

HISTORIC AND DESIGN REVIEW COMMISSION

August 03, 2016

Agenda Item No: 11

HDRC CASE NO: 2016-286
ADDRESS: 2330 S PRESA ST
2332 S PRESA ST
2334 S PRESA ST
2336 S PRESA ST
2338 S PRESA ST
2340 S PRESA ST
2342 S PRESA ST
LEGAL DESCRIPTION: NCB 1675 BLK 5 LOT 6
ZONING: C2-CD HL IDZ
CITY COUNCIL DIST.: 5
LANDMARK: Commercial Building
APPLICANT: Robert Alvarado
OWNER: Kathryn Ruckman
TYPE OF WORK: Signage and exterior modifications
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to:

1. Restore the parapet crenellations at the top of the parapet walls.
2. Install one (1) standard building wall sign to feature approximately twenty-one (21) square feet.
3. Install seven (7) tenant signs featuring approximately four (4) total square feet to hang beneath the existing canopy.
4. Raise the height of the existing parapet wall to conceal mechanical equipment currently on the roof of the primary historic structure.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 2, Guidelines for Exterior Maintenance and Alterations

10. Commercial Facades

A. MAINTENANCE (PRESERVATION)

- i. Character-defining features*—Preserve character-defining features such as cornice molding, upper-story windows, transoms, display windows, kickplates, entryways, tiled paving at entryways, parapet walls, bulkheads, and other features that contribute to the character of the building.
- ii. Windows and doors*—Use clear glass in display windows. See Guidelines for Architectural Features: Doors, Windows, and Screens for additional guidance.
- iii. Missing features*—Replace missing features in-kind based on evidence such as photographs, or match the style of the building and the period in which it was designed.
- iv. Materials*—Use in-kind materials or materials appropriate to the time period of the original commercial facade when making repairs.

B. ALTERATIONS (REHABILITATION, RESTORATION, AND RECONSTRUCTION)

- i. New features*—Do not introduce new facade elements that alter or destroy the historic building character, such as adding inappropriate materials; altering the size or shape of windows, doors, bulkheads, and transom openings; or altering the facade from commercial to residential. Alterations should not disrupt the rhythm of the commercial block.
- ii. Historical commercial facades*—Return non-historic facades to the original design based on photographic evidence. Keep in mind that some non-original facades may have gained historic importance and should be retained. When evidence is not available, ensure the scale, design, materials, color, and texture is compatible with the historic building. Consider

the features of the design holistically so as to not include elements from multiple buildings and styles.

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.

FINDINGS:

- a. The structure at 2340 S Presa was constructed circa 1920, is a local historic landmark and currently features a façade of stucco and aluminum siding.

- b. The applicant has proposed to reconstruct the original parapet crenellations based on historic photos. According to the Guidelines for Exterior Maintenance and Alterations, historic commercial facades should be returned to their original design based on photographic evidence. Additionally, the applicant has provided detailed architectural documents noting the reconstruction that staff finds appropriate and consistent with the Guidelines.
- c. At the angled portion of the storefront façade at the corner of S Presa and Berkshire, the applicant has proposed to mount a wall sign that is to be non-lit, feature approximately twenty-one square feet in size and feature a cedar border. The applicant's proposed signage is consistent with the Guidelines for Signage.
- d. Below the existing canopy, the applicant has proposed to install individual canopy signs that are to feature approximately four (4) square feet each, including both sides. These signs are to be non-lit. The applicant has not noted signage materials at this time.
- e. At the southwest corner of the historic structure that currently features a stucco façade, the applicant has proposed to modify the existing parapet height by raising the overall height of the parapet by approximately 2' – 2". According to the Guidelines for Exterior Maintenance and Alterations 10.B.i., new facade elements that alter or destroy the historic building character should not be introduced. Staff finds that the applicant's proposal will not destroy the historic building character; however, staff finds that the applicant should include a detail that separates the original parapet height from the added parapet height.

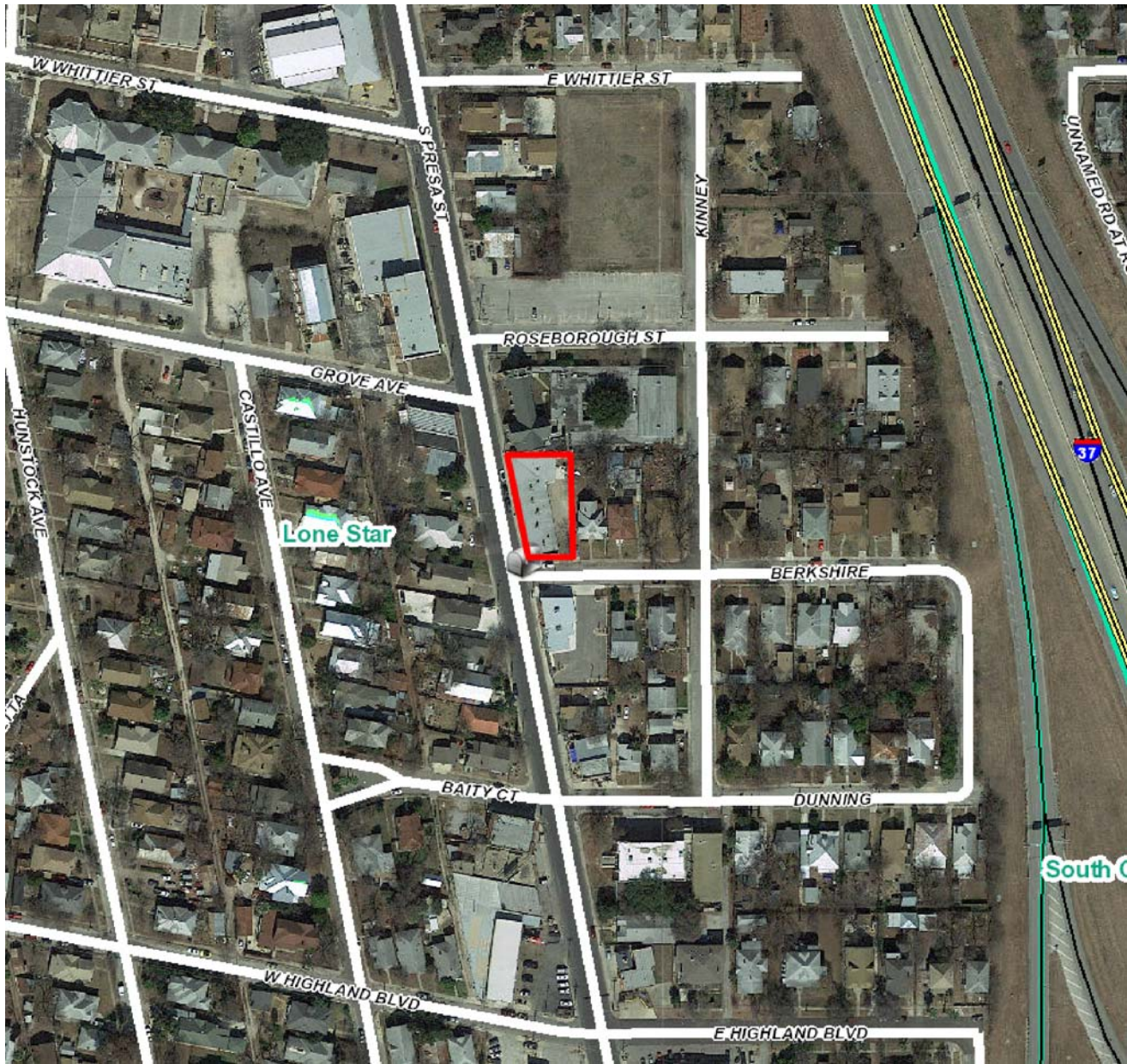
RECOMMENDATION:

Staff recommends approval of items #1 through #4 with the following stipulations:

- i. That the applicant provide staff with additional information regarding materials used for the proposed individual tenant signs.
- ii. That the applicant introduce a detail that separates the original parapet height from the added parapet height.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Jul 21, 2016

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S Presa St

Roseborough St

Kinney St

Grove Ave

S Presa St

Berkshire Ave

Berkshire Ave

S Presa St

S Presa St

St. Paul Lutheran Church and Child...

St. Paul Lutheran Church

2340 South Presa Street



**FOR
LEASE**

BERKSHIRE

2842
S. PINEA



LOPEZ
SOUTHTOWN
Bookkeeping
Tax Service
210-532-4765

PARTY
RENTALS
210-897-6384

NOTARY

TAX
OFFICE
Houses, Cars,
Judy
210-897-6384

CLOSED

First
Friday
SALE

SCUBA
TOPS
\$9.00

SCUBA
BOTTOMS
\$9.00

CPR
Certification
Here
281-4167

2338

TAX OFFICE
OPEN

2338

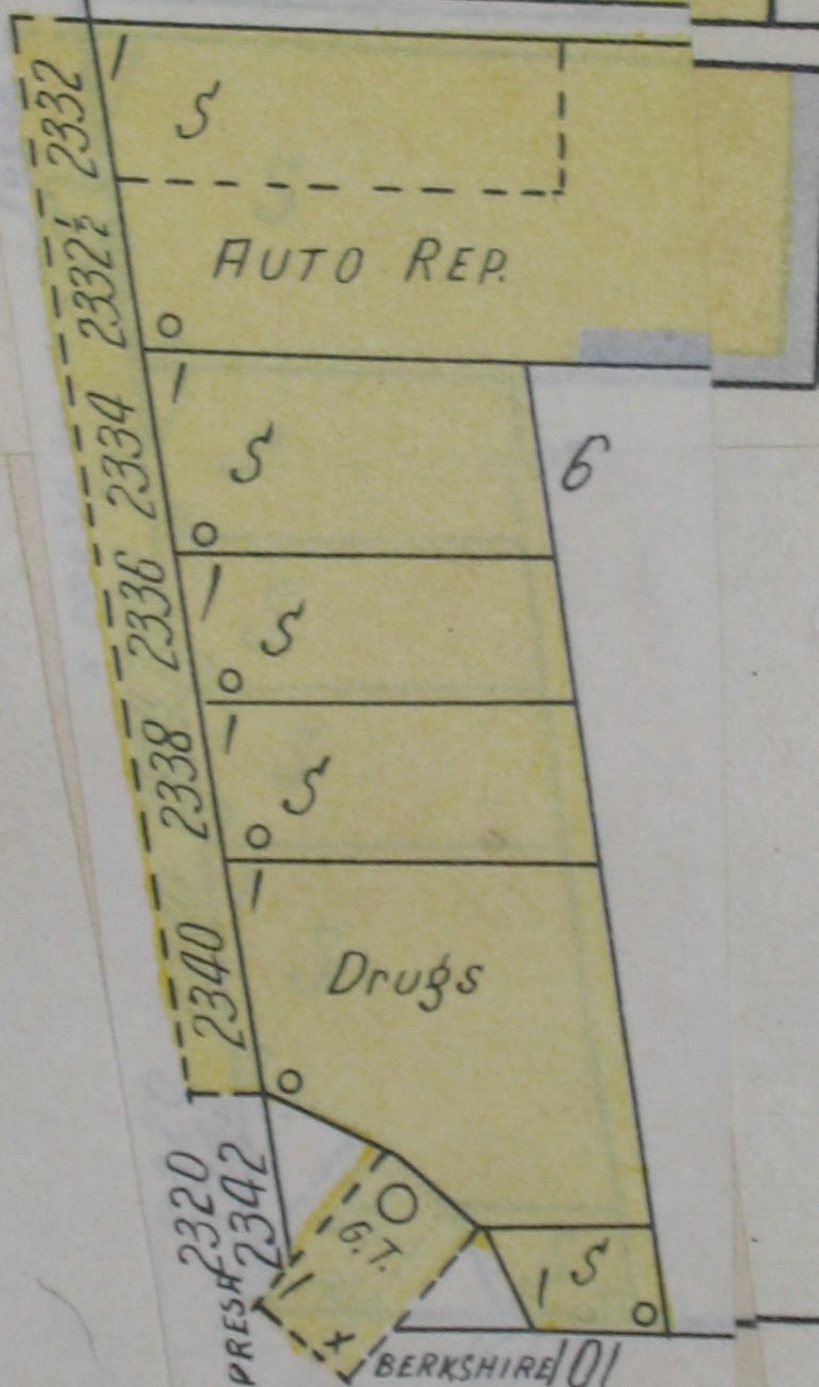
S. PRESA ~~MACHADA~~

HEAT: STOVE LIGHT: ELEC
5

4

3

167



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1 A.
x

6

7

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D.
x
x

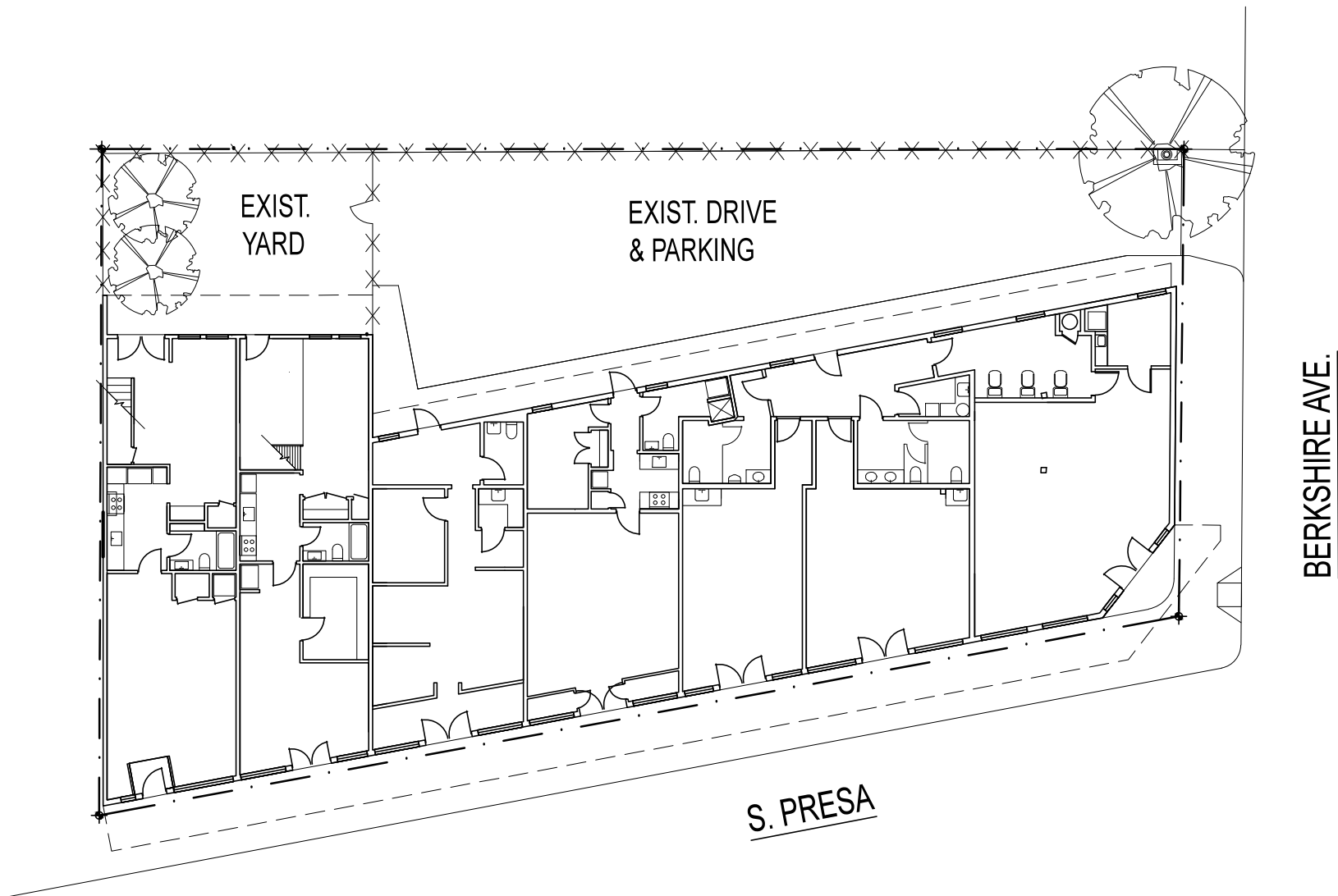
107 BERKSHIRE
103

92

57







2340 S. PRESA - SITE PLAN

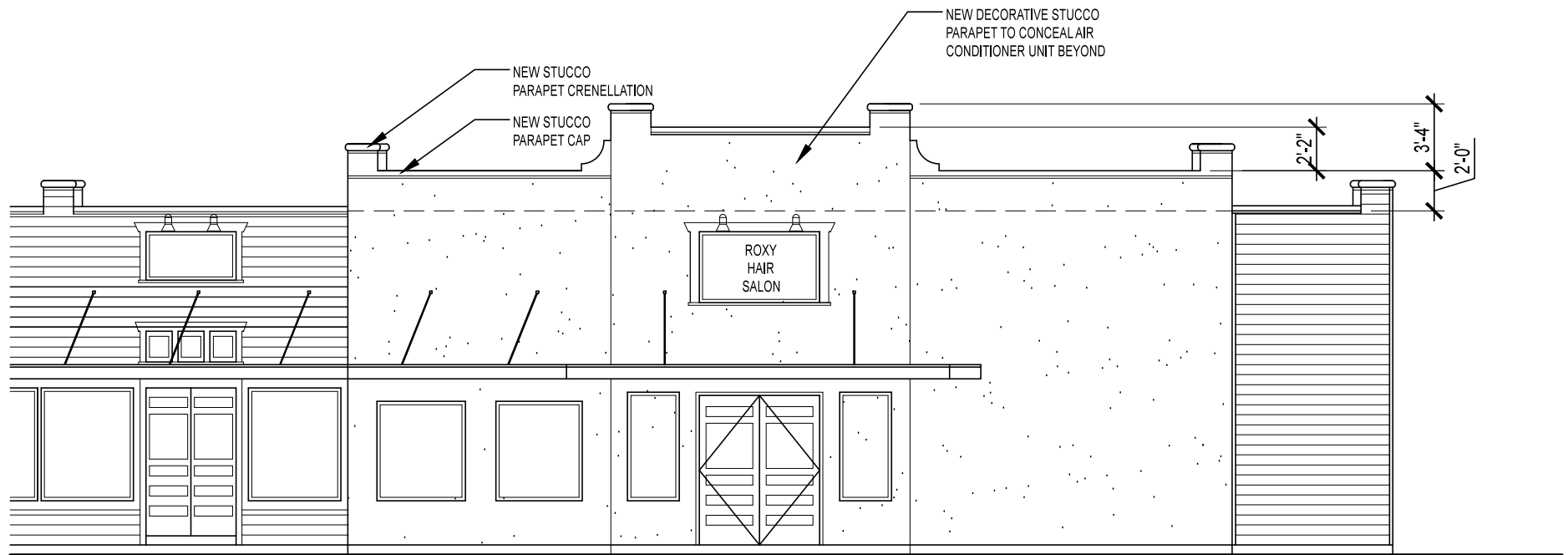
SCALE: 1" = 20'-0"

JULY 11, 2016





1 PARTIAL ELEVATION OF NEW STUCCO PARAPET - 2340 S. PRESA
 SCALE: 1/8" = 1'-0"
 JUNE 28, 2016

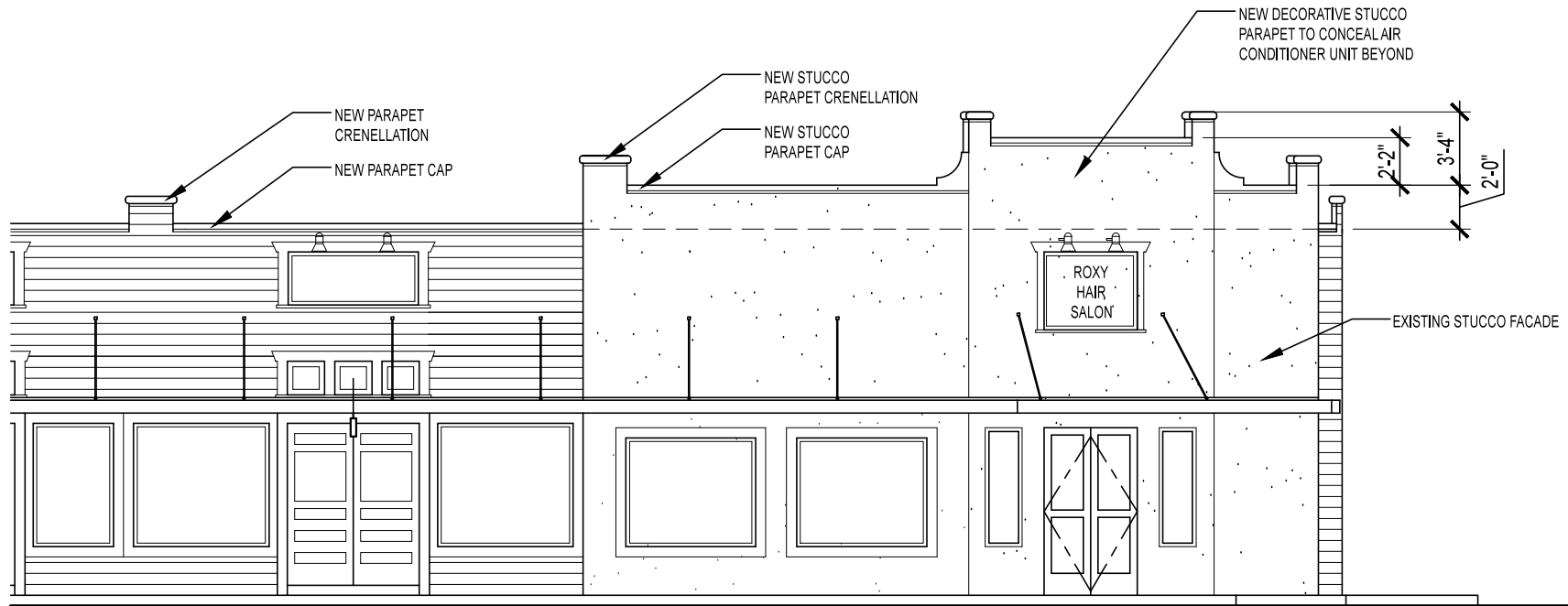


2

PARTIAL ELEVATION OF NEW STUCCO PARAPET - 2340 S. PRESA

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

JULY 12, 2016

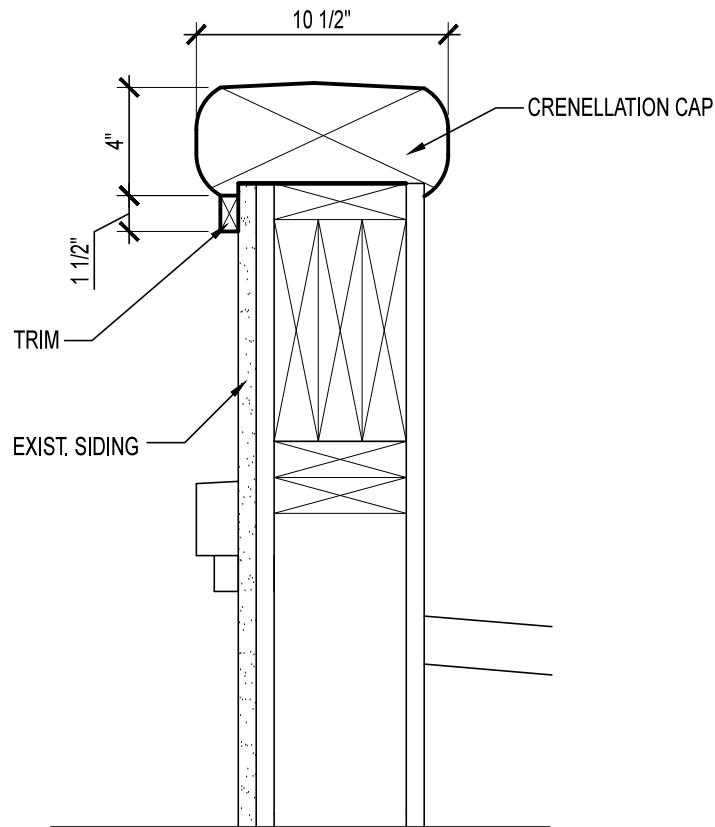


1

PARTIAL ELEVATION OF NEW STUCCO PARAPET - 2340 S. PRESA

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

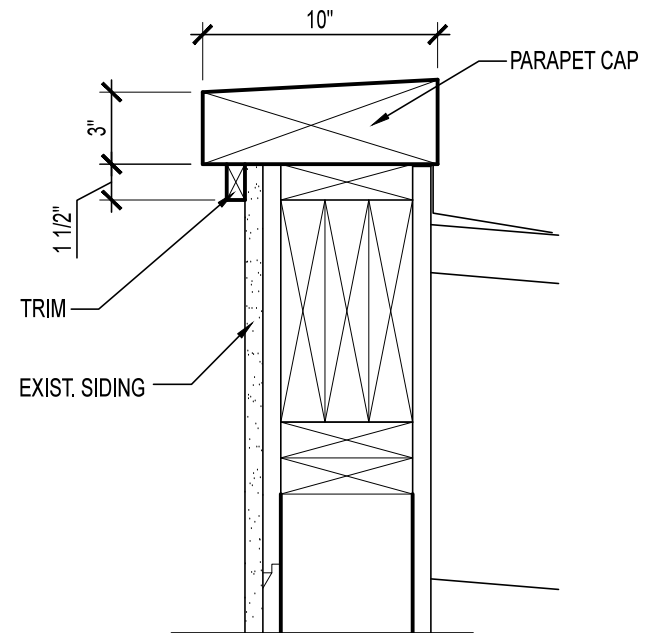
JULY 12, 2016



1

CRENELLATION CAP

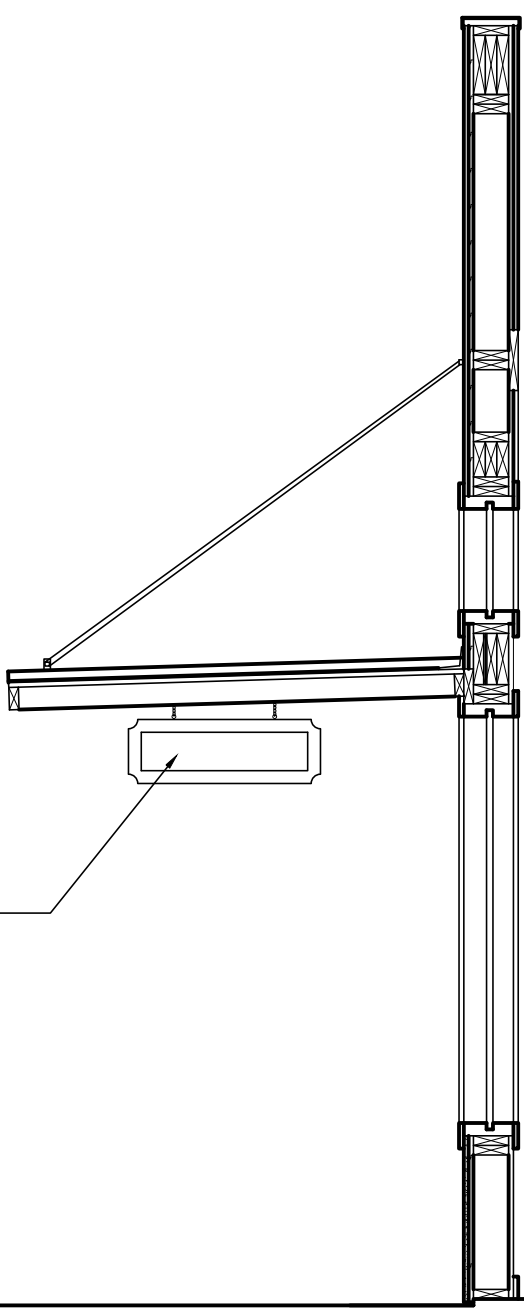
SCALE: 1 1/2" = 1'-0"



2

PARAPET CAP

SCALE: 1 1/2" = 1'-0"



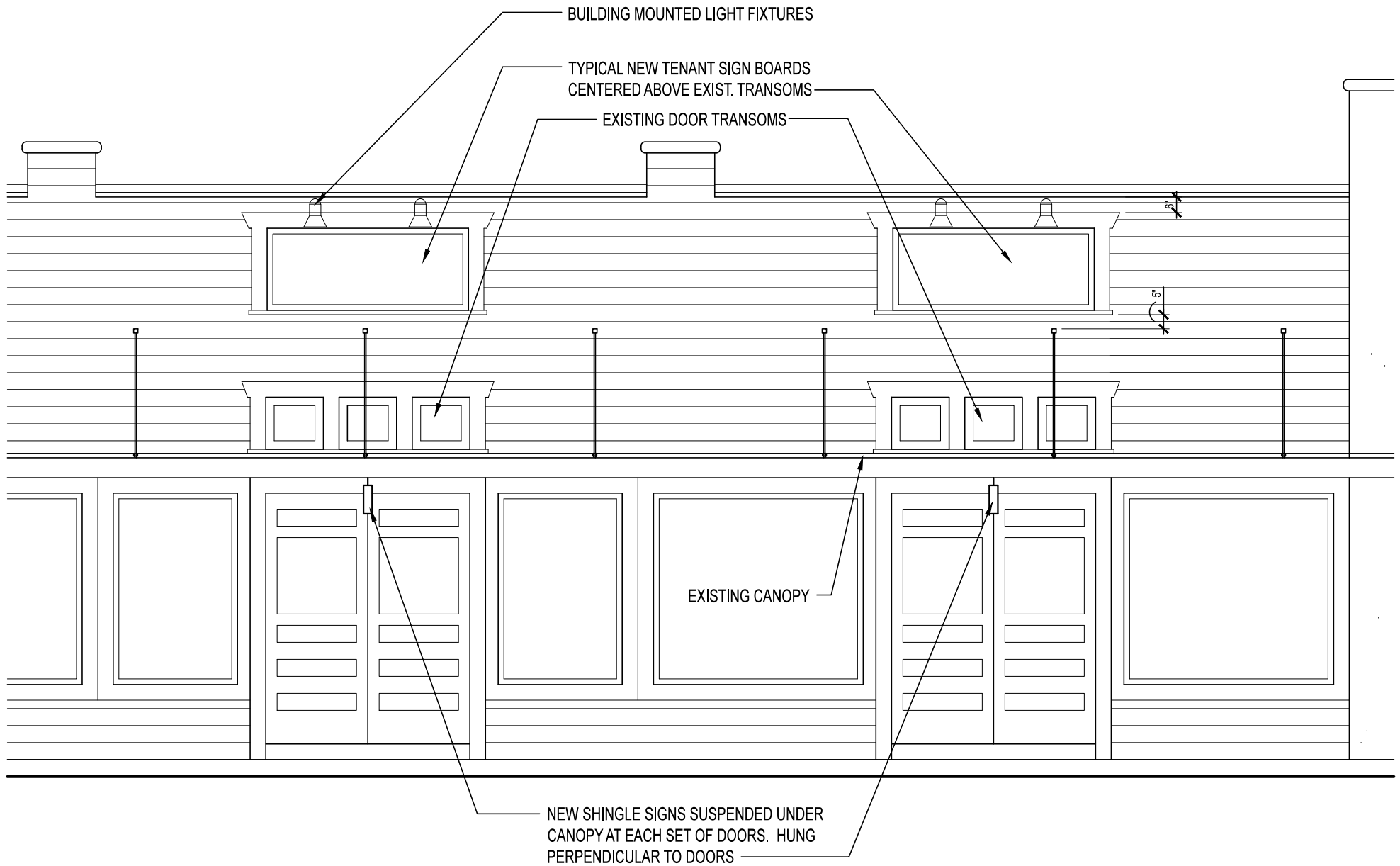
A detailed architectural cross-section drawing of a hanging shingle sign. The sign is a horizontal rectangular board with a decorative, slightly raised profile. It is suspended from a vertical wooden post or wall by a horizontal wooden beam. The beam is supported by a diagonal brace that connects to the vertical post. The drawing shows the internal structure of the wood, including grain patterns and joints. A leader line points from the text 'SUSPENDED SHINGLE SIGN AT EACH SET OF DOORS' to the sign.

SUSPENDED SHINGLE SIGN AT
EACH SET OF DOORS

4

TYPICAL HANGING SHINGLE SIGN - 2340 S. PRESA

SCALE: NOT TO SCALE

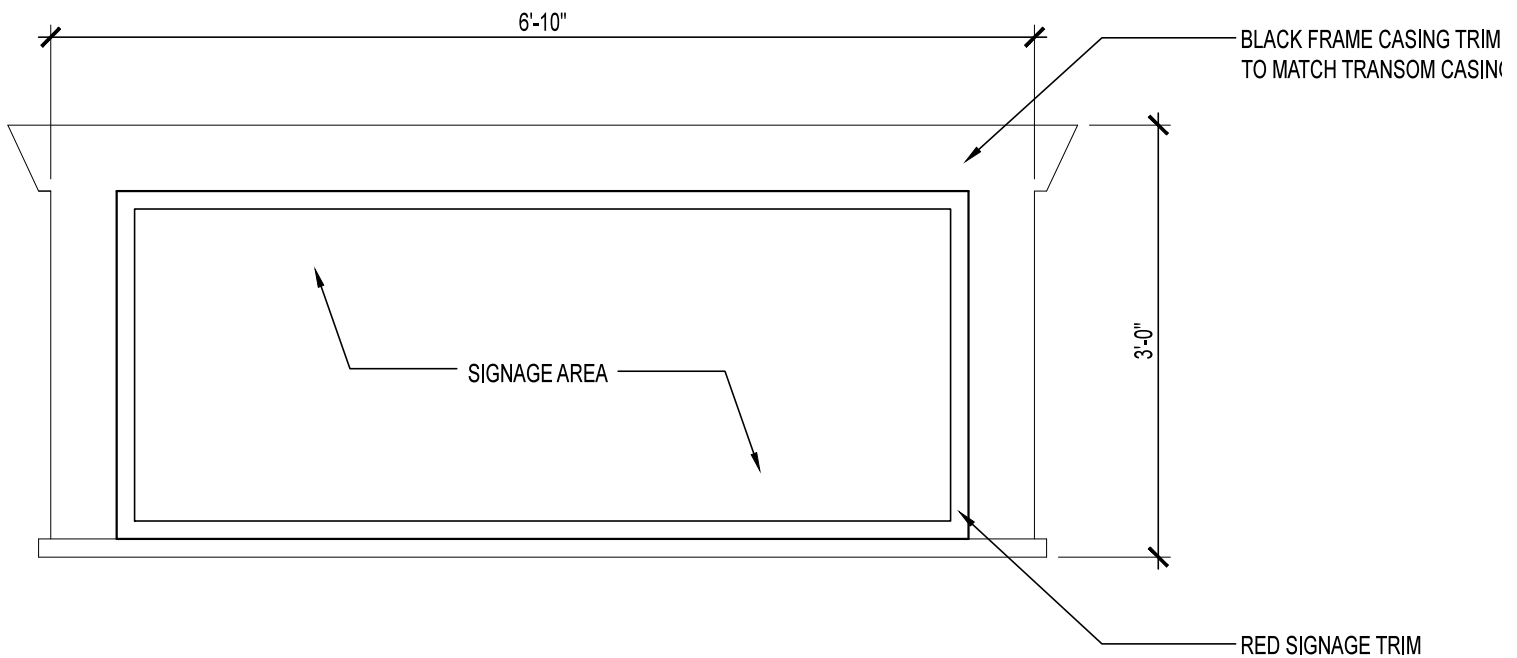


3

PARTIAL ELEVATION WITH TYPICAL PROPOSED SIGNAGE - 2340 S. PRESA

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

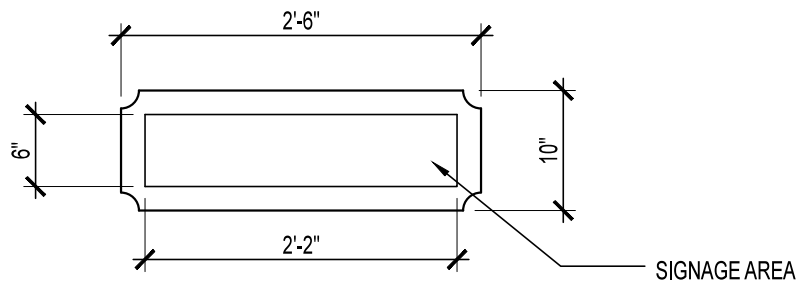
JUNE 28, 2016



1 TYP. TENANT WALL SIGNAGE - 2340 S. PRESA

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

JUNE 28, 2016



2 TYP. TENANT SHINGLE SIGNAGE - 2340 S. PRESA

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

JUNE 28, 2016