

## HISTORIC AND DESIGN REVIEW COMMISSION

September 07, 2016

Agenda Item No: 15

**HDRC CASE NO:** 2016-318  
**COMMON NAME:** 815 S ST MARYS  
**ADDRESS:** 809 S ST MARYS  
**LEGAL DESCRIPTION:** NCB 738 BLK 1 LOT N IRR 120 OF 1 OR A1,S IRR 51.6 OF N 117 OF 1&2,NE TRI OF 6 OR A7  
**ZONING:** C2 IDZ H  
**CITY COUNCIL DIST.:** 1  
**DISTRICT:** King William Historic District  
**APPLICANT:** Kaliki Mendoza/Southwest Signs  
**OWNER:** Southtown Professional Group  
**TYPE OF WORK:** Signage  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install signage at 811 S St Mary's featuring total of approximately thirteen (13) 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

## 3. Projecting and Wall-Mounted Signs

### A. GENERAL

- i. Mounting devices*—Construct sign frames and panels that will be used to be attach signs to the wall of a building of wood, metal, or other durable materials appropriate to the building's period of construction.
- ii. Structural supports*—Utilize sign hooks, expansion bolts, or through bolts with washers on the inside of the wall depending upon the weight and area of the sign, and the condition of the wall to which it is to be attached.
- iii. Appropriate usage*—Limit the use of projecting and wall-mounted signs to building forms that historically used these types of signs, most typically commercial storefronts. To a lesser degree, these signage types may also be appropriate in areas where residential building forms have been adapted for office or retail uses, if sized accordingly.

### B. PROJECTING SIGNS

- i. Placement*—Mount projecting signs perpendicularly to a building or column while allowing eight feet of overhead clearance above public walkways.
- ii. Public right-of-way*—Limit the extension of projecting signs from the building facade into the public right-of-way for a maximum distance of eight feet or a distance equal to two-thirds the width of the abutting sidewalk, whichever distance is greater.
- iii. Area*—Projecting signs should be scaled appropriately in response to the building façade and number of tenants.

## FINDINGS:

- a. The structure at 809 S St Mary's is commonly known as the King William Professional Building and was constructed circa 1940. It has undergone recent façade modifications which include the installation of two blade signs reading "Brigid" featuring approximately nine square feet and "Francis Bogside" featuring approximately eight square feet. Both signs are constructed of steel and copper and are back lit to produce halo lighting.
- b. The applicant has proposed to install a blade sign reading "Alamo City Cryotherapy" to feature a routed aluminum face to be internally illuminated by white LED lights. The proposed sign will be 24 inches in height

and 3' – 4" in length for an approximately square footage of thirteen (13) sq ft. The applicant has noted that the proposed sign will feature a vinyl overlay to block any interior lighting from protruding through the lexan face. The applicant has also noted a halo lighting effect around the proposed letters.

**RECOMMENDATION:**

Staff recommends approval based on finding b with the stipulation that the applicant provide a lighting example to ensure that a glowing cabinet effect will not occur with the proposed signage.

**CASE MANAGER:**

Edward Hall



## Flex Viewer

Powered by ArcGIS Server

Printed: Aug 08, 2016

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815 S. ST. MARYS – ALAMO CITY CRYOTHERAPY



PERSONAL  
BUILDING

809



LA  
OFFICE



6.6 SQ. FEET



southwestsigns.com  
(210) 648-3221 / 800-927-3221

**PRESENTATION DRAWING**

**Project ID# 108030**-02 of 02

**Client:**

Alamo City CryoTherapy

**Location:**

809 S Saint Marys St  
San Antonio, TX 78205

**Sales Rep:**

Custom

**Project Manager:** K. Mendoza

**Date:**

11/16/15

**Designer:**

DR

**Revision:**

R3) rev. background to lt. gray 4/20/16 DR  
R4) add radius sign 5/23/16 DR  
R5) Opt2, intern. illum. 7/11/16 DR  
R6) rev. structure of sign 7/29/16 DR  
R7) opaque white face w/ halo 8/16/16 DR  
R8) routed alum. face 8/26/16 DR

**Description:**

"THIS SIGN IS INTENDED TO BE INSTALLED  
IN ACCORDANCE WITH THE REQUIREMENTS  
OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE  
AND/OR OTHER APPLICABLE LOCAL CODES.  
THIS INCLUDES PROPER GROUNDING  
AND BONDING OF THE SIGN."

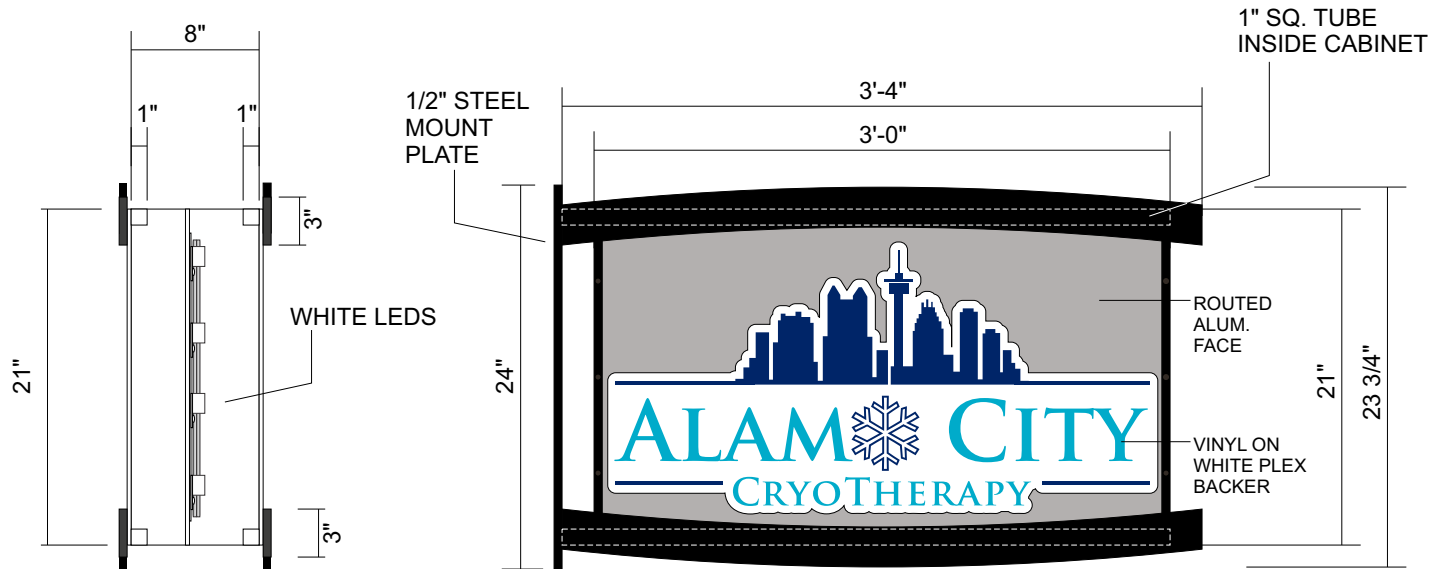


**Primary wires provided by customer.  
Sign voltage based upon 120v.**

THIS IS AN ORIGINAL UN-PUBLISHED  
DRAWING CREATED BY SWS SIGNS. IT  
IS SUBMITTED FOR YOUR PERSONAL  
USE IN CONJUNCTION WITH A PROJECT  
BEING PLANNED FOR YOU BY SWS SIGNS.  
IT IS NOT TO BE SHOWN TO ANYONE  
OUTSIDE YOUR ORGANIZATION, NOR IT IS  
TO BE USED, REPRODUCED, COPIED OR  
EXHIBITED IN ANY FASHION.

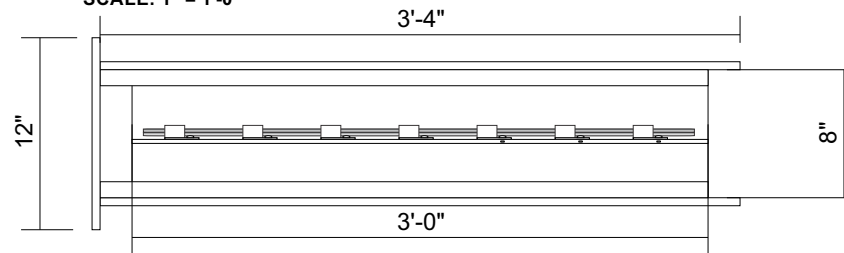
**LL Approval:**

**Customer Approval:**



**FACE VIEW**

SCALE: 1" = 1'-0"



**TOP VIEW**

SCALE: 1" = 1'-0"

**COLOR SPECS**

- WHITE PLEX
- COOL GRAY 6C ALUM.
- 281C BLUE / 36 BLUE
- BLACK / 22 BLACK
- 312C BLUE / 57 BLUE

**OPTION 2**

MFG. & INSTALL D/F INTERNALLY ILLUMINATED FLAG MOUNTED BLADE SIGN  
ROUTED .125" ALUM. FACES PTD GRAY BACKED W/ WHITE PLEX W/ VINYL APPLIED 1ST SURFACE  
INTERNALLY ILLUMINATED W/ WHITE LEDS  
1/2" BLACK RETAINER ON VERTICAL EDGES HELD WITH PAINTED  
COUNTERSUNK SCREWS OVER 8" DEEP BLACK RETURNS  
COVERED TOP & BOTTOM EDGE W/ 1/4" ALUM. CURVED DECORATIVE ACCENTS W/ PAINTED COUNTERSUNK SCREWS

1" SQUARE TUBES INSIDE CABINET WELDED TO 12" X 24" X 1/2" STEEL MOUNTING PLAGE  
SATIN BLACK PAINT MOUNTING STRUCTURE

FLAG MOUNTED W/ NON-CORROSIVE HARDWARE BLOCKING AS REQ'D.





815



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PROFESSIONAL  
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LAW  
OFFICES

