

HISTORIC LANDMARK COMMISSION
SEPTEMBER 26, 2011
APPLICATION FOR A CERTIFICATE OF APPROPRIATENESS
C14H-1984-0015
Mathias Kreisle Building
400 E. 6th Street

PROPOSAL

Signage for the Chupacabra Cantina.

PROJECT SPECIFICATIONS

The applicant proposes a projecting sign for the corner of the building, consisting of the following elements:

1. A square cabinet sign reading "Chupacabra" on 3 sides. The cabinet is approximately 14.6 square feet, constructed of aluminum, and with routed letters with an ivory acrylic sheet. Lighting for the sign will be exposed white neon behind the projection plate reading "Chupacabra" giving the entire plate and the letters a "halo" effect after dark.
2. A projecting round message band reading "Tex-Mex Cantina" that will be constructed of aluminum with painted letters. The band will be 8" high.
3. A clock with faces on 3 sides. The clock will be in an aluminum cabinet and will be internally lit. Each face will be approximately 2.75 square feet.

STANDARDS FOR REVIEW

I. SIGN TYPES

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.

III. SIGN CONTENT AND DESIGN CONSIDERATIONS

- Use symbol signs when appropriate for the business.

- Use colors for the sign that are compatible with those of the building front. Limit the number of colors on the sign to no more than three (3).
- Use a simple sign design and typeface, and a style and size of lettering that will be compatible with the building front. Avoid sign types that appear too contemporary.
- Limit the height of letters to 10 inches.

IV. SIGN LIGHTING

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

NEON

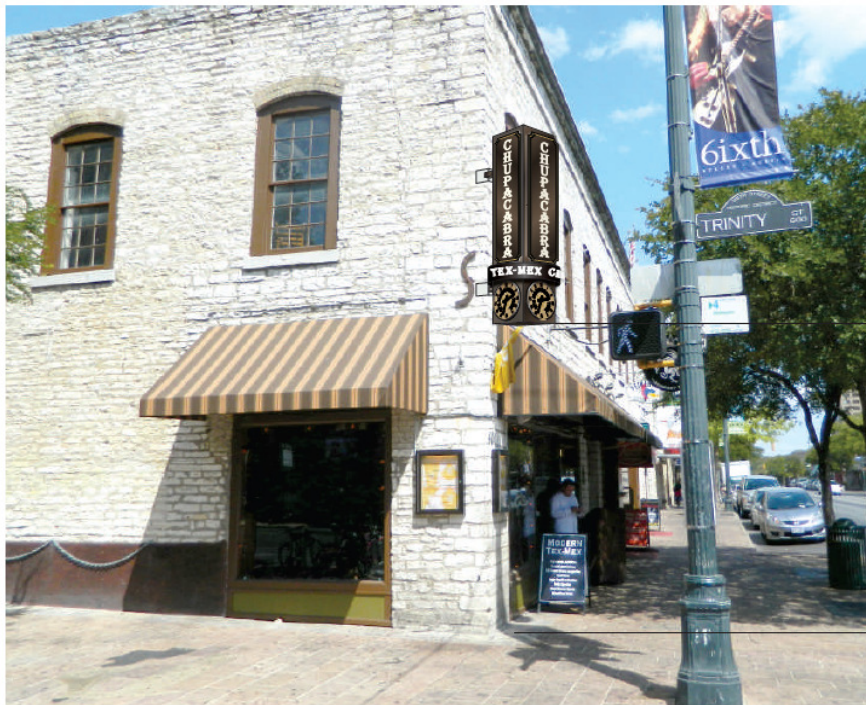
- Exposed neon lighting is strongly discouraged, but may be permitted where the Commission determines it is appropriate to the context of the building and does not impede interpretation of the historic character of the building. Neon may be used to highlight reverse-channel lettering on a sign to create 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.

COMMITTEE RECOMMENDATIONS

The Committee did not review this proposal.

STAFF RECOMMENDATION

This triple-faced sign is a good example of an innovative sign type for the street, and introduces a clock, which is a very needed feature on Sixth Street. However, the sign exceeds the sign size limit for Sixth Street. Because this is not the typical projecting sign, staff would support approval of the size of the sign. The lighting type is also not the typical example of “halo-lit” lighting for signs (the typical scenario being reverse channel letters with neon behind them creating the halo effect); in this case the entire projection plate will be halo-lit. Staff recommends approval of the Certificate of Appropriateness for the sign.



Option 1 Day View
Photo rendering included for visual intent only. Actual scale may vary.

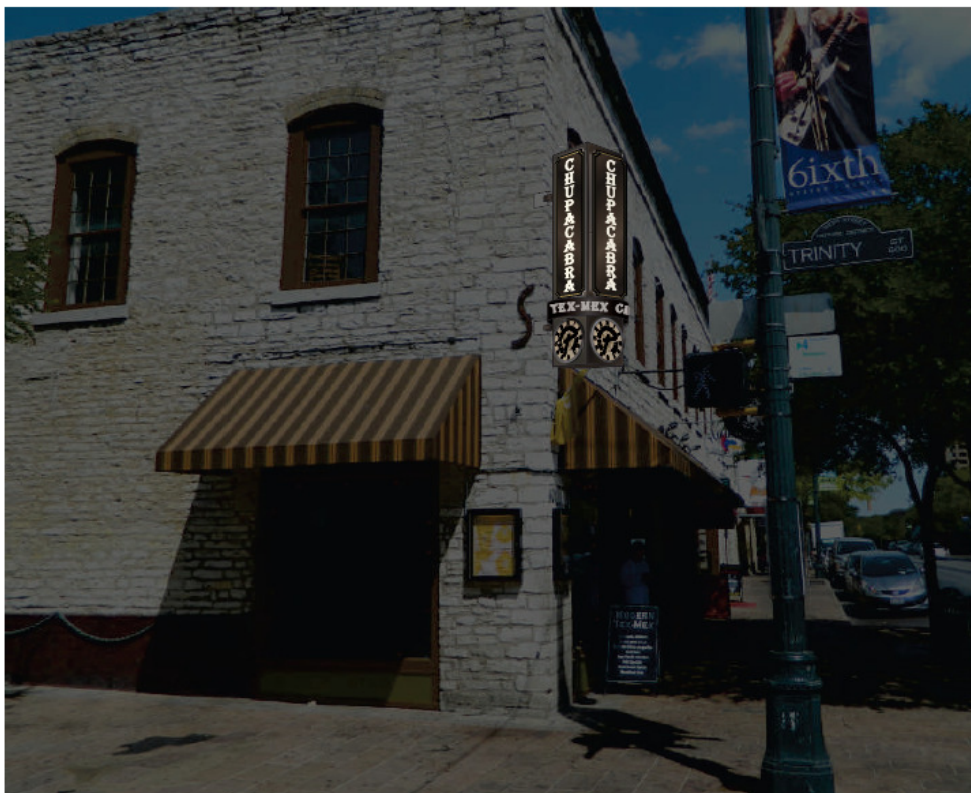
Approved by _____

Date _____

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Option 2 Night View
Photo rendering included for visual intent only. Actual scale may vary.

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