

HISTORIC AND DESIGN REVIEW COMMISSION

September 18, 2019

HDRC CASE NO: 2019-474
ADDRESS: 3310 SAN PEDRO AVE
LEGAL DESCRIPTION: NCB 6537 BLK 17 LOT 2 THRU 4 & E 10 FT OF 1
ZONING: C-2, H
CITY COUNCIL DIST.: 1
DISTRICT: Monte Vista Historic District
APPLICANT: George Lowery/GLA Permitting
OWNER: BETHEA LEGARE TRUST L
TYPE OF WORK: Signage
APPLICATION RECEIVED: August 14, 2019
60-DAY REVIEW: October 13, 2019
CASE MANAGER: Edward Hall

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to replace the existing freestanding pole sign with a new, dual face, internally illuminated monument sign. The proposed sign will measure fourteen (14) feet in height with an internally illuminated cabinet that is to read "The Original Taco Cabana Mexican Patio Café". The proposed cabinet will feature aluminum faces with white channel letters. The proposed cabinet will feature approximately nineteen (19) square feet per side for a total size of 48 square feet. This does not include the base or other sign structure. The proposed cabinet will also feature up lighting front the base.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 6, Guidelines for Signage

A. GENERAL

- i. Number and size*—Each building will be allowed one major and two minor signs. Total requested signage should not exceed 50 square feet.
- ii. New signs*—Select the type of sign to be used based on evidence of historic signs or sign attachment parts along the building storefront where possible. Design signs to respect and respond to the character and/or period of the area in which they are being placed. Signs should identify the tenant without creating visual clutter or distracting from building features and historic districts.
- iii. Scale*—Design signage to be in proportion to the facade, respecting the building's size, scale and mass, height, and rhythms and sizes of window and door openings. Scale signage (in terms of its height and width) to be subordinate to the overall building composition.

C. PLACEMENT AND INSTALLATION

- i. Location*—Place signs where historically located and reuse sign attachment parts where they exist. Do not erect signs above the cornice line or uppermost portion of a facade wall, or where they will disfigure or conceal architectural details, window openings, doors, or other significant details.
- ii. Obstruction of historic features*—Avoid obscuring historic building features such as cornices, gables, porches, balconies, or other decorative elements with new signs.
- iii. Damage*—Avoid irreversible damage caused by installing a sign. For example, mount a sign to the mortar rather than the historic masonry.
- iv. Pedestrian orientation*—Orient signs toward the sidewalk to maintain the pedestrian oriented nature of the historic districts.

D. DESIGN

- i. Inappropriate materials*—Do not use plastic, fiberglass, highly reflective materials that will be difficult to read, or other synthetic materials not historically used in the district.

- ii. *Appropriate materials*—Construct signs of durable materials used for signs during the period of the building's construction, such as wood, wrought iron, steel, aluminum, and metal grill work.
- iii. *Color*—Limit the number of colors used on a sign to three. Select a dark background with light lettering to make signs more legible.
- iv. *Typefaces*—Select letter styles and sizes that complement the overall character of the building façade. Avoid hard-to-read or overly intricate styles.

E. LIGHTING

- i. *Lighting sources*—Use only indirect or bare-bulb sources that do not produce glare to illuminate signs. All illumination shall be steady and stationary. Internal illumination should not be used.
- ii. *Neon lighting*—Incorporate neon lighting as an integral architectural element or artwork appropriate to the site, if used.

F. PROHIBITED SIGNS

- i. An abbreviated list of the types of signs prohibited within San Antonio's historic districts and on historic landmarks is provided below. Refer to UDC Section 35- 612(j) and Chapter 28 of the Municipal Code for more detailed information on prohibited signs.

- Billboards, junior billboards, portable signs, and advertising benches.
- Pole signs.
- Revolving signs or signs with a kinetic component.
- Roof mounted signs, except in the case of a contributing sign.
- Digital and/or LED lighted signs, not to include LED light sources that do not meet the definition of a sign.
- Moored balloons or other floating signs that are tethered to the ground or to a structure.
- Any sign which does not identify a business or service within the historic district or historic landmark.
- Any non-contributing sign which is abandoned or damaged beyond 50 percent of its replacement value, including parts of old or unused signs.
- Notwithstanding the above, signs designated as a contributing sign or structure by the historic preservation officer shall not be prohibited unless or until such designation is revoked.

4. Freestanding Signs

A. GENERAL

- i. *Appropriate usage*—Freestanding signs are most appropriate in locations where building forms are set back from the street, such as in areas where historic residences have been adapted for office or retail uses, or in commercial districts where they may be used to identify parking areas or other accessory uses.
- ii. *Placement*—Place freestanding signs near the public right-of-way where they are clearly visible to passing pedestrians and motorists, a minimum of five feet from the street right-of-way and ten feet from all interior side lot lines. No freestanding sign should be placed in a manner that obstructs the pedestrian walkway.
- iii. *Number*—Limit the number of freestanding signs per platted lot to one, unless the lot fronts more than one street, in which case, one sign is allowed on each street on which the lot has frontage.
- iv. *Monument signs*—Do not use “suburban-style” monument signs or electronic messaging signs not historically found in San Antonio's historic districts.

B. DESIGN

- i. *Height*—Limit the height of freestanding signs to no more than six feet.
- ii. *Area*— The size of new signs should be appropriate within the historic context, and should not exceed 25 square feet on either side, for a total of 50 square feet. Appropriate size shall be determined by considering historic precedent, sign patterns within historic districts, and conditions specific to individual properties.
- iii. *Structural supports*—Use subtle structural elements (in terms of their scale and mass) with historically compatible materials to support a freestanding sign.

FINDINGS:

- a. The applicant is requesting a Certificate of Appropriateness for approval to replace the existing freestanding pole sign with a new, dual face, internally illuminated monument sign. The proposed sign will measure fourteen (14) feet in height with an internally illuminated cabinet that is to read “The Original Taco Cabana Mexican Patio Café”. The proposed cabinet will feature aluminum faces with white channel letters. The proposed cabinet will feature

approximately nineteen (19) square feet per side for a total size of 38 square feet. This does not include the base or other sign structure. The proposed cabinet will also feature up lighting front the base.

- b. CASE HISTORY – This item was postponed from the September 4, 2019, Historic and Design Review Commission hearing. At that time, the Monte Vista Historical Association spoke in opposition of the signage request.
- c. LOCATION – This property is located at the corner of San Pedro Avenue and McCullough Avenue, and is located within the Monte Vista Historic District.
- d. SIZE – The Guidelines for Signage 1.A.i. notes that each building will be allowed one major and two minor signs. Additionally, the Guidelines note that requested signage should not exceed fifty (50) square feet. While the applicant has proposed for the replacement sign to be smaller than the existing and only feature thirty-eight (38) square feet in size, signage on the lot would still exceed that recommended by the Guidelines regarding the number and size of signs, as wall signs currently exist on the north and south elevations.
- e. DESIGN – The applicant has proposed for the new sign to feature both a base and tower element for a total height of fourteen (14) feet. The Guidelines for Signage 4.A. notes that freestanding signs should not feature a suburban-style monument sign design. Additionally, the Guidelines for Signage 4.B. notes that the height of freestanding signs should not exceed six (6) feet. The proposed sign is not consistent with the Guidelines.
- f. LIGHTING – The applicant has proposed internal illumination; however, due to aluminum sign faces, only the channel letters and border will be illuminated. The proposed sign will also feature up lighting from the base below. Generally, staff finds the proposed lighting to be appropriate.

RECOMMENDATION:

Staff recommends approval of the replacement of the existing sign with the following stipulations:

- i. That the proposed replacement sign feature a simpler massing, preferably with only one monument element.
- ii. That the proposed height be reduced to not exceed six (6) feet in height, per the Guidelines.



TACO CABANA #101
3310 SAN PEDRO AVENUE • SAN ANTONIO, TX 78212

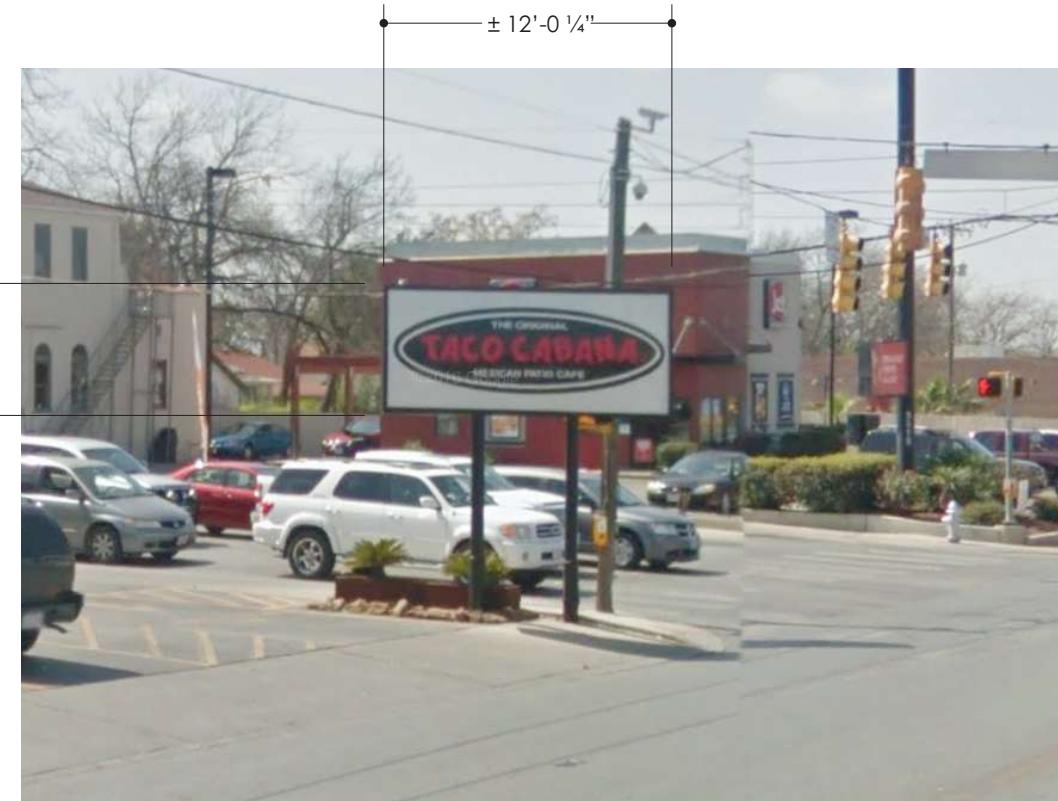
SIGN PACKAGE

Presented by: Jim Graff



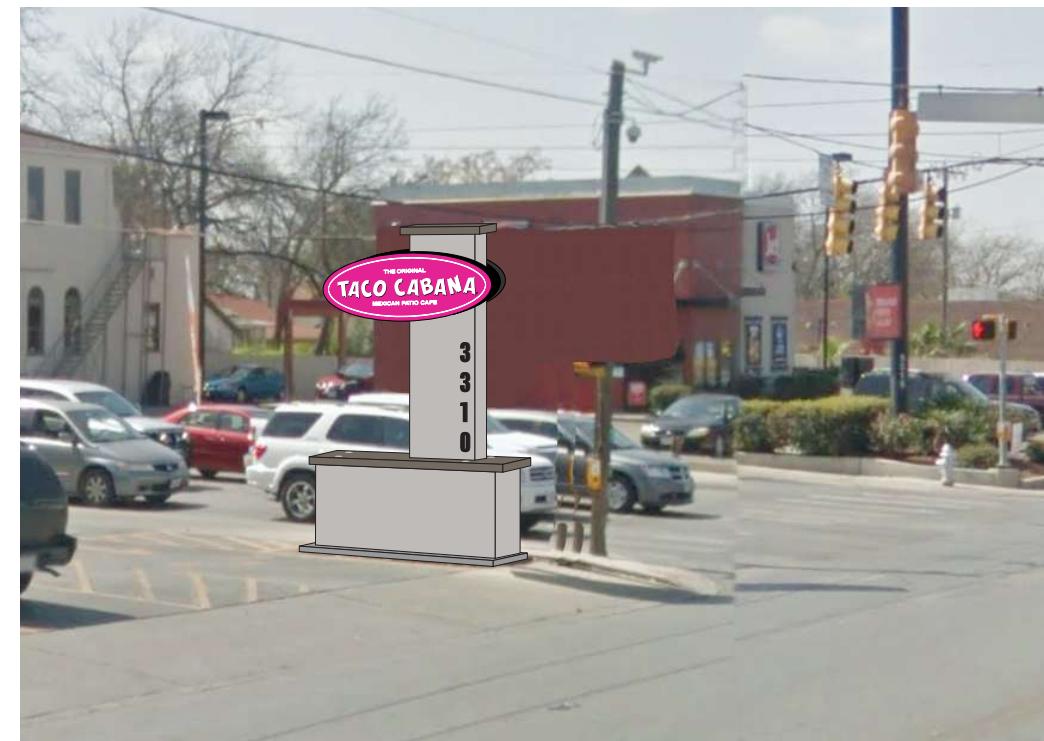
SIGNCOAMERICA

SIGN A	QTY:1
REMOVE AND DISPOSE EXISTING DOUBLE-FACED POLE SIGN	
FABRICATE AND INSTALL NEW MONUMENT FACES ON EXISTING DOUBLE-FACED POLE SIGN	



EXISTING ELEVATION

SCALE: 1/8"=1'-0"



UPDATED ELEVATION

SCALE: 1/8"=1'-0"



NIGHT VIEW

SCALE: 1/8"=1'-0"



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www.SigncoAmerica.com

CLIENT TACO CABANA #101
ADDRESS 3310 SAN PEDRO AVE.
CITY/ STATE SAN ANTONIO, TX 78212
DATE 07.12.19

NEW CONSTRUCTION
DRAWING SCA181913
DESIGNER ANDRES RESTREPO
SALES REP JIM GRAFF

REVISIONS
R1 11.05.18 - DESIGN UPDATE - LK
R2 07.02.19 - NEW OPTION - AN
R3 07.12.19 - NEW DIMENSIONS - AN

APPROVALS
CLIENT _____
LANDLORD _____
SALES REP _____

© SPECIFICATIONS

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

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SIGN A

QTY:1

REMOVE AND DISPOSE EXISTING DOUBLE-FACED POLE SIGN

FABRICATE AND INSTALL NEW MONUMENT FACES ON EXISTING DOUBLE-FACED POLE SIGN

A Cabinet & Base

- All aluminum construction, Finish: P1& P2
- Illumination: External LED lamps

B Channel Letters

- Faces: .150" Trans white Polycarbonate with V1
- Returns: 5" Deep .040 aluminum pre-finished black
- Trim: 1" Pre-finished black
- Backs: 063" Aluminum, white stock color
- Illumination: Internal white LEDs by GE
- Mounting: Flush with minimum $\frac{3}{8}$ " x 5" fasteners

C FCOS

- $\frac{1}{2}$ " Acrylic, Finish: P3
- Mounting: Flush Stud-mounted

D Concrete base 3" above & below grade

Pipe & concrete footing to be designed by engineer registered in the state of Texas and familiar with local building codes and sign ordinances

Paint Colors

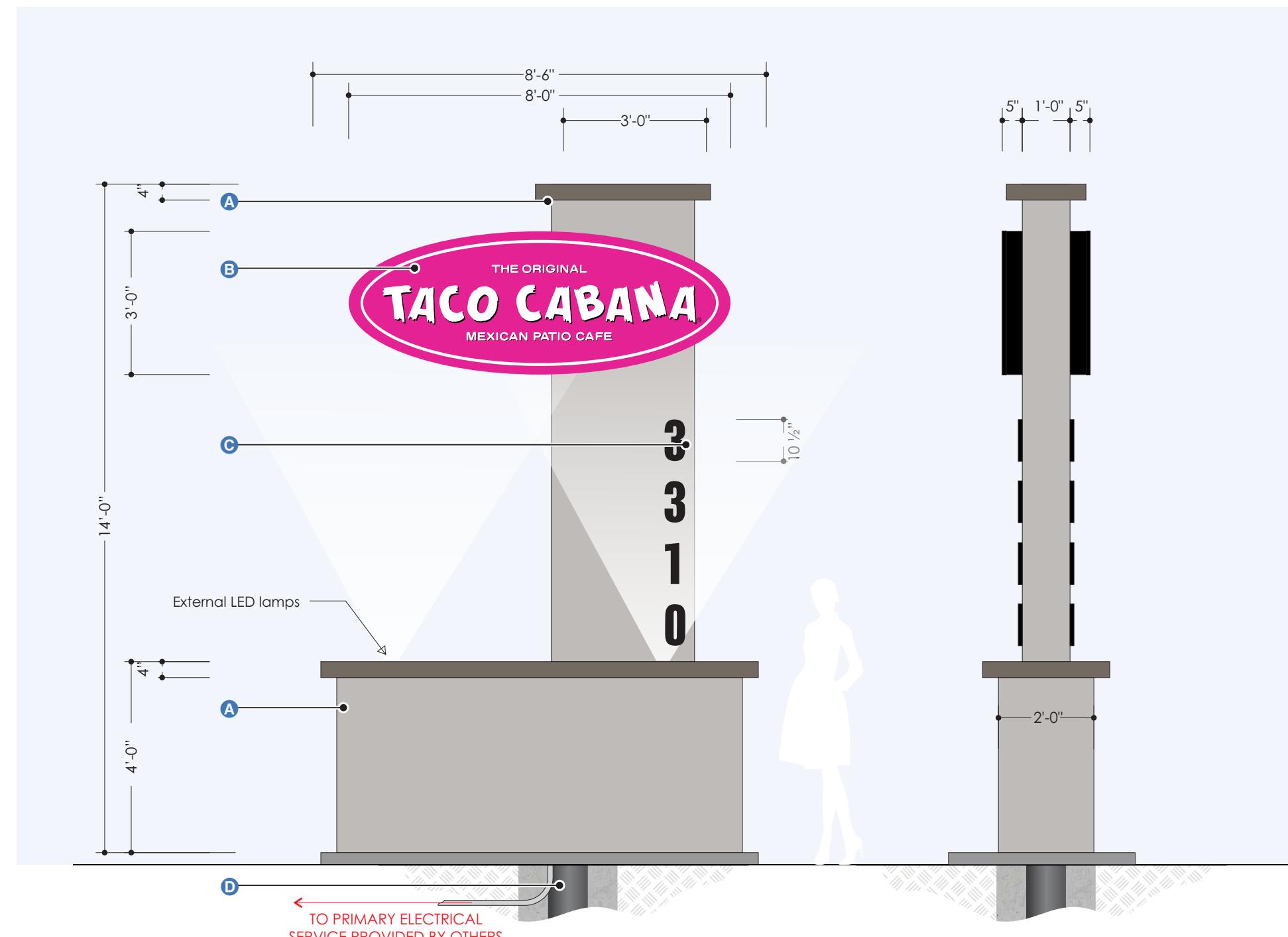
- P1: PTM building color
- P2: PTM building color

Vinyl Colors

- V1: Printed to match PMS 225C

Approved by: _____

SURVEY REQUIRED PRIOR TO FABRICATION



SIGN ELEVATION
SCALE: 3/8" = 1'-0"



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CLIENT	TACO CABANA #101	NEW CONSTRUCTION	<input checked="" type="checkbox"/> N	REVISIONS	APPROVALS
ADDRESS	3310 SAN PEDRO AVE.	DRAWING	SCA181913	R1 11.05.18 - DESIGN UPDATE - LK	CLIENT _____
CITY/ STATE	SAN ANTONIO, TX 78212	DESIGNER	ANDRES RESTREPO	R2 07.02.19 - NEW OPTION - AN	LANDLORD _____
DATE	07.12.19	SALES REP	JIM GRAFF	R3 07.12.19 - NEW DIMENSIONS - AN	SALES REP _____

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