

HISTORIC LANDMARK COMMISSION
OCTOBER 24, 2016
APPLICATION FOR A CERTIFICATE OF APPROPRIATENESS
C14H-1979-0013
Green Pastures
811 W. Live Oak Street

PROPOSAL

Install two signs on the property.

PROJECT SPECIFICATIONS

The first sign is a 2.5-square foot free-standing sign that will be mounted on a metal pipe near the front entry to the restaurant. The proposed sign will be 12” tall and 30” wide and will be constructed with a steel cabinet. It will have exposed purple neon with the name of the restaurant.

The second sign is a 3.75-square foot free-standing sign that will be mounted on a metal pipe behind the hedge at the street. The proposed sign will be 18” tall and 30” wide and will be constructed on a steel cabinet with push-through acrylic letters that will be internally-lit.

STANDARDS FOR REVIEW

The Commission’s Standards for Review for signs at historic landmarks include:

INAPPROPRIATE SIGN TYPES

- Signs that are out of character with those seen historically, and that would alter the historic character of the street.
- Free-standing signs, either pole-mounted or monument types.
- Animated signs.
- Sandwich (or menu) boards that stand on the sidewalk are generally discouraged.
- Any sign that visually overpowers the building or obscures significant architectural features.
- Roof signs.

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.
- DO NOT USE:**
1. Internal illumination
 2. Fluorescent lights
 3. Sodium vapor lights.

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

Not reviewed.

STAFF RECOMMENDATION

While the size and content of the signs are consistent with the Commission's Sign Guidelines, one is internally-lit and the other has exposed neon, in violation of the sign guidelines. They are also pole-mounted, but staff recommends approval of the mounting type, given the location of the signs on the property. Staff cannot recommend approval of the signs as proposed because of the lighting issues. If the applicant re-designs the signs to provide halo or indirect lighting for them, then staff can approve the signs, which in all other aspects meet the sign guidelines for historic landmarks.