

HISTORIC LANDMARK COMMISSION
APRIL 23, 2012
APPLICATION FOR A CERTIFICATE OF APPROPRIATENESS
C14H-1983-0011
Sampson-Henricks Building
620 Congress Avenue

PROPOSAL

Signage for American Bank.

PROJECT SPECIFICATIONS

The applicant proposes two 21.2 square foot signs for the new bank location. One sign will be mounted on the Congress Avenue façade; the other on the 7th Street façade, each at just above the door openings. Each sign consists of the bank's logo and letters reading "American Bank". The flag logo is 2.62 square feet; the lettering is 18.58 square feet. The letters and logo are colored polycarbonate and will be mounted on a sheet of clear polycarbonate on a brushed aluminum shelf. Lighting will be LED, mounted behind the letters in the aluminum shelf and will back-light the logo and letters. Additional lighting will be mounted on the underside of the aluminum shelf, shining downwards, and extending the entire length of the shelf. The aluminum shelf will be mounted through mortar joints rather than risk damaging the masonry on the building.

STANDARDS FOR REVIEW

The Commission's Standards for Review of applications for Certificates of Appropriateness include:

I. SIGN TYPES

D. AWNING SIGNS

An awning sign may be woven, sewn, or painted onto the fabric of an awning. A panel sign painted or mounted on the edge of a rigid canopy also shall be considered an awning sign.

SIZE

- The maximum area of an awning sign may not exceed 20% of the awning panel, or 8 square feet, whichever is the lesser amount.

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.

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.

COMMITTEE RECOMMENDATIONS

Not reviewed.

STAFF RECOMMENDATION

Approve the signage with the recommendation that the applicant not light the entire bottom of the aluminum shelf and focus the bright LED lighting on the sign itself.

This type of sign is not of the kind contemplated by the Commission’s sign guidelines which specify the maximum amount of signage for an awning or canopy sign. The Commission’s guideline for awning signs specify a maximum of 8 square feet, but this guideline is designed to address awnings that cover a single bay on a typical 19th century building, not the type of awning proposed for this building.