

## HISTORIC AND DESIGN REVIEW COMMISSION

October 21, 2015

Agenda Item No: 24

**HDRC CASE NO:** 2015-411  
**ADDRESS:** 8535 MISSION RD  
**LEGAL DESCRIPTION:** NCB 7464 BLK 3 LOT 2 STINSON MUNICIPAL AIRPORT SUBDIVISION  
UT-2  
**ZONING:** I1 H  
**CITY COUNCIL DIST.:** 3  
**DISTRICT:** Mission Historic District  
**APPLICANT:** Paul Vidal/Custom Signs & Consultants  
**OWNER:** City of San Antonio  
**TYPE OF WORK:** Final approval of signage  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install signage at Stinson Municipal Airport to include the following:

1. An internally illuminated wall mounted cabinet sign that is to measure seven feet in height and five feet in width on the south facing facade of the existing Hangar 2. The face is to be white polycarbonate pan with a cabinet depth of five inches.
2. Reface an existing pole sign with a new located to the immediate west of Hangar 2, white polycarbonate pan face. The dimensions of the replacement sign is to be 6'-2 1/2" in height by 6'-4" 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.

## 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.

## 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-stylel 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 install an internally illuminated wall mounted cabinet sign that is to measure seven feet in height and five feet in width on the south facing façade of Hangar 2 as well as reface an existing, pole mounted sign to the immediate west of Hangar 2. According to the Guidelines for Signage 1.A., each building will be allowed one major and two minor signs with the total square footage to not exceed fifty square feet. With the existing pole signage which has been proposed to be replaced as well as the proposed new signage, the new tenant, AV Fuel would have approximately 120 square feet of signage. This is not consistent with the Guidelines.
- b. According to the Guidelines for Signage 1.A. and D., new signage should be designed appropriately regarding scale and should not be constructed of synthetic materials such as plastic, fiberglass or highly reflective materials. The applicant has proposed this sign to be approximately 36 square feet which is consistent with the Guidelines, however, the applicant has proposed polycarbonate as the sign's primary material. The applicant's proposed signage materials are not consistent with the Guidelines. Staff recommends the applicant adhere to the Guidelines for Signage regarding materials.
- c. The existing pole sign currently features 108 square feet of available signage, however, the tenant has only proposed to occupy approximately 84 square feet of this signage by refacing the existing signage. Given that this request is to reface the existing pole sign, this request is appropriate.

#### **RECOMMENDATION:**

Staff does not recommend approval of item #1 based on finding b.

Staff recommends approval of item #2 based on finding c.

#### **CASE MANAGER:**

Edward Hall





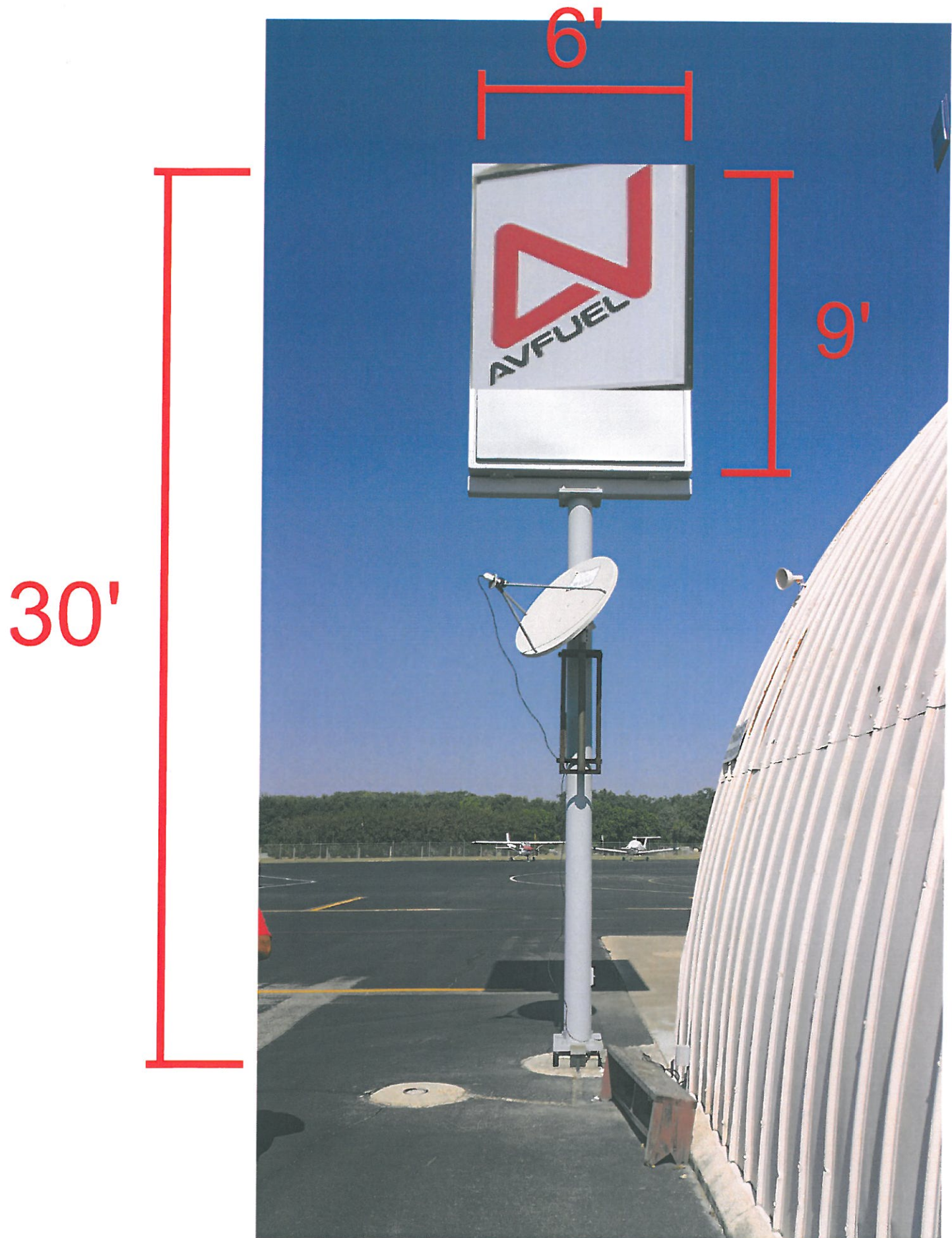
## Flex Viewer

Powered by ArcGIS Server

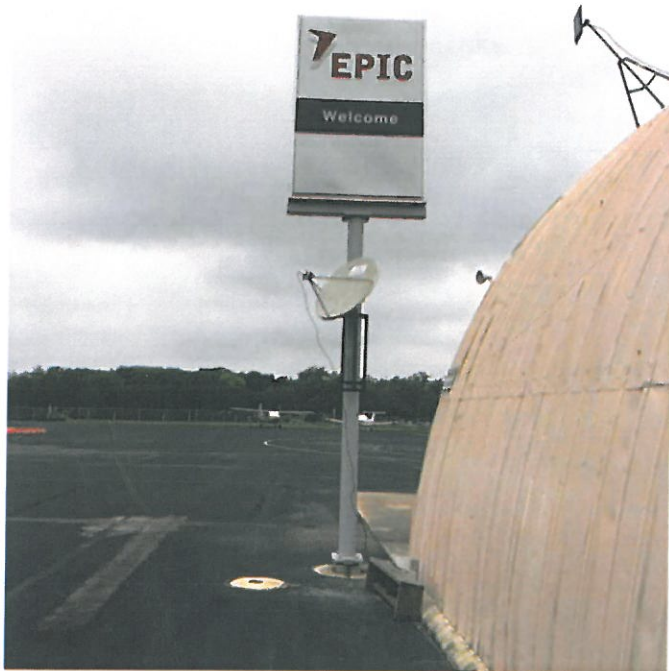
Printed: Oct 13, 2015

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Refacing to change name or fuel company







EXISTING



PROPOSED

6' wide

5'6"

AVFUEL  
CB 1451  
IMPERIAL AVIATION LLC  
8431 MISSION ROAD  
SAN ANTONIO, TX  
ORDER#:

ALL INFORMATION CONTAINED ON THIS DRAWING IS CONFIDENTIAL AND PROPRIETARY. IT IS THE SOLE PROPERTY OF ADAMS SIGNS AND IS NOT TO BE REPRODUCED BY ANYONE WITHOUT WRITTEN CONSENT FROM ADAMS SIGNS.

ACCEPTED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

THIS SIGN SHALL REMAIN THE PROPERTY OF  
ADAMS SIGNS UNTIL FULLY PAID FOR.

THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL REPRESENTATION OF THE PROPOSED SIGNAGE. DUE TO  
VARIATIONS IN PRINTING DEVICES AND SUBSTRATES, THE FINISHED PRODUCT MAY DIFFER SLIGHTLY FROM DRAWING.



**ADAMS ELECTRIC SIGNS**  
**MASSILLON, OHIO**

SCALE: NTS

DATE: 7-17-15

SALES: JOEY

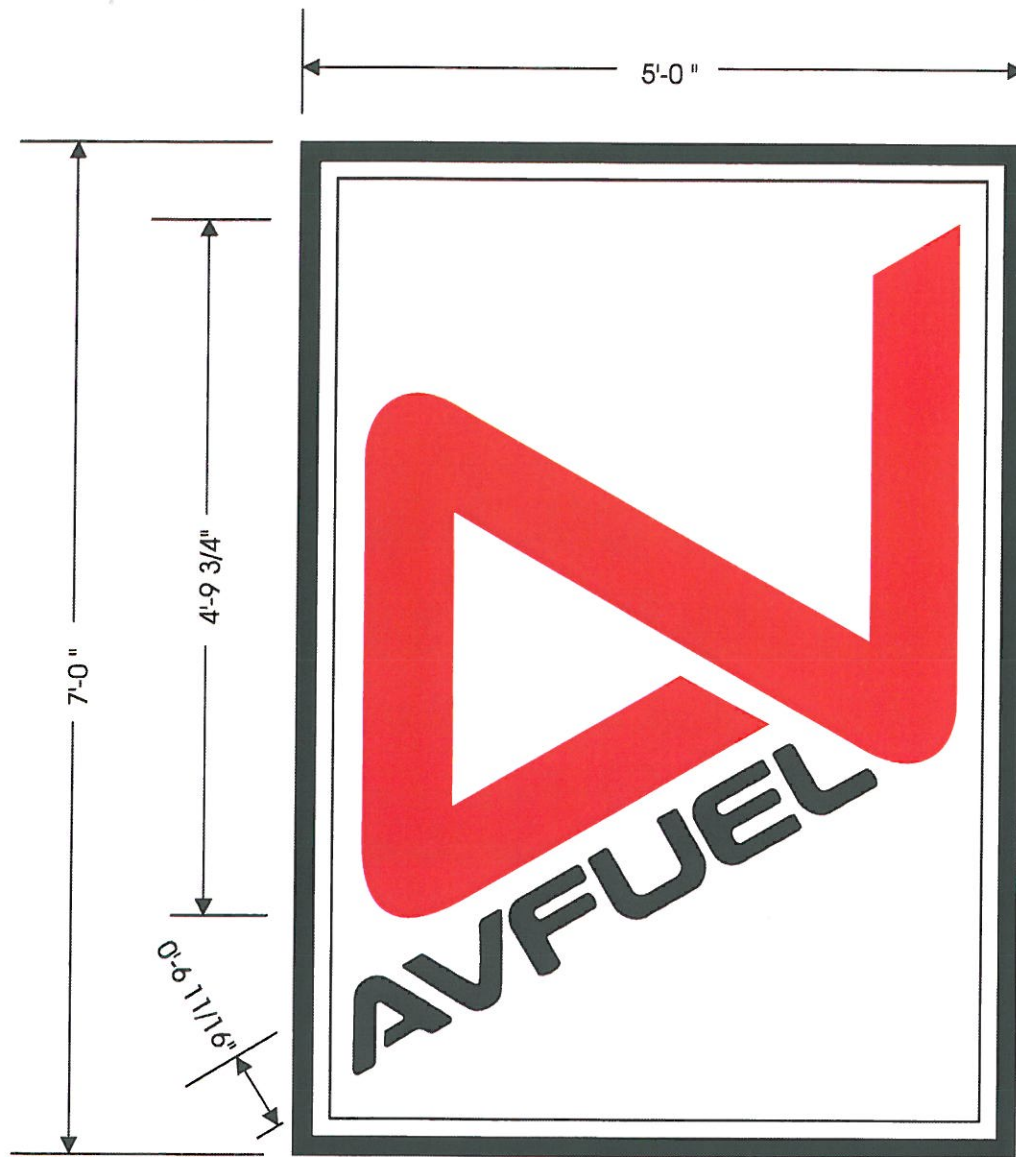
ART: RS

DWG.#: 0715046

CKD.:

AS BUILT: CABINET TRIM SIZE:

FACE TRIM SIZE:



(1) COMPLETE S/F INTERNALLY ILLUMINATED WALL MOUNTED CABINET SIGN.  
 THE FACE IS TO BE STANDARD WHITE POLYCARBONATE PAN,  
 THE RETAINER IS FIGURED FOR 1 1/2". THE SIGN IS TO BE  
 UL LISTED WITH A SERVICE SWITCH INSTALLED. THE CABINET DEPTH  
 IS TO BE 5".

**AVFUEL**  
**CB 1451**  
**IMPERIAL AVIATION LLC**  
**8431 MISSION ROAD**  
**SAN ANTONIO, TX**  
**ORDER#:**

**COLORS:**  
 FACE: WHITE  
 LOGO: T12485 RED  
 COPY: BLACK  
 CABINET: BLACK

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**ADAMS ELECTRIC SIGNS**  
**MASSILLON, OHIO**

SCALE: 3/4" = 1'-0"

DATE: 7-17-15

SALES: JOEY

ART: RS

DWG.#: 0715045

CKD.:

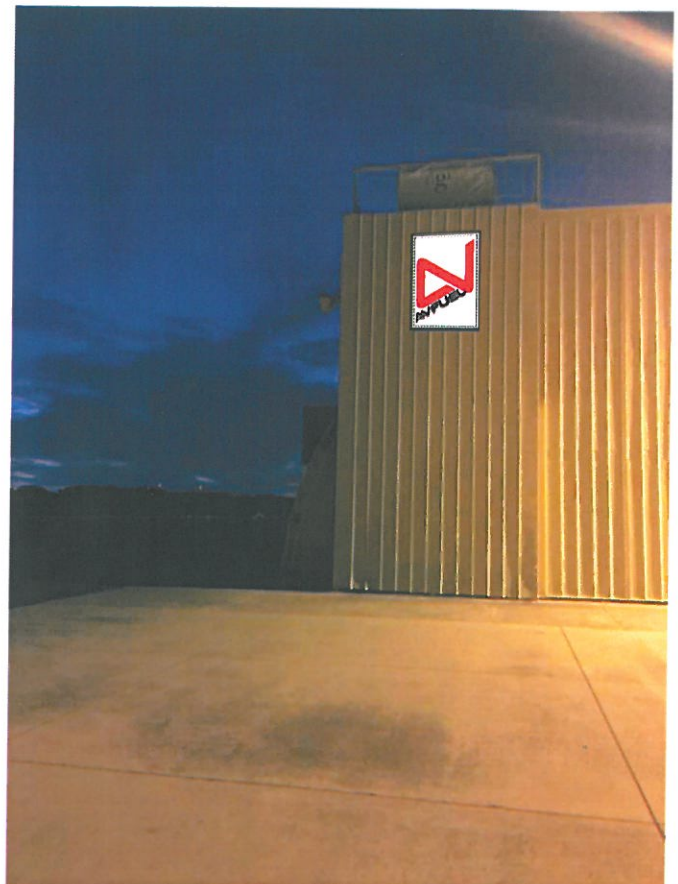
AS BUILT: CABINET TRIM SIZE:

FACE TRIM SIZE:





EXISTING



PROPOSED

161

AVFUEL  
CB 1451  
IMPERIAL AVIATION LLC  
8431 MISSION ROAD  
SAN ANTONIO, TX  
ORDER#:

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DATE: 7-17-15

SALES: JOEY

ART: RS

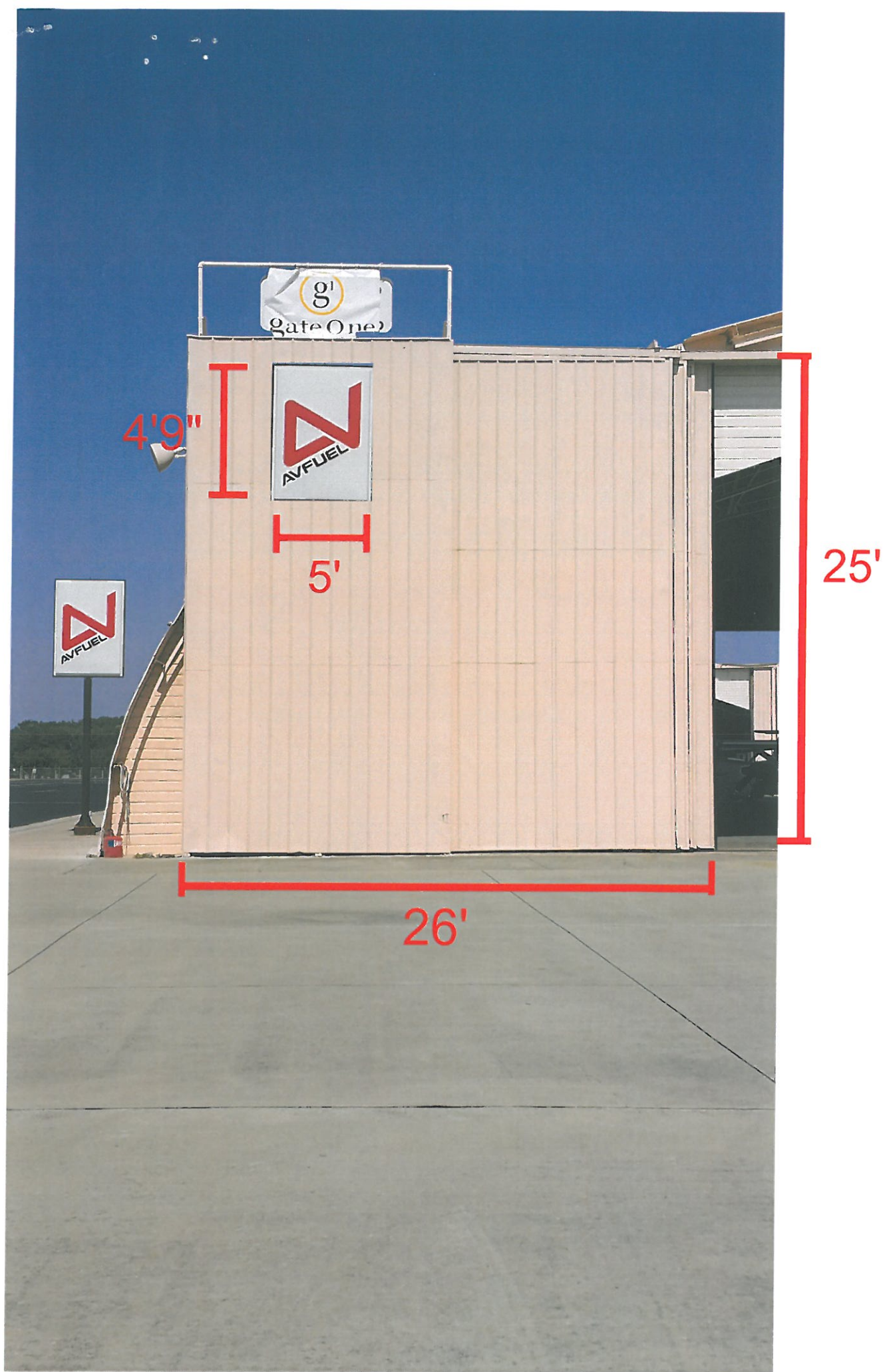
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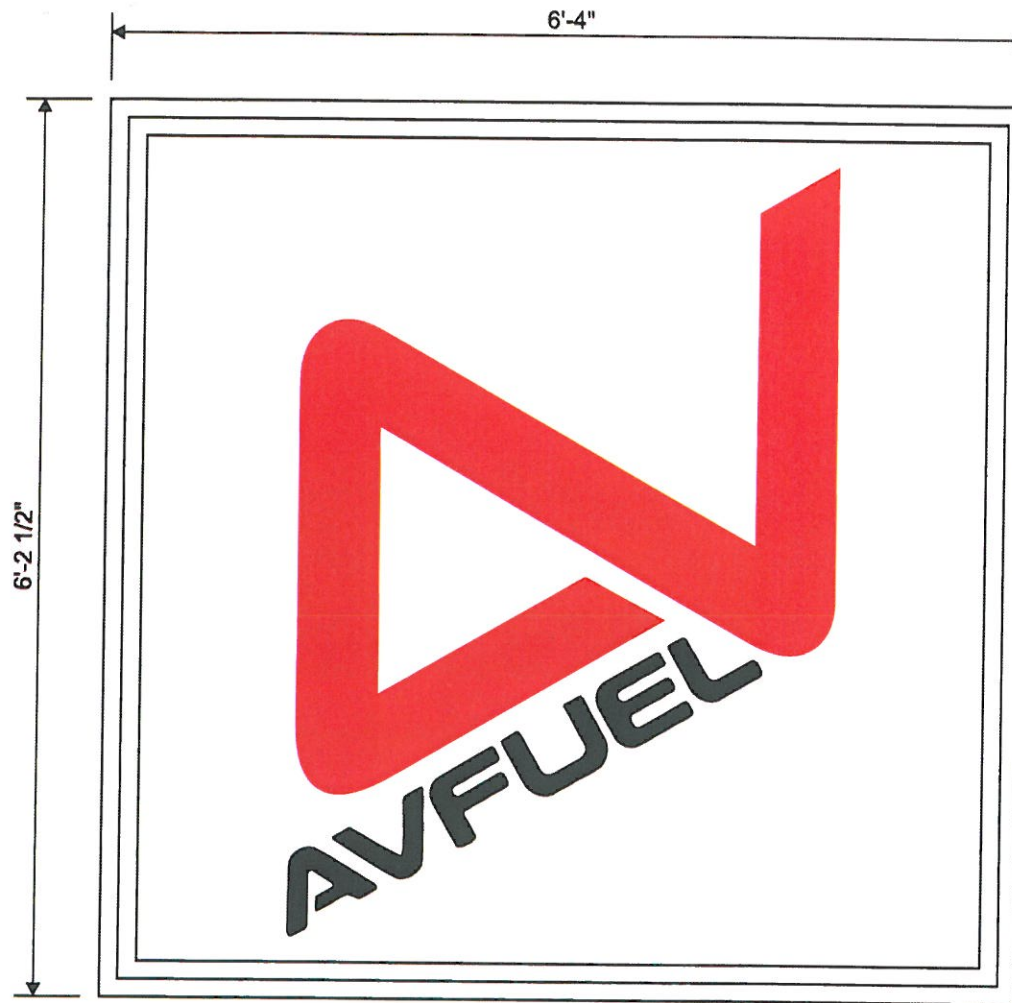
CKD.:

AS BUILT: CABINET TRIM SIZE:

FACE TRIM SIZE:







(2) STANDARD WHITE POLYCARBONATE PAN FACES FOR EXISTING CABINET.  
FIRST SURFACE VINYL DECORATION. THE RETAINER IS FIGURED FOR 1 1/2".

**COLORS:**

FACE: WHITE  
LOGO: T12485 RED  
COPY: BLACK  
CABINET: BLACK

**AVFUEL**  
**CB 1452**  
**IMPERIAL AVIATION LLC**  
**8431 MISSION ROAD**  
**SAN ANTONIO, TX**  
**ORDER#:**

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