



Agenda Item #6

Application 2024-51-CA

DETAILS

Location:

273 Dauphin Street

Summary of Request:

Install a temporary mural on a secondary elevation

Applicant (as applicable):

Mobile Arts Council

Property Owner:

C Coast Management, LLC

Historic District:

Lower Dauphin Commercial District

Classification:

Non-contributing

Summary of Analysis:

- The COA application refers to the proposed installation as a mural, but the commercial nature of the content suggests the proposal should be considered as a sign.
- The proposed signage size, in addition to the existing signage on the property, exceeds the 64sf permitted by the *Design Review Guidelines for Mobile’s Historic Districts* by 52sf, or almost twice the permitted area.
- While the proposed film is not a traditional material for a mural, which the *Guidelines* define as a painting on the side of a building, the film is intended to mimic a painted appearance.
- The film manufacturer does not warrant that removal of the film will not damage the wall substrate. The *Guidelines* state that installation of new signage should avoid damaging key architectural features.

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PROPERTY AND APPLICATION HISTORY

Lower Dauphin Street Commercial Historic District was initially listed in the National Register in 1979 under Criteria A (historic significance) and C (architectural significance) for its local significance in the areas of commerce and architecture. The district is significant for its unique character stemming from the high concentration of closely spaced two- and three-story brick buildings and as Mobile's nineteenth century commercial thoroughfare. The district boundaries were expanded in 1982, 1995, 1998, and 2019.

273 Dauphin Street is a one-story commercial building located in the Lower Dauphin Street Commercial Historic District. While currently listed as non-contributing on the National Register of Historic Places nomination for the Lower Dauphin Street Commercial Historic District, the building would be considered contributing if the district were to be resurveyed today. 273 Dauphin sits on the site of an earlier 3-story brick commercial building that dated back to at least 1872. Constructed in 1952, the existing structure employed "non-combustible" materials and construction techniques, including load-bearing brick walls, concrete floors, and a concrete roof on steel joists. The unadorned façade is typical of the restrained commercial buildings of the post-war era. The deeply recessed entrance vestibule is also typical of mid-century commercial buildings, as is the horizontal banding of the two-toned brick cladding on the Jackson Street elevation.

This property has appeared twice previously before the Architectural Review Board (ARB). In November 2003, an application was presented to construct a wood deck in the parking lane along the Jackson Street (west) elevation. The application was approved with the following conditions: that the applicant would include additional lighting in the plan and that the proposed wood deck would be painted or stained. The property appeared again before the board in August 2003 to request approval of a color scheme for staining the completed deck.

SCOPE OF WORK

1. Install a temporary mural on the west elevation.
 - a. The mural would measure 10'-0 wide by 10'-0 high.
 - b. The mural would be installed immediately south of the existing outdoor seating area facing Cathedral Square.
 - c. The mural would be printed on 3M Envision Print Wrap Film, which would be adhered directly to the brick wall.
 - d. The mural would be installed in October 2024 and remain up through Mardi Gras 2025.
 - e. The mural would be removed after Mardi Gras 2025.

APPLICABLE STANDARDS (*Design Review Guidelines for Mobile's Historic Districts*)

1. **11.0 Wall Signs** A wall sign (also called a "flat sign") is any sign attached to or painted on the outside face of a building. It is erected parallel to the face of the building on which it is supported and may include individual letters, cabinet signs, or signs painted on the surface of a wall.
2. **11.0 Murals** A mural is a painting located on the side of the building. Mural content should be compatible with the associated building and overall character of the building.
3. **11.3** Design a new sign to be compatible with the character of a building and the district.
4. **11.5** New signs are restricted to a maximum of 64 square feet.
5. **11.6** Place a sign to be compatible with those in the district.
 - When placing a new sign on a historic building, locate a sign to emphasize design elements of the historic building façade.
6. **11.7** Use a sign material that is compatible with the materials of the building on which it is placed and the district. New materials that achieve the effect of traditional materials and lighting solutions will be considered on a case-by-case basis.

- Do not use a highly reflective material for a sign.
- Design a sign to be subordinate to the building façade.

STAFF ANALYSIS

This application seeks approval for the installation of a mural/sign on a secondary elevation of the subject property. The applicant proposes using a film to affix a temporary mural directly to a brick wall. The mural would measure 10'-0 by 10'-0 and would prominently feature photographs of individuals featured in author Lynn Henderson Oldshue's upcoming book *Our Southern Souls Vol. II*. There will be limited text along the bottom of the mural to include information about where the book can be purchased. The applicant proposes installing the mural in October 2024 and removing it after Mardi Gras 2025.

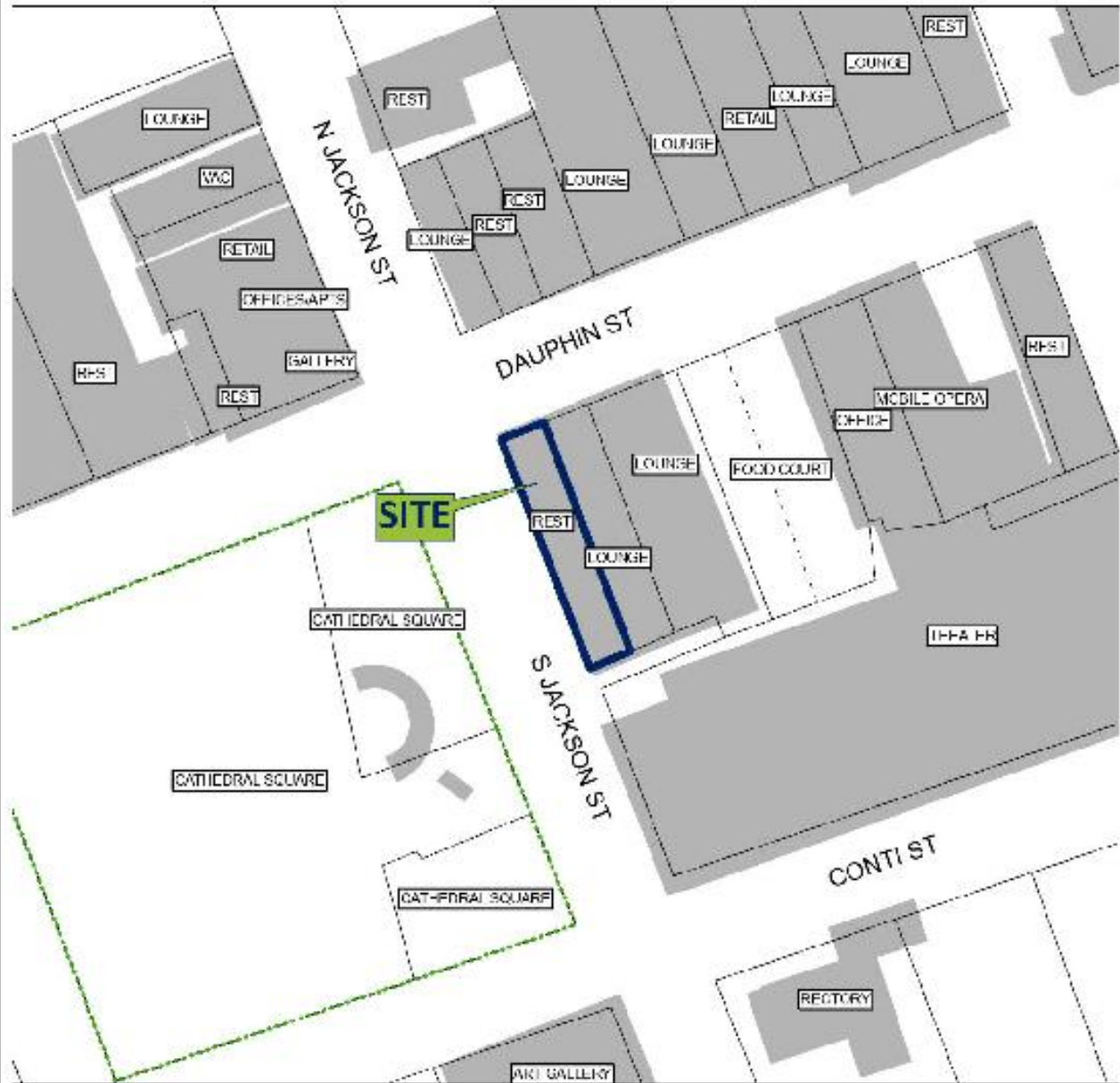
The *Design Review Guidelines* limit new signage on buildings within local historic districts to 64 square feet per tenant. Sign placement is to align with other signage in the district, and the *Guidelines* further recommend that signs be mounted to "fit within existing architectural features." Sign materials are to be compatible with both the subject property and the district as a whole. (11.5, 11.6, 11.7)

The proposed mural will cover 100 square feet. Combined with the existing blade side mounted at the corner of the building, this will put the total signage area up to approximately 116 square feet. This exceeds the allowed 64 square feet by 52 square feet. The location of the mural/sign on a secondary side elevation is in keeping with the *Guidelines*.

The proposed sign material is not typical of existing murals/signs within the historic districts, which are usually painted directly on the wall surface, as defined in the Guidelines. Marketing materials for the 3M product state that the application mimics a painted appearance. The application process uses heat to mold the thin film to the wall substrate, allowing the texture of the underlying surface to show through, as it would in a painted application. However, the manufacturer's instruction bulletin states, "Removing film from walls is significantly different than removing film from semi-trailers and vehicles. Remove at your own risk. 3M is not responsible for damage to paint or wall." Product information states that the film is removable from most substrates with heat within the Warranty Period, which is 6 to 12 months in exterior wall applications. The proposed mural/sign would be removed within this warranty period. The instruction bulletin estimates that the film may leave behind adhesive residue on up to 10% of the application area in certain conditions. 3M recommends a number of proprietary chemical cleaners for residue removal. It should be noted that the National Park Service's *Preservation Brief 1: Assessing Cleaning and Water-Repellent Treatments for Historic Masonry Buildings* cautions, "Applying the wrong cleaning agents to historic masonry can have disastrous results... masonry can...be damaged by incompatible cleaning agents, or even by cleaning agents that are usually compatible... Acidic cleaners, of course, should not be used on masonry that is acid sensitive." Therefore, removal of the film may or may not cause minor surface damage.

Site Location – 273 Dauphin Street

**ARCHITECTURAL REVIEW BOARD
VICINITY MAP**



APPLICATION NUMBER 6 DATE 10/2/2024
 APPLICANT Mobile Arts Council
 PROJECT Install signage in excess of 64 sf



Site Photos – 273 Dauphin Street



1. North (primary) façade, looking south



2. North and west elevations, looking southeast



3. Outdoor seating area, looking east



4. Proposed mural/sign location, looking east



5. West elevation, looking east

A. SIGN INFORMATION

B. ADDITIONAL SIGN INFORMATION

C. APPROVED SCOPE OF WORK

\$ 15 - Full ARB Review* 1

\$ 5 - Mid-Month / Staff Review* 0

Cost of Project* \$1,200.00

Step 01

Attached Sign Type* Painted / Mural

Freestanding Sign Type* Not Applicable

Step 03

Is site within the Downtown Development District?* Yes

Has CRC approval been obtained, if required?

Step 02

Number of Faces* 1

Width of Sign in Feet* 10

Height of Sign in Feet* 10

Total Square Feet - All Faces 100

Sign Valuation

Step 04

Will Sign be over ROW? No

Sign Setback

Distance from Ground to Sign Bottom

Distance from Ground to Sign Top

Step 05

How will Sign be mounted?

Temporary mural with 3M™ Envision™ Print Wrap Film

Width of Building Facade

Total SF of all existing signs

What are the Sign Materials?

Print wrap film

Describe lighting, if any

n/a

A. SIGN INFORMATION

B. ADDITIONAL SIGN INFORMATION

C. APPROVED SCOPE OF WORK

Sign Business Name*

NONE

Additional Sign Information

The Mobile Arts Council is working with local author Lynn Oldshue to place a temporary mural at Heroes Sports Bar & Grille. The mural will be placed to the right outdoor seating area facing Cathedral Square and will be up from October 2024 through Mardi Gras 2025.

To view the application process visit: <https://www.youtube.com/watch?v=XUNM0UJN5K4>

2 S Jackson St

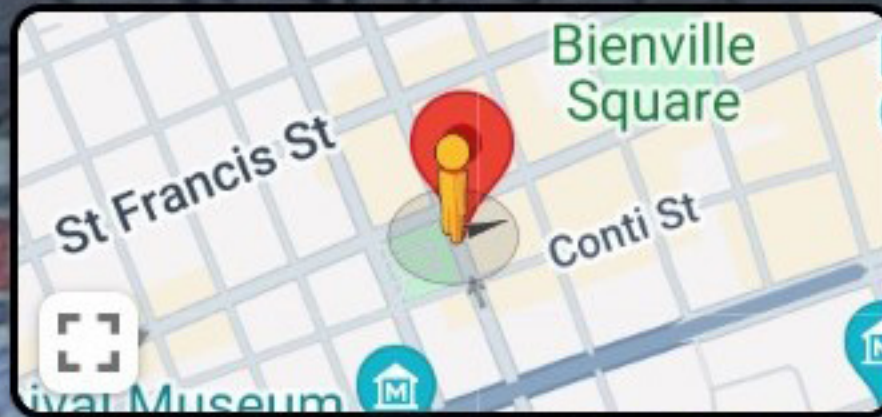
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Feb 2022 See more dates



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