HISTORIC AND DESIGN REVIEW COMMISSION

October 03, 2018

HDRC CASE NO:	**2018-479**
ADDRESS:	310 E HOUSTON ST
LEGAL DESCRIPTION:	NCB 416 BLK 23 LOT N 155 FT OF 3
ZONING:	D, HE
CITY COUNCIL DIST.:	1
LANDMARK:	Dittmar Building
APPLICANT:	McDonald Signs, LLC
OWNER:	Happy Rodgers BRU LTD
TYPE OF WORK:	Signage
APPLICATION RECEIVED:	September 18, 2018
60-DAY REVIEW:	November 17, 2018

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install a set of reverse lit channel letters on the façade at 310 E Houston Street to read "Tresor" to feature an overall width of twelve (12) feet and an overall height of 3' – 4" for a total size of approximately forty (40) square feet.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 6, Guidelines for Signage

1. General

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.

3. Projecting and Wall-Mounted Signs

A. GENERAL
i. Mounting devices—Construct sign frames and panels that will be used to be 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.

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:

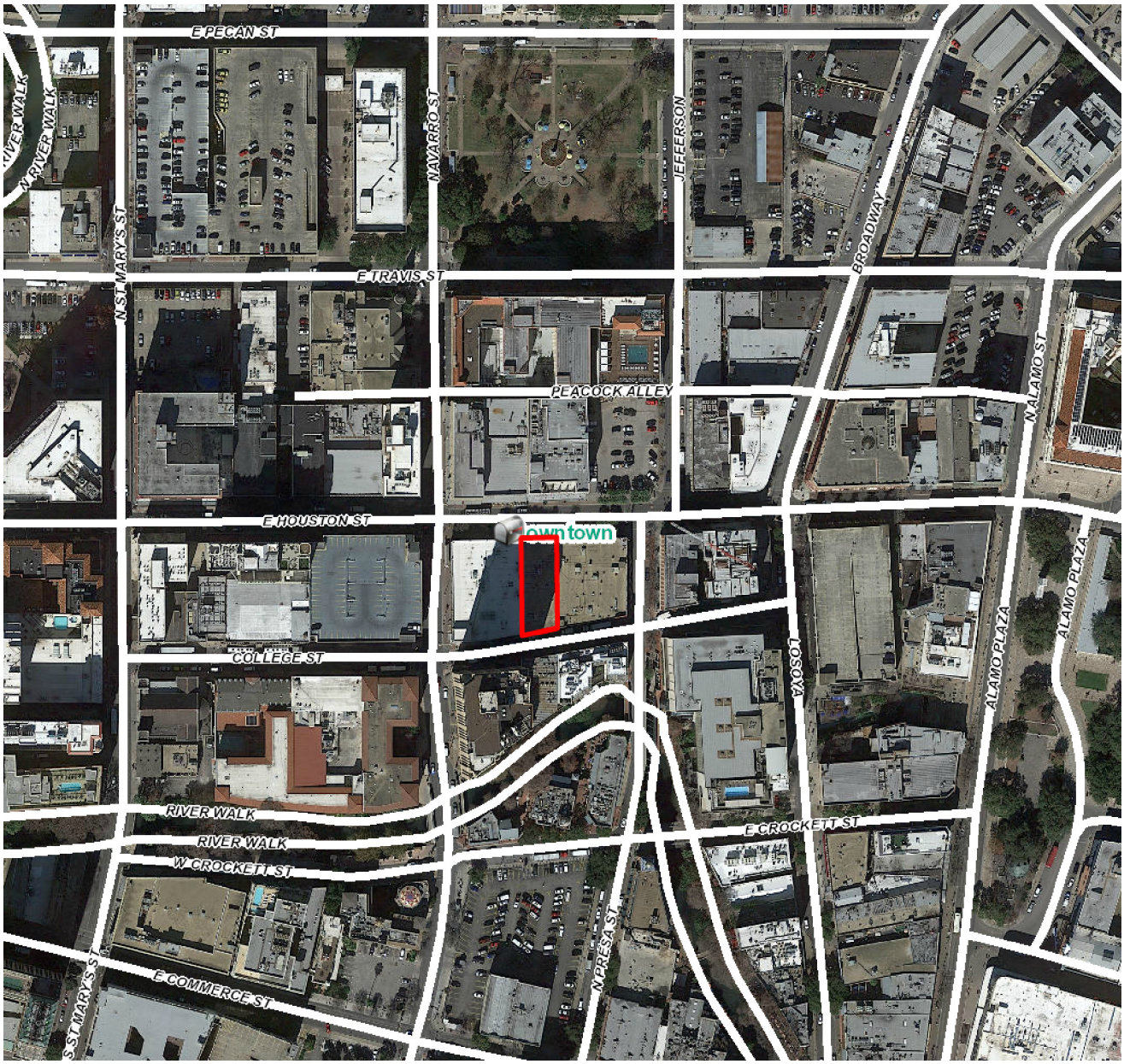
a. The applicant is requesting a Certificate of Appropriateness for approval to install a set of reverse lit channel letters on the façade at 310 E Houston Street to read "Tresor" to feature an overall width of twelve (12) feet and an overall height of 3' – 4" for a total size of approximately forty (40) square feet.
b. SIZE – The applicant has proposed for the new signage to feature an overall width of twelve (12) feet and an overall height of 3' – 4" for a total size of approximately forty (40) square feet. The proposed size is consistent with the Guidelines, which notes that signage should not exceed fifty (50) square feet.
c. DESIGN – The applicant has noted that the proposed signage will feature reverse lit channel letters mounted on a backer panel which will house the lighting source. The rear of each channel letter will feature a plastic panel to diffuse light. Faces will be painted to provide visual character to the sign. Staff finds the proposed reverse lit channel letters to be consistent with the Guidelines, which notes that signage should not produce a glare.

RECOMMENDATION:

Staff recommends approval based on findings a through c with the stipulation that signage is installed in a manner that does not damage the existing, stucco façade.

CASE MANAGER:

Edward Hall



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310 E Houston St
KRESS

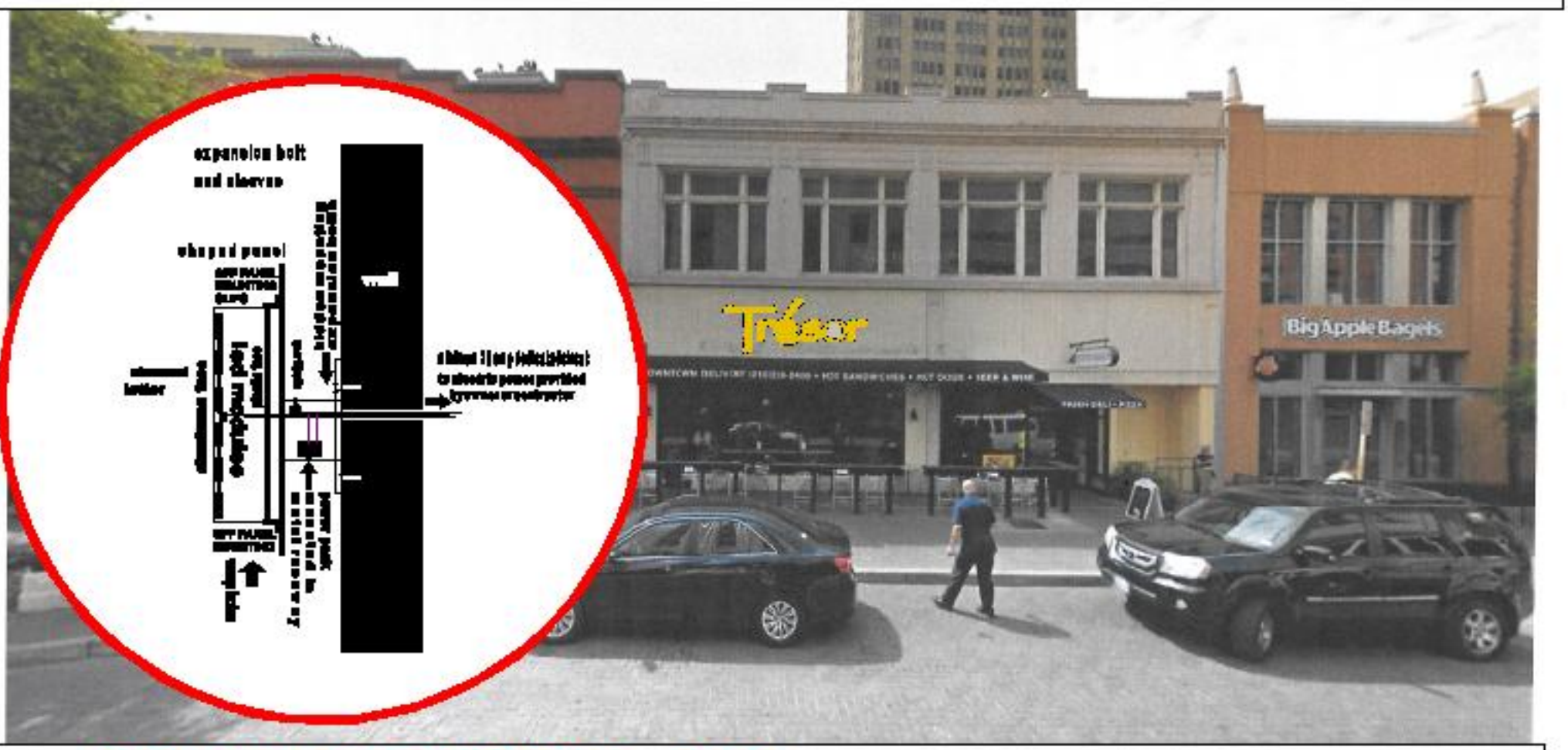
114"

40"

15"

Trésor

FABRICATE SET OF INDIVIDUAL REVERSE CHANNEL LETTERS, LED BACK LIGHTED AND OFF SET FROM OUTLINE BACKER PANEL BY 1.5" WITH MOUNTING CLIPS. BACK OF LETTER IS TO BE PLASTIC WITH A LIGHT DIFFUSER OVERLAY TO SMOOTH THE LED REVERSE LIGHT THERE WILL ALSO BE A PRINTED PICTORIALTO GO OVER THE METAL FACE TO GIVE VISUAL (NON LIGHTED) CHARACTER TO THE FACE



MC DONALD SIGNS, LLC

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SAN ANTONIO,TX 78216

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AUTHORIZED TEXAS SIGN MANUFACTURER

210•737•8515

'OFTEN OUT PROMISED - SELDOM OUT PERFORMED'

layout approval signature **date**