

## HISTORIC AND DESIGN REVIEW COMMISSION

July 06, 2016

### Agenda Item No: 12

**HDRC CASE NO:** 2016-237  
**ADDRESS:** 305 E EUCLID AVE  
**LEGAL DESCRIPTION:** NCB 811 BLK 1 LOT 1 & 2  
**ZONING:** O2 HS  
**CITY COUNCIL DIST.:** 1  
**LANDMARK:** Delgado House  
**APPLICANT:** Jaci Clemons  
**OWNER:** Morris Stribling  
**TYPE OF WORK:** Signage  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to remove existing wooden freestanding sign and install new monument sign that is approximately 144 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.

##### B. HISTORIC SIGNS

- i. *Preservation*—Preserve historic signs, such as ghost signs or other signs characteristic of the building's or district's period of significance, whenever possible.
- ii. *Maintenance*—Repair historic signs and replace historic parts in-kind when deteriorated beyond repair.

##### 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 non-contributing 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.

#### G. MULTI-TENANT PROPERTIES

i. *Signage Plan*—Develop a master signage plan or signage guidelines for the total building or property.

ii. *Directory signs*—Group required signage in a single directory sign to minimize visual color and promote a unified appearance

#### FINDINGS:

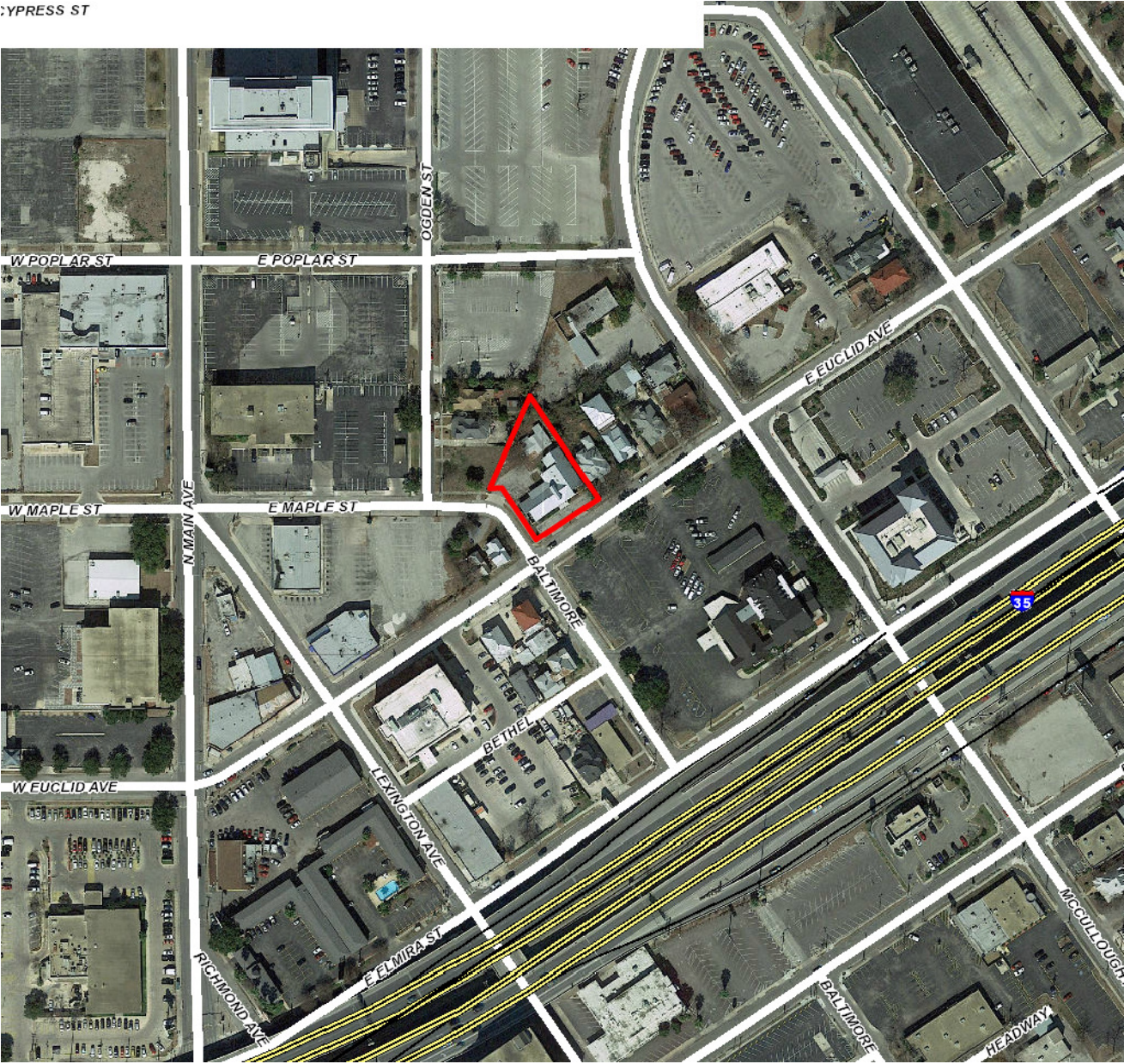
- a. There are two structures located at 305 E Euclid. One structure is a non-historic commercial building built in 1985; another is the Delgado House, a historic local landmark, in the north corner of the lot along the rear property line.
- b. There are no requests to alter the historic Delgado House. The signage request is for the tenants occupying the non-historic commercial building.
- c. Currently, there is existing signage that includes the 45 square feet wooden freestanding sign.
- d. The applicant is proposing to remove one existing wooden freestanding sign and replace with a monument sign that is approximately 144 square feet at the corner of E Euclid and Baltimore Ave. The applicant is proposing an aluminum base has a stucco finish painted grey. The text on sign will have aluminum faces with routed out copy backed with white plexi. The proposed sign is a double face internally illuminated aluminum monument type face sign. The curved roof of the sign is aluminum primed and painted silver with aluminum supports. The logo is a channel letter with 5" black returns, trim cap and an acrylic face. The entire cabinet and base will be 18'-8.5" tall, 9' wide, and 2'-1" deep.
- e. Per UDC Sec 28-239 states maximum-allowable heights and sizes for freestanding signs in nonresidential zoning districts is 16 feet.
- f. Staff made a site visit March 25, 2016, and found that the historic structure is surrounded by commercial, non-historic development. The lot at 305 E Euclid is cornered by E Euclid and Baltimore Ave. Across E Euclid, there is a parking lot that fronts the entire block. Across Baltimore Ave, there are two commercial buildings and a parking lot. The proposed signage cannot be seen by the historic structure.


#### RECOMMENDATION:

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

**CASE MANAGER:**

Lauren Sage





### 305 E Euclid

Printed: June 27, 2016





historic landmark

Non-contributing structure

305 E Euclid Ave

Morris A. Stribling, DPM

Las Colchas

Ogden St

Ogden St

Baltimore Ave

Baltimore Ave

E Euclid Ave

E Euclid Ave

Bethel Alley

E Euclid Ave

E Euclid Ave

E Euclid Ave





Las Colchas

Ogden St

Ogden St

Historic landmark

305 E Euclid Ave

Morris A. Stribling, DPM

Baltimore Ave

E Euclid Ave

Baltimore Ave

E Euclid Ave

E Euclid Ave

E Euclid Ave

Bethel All



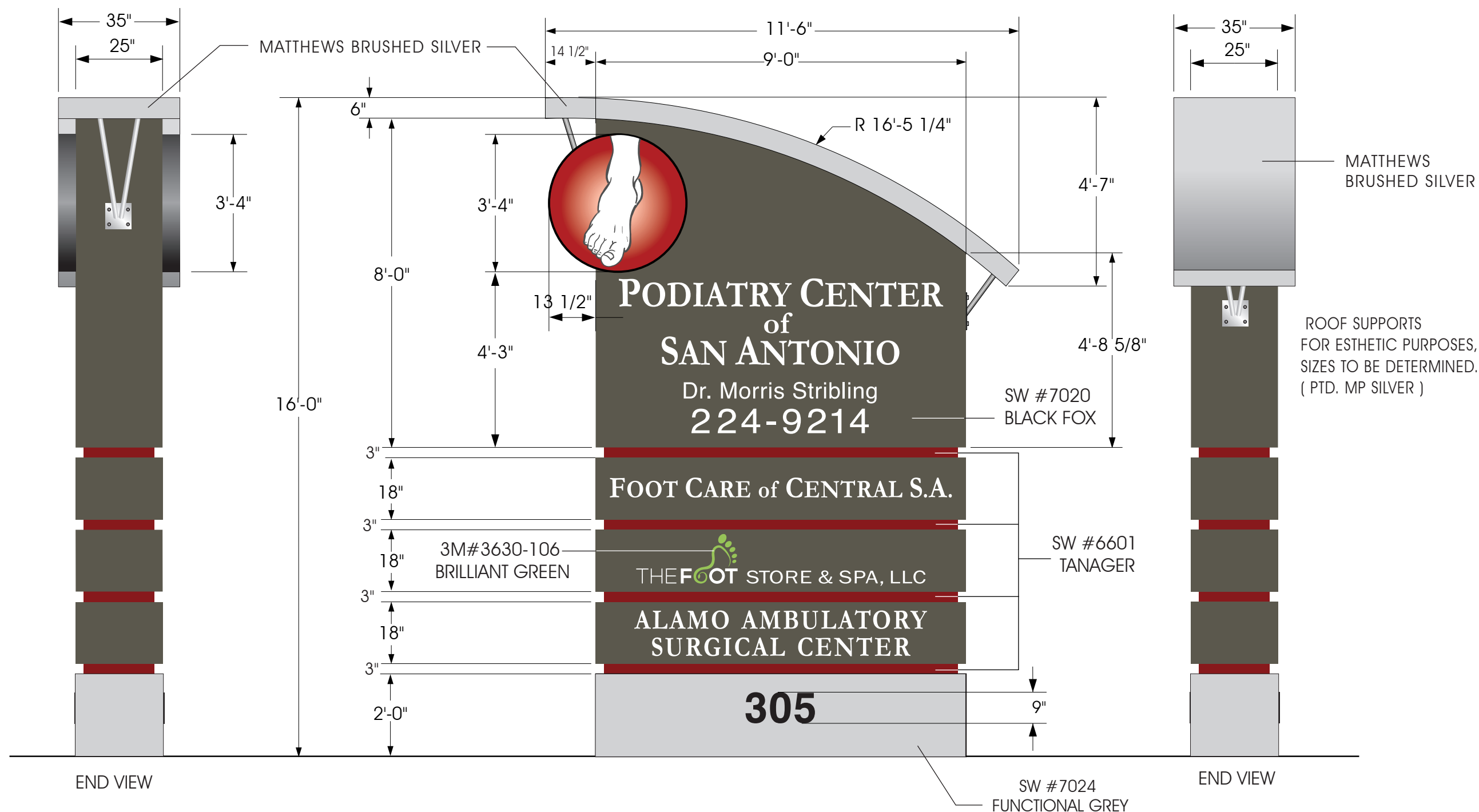
FOOT CARE OF CENTRAL SAN ANTONIO  
305 E. EUCLID

SIGN LOCATION



N

Flex Viewer



MANUFACTURE AND INSTALL (1) ONE DOUBLE FACE INTERNALLY ILLUMINATED ALUMINUM MONUMENT TYPE SIGN.

"ROOF" ALUMINUM PRIMED AND PAINTED MATTHEWS SILVER WITH DECORATIVE ALUMINUM ACCENT PIECES.

"FOOT & ANKLE" LOGO TO BE CHANNEL LETTER TYPE WITH 5" BLACK RETRUNS AND TRIM CAP, WHITE ACRYLIC FACES WITH DIGITALLY PRINTED GRAPHICS, INTERNALLY ILLUMINATED WITH WHITE LED'S.

"MAIN ID" TO HAVE ALUMINUM FACES WITH ROUTED OUT COPY BACKED WITH WHITE PLEXI, INTERNALLY ILLUMINATED.

"THREE BOTTOM TENANTS" TO HAVE ALUMINUM FACES WITH ROUTED OUT COPY BACKED WITH WHITE PLEXI, INTERNALLY ILLUMINATED.

ALUMINUM REVEALS TO BE PRIMED AND PAINTED BURGUNDY.

ALUMINUM BASE TO BE STUCCO FINISH PAINTED MEDIUM GREY.

ADDRESS #'S TO BE .125" ALUMINUM PRIMED AND PAINTED BLACK.

Sign Design Project For:

## FOOT CARE CENTRAL

San Antonio, Texas

Date: 4.22.16 5.17.16  
5.19.16 5.20.16  
6.20.16

Customer Approval

Date: \_\_\_\_\_

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CLIENT ACKNOWLEDGEMENT

ALL SIGNS WIRED 120V UNLESS SPECIFIED OTHERWISE . . .

Sales Rep.: JD

SCALE: 3/8" = 1'-0"

Dwg.#: **81216-C-1**



EXISTING



PROPOSED





**KELLER**  
CUSTOM SIGNS

1234 San Francisco • San Antonio, Tx. 78201  
(210) 695-8767 • Fax: (210) 695-8760  
www.kellercustomsigns.com



Sign Design Project For:

**FOOT CARE  
CENTRAL**

305 E. Euclid Ave ste 101  
San Antonio, Texas

Date: 5.27.16

**Customer Approval**

Date: \_\_\_\_\_

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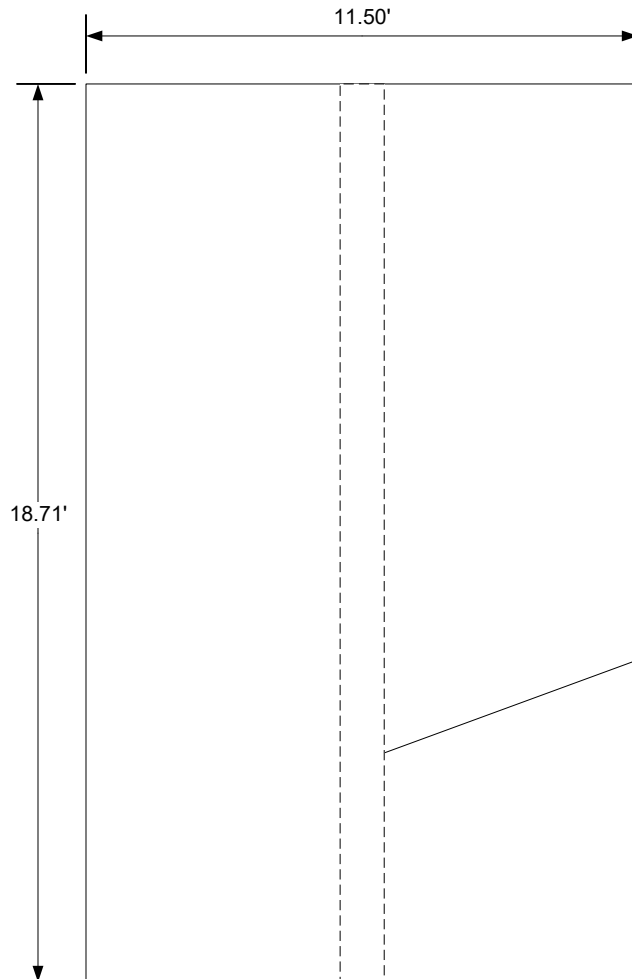
Sales Rep.: JD

SCALE: 3/8" = 1'-0"



Dwg.#: **81216-C3**





May 22, 2016

10" x 0.375"  
Pipe

Masonry by  
Others

**UNDISTURBED SOIL**

Foundation:

$$A = \frac{2.344 \times 7057.4120}{S \times 2.5} = 5.2809$$

$$D = \frac{5.2809}{2} \left( 1 + \sqrt{1 + \frac{4.36 \times 9.3500}{5.2809}} \right)$$

D = 10

Notes:

1. Design wind load = 90 mph, ASCE 7-05, Exposure Category C
2. Pipe: ASTM A53 Grade B
3. Concrete: 3000 psi min
4. IBC 1997, 2009, 2012
5. All exposed metal shall be treated to prevent damage from exposure to corrosive environments. Use galvanized metal or a thick coat of Red Oxide Primer and a thick coat of Matthews Industrial Black paint on all exposed surfaces.

Pole Sign for:

Central Foot Care  
San Antonio, Texas

Keller Custom Signs 0816

Erector:

Keller Custom Signs  
PO Box 690970  
1234 San Francisco St.  
San Antonio, TX 78201

Date:  
5-22-16

Scale:  
1/4" = 1'

Sheet  
1 of 1

JWT Consulting Service  
Firm # 10975  
811 Blackchamp Rd  
Waxahachie, Tx 75167  
Phone/Fax 972 351 9808





**P.O. Box 690970  
San Antonio, TX 78269**

Phone # 210-695-8767  
Fax # 210-695-8760  
Web Site kellercustomsigns.com

Date 5/17/2016

Job # 81216-C-1

Rep JD

Credit Cards Accepted:

Mastercard American Express  
Visa Discover

## Quotation and Purchase Contract

### Client Billing Information

### Job Location

Foot Care of Central San Antonio  
305 E Euclid Ave Ste 101  
San Antonio, TX 78212

Customer Phone

Foot Care of Central San Antonio  
305 E Euclid Ave Ste 101  
San Antonio, TX 78212

Authorization / P.O.

Customer Fax

50% down payment / 50% upon completion

### We Respectfully Submit Specification & Estimates For:

Description	Qty	Rate	Amount
Remove existing sign structure that was damaged due to hail storm and discard.	1		
Manufacture and install (1) one double face, internally illuminated aluminum monument type sign. Sign to be constructed of steel square tubing with aluminum cladding. Sign faces will be routed out copy backed with acrylic faces. Logo to be a channel letter type sign with LED lighting. "Foot Care of Center S.A., The Foot Store & Spa LLC, Alamo Ambulatory Surgical Center" portion of the sign to be aluminum faces backed with acrylic, internally illuminated.			
Base of sign to be Aluminum with Stucco finish, painted Medium Grey. Sign to be 18'-8" overall height.			
All Specs to match dwg. #81216-C-1			
Engineered drawings for permitting	1		
Permit Research and Acquisition	1		
***PERMITS TO BE BILLED AT COST ON FINAL INVOICE***			

\*Please Make All Checks Payable To: Keller Custom Signs & Designs.

\*Out Of State Taxes Are The Responsibility Of The Client.

\*Initial Deposit Total Is Required At Time Of Contract Signing.

\*Final Balance Total Is Due Upon Installation.

\*THIS PROPOSAL MAY BE WITHDRAWN BY KELLER CUSTOM SIGNS IF PROPOSAL, DEPOSIT, AND FINAL DRAWING NOT ACCEPTED WITHIN 15 DAYS OF PROPOSAL DATE. IF AT ANY TIME THE SCOPE OF WORK CHANGES THE PRICE IS SUBJECT TO CHANGE. \*Customer Is To Furnish All Primary Electrical Service (120V UNLESS OTHERWISE AGREED) And Connection To The Sign Including: Timers, Photocells, Switches, And /Or Other Controls Required By Local City Ordinances At Customers Own Expense.

\*Installation Portion Of This Estimate Is Based On Adequate Access To Front And Backside Of The Installation Area.

\*Installation Above Ceiling Line May Require Roof Repair And Is The Responsibility Of The Client.

\*This Proposal Becomes A Contract Upon Acceptance And Subject To All Terms And Conditions.

**Subtotal**

**Sales Tax (8.25%)**

**Total Contract**

### This Agreement Is Accepted & Approved By:

Customer Signature _____	Sales Account Rep _____	Date _____
Date _____	KCSD Management Approval _____	Date _____