

HISTORIC AND DESIGN REVIEW COMMISSION

October 04, 2017

HDRC CASE NO: 2017-493
ADDRESS: 600 HEMISFAIR PLAZA WAY
LEGAL DESCRIPTION: NCB 13814 BLK 3 LOT PT OF 12 ARB 12G (GIS AC 3.847 AC)
ZONING: D, HS, RIO-3
CITY COUNCIL DIST.: 1
DISTRICT: Hemisfair Historic District
LANDMARK: US Pavilion / Confluence Theater
APPLICANT: Gary Boyd/Hemisfair Park Area Redevelopment Co
OWNER: Hemisfair Park Area Redevelopment Co
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install a pole sign at the Perieda House at Hemisfair Park.

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.

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.

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

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.

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.

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:

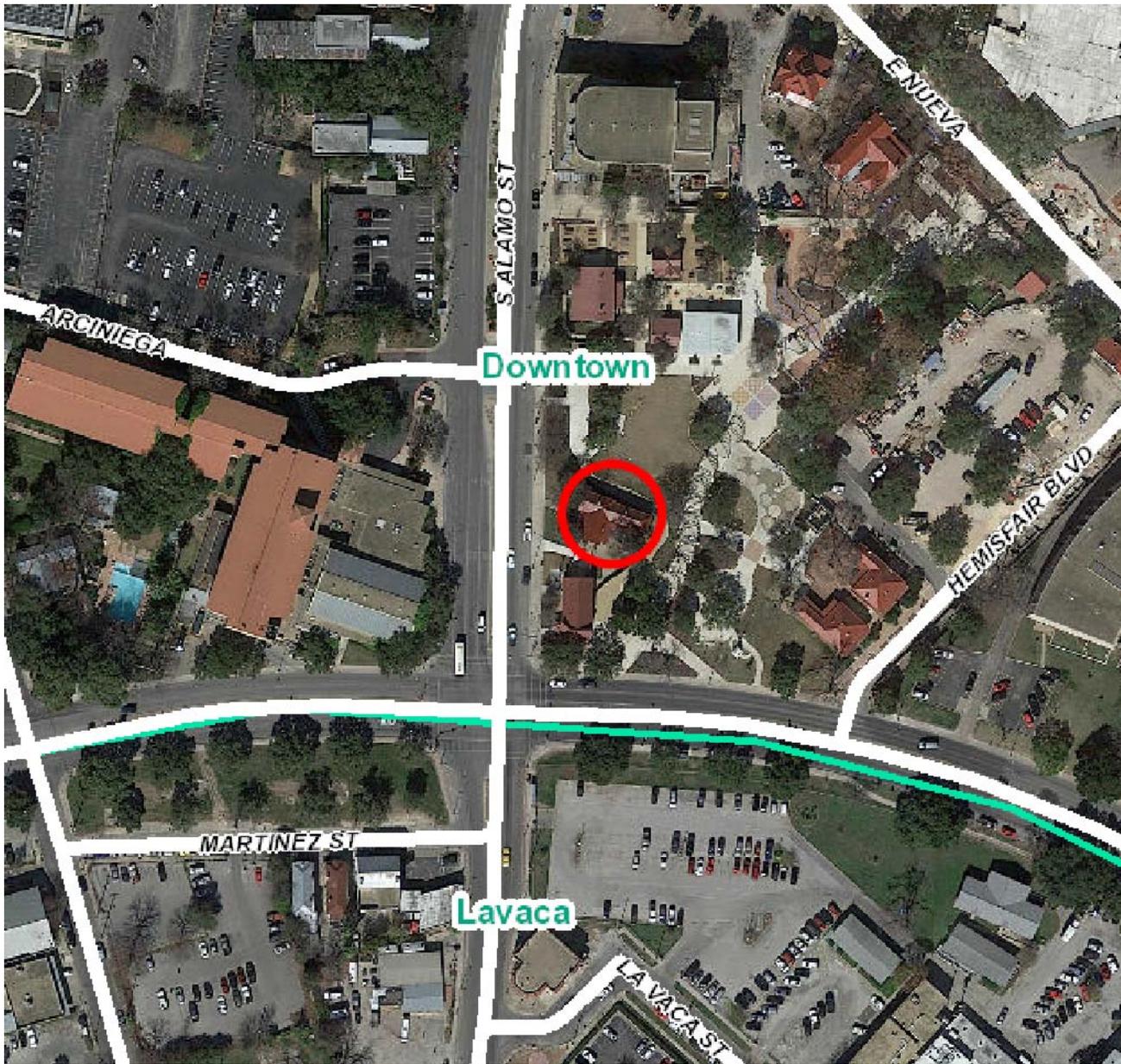
- a. The applicant has proposed to install a pole sign at the Perieda House at Hemisfair Park to feature an overall height of 12’ – 6”. The proposed sign will be located 8’ – 6” above grade and will feature a height of four (4) feet. At the July 5, 2017, HDRC hearing, the applicant received a Certificate of Appropriateness for the installation of two round blade signs and one hanging sign to be located on the front porch.
- b. The proposed signage will be fabricated of metal and will feature internal illumination. White, push through acrylic graphics will be illuminated. The proposed design, materials and lighting are appropriate and consistent with the Guidelines.
- c. The Guidelines for Signage 4.B.i. notes that the overall height of freestanding signs should not exceed six (6) feet in height. The proposed signage is not consistent with the Guidelines. Staff finds that the proposed height of the sign should not exceed six (6) feet in height.

RECOMMENDATION:

Staff recommends approval based on findings a through c with the stipulation that the proposed total height does not exceed six (6) feet in height.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Sep 27, 2017

The City of San Antonio does not guarantee the accuracy, adequacy, completeness or usefulness of any information. The City does not warrant the completeness, timeliness, or positional, thematic, and attribute accuracy of the GIS data. The GIS data, cartographic products, and associated applications are not legal representations of the depicted data. Information shown on these maps is derived from public records that are constantly undergoing revision. Under no circumstances should GIS-derived products be used for final design purposes. The City provides this information on an "as is" basis without warranty of any kind, express or implied, including but not limited to warranties of merchantability or fitness for a particular purpose, and assumes no responsibility for anyone's use of the information.



Paeteria

Peredia House Signage

Design Intent

11 September 2017

PROJECT

Paeteria Peredia House Signage Design Intent
SAN ANTONIO, TEXAS

PROJECT DESIGNERS

Page/Dyal Branding & Graphics
Page Southerland Page, Inc

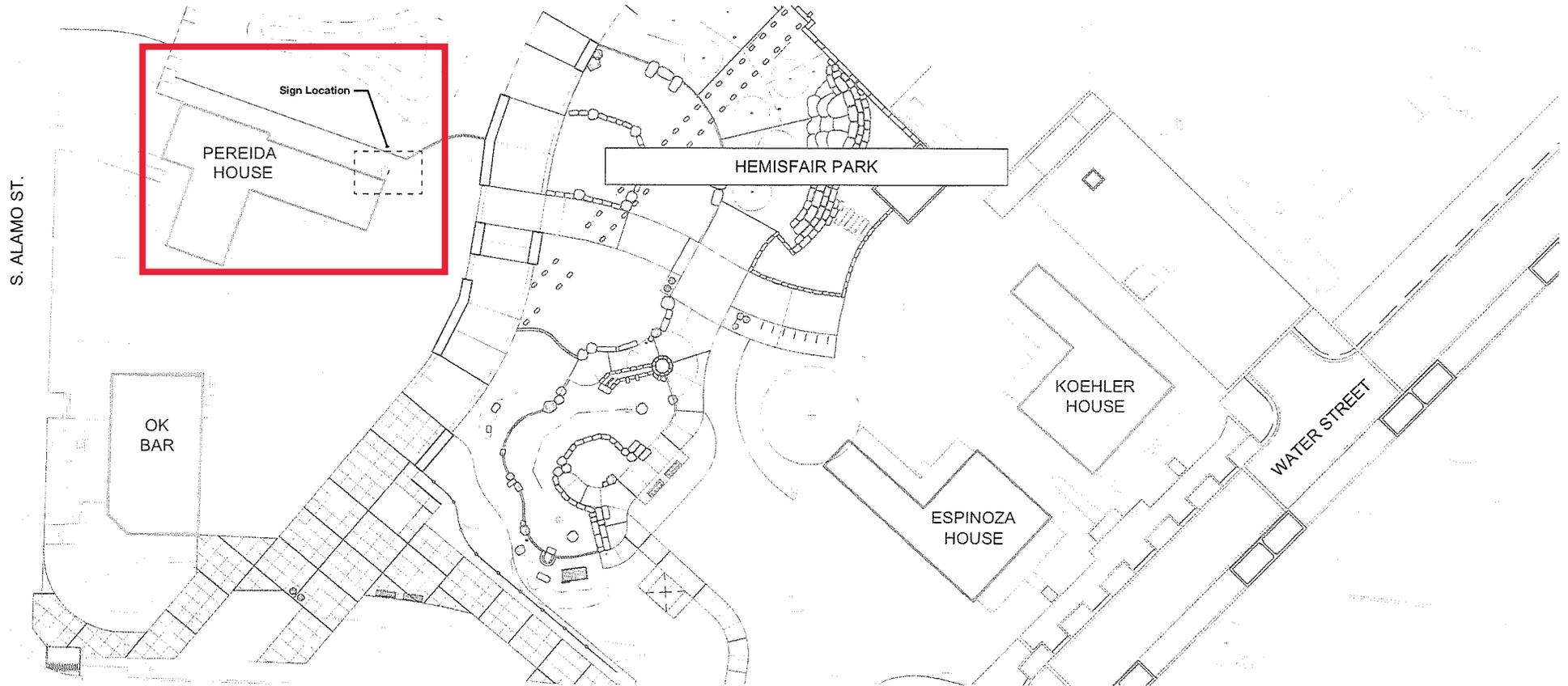
DATE

11 September 2017

PAGE

1

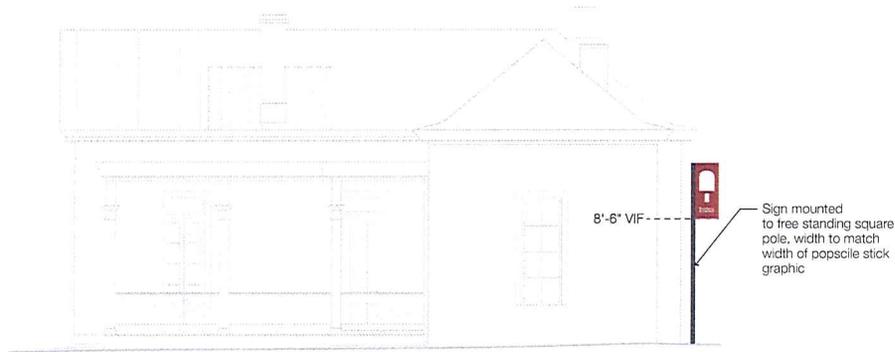
Rear Exterior Sign
510 South Alamo Street
San Antonio, TX 78205



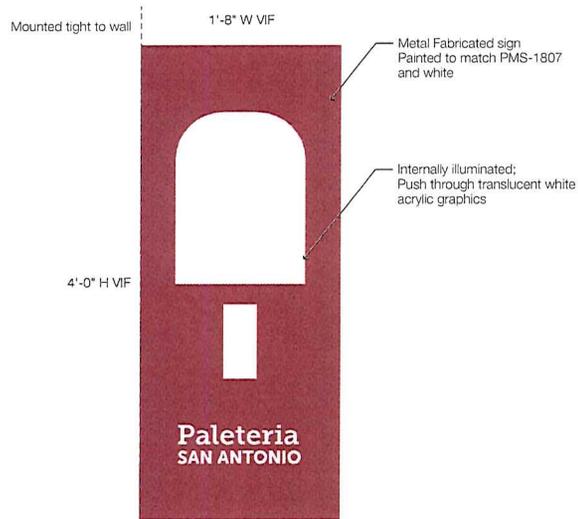
OVERALL PLAN
1" = 30'-0"



Rear Exterior Sign



1 Front Elevation
SCALE: NTS'



2 Front Elevation
SCALE: 1"=1'



3 Side Elevation
SCALE: 1"=1'

NOTES

Dimensions

1'-4" W x 4'-0" H x 0'-4" D Metal Fabricated Sign;

*Site dimensions are to be confirmed by Contractor. Contractor to make any needed adjustments to sign dimensions to maintain design intent and accommodate actual porch dimensions.

Sign Content

Graphic layout will be supplied to Contractor in vector format. Sign face painted to match PMS-1807. Push through translucent white acrylic graphics. Sign content is to be repeated on front and back of sign.

Sign Fabrication

Fabricated metal sign sign with painted surface. Mount to free standing square pole, parallel to edge of building, method TBD Contractor; mounting method must be in conformance with Texas Historical Commission guidelines for historic buildings.

Placement

Square pole is to be aligned flush with east face of building. Spacing should be equal between building and the sidewalk; TBD Contractor dependent on underground anchor.

*Site dimensions are to be confirmed by Contractor. Contractor to make any needed adjustments to sign dimensions to maintain design intent and accommodate actual wall dimensions.

Sign Electrical

Internal LED light to shine through translucent push through acrylic graphics. Sign to be on dedicated circuit; sign to be operated by photocell on top of sign, in non-visible location, or same timer as area park lighting. All electrical to be concealed and hidden from normal view. If required, manual switch to be located in remote location to minimize visibility.

Rear Exterior Sign
View Diagram

To overcome visual obstructions and long viewing distances inherent to occupying the backside of the Peredia House; Proposed signage is designed to provide adequate presence to Paleteria from specific locations through out Yanaguana Park and Alamo Street while not over powering the overall environment.



Rear Exterior Sign - View from Yanaguana Park
Concept Illustration



Rear Exterior Sign - View from Alamo Street
Concept Illustration

