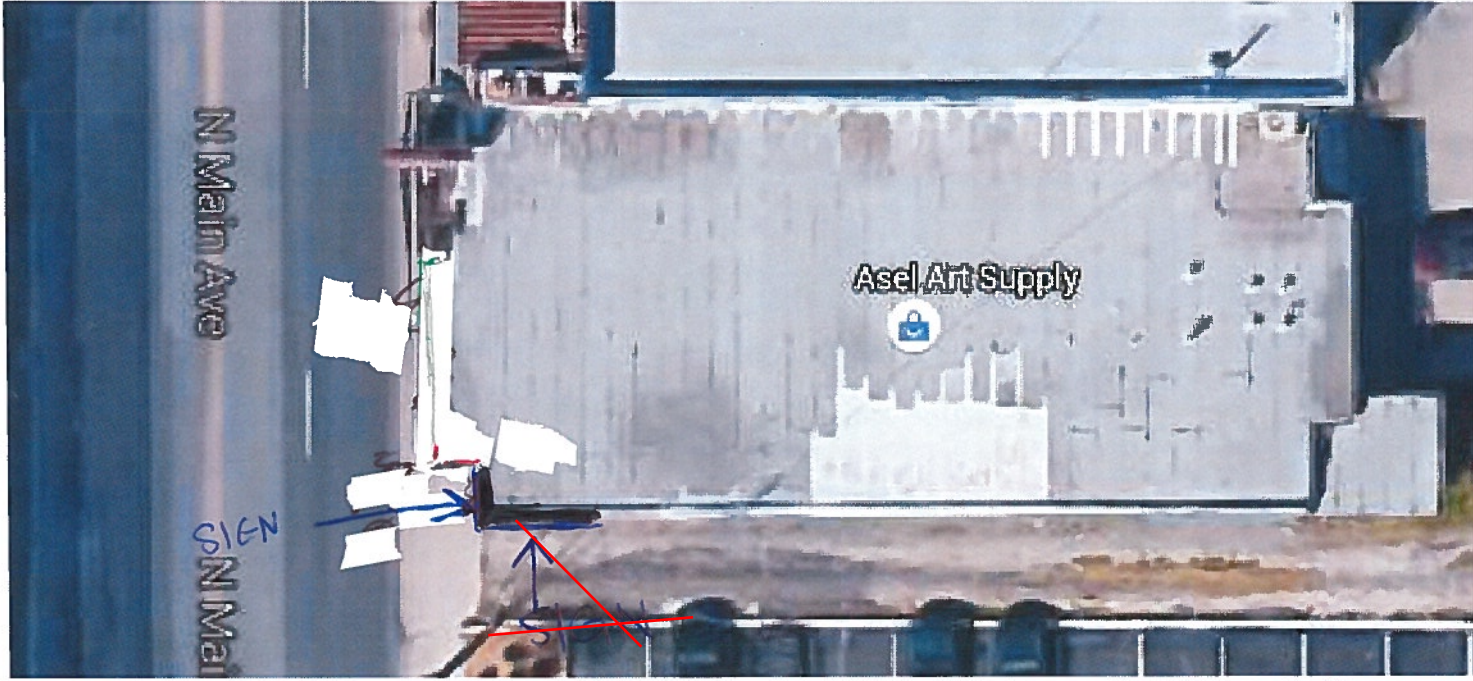
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