

## HISTORIC AND DESIGN REVIEW COMMISSION

February 07, 2018

**HDRC CASE NO:** 2018-065  
**ADDRESS:** 420 BROADWAY  
**LEGAL DESCRIPTION:** NCB 432 (SAN ANTONIO LIGHT), BLOCK 16 LOT 14  
**ZONING:** FBZ T6-1,HS  
**CITY COUNCIL DIST.:** 1  
**LANDMARK:** San Antonio Light Building  
**APPLICANT:** Lydell Toye/U.S. Signs  
**OWNER:** Kevin Covey/Gray Street  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** January 19, 2018  
**60-DAY REVIEW:** March 20, 2018

### REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install blade signage at 420 Broadway, commonly known as the San Antonio Light Building.

### 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.
- 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.

## 2. Awning 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.

## 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.

### 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:**

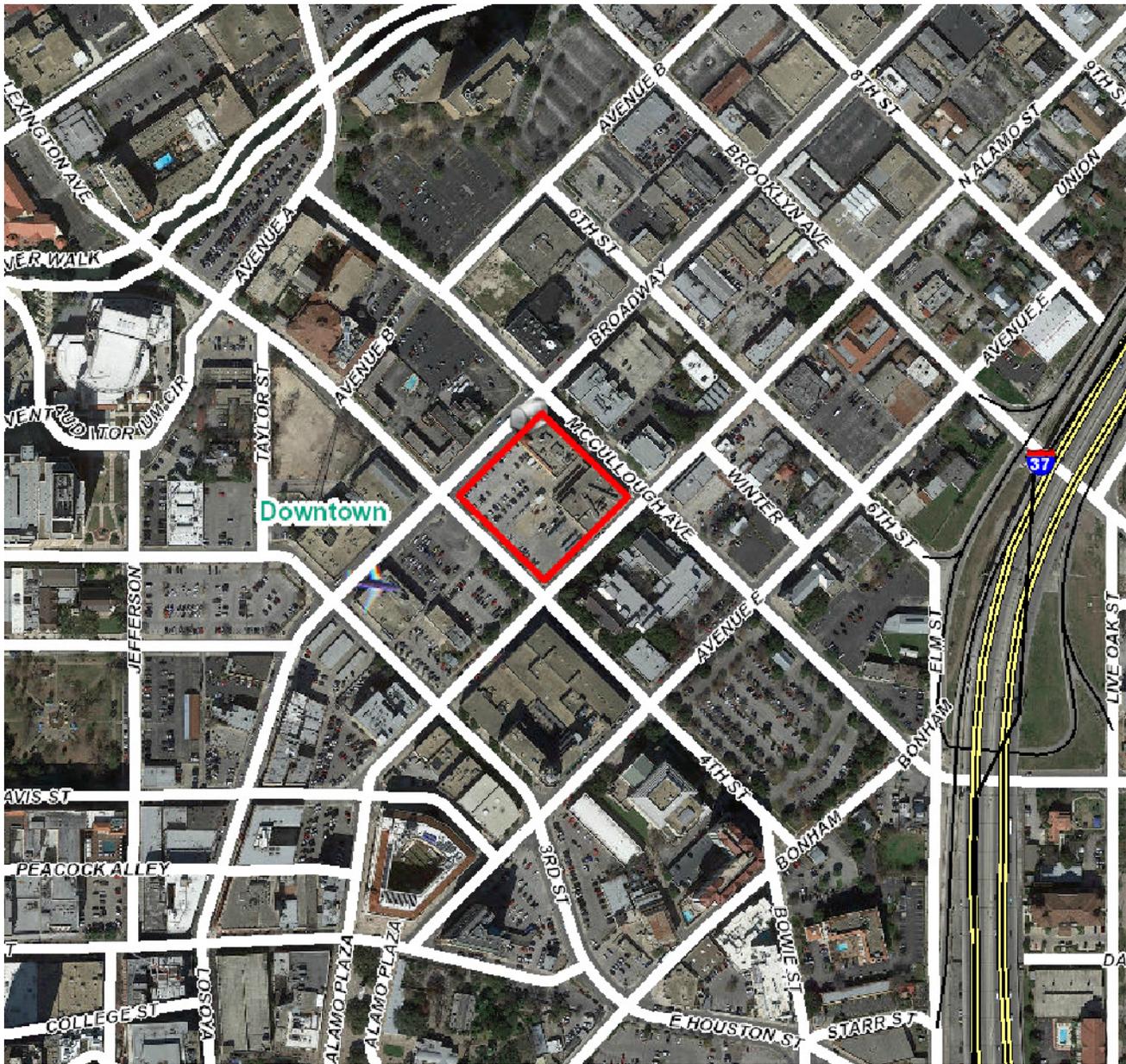
- a. The historic structure at 420 Broadway, commonly known as the San Antonio Light Building was constructed in 1931 as the home of the San Antonio Light newspaper on the corner of Broadway and McCullough. The historic structure previously featured a blade sign composed to channel letters and neon lighting that read “The San Antonio Light”. At this time, the applicant has proposed to install new signage which is an approximate recreation of the historic building signage.
- b. SIGNAGE – The applicant has proposed for the signage to feature dimensions that include a height of sixteen (16) feet, a width of 101” at its widest, a thickness of 32”, front lit channel letters with white LED’s, 15mm red neon lighting and feature colors of red, black and white. Staff finds the proposed signage to be representative of the original building signage and appropriate.

### **RECOMMENDATION:**

Staff recommends approval based on findings a and b.

### **CASE MANAGER:**

Edward Hall



## Flex Viewer

Powered by ArcGIS Server

Printed: Jan 26, 2018

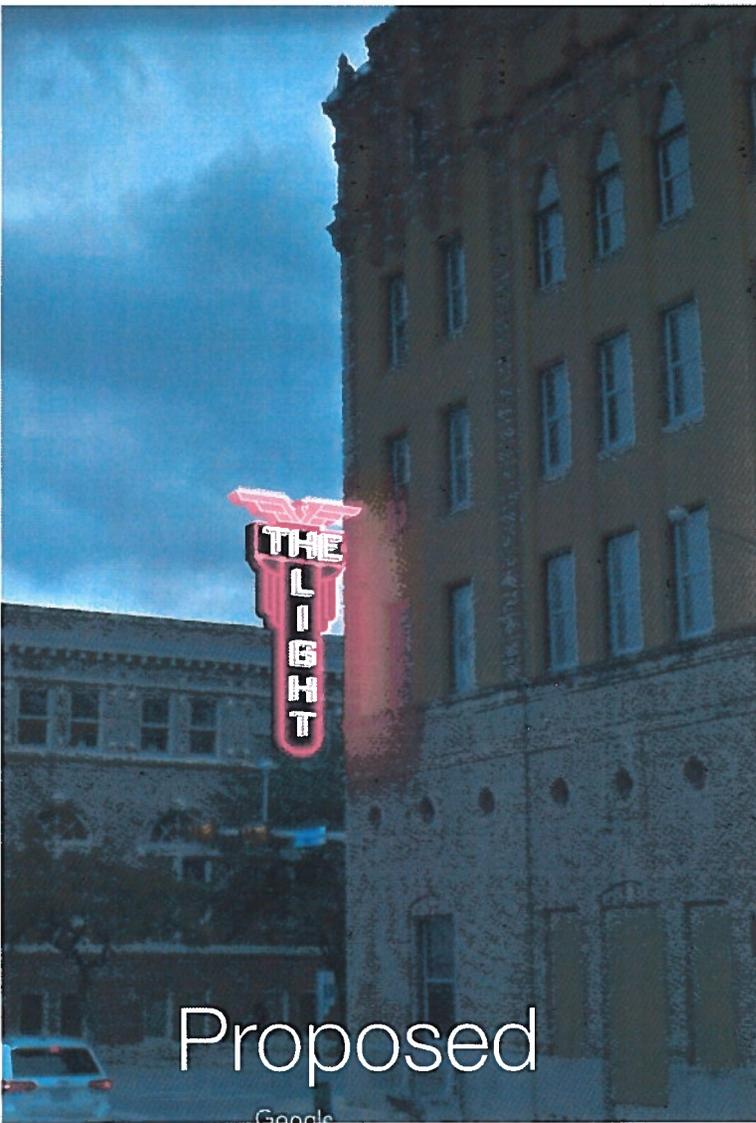
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Client The Light Building 420 Broadway

Approval

Date

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TEXAS SIGN ASSOCIATION



San Antonio Sign Association

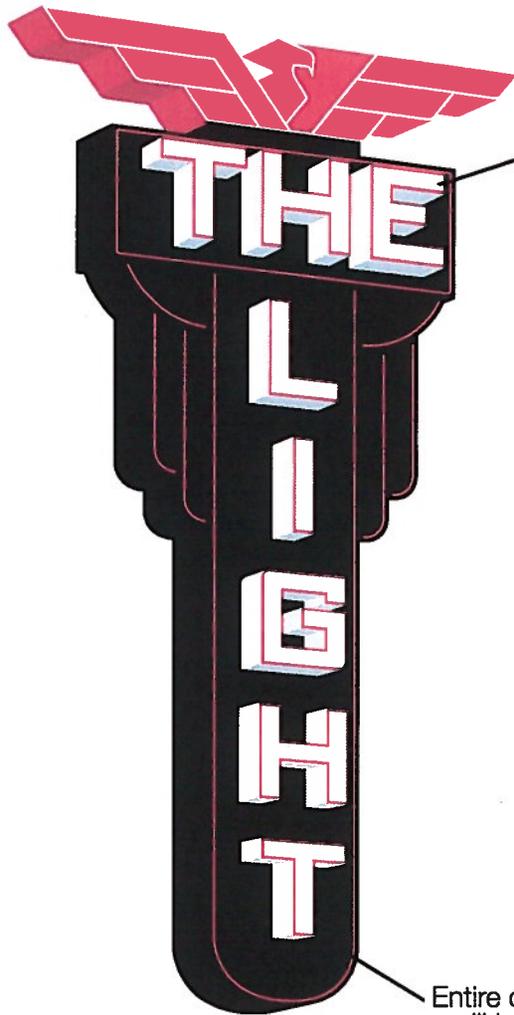
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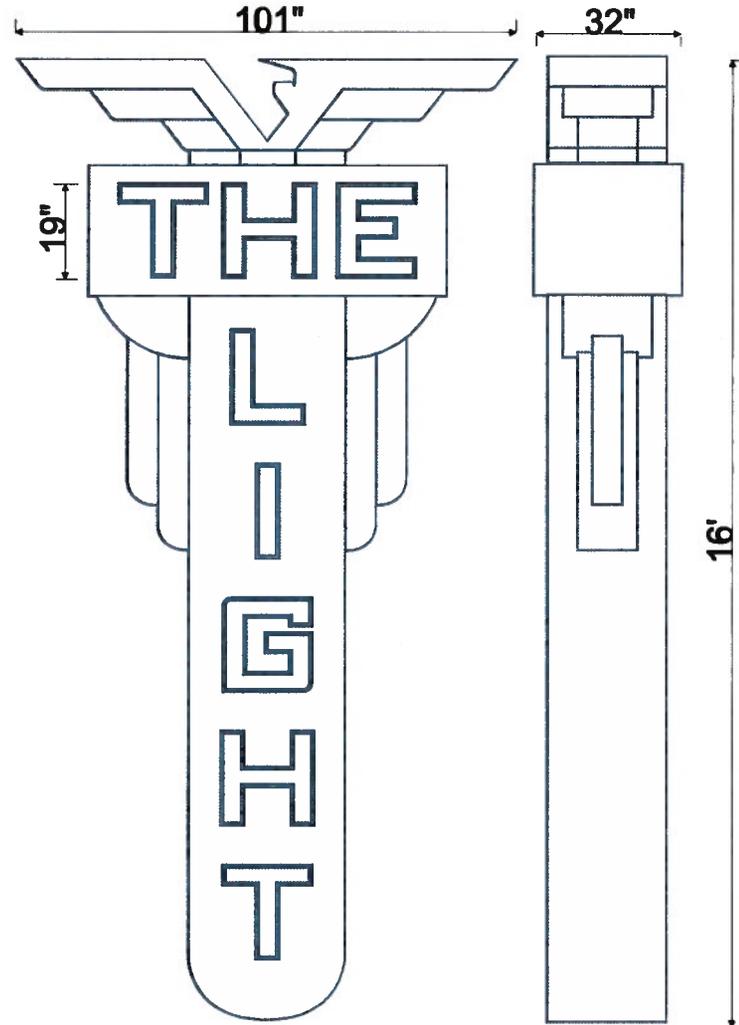
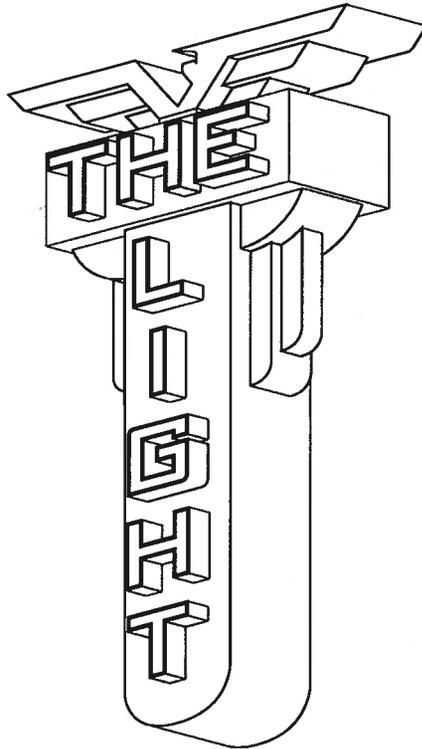
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Front lit channel letters with white LEDs

Entire outline of sign cabinet will have 15mm red neon including bird element on top.



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