

D/DRC Case

918 Gervais Street

W. Gervais Historic Commercial District

TMS: 08916-02-04

DESIGN/DEVELOPMENT REVIEW COMMISSION
DESIGN REVIEW DISTRICT
HISTORIC AGENDA
EVALUATION SHEET
Case # 11

ADDRESS: 918 Gervais Street

APPLICANT: Bobby Brown, business owner

TAX MAP REFERENCE: TMS# 08916-02-04

USE OF PROPERTY: Commercial

REVIEW DISTRICT: W. Gervais Street Historic Commercial District/City Center

NATURE OF REQUEST: Request Certificate of Design Approval for signage

FINDINGS/COMMENTS:

This request is for LED signage for the nightclub Social, which is located between Motor Supply and Salsarita's on Gervais Street and is a non-contributing, more modern building. Although the building is toward the back of the lot, the elevation of the building is visible from the public right-of-way. Staff denied the sign originally and the applicant wished to pursue it with an application to the DDRC.

This project falls within the West Gervais Street Historic Commercial District which is overlaid by the City Center urban design district; these guidelines are used for review of signage for the historic district with the intent of maintaining the unique historic character of the district. Therefore, indirect lighting is a basic tenet from which decisions are based and this guideline is applied to both contributing and non-contributing buildings alike. Signage on all buildings within the historic district affects the ambiance of the district.

There are several sections in the City Center Design Guidelines which address lighting for signage and in Section 6.2.4 of the City Center Design Guidelines it states that "the most appropriate type of sign illumination in City Center is indirect lighting. Again indirect lighting helps the sign to appear as an integral part of the façade, not something that was added later. Indirect lighting is also more appropriate for historic districts and produces a more intimate ambiance on the street." Certainly staff has followed this condition for other signage which falls within the historic district and which has been approved at staff level.

Please note that examples provided by the applicant (attached) fall outside of the West Gervais Historic Commercial District.

STAFF RECOMMENDATIONS

Staff recommends denying a Certificate of Design Approval based upon the City Center Design District guidelines, Section 6.2.4.



Location of
proposed sign

social

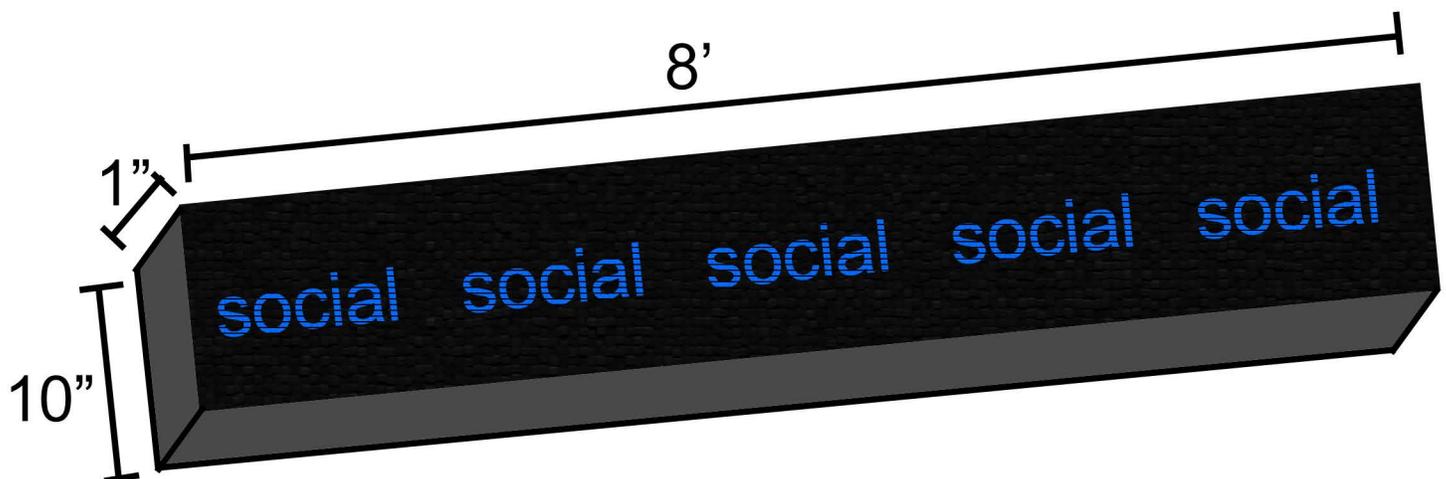
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New Sign Proposal

Social requests permission to add an 8'x10" 35mm LED sign. The sign is made up of 2000 individually contrrollable LED bulbs. Mounted magnetically to a steel plate located just above the main entrance to our building, no changes to the building will be required. Similar style signs are located at numerous locations throughout the Downtown/Vista area. The most recognizable is probably the large Lamar outdoor displays.

project example:



examples of existing signs:



proposed sign placement:

