

HISTORIC LANDMARK COMMISSION
SEPTEMBER 26, 2011
APPLICATION FOR A CERTIFICATE OF APPROPRIATENESS
C14H-1978-0033
Littlefield Building
106 E. 6th Street

PROPOSAL

Signage for Capital One Bank.

PROJECT SPECIFICATIONS

The applicant proposes the installation of three (3) signs for Capital One Bank, the new tenant on the ground floor of the Littlefield Building:

1. Two (2) flush-mounted halo-lit signs, one for the Congress Avenue elevation and the other for the Sixth Street elevation of the building, reading “Capital One Bank”. The signs will be constructed of aluminum channel letters painted white, mounted on a clear sheet of polycarbonate and lit with white LED lights mounted to the polycarbonate sheet to provide a halo effect to the aluminum channel letters. Each sign has a total square footage of 15.26 square feet.
2. A projecting sign to be located on the Sixth Street elevation of the building close to the corner of Congress Avenue. The proposed sign will be constructed of metal painted black with gold leaf lettering. The sign will be lit by two external can-style lights and will be suspended from a black-painted metal bracket with a gold finial ball at the end. The proposed projecting sign will be 7.5 square feet.

STANDARDS FOR REVIEW

The Commission’s Standards for Review of Signs include:

I. SIGN TYPES

A. FLUSH-MOUNTED SIGNS

A flush-mounted wall sign is one that is mounted flat to the wall.

LOCATION

- Locate a flush-mounted wall sign just above the display window. Do not locate a flush-mounted wall sign above second-floor windows.
- When feasible, place a wall sign such that it aligns with others in the block.
- When planning a wall sign, determine if decorative moldings exist that could define a “sign panel.” If so, locate flush-mounted signs such that they fit within panels formed by moldings or transom panels on the façade. In no case should a sign obscure significant façade features.

SIZE

- In general, the maximum wall sign area on a building should not exceed 7% of the overall façade area; in some cases, however, the Commission may consider approving a maximum of 10%, if overall compatibility with the District is demonstrated.
- The maximum height of an individual flush-mounted sign shall be 2 feet.

NUMBER OF SIGNS

- Only one flush-mounted sign shall be allowed for each distinct façade module.

B. PROJECTING SIGNS

LOCATION

- A projecting sign should be located near the business entrance, just above the door or to the side of it, near eye level. The bottom of the projecting sign, however, shall be a minimum of 9 feet above the sidewalk.

SIZE

- The maximum size of an individual projecting sign (one face) shall be 6 square feet. It may not extend from the building façade for a greater distance than 6 feet or a distance equal to 2/3 the width of the abutting sidewalk, whichever distance is less.

NUMBER OF SIGNS

- In general, only one projecting sign per building façade is allowed. However, where the Commission determines that the result would be compatible with the District, one projecting sign shall be allowed for each distinct facade module of a building.

II. SIGN MATERIALS

- Use materials that are compatible with the materials of the building façade.
- Painted wood and metal are appropriate materials for signs. Do not use unfinished materials, including unpainted wood.
- Use plastic only in limited amounts. Plastic may not be the predominant materials on any sign.
- Do not use highly reflective materials.

IV. SIGN LIGHTING

- Use an external, shielded lamp to direct light at the sign.

NEON

- Exposed neon lighting is strongly discouraged, but may be permitted where the Commission determines it is appropriate to the context of the building and does not impede interpretation of the historic character of the building. Neon may be used to highlight reverse-channel lettering on a sign to create a “halo” effect.
- Applications for signs with exposed neon lighting must show through photographic documentation that the building had a sign with exposed neon in the historic period.

VI. GENERAL DESIGN CONSIDERATIONS

- Consider the building front as part of an overall sign program. Coordinate signage with the composition of the façade, including ornamental details. Signs should always appear to be in scale with the elements of the façade.
- Signs should be in proportion to the building and must not dominate the façade.
- Develop a master sign plan for the entire building front and coordinate signage for different businesses within the same building.
- Locate a sign on a building to emphasize design elements of the façade. In no case should a sign obscure architectural details or features.
- Mount signs to fit within existing architectural features. Signs should help reinforce the horizontal lines of moldings and transoms seen along the street.

- The total area of all sign faces on a façade module may not exceed 20 square feet.

COMMITTEE RECOMMENDATIONS

The Committee first saw this proposal as internally-lit channel letters mounted directly to the exterior wall of the building, and recommended that the applicant consider using halo-lit signage instead. The Committee had no recommendation on the blade sign. The applicant has made the changes to the signage plan as recommended by the Committee.

STAFF RECOMMENDATION

Approve the revised signage plan with the condition that the applicant not damage any of the historic masonry on the building with the installation of any of the signs. The blade sign is in excess of the size (7.5 square feet, with the standard setting forth a maximum size of 6 square feet) and number of signs (this would be the third sign on the building), but staff recommends approval as the proposed blade sign otherwise comports with the Sign Standards, and the bank tenant will be occupying the entire ground floor of the building, allowing for some flexibility in the number and size of the signs (as opposed to the narrow storefronts on Sixth Street).



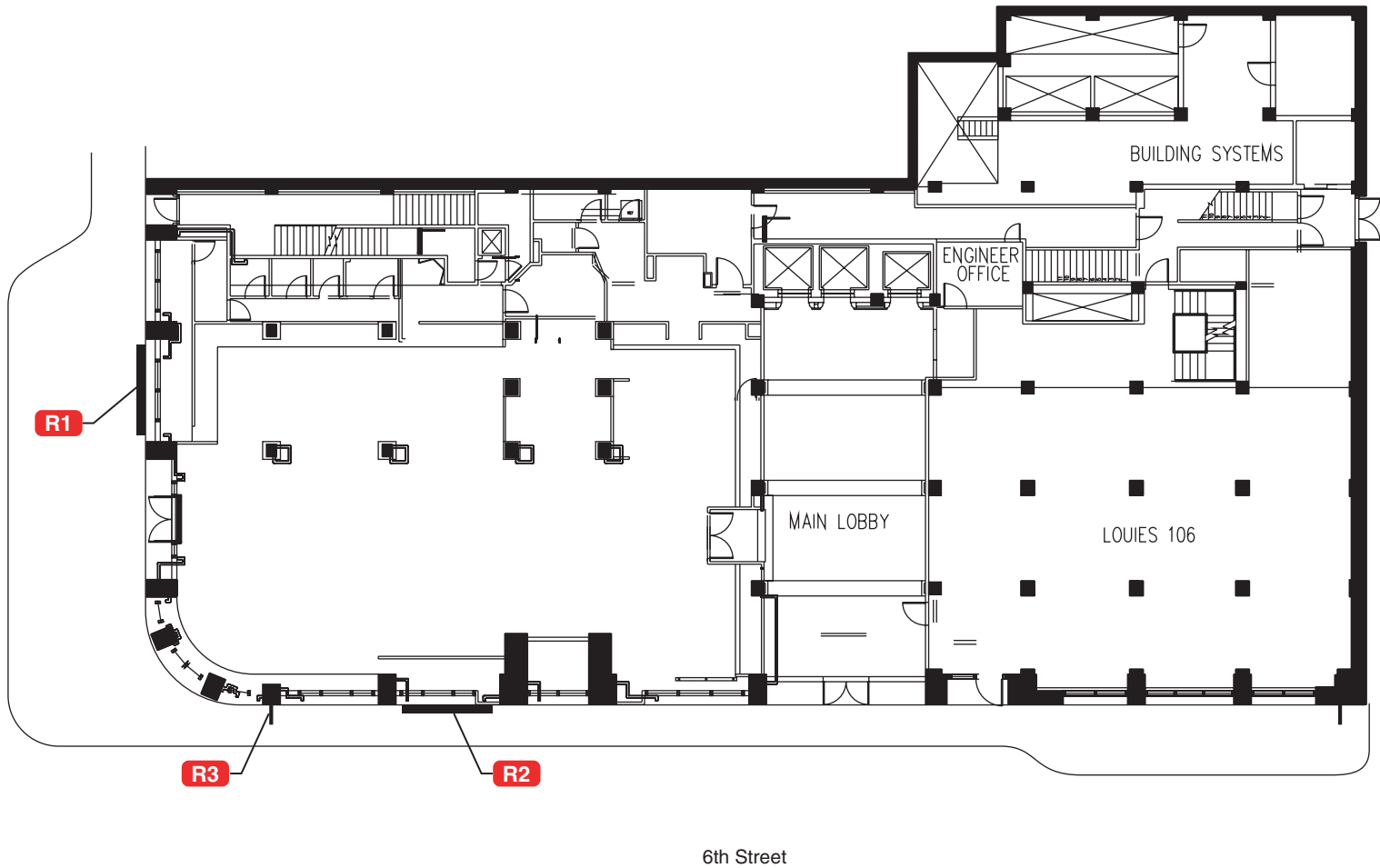
Sign Recommendations

**Littlefield Building
106 East 6th Street
Austin, Texas 78701**

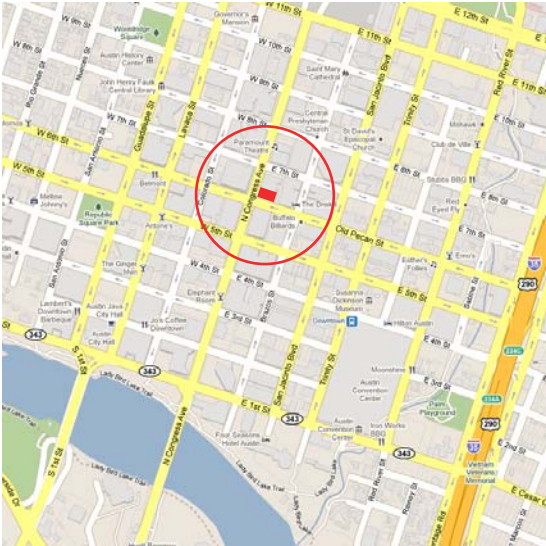
Date:	Description of Revision
01/7/11	Initial Recommendations
02/4/11	R3 Revised Per Landlord Comments
09/19/11	R1, R2 Halo-Lit, Interior Signs R4- R8



Congress Ave.



Site Plan w/ Sign Recommendations

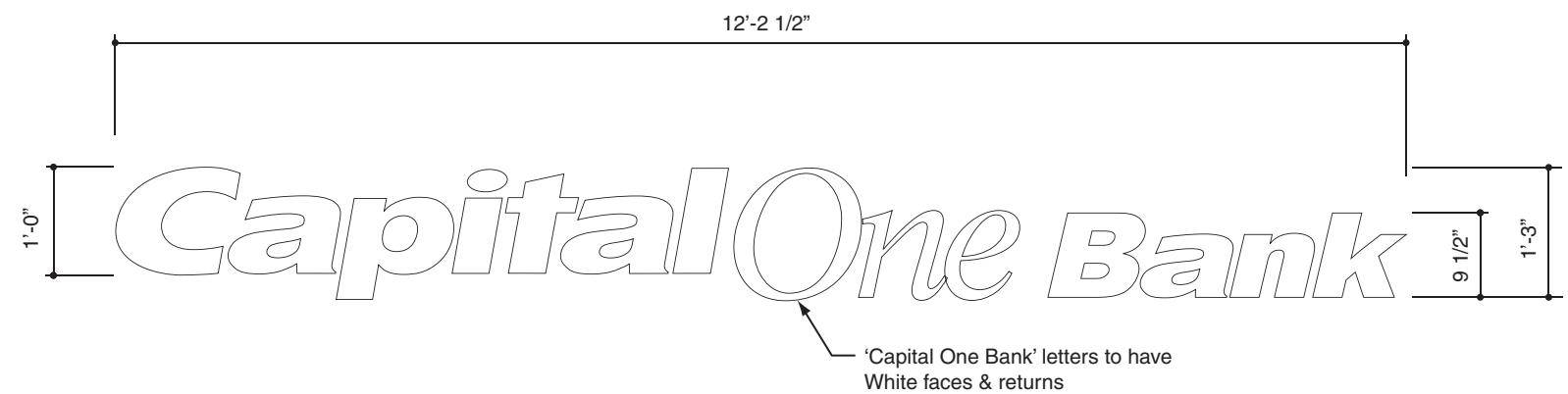


Site Map

List of Signs - Exterior

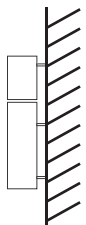
Recommendation

- R1** IL-12 Halo-Lit Letters
- R2** IL-12 Halo-Lit Letters
- R3** Double Face Blade Sign



R1 IL-12 Halo-Lit Letters

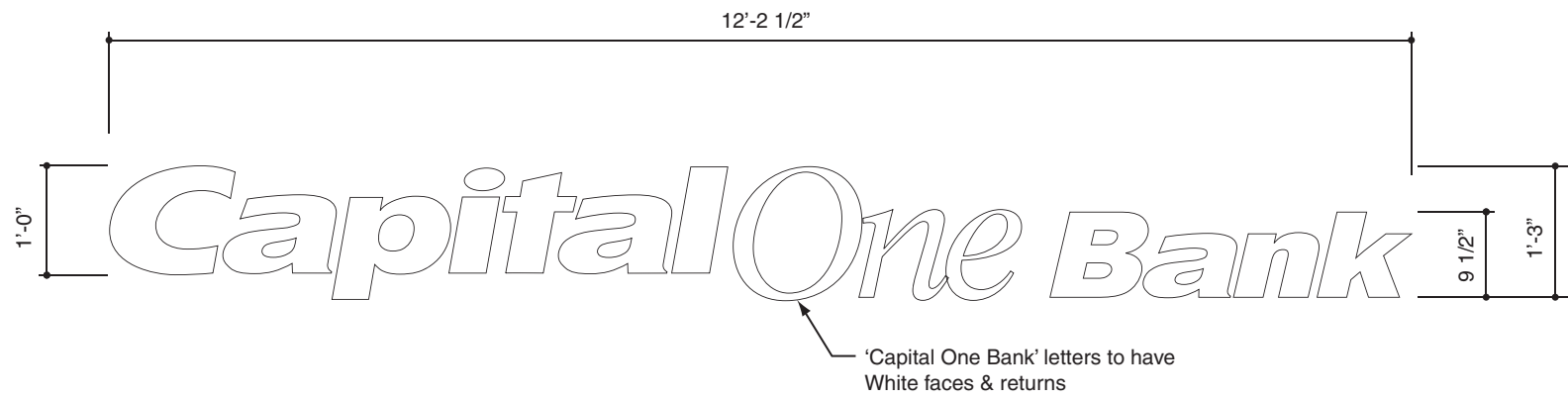
15.26 Sq. Ft.



Side View - Typical

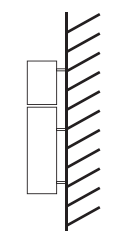


Proposed Installation



R2 IL-12 Halo-Lit Letters

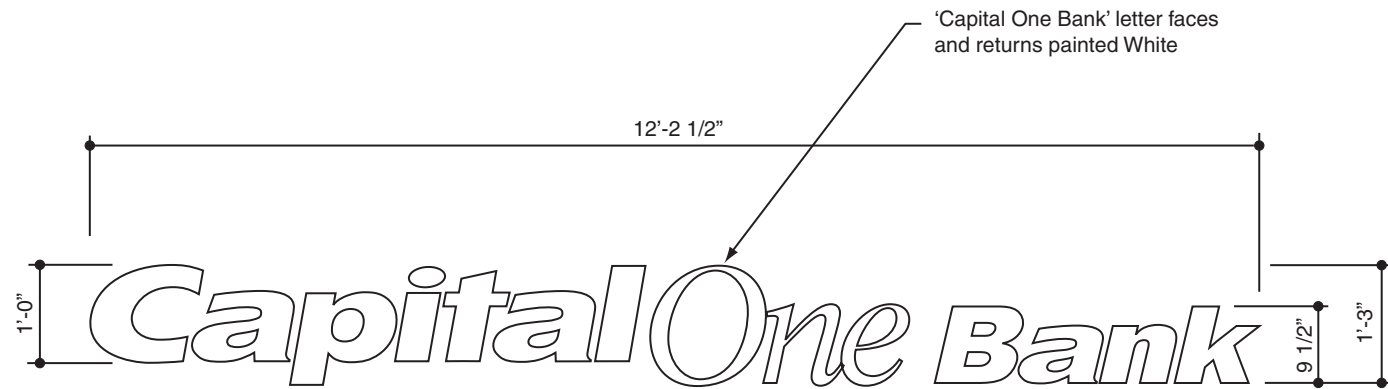
15.26 Sq. Ft.



Side View - Typical



Proposed Installation

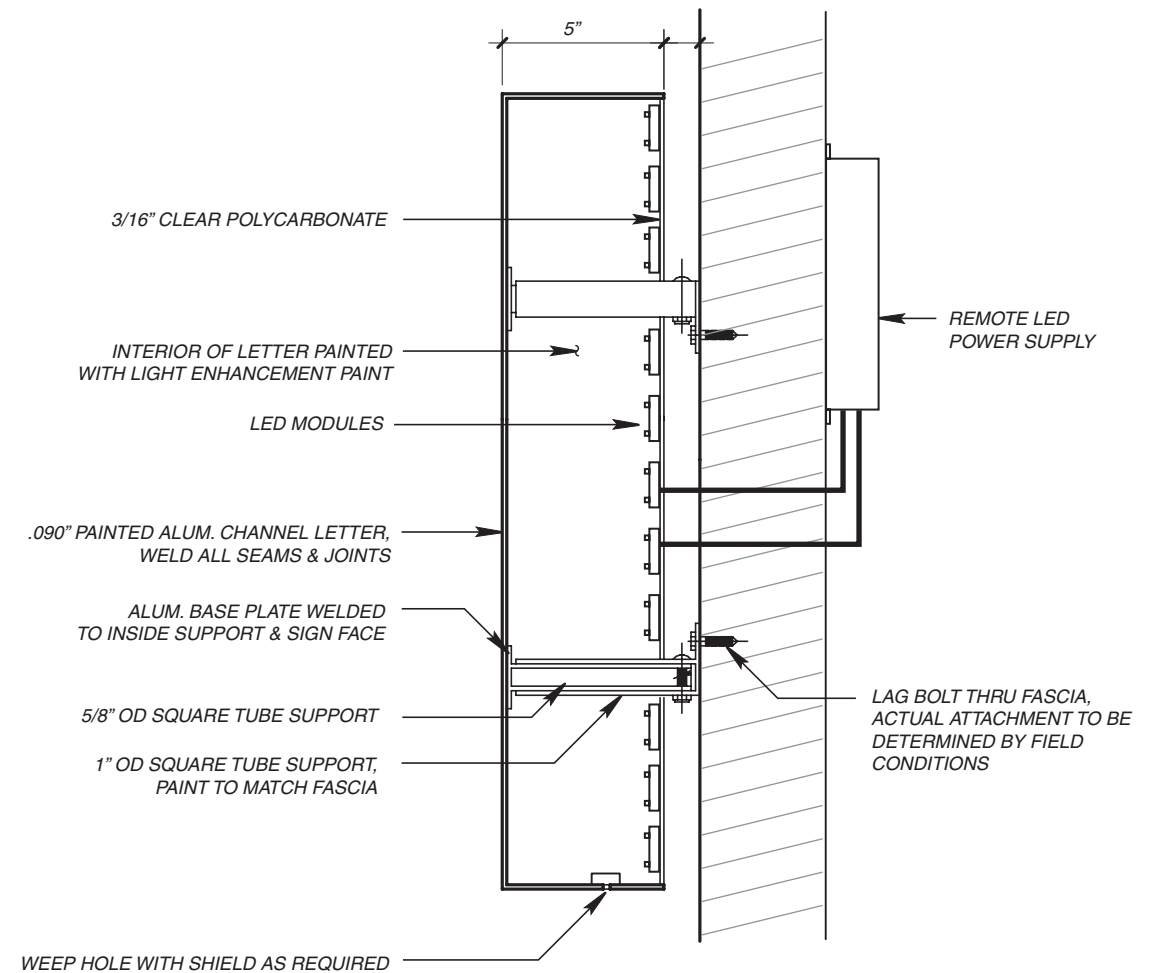


Letter Layout

Not To Scale

General Notes

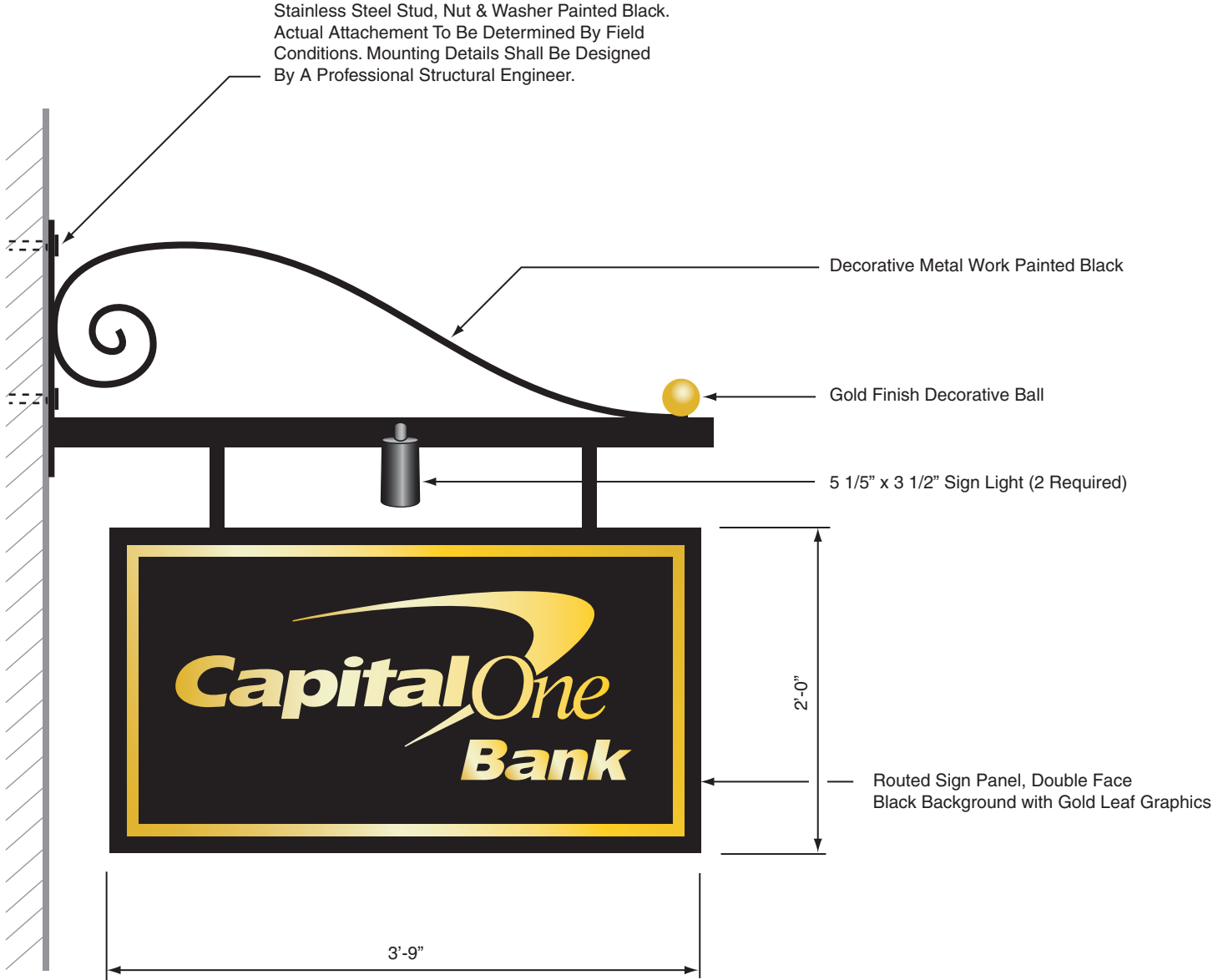
1. LED modules and power supplies as provided by GE Lumination, LLC, www.lumination.com, (216)606-6555.
2. Sign manufacturer shall coordinate with GE Lumination, LLC to determine LED installation configuration.



LED Letter -Typical Section

Not To Scale

Revised: Sept 19, 2011



Double Face Blade Sign

Scale: 1"=1'-0"

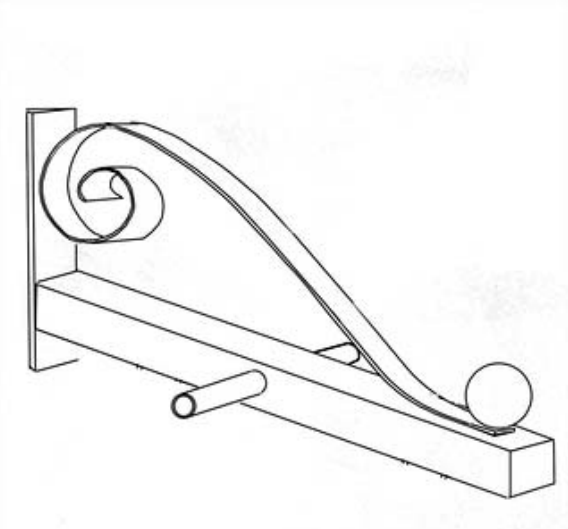


Proposed Installation



Light Detail

Not To Scale



Mounted Bracket - Isometric Drawing

Not To Scale