HISTORIC AND DESIGN REVIEW COMMISSION

July 06, 2016

Agenda Item No: 28

HDRC CASE NO:	**2016-253**
ADDRESS:	2001 FREDERICKSBURG RD, SUITE 102
LEGAL DESCRIPTION:	NCB 6700 BLK 9 LOT 1
ZONING:	C2 H
CITY COUNCIL DIST.:	7
DISTRICT:	Monticello Park Historic District
APPLICANT:	Nick Ali/Texas Signs, Inc
OWNER:	Ron Ray
TYPE OF WORK:	Signage

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install a 50 square foot LED illuminated channel letters on back plate at 2001 Fredericksburg Road, Suite 102.

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.
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.

FINDINGS:

a. The applicant is proposing signage on the building located at 2001 Fredericksburg Rd, which is a multi-tenant building. The building holds two tenants. At the time of this proposal, only one space will have signage. There is no master signage plan.
b. The applicant is proposing to install one 50 square foot LED illuminated channel letters on back plate for Suite 102. The channel letters will have a 4" return, acrylic face, and aluminum back plate. According to the Guidelines for Signage 1.A., each building is allowed one major sign, and two minor signs totaling 50 square feet. Staff finds the signage area not consistent with the Guidelines, as this is a sign for one of two tenants. Staff recommends the signage area be reduced.
c. According to the Guidelines for Signage 1.C., signs should be placed where historically located and oriented toward the pedestrian. Staff finds the proposed placement consistent with the Guidelines as signage is placed over the storefront.
d. According to the Guidelines for Signage 1.D., materials should be durable, and synthetic materials should not be used. Staff finds the proposed acrylic face channel letters not consistent with the Guidelines.
e. According to the Guidelines for Signage 1.D., letter styles and sizes should complement the building. Staff finds the font simple and does not distract from the building, therefore consistent with the Guidelines.
f. According to the Guidelines for Signage 1.E., internal illumination should not be used. Staff recommends that the applicant use reverse channel letters.
g. Staff visited the site June 21, 2016, and found that small building is on a small lot, covered in parking.

RECOMMENDATION:

Staff recommends denial based on findings a through f. Staff recommends that the applicant use a non-synthetic material, the letters be reverse channel letters, and the size be reduced.

CASE MANAGER:

Lauren Sage

N

Flex Viewer

Powered by ArcGIS Server

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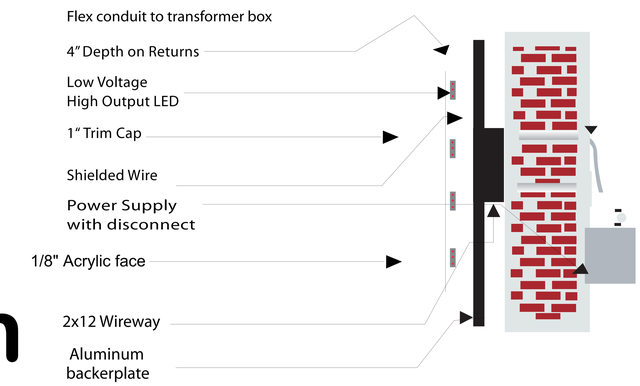
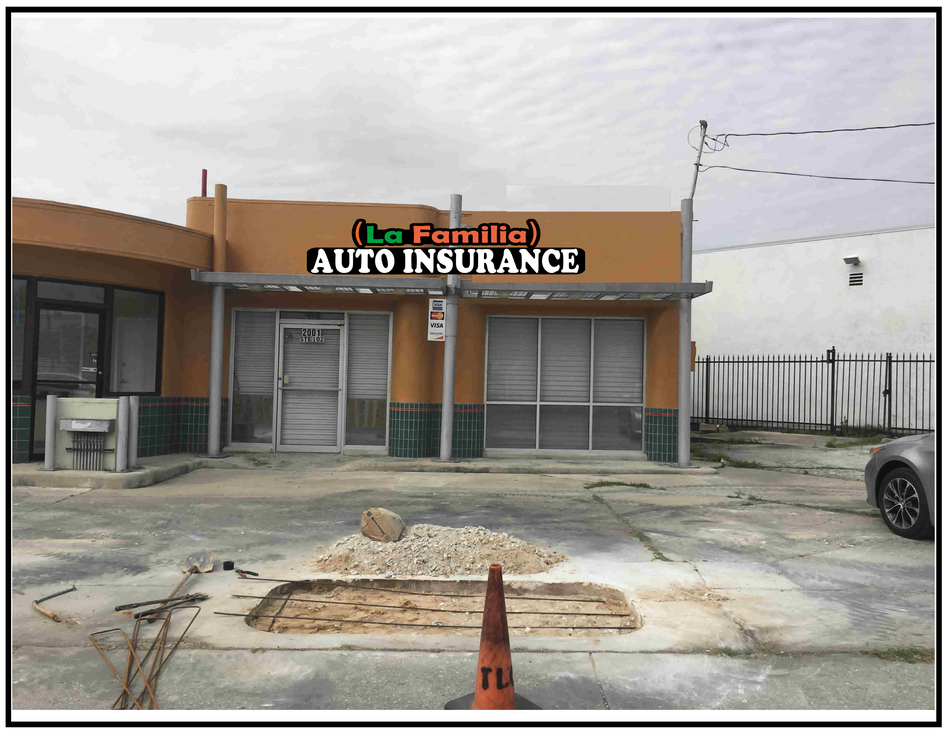
PROPOSED SIGNAGE



BEFORE

AFTER



STORE WIDTH - 25'

STORE HEIGHT - 13.5'

Texas Signs Inc.

INTERNATIONAL SIGN ASSOCIATION

CLIENT	LOCATION	DESCRIPTION	CLIENT APPROVAL	DESIGNED BY
(La Familia) AUTO INSURANCE	2001 Fredericksburg Rd Suite 102 Sanantonio, Texas	LED illuminated channel letters		Nick Ali

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