

HISTORIC LANDMARK COMMISSION
SEPTEMBER 26, 2011
APPLICATION FOR A CERTIFICATE OF APPROPRIATENESS
C14H-1978-0008
Cotton Exchange
401 E. 6th Street

PROPOSAL

Signage for the Old School Bar and Grill.

PROJECT SPECIFICATIONS

The applicant proposes two signs for the building:

1. A projecting sign on the 6th Street elevation of the building. This projecting sign will be 10 square feet, and consists of a round piece of high density sign foam with raised lettering. The sign will be a golden yellow background with black letters. The sign will hang from a black tubular steel bracket and be attached to the face of the building. Lighting will be from gooseneck lamps attached to the bracket; these lamps will also be painted black.
2. A wall sign on the Trinity Street elevation of the building. This wall sign will be located under the existing balcony on Trinity Street, and will be 19.9 square feet and is the same design and materials as described above for the blade sign. The sign will be attached to the wall and will be illuminated by two black-painted gooseneck lamps attached to the wall.

STANDARDS FOR REVIEW

The Commission's Standards for Review for Signage 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.

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.

COMMITTEE RECOMMENDATIONS

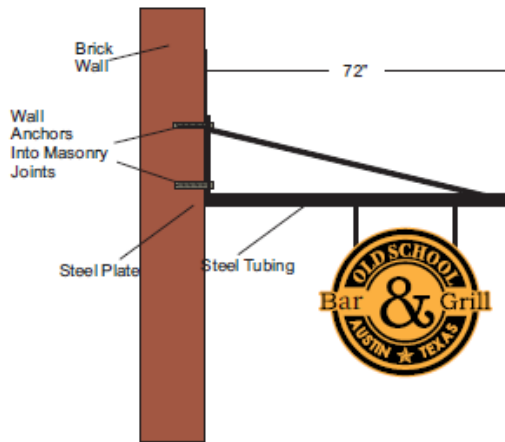
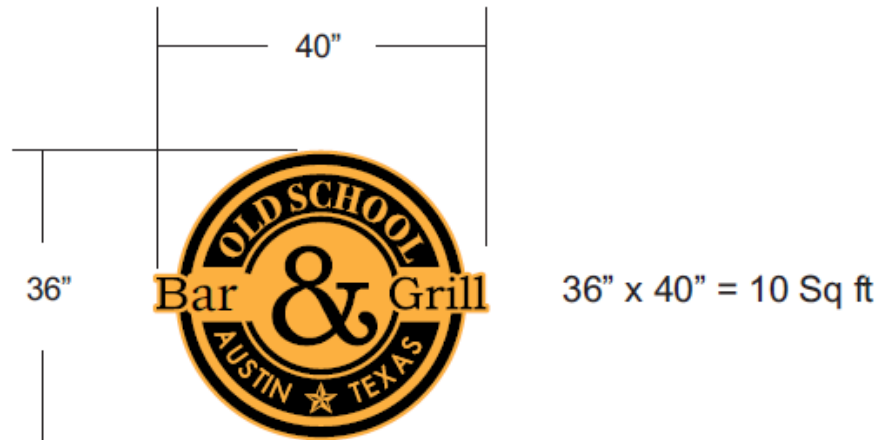
The Committee recommended that the applicant reduce the size of the wall-mounted sign (the original proposal was for a 40-square foot sign). The applicant has complied with the recommendation of the Committee and has reduced the size of the sign to 19.9 square feet. The Committee recommended approval of the projecting sign.

STAFF RECOMMENDATION

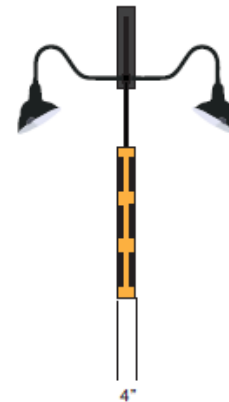
Approve the signs as proposed. The applicant is entitled to two (2) signs, as this building is on the corner of 6th and Trinity Streets. The projecting sign is a little larger than the Standards, but otherwise comports completely with the sign standards. The proposed wall sign comports with all of the Commission's Standards for Review except for the height of the sign allowable, which is designed to address flush-mounted signs that are located on the front façade of the building above the doorway and storefront windows.

Staff further recommends that the applicant not damage any of the historic masonry of the building in the installation of these signs, and recommends bolting through mortar joints

and conducting the electrical conduit for the gooseneck lamps so as to not damage the historic masonry.



Cross Section



One (1) double faced non-illuminated sign. Sign to be constructed of high density sign foam. Copy to be routed so lettering will be 3 D and have relief. Finish to be painted PMS 143 Yellow and Black. Sign to hang from steel tubing bracket painted black. Sign to be lit indirectly with two gooseneck light fixtures.



2111 American Hwy. E.
Suite 100
Dallas, TX 75243
www.signcreations.com

CLIENT

Old School Grill
At: 5. Trade
Austin, TX

JOB INFORMATION

SUBJECT:
SALES REP: MASON STAR
INSTALL DATE:

CLIENT APPROVAL

DATE: 7/20/11
X

ADDITIONAL NOTES

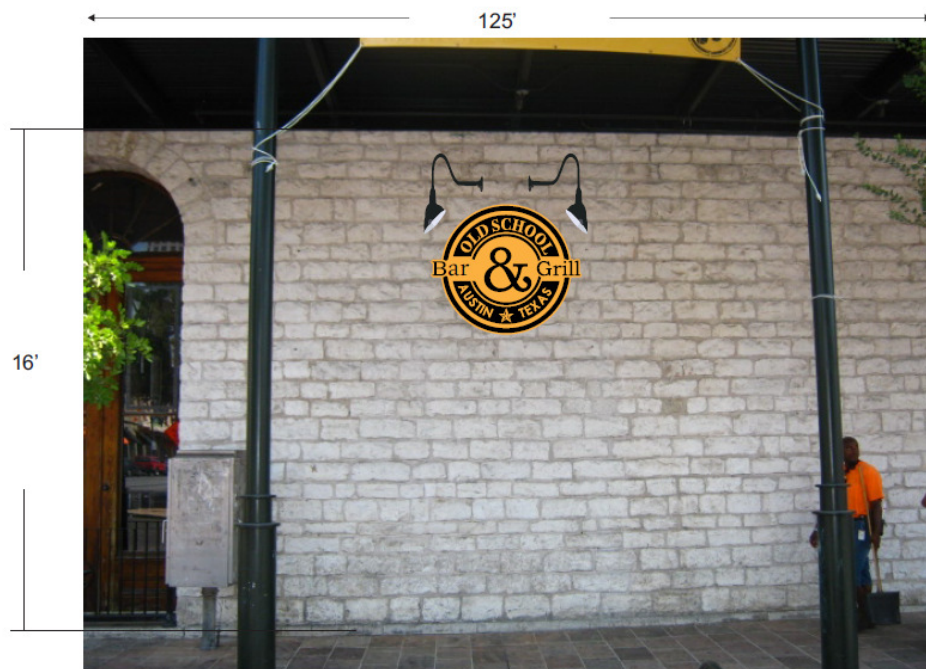
1. Existing signage to be removed and cleaned of property.
2. Final survey required prior to manufacture.
3. This signage is intended to be installed in accordance with the requirements of article 605 of the National Electrical Code and other applicable local codes, including proper grounding and bonding.



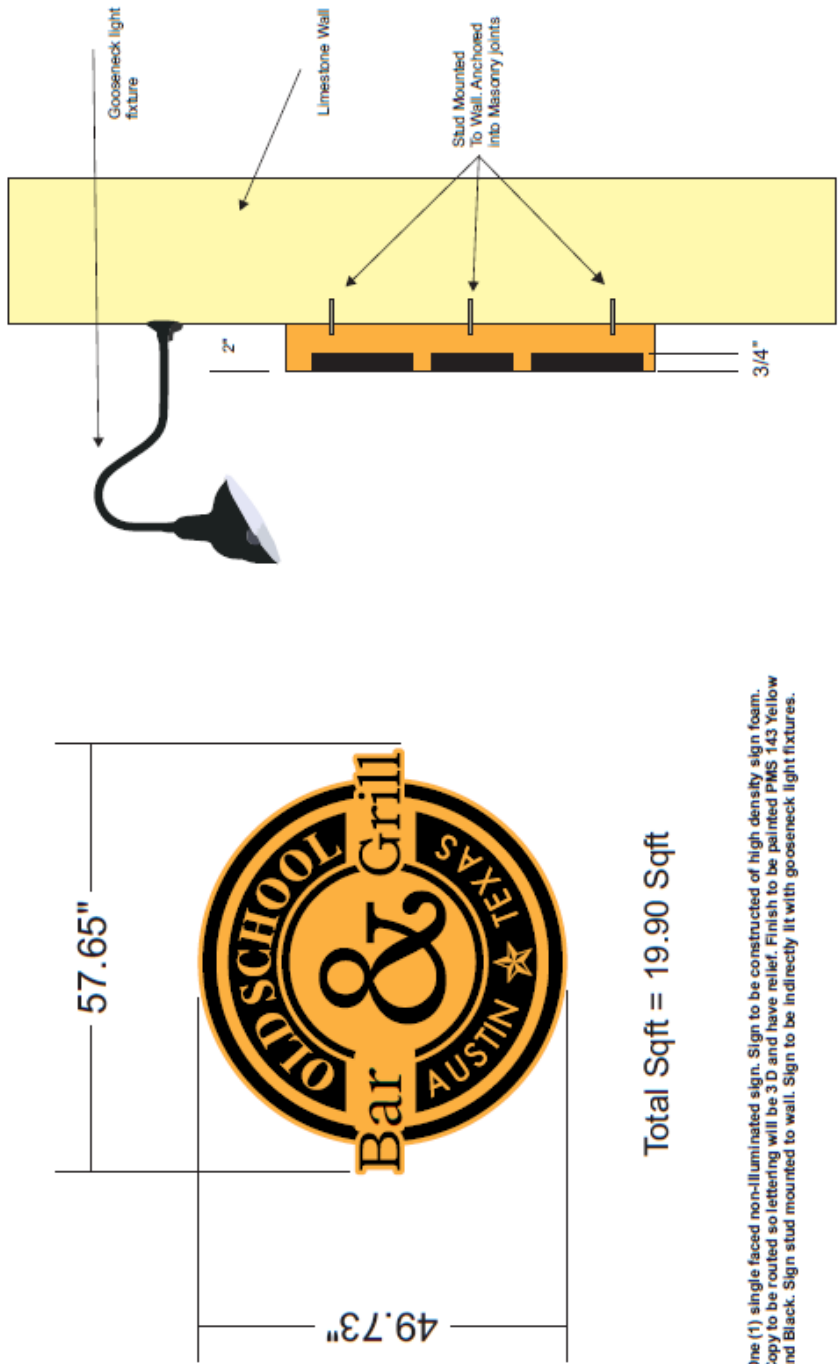


 951 Brackley, Hwy 6, Austin, TX 78704 512-251-0000 info@signcreations.com www.signcreations.com	CLIENT Old School Grill 3000 Travis Austin, TX	JOB INFORMATION NUMBER: SALES REP: MAGGIE STAN INSTALL DATE:	CLIENT APPROVAL DATE: / / 2011 X _____	ADDITIONAL NOTES 1. Existing signage to be removed and disposed of properly. 2. Final survey required prior to manufacturing. 3. This signage is intended to be installed in accordance with the requirements of all applicable local codes and other applicable local codes, including proper grounding and bonding.	 LISTED UNDERWRITERS LABORATORIES

Depiction of the proposed projecting sign for the Sixth Street elevation.



Depiction of the proposed wall sign for the Trinity Street elevation.



Total Sqft = 19.90 Sqft

One (1) single faced non-illuminated sign. Sign to be constructed of high density sign foam. Copy to be routed so lettering will be 3 D and have relief. Finish to be painted PMS 143 Yellow and Black. Sign stud mounted to wall. Sign to be indirectly lit with gooseneck light fixtures.



CLIENT
Old School Grill
Austin, TX

JOB INFORMATION
NUMBER
SALES REP. MAGGIE STAR
INSTALL DATE

CLIENT APPROVAL
DATE: 7/20/11
X

ADDITIONAL NOTES
1. Signage to be removed and disposed of properly.
2. Final name required prior to manufacturing.
3. This signage is intended to be installed in accordance with the applicable local codes. Including proper permitting and bonding.

