HISTORIC AND DESIGN REVIEW COMMISSION
November 4, 2015
Agenda Item No: 9

HDRC CASE NO:	**2015-D04**
IDENTIFIER:	N/A
ADDRESS:	505 East Travis Street
LEGAL DESCRIPTION:	NCB 421, Block 24, the East Irregular 52.13 feet of Lot 1 and the East Irregular 49.72 feet of the South 31.19 feet of Lot 2
ZONING:	"D AHOD" Downtown Airport Hazard Overlay District
PUBLIC PROPERTY:	No
COUNCIL DISTRICT:	1
DISTRICT:	Downtown Business District
LANDMARK:	No
APPLICANT:	Norberto Castrejon (Mario Electric)
OWNER:	Ricchi Produce LLC (Leobardo Trevino)
TYPE OF WORK:	Signage

REQUEST:
The applicant requests a Certificate of Appropriateness for approval to: install signage on the existing building. The proposed signage includes: Two identical building signs, consisting of channel letters and company shield (aluminum casing with plexiglass facing) mounted on a wire-way, shield measuring 24"h x 40"w and lettering measuring 16"h x 7'2"w for a total width of 10'6", internally illuminated with 12v LED lighting. One sign will be located on the front of the building (southern façade) above the main entrance to the business; the other will be located on the eastern side of the building.

APPLICABLE CITATIONS:
City of San Antonio Downtown Design Guide:
Required Standards
1. Chapter 10. Section B.12: Electrical transformer boxes and raceways are required to be concealed from public view.
2. Chapter 10. Section C.1: All fascia signage shall be integrated into the architecture. Signs may be mounted to architectural canopies or painted or mounted directly onto building surfaces without a back plate. The signage material will be weather proof and fade resistant.
3. Chapter 10. Section C.7: No signs shall be located between 20 feet above sidewalk elevation and 40 feet above sidewalk elevation to avoid conflicts with the tree canopy, except where the applicant demonstrates that no conflict will occur.
4. Chapter 10. Section C.8: Trees may not be topped or headed back on the sides to expose signs.
5. Chapter 10.Section C.9: Signs shall use appropriate means of illumination. These include: neon tubes, fiber optics, incandescent lamps, cathode ray tubes, shielded spotlights and wall wash fixtures.

Preferred Guidelines
1. Chapter 10. Section B.14: For projects that have multiple storefront tenants of similar size, all signage should be of the same type (i.e., cut out letters, blade or the like) and relative size and source of illumination.
2. Chapter 10. Section B.15: Signs should respect architectural features such as vertical piers and trim work. Signage should be placed in accordance with façade rhythm, scale and proportion, including windows, storefronts and entries.
3. Chapter 10. Section B.18: Signs should generally not exceed 14 to 20 feet above the ground or be higher than the building cornice line or street wall height.

4. Chapter 10. Section C.2: Signs should be conceived as an integral part of the project design so as not to appear as an afterthought.
5. Chapter 10. Section C.3: The location, size, and appearance of signs should complement the building and character of the Downtown districts in which they are located.
6. Chapter 10. Section C.5: Wall mounted signs on fascias above storefront windows should be sized to fit within existing friezes, lintels, spandrels, and other features and not extend above, below, or beyond them.
7. Chapter 10. Section C.6: Graphics and signage may be illuminated by indirect, internal, or bare-bulb sources, providing that glare is not produced; by indirect light sources concealed by a hood or diffuser; by internal illumination with standard opal glass or other translucent material or with an equal or smaller light transmission factor.
8. Chapter 10. Section C.10: The following signs are strongly discouraged in downtown:
   • Internally illuminated awnings
   • Conventional plastic faced box or cabinet signs (can signs)
   • Formed plastic faced box or injection molded plastic signs
   • Luminous vacuum formed letters
   • Animated or flashing signs

FINDINGS:
The proposed signage meets the purpose and intent of the **Downtown Design Guide**.

RECOMMENDATION:
Staff recommends approval.

CASE MANAGER:
Micah Diaz, Senior Planner, Department of Planning and Community Development

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Printed: Sep 28, 2015

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