

## HISTORIC AND DESIGN REVIEW COMMISSION

June 15, 2016

### Agenda Item No: 13

**HDRC CASE NO:** 2016-201  
**ADDRESS:** 722 S ST MARYS  
**LEGAL DESCRIPTION:** NCB 902 BLK LOT 24 AT 724 ST MARY'S  
**ZONING:** IDZ H HS  
**CITY COUNCIL DIST.:** 1  
**DISTRICT:** Lavaca Historic District  
**LANDMARK:** El Mirador  
**APPLICANT:** Jill Giles  
**OWNER:** Sendero Ranch Development, LTD  
**TYPE OF WORK:** Signage  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install signage at El Mirador at 722 S St Mary's that includes the following:

1. One (1) scaffolding mounted channel letter with tab drop shadows to read "El Mirador". The face of the letters and returns are to be a gradient and slight metallic paint along the center of the letters. This sign is to be 15' – 7" in length and 4' – 11" in height featuring a size of approximately 78 square feet.
2. One (1) parapet mounted sign to read "Comida Mex" to be 6' – 9" in length and 8.5" in height. The applicant has proposed for this sign to consist of either channel letters or open channel letters with exposed neon lighting. This sign is to be below the proposed "El Mirador" signage. This sign is to feature a size of approximately five 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.

## FINDINGS:

- a. The structure at 722 S St Mary's currently features two existing signs; one wall mounted sign reading "El Mirador" and one pole sign at the public right of way reading "El Mirador, Est. 1968 and Authentic Mexican Home Cooking". The applicant has proposed to remove both of these signs.
- b. Above the location of the existing wall signage, the applicant has proposed to install one (1) scaffolding mounted metal channel letters with tab drop shadows to read "El Mirador". The face of the letters and returns are to be a gradient and slight metallic paint along the center of the letters. This sign is to be 15' – 7" in length and 4' – 11" in height featuring a size of approximately 78 square feet. The applicant has noted that this sign is to be lit by existing up lighting.
- c. According to the Guidelines for Signage, 1.A., each building is allowed one major and two minor signs not to exceed fifty (50) square feet in size, signs should be designed in a manner that is architecturally appropriate for the structure for which they represent and sign should be appropriately scaled for the structure. Staff finds that the applicant has proposed signage which is appropriate in scale and design although this proposed sign is approximately 78 square feet in size. S St Marys Street, particularly in the vicinity of 722 S St Mary's is commercial in nature featuring more than fifty (50) square feet in size.
- d. Below the proposed "El Mirado" signage, the applicant has proposed one (1) parapet mounted sign to read "Comida Mex" to be 6' – 9" in length and 8.5" in height. The applicant has proposed for this sign to consist of either channel letters or open channel letters with exposed neon lighting. This sign is to be below the proposed "El Mirador" signage. This sign is to feature a size of approximately five square feet.
- e. According the Guidelines for Signage, C, signs should not be erected above the cornice line or uppermost portion of a façade wall or where they will disfigure or conceal architectural details. Additionally, signage should be oriented toward the sidewalk to maintain the pedestrian oriented nature of historic districts. The applicant has proposed to mount the signage to scaffolding that is to be attached to the roof or parapet wall. Staff finds the applicant's proposal to mount the scaffolding to the parapet wall appropriate and for the signage location itself located slightly above and in front of the western wall of the non-historic structure appropriate.
- f. Per the UDC Section 28-6, a wall sign is classified as signage that is fastened to, or painted on the wall of a building or structure in such a manner that the wall becomes the supporting structure or forms the background surface of the sign and which does not project more than twelve (12) inches from the building or structure. Also per the UDC Section 28-6, a roof sign shall mean a sign that is mounted on and is wholly supported by the roof of a building and which projects above the point of a building with a flat roof, the cave line of a building with a gambrel, gable, or hip roof, or the deck of a building with a mansard roof. Given the applicant's proposal to mount the proposed sign's mounting brackets to the parapet wall, staff finds that the proposed sign is a wall sign and appropriate. Additionally, staff finds that no part of the proposed signage is to be mounted to the roof as this would constitute roof mounted signage.
- g. In regards to materials, signs should be constructed of durable materials such as wrought iron, steel, aluminum and metal grill work. The applicant's proposal is consistent with the Guidelines for Signage 1.D.ii.

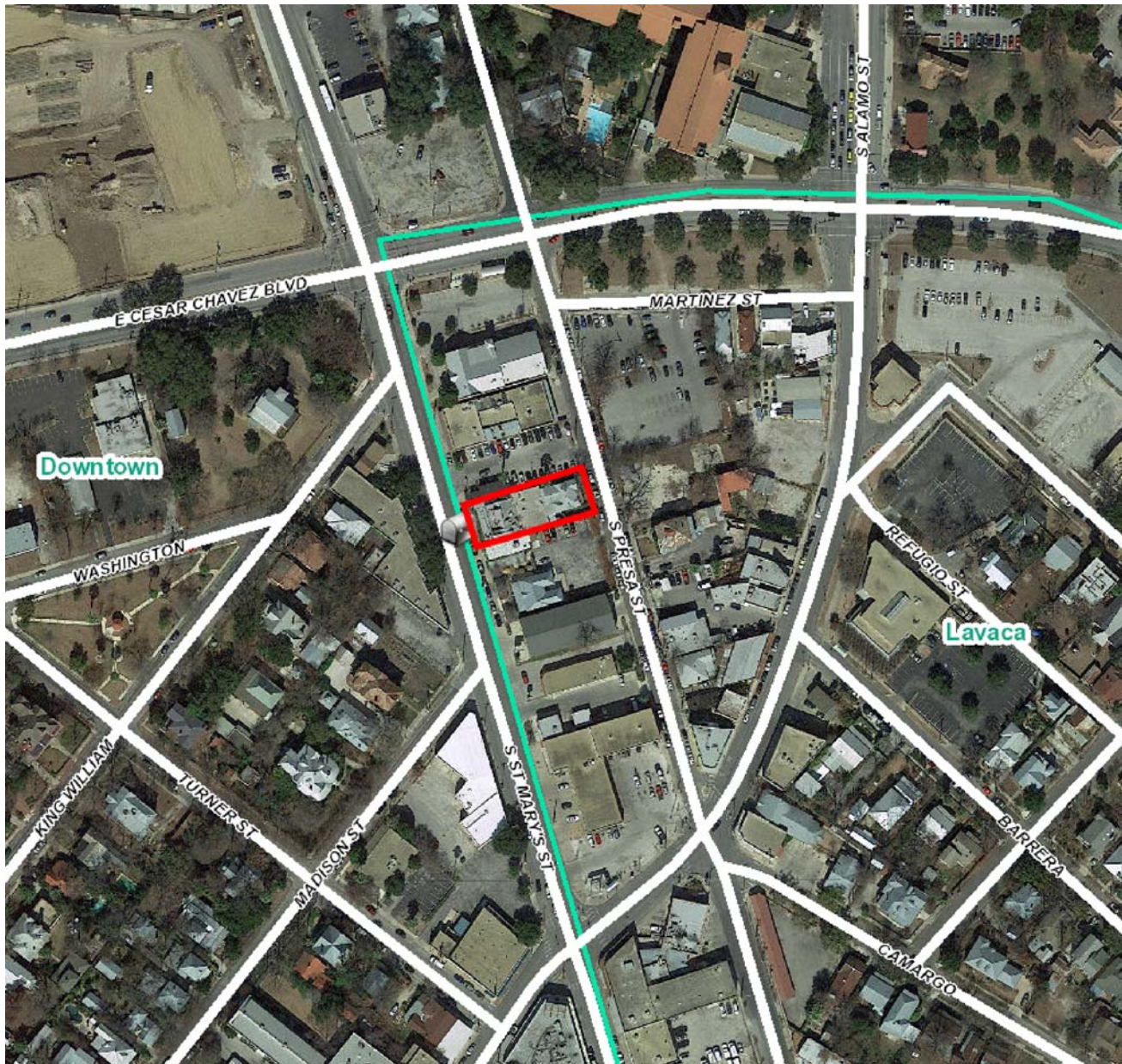
- h. The applicant has proposed to light the “El Mirador” sign by external up lighting only. The applicant has proposed for the “Comida Mex” sign to be lit by neon lighting. According to the Guidelines for Signage 6.E.i., neon lighting should be incorporated as an integral architectural element or artwork appropriate for the site. The applicant has noted that the neon lighting would be exposed. Staff finds the proposed lighting source appropriate, however, recommends the applicant provide an additional detail on the final appearance of the lighting.

**RECOMMENDATION:**

Staff recommends approval based on findings a through h.

**CASE MANAGER:**

Edward Hall



## Flex Viewer

Powered by ArcGIS Server

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Martinez St

S Presa St

S Presa St

S Presa St

722 S St Mary's St

Pig Liquors

La Villita Inn

Goodyear Auto Service Center

Enterprise Rent

Francis Bogside

S St Mary's St

S St Mary's St

San Antonio Running Company

Madison St

S St Mary's St

S St Mary's St

The Filling Station Tap Room

King William St

Jackson Ho



El Mirador  
Project Location



GILES-PARSCALE

date	26 May 2016
project # / title	Exterior Signage
client	El Mirador

T 210.224.8378  
F 210.579.6668

321 Sixth Street  
San Antonio, Texas 78215

[gilesparscale.com](http://gilesparscale.com)



El Mirador  
Building Signage



Proposed Signage



GILES-PARSCALE

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F 210.579.6668 San Antonio, Texas 78215 gilesparscale.com



El Mirador  
Building Signage



Proposed Signage



Mounting precedent



Existing Signage



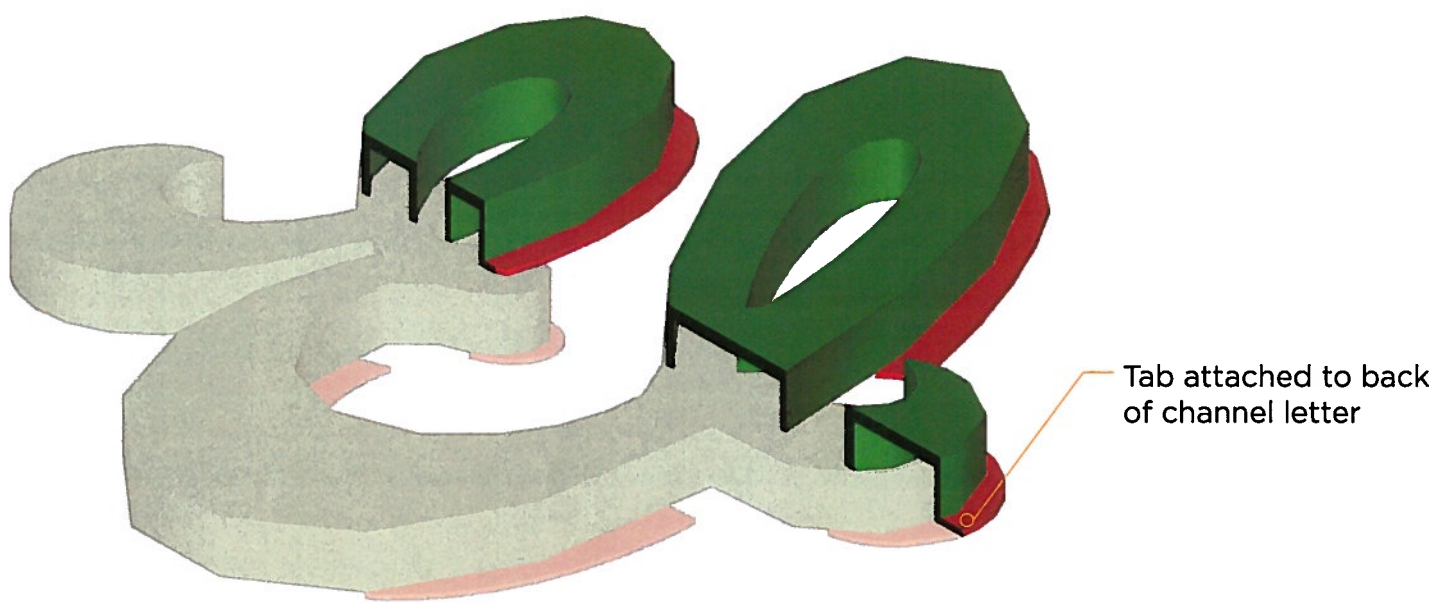
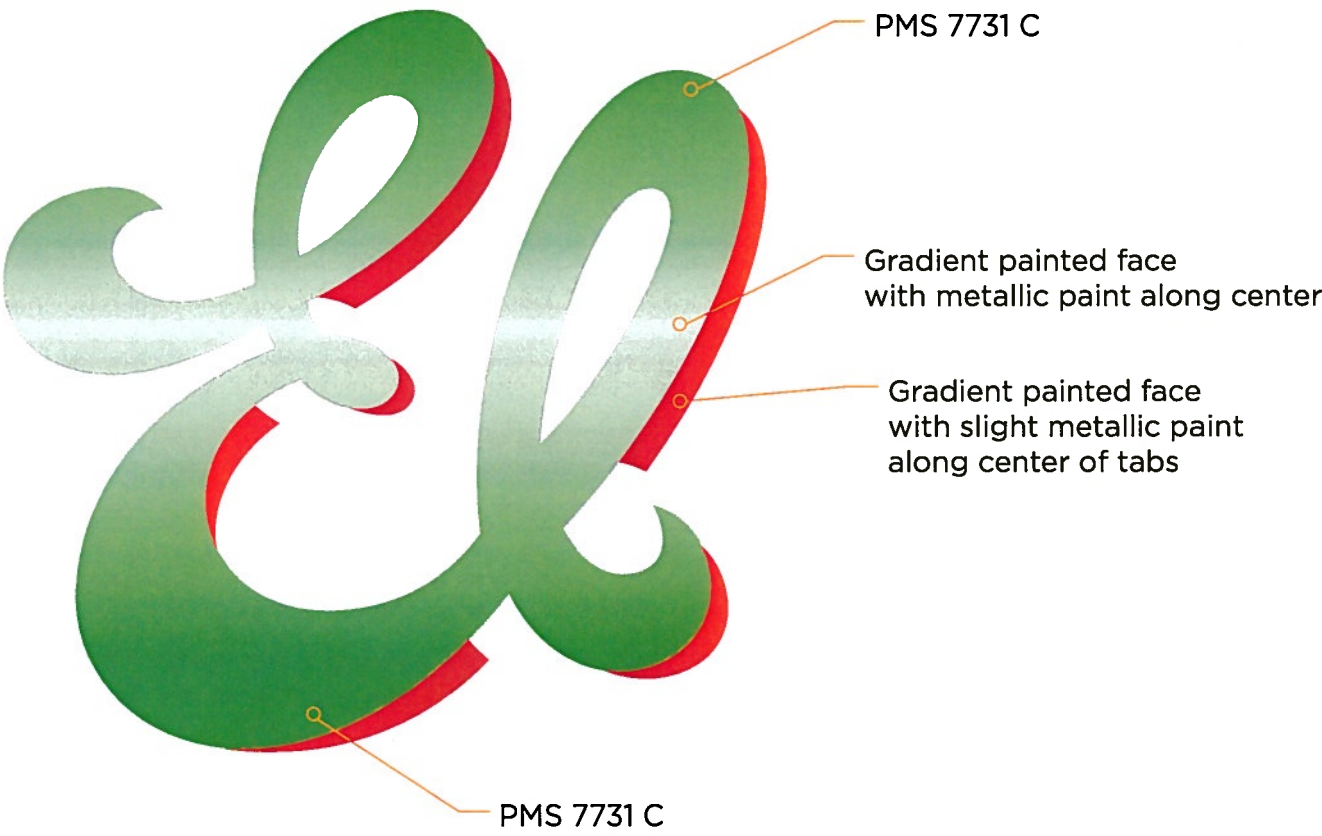
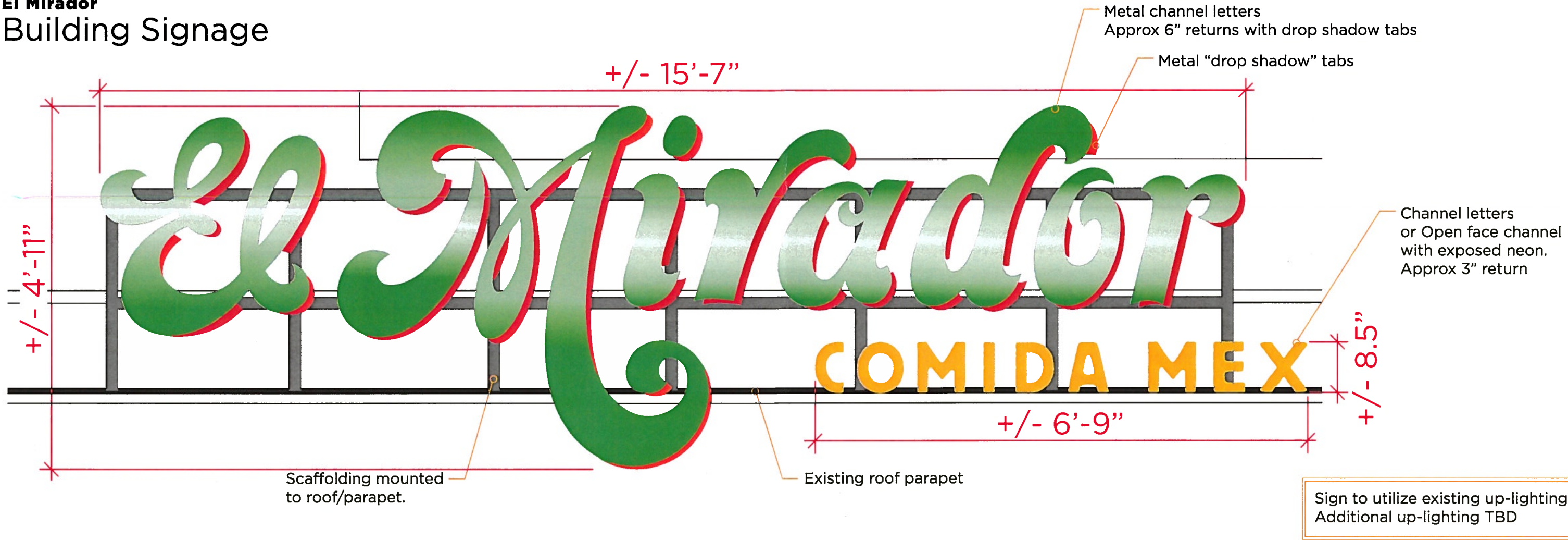
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El Mirador  
Neighborhood signage



Blue Star Brewing Company: Approx. 7'-0" h x 12'w



La Focaccia Italian Grill



Rosario's: Approx. 21'L x 3'-10"H