

# HISTORIC AND DESIGN REVIEW COMMISSION

June 03, 2020

**HDRC CASE NO:** 2020-223  
**ADDRESS:** 1174 E COMMERCE ST  
**LEGAL DESCRIPTION:** NCB 14082 BLK 2 LOT 4 (EXCEPT S IRR 147.42 FT (.442 A), S IRR 96.39 FT (.236 A) & W IRR 312.5 FT (1.313 A)  
**ZONING:** D, H  
**CITY COUNCIL DIST.:** 2  
**DISTRICT:** St Paul Square Historic District  
**LANDMARK:** Southern Pacific Railroad Station  
**APPLICANT:** Lisa Hernandez  
**OWNER:** Don Thomas/VIA METROPOLITAN TRANSIT  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** May 14, 2020  
**60-DAY REVIEW:** Not applicable due to City Council Emergency Orders  
**CASE MANAGER:** Edward Hall

## REQUEST:

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

1. Install a blade sign on the historic structure at 1174 E Commerce, commonly known as Sunset Station.
2. Install a channel letter sign on the previously approved steel archway adjacent to Sunset Station.
3. Install direction parking signage throughout the St Paul Square Historic District.

## APPLICABLE CITATIONS:

*Historic Design Guidelines, Chapter 6, Guidelines for Signage*

### 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.

## 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-style” 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 is requesting a Certificate of Appropriateness for approval to install signage at St. Paul Square and at 1174 E Commerce, commonly known as Sunset Station. Within this request the applicant has proposed a blade sign, a channel letter sign, and directional parking signs. A pylon sign is located within the application package; however, this sign is prohibited by code and cannot be considered as a request item.
- b. **BLADE SIGN** – The applicant has proposed to install a blade sign to be installed on the west façade of the historic structure commonly known as Sunset Station. The proposed sign will be internally illuminated; however, will feature metal faces and will not produce a glowing cabinet. The applicant has submitted various options for review; however, staff finds option 1, which features an overall square footage of less than fifty (50) square feet to be the most appropriate.
- c. **CHANNEL LETTER SIGN** – The applicant has proposed to install an open face channel letter sign on the previously approved steel archway to feature individually lit channel letters. The proposed signage will feature an overall size of approximately 56 square feet. The applicant has submitted a night rendering of the proposed sign, and generally, staff finds it to be appropriate given the size of the venue and existing archway.
- d. **DIRECTIONAL SIGNAGE** – The applicant has proposed to install parking signs throughout the district that are to feature text that reads “St Paul Square” as well as feature directional parking signage. Generally, staff finds these signs to be appropriate, as they will be attached to existing light poles.

## **RECOMMENDATION:**

Staff recommends approval of items #1 through #3 with the following stipulations:

1. That option 1 be used for the proposed blade sign.
2. That the proposed freestanding, parking signs that will be attached to new poles be no taller than six (6) feet in height.

## **CASE COMMENT:**

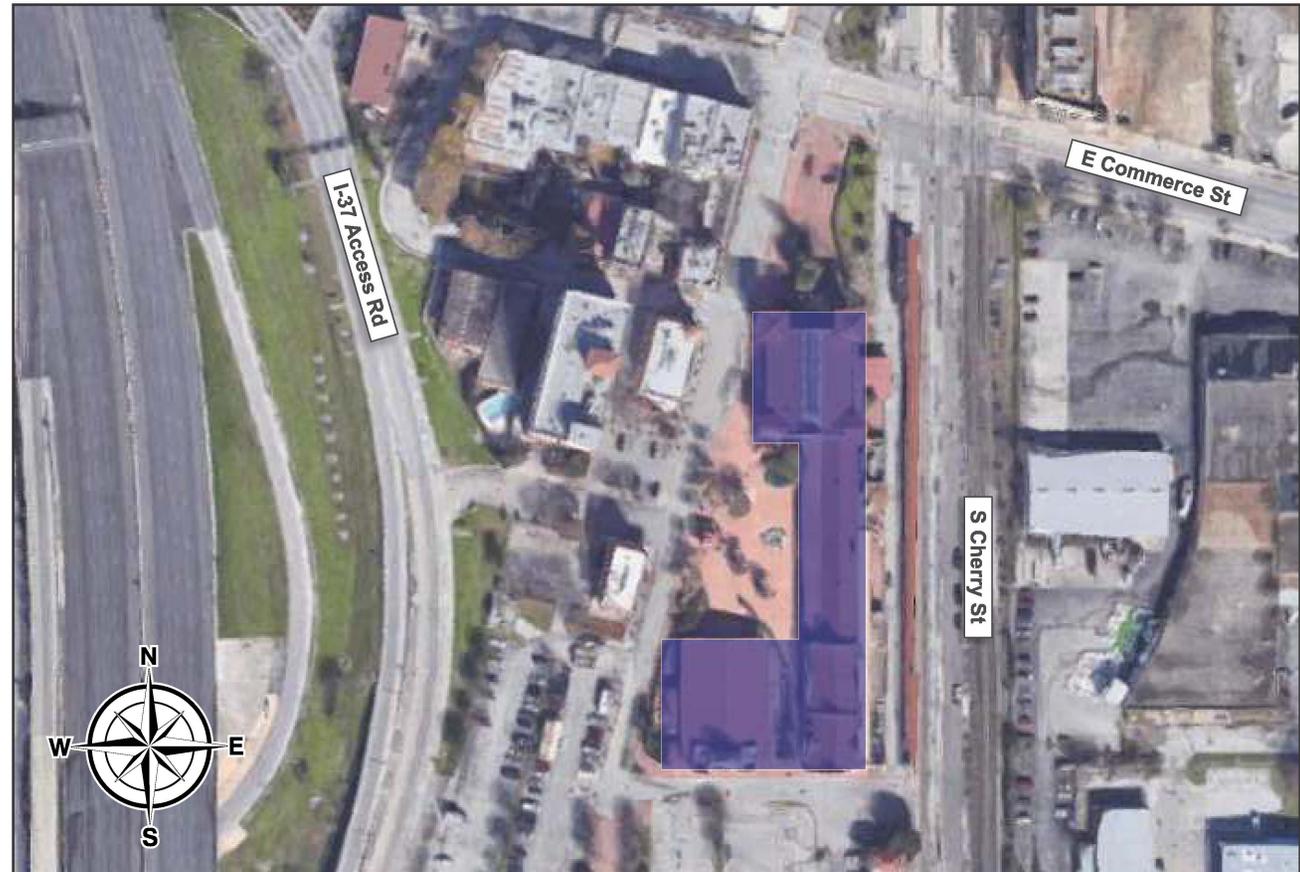
A pylon sign is located within the application package; however, this sign is prohibited by code and cannot be considered as a request item.



# Sunset Station

1174 E Commerce Street, San Antonio, TX, 78205

<b>SIGN A</b>	Sunset Station
Type:	Aluminum/ Vinyl
Illumination:	Non-Illuminated
Square Footage:	5.29
<b>SIGN B</b>	Sunset Station
Type:	D/F Pylon Sign
Illumination:	Internally Illuminated w/ LED's
Square Footage:	63.89
<b>SIGN C</b>	Espee Archway Signage
Sign Type:	Open-face Individual Front Lit CL's w/ self contained power on routed contour Backer
Illumination:	Contour LED's
Square Footage:	55.75
<b>SIGN D</b>	14'-0" - Espee Blade Sign <b>OPTION 1</b>
Sign Type:	D/F Blade Sign
Illumination:	Contour LED's
Square Footage:	43.46



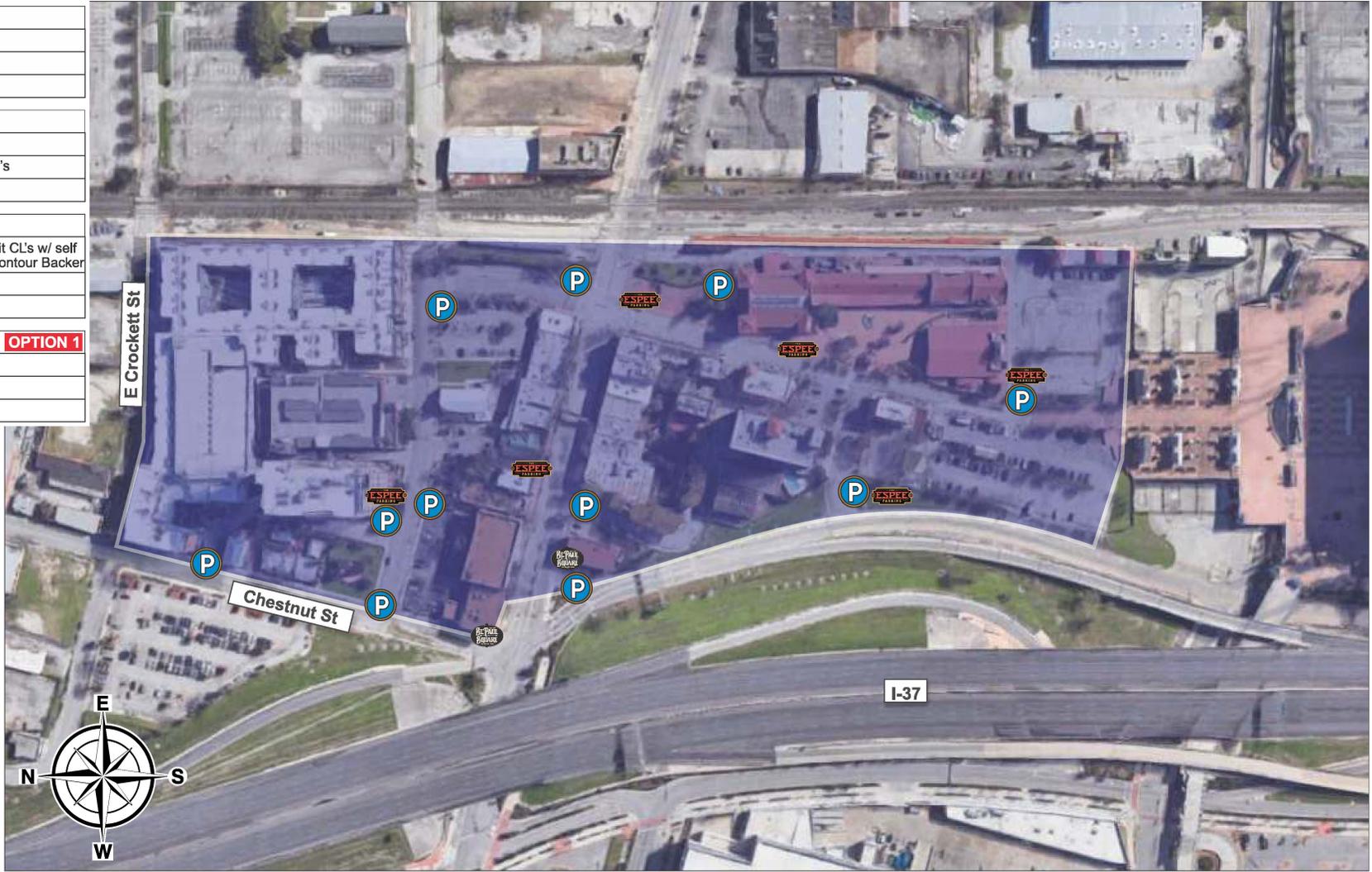
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Sunset Station  
1174 E Commerce St  
San Antonio, TX, 78205

Project ID#: 121390  
Project Mgr: Brenda A.  
Designer: Josh D.  
Created on: 09/05/2019

REVISION	
R1	12/11/19 JD - Added Pylon & Lamp Sign
R3	04/13/20 KF - Added Archway Signage & Main Building Blade Sign
R4	04/21/20 KF - Updated Blade Sign specifications & elevations

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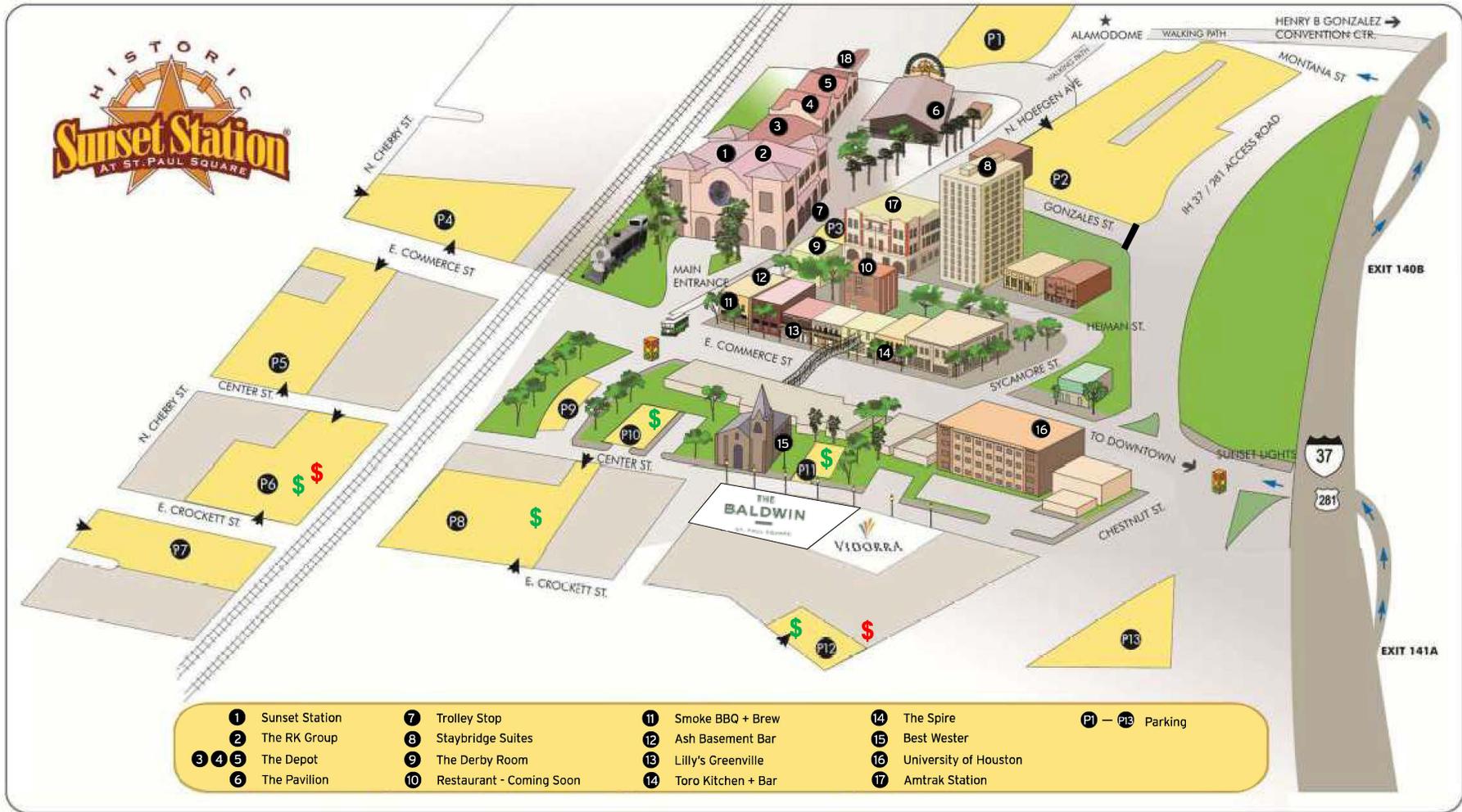


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- |                  |                             |                       |                          |                  |
|------------------|-----------------------------|-----------------------|--------------------------|------------------|
| 1 Sunset Station | 7 Trolley Stop              | 11 Smoke BBQ + Brew   | 14 The Spire             | P1 - P13 Parking |
| 2 The RK Group   | 8 Staybridge Suites         | 12 Ash Basement Bar   | 15 Best Wester           |                  |
| 3 4 5 The Depot  | 9 The Derby Room            | 13 Lilly's Greenville | 16 University of Houston |                  |
| 6 The Pavilion   | 10 Restaurant - Coming Soon | 14 Toro Kitchen + Bar | 17 Amtrak Station        |                  |



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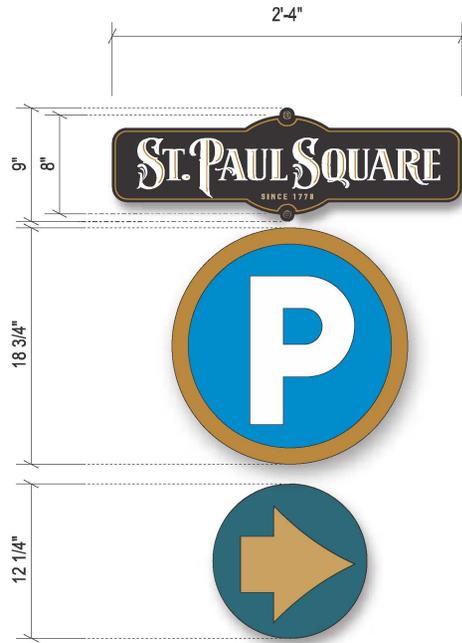
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<b>SIGN A</b>	Sunset Station	<b>OPTION 1</b>
Type:	Aluminum/ Vinyl	
Illumination:	Non-Illuminated	
Square Footage:	5.29	

Mfg. and install (11) Eleven parking signs of .125 aluminum with applied digital print graphics to match color key (2 ea per pole).

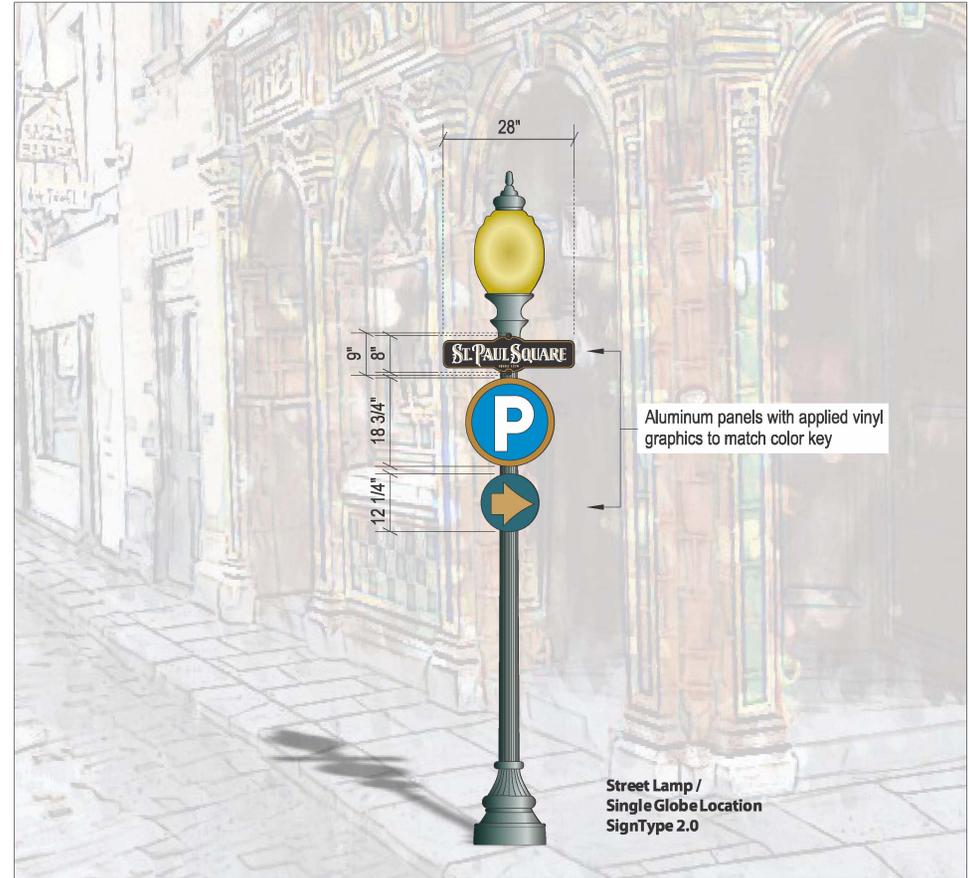
**COLOR KEY**

- PMS 4C Black
- PMS 103C
- PMS Process Blue C
- PMS 3125C
- White



**Sign Layout Detail**

Scale: 1" = 1'-0"



**FACE VIEW**

SCALE: 3/8" = 1'-0"



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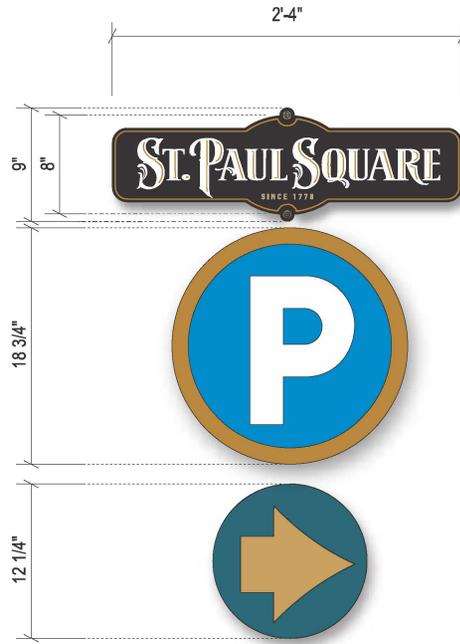
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	R4 04/21/20 KF - Updated Blade Sign specifications & elevations

<b>SIGN A</b>	Sunset Station	<b>OPTION 2</b>
Type:	Aluminum/ Vinyl	
Illumination:	Non-Illuminated	
Square Footage:	5.29	

Mfg. and install (11) Eleven parking signs of .125 aluminum with applied digital print graphics to match color key (2 ea per pole).

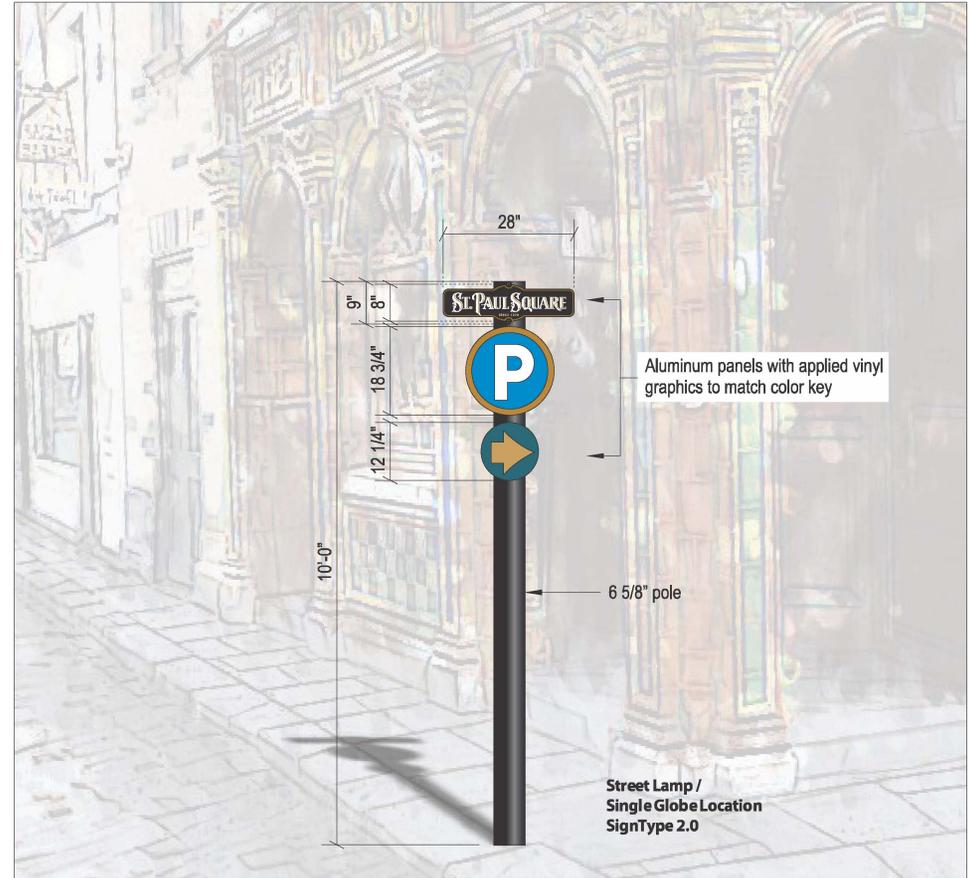
**COLOR KEY**

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- PMS 103C
- PMS Process Blue C
- PMS 3125C
- White



**Sign Layout Detail**

Scale: 1" = 1'-0"



**FACE VIEW**

SCALE: 3/8" = 1'-0"



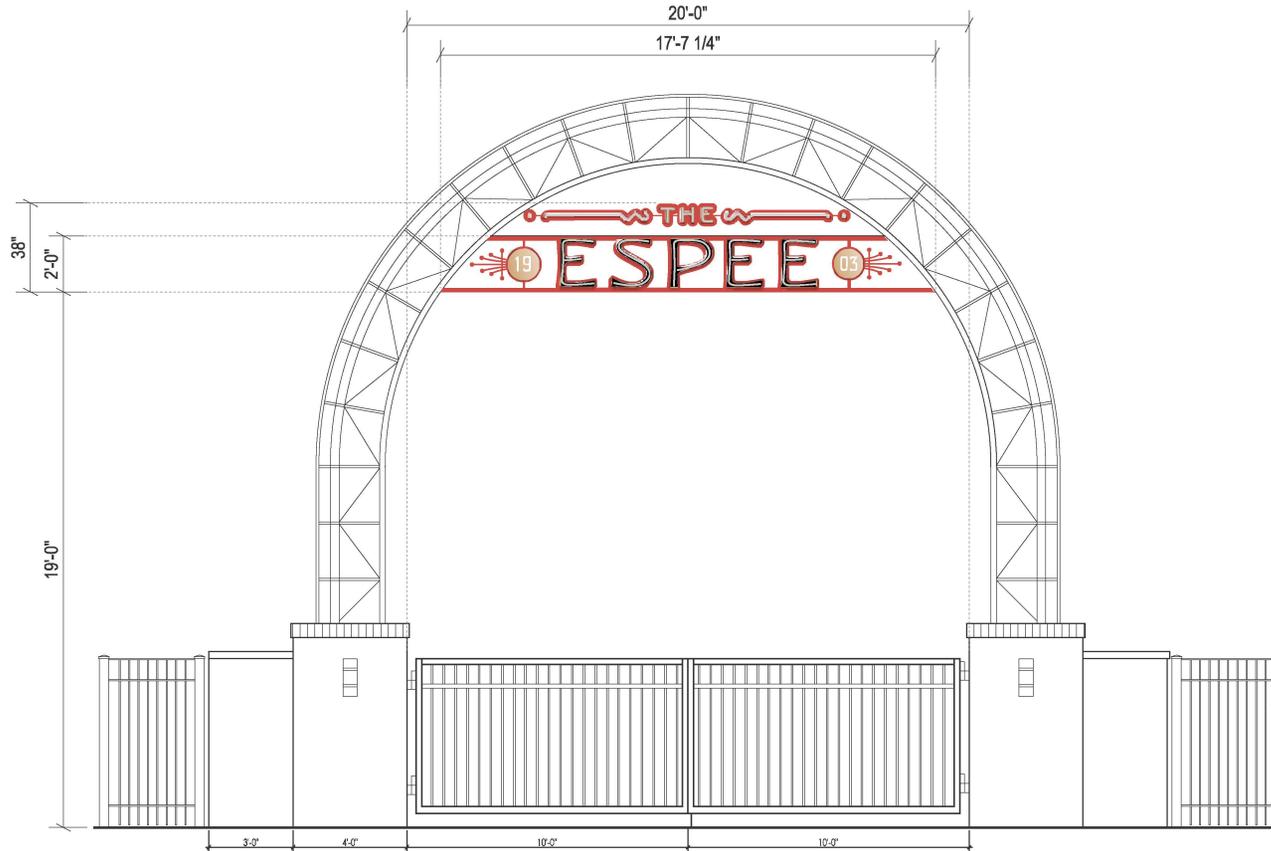
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Sign Type:	Open-face Individual Front Lit CL's w/ self contained power on routed contour Backer
Illumination:	Contour LED's
Square Footage:	55.75



**Front Gate Elevation**  
Scale: 3/16" = 1'-0"



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<b>Square Footage:</b>	55.75



**Sign Layout Detail**

Scale: 1/2" = 1'-0"

Note: Self-contained power supplies within each letter.  
Not to be daisy chained in field

**Electrical Detail:**

- White LEDs
- (X) 60w Power Supplies
- Total Amps: X.XX
- (1) 20 amp 120V Circuit Req.

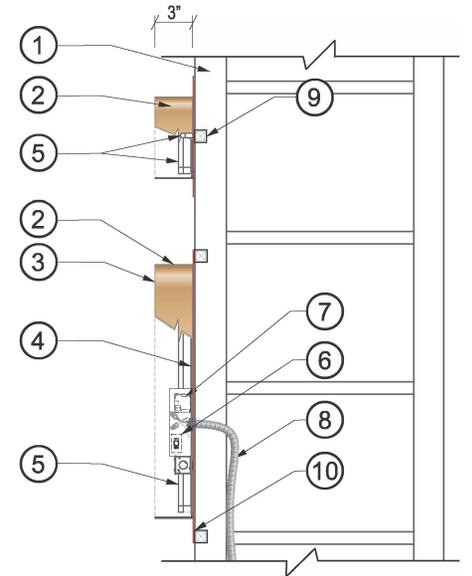


**General Notes:**

- This sign is to be installed in accordance with the requirements of Article 600 of the National Electrical Code.
- Grounded and bonded per NEC 600.7/NEC 250
  - Existing branch circuit in compliance with NEC 600.5, not to exceed 20 amps
  - Sign is to be UL listed per NEC 600.3
  - UL disconnect switch per NEC 600.6- required per sign component before leaving manufacturer. For multiple signs, a disconnect is permitted but not required for each section
  - The location of the disconnect switch after installation shall comply with article 600.6 (A) (1) per NEC

**Specifications: Channel Letters, Self Contained**

- Existing Facade: To be determined
- 0.063" Aluminum letter returns pre-painted white
- Open Face Channel Letters for upper accents & "The" & "Espee" Circular Channel Shapes for "19" & "03"
- .125" ACM backs (pre-finished white) fastened to returns.
- White Contour LED's
- Disconnect switch UL Outdoor rated toggle type w/ neoprene boot per NEC 600-6 mounted on 2" x 1 7/8" utility box/ lid within letter
- Power Supplies within small power supply box, hidden & painted to match backer
- Primary electrical feed in UL conduit
- Mounting Hardware as appropriate
- .125" Routed Contour Backer Panel painted to match (color TBD red)



**Section @ LED Channel Letter**

Scale: N.T.S.



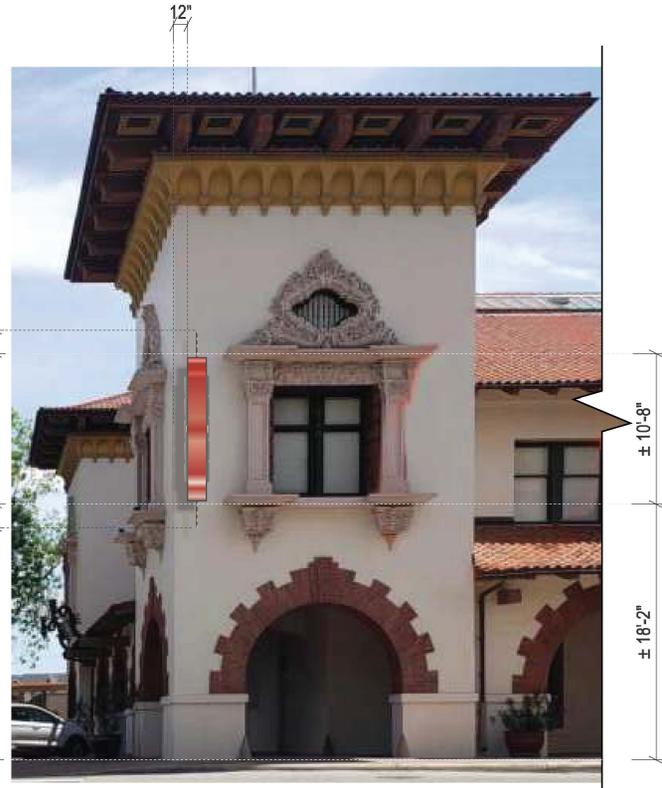
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<b>SIGN D</b>	14'-0" - Espee Blade Sign <b>OPTION 1</b>
Sign Type:	D/F Blade Sign
Illumination:	Contour LED's
Square Footage:	43.46



Existing Blade Sign Support



Existing

**Main Building Blade Sign Elevations**  
Scale: 3/32" = 1'-0"



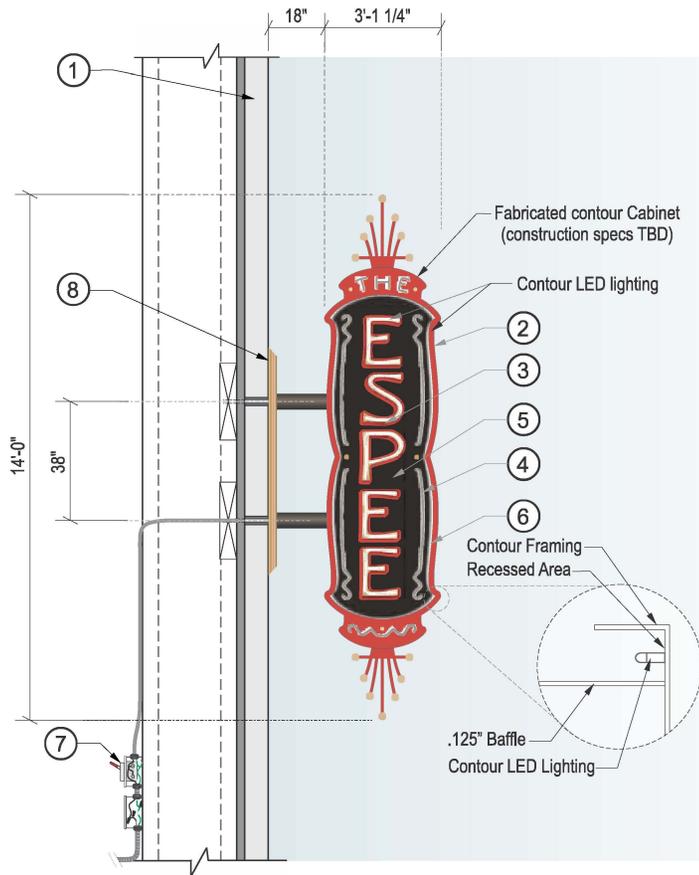
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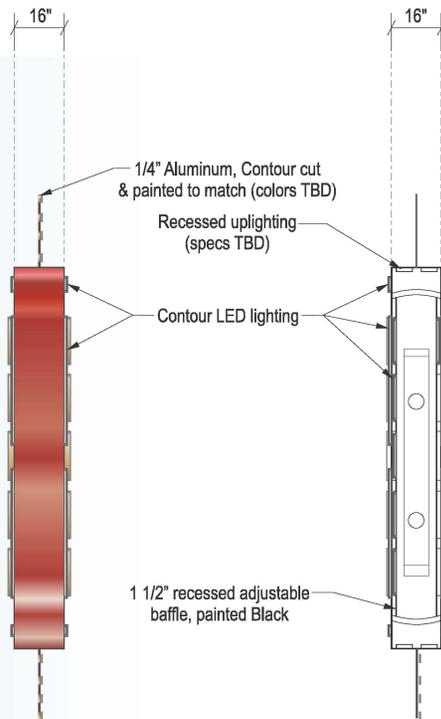
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R4	04/21/20 KF - Updated Blade Sign specifications & elevations
R5	04/27/20 Added option to Sign B, added 4 additional options for Sign D
R6	05/06/20 KF - Updated placement of Blade Sign on Building Elevations

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Sign Type:	D/F Blade Sign
Illumination:	Contour LED's
Square Footage:	43.46



**D/F Blade Sign Detail**

Scale: 1/4" = 1'-0"



**Side View**

Scale: 1/4" = 1'-0"

**Electrical Detail:**

- White LEDs
- (1) 60w Power Supplies
- Total Amps: 0.85
- (1) 20 amp 120V Circuit Req.



**General Notes:**

This sign is to be installed in accordance with the requirements of Article 600 of the National Electrical Code.

- Grounded and bonded per NEC 600.7/NEC 250
- Existing branch circuit in compliance with NEC 600.5, not to exceed 20 amps
- Sign is to be UL listed per NEC 600.3
- UL disconnect switch per NEC 600.6- required per sign component before leaving manufacturer. For multiple signs, a disconnect is permitted but not required for each section
- The location of the disconnect switch after installation shall comply with article 600.6 (A) (1) per NEC

**Specifications:**

- Existing Facade: TBD
- Aluminum sign cabinet (specs TBD)
- 3" depth Open-faced Channel Letters, painted to match (color TBD)
- Contour LED illumination (White) & Power Supplies
- Contour Aluminum adjustable baffle (set at 1 1/2" depth) painted Black, with first surface applied Vinyl Graphic accents
- Contour recessed Aluminum angle framing (specs TBD)
- Waterproof disconnect switch
- Mounting hardware to suit



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