

**HISTORIC LANDMARK COMMISSION**  
**APPLICATIONS FOR CERTIFICATES OF APPROPRIATENESS**  
**MARCH 9, 2015**  
**C14H-1978-0035**  
**Jacoby-Pope Building**  
**200 E. 6<sup>th</sup> Street**

## **PROPOSAL**

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Signage for Eureka! restaurant.

## **PROJECT SPECIFICATIONS**

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The applicant proposes two flush-mounted signs, both of which will have reverse channel letters and halo lighting. The sign will be painted black with an orange exclamation point at the end of the name Eureka! The sign over the door on 6<sup>th</sup> Street will be 7.64 square feet; the sign on the wall facing Brazos Street will be 17.1 square feet, with a height of 2 feet (the Sign Standard height limit). The Commission had objected to the size of the Brazos Street sign, which was previously proposed at over 30 square feet, and to the internally-illuminated lighting, which has been corrected with halo lighting, allowed under the sign standards.

## **STANDARDS FOR REVIEW**

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### **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.

## **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.

#### **STAFF RECOMMENDATION**

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Approve as proposed. The applicant has made the requested changes to the size and lighting of the signs so that they comply with the Sign Standards for downtown.