

HISTORIC AND DESIGN REVIEW COMMISSION

December 06, 2017

HDRC CASE NO: 2017-596
ADDRESS: 710 S ST MARYS
511 S PRESA ST
LEGAL DESCRIPTION: NCB 902 BLK 4 LOT N 35 FT OF 26 & S 25 FT OF 27
ZONING: C-3R, H
CITY COUNCIL DIST.: 1
DISTRICT: Lavaca Historic District
APPLICANT: Sanders Architecture
OWNER: Peter Selig
TYPE OF WORK: Signage and mural installation
APPLICATION RECEIVED: November 13, 2017
60-DAY REVIEW: January 12, 2017
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install signage at 710 S St Mary's/511 S Presa to include the following:

1. A painted wall sign to read "Maverick, Texas Brasserie" on the stucco, S St Mary's façade to feature an overall size of 30.1 square feet.
2. Gold, painted vinyl lettering to read "bar, wine, lounge, beer, cocktails, brunch, lunch, dinner, spirits, dining" and to feature a mural of a bull and tree to read "Southtown" on the S St Mary's facade. The total square footage for this signage is 9.2 square feet.
3. A painted wall sign to read "Maverick" on the south elevation to feature an overall size of 57 square feet.
4. A painted mural of a bull on the north elevation to feature a height equal to that of the structure.
5. A painted wall sign to read "Maverick" to feature an overall square footage of 26.4 square feet and "Texas Brasserie" to feature 3.6 square feet on the S Presa (east) elevation.
6. Gold, painted vinyl lettering to read "bar, wine, lounge, beer, cocktails, brunch, lunch, dinner" and to feature two murals of a bull and tree to read "Southtown" on the S St Mary's facade. The total square footage for this signage is 22 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.

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.

C. WALL-MOUNTED SIGNS

i. Area—Limit the aggregate area of all wall-mounted signs to twenty-five percent of a building facade.

ii. Projection—Limit the projection of wall-mounted signs to less than twelve inches from the building wall.

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.

iv. Channel letters—Avoid using internally-illuminated, wall-mounted channel letters for new signs unless historic precedent exists. Reverse channel letters may be permitted.

5. Window Signs

A. GENERAL

i. Location—Limit the use of window signs to first floor windows where they may be readily viewed by pedestrians.

ii. Appropriate building types—Use window signs in high traffic pedestrian areas, such as on commercial storefronts or other buildings that have been adapted for non-residential use.

iii. Historic signage—Retain historic window signage if it reflects a historic building name, owner, or early business.

B. DESIGN

i. Window coverage—Do not cover more than 30 percent of the window area with signage.

ii. Opacity—Do not use window signs constructed of opaque materials that obscure views into and out of windows, either partially or completely.

iii. Prohibited window signs—Do not use paper signs, banners, or graphic films that adhere to the exterior of window glazing.

iv. Symbols and lettering—Incorporate lettering, symbols, and other design elements that reflect the type of business or institution at the location to increase a sign's impact.

v. Temporary signs and banners—Place temporary signs in a manner that is appropriate for the building scale and style, as allowed by UDC sec. 35-612(i).

FINDINGS:

- a. The structure at 710 S St Mary's, also addressed as 511 S Presa, was constructed circa 1945 and is located within the Lavaca Historic District. The structure was constructed in the Spanish Eclectic style. The structure features a façade of stucco over masonry and decorative roof parapet tiles, decorative tile work on the S St Mary's facade. The rehabilitation of this structure was approved by the Historic and Design Review Commission on May 7, 2017.
- b. The Guidelines for Signage 1.A.i. notes that each building will be allowed one major and two minor signs. Total requested square footage should not exceed 50 square feet. While the applicant has proposed a total of approximately 145 square feet of signage, staff finds that generally, the proposed signage as a whole is appropriate.
- c. WEST FAÇADE – On the west (St Mary's) façade, the applicant has proposed to paint onto the stucco façade a wall sign to read "Maverick, Texas Brasserie", to feature an overall size of 30.1 square feet. Staff finds the proposed signage to be appropriate.
- d. WEST FAÇADE (Windows) – On the west façade's storefront system, the applicant has proposed to install gold, painted vinyl lettering to read "bar, wine, lounge, beer, cocktails, brunch, lunch, dinner, spirits, dining" and to feature a mural of a bull and tree to read "Southtown" on the S St Mary's facade. The total square footage for this signage is 9.2 square feet. Staff finds the proposed signage to be appropriate.
- e. SOUTH FAÇADE – On the south façade, the applicant has proposed to paint a sign to read "Maverick" to feature an overall size of 57 (fifty-seven) square feet. The south elevation, unlike the east and west facades does not feature street frontage. Staff finds that signage on this façade should be subordinate to that proposed on the east and west facades. Staff finds that the proposed signage should not exceed twenty (20) square feet.
- f. NORTH FAÇADE – On the north façade, the applicant has proposed to paint a mural of a bull to feature a height that is approximately that of the structure. Staff finds the proposed mural to be in keeping with the intent of the proposed signage and finds it appropriate as proposed.
- g. EAST FAÇADE – On the east (S Presa) façade, the applicant has proposed to paint two signs; a painted wall sign to read "Maverick" to feature an overall square footage of 26.4 square feet and "Texas Brasserie" to feature 3.6 square feet on the existing canopy. Staff finds the proposed signage to be appropriate.
- h. EAST FAÇADE (Windows) – On the east façade's storefront system, the applicant has proposed to install gold, painted vinyl lettering to read "bar, wine, lounge, beer, cocktails, brunch, lunch, dinner" and to feature two murals of a bull and tree to read "Southtown" on the S St Mary's facade. The total square footage for this signage is 22 square feet. Staff finds this signage to be appropriate.

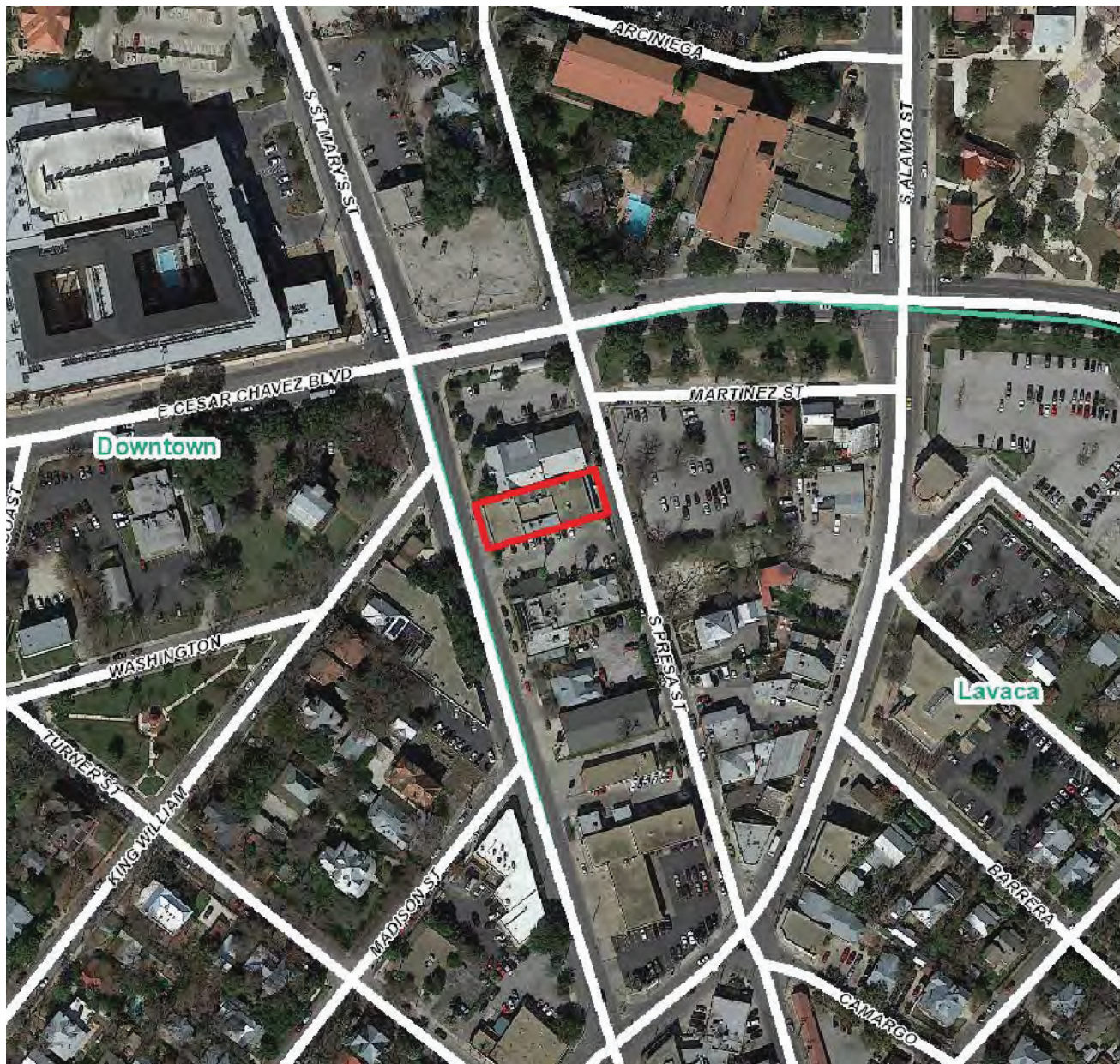
RECOMMENDATION:

Staff recommends approval based on findings a through f with the following stipulation:

- i. That the proposed signage on the south façade be reduced to no more than twenty-five (25) square feet to be subordinate to "Maverick" signage that is proposed on the two primary facades (east and west).

CASE MANAGER:

Edward Hall



Flex Viewer

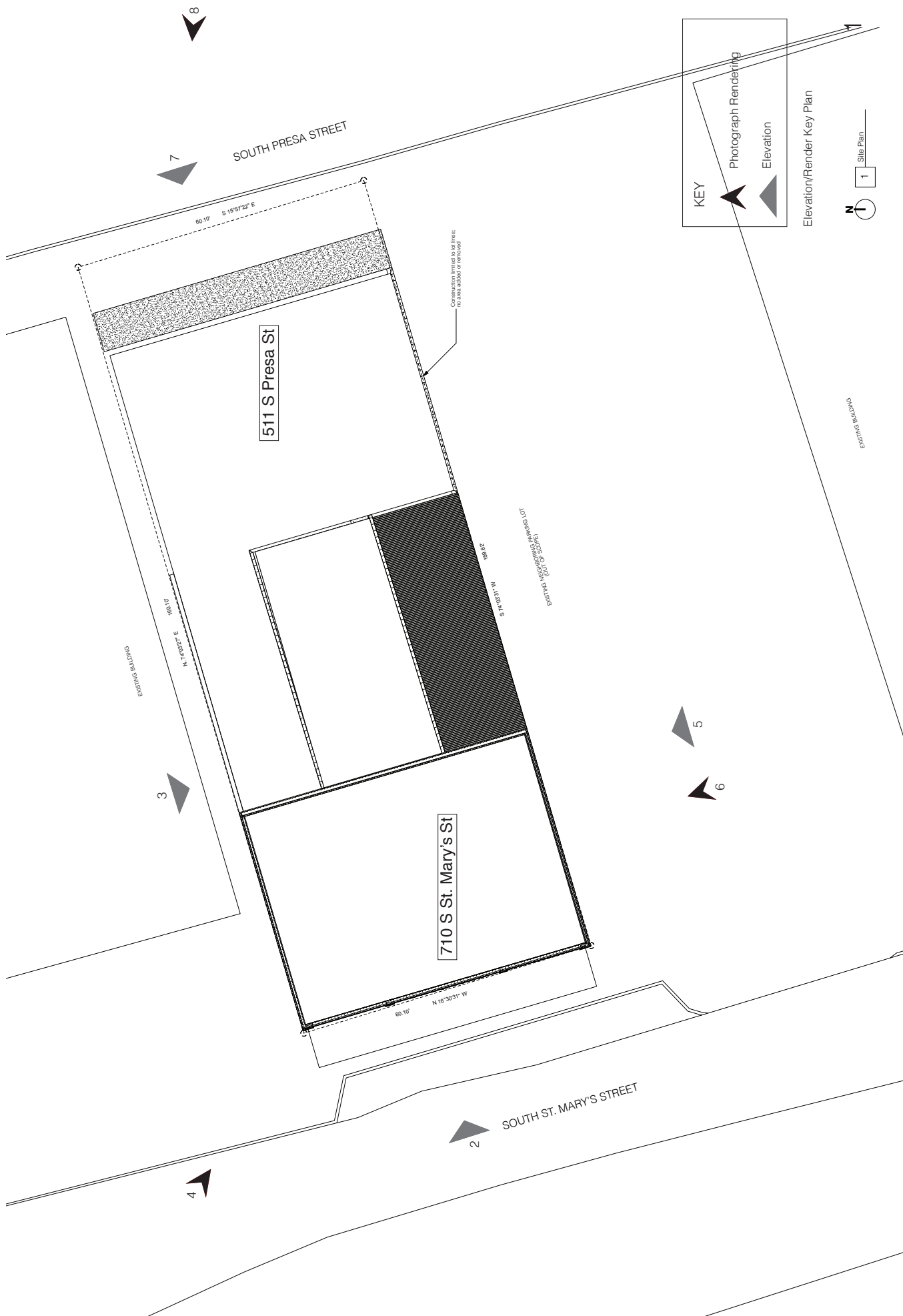
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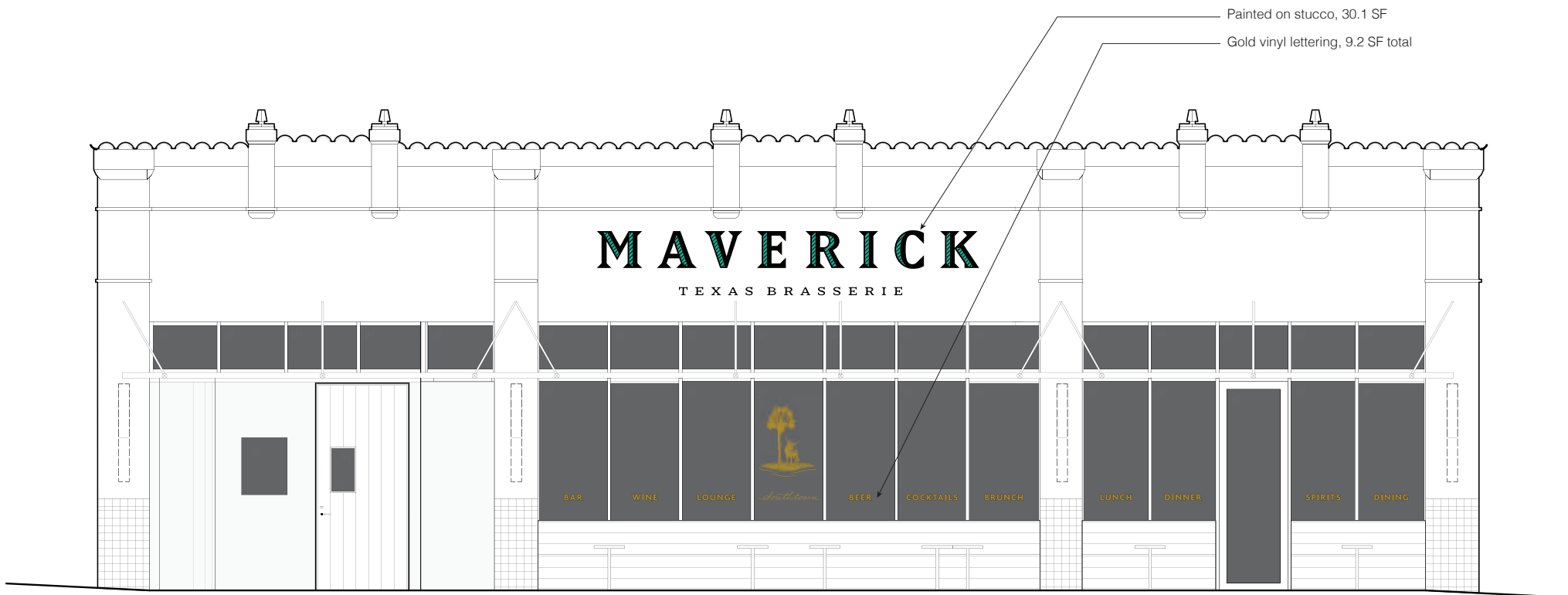
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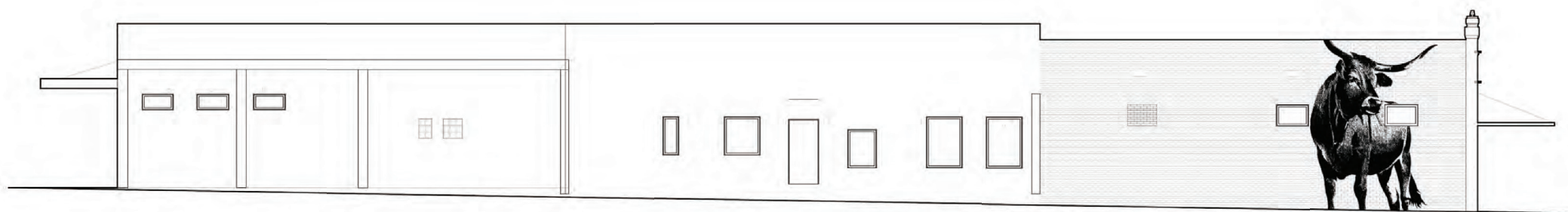








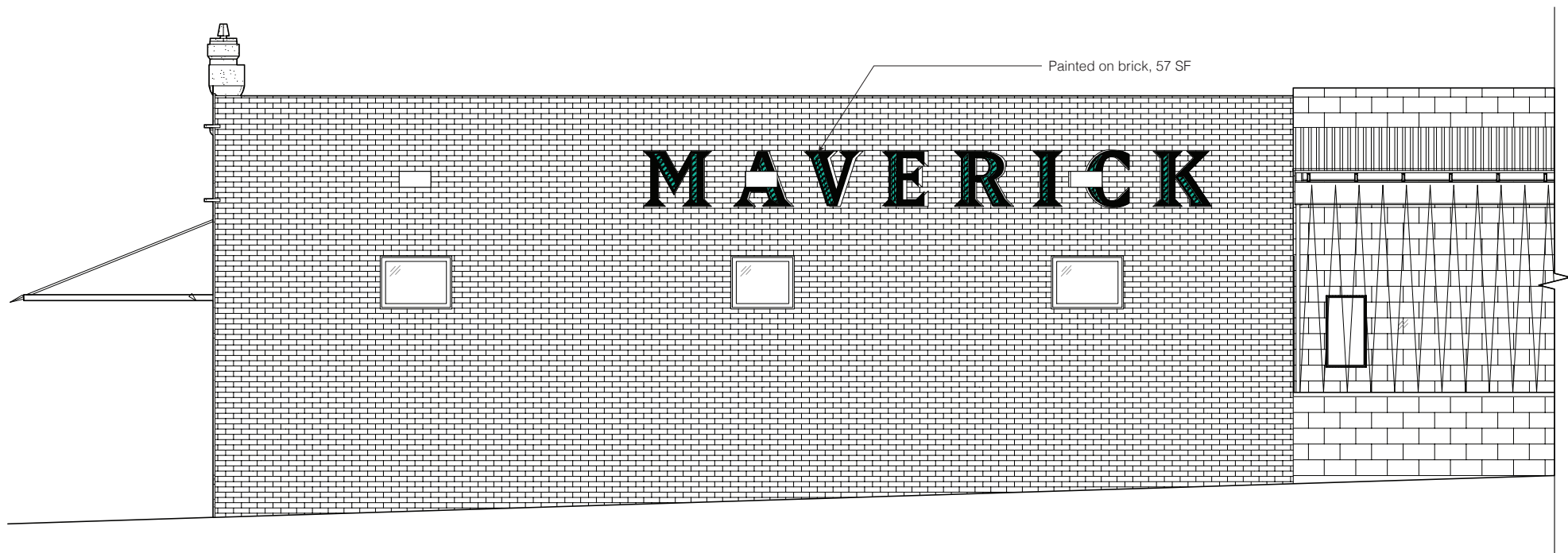
West (Front) Elevation 710 S St Mary's
(Painted on Building)



North (Side) Elevation 710 S St Mary's
(Painted on Building)



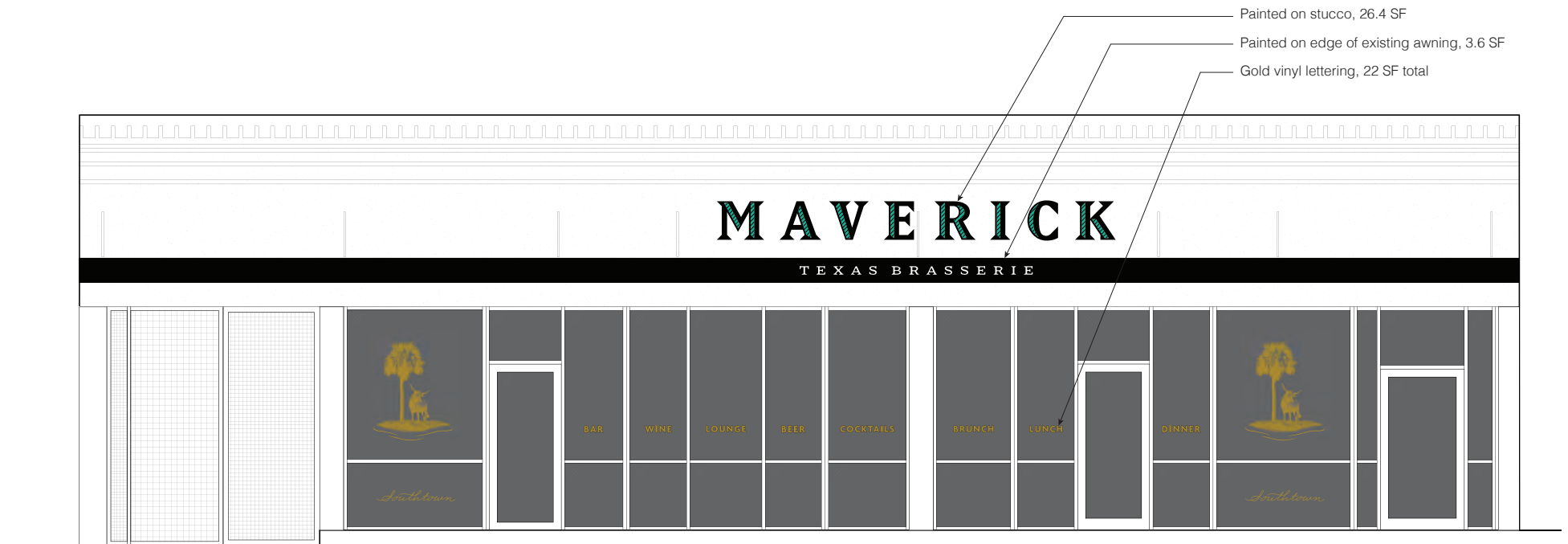
North West Corner Render 710 S St Mary's



Total Signage Area for 710 S St. Mary's = 96.3 SF total
South (Side) Elevation
(Painted on Building)



South (Side) Render
(Painted on Building)



Total Signage Area for 511 S Presa = 52 SF total
East (Back) Elevation 511 S Presa



East (Back) Render 511 S Presa