

HISTORIC AND DESIGN REVIEW COMMISSION

April 03, 2019

HDRC CASE NO: 2019-137
ADDRESS: 122 E HOUSTON ST
LEGAL DESCRIPTION: NCB 106 BLK LOT A-2
ZONING: D, H, RIO-3
CITY COUNCIL DIST.: 1
DISTRICT: Main/Military Plaza Historic District
APPLICANT: Beverly Baldwin/Alamo Architects
OWNER: Cabbage, Ltd
TYPE OF WORK: Signage
APPLICATION RECEIVED: March 15, 2019
60-DAY REVIEW: May 14, 2019
CASE MANAGER: Edward Hall
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install signage at 122 E Houston Street. The applicant has proposed the following:

1. One (1) reverse lit channel letter sign to feature a low profile, non-illuminated cabinet with a barber pole. The proposed signage is to read “18 8 Fine Men’s Salons” and feature an overall size of one (1) foot in height and approximately 11.5 feet in width for a size of approximately 11.7 square feet in size.
2. Two (2) vinyl window graphics to feature an overall size of twenty (20) inches in height and twenty-four (24) inches in width for a total size of 3.3 square feet each.

The applicant has also proposed to install a number of additional window graphics including the address, business name, business number and website address, which are incidental and are not included in square footage totals.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 3, Guidelines for Signage

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.

B. PROJECTING SIGNS

- i. Placement—Mount projecting signs perpendicularly to a building or column while allowing eight feet of overhead clearance above public walkways.
- ii. Public right-of-way—Limit the extension of projecting signs from the building facade into the public right-of-way for a maximum distance of eight feet or a distance equal to two-thirds the width of the abutting sidewalk, whichever distance is greater.
- 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.
- 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

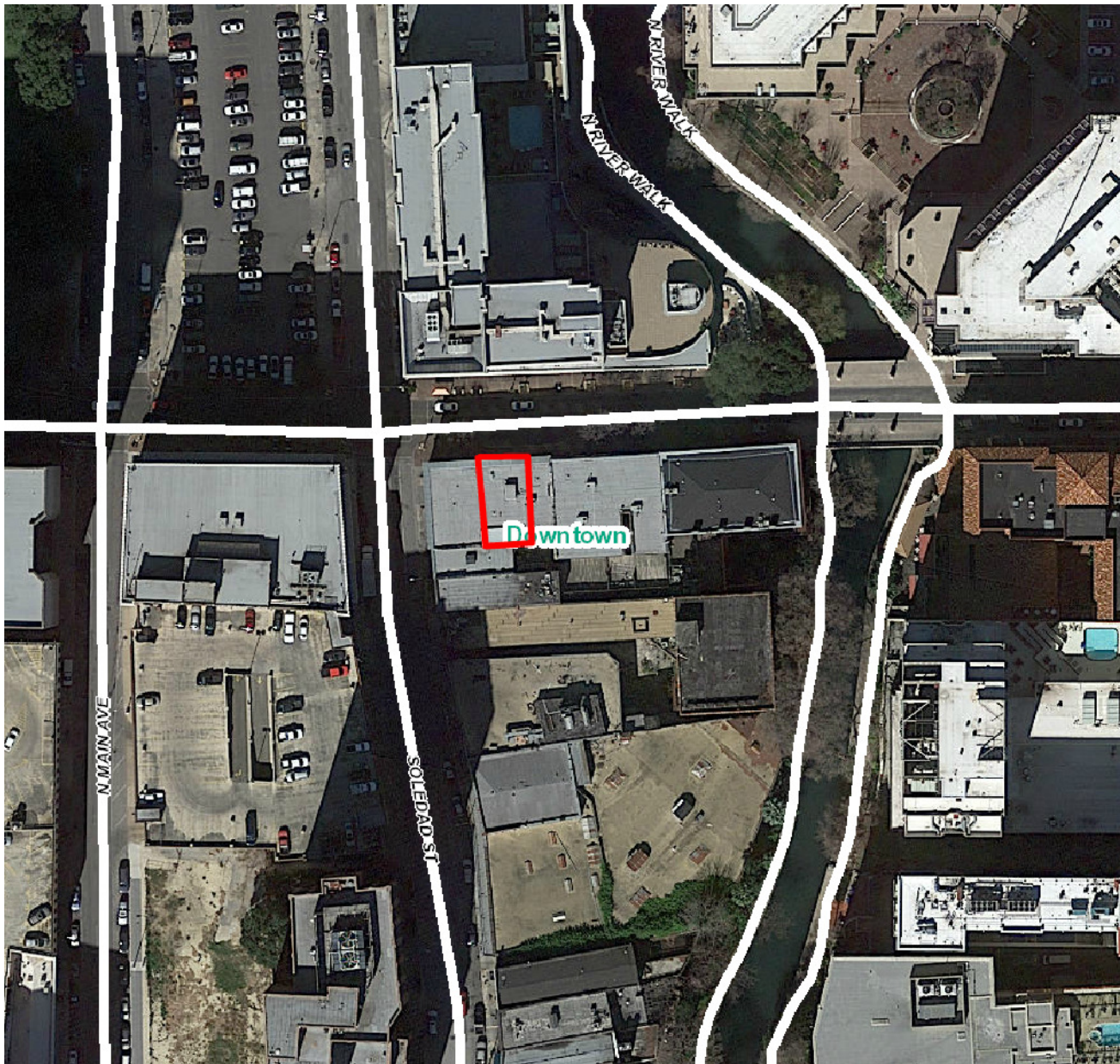
precedent exists. Reverse channel letters may be permitted.

FINDINGS:

- a. The applicant is requesting a Certificate of Appropriateness for approval to install signage on the storefront at 122/124 E Houston. The applicant has proposed to install a number of additional window graphics including the address, business name, business number and website address, which are incidental and are not included in square footage totals.
- b. CHANNEL LETTERS – The applicant has proposed to install one (1) reverse lit channel letter sign to feature a low profile, non-illuminated cabinet with a barber pole. The proposed signage is to read “18 8 Fine Men’s Salons” and feature an overall size of one (1) foot in height and approximately 11.5 feet in width for a size of approximately 11.7 square feet in size. Staff finds this sign to be appropriate and consistent with the Guidelines.
- c. VINYL WINDOW GRAPHICS – The applicant has proposed to install two (2) vinyl window graphics to feature an overall size of twenty (20) inches in height and twenty-four (24) inches in width for a total size of 3.3 square feet each. Staff finds this sign to be appropriate and consistent with the Guidelines.

RECOMMENDATION:

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



Flex Viewer

Powered by ArcGIS Server

Printed: Mar 27, 2019

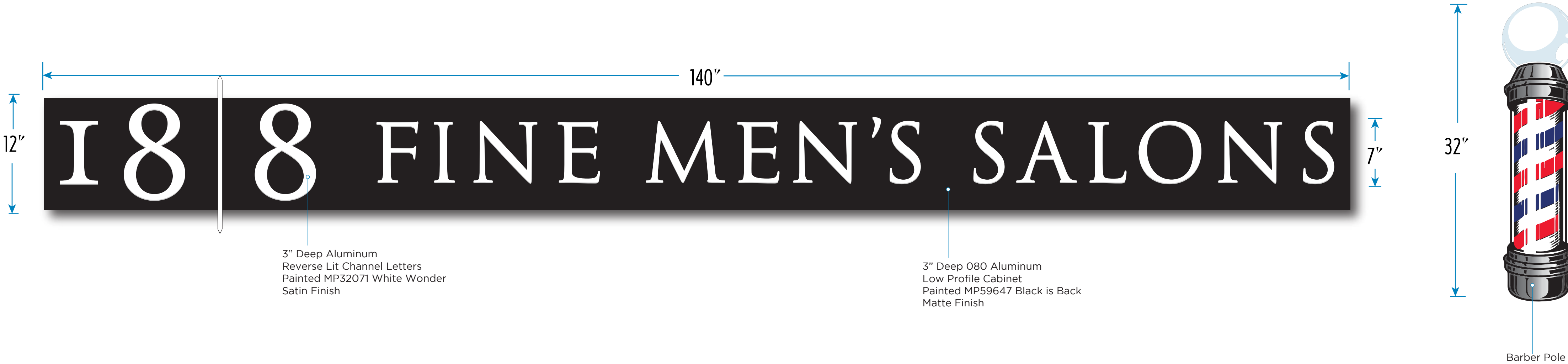
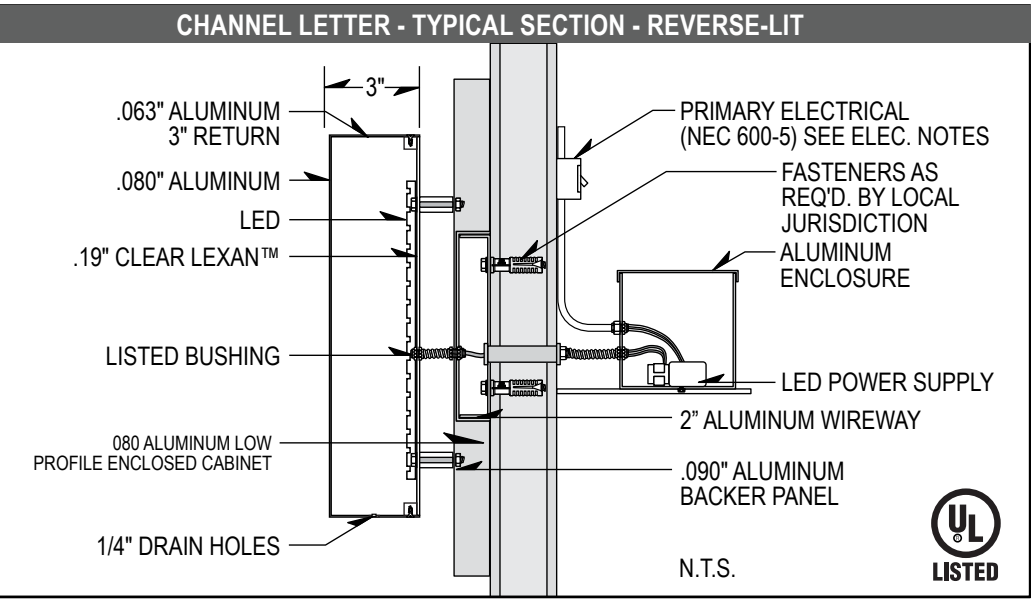
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A

REVERSE LIT CHANNEL LETTERS ON LOW PROFILE ALUMINUM CABINET w/ BARBER POLE

FABRICATE AND INSTALL

- Qty One(1)
 - 12” X 140”
 - 080 Low Profile Enclosed Cabinet- Painted MP59647- Matte Finish
 - 3” Deep Reverse Lit Channel Letters- Painted MP32071 - Satin Finish
 - .19” Clear Lexan® Backs
 - Reverse Lit w/ Principal Quick MOD 2 White LED’s
 - 32” Barber Pole
 - Wireway Mounted
- MP59647 Black is Back
- MP32071 White Wonder



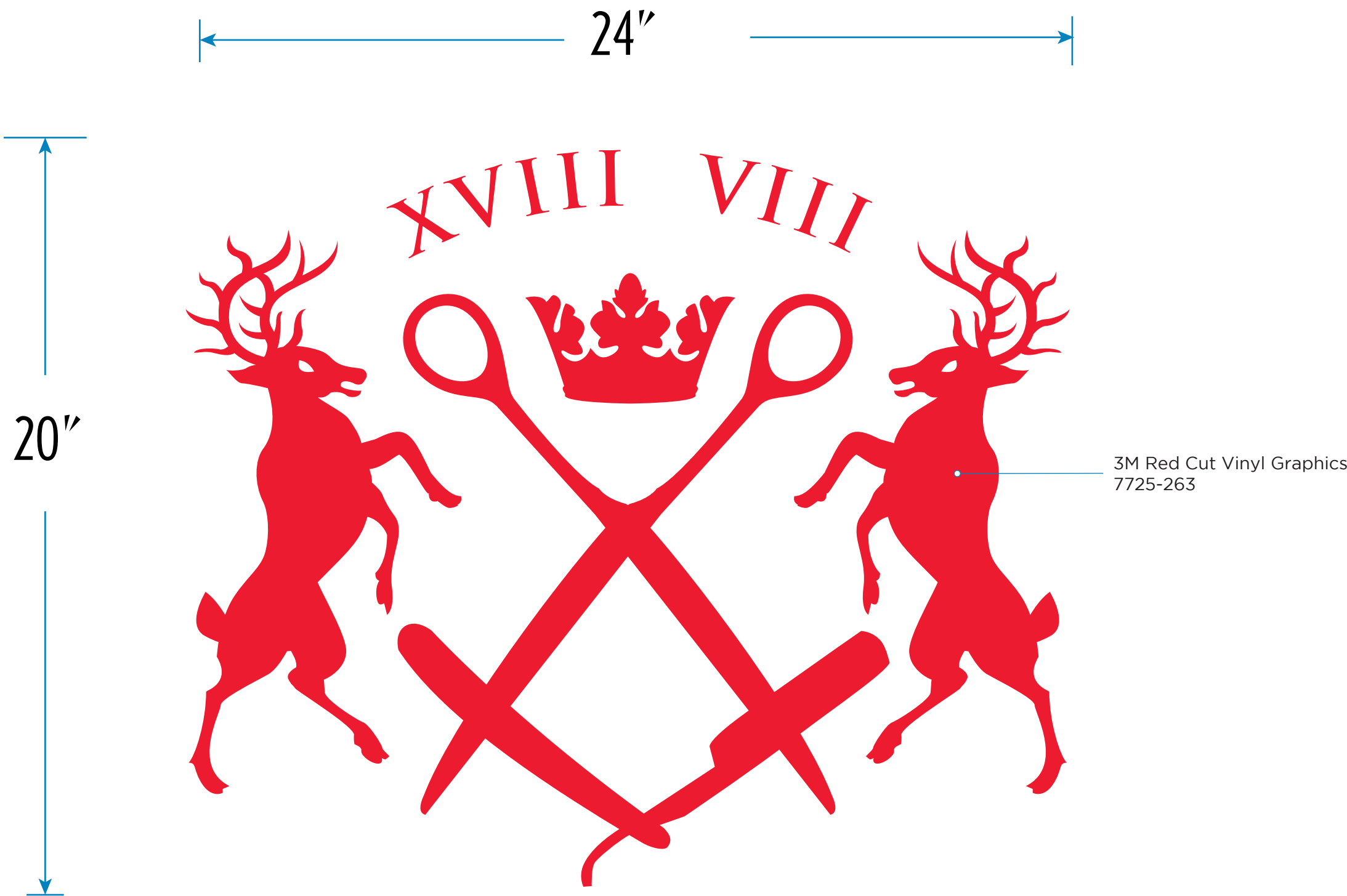
B

WINDOW RTA CUT VINYL GRAPHICS

FABRICATE AND INSTALL

- Qty Two(2)
- Single Sided
- 20” X 24”
- 3M Cut Vinyl Graphics- Perfect Match Red- 7725-263

3M PERFECT MATCH RED 7725-263



- Qty One(1)
 - 70” X 24”
 - 3M White Cut Vinyl Graphics
 - Applied 1st Surface on Glass Door
- Qty One(1)
 - 3” X 17.5”
 - 3M White Cut Vinyl Graphics
 - Applied 1st Surface on Glass Door

