

HISTORIC AND DESIGN REVIEW COMMISSION

January 17, 2018

HDRC CASE NO: 2017-657
ADDRESS: 600 NAVARRO ST
LEGAL DESCRIPTION: NCB 415 BLK 18 LOT A-1
ZONING: D,HS
CITY COUNCIL DIST.: 1
LANDMARK: Vogue Building
APPLICANT: Christina Garcia/Aetna Signs
OWNER: Gray Street Partners
TYPE OF WORK: Signage
APPLICATION RECEIVED: December 14, 2017
60-DAY REVIEW: February 12, 2018

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to:

1. Install one new non-lit under canopy sign totaling approximately 8 square feet.
2. Install one flag mounted, internally lit blade sign totaling approximately 15 square feet.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 6, Guidelines for Signage

1. General

A. GENERAL

- Number and size*—Each building will be allowed one major and two minor signs. Total requested signage should not exceed 50 square feet.
- 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.
- 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.

B. HISTORIC SIGNS

- Preservation*—Preserve historic signs, such as ghost signs or other signs characteristic of the building's or district's period of significance, whenever possible.

- Maintenance*—Repair historic signs and replace historic parts in-kind when deteriorated beyond repair.

C. PLACEMENT AND INSTALLATION

- 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.

- Obstruction of historic features*—Avoid obscuring historic building features such as cornices, gables, porches, balconies, or other decorative elements with new signs.

- Damage*—Avoid irreversible damage caused by installing a sign. For example, mount a sign to the mortar rather than the historic masonry.

- Pedestrian orientation*—Orient signs toward the sidewalk to maintain the pedestrian oriented nature of the historic districts.

D. DESIGN

- 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.

- 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.

G. MULTI-TENANT PROPERTIES

i. *Signage Plan*—Develop a master signage plan or signage guidelines for the total building or property.

ii. *Directory signs*—Group required signage in a single directory sign to minimize visual color and promote a unified appearance

2. Awning and Canopy Signs

A. GENERAL

i. *Appropriate usage*—Limit the use of awning and canopy signs to building forms that historically used awnings, most typically commercial storefronts and apartment buildings.

ii. *Placement*—Place signs on the awning or canopy valance, the portion that is parallel with the window.

iii. *Mounting*—Install awning hardware in a manner that does not damage historic building elements or materials.

B. DESIGN

i. *Materials*—Fabricate awnings using fire-resistant canvas in a color that is appropriate to the period of the building.

ii. *Shape*—Select awning shapes that reflect the door or window openings they cover. Limit valances to approximately eight to twelve inches in length.

iii. *Lettering and symbols*—Lettering should generally be placed on the valance portion of the awning.

C. LIGHTING

i. *Internal illumination*—Do not use internal illumination or other techniques that cause awnings to glow; however, illumination may be concealed in the awning to provide directional light to illuminate sidewalks or storefronts.

D. METAL CANOPIES

i. *Placement*—Do not mount new signs or letters on historic metal canopies in a manner that destroys or conceals historic materials.

3. Projecting and Wall-Mounted Signs

A. GENERAL

i. *Mounting devices*—Construct sign frames and panels that will be used to attach signs to the wall of a building of wood, metal, or other durable materials appropriate to the building's period of construction.

ii. *Structural supports*—Utilize sign hooks, expansion bolts, or through bolts with washers on the inside of the wall depending upon the weight and area of the sign, and the condition of the wall to which it is to be attached.

iii. *Appropriate usage*—Limit the use of projecting and wall-mounted signs to building forms that historically used these types of signs, most typically commercial storefronts. To a lesser degree, these signage types may also be appropriate in areas where residential building forms have been adapted for office or retail uses, if sized accordingly.

B. PROJECTING SIGNS

- i. *Placement*—Mount projecting signs perpendicularly to a building or column while allowing eight feet of overhead clearance above public walkways.
- ii. *Public right-of-way*—Limit the extension of projecting signs from the building facade into the public right-of-way for a maximum distance of eight feet or a distance equal to two-thirds the width of the abutting sidewalk, whichever distance is greater.
- iii. *Area*—Projecting signs should be scaled appropriately in response to the building façade and number of tenants.

C. WALL-MOUNTED SIGNS

- i. *Area*—Limit the aggregate area of all wall-mounted signs to twenty-five percent of a building facade.
- ii. *Projection*—Limit the projection of wall-mounted signs to less than twelve inches from the building wall.
- iii. *Placement*—Locate wall signs on existing signboards—the area above the storefront windows and below the second story windows—when available. Mount wall signs to align with others on the block if an existing signboard is not available.
- iv. *Channel letters*—Avoid using internally-illuminated, wall-mounted channel letters for new signs unless historic precedent exists. Reverse channel letters may be permitted.

FINDINGS:

- a. The primary structure located at 600 Navarro Ave is a 6-story commercial structure constructed in 1935. The building was designed with Italianate influences and features a terra cotta colored brick façade, case stone pilaster capitals, and a dentil band above the fifth floor. The sixth story, clad in stucco with simplified architectural details, was a later addition. The structure is a locally designated individual landmark with the common name of Vogue Building. The applicant is requesting approval to install two signs that will function as branding for CodeUp.
- b. HANGING SIGNAGE – The applicant has proposed to install one hanging signs on the first floor of the original structure's canopy. The sign will be affixed to an existing canopy beam with a metal top plate measuring 6'-0" in width, 6" in depth, and approximately 1" in height. The sign will measure 2'-8" in height, 5'-6" in width, and 3" in depth, totaling approximately 8 square feet. The sign is proposed to be constructed of double faced aluminum cabinets painted white with 3m inkjet vinyl lettering. The sign will be non-lit. According to the Historic Design Guidelines, signage should be limited to three colors that are appropriate for the period of the building, be placed in locations that do not obscure historic building elements, affixed in a way that does not damage historic elements, and use appropriate materials for the period of construction. Staff finds the location, mounting, size, and materials generally consistent, but finds that the white background color is a stark contrast to the brick and cast stone of the building. Staff finds that white is an inappropriate field color and is inconsistent with the Guidelines.
- c. PROJECTING SIGNAGE – The applicant has proposed to install one projecting blade sign attached to a second story pilaster on the southeast side of the building facing Houston Street. The sign will be affixed to the structure using 4" square tubes as needed with a metal back plate measuring 12" x 9'-0". The sign will measure 11'-0" in height, 4'-0" in width, and 2'-1" in total depth, totaling approximately 15 square feet. The sign will project a total of 4'-4" from the façade. The sign is proposed to be constructed of double faced aluminum cabinets painted white with open face lettering measuring 3" in depth. The submitted documents also indicate that 15mm single stroke 6500 snow white neon will be installed for nighttime lighting. According to the Historic Design Guidelines, signage should be limited to three colors that are appropriate for the period of the building, be placed in locations that do not obscure historic building elements, affixed in a way that does not damage historic elements, and use appropriate materials for the period of construction. Additionally, internal illumination should generally be avoided. Staff finds the location and mounting generally consistent, but as noted in finding b, finds that the white background color is a stark contrast to the brick and cast stone of the building. Staff finds that white is an inappropriate field color and is inconsistent with the Guidelines. Additionally, staff finds that the depth of the cabinet is too substantial for a blade sign in this location, and also finds that the signage should be externally lit to comply with the Historic Design Guidelines.

RECOMMENDATION:

Item 1, Staff recommends approval of the hanging signage based on findings a and b with the following stipulations:

- i. That the applicant selects an alternative field color that is more appropriate for the historic structure. The applicant must submit updated drawings and specifications to staff prior to receiving a Certificate of Appropriateness.

Item 2, Staff recommends approval of the projecting signage based on findings a and c with the following stipulations:

- i. That the applicant selects an alternative field color that is more appropriate for the historic structure. The applicant must submit updated drawings and specifications to staff prior to receiving a Certificate of Appropriateness.
- ii. That the signage be indirectly illuminated versus internally illuminated as noted in finding c. The cabinet depth should be reduced where feasible as a result of this change. The updated drawings to be submitted for staff review should reflect this change and include all necessary dimensions, material specifications, and a lighting information.

CASE MANAGER:

Stephanie Phillips



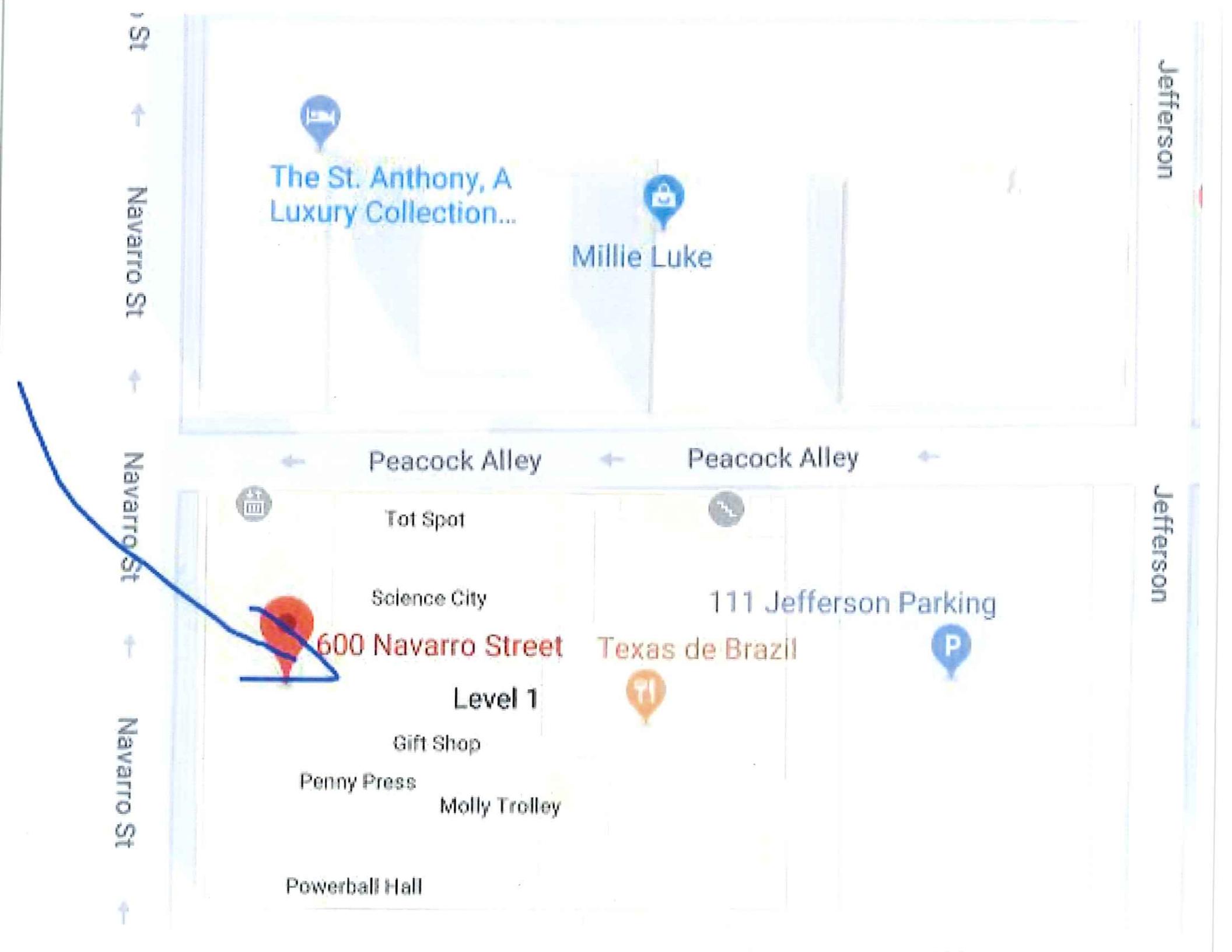
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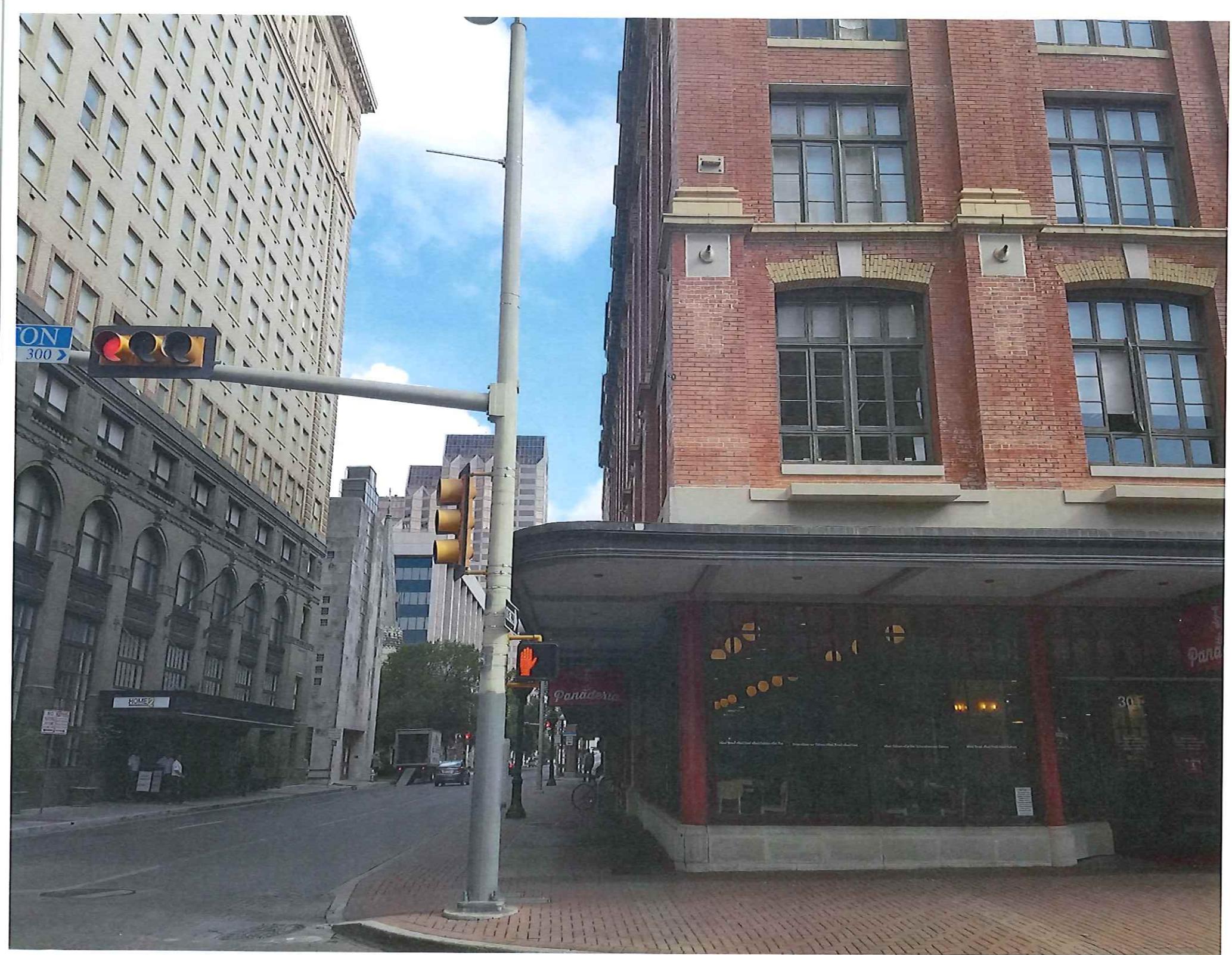
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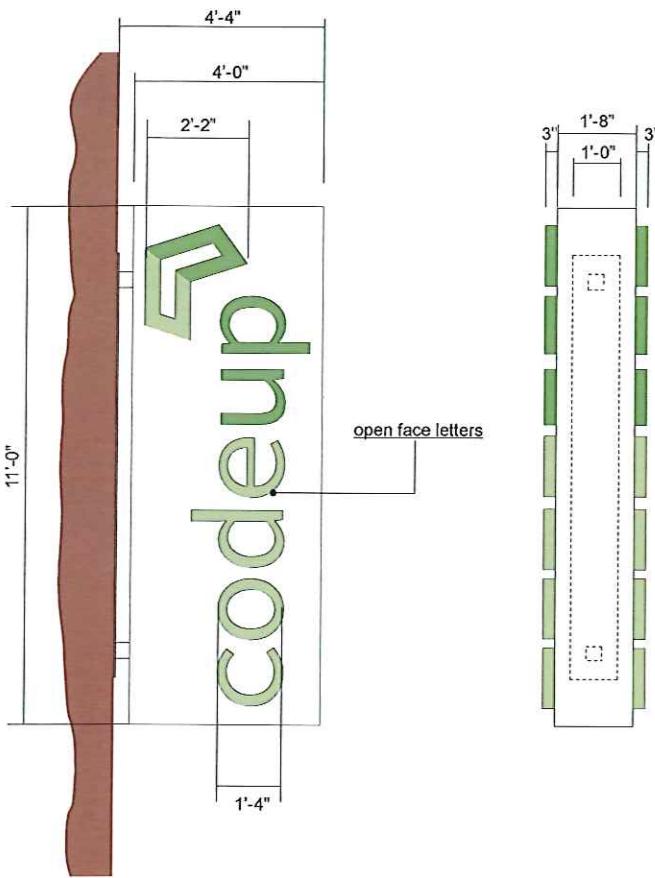


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Front View - Scale: 3/8"=1'-0"



Specifications:

Manufacture And Install one (1) new flag mounted blade sign as shown.

Aluminum construction, open face ch. lit logo, 3" returns, pld as shown.
15mm single stroke 6500 snow white neon.

4" sq.tubes(as needed) with back plate(12"x9'-0") to mount to brick building



Photo Survey showing new sign - N.T.S.



243B FREEDOM DRIVE + SAN ANTONIO, TX 78217 + PH: 210.826.2800

FAX: 210.477.2323 + WWW.AETNASIGN.COM + FOLLOW US ON [f](#)

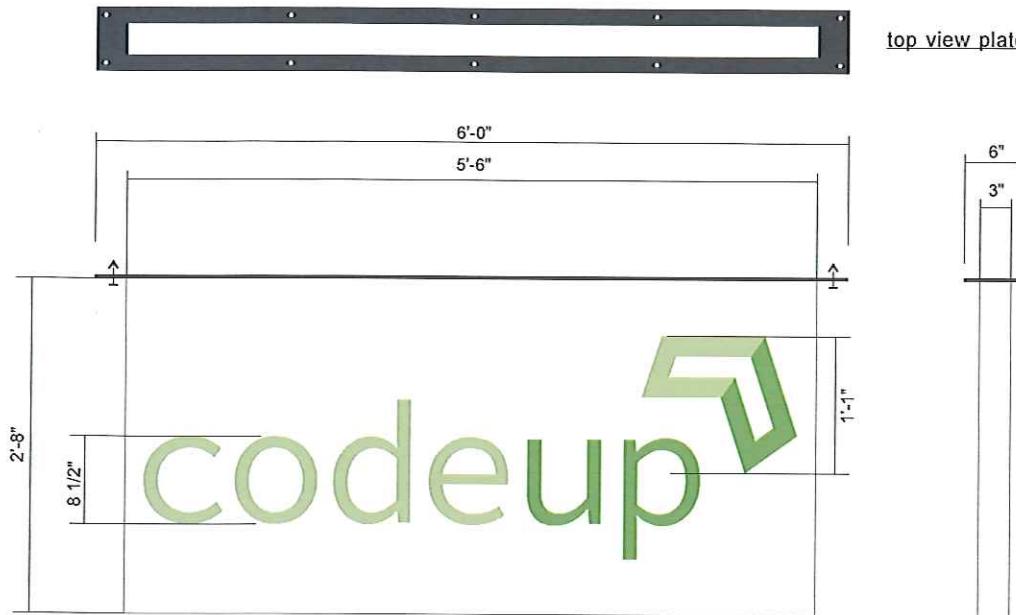
All signs will be manufactured to accommodate 120 volt current unless otherwise instructed by customer. Note: Aetna will supply transformers, boxes, disconnects, switches & letters. Installers are to provide all other necessary hardware to accomplish installation.

CLIENT	Code Up	DRAWING #	3531.3
ADDRESS	600 Navarro	SALES REP	Cesley
CITY	San Antonio, TX	DESIGNER	Amia V.
DATE	9-28-17	CLIENT APPROVAL	

COMPUTER FILE	art\drwg\misc\3531_code up	TSOL#	18370
REVISION HISTORY			

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Front View - Scale: 1"=1'-0"

top view plate

Specifications:

Manufacture And Install one (1) new non-lit undercanopy sign as shown.

Aluminum construction, cabinet painted white,
3m inkjet vinyl

plate at top of cabinet, mount to beam under canopy as shown.

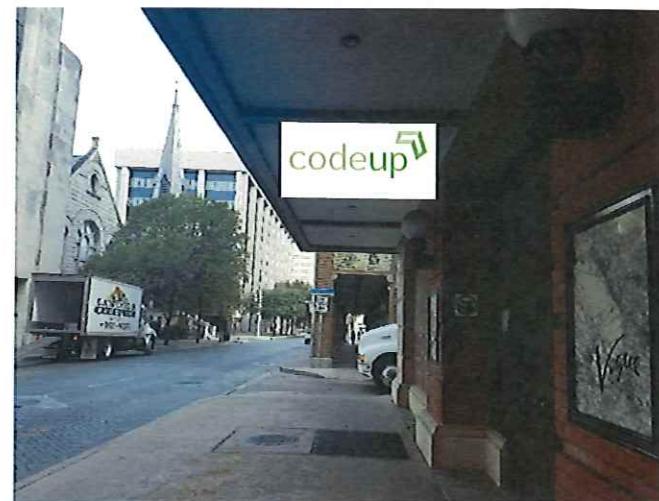


Photo Survey showing new sign - N.T.S.



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CLIENT:	Code Up	DRAWING #:	3531.2
ADDRESS:	600 Navarro	SALES REP.:	Cesley
DTY:	San Antonio, TX	DESIGNER:	Annie V.
DATE:	9-28-17	CLIENT APPROVAL:	

COMPUTER FILE: art\drwg\misc\3531_code up

REVISION HISTORY:

TSOL#18370

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