

HISTORIC AND DESIGN REVIEW COMMISSION

May 01, 2019

HDRC CASE NO: 2019-236
ADDRESS: 100 SOLEDAD ST
LEGAL DESCRIPTION: NCB 106 BLK LOT 12
ZONING: D, H, RIO-3
CITY COUNCIL DIST.: 1
DISTRICT: Main/Military Plaza Historic District
LANDMARK: Kampmann Bank Building
APPLICANT: Moses Hernandez/Texas WW Southside, LLC
OWNER: Larry Karam/KARAM VENTURE LLC
TYPE OF WORK: Signage
APPLICATION RECEIVED: April 15, 2019
60-DAY REVIEW: June 14, 2019
CASE MANAGER: Edward Hall
REQUEST:

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

1. Install one neon boot sign to be located above the entrance at the corner to feature ninety-six (96) inches in height and eighty-three (83) inches in width for a total size of approximately fifty-five (55) square feet.
2. Install two (2) internally illuminated channel letter signs to read "Texas Western Wearhouse" to feature internal illumination and forty-nine (49) inches in height and one hundred and fifty-six (156) inches in width for a total size of approximately fifty-three (53) square feet each.
3. Install new channel letters on the two existing canopy signs. The size of the steel backer panel will not be modified. The proposed LED Channel letters will read "Corral, Stetson, Ariat and Lucchese" and will feature forty-two (42) inches in height and three hundred and sixty (360) inches in width for a total size of approximately one hundred and five (105) square feet each.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 3, Guidelines for Signage

General Principles

The following General Principles for signage will be considered during the review process in conjunction with the guidelines contained in this section.

Principle #1: Respect the Historic Context – New signs should complement, rather than compete with, the character of a historic building and the surrounding district. Not all allowed signage types are appropriate to individual historic districts or landmarks. Therefore, careful consideration should be given to historic context, building forms, and site layout when selecting, designing, and reviewing new signage. Appropriate uses for individual signage types are addressed in this subsection, as applicable.

Principle #2: Encourage a Visually Interesting Streetscape Free of Clutter – Signs have the ability to create a visually pleasing streetscape as well as improve pedestrian and traffic safety; however they can also be distracting if not designed properly. Consider the overall number, type, and design of signs used on individual buildings and along the streetscape to ensure new signs respect the historic surroundings and do not result in visual clutter.

Principle #3: Reinforce the Pedestrian Oriented Nature of Commercial Uses – Signage was historically most prevalent in areas and on buildings that were used for commercial purposes; however, as San Antonio's historic districts evolve over time, the adaptive re-use of individual structure or specific districts will result in the introduction of signage in more areas and on more building types. Regardless of the location or building type, signage should be designed and scaled with pedestrians in mind.

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.

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.

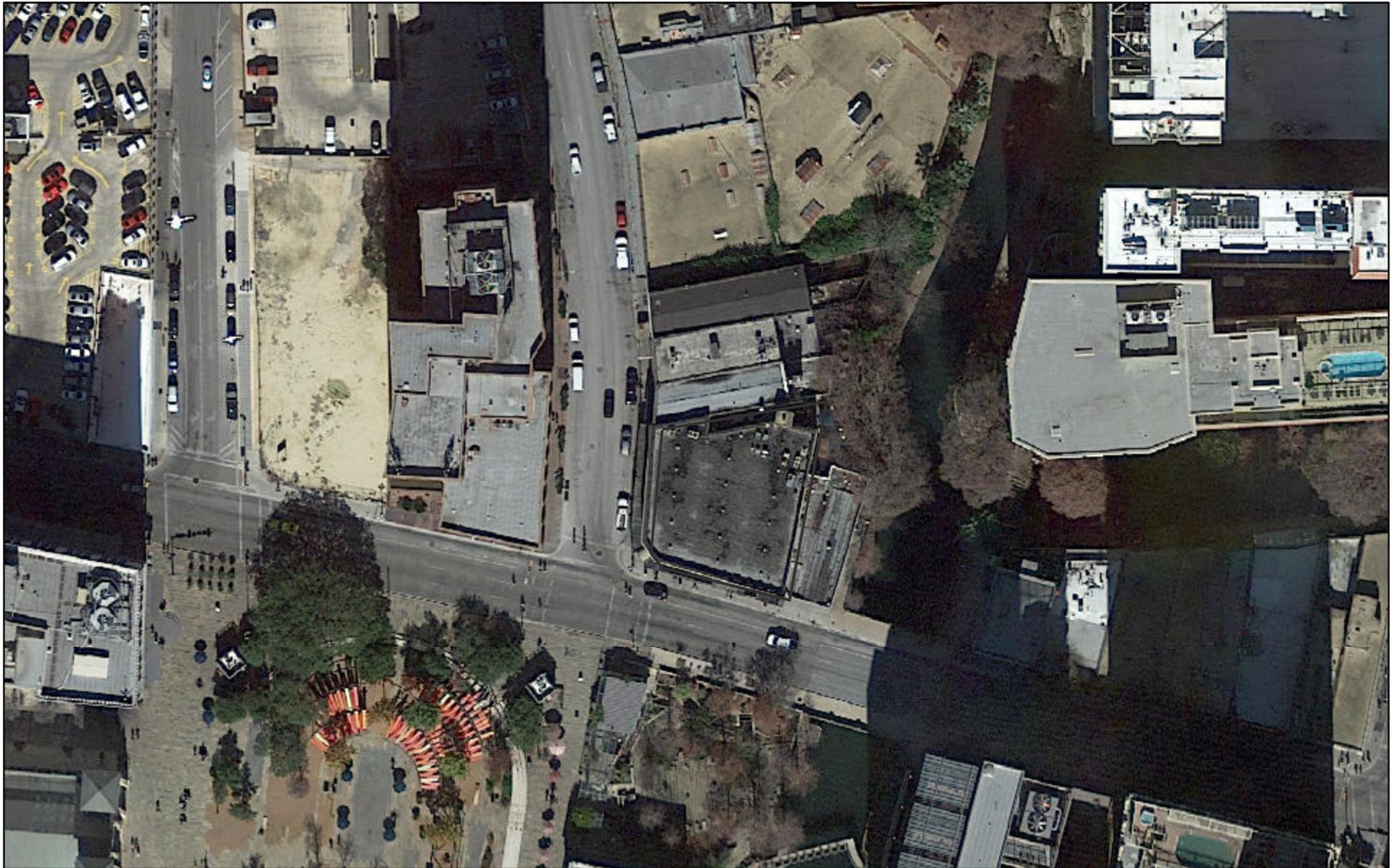
FINDINGS:

- a. The applicant has proposed to install signage at 100 Soledad, located within the Main and Military Plaza Historic District. The applicant has proposed signage in multiple locations to address both E Commerce and Soledad Streets. The Historic Design Guidelines, Chapter 3, Guidelines for Signage notes that each building will be allowed one major and two minor signs. The Guidelines also note that signage should be respectful of the historic context of the site and district. Additionally, the guidelines note that total requested signage should not exceed fifty (50) square feet. Within this application, the applicant has proposed approximately 371 square feet of signage.
- b. WALL SIGN (Boot) – The applicant has proposed to install one neon boot sign to be located above the entrance at the corner to feature ninety-six (96) inches in height and eighty-three (83) inches in width for a total size of approximately fifty-five (55) square feet. The Guidelines for Signage 1.E.ii. notes that when neon is used, it should be incorporated as an integral architectural elements or artwork appropriate to the site. Staff finds that the overall size of the proposed sign exceeds that which is recommended by the Guidelines. Additionally, staff finds that the proposed signage is not consistent with The Guidelines for Signage, Principle 2, which notes that signage should be respectful of the historic district. This property is immediately north of Main Plaza and San Fernando Cathedral.
- c. WALL SIGN (Channel Letters) – The applicant has proposed to install two (2) internally illuminated channel letter signs to read “Texas Western Warehouse” to feature internal illumination and forty-nine (49) inches in height and one hundred and fifty-six (156) inches in width for a total size of approximately fifty-three (53) square feet each. The Guidelines for Signage 1.E.i. notes that only indirect or bare-bulb sources that do not produce glare should be used to illuminate signs. Additionally, the Guidelines for Signage 1.A. notes that total building signage should not exceed fifty (50) square feet. Staff finds both the size and lighting method of the proposed signage is inconsistent with the Guidelines.
- d. CANOPY SIGNS – The applicant has proposed to install new channel letters on the two existing canopy signs. The size of the steel backer panel will not be modified. The proposed LED Channel letters will read “Corral, Stetson, Ariat and Lucchese” and will feature forty-two (42) inches in height and three hundred and sixty (360) inches in width for a total size of approximately one hundred and five (105) square feet each. The UDC Section 35-612(j)(4) notes that any sign which does not identify a business or service within the historic district is prohibited. Per the UDC, these signs are prohibited.

RECOMMENDATION:

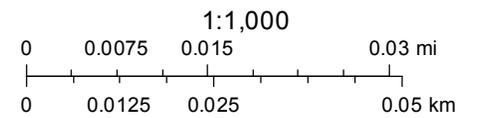
Staff does not recommend approval of items #1 through #3 based on findings a through d. Staff finds that signage featuring reduced sizes and indirect illumination may be appropriate.

City of San Antonio One Stop



April 23, 2019

— User drawn lines



CoSA



100 Soledad St

100 Soledad St

E Commerce St

W Market St



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DRURY
PLAZA HOTEL

E Commerce

E Commerce

Specifications of materials to be used- 100 Soledad:

Booth- will be neon, on a clear plexi glass adhered to stucco wall

Re-facing existing cabinet signs- front lit acrylic channel letters, backed by stainless steel board

Logo signs- acrylic channel letters front lit, adhered to stucco wall



**100 Soledad
Existing Elevation**



Neon Boot

**LED channel letters
49" H x 156" W
directly on stucco**

96" H x 83" W

**LED channel letters
49" H x 156" W
directly on stucco**



CORRAL-STETSON

**LED channel letters on stainless
steel background
42" H x 360" W**

ARIAT LUCCHESI

**LED channel letters on stainless
steel background
42" H x 360" W
re-face existing cabinet sign**

100 Soledad

Proposed Final Elevation- with measurements

**example of LED channel letters
on stainless steel background;**





TEXAS
BOOTS
Western Wearhouse



TEXAS
BOOTS
Western Wearhouse

CORRAL STETSON

ARIAT LUCCHESI

100 Soledad
Proposed Final Elevation