

HISTORIC AND DESIGN REVIEW COMMISSION

September 16, 2015

Agenda Item No: 2

HDRC CASE NO: 2015-365
ADDRESS: 101 S SANTA ROSA
LEGAL DESCRIPTION: NCB 14489 BLK LOT E 154.06 FT OF 1
ZONING: D HE
CITY COUNCIL DIST.: 1
LANDMARK: Centro de Artes
APPLICANT: Xavier Gonzalez
OWNER: City of San Antonio
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install two signs at the Texas A&M Educational and Cultural Center.

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.

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 a brushed aluminum sign on the building’s east elevation reading “CENTRO DE ARTES” in capital letters with “TEXAS A&M UNIVERSITY – SAN ANTONIO”, also in capital letters below with a smaller font. The applicant has proposed for this signage to be approximately 80 square feet in size. According to the Guidelines for Signage, signage should be constructed of appropriate materials, such as aluminum, and specifically for wall mounted signs, be of a size that is not greater than twenty-five percent of a building façade. The applicant’s proposal is consistent with the Guidelines.
- b. The applicant has also proposed a pedestrian oriented sign on the east elevation near the pedestrian entrance to read the same as the proposed wall mounted signage listed in finding a. The applicant has proposed for the materials of this sign to match those of the previously mentioned signage. The applicant has proposed for this signage to consist of approximately 15 square feet. Staff finds this request appropriate and consistent with the Guidelines for Signage 3.C.

RECOMMENDATION:

Staff recommends approval as submitted based on findings a and b.

CASE MANAGER:

Edward Hall



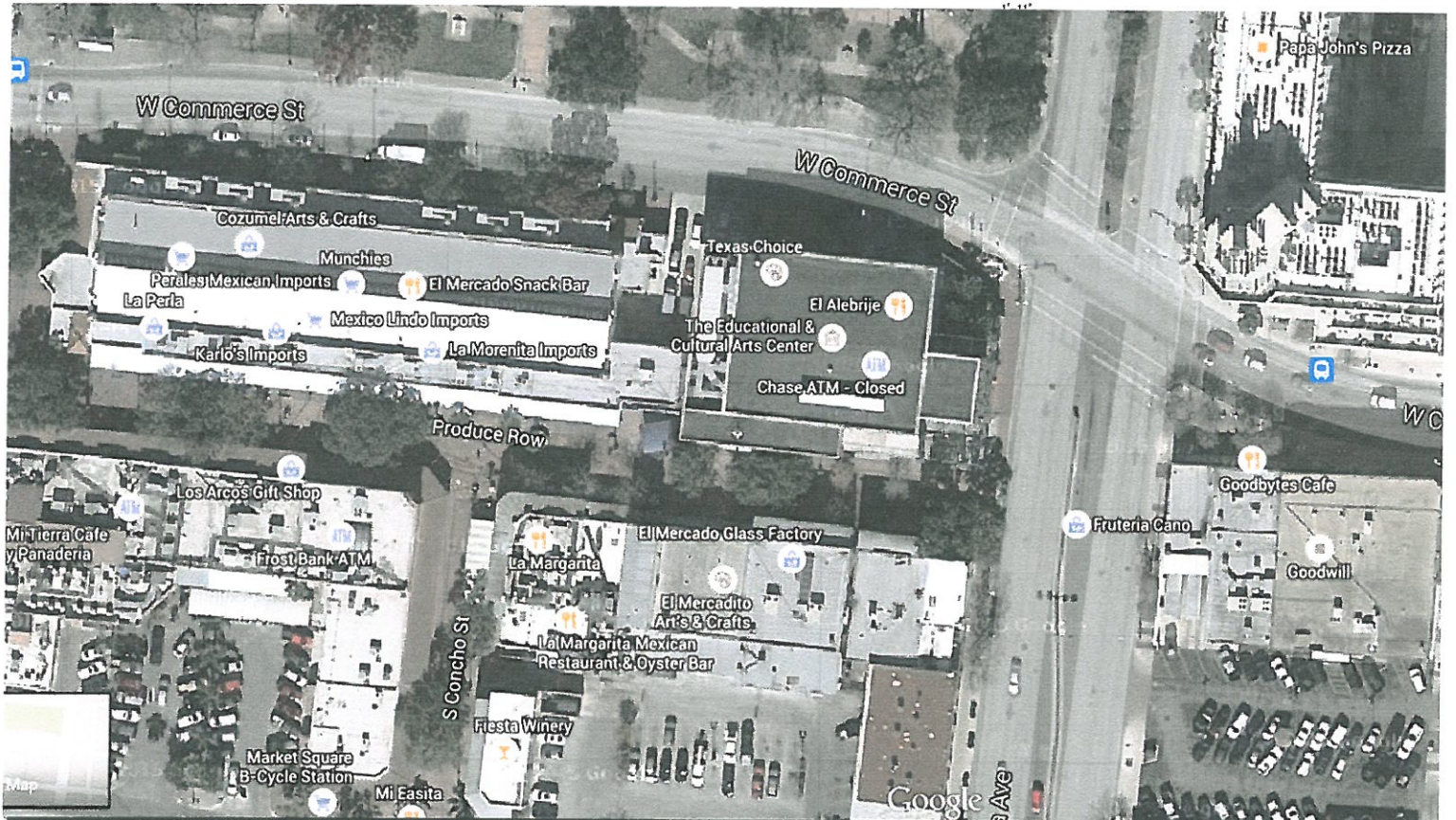


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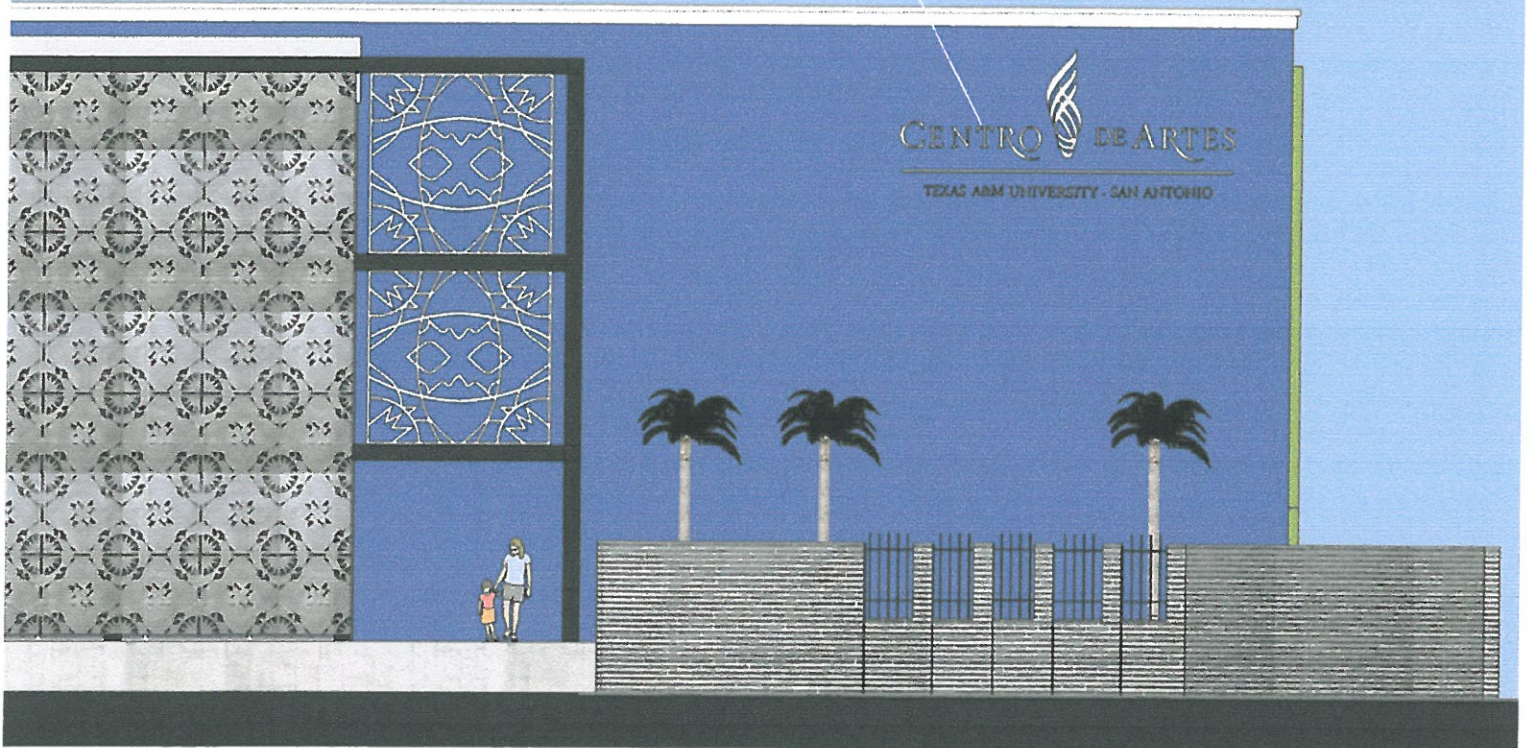


SITE MAP

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architecture

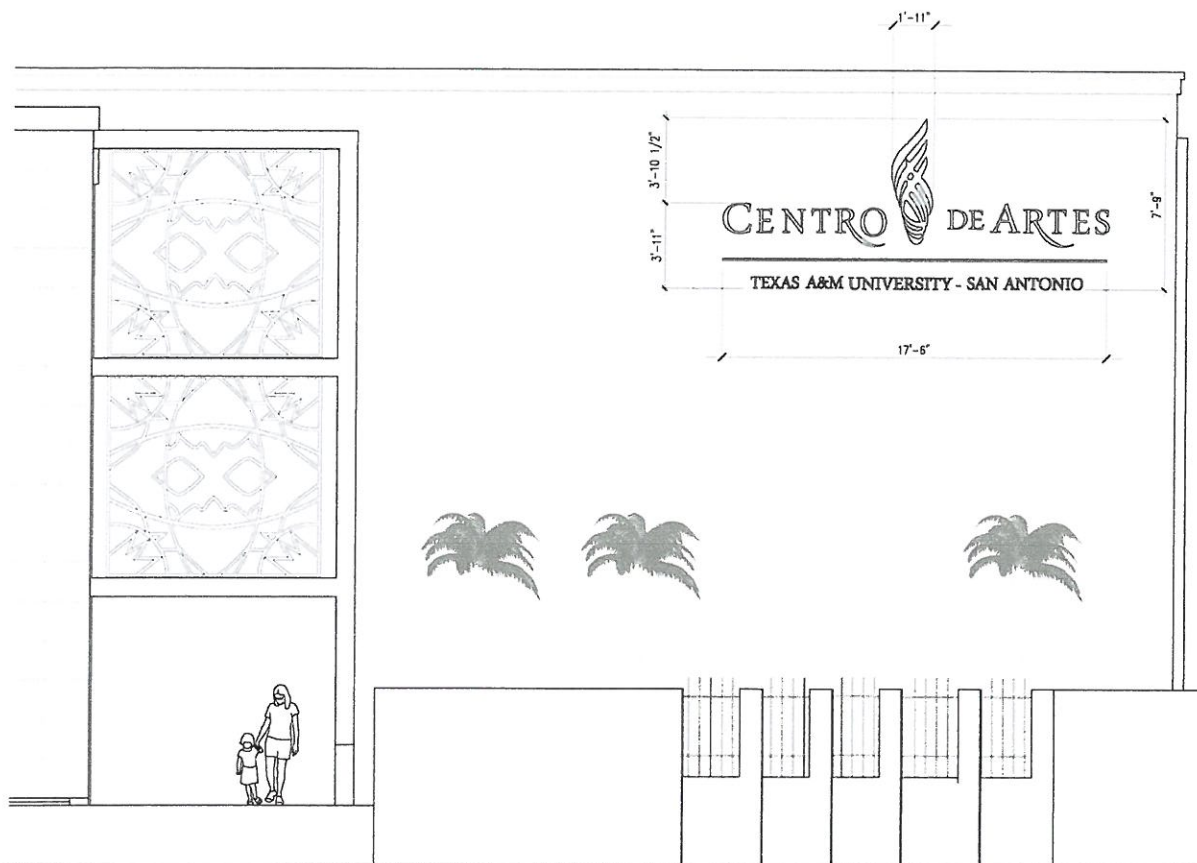
new brushed aluminum
sign



EAST ELEVATION - LARGER HORIZONTAL SIGN

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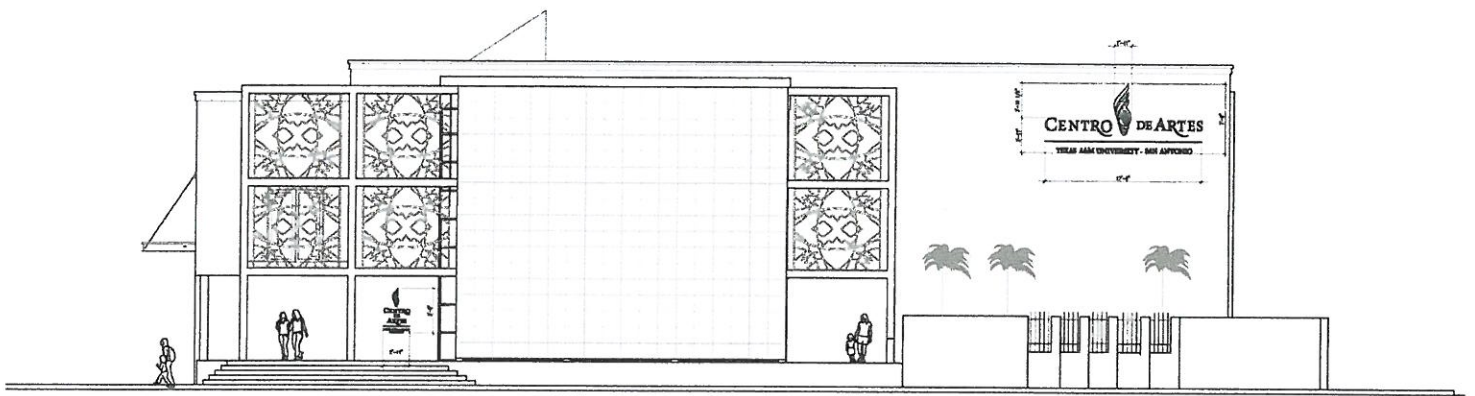
architecture



LARGER HORIZONTAL SIGN

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architecture



EAST ELEVATION

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architecture

new brushed aluminum
signs



EAST ELEVATION

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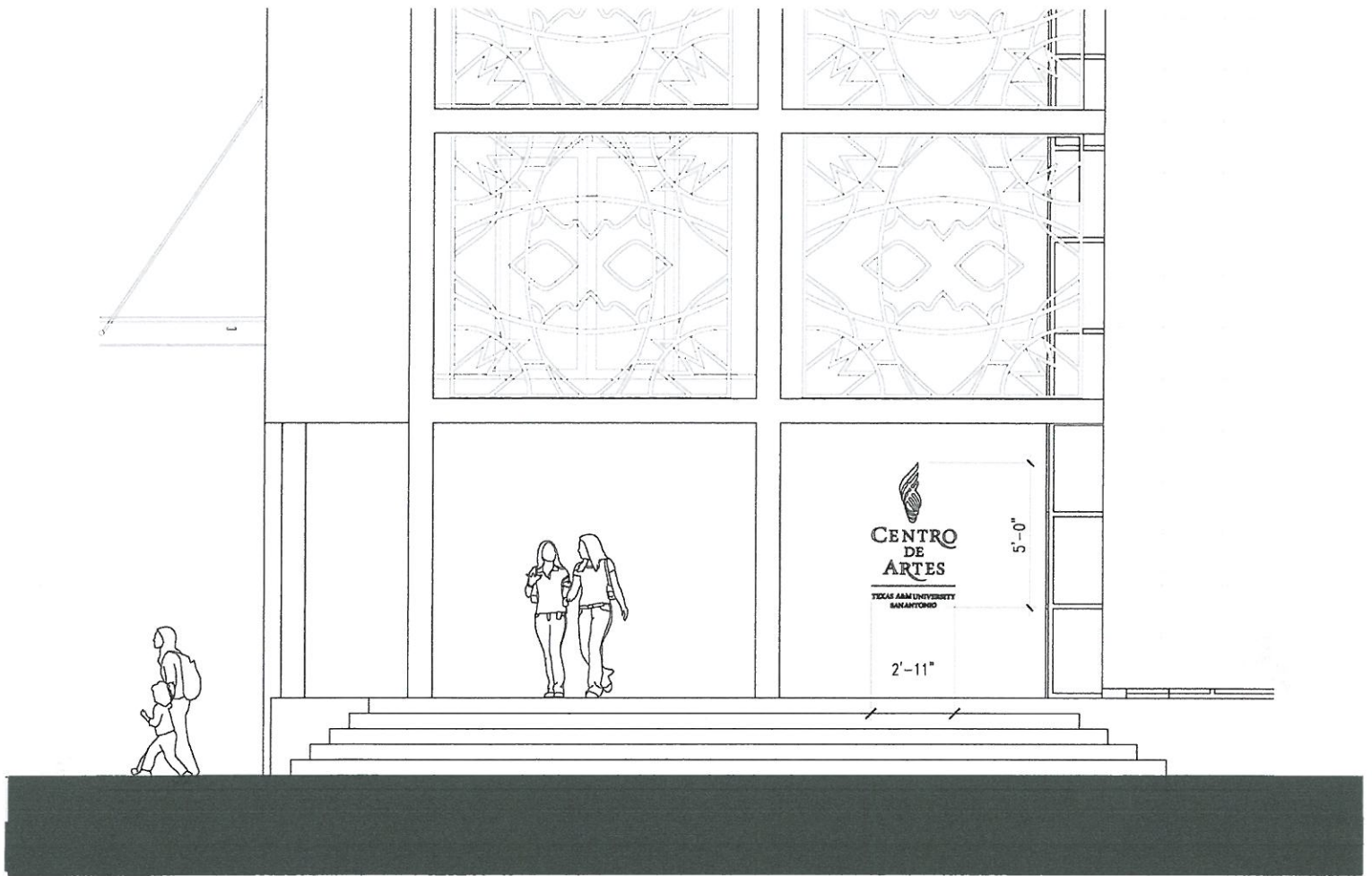


EAST ELEVATION -SMALLER VERTICAL SIGN

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SMALLER VERTICAL SIGN

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