

HISTORIC AND DESIGN REVIEW COMMISSION

January 18, 2017

Agenda Item No: 25

HDRC CASE NO: 2017-011
ADDRESS: 110 MCCULLOUGH AVE / 615 ELM
LEGAL DESCRIPTION: NCB 435 BLK 13 LOT 10 & E 20 FT OF 8 / NCB 541 BLK 34 LOT 8
ZONING: FBZ T4-2 / FBZ T4-2 HS
CITY COUNCIL DIST.: 1
APPLICANT: Sergio Villegas/FastSigns
OWNER: Christian Assistance Ministry
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install signage at 110 McCullough/615 Elm. The applicant has proposed to install the following signs:

1. A freestanding sign featuring two banners that is to feature a height of fourteen (14) feet. Each banner is to feature an overall size of thirty-six (36) inches in height and twenty-four (24) inches in width. Each banner arm will be twenty-seven (27) inches in length. This sign will be non-illuminated.
2. One panel frame sign to feature an overall height of nine (9) feet. The banner is to feature an overall width of fifty-four (54) inches with an overall height of thirty-six (36) inches.

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.

FINDINGS:

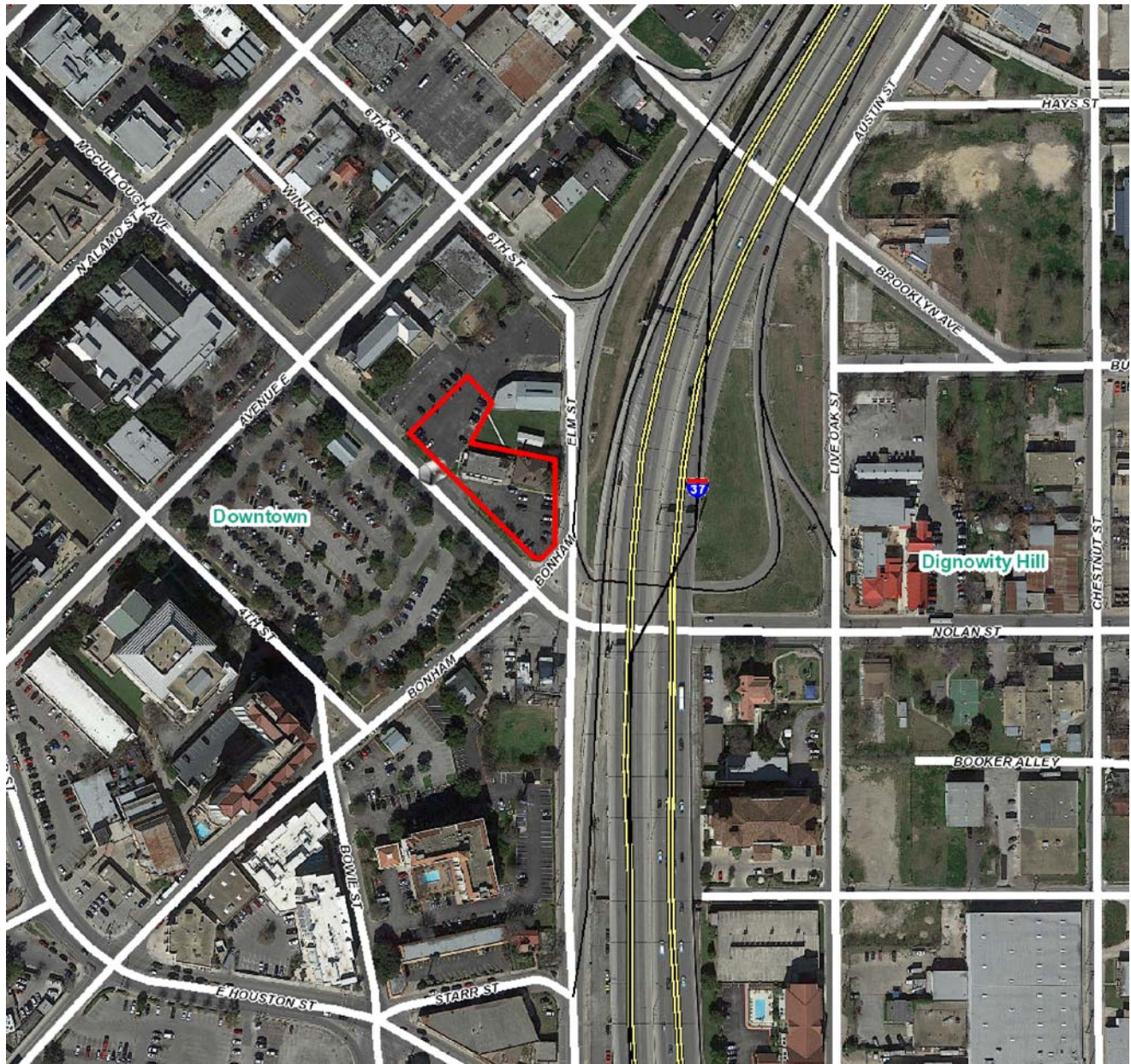
- a. The applicant has proposed to install signage at 110 McCullough/615 Elm, the location of the individually designated landmark, the Dulling House. The applicant has received administrative approval to reface a number of existing signs on the property.
- b. **FREESTANDING SIGN** – The applicant has proposed to install one two banners that is to feature a height of fourteen (14) feet. Each banner is to feature an overall size of thirty-six (36) inches in height and twenty-four (24) inches in width. Each banner arm will be twenty-seven (27) inches in length. This sign will be non-illuminated. This sign is to be located near the intersection of Elm, Bonham and McCullough. Per the Guidelines for Signage, each building is to be allowed one major and two minor signs; total requested square footage should not exceed fifty (50) square feet. The applicant has proposed an overall square footage of twenty-four square feet when including both sides of the proposed banner. Staff finds the proposed sizes appropriate; however, the Guidelines for Signage 4.B.i. notes that the overall height of freestanding signage should not exceed six (6) feet in height.
- c. **BANNERS** – At all times, the applicant should maintain banners to comply with the City of San Antonio, Code of Ordinances, Chapter 28-110 regarding sign maintenance. All sign components are to remain in good repair with the proper structural supports. Any tearing, fading or other damage should be repaired immediately. With the HDRC approval of banner locations modifications to or changing of banners may be eligible for administrative approval.
- d. **PANEL SIGN** – In the front yard of the primary historic structure, the applicant has proposed to install one panel frame sign to feature an overall height of nine (9) feet. The banner is to feature an overall width of fifty-four (54) inches with an overall height of thirty-six (36) inches for a total square footage of twenty-seven (27) square feet. Staff finds the proposed square footage appropriate; however, the applicant should reduce the height of the proposed sign to no more than six (6) feet in height.

RECOMMENDATION:

Staff recommends approval of items #1 and #2 based on findings a through c with the stipulation that the applicant reduce the height of both signs to not exceed six (6) feet and that the proposed banners to maintained in accordance with the City of San Antonio, Code of Ordinances, Chapter 28-110.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Jan 09, 2017

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Written narrative explaining the proposed work

Post and panel. 2 panel sign. One side faces the CAM parking lot and the other faces the frontage.

Size of both panels are 36" H x 54" W. Sign is 6ft off the ground, the pole height above ground is 9' ft high

One banner pole 14' H with banner arms and double sided banners with new CAM logo that are 36" H x 24" W next to and under current light pole

Specifications of materials to be used, documentation of all materials

Banner Pole

4" x 14' FT fluted post, decorative base, finials, pair of banner arms 27" W, powder coated black

Double sided 16 oz matte pole banners include 2" inch pole pockets and a grommet at each corner seam waterproof and UV safe

Panel Frame

Pair of 3" x 11' square post with finials. Pair of 1" x 2" x 54" cross arms with holders, powder coated black

Max Metal panels, thickness 3mm, 36" H x 54" W,



Elm St

Elm St

Posts and Panels

Banner Pole

ONLY

Bohannan



cam

christian
assistance
ministry



cam

christian
assistance
ministry



EXHIBITS
& DISPLAYS



COMPLIANCE



PROJECT
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HxW: 36"x54"



cam
christian
assistance
ministry

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