

## HISTORIC AND DESIGN REVIEW COMMISSION

October 19, 2016

Agenda Item No: 10

**HDRC CASE NO:** 2016-410  
**ADDRESS:** 702 DONALDSON AVE  
**LEGAL DESCRIPTION:** NCB 9074 BLK LOT 28  
**ZONING:** R-6 H  
**CITY COUNCIL DIST.:** 7  
**DISTRICT:** Monticello Park Historic District  
**APPLICANT:** Michael Jett/Aguirre Signs  
**OWNER:** River City Living Church  
**TYPE OF WORK:** Signage  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install a new sign on the primary façade made of cast aluminum letters with an approximate area of 11 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 applicant is proposing signage at 702 Donaldson, a church building that used to be a Church of Christ. The building is a mid-century modern church.
- b. There is no existing permanent signage. The applicant is proposing to install 11 square feet of signage in the same location of a previous sign. The proposed sign is manufactured aluminum die cut letters stud mounted to the brick façade. The sign will not be lit. According to the Guidelines for Signage, signs should be proportionated to building scale, oriented toward the sidewalk and made of an appropriate material. Staff finds the material and location of this sign consistent with the Guidelines.

#### **RECOMMENDATION:**

Staff recommends approval as submitted based on findings a and b.

#### **CASE MANAGER:**

Lauren Sage



## Flex Viewer

Powered by ArcGIS Server

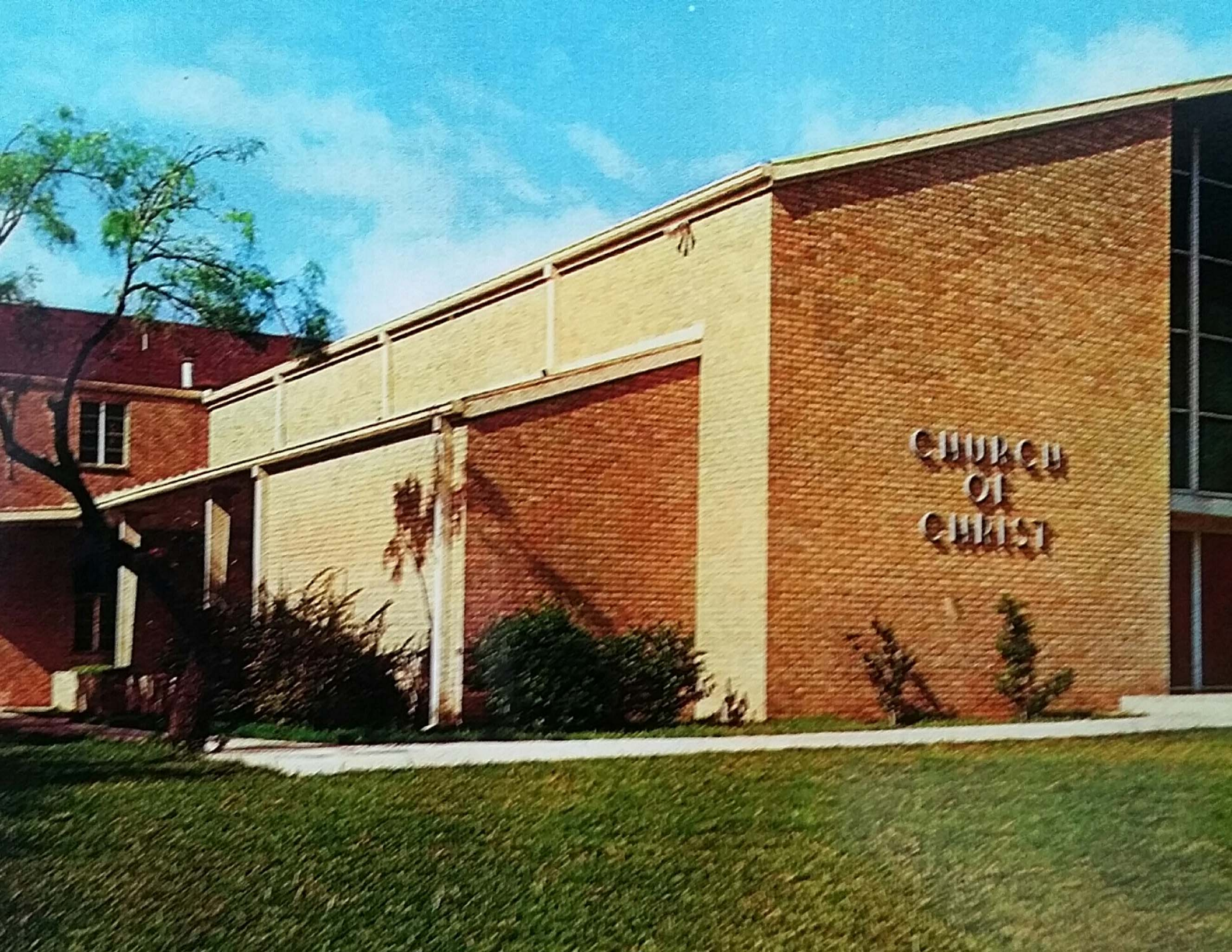
Printed: Oct 11, 2016

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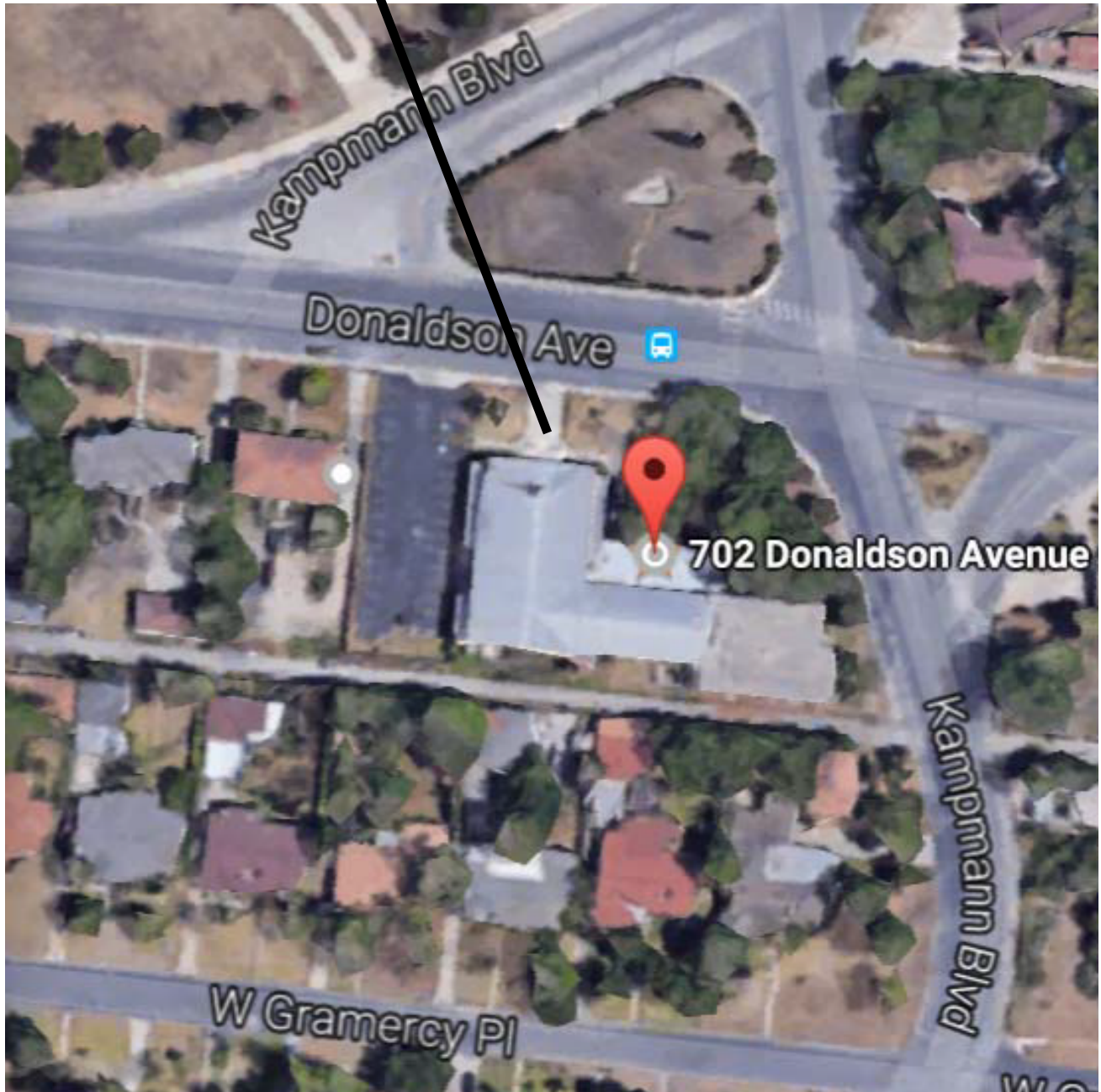




CHURCH  
OF  
CHRIST



Die Cut Letters will be placed on wall facing Donaldson Avenue



**BEFORE**



**AFTER**



**Customer**

**Living Church At Woodlawn Pointe**  
702 Donaldson Avenue  
San Antonio, TX 78201  
Pastor Joseph W. Garrett  
Phone: 210-889-2566

**Sign Contractor**

**Aguirre Signs**  
10506 Breeds Hill Drive  
San Antonio, TX 78245  
License #: 18433  
Phone: 210-310-5492

**09/21/2016**

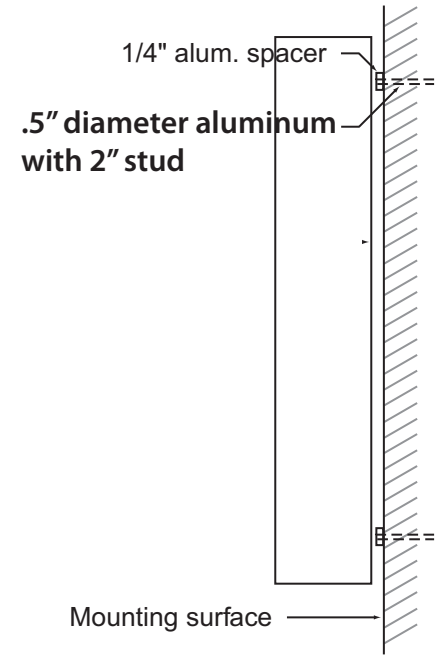
**Building Sign -**

**Qty 1**

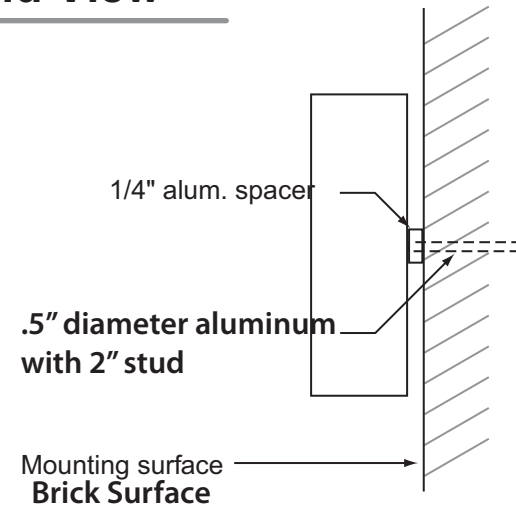
**Material - Cast Aluminum Letters**  
**Thickness - 1/2"**

**LIVING CHURCH - 12" Letters**  
**AT WOODLAWN POINTE - 4" Letters**  
**Stud Mounted in to Brick**

# FRONT VIEW



## End View



### Customer

Living Church At Woodlawn Pointe

702 Donaldson Avenue

San Antonio, TX 78201

Pastor Joseph W. Garrett

Phone: 210-889-2566

### Sign Contractor

Aguirre Signs

10506 Breeds Hill Drive

San Antonio, TX 78245

License #: 18433

Phone: 210-310-5492



# Stud Mount

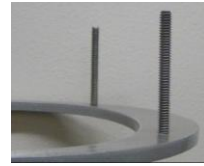
## Flat Cut Metal Letters / Logos

### Interior / Exterior Mounting Surface

## Installation Guide

Threaded studs on metal letters.

**Tools Required:** Mounting Pattern, level, drill, drill bit, tape measure, cleaning cloth, masking tape, adhesive.



Videos



## 1. POSITION and Secure Mounting Pattern

Clean mounting surface before installing letters.

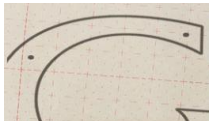
**Set Pattern:** Level and align mounting pattern on mounting surface.

Securely tape flat to surface & perform a final spelling and spacing check.

**Mark Holes:** Use a center punch or sharpie to mark through all drill holes onto wall.

**Remove:** Your drilling will be more accurate if you remove pattern before drilling holes.

**Tip:** Brick or Block walls may require using duct tape to secure pattern



## 2. DRILL Mounting Holes

**Drill & Bits:** Use a drill & bit to match your mounting surface.

Use a bit that is slightly larger in diameter than your studs (allow for some adjustment).

**Drill holes:** Hold drill level and drill all marked holes at least 1-1/2" deep.

**Clean Holes:** After holes are all drilled, clean (blow) out holes to remove all dust.

**Tip:** Brick or Block may require using a hammer drill & masonry drill bit.

## 3. DRYFIT Letters

**Insert Letters:** Take letters in order of number marked on the back and press into drilled holes (do NOT apply adhesive yet and do not force studs into holes).

**Adjust:** If letters do not press easily into holes, open holes (make hole larger with bit) until letters can be set straight.



## 4. APPLY Adhesive

**Fill holes:** Using a quality adhesive, generously fill all drilled holes.

**Studs:** Next apply a good coating of the same adhesive to the studs of your #1 letter.



## 5. INSTALL Letters

**Set Letters:** Press studs into drilled holes until the letters touch the wall. Hold letter to wall by placing long strips of masking tape (or duct tape if necessary) on the letter face. Secure letters in numerical order, inserting until all are letters are set.

## 6. FINAL Adjustment

**Adjust & Set:** Stand back and view letters at a distance. Hand adjust letters straight by loosening tape and repositioning as needed. Once letters are straight, firmly press tape back onto wall. Secure with more tape if needed.

Allow adhesive to set (time may vary based on climate), then remove tape & protective masking. Clean off letter faces as needed.

