

## HISTORIC AND DESIGN REVIEW COMMISSION

September 16, 2015

Agenda Item No: 16

**HDRC CASE NO:** 2015-359  
**ADDRESS:** 218 PRODUCE ROW  
**LEGAL DESCRIPTION:** NCB 428 BLK 1 LOT 1&2, 3 & 4  
**ZONING:** D HE  
**CITY COUNCIL DIST.:** 1  
**LANDMARK:** Munoz and Sons  
**APPLICANT:** John Martinez  
**OWNER:** MTC Real Estate  
**TYPE OF WORK:** Signage  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install exterior signage totaling 30 square feet.

### 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.

## 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 wall mounted sign at the southeast corner of the historic structure at 218 Produce Row. The proposed signage will be mounted above the tile roof overhang facing Concho Plaza and Dolorosa and will be approximately thirty square feet in size.
- b. Per the Guidelines for Signage 3.A., wall mounted signs should be attached to historic facades with frames of materials that are appropriate to the building's period of construction, such as wood or metal. In addition to this, signs should also be constructed of durable materials. The applicant has proposed to construct the sign out of aluminum, featuring off set aluminum, dura brass plated letters. This is consistent with the Guidelines.
- c. The installation of signage should always be in a manner than does not cause any irreversible damage to nor obscure any architectural features of the historic structure's façade. The applicant has proposed to install the proposed signage where it will obscure a portion of the structure's cornice. Staff recommends that the applicant raise the propose signage above the cornice to avoid this obstruction.
- d. Regarding lighting, the applicant has proposed to light the proposed signage with an internal panel of LED lights. The applicant has noted that the proposed aluminum, dura brass plated letters will be set  $\frac{3}{4}$  of an inch from the surface of the aluminum sign. Beneath the surface of the aluminum sign the applicant has proposed a white lexan plastic cover to diffuse the LED lights, in turn creating a back lit, halo effect to the proposed sign. This is an appropriate lighting source and is consistent with the Guidelines for Signage 1.E.i.

## RECOMMENDATION:

Staff recommends approval based on findings a through d with the stipulation that the applicant mount the signage above the existing cornice as to not obscure any historic architectural elements.

## CASE MANAGER:

Edward Hall





## Flex Viewer

Powered by ArcGIS Server

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SIGN LOCATION

Customer:	PETE CORTEZ	
Company:	MTC INC	
Address:	DOLOROSA	
City:	SAN ANTONIO	State/ZIP: TX
Phone:	210.262.7990	
Fax:		

Job No.:	VIVA VILLA	Date:	2015
Order Date:		Salesperson:	
Sign Dimensions:	71 IN X 71 IN	Estimate:	\$
Comments:	INSTALLATION BY NEON BY RUDY - RUDY VIGIL		





71 in x 71 in





*Don Pancho Pizzini, third from left, in front of his grocery store. 1890s photograph, private collection.*



THE LETTERS ARE SET 3/4 OF AN INCH FROM SURFACE OF WHITE LEXAN TO GIVE THE LETTERS AN EDGE GLOW

1/4-20  
WELD STUD

0.125 ALUMINUM

BACK PANEL ATTACHES TO WALL

.125 ALUMINUM PAINTED  
WEATHERED BLACK

SIZE OF SIGN IS  
71 INCH CIRCLE WITH  
A 3 1/2 INCH RETURN

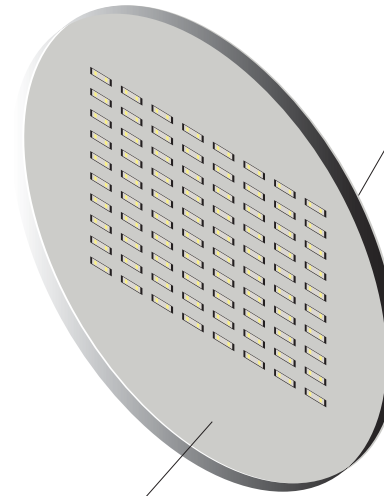


front view

THESE LETTERS ARE CUT OUT OF .125 ALUMINUM  
AND PLATED IN DURA BRASS



side view



INTERNAL UL LISTED LED LIGHTS ATTACH  
TO BACK PANEL

3/16 WHITE LEXAN PLASTIC TO DIFFUSE LED LIGHTS

BACK PANEL HOLDS LED LIGHTS  
AND FRONT PANEL  
ATTACHES OVER BACK PANEL

EXISTING WALL

Customer:	PETE CORTEZ		
Company:	MTC INC		
Address:	DOLOROSA		
City:	SAN ANTONIO	State/ZIP:	TX
Phone:	210.262.7990		
Fax:			

Job No.:	VIVA VILLA		Date:	2015
Order Date:			Salesperson:	
Sign Dimensions:	71 IN X 71 IN		Estimate:	\$
Comments:	INSTALLATION BY NEON BY RUDY - RUDY VIGIL			