

HISTORIC LANDMARK COMMISSION
DECEMBER 16, 2019
APPLICATION FOR A HISTORIC SIGN PERMIT
SB-2019-206812
1317 W. 6th STREET
WEST LINE NATIONAL REGISTER HISTORIC DISTRICT

PROPOSAL

Install freestanding letters in the front yard.

PROJECT SPECIFICATIONS

The letters RISE will be manufactured of flush aluminum, with alternate slopes and halo lighting. When assembled, the letters will be 9' wide and 3' high (43" from the ground).

STANDARDS FOR REVIEW

Standards for signs in historic districts include:

Number of signs. The Commission allows one sign per building, unless the building has multiple tenants; in this case, the Commission may allow one sign per façade module, if the façade modules correspond to tenant spaces. The Commission may also allow one sign for each street frontage if the building is at an intersection. A single directory sign is appropriate for a large building with multiple tenants.

This is the only sign proposed for the property.

Sign types. The Commission may allow window signs, awning signs, projecting signs, and flush mounted signs for most commercial buildings. Freestanding signs are allowed for office and retail uses in historic residential buildings.

The proposed project is a freestanding sign in a historic residential building.

Sign size. The maximum size for signs depends on the sign type.

The sign guidelines do not include a maximum size for freestanding signs. Staff believes that the proposed letters will be in keeping with the scale of the historic building.

Sign Design, Coloring and Materials. Use simple shapes, such as rectangular or oval signs. The Commission recommends painted wood or metal signs with matte finishes for all signs; plastic, reflective materials, and unfinished surfaces are not allowed. Limit the colors used in a sign to no more than three. For sites with multiple signs, all signs should have corresponding or matching designs, coloring and materials. Signs should match or complement the existing color scheme of the building to the maximum extent feasible.

The proposed project uses blocky aluminum letters with flush faces. All letters will be the same color.

Lettering. No more than two typefaces are allowed. Avoid lettering which appears too contemporary in the sign.

The proposed sign includes one typeface.

Lighting. Lighting must be indirect, and may be accomplished through shielded incandescent lights attached to the top of the sign, "halo" lighting, or recessed can lighting

in awnings. Internally-lit cabinet signs are not allowed for signs on historic buildings or within the historic districts.

The proposed sign will have reverse-lit channel letters. The project meets this standard.

Neon Signs. Neon signs are prohibited on pre-1950 building facades; an exception may be made for existing pre-1950 neon signage, or with photographic proof of a historic (pre-1950) neon sign on the building, but only if the neon sign does not detract from the historic character of the building or area. The Commission may consider limited neon on a post-1950 façade, but encourages backlit neon over exposed neon.

Not applicable.

Sign Placement. Flush-mounted and projecting (blade) signs should be positioned near the business entrance immediately above the principal entry to the business. Single-tenant signs are not allowed over doorways serving multiple tenants. As required by the city land development code, the bottom of the sign shall be a minimum of nine (9) feet above the sidewalk. When feasible, place signs to align with others in the block. Signs should not obscure or cover architectural elements, such as windows, decorative banding, or other ornamentation.

The proposed sign is located in the front yard facing W. 6th Street. It will not obscure architectural elements.

Sign Mounting. New signs should utilize existing mounting apparatus whenever possible. If new bolt holes or brackets are necessary for sign installation, care should be taken to ensure that installation does not damage historic building materials in any way. Bolting through mortar joints avoids damage to historic stone or brick.

The sign will be mounted in the front yard.

COMMITTEE RECOMMENDATIONS

Change the letters from a pixelated 3D to flush. The letters have been changed.

STAFF RECOMMENDATION

Approve the project.