

HISTORIC AND DESIGN REVIEW COMMISSION

June 03, 2015

Agenda Item No: 02

HDRC CASE NO: 2015-206
ADDRESS: 214 BROADWAY
LEGAL DESCRIPTION: NCB 421 BLK 24 LOT W IRR 53.98 FT OF 1 & W IRR 57 OF S 31.19 OF 2 & N 29.8 OF 2
ZONING: D HS
CITY COUNCIL DIST.: 1
LANDMARK: Calcasieu Building
APPLICANT: Robert Stephens
OWNER: Alamo Community Group
TYPE OF WORK: Signage
REQUEST:

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

Install window signage at 214 Broadway consisting of one 2' x 3' sign displaying "Nectar Wine Bar and Ale House" and one 2' x 2' sign displaying "Wine Bar". Both signs are to be constructed of aluminum and will be hung from the inside of each window facing out toward the street.

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.

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.

FINDINGS:

- a. The applicant has proposed to install window signage at 214 Broadway consisting of one 2' x 3' sign displaying

“Nectar Wine Bar and Ale House” and one 2’ x 2’ sign displaying “Wine Bar”. Both signs are to be constructed of aluminum and will be hung from the inside of each window facing out toward the street.

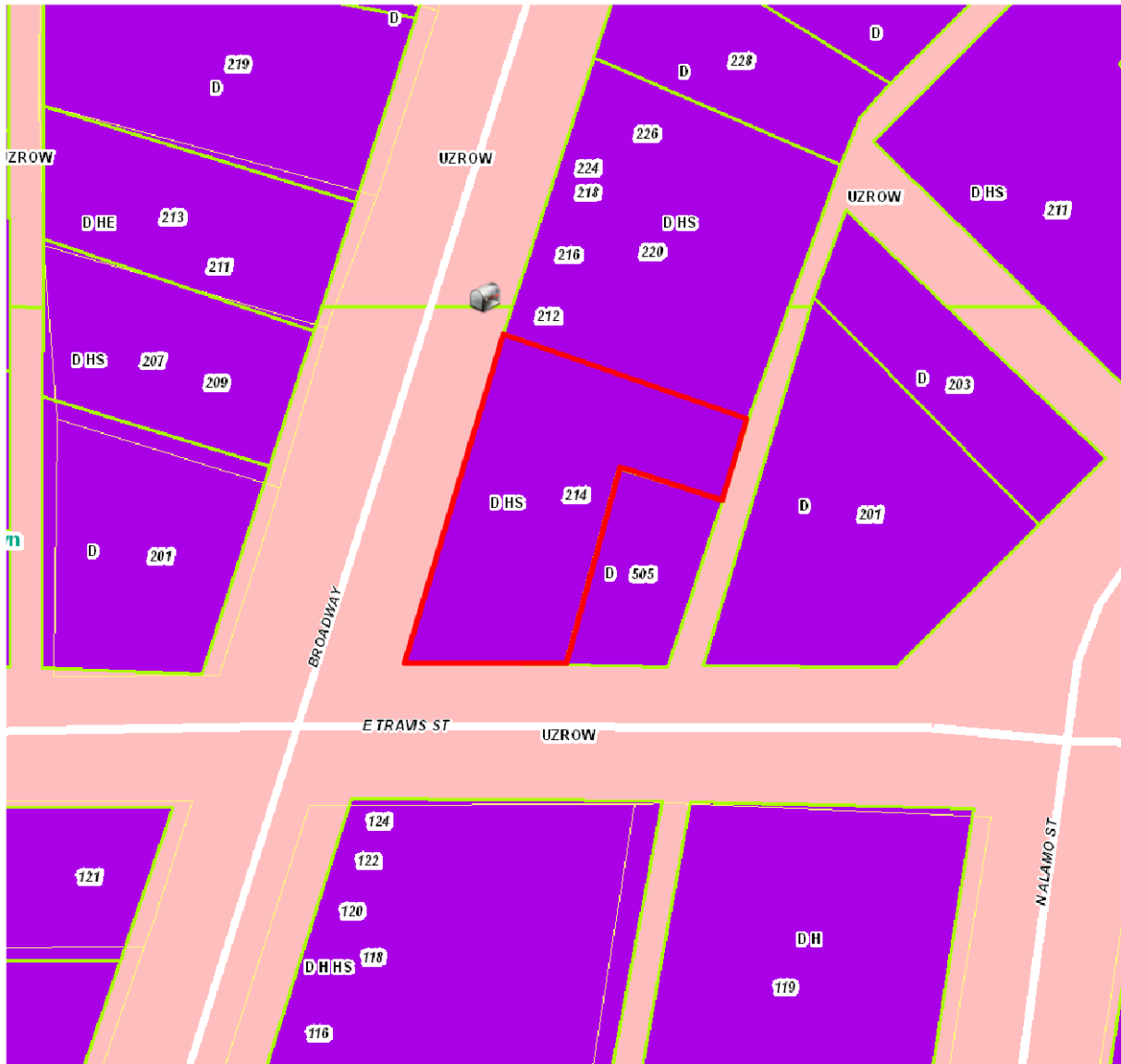
- b. According to the Guidelines for Signage 1.A., signage should not exceed 50 square feet. The applicant has proposed for the total requested new signage to be 10 square feet. This is consistent with the Guidelines.
- c. The applicant has proposed to orient the requested signage toward pedestrian traffic along Broadway. This is consistent with the Guidelines for Signage 1.C.iv.
- d. According to the Guidelines for Signage 1.D.ii., signs should be constructed of durable materials such as wood, wrought iron, steel, aluminum and metal grill work. The proposed sign is to be constructed of aluminum and therefore is consistent with the Guidelines.
- e. The Guidelines for Signage 1.E.i. state that only indirect or bare-bulb sources that do not produce glare to illuminate signs should be used, that all illumination shall be steady and stationary and that internal illumination should not be used. While the proposed sign will be lit by internal LED lights, the LED bulbs will not produce glare and will remain steady and stationary. This is consistent with the Guidelines.

RECOMMENDATION:

Staff recommends approval as submitted based on findings a through c.

CASE MANAGER:

Edward Hall





Flex Viewer

Powered by ArcGIS Server

Printed: May 21, 2015

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Each window on next slide is 5' wide.
This sign will be 2' Tall x 3' Wide



This sign will be 2' x 2'

