

HISTORIC AND DESIGN REVIEW COMMISSION

September 05, 2018

HDRC CASE NO: 2018-428
ADDRESS: 1010 S FLORES ST
LEGAL DESCRIPTION: NCB 2972 (SOUTH FLORES MIXED USE), BLOCK 4 LOT 11
ZONING: IDZ, H, RIO-7D
CITY COUNCIL DIST.: 1
DISTRICT: Nathan Historic District
APPLICANT: Fred Sanchez III
OWNER: Guillermo Nicolas
TYPE OF WORK: Signage at suite 111
APPLICATION RECEIVED: August 23, 2018
60-DAY REVIEW: October 22, 2018
REQUEST:

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

1. Install one back lit, canopy sign to feature 6' – 5" feet in width and 2' – 3" in height to read "Bamboo". The proposed sign will feature an aluminum backer panel and reverse lit channel letters. The sign will be hung from the existing canopy structure and face the W Guenther.
2. Install one back lit, vertical blade sign to feature 7' – 0" in height and 2' – 0" in width to read "Bamboo". The proposed sign will feature an aluminum backer panel and reverse lit channel letters. The sign will be mounted on the west elevation facing S Flores.

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.

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 applicant has proposed to install two signs at 1010 S Flores, Suite 111, at the corner of W Guenther and S Flores, located within the Nathan Historic District and River Improvement Overlay, District 7-D. Within this application, the applicant has proposed to install one vertically oriented blade sign and one canopy sign.
- b. The Guidelines for Signage 1. Notes that total requested signage should not exceed fifty (50) square feet, should be designed to respect the character and period of construction of the area and should be in proportion to the building's façade. Additionally, the Guidelines for Signage 1.D. and E. notes that signage should be constructed of durable materials and should feature indirect, non-internal lighting.
- c. CANOPY SIGN – The applicant has proposed to install one back lit, canopy sign to feature 6' – 5" feet in width and 2' – 3" in height to read "Bamboo" and feature approximately 14.44 square feet in size. The proposed sign will feature an aluminum backer panel and reverse lit channel letters. The sign will be hung from the existing canopy structure and face the W Guenther. The proposed size, location, materials and lighting are appropriate and consistent with the Guidelines.
- d. BLADE SIGN – The applicant has proposed to install one back lit, vertical blade sign to feature 7' – 0" in height and 2' – 0" in width to read "Bamboo" to feature a total of twenty-eight (28) square feet, including both sides. The proposed sign will feature an aluminum backer panel and reverse lit channel letters. The sign will be mounted on the west elevation facing S Flores. The proposed size, location, materials and lighting are appropriate and consistent with the Guidelines.

RECOMMENDATION:

Staff recommends approval based on findings a through d with the following stipulation:

- i. That the proposed channel letters feature metal faces and be back lit.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Aug 27, 2018

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1010 S Flores St

We would like to add a 7ft by 14in sign to the Flores façade of the building. This sign will be backlit so it will be within the HDRC guidelines for illumination.

We will also would like to place a 6 ½ ft by 27 in. sign on the patio structure. You will currently find a banner hanging that will be the approximate size. This sign will also be backlit.

Although the other tenants at 1010 S Flores do not have lit signs as the anchor of the building we would like the opportunity to attract more clientele to all the businesses in the building.



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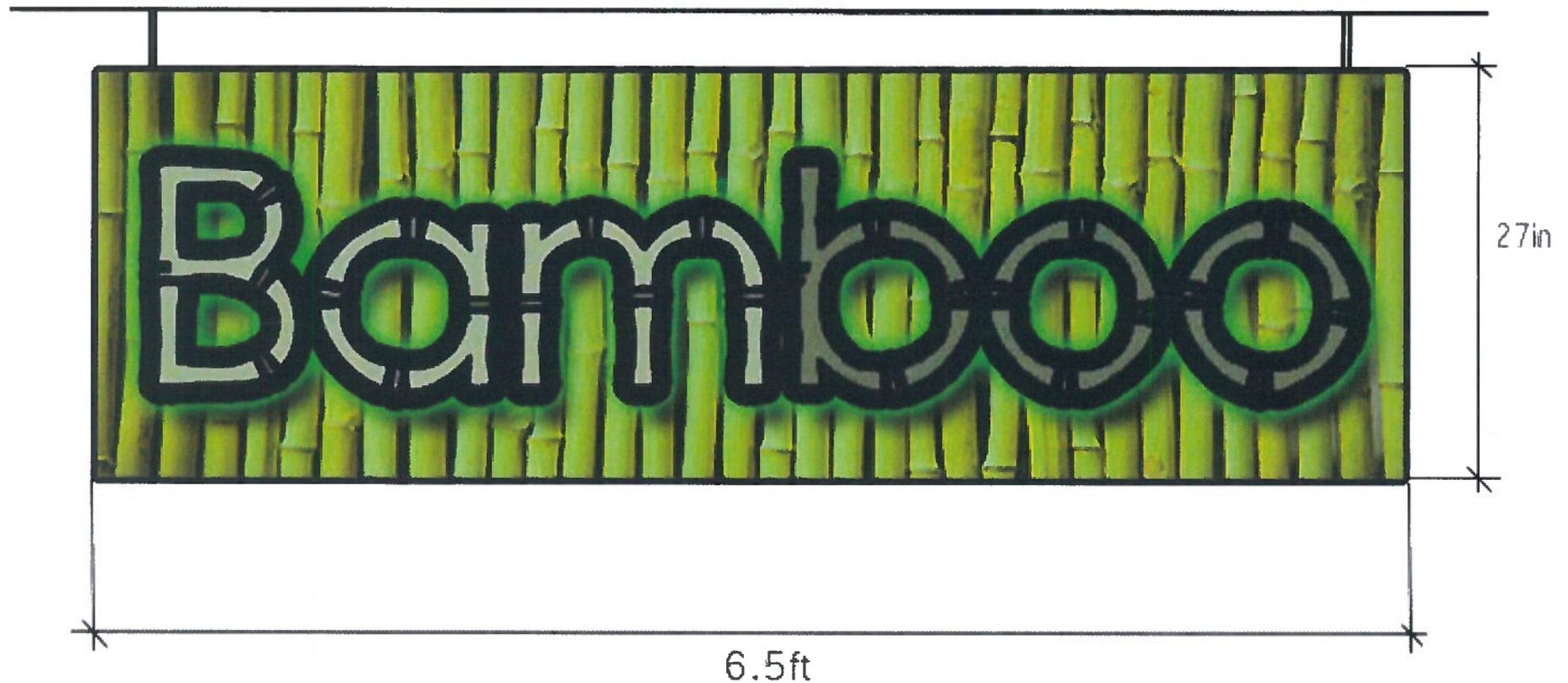




4

Guenther.

Bamboo Horizontal Backlite Sign



Description

This is a One sided backlite sign as shown above the size is 6.5 ft in width and 27 inches in height. The frame is made of metal and the backboard itself is made of aluminum

The font is 21 inches in height and 12.5 inches in width per letter. Led strip lights will also be behind each letter

This sign is a hanging patio sign that will be hanging by steel link chains



[Redacted area]

4

Flores. Bamboo Vertical Backlite Sign

Description

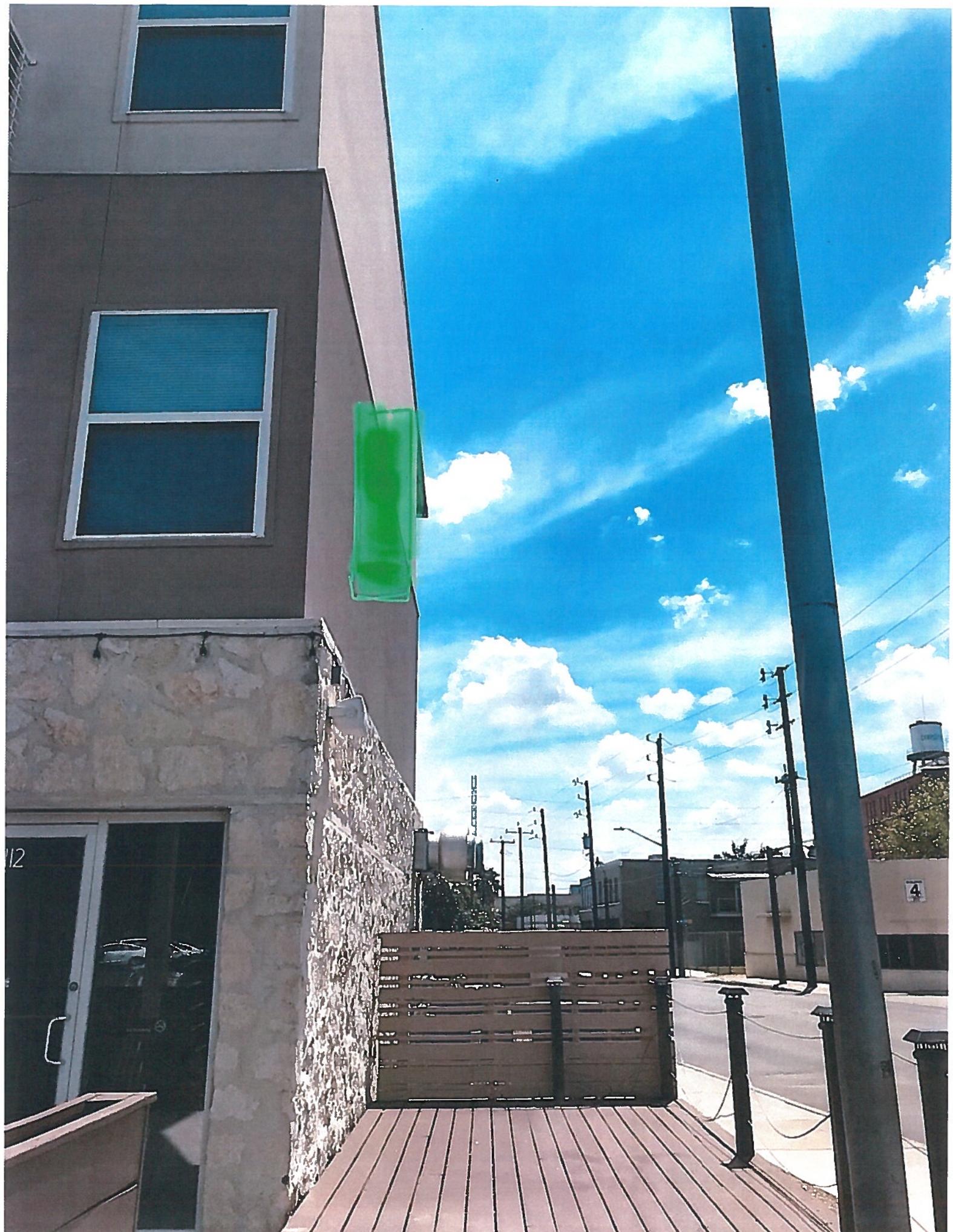
.Backlite sign with led lights
Font size for each
letter is 12inchs in
height and 10inchs in width

The back board itself
as shown is 7ft in
height and 14inchs in width

The led lights will be
installed behind each
individual letter giving the
effect that the letter glows
in a lite green shade color

The mount and actual
structure of the frame and the
backboard is made of alumi-
.num





12

4