

HISTORIC AND DESIGN REVIEW COMMISSION

April 05, 2017

HDRC CASE NO: 2017-123
ADDRESS: 7618 S PRESA ST
LEGAL DESCRIPTION: NCB 10930 BLK LOT 26 (HANLEYCAR SUBD)
ZONING: C-2
CITY COUNCIL DIST.: 3
APPLICANT: Bret Mullins/Prestige Sign Group
OWNER: Kenneth Pruitt/GFR Development Services
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install a face lit/backlit channel letter sign on a pan backer panel to be illuminated by LED's.

APPLICABLE CITATIONS:

UDC Section 35-678. Signs and Billboards in the RIO

- (c) Standards for Sign Design and Placement. In considering whether to recommend approval or disapproval of an application to construct or alter signage on a building, object, site, or structure in a river improvement overlay district, review shall be guided by the following standards in addition to any specific design guidelines approved by city council.
- (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 character of the district and structure. Sign materials shall be compatible with that of the building facade. Highly reflective materials that will be difficult to read are not permitted.
- (2) Signs which describe, point, or direct the reader to a specific place or along a specific course, such as "entrance," "exit," and "disabled persons access," as well as government signs, shall be reviewed but shall not be included in total allowable signage area. Emergency signs shall be exempt from historic and design review commission approval.
- (3) All graphic elements shall reinforce the architectural integrity of any building. Signs shall not disfigure, damage, mar, alter, or conceal architectural features or details and shall 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. Review shall be guided by the building's proportion and scale when such elements are incorporated.
- (4) Graphics and signage may be illuminated by indirect, internal, or bare-bulb sources, providing that glare is not produced; by indirect light sources concealed by a hood or diffuser; by internal illumination with standard opal glass or other translucent material or with an equal or smaller light transmission factor. All illumination shall be steady and stationary. Neon lighting shall be permitted when used as an integral architectural element or artwork appropriate to the site. For purposes of this subsection, "Glare" shall mean an illumination level of six (6) Lux or greater at the property boundary. If internal illumination is used, it shall be designed to be subordinate to the overall building composition. Light fixtures should reflect the design period of the building on which they are placed. The use of ambient light from storefront or streetlights is encouraged.
- (5) Signage requests for multi-tenant buildings must complement existing signage with regards to size, number, placement and design, unless such existing signage is not in conformity with regulations in this article. It is 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 historic preservation officer, then applications for signage may be approved administratively at the discretion of the historic preservation officer provided that they comply with such master signage plan. Notwithstanding the above, signs may not exceed the maximum size and height limitation of signage contained in chapter 28, article 9.
- (d) Proportion of Signs. For all signage, 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 shall 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 visible storefront occupied by each business or service. Applicants may apply for up to three (3) signs total. Total signage for all applicants shall not exceed fifty (50) square feet unless additional signs and/or additional total footage is approved. Additional square footage may be approved provided that the additional signage is in conformity with, and does not interfere with, the pedestrian experience on the Riverwalk. The additional square footage shall be based upon the size and scope of the site. Signs should reflect the type and speed of traffic they are meant to attract. Signs designed for pedestrians and drivers of slow moving cars should not be the same size as signs designed for highway traffic.

(4) Freestanding Signs. Freestanding signs are allowed provided the sign does not interfere with pedestrian or vehicular traffic. Freestanding signs shall be perpendicular to the street, two-sided and no taller than six (6) feet. Freestanding signs shall not be located in the right-of-way.

FINDINGS:

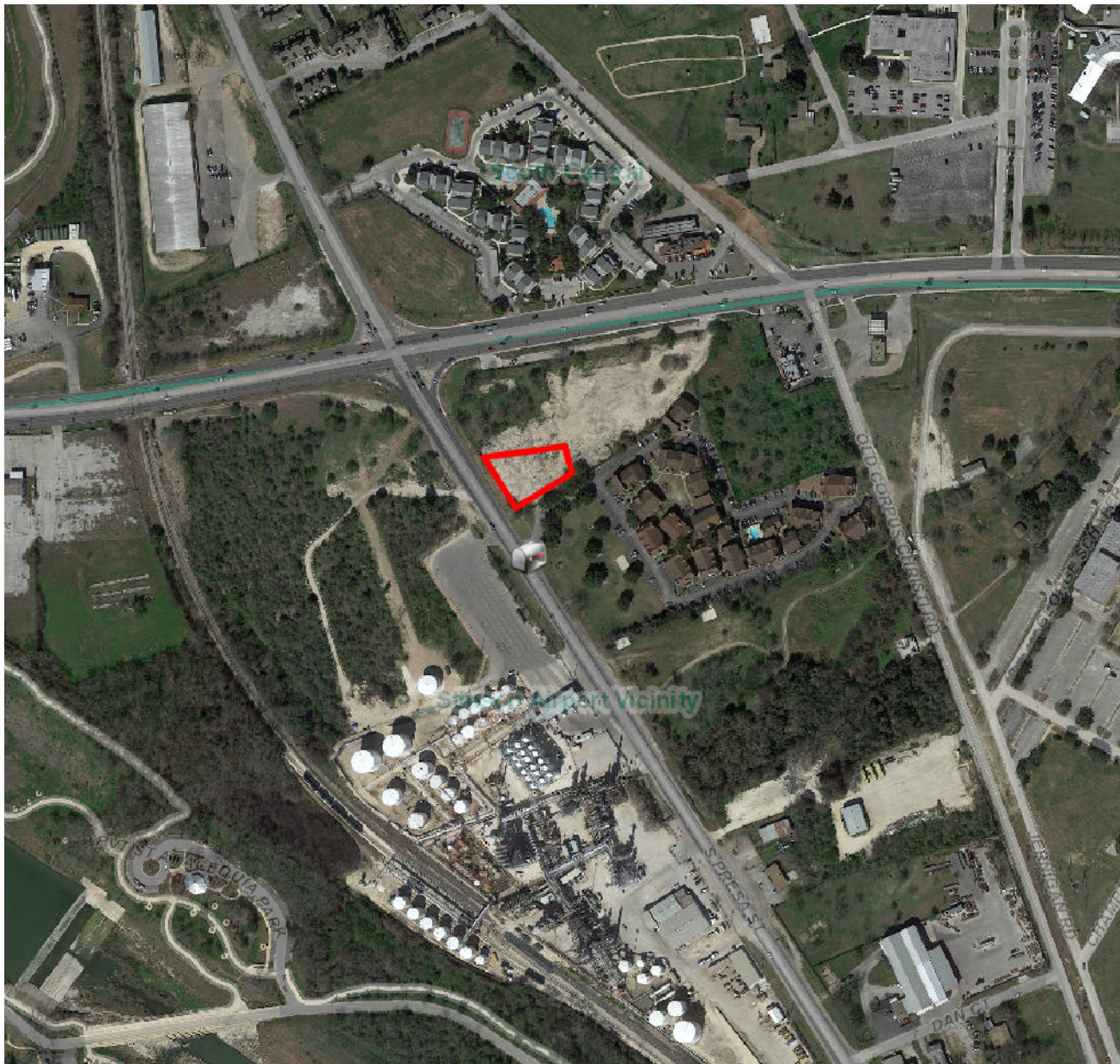
- a. The applicant has proposed to install signage on previously approved new construction to be located at 7618 S Presa, at the intersection of S Presa and SE Military Drive. The applicant has proposed to install a wall sign to feature aluminum channel letters mounted to an aluminum backer panel, feature both face lit and back lit letters and feature an overall size of approximately fifty-two (52) square feet. Per the UDC Section 35-678(e)(1), signage should not exceed fifty (50) square feet in size. The applicant's total signage area exceeds this recommended amount.
- b. Staff finds that a wall sign of this size would be inappropriate on a structure featuring the minimal footprint of this structure. Staff finds that a monument sign at the public right of way coupled with a wall painted sign would be more appropriate and consistent with the UDC. The total square footage of both signs should not exceed fifty (50) square feet.

RECOMMENDATION:

Staff does not recommend approval of the proposed signage. Staff recommends that the applicant install a freestanding monument sign at the public right of way, no taller than four (4) feet, coupled with a wall painted sign would be more appropriate and consistent with the UDC. The total square footage of both signs should not exceed fifty (50) square feet.

CASE MANAGER:

Edward Hall

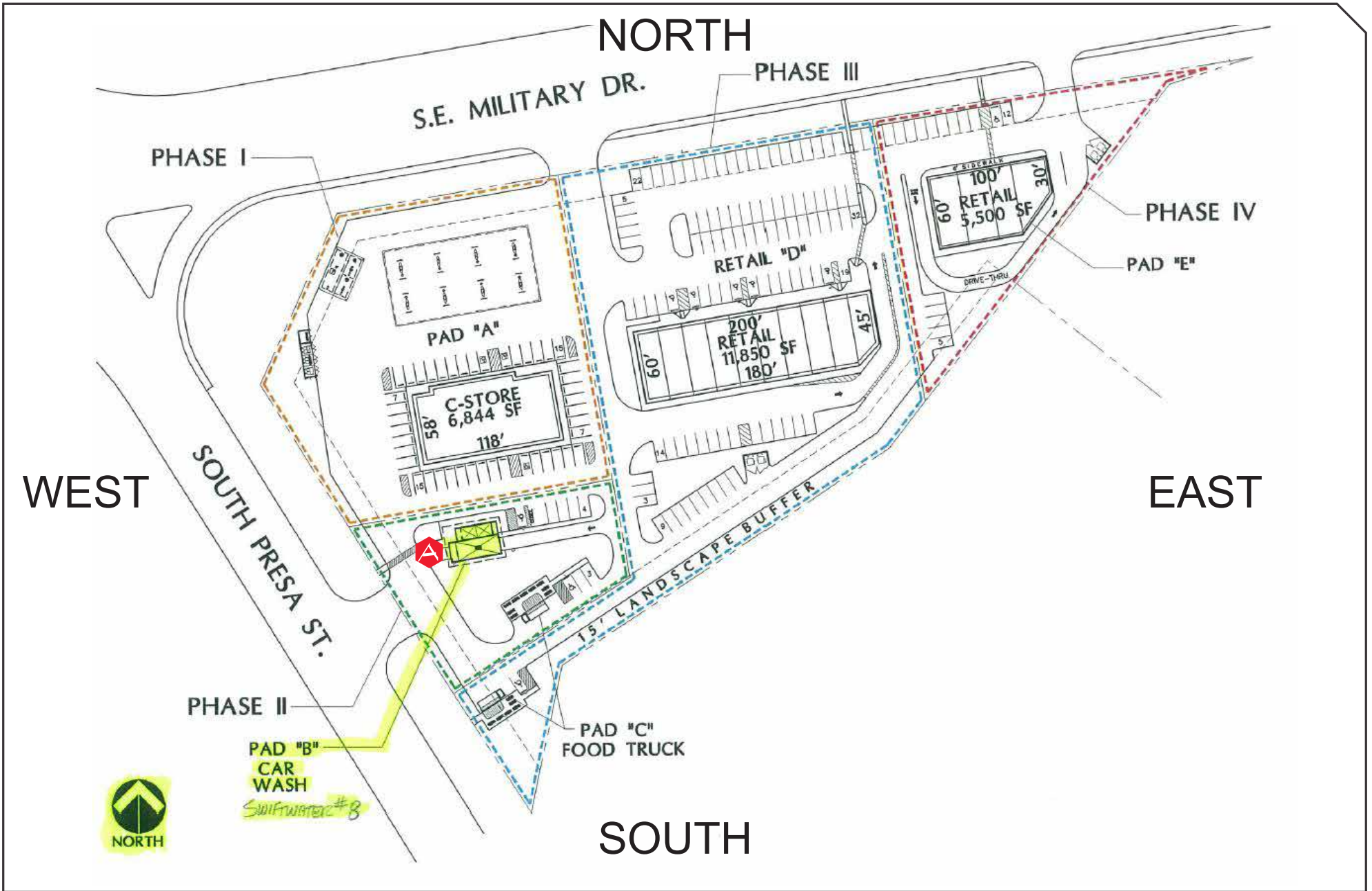


Flex Viewer

Powered by ArcGIS Server

Printed: Mar 28, 2017

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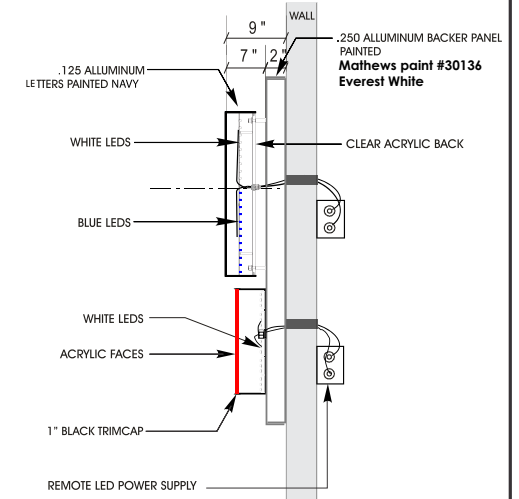
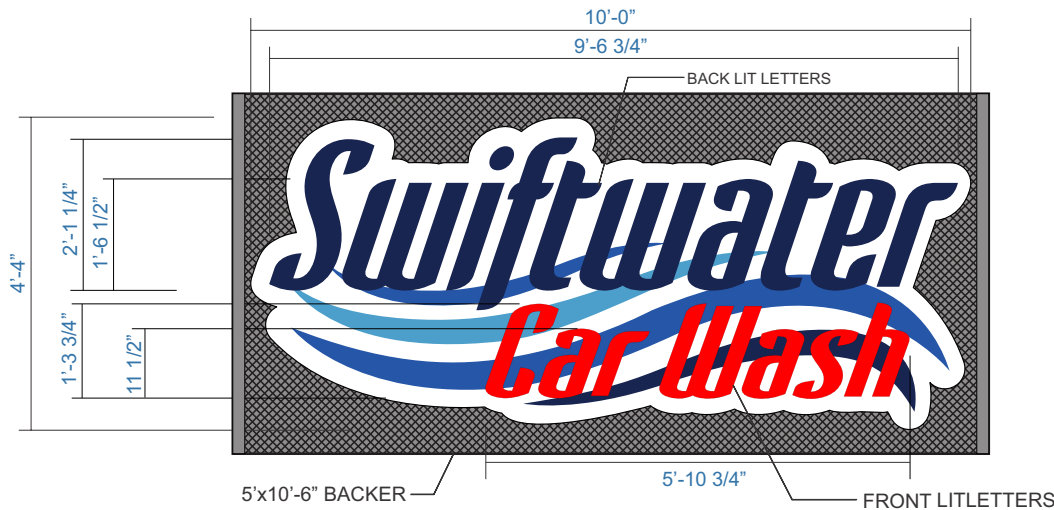
☐ As is ☐ With Changes
Client
Signature: _____
Date: _____

Date: 2/2/2017 Sales: B. Mullins
Name: Swiftwater Car Wash #8
Location: South Presa / Presa Court

Dwg#: 1 of 3



NIGHT VIEW



FRONT LIT / BACK LIT C/L ON PAN BACKER PANEL

SCALE: 3/8" = 1'-0"

MFG. & INSTALL (1) ONE new .125 pan panel w/ int. back and front lit channel letters. "SWIFTWATER" letters to be painted black w/ 5" black returns on 1" standoffs. "SWIFTWATER" letters to be int. backlit on the top half with white LED's and bottom half w/ blue LED's.

"CARWASH" red acrylic face letters w/ white LED's, black trim cap and 5" returns will be flush mounted to pan backer panel. Backer Panel PTM Everest White.

VINYL COLORS:
 651-084 SKY BLUE
 651-053 LIGHT BLUE
 651-067 BLUE
 PMS 485C RED

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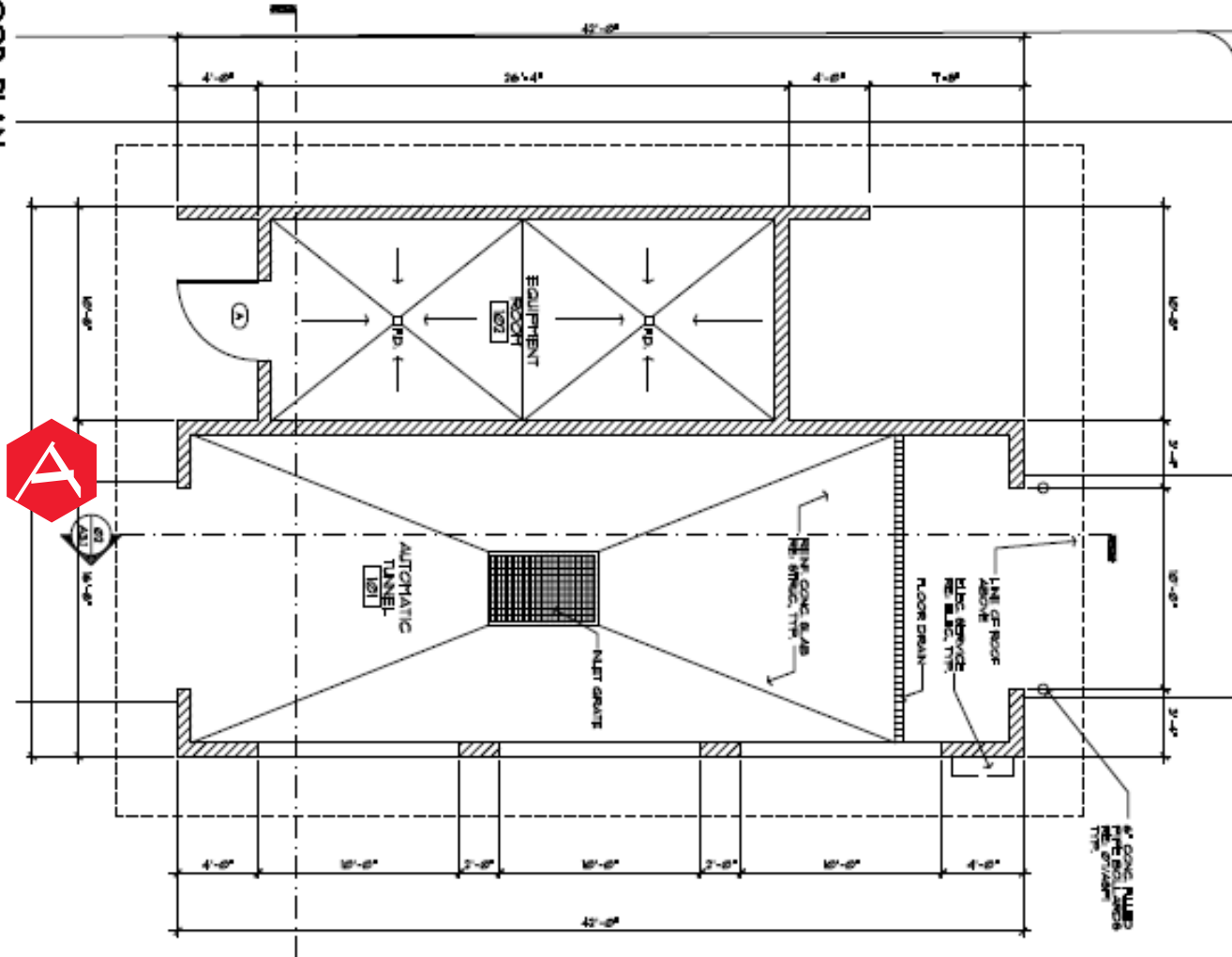
Dwg#: 2 of 3

NORTH

FLOOR PLAN
SCALE 1/8" = 1'-0"

WEST

EAST



SOUTH

FLOOR PLAN

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