

HISTORIC AND DESIGN REVIEW COMMISSION

September 16, 2015

Agenda Item No: 14

HDRC CASE NO: 2015-349
ADDRESS: 7200 S PRESA ST
LEGAL DESCRIPTION: NCB 10930 BLK LOT 5, 6 & 7
ZONING: MF33 RIO-5
CITY COUNCIL DIST.: 3
APPLICANT: Luis Busmail/HBDC Marketing
OWNER: Brooks Village Equity Fund, LLC
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to replace the existing monument sign that is 7' – 6 ½" in height with a new aluminum, double sided, LED lit monument sign to be a total of 11' – 2" in height and 2' – 5" in width.

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.

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 noncontributing 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 has proposed to remove the existing monument sign at the Brooks Village Townhome development and replace it with a new, aluminum LED lit monument sign to be 11' in height. The applicant has not indicated a change of location for the proposed signage.
- b. According to the Guidelines for Signage 1.A.i., total requested signage should not exceed fifty square feet. The applicant has proposed signage that includes a total of approximately fifty-five square feet, including both sides of the proposed signage. While this is not consistent with the Guidelines for Signage, staff finds that the requested additional square footage is appropriate given the total size of the lot and the location of the requested signage.
- c. Regarding design, the applicant has proposed for the signage to be constructed of aluminum, contain appropriate typefaces and contain no more than three colors. The proposed materials as well as typeface are appropriate.
- d. Per the Guidelines for Signage 4.B.i., the height of freestanding signs should be no more than six feet in height. At a

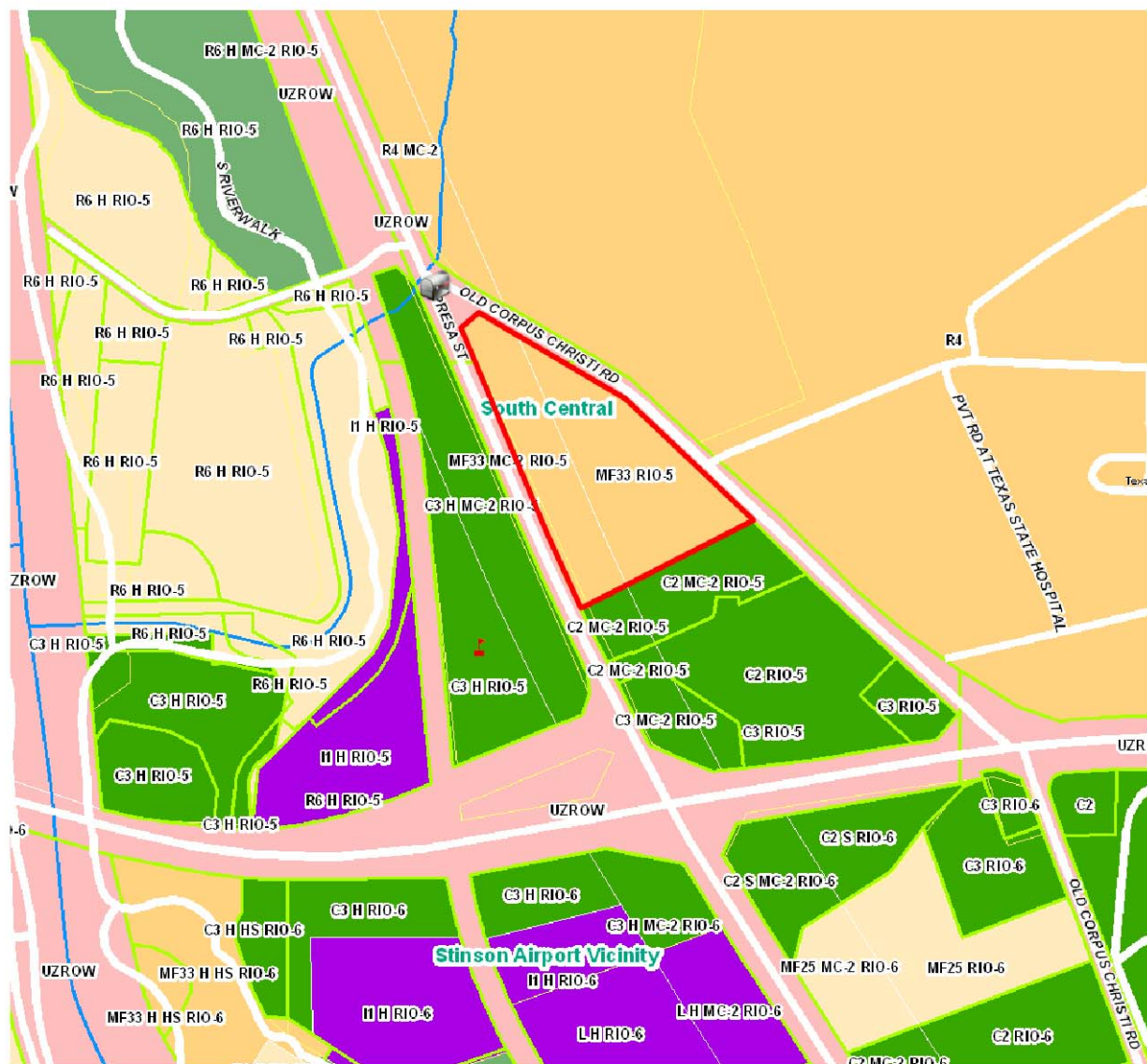
proposed eleven feet in height, the applicant's proposal is not consistent with the Guidelines, however, given the size of the proposed lot as well as the applicant's need to address two individual streets with one sign, staff finds this additional height appropriate.

RECOMMENDATION:

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

CASE MANAGER:

Edward Hall





Flex Viewer

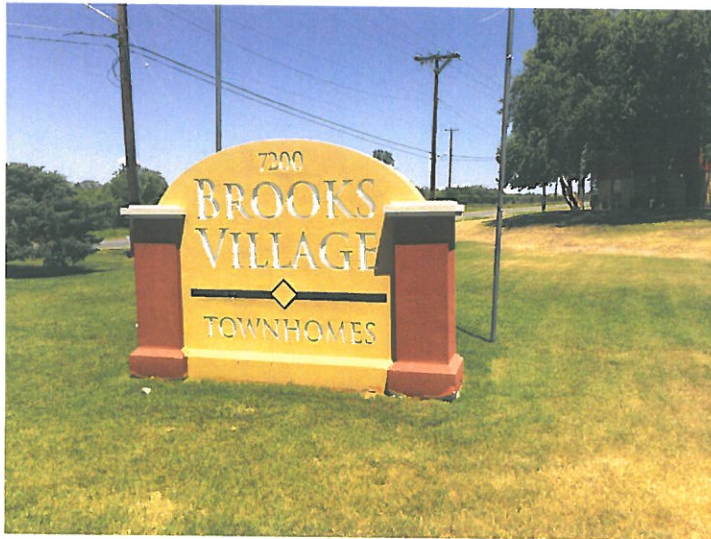
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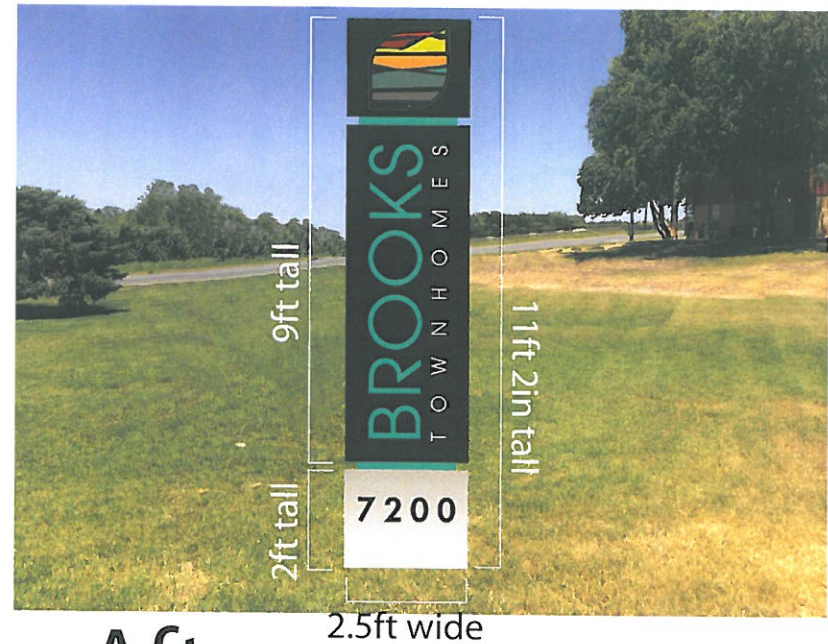
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BROOKS MONUMENT SIGN

Before

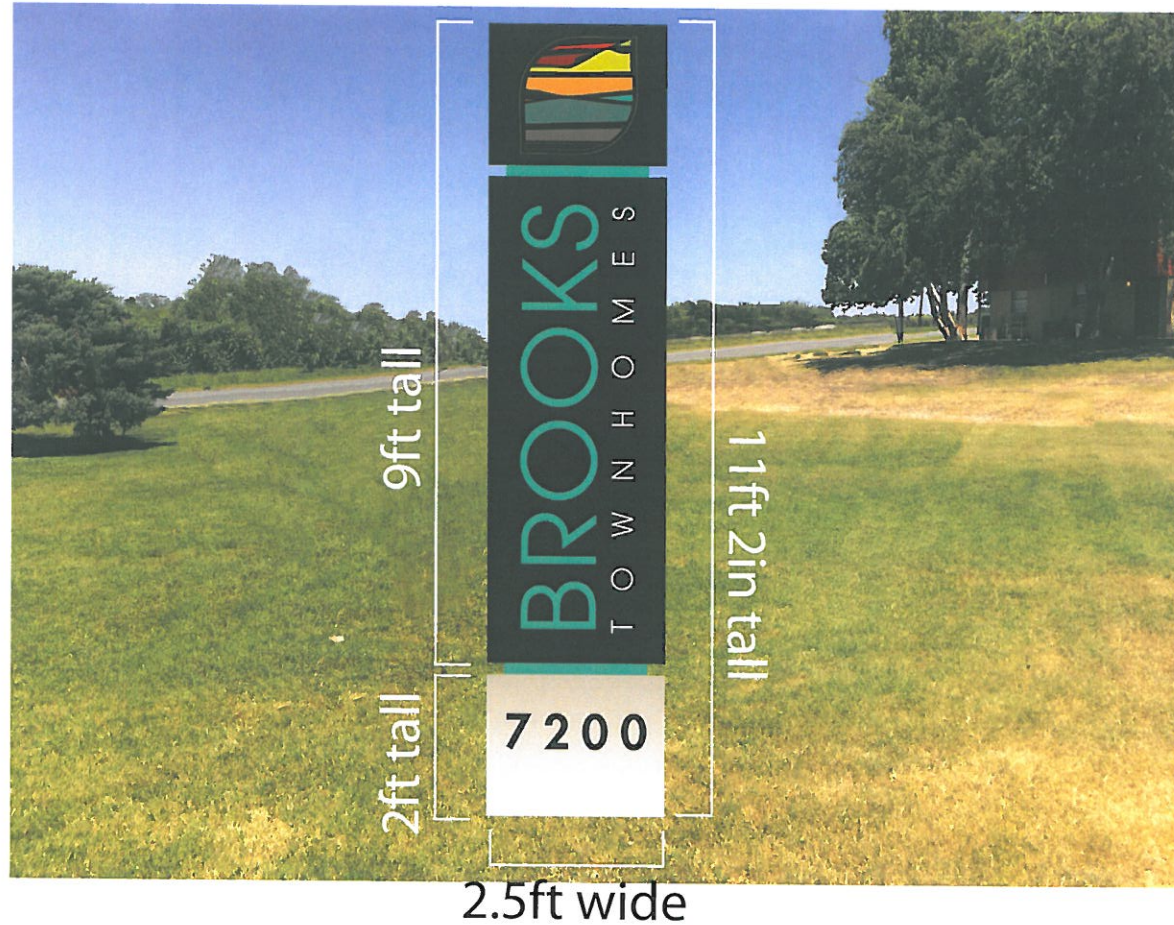


Distance from property line is at least 20ft



After

BROOKS MONUMENT SIGN



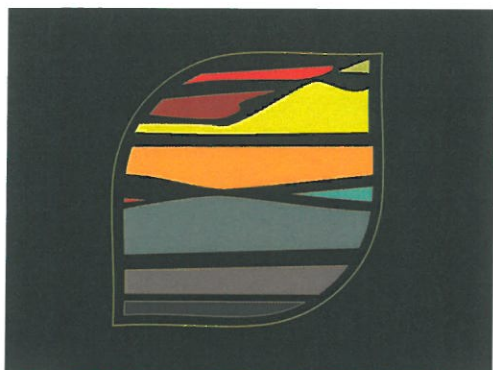
BROOKS MONUMENT SIGN



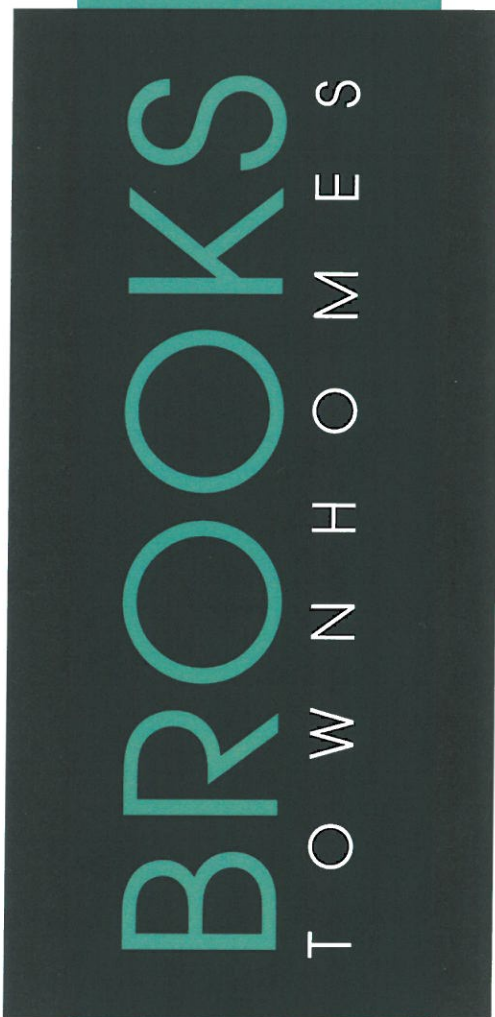
Location of
Monument Sign

Sign is at least 20ft
from Property Line

9.5ft



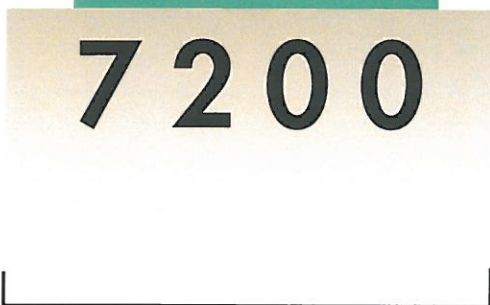
3 Dimensional with
LED lighting



Push though cut
with LED lighting.

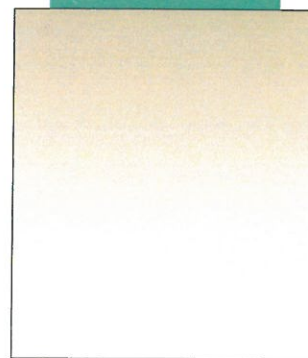
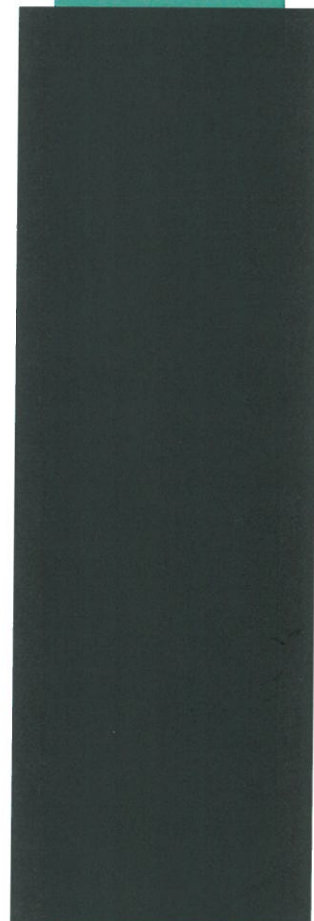
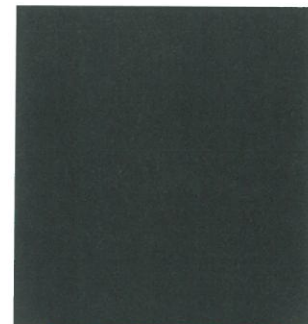
This sign is
double-sided.

2ft



.080
Aluminum letters

2.5ft



1.5ft