

HISTORIC AND DESIGN REVIEW COMMISSION

January 17, 2018

HDRC CASE NO: 2018-021
ADDRESS: 611 HEMISFAIR BLVD
LEGAL DESCRIPTION: NCB 13814 BLK 3 LOT 15 (HEMISFAIR SUBD)
ZONING: D, H, HS, RIO-3
CITY COUNCIL DIST.: 1
DISTRICT: Hemisfair Historic District
APPLICANT: Roger Tavares/HPARC
OWNER: HPARC
TYPE OF WORK: Signage
APPLICATION RECEIVED: December 22, 2017
60-DAY REVIEW:

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install signage at 611 Hemisfair. The applicant has proposed the following:

- a. One monument sign to feature 3' – 8" in height and 5' – 7 ½" in width with a brick base and aluminum cabinet to read "Commonwealth Coffee House" to feature internal illumination and screened faces.
- b. One painted wall sign to be illuminated by goose-neck lights for a total of approximately 18 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.

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-stylel 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 signage at the Koehler House at Hemisfair Park. Constructed circa 1890, the structure features Folk Victorian Architectural Elements.
- b. **MONUMENT SIGN** – In front of the historic structure, the applicant has proposed to install one monument sign to feature 3’ – 8” in height and 5’ – 7 ½” in width with a brick base and aluminum cabinet to read “Commonwealth Coffee House” to feature internal illumination and screened faces. The proposed brick base will feature Acme Modular Brick, Alluvial Medium, Velour Texture, Perla East Gate Plant. Staff finds the proposed materials, lighting, height and width to be appropriate. Additionally, staff finds the proposed size is appropriate for the pedestrian atmosphere found at Hemisfair Park.
- c. **WALL SIGN** – The applicant has proposed to paint a wall sign on the stucco clad rear of the historic structure. The proposed wall sign will feature an overall size of approximately 18 square feet. Staff finds the location, style and size of the proposed sign appropriate.

RECOMMENDATION:

Staff recommends approval of items #1 and #2 based on findings b and c.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Jan 08, 2018

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Hemisfair Park
Playground

Commonwealth Coffee

Hemisfair Boulevard

Hemisfair Boulevard

Hemisfair B



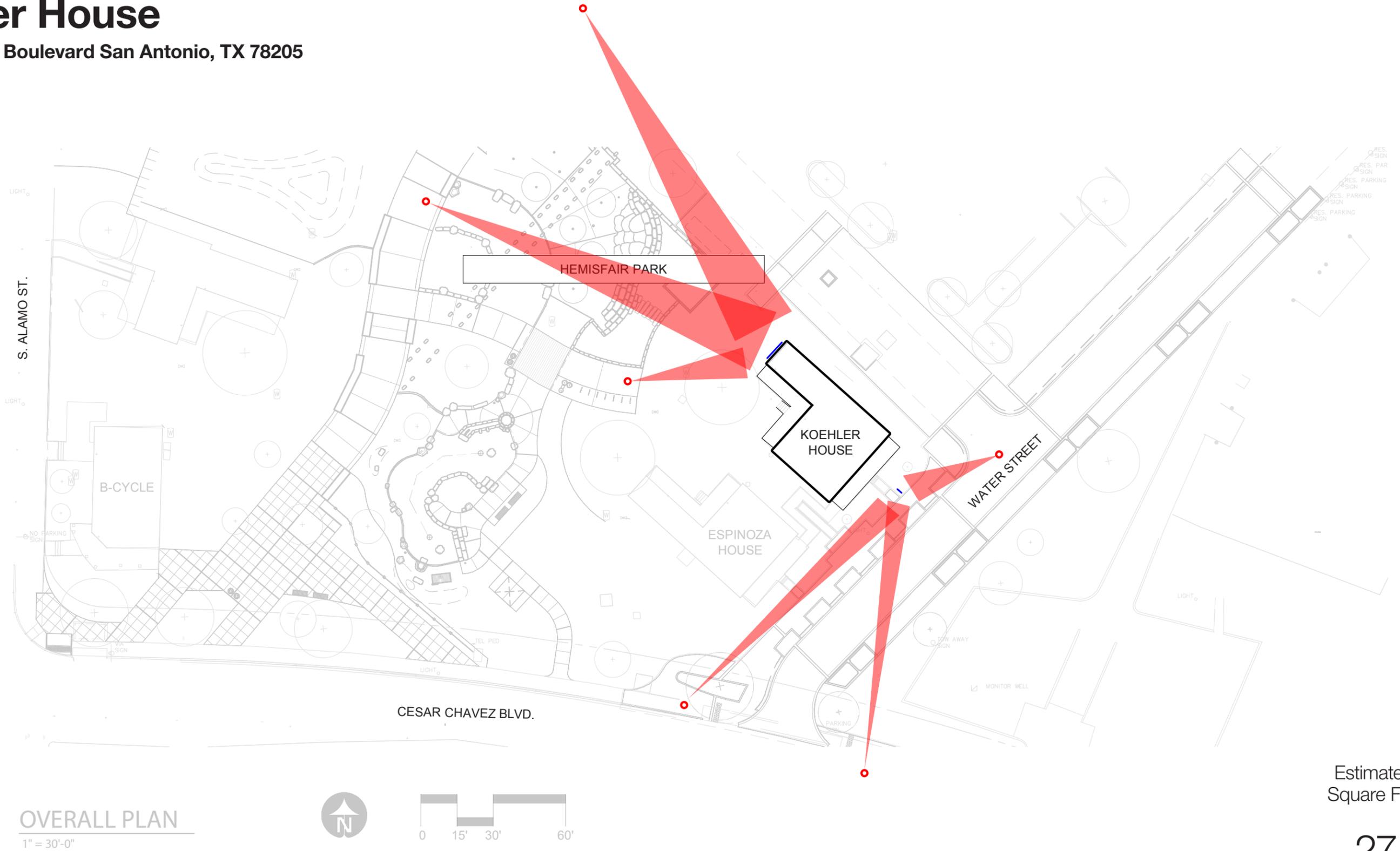
E César E. Chávez Blvd

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E César E. Chávez Blvd

Commonwealth Koehler House

611 Hemisfair Boulevard San Antonio, TX 78205



Estimated Total
Square Footage

27'-6"

Commonwealth
Koehler House
611 Hemisfair Boulevard San Antonio, TX 78205

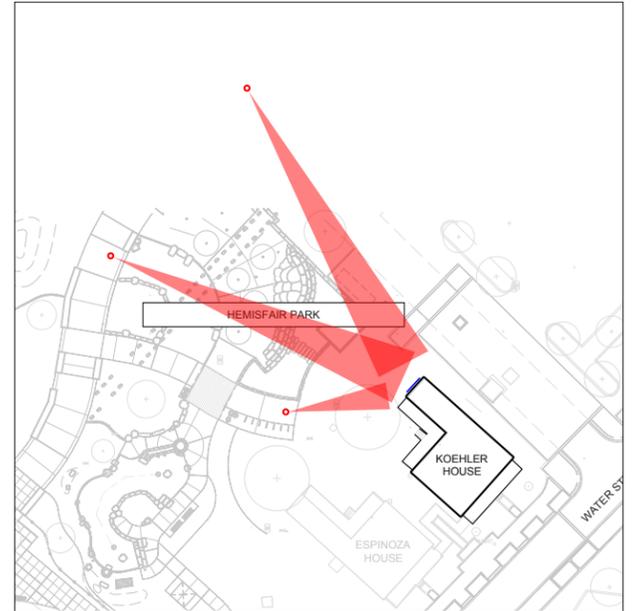
Front Exterior Sign



Commonwealth
Koehler House
611 Hemisfair Boulevard San Antonio, TX 78205

Rear Exterior Sign

est. sqft = 17' 6"



Graphic painted on wall down lit with goose-neck lights mounted parallel to soffit.

West Elevation
Scale: 1/4" = 1'

Rear Exterior Sign



SPECIFICATION FEATURES

Material

Housing, hood, straight arm and wall mounting plate are precision-machined from corrosion-resistant billet stock 6061-T6 aluminum. Premium metals such as C360 brass, C932 bronze, C110 copper or 303/304 stainless steel are available on request.

Finish

Fixtures constructed from 6061-T6 aluminum are double protected by a chemical film undercoating and polyester powdercoat paint finish, surpassing the rigorous demands of the outdoor environment. A variety of standard colors are available.

Hood

Hood is removable for easy relamping and accepts up to three internal accessories at once (lenses, louvers, filters) to achieve multiple lighting effects. Weep holes prevent water and mineral stains from collecting on the lens, even in the straight-up position.

Gasket

Housing and hood are sealed with a high temperature silicone o-ring gasket to prevent water intrusion.

Lens

Tempered glass lens, factory sealed with high temperature adhesive to prevent water intrusion and breakage due to thermal shock.

Adjustable Mounting Arm

Straight arm as standard, providing 195° of vertical adjustment. Optional 12", 18", 24", 30" or 36" straight arms are available (specify option -SA12, -SA18, -SA24, -SA30 or -SA36). Stainless steel aim-locking mechanisms are standard. 4-1/4" diameter wall mounting plate attaches directly to standard J-box with provided screws. Lumiere's exclusive Siphon Protection System (S.P.S.) prevents water from siphoning into the fixture through its own lead wires.

Hardware

Stainless steel hardware is standard to provide maximum corrosion-resistance.

Socket

Ceramic socket with 250° C Teflon® coated lead wires and GU5.3 bi-pin base.

Electrical

Remote 12V transformer required (not included). Available from Lumière as an accessory - see the Accessories & Technical Data section of the catalog for details. NOTE: initial power draw on LED equipped fixtures is 15 watts. When sizing transformer use 15 watts per LED fixture. Nominal power draw after start up is 6 watts or 10 watts accordingly.

Lamp

Halogen lamp not included. Sora lamp compatible (6W Max). LED modules are included and are available in four color temperatures (2700, 3000, 4000, and 5700) and three distributions (spot, narrow, and flood). Both color temperature and distribution must be specified when ordering.

Warranty

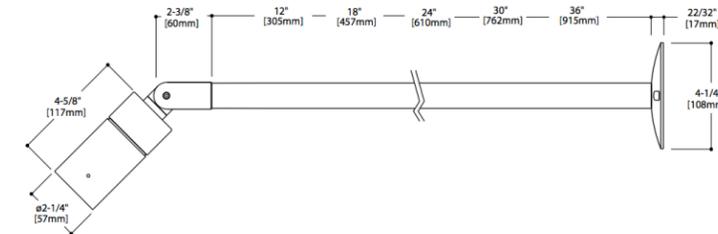
Lumière warrants its fixtures against defects in materials & workmanship for three (3) years. Auxiliary equipment such as transformers, ballasts and lamps carry the original manufacturer's warranty.



922-CRS
CAMBRIA

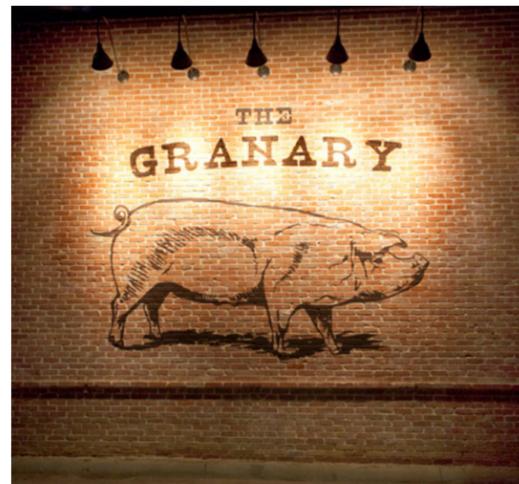
LED
 HALOGEN

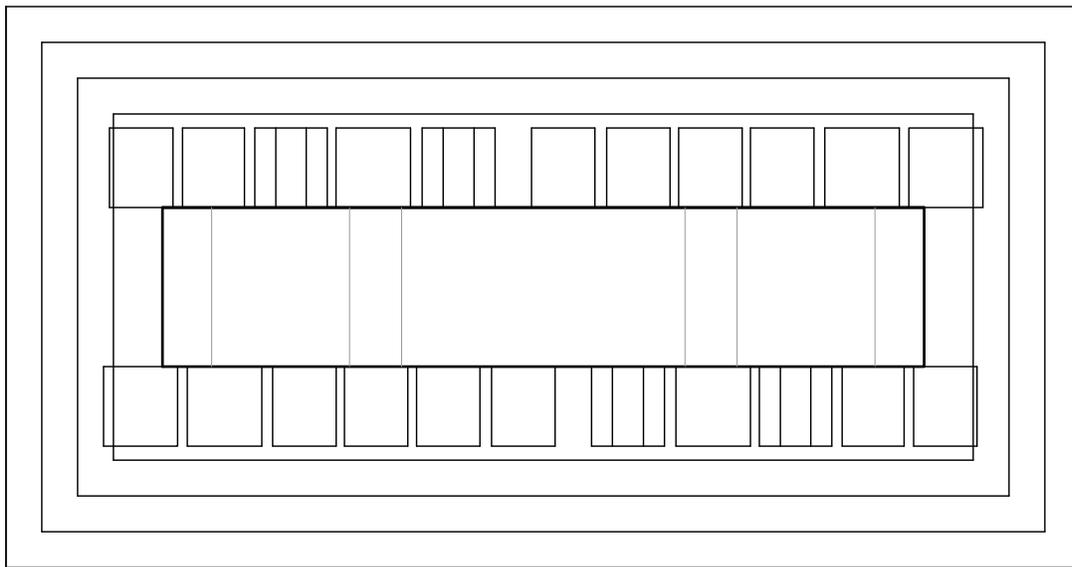
APPLICATIONS:
 SIGN LIGHT



CERTIFICATION DATA
 UL and eUL Wet Location Listed
 LM79 / LM80 Compliant
 ROHS Compliant
 IP65 Ingress Protection Rated

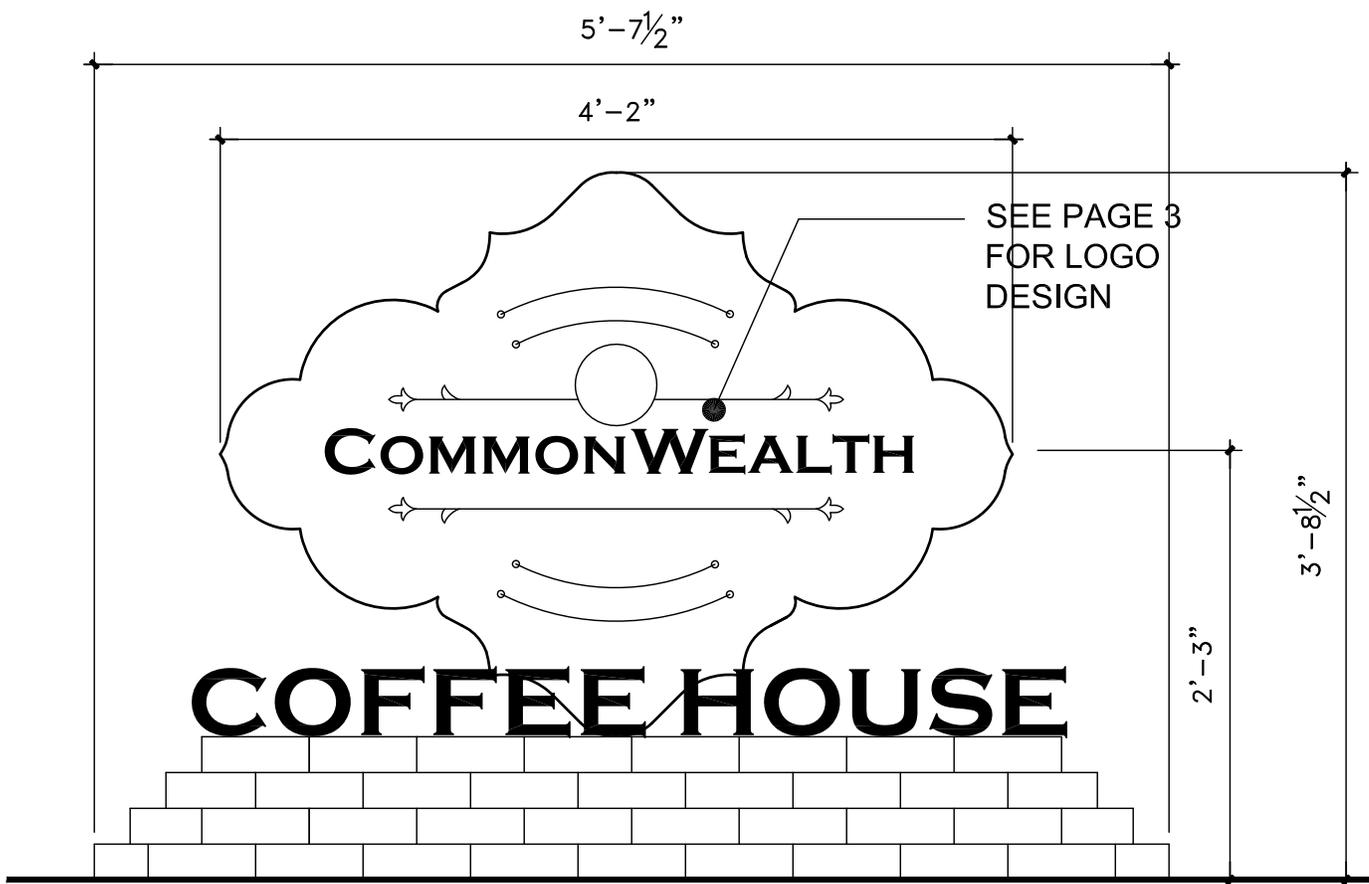
TECHNICAL DATA
 Low Voltage:
 50W Max Halogen MR16
 6W LED, L70/60,000 hours at 25°C
 10W LED, L70/60,000 hours at 25°C





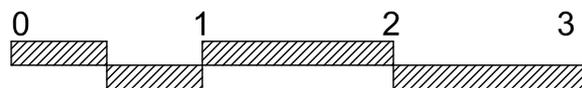
TOP VIEW

SCALE: 1"=1'-0" (when printed 8.5" X 11")



FRONT VIEW

SCALE: 1"=1'-0" (when printed 8.5" X 11")



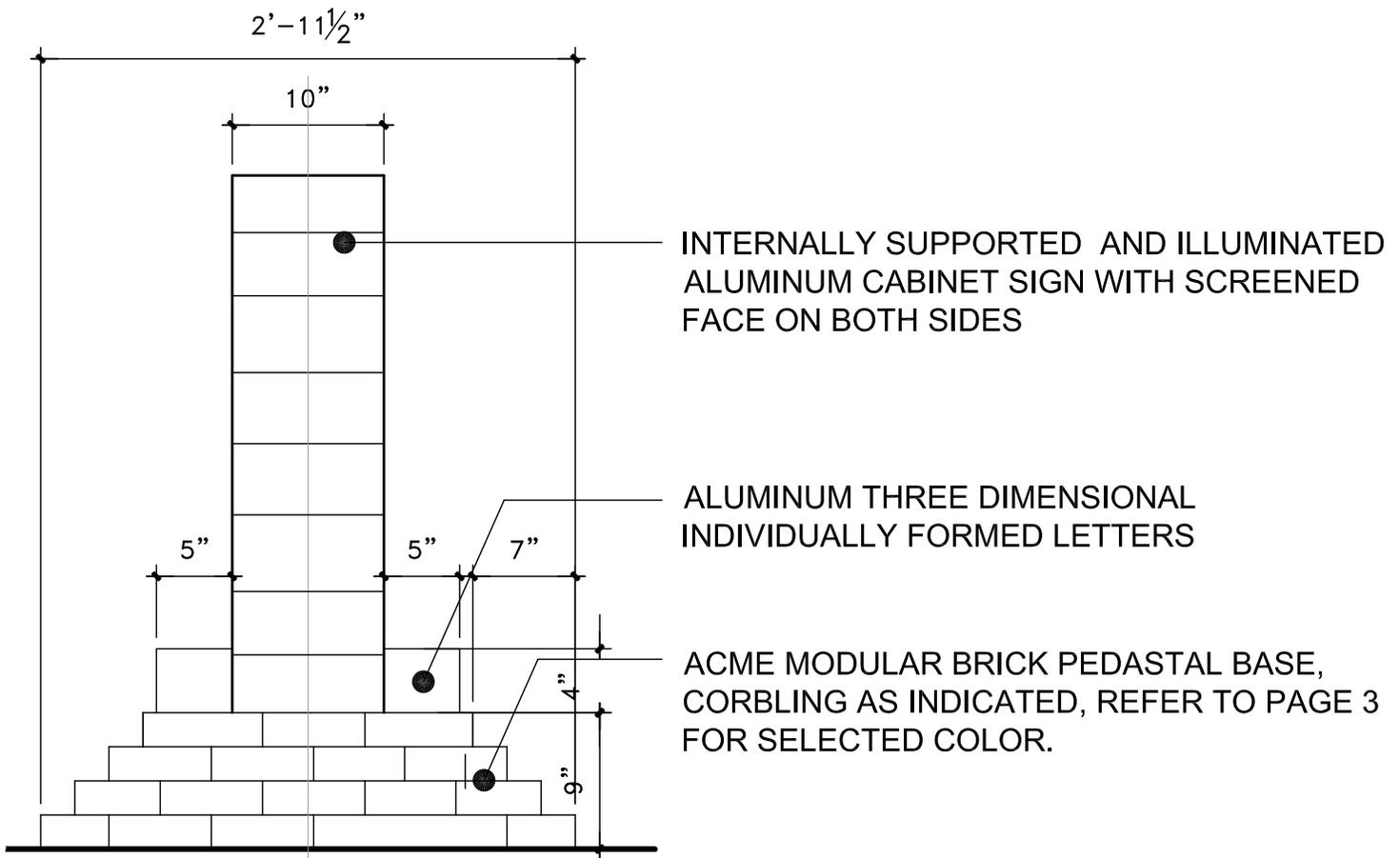
TOMBSTONE SIGN SCHEME

HEMISFAIR COMMONWEALTH COFFEE

November 7, 2017

7

422 W. KINGS HWY
SAN ANTONIO, TX 78212
Office: (210) 212-7770



SIDE VIEW

SCALE: 1"=1'-0" (when printed 8.5" X 11")



TOMBSTONE SIGN SCHEME

HEMISFAIR COMMONWEALTH

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November 7, 2017



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ACME MODULAR BRICK,
ALLUVIAL MEDIUM,
VELOUR TEXTURE, PERLA
EAST GATE PLANT



COMMONWEALTH
CORPORATE LOGO, TO BE
REPRODUCED EXACTLY
ON DOUBLE SIDED
PAINTED ALUMINUM
CABINET. CABINET ALUM.
COLOR TO MATCH MAIN
LOGO FIELD COLOR

COLORS

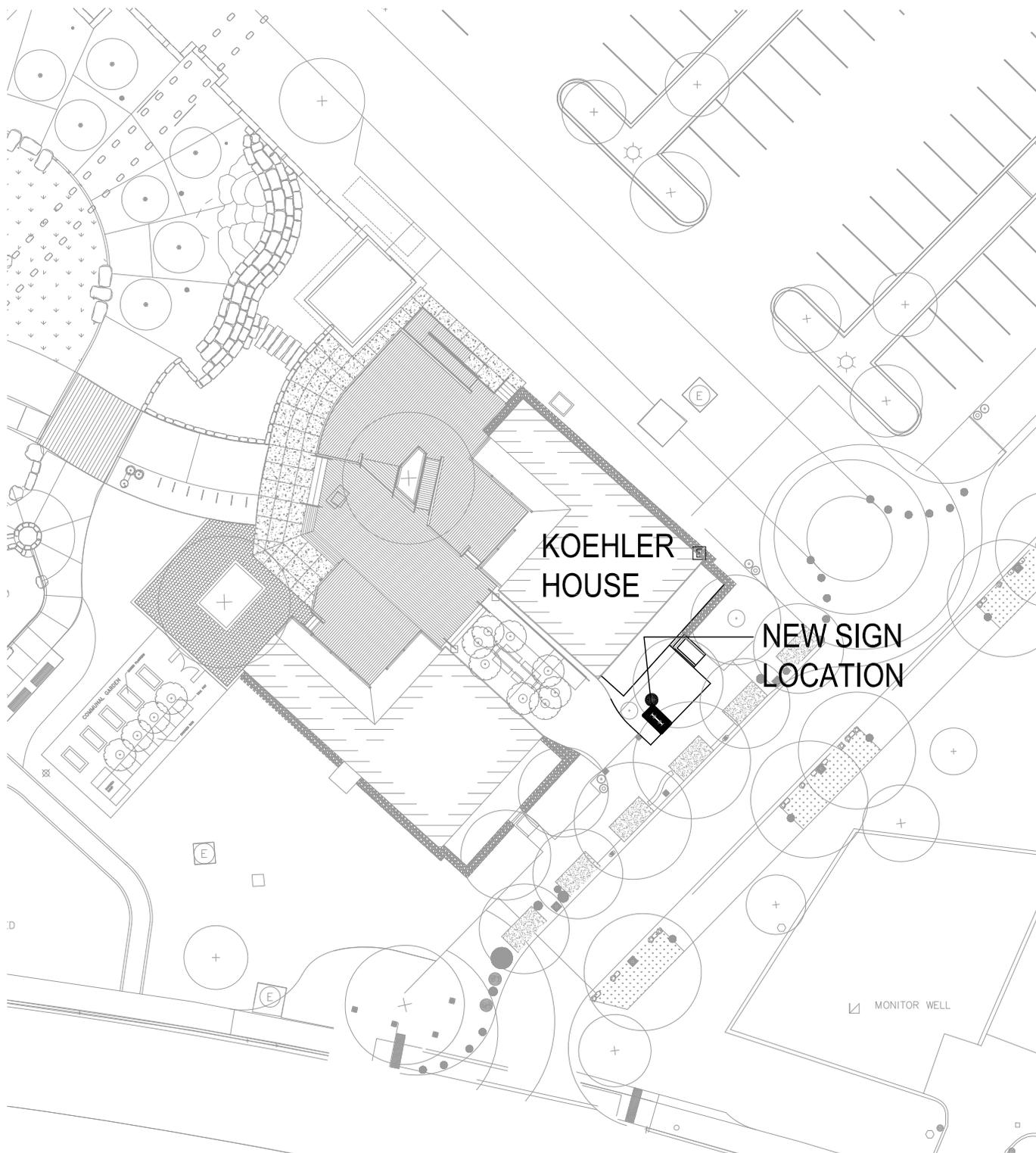
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LOCATION MAP

NOT TO SCALE

TOMBSTONE SIGN SCHEME

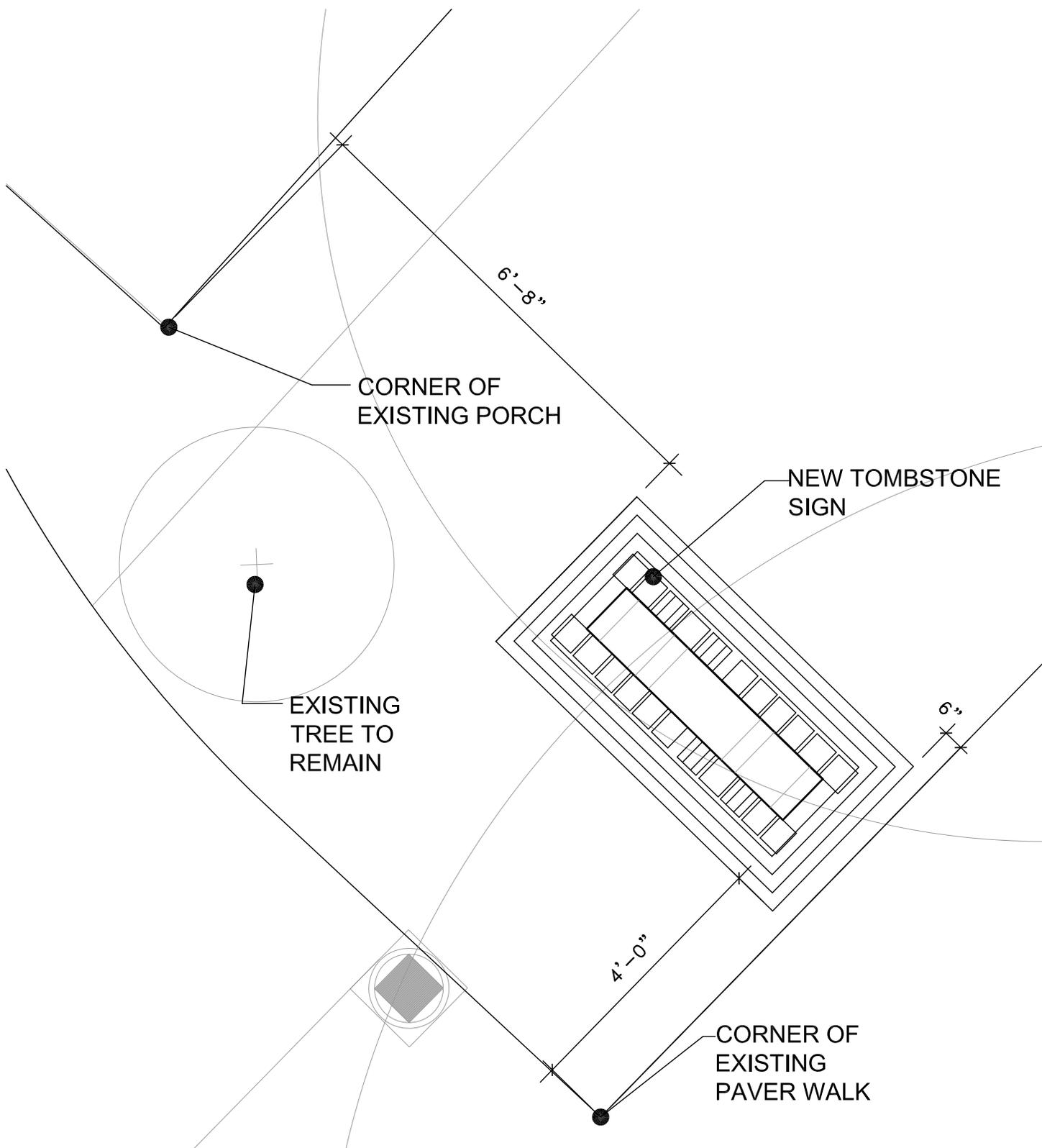
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November 7, 2017

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422 W. KINGS HWY
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SITE MAP

SCALE: 1/2"=1'-0" (when printed 8.5" X 11")

TOMBSTONE SIGN SCHEME

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