

HISTORIC AND DESIGN REVIEW COMMISSION

June 21, 2017

HDRC CASE NO: 2017-258
ADDRESS: 306 AUSTIN ST
LEGAL DESCRIPTION: NCB: 525 BLK: 18 LOT N 53.5 OF S 102.66 OF 7 ARB A8, N TRI 95.2 OF 7 ARB A9 & NW IRR 167.36 FT OF 11
ZONING: D,HS
CITY COUNCIL DIST.: 2
LANDMARK: Wolfmueeller Building
APPLICANT: Jorge Acosta/Urban Cuts The Barber's Lounge, LLC
OWNER: Steven Goltzman
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install a double-sided, vertically-oriented blade sign to project from the northwest corner of the front façade. The sign will be feature reverse channel letters, indirect lighting, and a total sign area of approximately 20 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.

C. WALL-MOUNTED SIGNS

- i. *Area*—Limit the aggregate area of all wall-mounted signs to twenty-five percent of a building facade.
- ii. *Projection*—Limit the projection of wall-mounted signs to less than twelve inches from the building wall.
- iii. *Placement*—Locate wall signs on existing signboards—the area above the storefront windows and below the second story windows—when available. Mount wall signs to align with others on the block if an existing signboard is not available.
- iv. *Channel letters*—Avoid using internally-illuminated, wall-mounted channel letters for new signs unless historic precedent exists. Reverse channel letters may be permitted.

FINDINGS:

- a. The multitenant commercial structure located at 306 Austin St. is a designated historic landmark, with the

common name of Wolfmueller Building. The building is 2 stories and features a symmetrical front façade with storefront windows on the first floor, five windows on the second floor, and a raised parapet. Primary façade materials are cast stone and brick with decorative patterning at the cornice level. The building was designated on October 27, 1988 as part of a comprehensive ordinance that landmarked nearly 1,100 structures. The applicant is requesting approval to install a new double-sided, vertically-oriented blade sign to project from the northwest corner of the front façade. The sign will be feature reverse channel letters, indirect lighting, and a total sign area of approximately 20 square feet.

- b. The applicant met with the Design Review Committee (DRC) on June 13, 2017. The committee noted how the location of the building on a high-traffic corridor is key, where visibility from cars is the primary means of sign communication versus pedestrian. They did not have an issue with scale or the double-sided nature of the proposed sign. They also recommended that the applicant provide an updated photograph of the surrounding site conditions, as there is heavy tree coverage adjacent to the structure, as well as a prominent billboard, that may strengthen the case for the sign.
- c. EXISTING SIGNAGE – A previous applicant received HDRC approval to install signage similar in size and materiality on March 19, 2015. The signage still exists and is located below the cornice on the south façade.
- d. NUMBER AND SQUARE FOOTAGE – According to guideline 1.A.i, each building is allowed one major and two minor signs with a total square footage not to exceed 50 feet. The applicant’s proposal of a sign totaling approximately 20 square feet is generally consistent with the square footage requirement, but three signs already exist on the structure totaling approximately 35 square feet. Staff finds that additional signage would exceed the number requirement and does not find the proposal consistent with this Guideline.
- e. DESIGN – The applicant has proposed to install a double-sided, vertically-oriented blade sign. The blade sign will project from the second story above an existing metal awning. The sign will be affixed to the brick portion of the structure. The sign will feature three colors – red, blue, and white – with white letters on a blue background. Guideline 1.D.iii states that colors on signs should be limited to three, and that white text on a dark background will increase legibility. Guideline 3.A.iii stipulates that projecting signs should only be used on building forms that historically had them, particularly commercial storefronts. Staff finds the design of the sign consistent with the Guidelines and appropriate for the structure.
- f. MATERIAL – The applicant has proposed to utilize reverse channel lettering illuminated with indirect LED lighting. According to guideline 3.C.iv, reverse channel letters may be permitted. This material and lighting approach was approved for the existing sign on the south façade. Staff finds the proposal consistent with the Guidelines.
- g. LOCATION – The applicant has proposed to install the projecting blade sign on the second story of the structure, adjacent to an existing window, awning, and balcony. Guideline 3.A.iii stipulates that projecting signs should only be used on building forms that historically had them, particularly commercial storefronts. Additionally, projecting signs should be mounted perpendicularly and allow eight feet of overhead space from the public right-of-way. The location will be minimally intrusive to existing material, requiring two small mounts. Staff finds the location of the sign consistent with the Guidelines and appropriate for the structure.

RECOMMENDATION:

Staff does not recommend approval based on finding d. Staff recommends that the owner of the building submit a master signage plan that specifies appropriate signage areas for all tenants. Temporary signage may be approved in accordance with the UDC until permanent signage is approved.

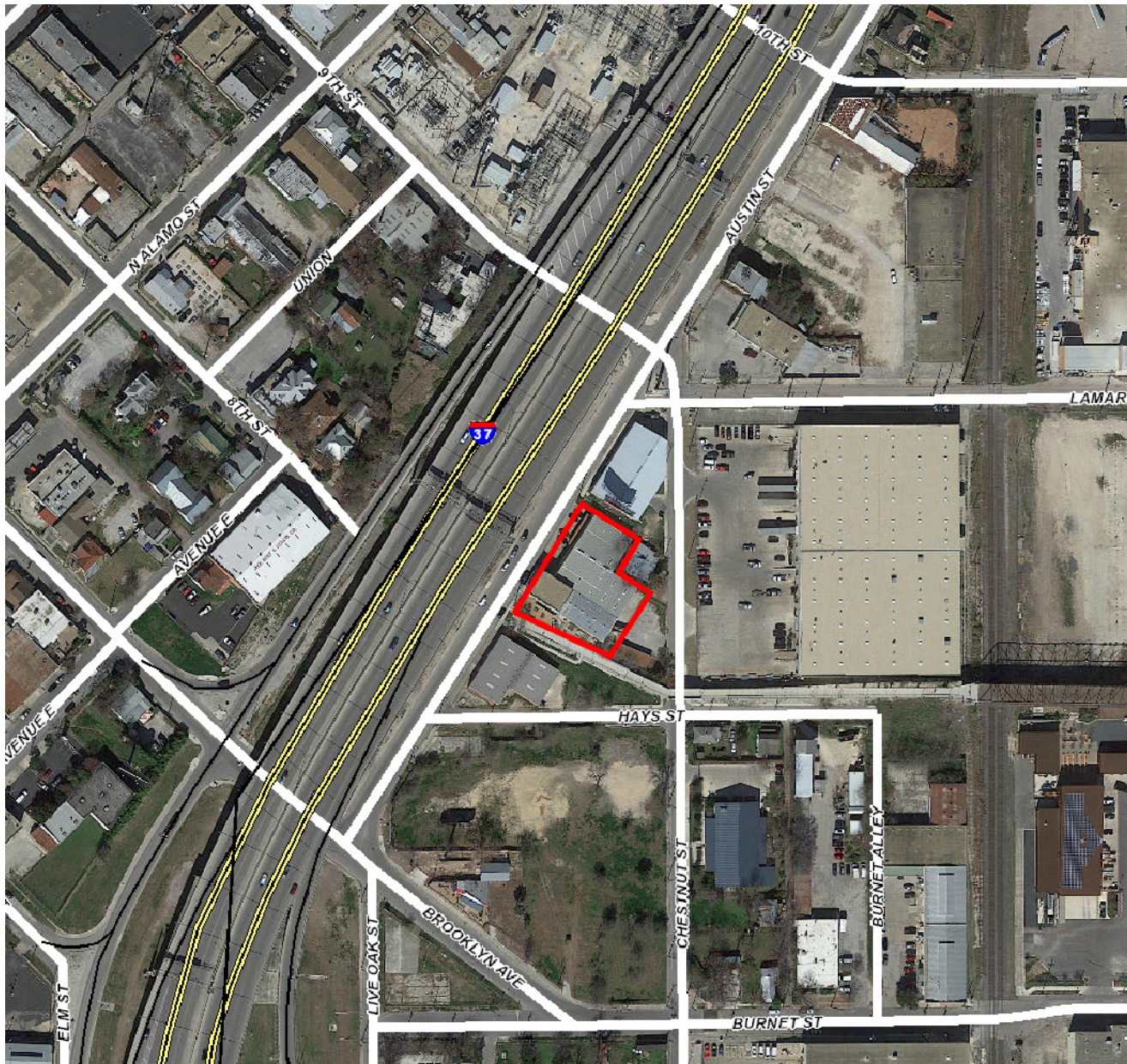
If the HDRC approves this request, staff recommends the stipulation that the sign be mounted to the mortar rather than the historic masonry.

CASE MANAGER:

Stephanie Phillips

CASE COMMENTS:

The applicant met with the Design Review Committee (DRC) on June 13, 2017. The discussion is outlined in finding b.



Flex Viewer

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Printed: May 31, 2017

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1316
WOLFMUELLER

UNBART CUTS
Barber Shop
Opening Soon

Big
Hops
GROWLER
FILLS

Big
Hops
TAP ROOM



306



NO PARKING
ONLY





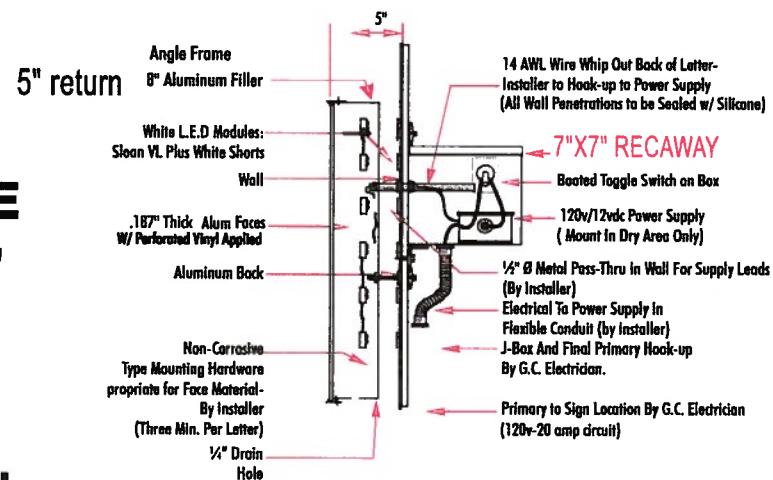
REVERSE CHANNEL LETTERS INDIRECT LIGHTING

**WALL SIZE
30.3' X 29'**



LOW VOLTAGE L.E.D. LIGHTING SYSTEM

U.L. LISTED CLASS 2 - CONFORMS TO U.L. 48 & NEC 600 CODE



SECTION DETAIL - LED ILLUMINATED WALL LETTERS N.T.S.

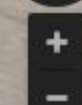
Customer: **URBEN CUTS**
 Company: **URBEN CUTS**
 Address: **306 AUSTIN ST**
 City: **San Antonio, TX 78215**
 Phone: **210-815-0593**
 Fax:



2423 RIGSBY AVE, SAN ANTONIO, TX 78222
 PHONE/FAX: (210)359-6366
 southeastneon@aol.com
 TSCL# 18461

Job No.:	Date:
Order Date:	Salesperson:
Sign Dimensions:	Estimate:
1171.437in x 494.778in	\$0.00
Comments:	





Approved by
HDRC

Big Hops
ALL



Image capture: Mar 2018 Images may be subject to copyright. Terms Privacy

Google Maps 302 Austin St

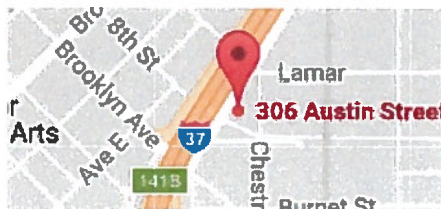
Approved by
HDRC



Image capture: Apr 2016 © 2017 Google

San Antonio, Texas

Street View - Apr 2016





CITY OF SAN ANTONIO
**OFFICE OF HISTORIC
PRESERVATION**

**Historic and Design Review Commission
Design Review Committee
Report & Recommendation**

DATE: June 13, 2017 HDRC Case# _____

ADDRESS: 306 Austin Meeting Location: OHP

APPLICANT: Jorge Acosta

DRC Members present: Guarino, Kamal, Bustamante

Staff present: Stephanie Phillips

Others present: _____

REQUEST: Signage

COMMENTS/CONCERNS: _____

Blade sign updated proposal

Reverse channel letters, LED aluminum

Location on road is key. Not pedestrian oriented.

MG-not a scale issue, need double side for cars.

Approach from street with trees. Issue of billboard.

COMMITTEE RECOMMENDATION: **APPROVE [] DISAPPROVE []**
APPROVE WITH COMMENTS/STIPULATIONS:

Committee Chair Signature (or representative)

6/13/17
Date