

HISTORIC AND DESIGN REVIEW COMMISSION

March 01, 2017

HDRC CASE NO: 2017-092
ADDRESS: 201 W COMMERCE ST
LEGAL DESCRIPTION: NCB 122 BLK LOT 1 & 2
ZONING: D, H
CITY COUNCIL DIST.: 1
DISTRICT: Main/Military Plaza Historic District
APPLICANT: Fabian Diaz/C&S Wired Up Electric
OWNER: 7 Eleven, Inc
TYPE OF WORK: Signage
REQUEST:

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

- a. Install one non-illuminated, double sided blade sign featuring an aluminum cabinet with vinyl applied graphics to be mounted to the building's façade beneath the canopy to feature a total square footage of five (5) square feet.
- b. Install one non-illuminated, double sided blade sign to feature an aluminum cabinet and vinyl applied graphics to be mounted to the building's façade above the canopy to feature a total square footage of twenty-four (24) 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.

FINDINGS:

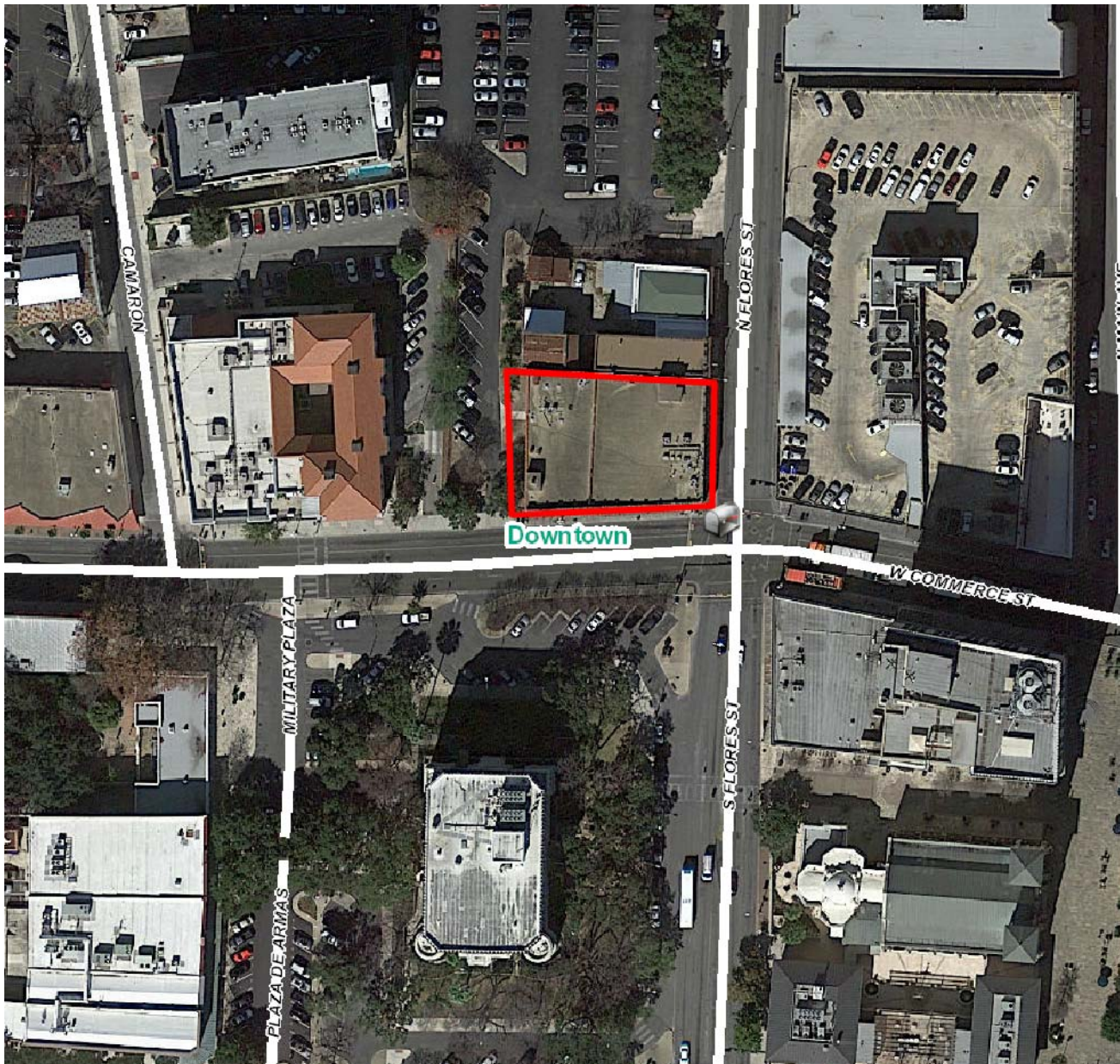
- a. The applicant has proposed to install two signage for Metro PCS on the E Commerce (south) facing façade of the structure at 201 W Commerce.
- b. The applicant has proposed to install one non-illuminated, double sided blade sign featuring an aluminum cabinet with vinyl applied graphics to be mounted to the building's façade beneath the canopy to feature a total square footage of five (5) square feet. The proposed blade sign is consistent with the Guidelines for Signage in regards to materials, size and location.
- c. Above the canopy, the applicant has proposed to install one non-illuminated, double sided blade sign to feature an aluminum cabinet and vinyl applied graphics to be mounted to the building's façade to feature a total square footage of twenty-four (24) square feet. The proposed blade sign is consistent with the Guidelines for Signage in regards to materials, size and location.

RECOMMENDATION:

Staff recommends approval of items #1 and #2 based on findings b and c with the stipulation that any mounting brackets are installed through mortar joints and not through the face of brick.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Feb 24, 2017

The City of San Antonio does not guarantee the accuracy, adequacy, completeness or usefulness of any information. The City does not warrant the completeness, timeliness, or positional, thematic, and attribute accuracy of the GIS data. The GIS data, cartographic products, and associated applications are not legal representations of the depicted data. Information shown on these maps is derived from public records that are constantly undergoing revision. Under no circumstances should GIS-derived products be used for final design purposes. The City provides this information on an "as is" basis without warranty of any kind, express or implied, including but not limited to warranties of merchantability or fitness for a particular purpose, and assumes no responsibility for anyone's use of the information.



Flores St

N Flores St

N Flores St

201 West
Commerce Street

7-Eleven

W Commerce St

W Commerce St

W Commerce St

Military Plaza



FOR LEASE
(313) 424-8800
CBG

FOR LEASE
SE RENTA
David Katz
954-330-8274
Katz

metroPCS

201

SIGN (A)

MANUFACTURE & INSTALL

(1) 18"w x 8' h NON-ILLUMINATED, DOUBLE SIDED PROJECTING SIGN
.063 ALUMINUM CABINET W/ VINYL APPLIED TO FIRST SURFACE
SIGN TO BE WALL MOUNTED WITH (2) 1' X 1' METAL PLATES

SIGN (B)

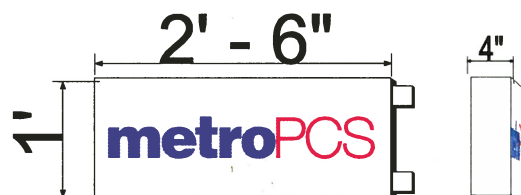
MANUFACTURE & INSTALL

(1) 30"w x 12" h NON-ILLUMINATED, DOUBLE SIDED BLADE SIGN
.063 ALUMINUM CABINET W/ VINYL APPLIED TO FIRST SURFACE
SIGN TO BE WALL MOUNTED TO BUILDING'S FASCIA.

SIGN "B"

Front View

Side View

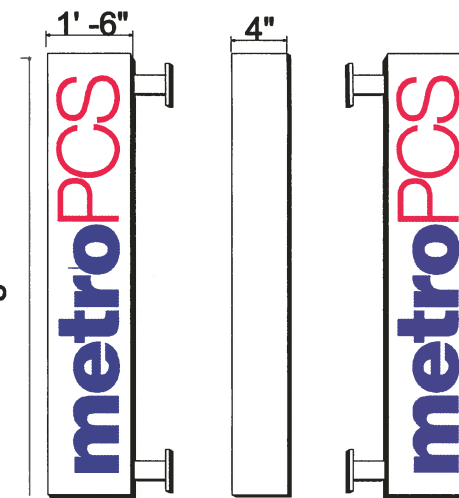


SIGN "A"

Front View

Side View

Front View



Customer:	
Company:	MetroPCS
Address:	208 W. Commerce
City:	San Antonio, TX.
State/ZIP:	
Phone:	
Fax:	

C&S WIRED UP ELECTRIC
11926 NACOGDOCHES RD.
SAN ANTONIO, TX. 78217
210-646-0609

Job No.:	Date:
Order Date:	Salesperson:
Sign Dimensions:	Estimate:
Comments:	