

HISTORIC AND DESIGN REVIEW COMMISSION

May 15, 2019

HDRC CASE NO: 2019-248
ADDRESS: 219 E HOUSTON ST
LEGAL DESCRIPTION: NCB 407 BLK 17 LOT E 93.51 FT OF 19 COURT BUILDING SUBD
ZONING: D, HS, RIO-3
CITY COUNCIL DIST.: 1
LANDMARK: Wright Building
APPLICANT: David Quinn/Shade TX Sombilla
OWNER: GrayStreet Partners
TYPE OF WORK: Installation of fabric awnings and signage
APPLICATION RECEIVED: April 29, 2019
60-DAY REVIEW: June 28, 2019
CASE MANAGER: Edward Hall
REQUEST:

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

1. Install two (2), curved fabric awnings on the street facing façade within the place of the storefront system to include signage.
2. Install two vinyl window graphics to the storefront system on each side of the recessed storefront entrance.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 2, Guidelines for Exterior Maintenance and Alterations

11. Canopies and Awnings

B. ALTERATIONS (REHABILITATION, RESTORATION, AND RECONSTRUCTION)

- i. Replacement canopies and awnings*—Replace canopies and awnings in-kind whenever possible.
- ii. New canopies and awnings*—Add canopies and awnings based on accurate evidence of the original, such as photographs. If no such evidence exists, the design of new canopies and awnings should be based on the architectural style of the building and be proportionate in shape and size to the scale of the building façade to which they will be attached. See UDC Section 35-609(j).

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.

B. HISTORIC SIGNS

- i. Preservation*—Preserve historic signs, such as ghost signs or other signs characteristic of the building's or district's period of significance, whenever possible.
- ii. Maintenance*—Repair historic signs and replace historic parts in-kind when deteriorated beyond repair.

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.

2. Awnings 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.

5. Window Signs

A. GENERAL

- i. Location*—Limit the use of window signs to first floor windows where they may be readily viewed by pedestrians.
- ii. Appropriate building types*—Use window signs in high traffic pedestrian areas, such as on commercial storefronts or

other buildings that have been adapted for non-residential use.

iii. Historic signage—Retain historic window signage if it reflects a historic building name, owner, or early business.

B. DESIGN

i. Window coverage—Do not cover more than 30 percent of the window area with signage.

ii. Opacity—Do not use window signs constructed of opaque materials that obscure views into and out of windows, either partially or completely.

iii. Prohibited window signs—Do not use paper signs, banners, or graphic films that adhere to the exterior of window glazing.

iv. Symbols and lettering—Incorporate lettering, symbols, and other design elements that reflect the type of business or institution at the location to increase a sign's impact.

v. Temporary signs and banners—Place temporary signs in a manner that is appropriate for the building scale and style, as allowed by UDC sec. 35-612(i).

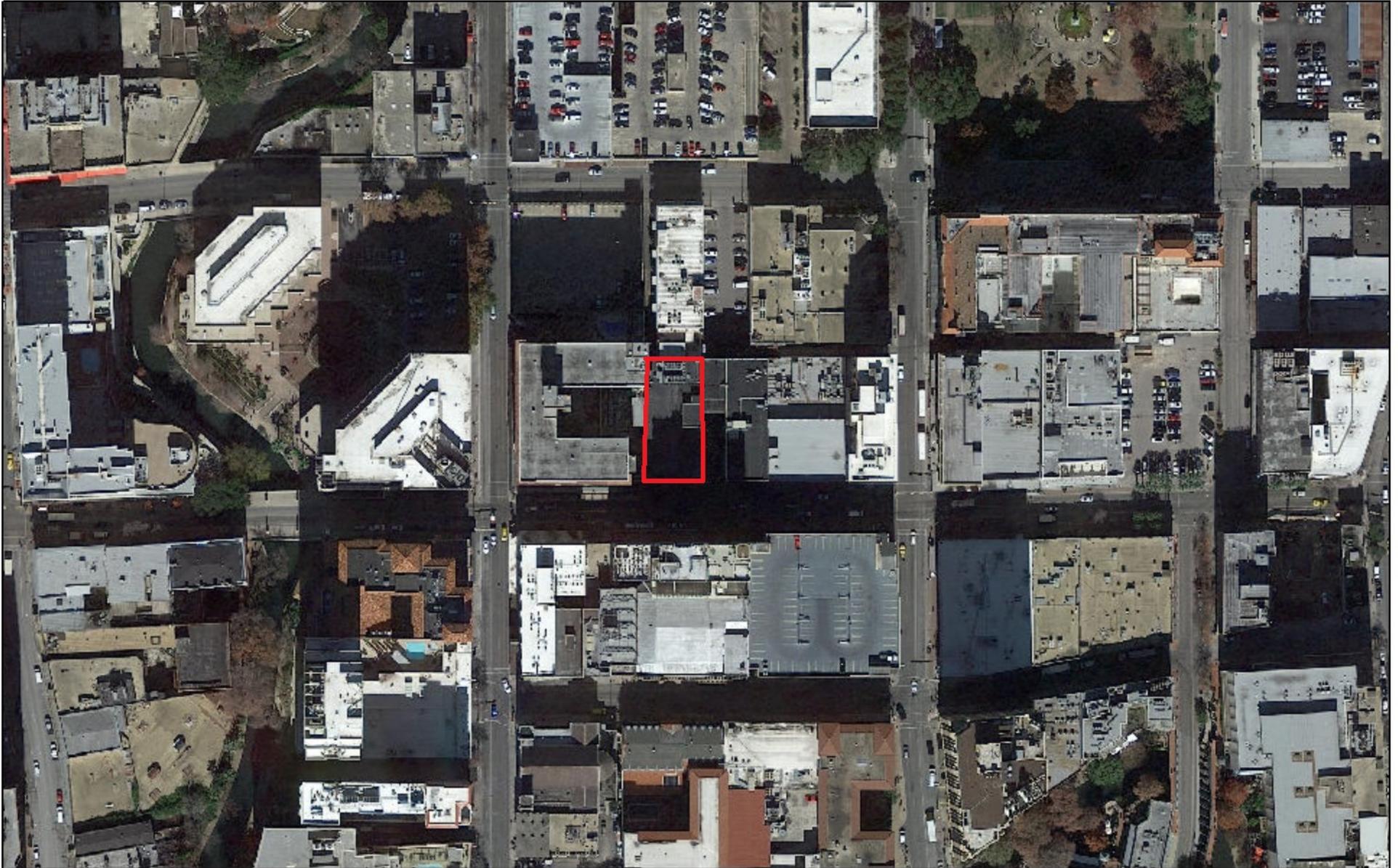
FINDINGS:

- a. The applicant has proposed to install fabric awnings and signage at 219 E Houston, commonly known as the Wright Building.
- b. **AWNINGS** – The applicant has proposed to install fabric awnings on the E Houston façade that will also feature signage that is to read “Capture RX”, on the valence. Per the application documents, the applicant has proposed to install the awnings above the storefront and below the decorative storefront grill. Per the Guidelines for Exterior Maintenance and Alterations 11.B., new canopies and awnings should be added based on accurate evidence of the original, such as photographs. If no such evidence exists, the design of new canopies and awnings should be based on the architectural style of the building and be proportionate in shape and size to the scale of the building façade to which they will be attached. A historic photo circa 1940 notes a simple, fabric awning. Staff finds that the proposed, curved canopy is inconsistent with the architecture and previously installed awnings. Additionally, staff finds that valence signage is appropriate provided it is appropriately sized for the canopy.
- c. **SIGNAGE** – The applicant has proposed to install two vinyl window graphics to the storefront system on each side of the recessed storefront entrance. The Guidelines for Signage 5, notes that window signs should be limited to first floor windows, should not cover more than 30 percent of the window area, should be opaque and should not feature paper, banner or graphic films that adhere to the exterior of window glazing. The applicant is responsible for complying with the Guidelines regarding the proposed window graphics.

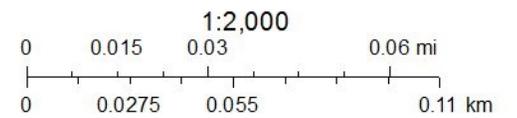
RECOMMENDATION:

1. Staff does not recommend approval of item #1, the installation of curved, fabric awnings based on finding b. Staff recommends the applicant install simple fabric awnings that relate closely to those shown in the historic photo.
2. Staff recommends approval of item #2, signage, based on finding c with the following stipulation:
 - i. That the proposed signage be opaque and be applied to the interior of the storefront, per the Guidelines.

City of San Antonio One Stop



May 7, 2019





PAUL'S SHOES

RICHARD GILL
TEXAS

GUNTER HOTEL

FROST'S

FROST'S
CARL'S

CARL'S

SIEGEL'S
CANADIAN
WOMEN'S WEAR
AND FURS

U.S. FRAY-SILVER STORES

SHOOK AVE

Graphics:
10" ht
white
w/orange
logo

19' 10"w
48" proj.
arched w/
closed
wings



9318 CONVERSE BUSINESS LANE San Antonio, Texas 78109
Phone: (210) 490-6800 Fax: (210) 494-3291
e-mail: sales@shadetx.com, staycool@shadetx.com
web site: www.shadetx.com

DATE: APRIL 29, 2019

PROJECT: CAPTURE RX

ADDRESS: SAN ANTONIO, TEXAS

ACCOUNT MANAGER: DAVID QUINN

DESIGNER:

Approved

Approved with changes
as noted.

Changes needed



CLIENT - PLEASE SIGN AND DATE HERE



LANDLORD - PLEASE SIGN AND DATE HERE



SALES DEPT - PLEASE SIGN AND DATE HERE

DAVID QUINN, PRESIDENT