

HISTORIC AND DESIGN REVIEW COMMISSION

November 07, 2018

HDRC CASE NO: 2018-233
ADDRESS: 3200 MCCULLOUGH AVE
LEGAL DESCRIPTION: NCB 52 BLK LOT W IRR 764.09 FT OF N IRR 432.1 FT OF TR-18
ZONING: R-4 H
CITY COUNCIL DIST.: 1
DISTRICT: Monte Vista Historic District
APPLICANT: Douglas Endsley
OWNER: St. Anthony Catholic High School
TYPE OF WORK: Signage
APPLICATION RECEIVED: October 17, 2018
60-DAY REVIEW: December 16, 2018
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install two (2) signs atop an existing low wall at 3200 McCullough Ave. The signs will measure 22.5 square feet each and will be constructed of non-lit aluminum channel letters.

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.

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.

FINDINGS:

- a. The property located at 3200 McCullough Ave is the campus of St. Anthony Catholic High School. The property contains several structures and elements, including the historic high school building, several sports fields, a pavilion, and mixed-use educational and recreational facilities. The applicant has proposed install two aluminum non-lit channel signs atop an existing low stone wall facing McCullough Ave.
- b. LOCATION – The applicant has proposed to install two aluminum non-lit channel signs atop an existing low stone and cast stone wall facing McCullough Ave. The existing wall marks the entrance to the campus' parking

lot off McCullough Ave. According to the Historic Design Guidelines, mounted signage should be scaled appropriately in response to buildings and structures. No sign should be placed in a manner that obstructs the pedestrian walkway. Based on the submitted illustration, the signage is appropriately scaled for the existing wall. The signs also respond to the mid-speed traffic along McCullough without overwhelming the pedestrian streetscape. Staff finds the proposal appropriate based on these context-specific considerations.

- c. **SIZE** – The proposed signs are identical and measure 5 feet in height, 4'-6" in width, and 6" in depth. The existing wall measures 40" in height. According to the Historic Design Guidelines, appropriate signage size shall be determined by considering historic precedent, sign patterns within historic districts, and conditions specific to individual properties. Staff finds the size appropriate for the existing context.
- d. **MATERIAL** – The applicant has proposed two signs constructed of aluminum non-lit channel letters. The signs will have aluminum returns and will feature a red translucent vinyl surface on the primary face. The signs will be affixed to the top of the cast stone and stone wall with non-corrosive metal anchors. According to the Historic Design Guidelines, signs should be constructed of durable materials that are sympathetic to the period of the building's construction. Staff finds the proposal consistent.
- e. **LIGHTING** – The proposed signs will be non-lit channel letters. Staff finds this consistent with the Guidelines but requires additional information on any bare bulb or indirect lighting strategies to be employed, if applicable.

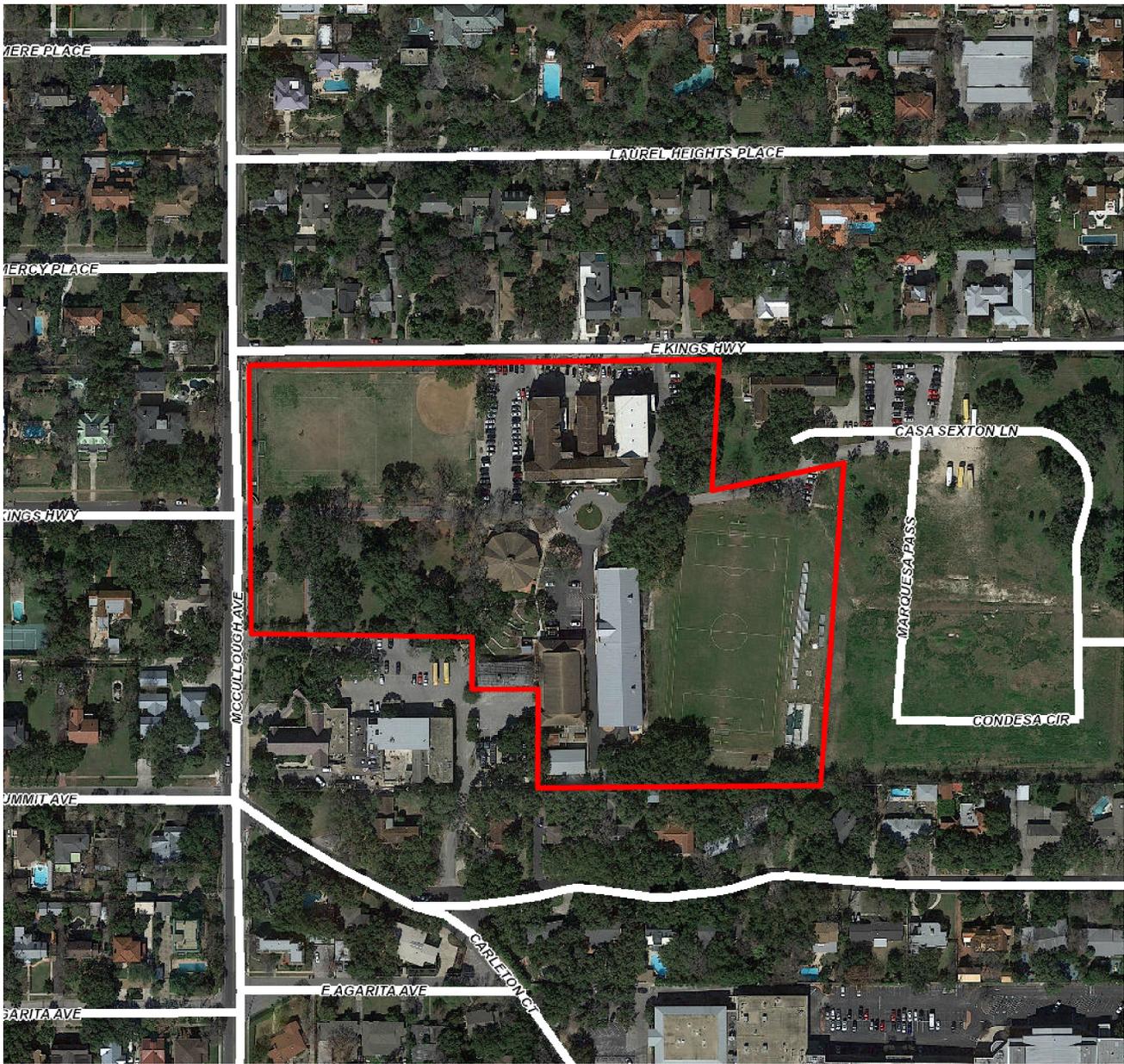
RECOMMENDATION:

Staff recommends approval of the proposed signage based on findings a through e with the following stipulations:

- i. That the applicant submits detailed information on any bare bulb or indirect lighting to staff for review and approval prior to receiving a Certificate of Appropriateness, if applicable.

CASE MANAGER:

Stephanie Phillips



Flex Viewer

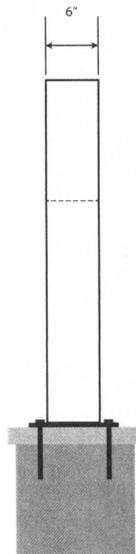
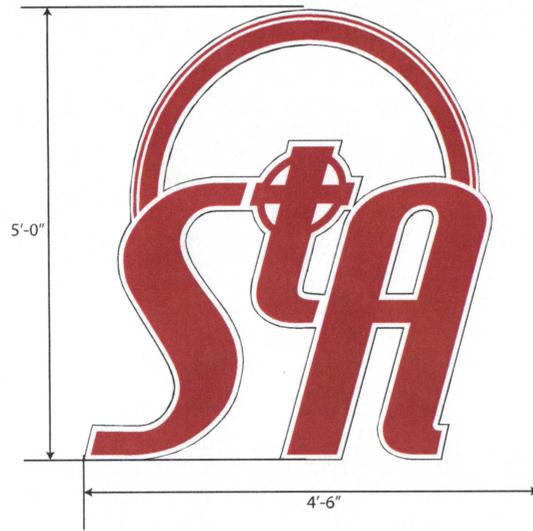
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Decorative Logo Sign • Non Lit Channel Letters

SCALE: 1.2"=1' • For Presentation • Height: 5' • Width: 4'-6" • Depth: 6"
Aluminum Construction

A. Channel Letter Logo

- QUANTITY: Two (2)
- Overall Height: 60"
- Overall Length: 54"
- Total Sq.Ft.: 22.5ft²
- Returns: .63 Aluminum
- Backs: .125 Aluminum
- Trimcap: N/A
- Face: .125 Aluminum
- First-surface translucent vinyl:
3M Cast Red/ White vinyl
- Installation: 1/2" Plate and Non Corrosive Anchor Mount



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CLIENT



Channel Letter
Logo Sign

SHEET TITLE

PROJECT NUMBER

SCALE

AS NOTED

DATE

10-1-2018

REVISION DATE

1 -/-

DESIGN SET

SHEET NO.

A.1



- 3D SCAN
- AERIAL
- FIELD
- CL PROVIDED

Project Mgr:
Assist Project Mgr:
Master Electrician:
Fabrication Mgr:
Installation Mgr:

Print Mgr:
Finishing Mgr:
CNC:
Paint:
Admin:

Design Leader:
Design Team: 1
Design Coord:
3D Rendering:
Design View:

Architect Firm: NA
Architect: NA
Engineer: NA
Construction Co: NA
General Contractor: NA

Pantone Color Schematic:

DRAWING

Signature

Date:

- Approved as Submitted
- Approved / Revise as Noted
- Rejected / Re-Submit
- Waiting on Permit