

HISTORIC AND DESIGN REVIEW COMMISSION

June 07, 2017

HDRC CASE NO: 2017-254
ADDRESS: 301 E HOUSTON ST
LEGAL DESCRIPTION: NCB 415 BLK 18 LOT A-1
ZONING: D, HS
CITY COUNCIL DIST.: 1
LANDMARK: Vogue Building
APPLICANT: Bill Freeman/Fastsigns NE
OWNER: Greystar Properties
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install two (2) double faced signs beneath the canopy at 301 E Houston.

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.

3. Projecting and Wall-Mounted Signs

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:

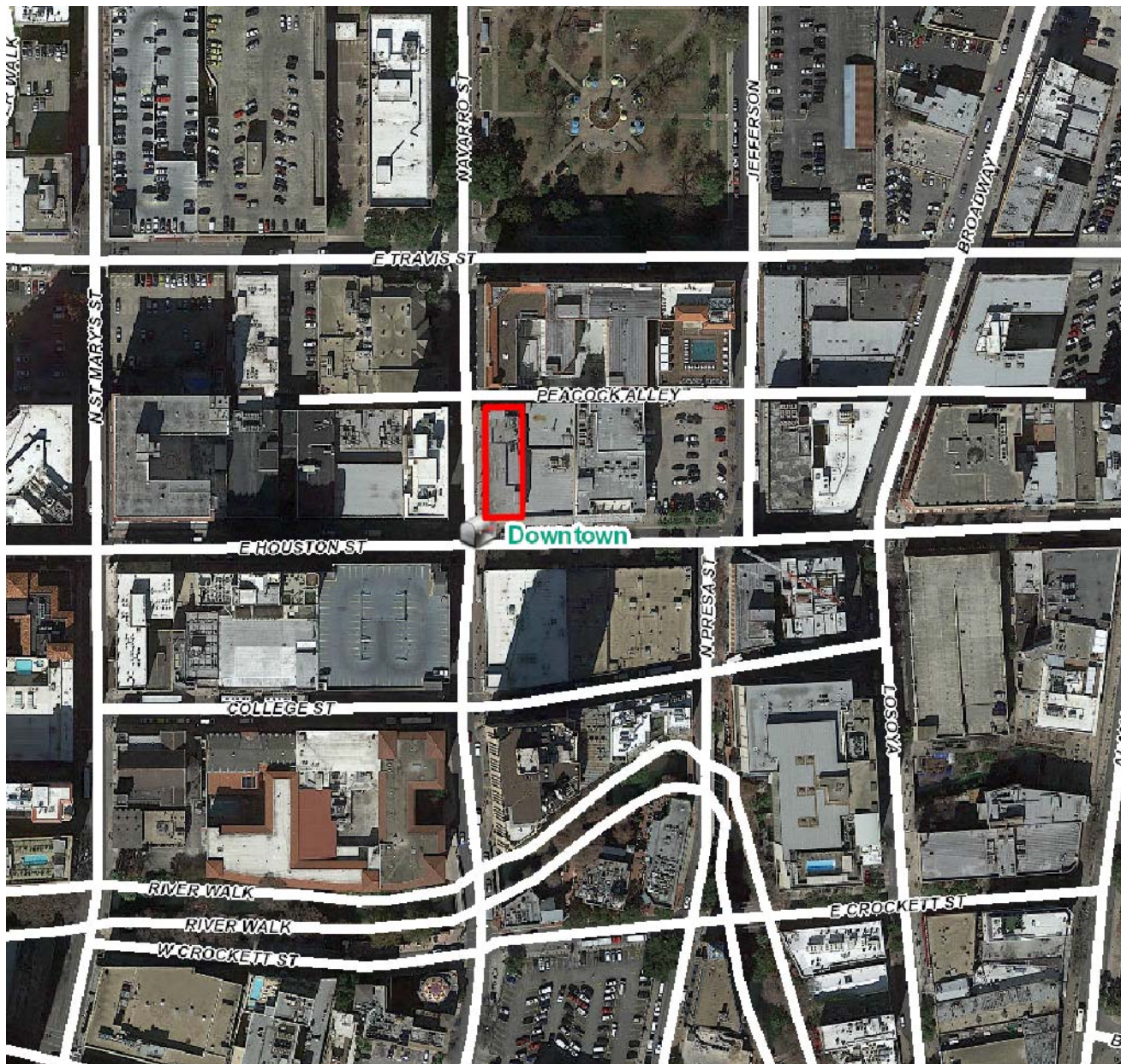
- a. The applicant has proposed to install two (2) double faced, hanging cabinet signs at 301 E Houston street, commonly known as the Vogue Building. One sign is to be located on E Houston while the second is to be located on Navarro. The retail space's pedestrian street entrance is located on E Houston. The applicant has proposed for both signs to be thirty-six (36) inches in height, seventy-two (72) inches in width, plexi faces with aluminum trim and leads and will be flush mounted to the overhead ceiling. The applicant has not noted a specific lighting mechanism at this time.
- b. The Guidelines for Signage 1.A.i. notes that each building will be allowed one major and two minor signs, not to exceed fifty (50) square feet. Additionally, the design of new signs should respond to the character and period of the area in which they are placed. Signs along E Houston Street typically feature indirect or reverse channel lighting, are double faced, feature aluminum sign faces and are typically hung from street canopies with square tube mounting.
- c. Staff finds the proposed size of both signs appropriate. Additionally, the applicant has proposed to hang the sign from the underside of the street canopy to be consistent with those found along E Houston.

RECOMMENDATION:

Staff recommends approval based on findings a through c with the stipulation that the sign features an aluminum face, reverse lighting and mounting consistent with the example found along E Houston as noted in findings b and c.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: May 23, 2017

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318 E Houston St
San Antonio, Texas

Street View - Apr 2016



SIGNAGE EXAMPLES FOUND ON THE 300 BLOCK OF E HOUSTON













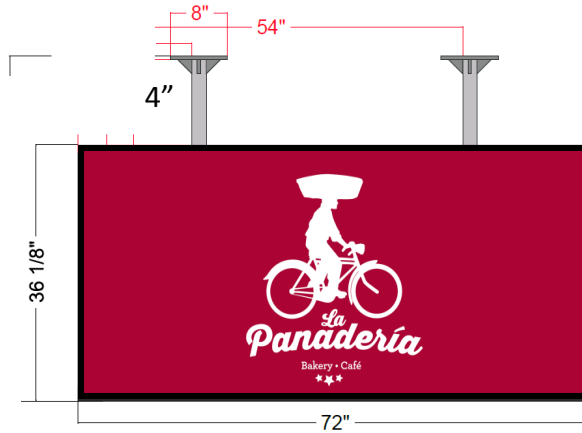
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***Note 2 sets**

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PREVENTED BY THE PROPER REVIEW OF THIS FORM. THANK YOU.



Specs: Two sets welded D/F cabinet w/ plex faces, aluminum trim & leds, square tube mounting arms & plates - self contained.

Face: 7328 white.

Trim: 1" x 1" aluminum trim painted black.

Return (welded): 12" painted black / Interiors painted white.

Illumination:

Transformers: Principal PL-60-12-U 120-277VAC - self contained.

UL Specs: UL Listed w/ UL Labels.

Drain Holes: Yes.

Electrical Holes: 10' leads (leave lead rolled up inside) w/ disconnect switch.

Mounting Holes: Two 2" square tube mounting arms (on top of cabinet) with .5" aluminum mounting plates with gussets painted black.

Mounting Pattern: No.

Project:	D/F Cabinet	Job #:	194110	Approved By: _____	Date: _____
Graphics by:	Jarrold McCleod	Date:	04/17/17	SIGNED APPROVAL OF ALL DRAWINGS MUST BE RECEIVED BEFORE PRODUCTION BEGINS.	
				Notes/Changes:	CE 41602 CO 6130