

HISTORIC AND DESIGN REVIEW COMMISSION

December 02, 2015

Agenda Item No: 13

HDRC CASE NO: 2015-469
ADDRESS: 925 S ST MARYS
LEGAL DESCRIPTION: NCB 949 (BONHAM ACADEMY REPLAT II), BLOCK 9 LOT 31
ZONING: RM4 H HE
CITY COUNCIL DIST.: 1
DISTRICT: King William Historic District
LANDMARK: Bonham Elementary
APPLICANT: Montgomery Howard/Marmon Mok Architecture
OWNER: Montgomery Howard/Marmon Mok Architecture
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install a new sign cabinet on an existing steel column located to the east of the existing gymnasium building at Bonham Academy. The applicant has proposed to install a new sign cabinet to be 4' – 0" in height atop of the existing, steel column which is 6' – 8" in height for a total height of 10' – 8". The applicant has proposed for the cabinet to be a total of 6' – 8" in width and 8" in thickness. This sign will be constructed of aluminum, feature primary colors of green, white and blue and will be non lit.

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.

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. In accordance with UDC regulations, this request to install a new cabinet sign is a request for new signage and must comply the Historic Design Guidelines, Guidelines for Signage.
- b. The applicant has proposed to install a new sign cabinet on an existing steel column located to the east of the existing gymnasium building at Bonham Academy. The applicant has proposed to install a new sign cabinet to be 4’ – 0” in height atop of the existing, steel column which is 6’ – 8” in height for a total height of 10’ – 8”. The applicant has proposed for the cabinet to be a total of 6’ – 8” in width and 8” in thickness. This sign will be constructed of aluminum, feature primary colors of green, white and blue and will be non lit.
- b. According to the Guidelines for Signage 4.A., regarding freestanding signs, freestanding signs are most appropriate in locations where building forms are setback from the street and should be placed near the public right of way. The applicant’s proposed location is consistent with the Guidelines.
- c. The applicant has proposed materials to include aluminum with primary colors of green, white and blue and will be non-lit. This is consistent with the Guidelines.
- d. The Guidelines for Signage 4.B.i. states that the height of freestanding signage should be no more than six (6) feet in height. The applicant’s proposal features a total height of 10’ – 8” inches. This is not consistent with the Guidelines.
- e. The total size of the proposed, new canopy is 6’ – 8” in width by 4’ – 0” in height for a total of 53.28 square feet, counting both faces. The Guidelines for Signage states that total signage square footage should not exceed fifty (50) square feet. This is not consistent with the Guidelines.

RECOMMENDATION:

Staff does not recommend approval of the proposed signage based on findings d and e. Staff recommends the applicant propose signage that is consistent with the Guidelines for Signage regarding height and square footage.

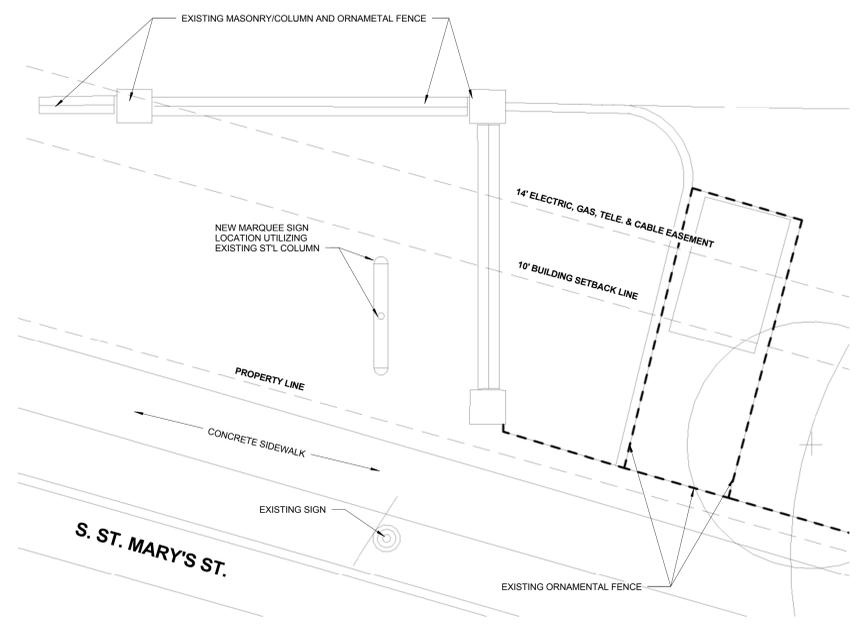
CASE MANAGER:

Edward Hall

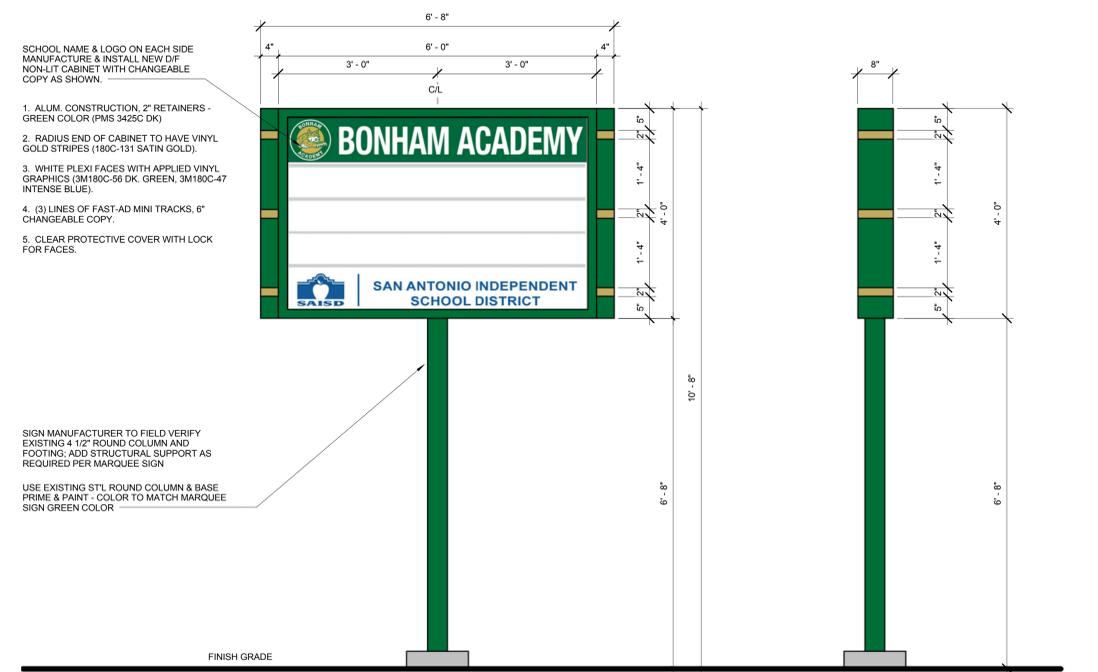


BONHAM ACADEMY SITE

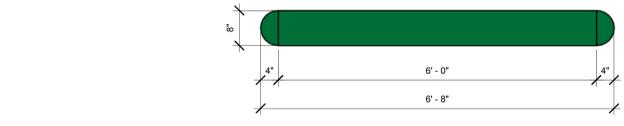
925 S. ST. MARY'S ST., SAN ANTONIO, TX. 78205



A1 PARTIAL SITE PLAN - MARQUEE SIGN PLAN
 A002 1/4" = 1'-0"
 PLAN NORTH



ELEVATION VIEW **SIDE ELEVATION VIEW**



PLAN VIEW

PRELIMINARY
 NOT FOR REGULATORY APPROVAL,
 PERMITTING, OR CONSTRUCTION
 MONTGOMERY HOWARD - REGISTRATION NO. 14708

E1 MARQUEE SIGN - DETAILS
 A002 3/4" = 1'-0"

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Issues and Revisions			
NO.	Date	Issues	CheckBy
ADDENDUM NO. 2	02/28/14		
ATTACHMENT ADD 2.4			
PR NO. 13.1	09/01/15		

Registration and Signature

Project Name:
 107 BONHAM ACADEMY
 ADDITIONS & RENOVATIONS

Project Address:
 925 S. SAINT MARY'S ST.
 SAN ANTONIO, TX. 78205

PROJECT Number: 13036
Description:

Scale: AS INDICATED
Date: MARCH 4, 2014

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SHEET TITLE
 ENLARGED CANOPY / PAVING PLAN & MARQUEE SIGN DETAILS

SHEET NO.
A002



Perspective View From St. Mary's St. – Proposed New School Marquee Sign