

## HISTORIC AND DESIGN REVIEW COMMISSION

May 06, 2015

### Agenda Item No: 29

**HDRC CASE NO:** 2015-176  
**ADDRESS:** 559 E HUISACHE AVE  
**LEGAL DESCRIPTION:** NCB 3090 BLK 6 LOT 36 ( LAUREL HEIGHTS TERRACE-B) 2013 NEW ACCT PER PLAT9642/22-27 FILED 06-08-12 SEE PARENT ACCT 140503 & 140502. JPR/GIS/06-18-12  
**ZONING:** C2 H  
**CITY COUNCIL DIST.:** 1  
**DISTRICT:** Monte Vista Historic District  
**APPLICANT:** Paul Vidal  
**OWNER:** Court County Investors  
**TYPE OF WORK:** Signage  
**REQUEST:**

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

1. Install one (1) 4' x 15' reverse channel letter sign with the company name "Whitestone Wealth Management" mounted to a corrugated metal panel.
2. Install two (2) 9' x 9' reverse channel letter signs with the letters "WM" mounted to corrugated panels.

### 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

- 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.

## **FINDINGS:**

- a. The Guidelines for Signage 6.D. and 6.E state that signs in historic districts should be constructed of durable materials such as wood, iron, steel, aluminum and metal grill work and should be lit indirectly. The applicant has proposed signage at 559 E Huisache that includes reverse channel letters that are to be halo lit and will be mounted to corrugated metal panels. This is consistent with the Guidelines.
- b. The applicant has proposed three signs that each total more than 50 square feet. According to the Guidelines for Signage, each building will be allowed one major and two minor signs that should not exceed 50 square feet. While the applicant's proposal of one major and two minor signs is appropriate, the proposed square footage is not. Staff recommends that the applicant reduce the square footage of the proposed signage to be consistent with the Guidelines.

## **RECOMMENDATION:**

Staff recommends approval of the proposed signage based on finding #1 with the stipulation that the applicant reduce the total proposed signage to no more than 50 square feet.

## **CASE MANAGER:**

Edward Hall



## 559 E Huisache

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Printed: Apr 22, 2015

# HISTORICAL DISTRICT - FOR REVIEW



Mr. Hall,

Here is the specs for the sign for our client - WhiteStone Wealth Management.

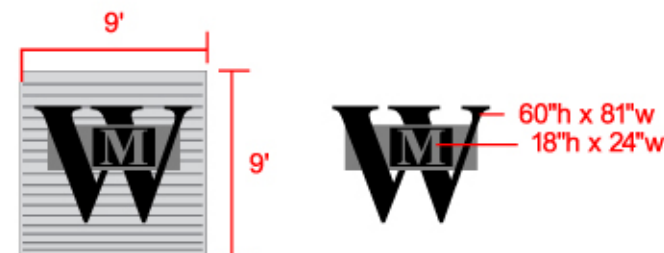
Project call for:

Fabrication of qty 1 - 4' x 15' corrugated panel with reverse channel letters with company name mounted to panel.

Fabrication of qty 2 - 9' x 9' corrugated panels with company WM logo mounted to panel

Fabrication of reversed mounted channel letters to be reverse mounted to corrugated panels

## SIGN SPECS:



**WHITESTONE** — W & S 20" Channel letters  
**WEALTH MANAGEMENT** — lower case letters 16"  
 10" Channel letters

Illumination will consist of LED lighting.

Customer:	Mr. Hall
Company:	City of San Antonio - Historical Dept.
Address:	559 E. Huisache Ave. - Property Address
City:	San Antonio
State/ZIP:	Texas
Phone:	
Fax:	



1706 SW LOOP 410  
 STE 103  
 SAN ANTONIO,  
 TEXAS. 78227  
 SALES REP: PAUL VIDAL  
 210-778-0573  
 Texas Electrical Sign  
 Contractor LIC#-18704

Job No.:	4853-02-15	Date:	04-15-2015
Order Date:		Salesperson:	
Sign Dimensions:		Estimate:	\$ see above
Comments:	Storefront sign for Office		

Reverse mounted channel letters to decorative - Metal Backing  
Letters will be reverse mounted channel letters will letters having a  
halo effect at night.

