

Legislation Text

File #: 21-4172, **Version:** 1

HLC#21-006: Public hearing to consider a request for new signage on the Masonic Lodge Building at 101 N. Main Street; George Allen on behalf of Western Hippies, applicant; Ernst Realty Investments LLC, owner

The applicant is requesting approval for new signs on the building. The signs will be placed as follows:

1. One wall sign consisting of ½ inch acrylic letters above the display window on the angled building corner. The sign dimensions are approximately 1.75 feet by 6.75 feet.
2. One wall sign consisting of ½ inch acrylic letters over the front door on N. Main Street. The sign dimensions are approximately 3 feet by 12.75 feet.
3. One sign, printed on vinyl, on the front door at street level. The sign dimensions are approximately 1.5 feet by 1.75 feet.

The proposed wall signs will be mounted using 1/4-inch metal pins. Care must be taken to minimize damage to the wall surface during installation, particularly at a stone or brick surface, when using pins. Details of the signs are shown in the applicant's exhibits.

The following guidelines from the *Design Guidelines for Downtown Mansfield* should be used by the Commission when considering the issuance of a Certificate of Approval for signage on landmarks:

Signs:

- *Flush mounted signs are encouraged.* The letters of the proposed wall signs will be applied flat on the wall. The door signage is applied directly to the glass.
- *Relate all signs to the pedestrian. Large signs are designed to catch the attention of passing motorists and are inappropriate in the downtown area. Smaller signs placed in areas seen easily by pedestrians are more appropriate.* The proposed wall signs will fit in the existing sign panel on the wall above the transom windows. The smaller sign on the front door is at a pedestrian scale.
- *Assure sign location does not obscure the design features of the building. The design of the building facade displays a natural and logical location for the placement of signs. Examine the facade to find that location.* As noted above, the wall signs will be in the sign panel above the transom. As shown in the 1912 photograph of the building, wall signs have been placed in the same location in the past.
- *Position flush mounted signs within strong vertical features of the storefront. Such signs*

should occupy no more than 75% of the sign board. The proposed wall sign should occupy less than 75% of the sign panel on both the corner wall and the primary façade on N. Main Street.

- *Design signs to communicate a direct, simple message with as few words as possible.* The proposed wall signs will have the business name, Western Hippies. The smaller door sign has the business name, a logo and a few descriptive words.
- *Choose a letter style that is easy to read and that reflects the image of the business it represents.* The proposed signage reflects the font used in the tenant's business name.
- *Letters should not be too large - 8 to 18 inches in most cases.* The wall sign over the corner is in keeping with this standard. The wall sign on the primary façade is larger, but is covered by the street tree in front of the building and will be harder to see. Both signs fit in the sign panel.
- *Design signs with a dark background and light colored lettering to achieve maximum visibility.* The lettering for the proposed wall signs will be painted Matthews Satin White against the red brick on the wall. A paint chip of the color has been included in the maps and supporting information.
- *Sign colors should complement the colors of the building.* The wall signs will be satin white. The signs should be compatible with the white trim around the windows and door.

Historic Background

W. H. Price of Midlothian built the Masonic Lodge building in 1900. In 1910, Jay Grow added to the rear of the building. The structure was divided in half, at that time, with the south half being the home for Masonic Lodge 331 and the north being occupied by a hardware store. Proprietors were Charles William McClane and Benjamin Franklin Ramsey.

Several hardware and dry goods stores occupied the building after McClane and Ramsey. They included Stone Brothers Mercantile, 1904 -1906; Back and Bradford Hardware, in 1906; Mendelstamm Ready to Wear, late 1930's to 1940's; and Sprinkle Dairy home delivery from 1936 to 1948.

Jack Medwell purchased the clothing store from Mr. Mendelstamm in the early 1940's. Mr. Back left the hardware business and it remained in the Bradford family until the 1960's when James Wynn purchased it.

In the late 1960's or early 1970's, Bob Ellis ran a furniture repair business from the building. Phillips Real Estate and Insurance was in the building and it is said that Clark Grocery was also there. The current tenant is Western Hippies.

Staff recommends approval with the following conditions:

1. Drilling new holes or creating new fixing positions on historic facades should be avoided by using existing holes on the wall.

2. Pins should be installed in mortar joints rather than in the face of the historic brick wherever possible.

Attachments

Maps and supporting information

Sign Exhibits