

HISTORIC AND DESIGN REVIEW COMMISSION

July 01, 2015

Agenda Item No: 4

HDRC CASE NO: 2015-265
ADDRESS: 210 W MARKET ST
LEGAL DESCRIPTION: NCB 161 BLK A LOT 16 BRISCOE MUSEUM SUBD NEW ACCT - PLAT 9578/103 FOR 2008 FILED 10/12/2007
ZONING: D HE RIO-3
CITY COUNCIL DIST.: 1
LANDMARK: San Antonio Public Library #2
APPLICANT: Lawrence Fischer/Briscoe Western Art Museum
OWNER: Lawrence Fischer/Briscoe Western Art Museum
TYPE OF WORK: Signage
REQUEST:

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

Install a freestanding, directional sign at the Riverwalk at the rear of 210 W Market, the Briscoe Western Art Museum. The proposed signage is to feature a six (6) foot tall pole with hanging signage that is to total approximately 18 square feet with both sides included.

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.
- 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.

FINDINGS:

- a. The applicant has proposed to install a freestanding sign on at the Riverwalk on the south side of 210 W Market; the Briscoe Western Art Museum. The proposed sign's pole is six (6) feet tall supporting approximately 18 square feet of signage area. According to the Guidelines for Signage 1.A.i., each structure is allowed one major and two minor signs not to exceed fifty (50) square feet. With this request, the applicant will have more than fifty (50) square, however given the overall size of the property and the purpose of the proposed signage, staff finds this request appropriate.
- b. The applicant has proposed signage that is both comparable to the existing site and structure in regards to materials and appropriate in scale for its use. This is consistent with the Guidelines for Signage 1.A.ii. and iii.
- c. According to the Guidelines for Signage C., new signs should be placed where historically located, should not obstruct historic building features and should be oriented toward the sidewalk to maintain the pedestrian oriented nature of the historic district. The applicant's proposal is consistent with the Guidelines.
- d. The applicant has noted that the sign will be constructed of aluminum while the pole will be cast metal. These materials are consistent with the Guidelines for Signage 1.D.ii.

RECOMMENDATION:

Staff recommends approval as submitted based on findings a through d.

CASE MANAGER:

Edward Hall





Flex Viewer

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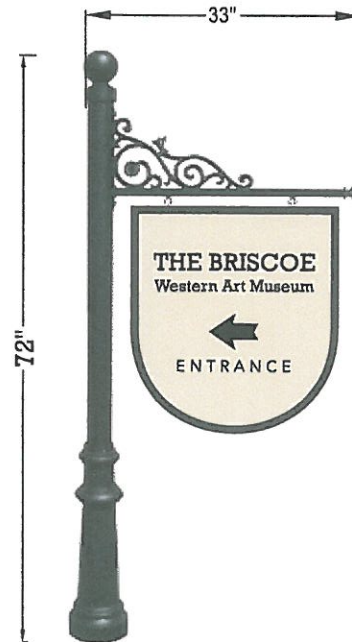
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THE BRISCOE
Western Art Museum



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