

HISTORIC AND DESIGN REVIEW COMMISSION

July 05, 2017

HDRC CASE NO: 2017-318
ADDRESS: 600 HEMISFAIR PLAZA WAY
LEGAL DESCRIPTION: NCB 13814 BLK 3 LOT SW IRR 416.30FT OF 12
ZONING: D, H, HS, RIO-3
CITY COUNCIL DIST.: 1
DISTRICT: Hemisfair Historic District
APPLICANT: PAGE Architects
OWNER: Hemisfair Park Area Redevelopment Corporation
TYPE OF WORK: New signage at various locations in Hemisfair
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install new exterior signage at the Espinosa House and the Pereida House at Hemisfair Civic Park. Within this request, the applicant has proposed the following:

Pereida House:

1. Install two round blade signs, one on the front and one on the rear of the Pereida House to feature a non-illuminated metal cabinet and a total of one square foot per side. Both blade signs are to feature an upper case B, for BCycle.
2. Install one front porch hanging wall sign to feature dimensions of 6' x 1' – 4", a metal signage face and illuminated acrylic push through letters. This sign will read "Palateria San Antonio".
3. Install one vertically oriented blade sign to be located on the rear of the Pereida House to be two sided and feature dimensions of 1' – 8" x 4'. The sign will be internally illuminated and feature metal construction. The sign will read "Palateria San Antonio" and "Fresh Frozen Treats".

Espinoza House:

4. Install one, pin mounted metal fabricated bulb sign with a painted interior to be mounted parallel to the historic structure's roofline on a detached standing structure. The sign will feature approximately twenty-four square feet and will read "Con Safos". The proposed standing structure on which the sign will be mounted will be wrapped with ivy.
5. Install one wall mounted metal sign on the rear addition of the Espinoza House. The sign will be round and feature an overall size of approximately sixteen square feet. The sign will be indirectly lit by down lighting and will be mounted by mounting brackets. This sign will read "Con Safos", "Hemisfair" and "Yanaguana Garden".

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.

4. Freestanding Signs

A. GENERAL

i. Appropriate usage—Freestanding signs are most appropriate in locations where building forms are set back from the street, such as in areas where historic residences have been adapted for office or retail uses, or in commercial districts where they may be used to identify parking areas or other accessory uses.

ii. Placement—Place freestanding signs near the public right-of-way where they are clearly visible to passing pedestrians and motorists, a minimum of five feet from the street right-of-way and ten feet from all interior side lot lines. No freestanding sign should be placed in a manner that obstructs the pedestrian walkway.

iii. Number—Limit the number of freestanding signs per platted lot to one, unless the lot fronts more than one street, in which case, one sign is allowed on each street on which the lot has frontage.

iv. Monument signs—Do not use —suburban-style monument signs or electronic messaging signs not historically found in San Antonio's historic districts.

B. DESIGN

i. Height—Limit the height of freestanding signs to no more than six feet.

ii. Area—The size of new signs should be appropriate within the historic context, and should not exceed 25 square feet on either side, for a total of 50 square feet. Appropriate size shall be determined by considering historic precedent, sign patterns within historic districts, and conditions specific to individual properties.

iii. Structural supports—Use subtle structural elements (in terms of their scale and mass) with historically compatible materials to support a freestanding sign.

FINDINGS:

- a. The applicant has proposed to install signage at both the Pereida and Espinoza Houses at Hemisfair Park. Constructed circa 1890, both historic structures feature Folk Victorian architecture.

Findings regarding signage at the Pereida House:

- b. **ROUND BLADE SIGNS** – On both the front and rear facades, the applicant has proposed to install two round blade signs to feature a non-illuminated metal cabinet and a total of one square foot per side. Both blade signs are to feature an upper case B, for BCycle. Staff finds the location, materials, size and design of the proposed signs to be appropriate and consistent with the Guidelines for Signage 3.A. and B.
- c. **FRONT PORCH WALL SIGN** – On the front porch, the applicant has proposed to install one hanging wall sign to feature dimensions of 6' x 1' – 4", a metal signage face and illuminated acrylic push through letters. This sign

will rear “Palateria San Antonio”. The Guidelines for Signage 3.A.iii. notes that projecting and wall mounted signs may be appropriate on a residential structure that has been adapted as a residential use for a commercial use, if sized accordingly. Staff finds the proposed size, spanning the entire length of two column bays to be inappropriate and inconsistent with the Guidelines for Signage. Additionally, staff finds that the proposed signage should not be internally lit and should be reduced in thickness. Staff finds that a hanging sign, constructed of wood and metal in the middle column bay would be appropriate.

- d. SIDE BLADE SIGN – The applicant has proposed to install one vertically oriented blade sign to be located on the rear of the Pereida House, to be two sided and feature dimensions of 1’ – 8” x 4’. The sign will be internally illuminated and feature metal construction. The sign will rear “Paleteria San Antonio” and “Fresh Frozen Treats”. As noted in finding c, staff finds that this sign should feature a thinner profile and should be indirectly lit given the non-commercial nature of the structure to which it will be mounted. Staff finds the profile of the sign should be similar to that of the proposed BCycle signs and should be located on the side porch column.

Findings regarding signage at the Espinoza House:

- e. FRONT SIGNAGE – Immediately at the front of the historic structure, the applicant has proposed to install a pin mounted, metal fabricated bulb sign with a painted interior to be mounted parallel to the historic structure’s roofline on a detached standing structure. The sign will feature approximately twenty-four square feet and will read “Con Safos”. The proposed standing structure on which the sign will be mounted will be wrapped with ivy. Per the Guidelines for Signage 4.A.b.; freestanding signs are to be no taller than six (6) feet in height. Staff finds the proposed height to be appropriate given that the proposed mounting system has been incorporated into the pedestrian function of the site. Staff finds that the applicant should provide additional information regarding the proposed mounting system including dimensioned drawings.
- f. WALL SIGN – At the rear of the primary historic structure, the applicant has proposed to install one wall mounted metal sign. The sign will be round and feature an overall size of approximately sixteen square feet. The sign will be indirectly lit by down lighting and will be mounded by mounting brackets. This sign will read “Con Safos”, “Hemisfair” and “Yanaguana Garden”. Staff finds the proposed installation to be appropriate and consistent with the Guidelines. The proposed mounting brackets should be installed in a manner as to not drill holes into face of any historic stone.

RECOMMENDATION:

Staff recommends approval of items #1 as submitted based on findings b and d.

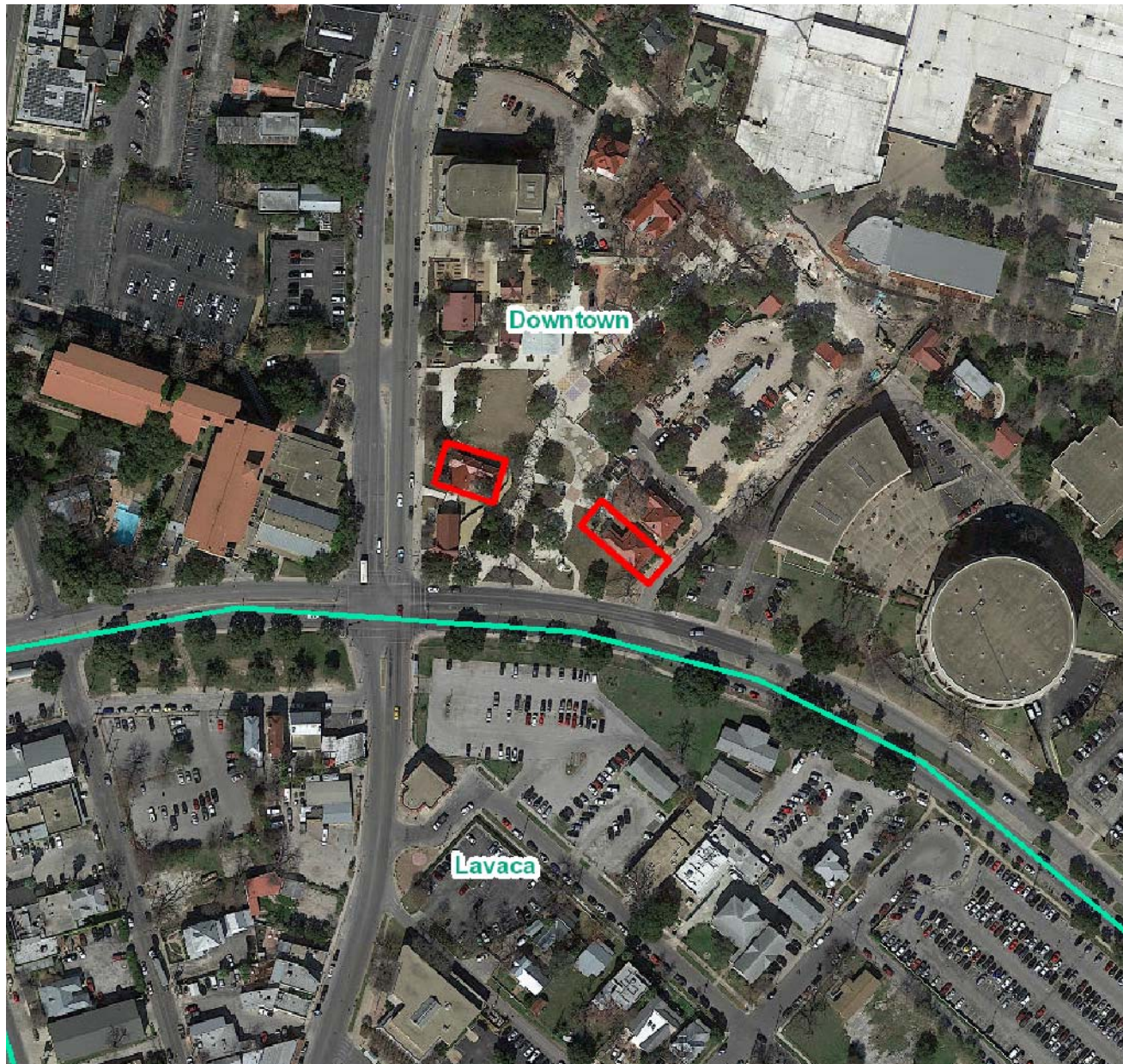
Staff recommends approval of items #4 and #5, the signage at the Espinoza House based on findings e and f with the following stipulations:

- i. That the applicant provide dimensioned drawings for the proposed signage mounting system and plant specifics for the proposed ivy.
- ii. That the proposed wall sign’s mounting brackets are installed in a manner which does not result in holes being drilled into the face of any stone.

Staff does not recommend approval of items # 2 and #3, the installation of the two cabinet signs based on findings c and d.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Jun 26, 2017

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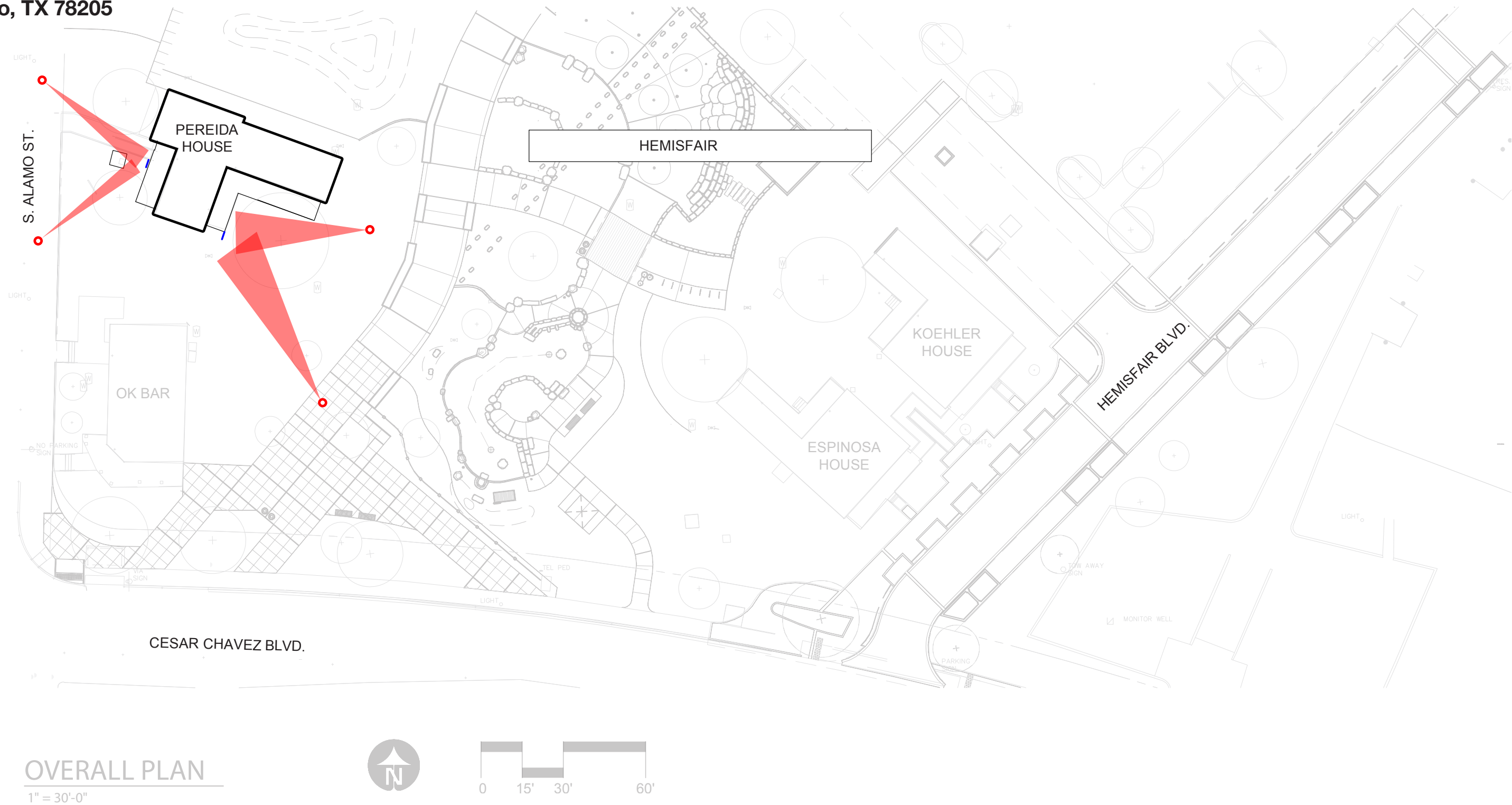


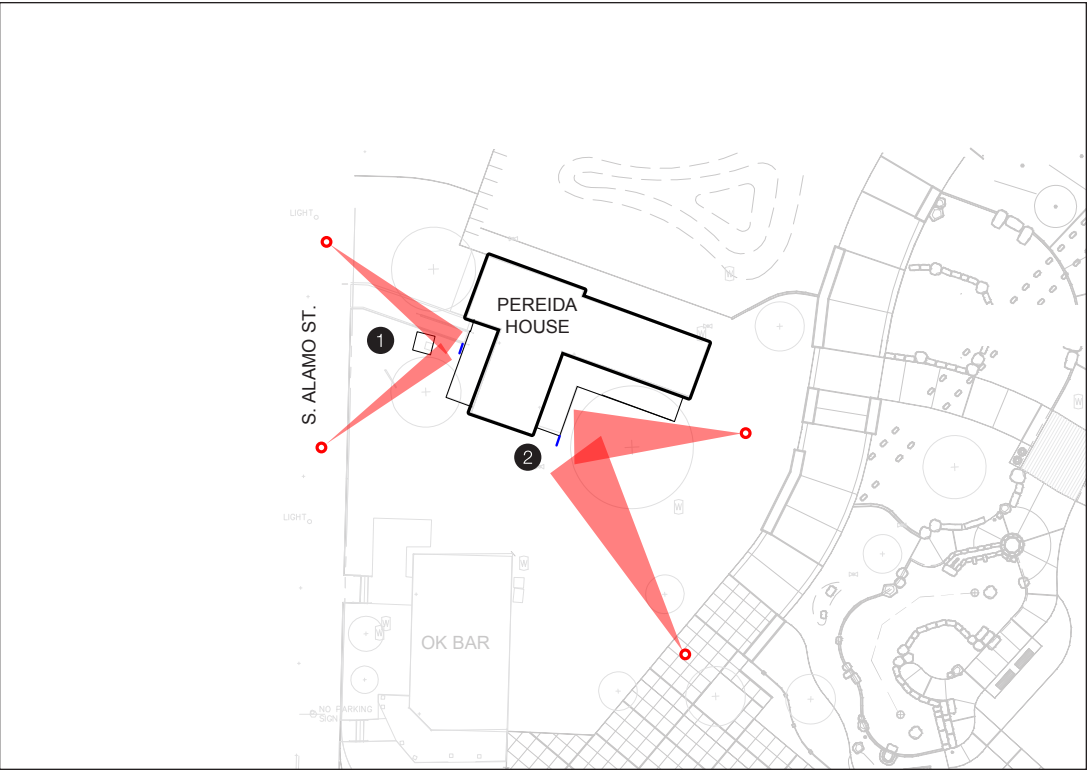


BCycle San Antonio

Pereida House

510 South Alamo Street
San Antonio, TX 78205





2 WEST ELEVATION
NTS

1. Front Exterior Sign



1 EAST ELEVATION
NTS

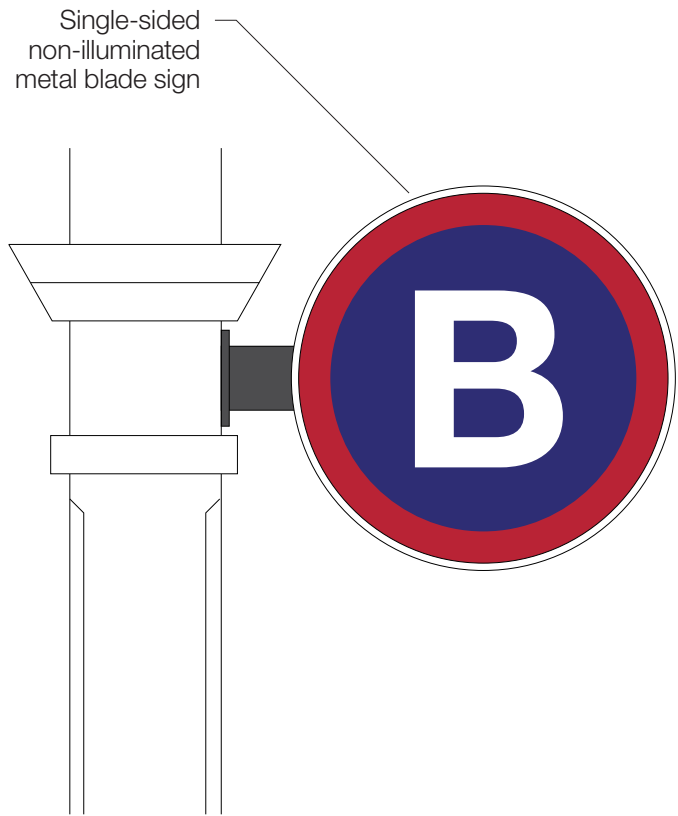
2. Rear Exterior Sign

1. Front Exterior Sign

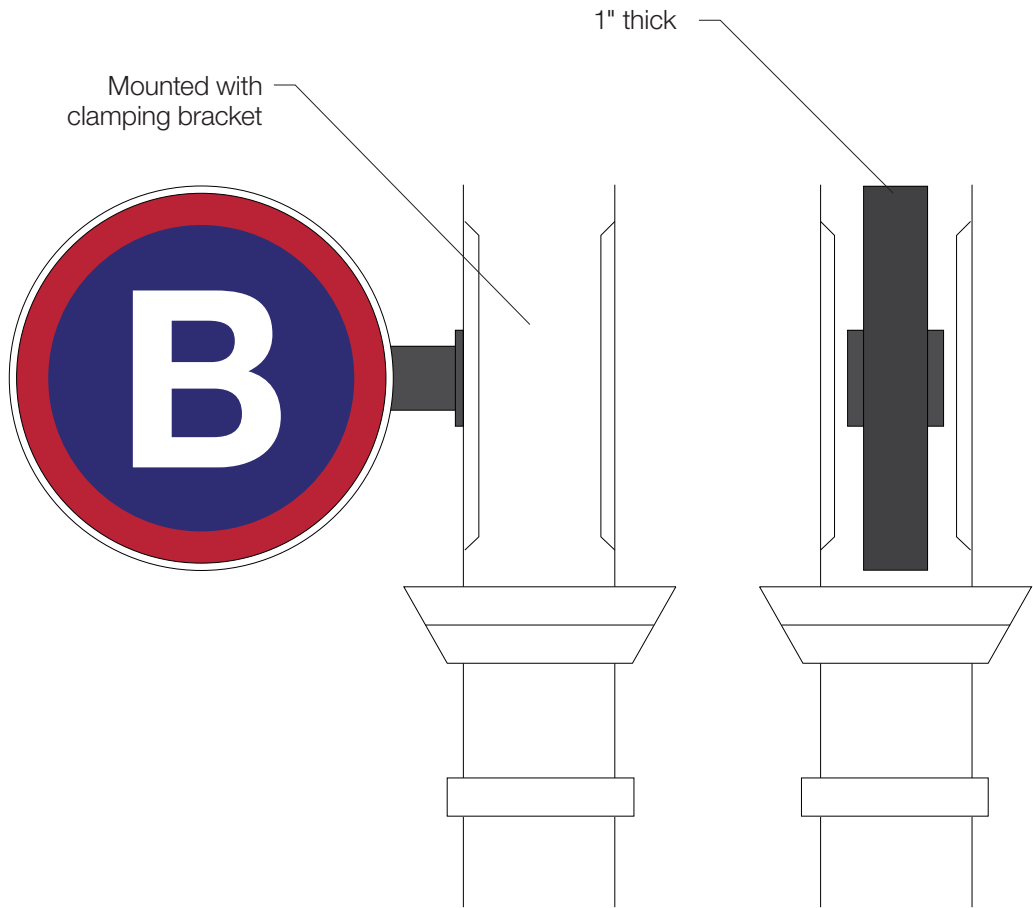


2. Rear Exterior Sign





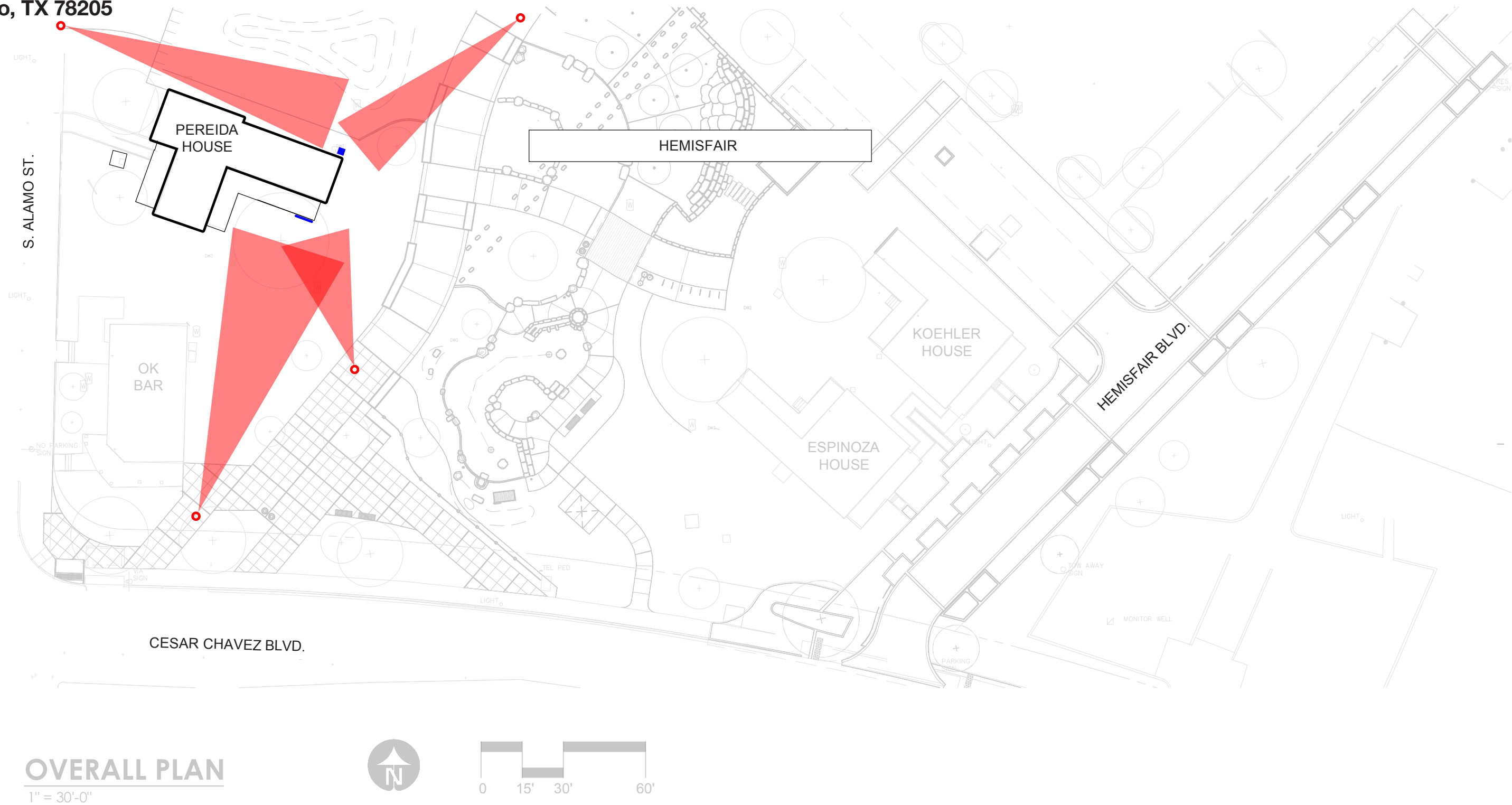
1. Front Exterior Sign
1' x 1'
est. sqft = 1'



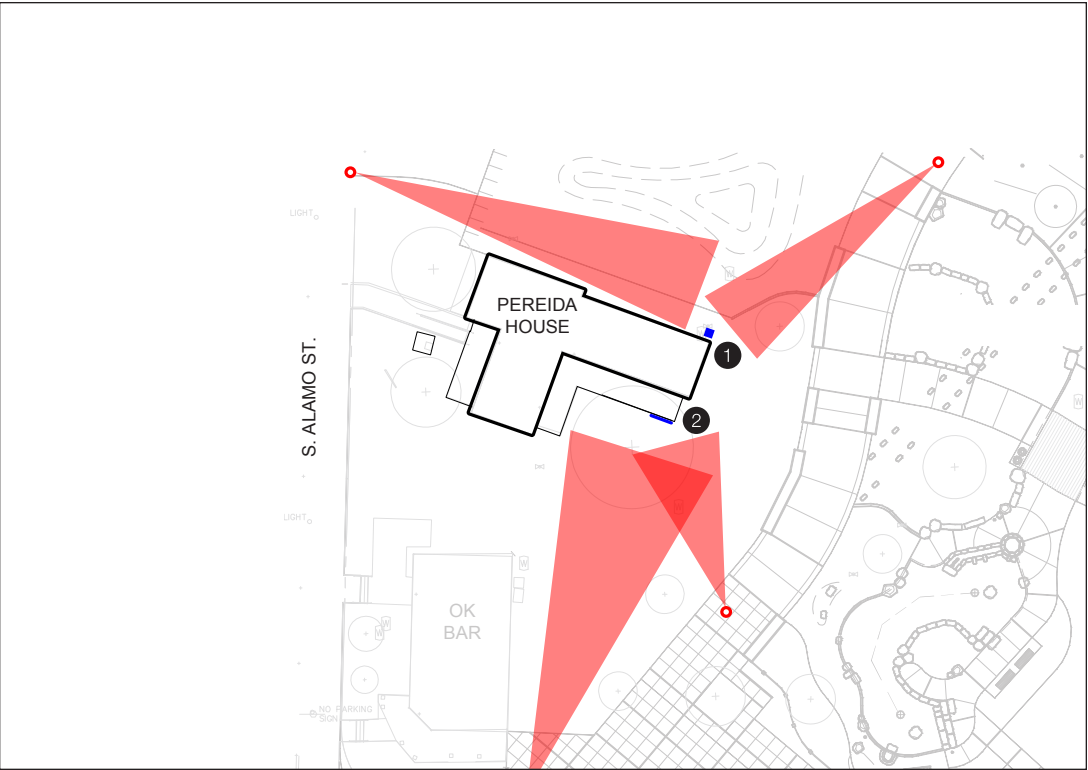
2. Rear Exterior Sign
1' x 1'
est. sqft = 1'

Paeteria San Antonio Pereida House

510 South Alamo Street
San Antonio, TX 78205

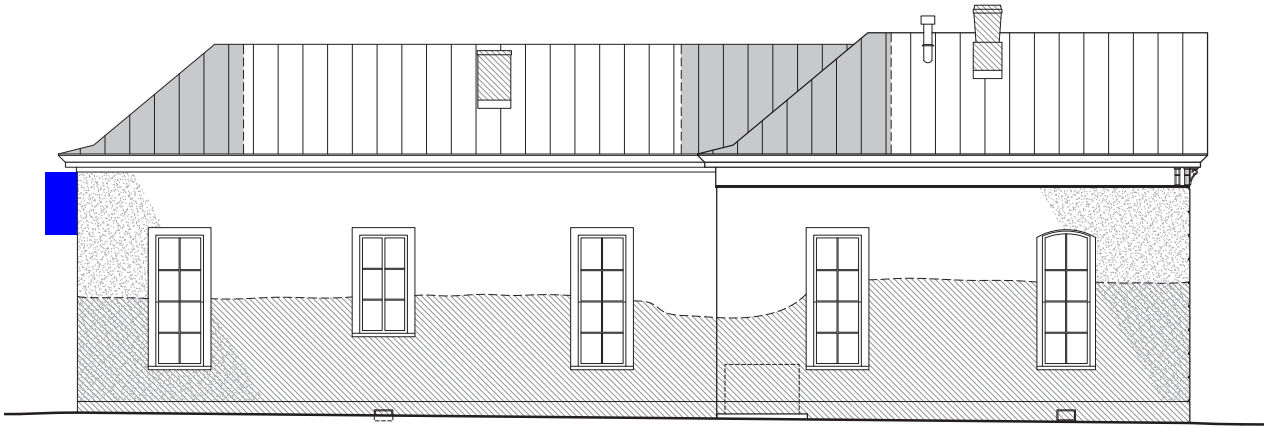


Paeteria San Antonio
Pereida House
510 South Alamo Street



2 SOUTH ELEVATION
NTS

1. Front Exterior Sign



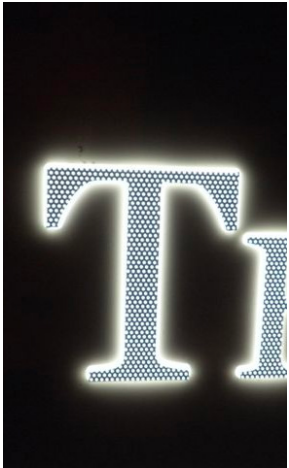
1 NORTH ELEVATION
NTS

2. Rear Exterior Sign

1. Front Exterior Sign



2. Rear Exterior Sign





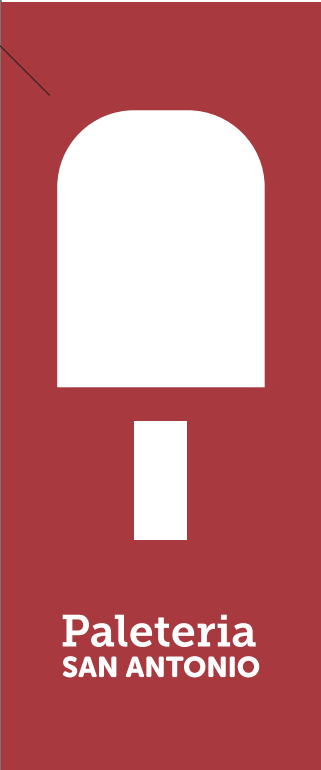
Illuminated acrylic push-through letters with perforated face on painted metal signboard.

Electrical conduit on backside running perpendicular the sign face and making connection through the near by porch light.

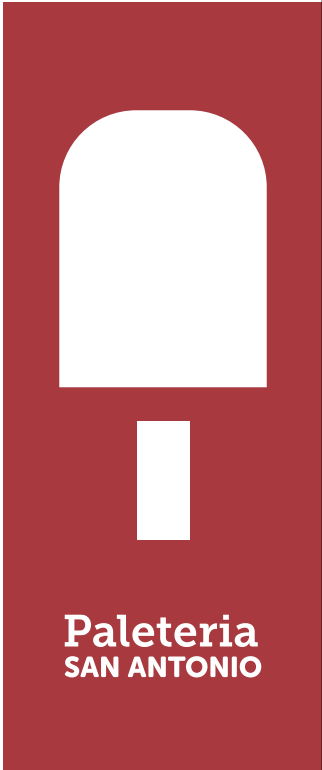
1. Front Exterior Sign

6' x 1' 4"
est. sqft = 6'

Internally illuminated, red translucent acrylic with white graphics, attached directly to building facade.



Electrical conduit on backside of sign and running parallel to building edge and soffit; making connection through a hole into the attic.

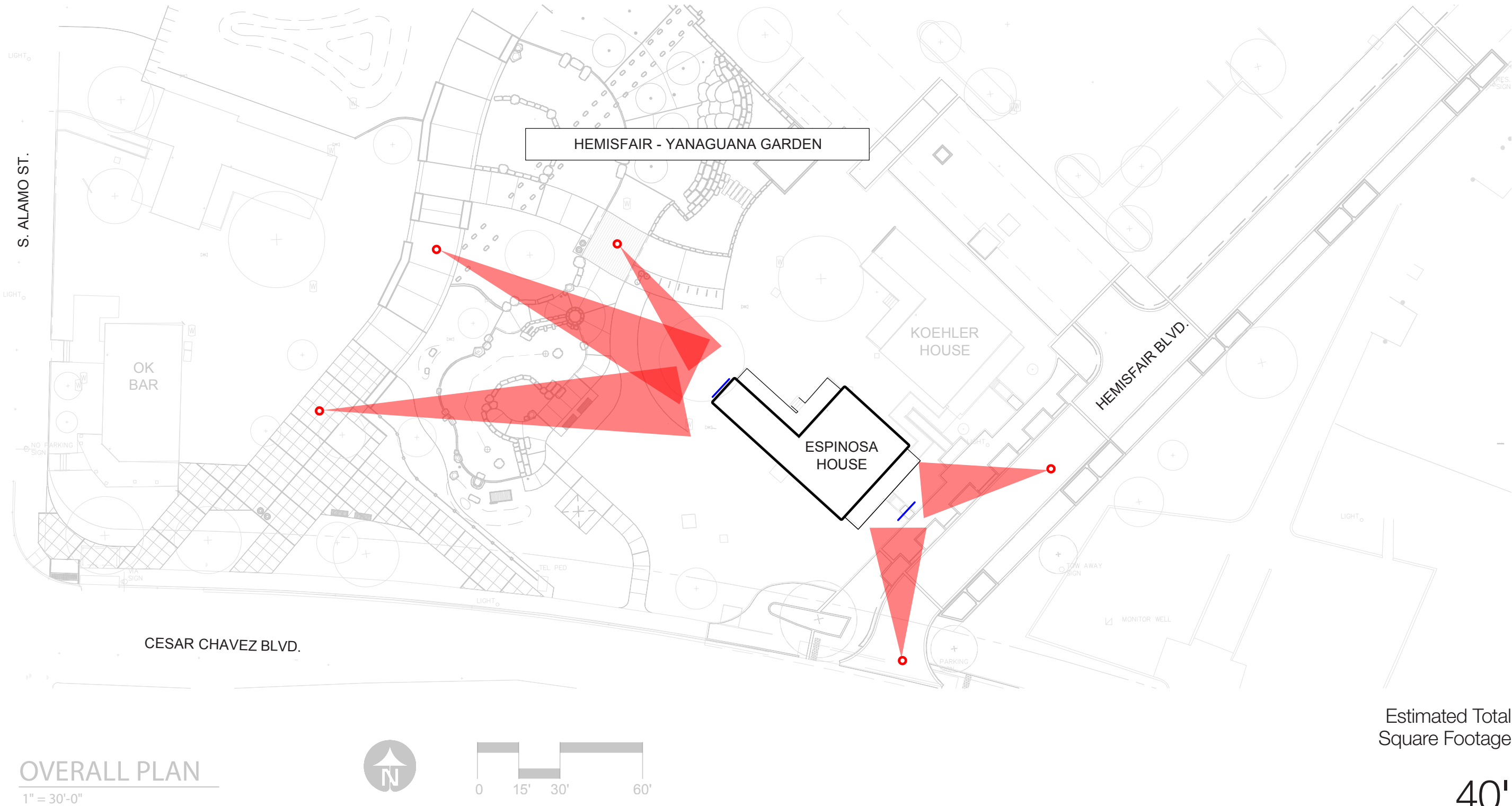


2. Rear Exterior Sign

1'-8" x 4' (2 sided) + 1' x 4' = Total
est. sqft = 14' est. sqft = 4' est. sqft = 18'

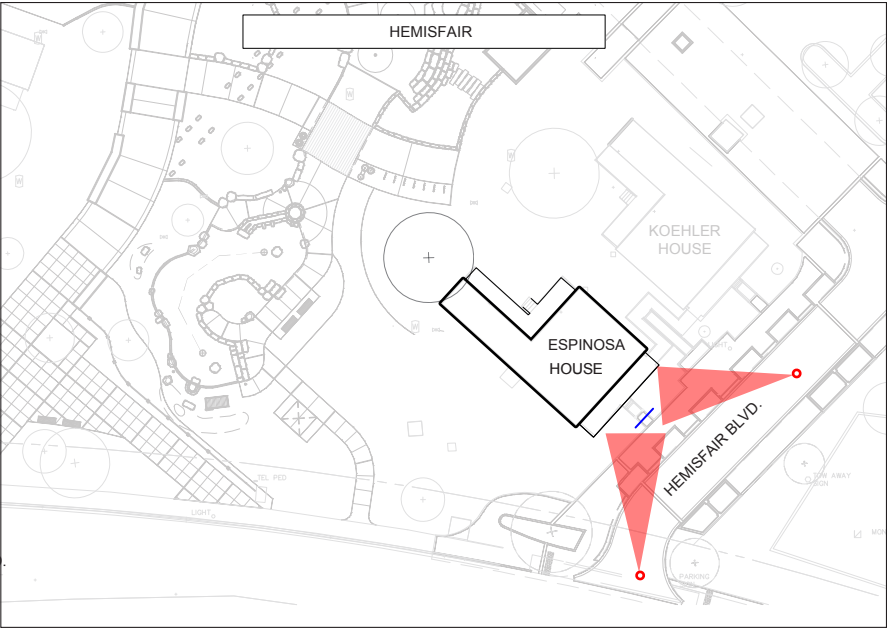
Con Safos Espinosa House

607 Hemisfair Blvd San Antonio, TX 78205



Front Exterior Sign

est. sqft = 24'



Pin mounted metal fabricated bulb sign with painted interior or mounted parallel to roof line on free standing structure wrapped by leafy ivy.



East Elevation
Scale: 1/4" = 1'

Con Safos
Espinosa House
607 Hemisfair Blvd San Antonio, TX 78205

Front Exterior Sign
Day Time



Night Time

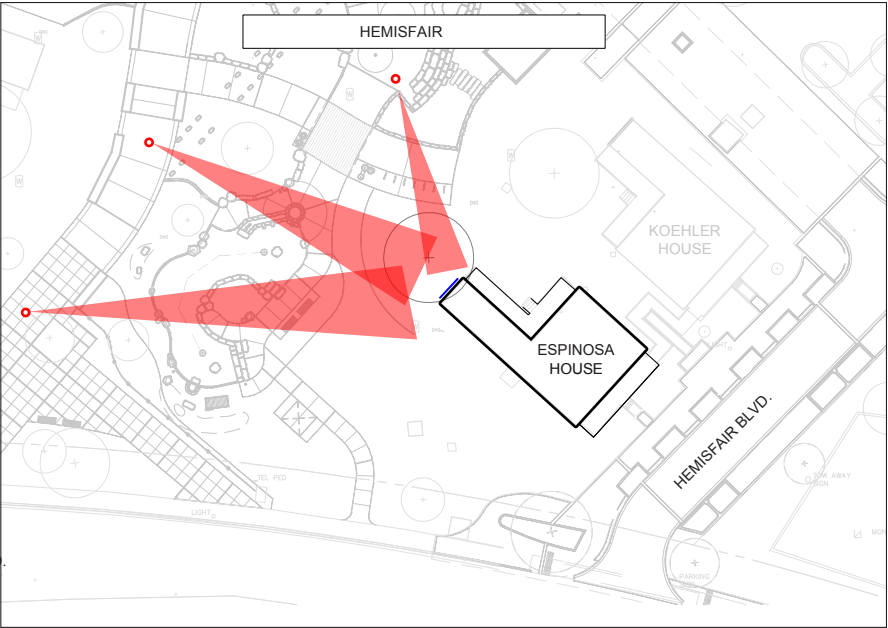


Reference Images



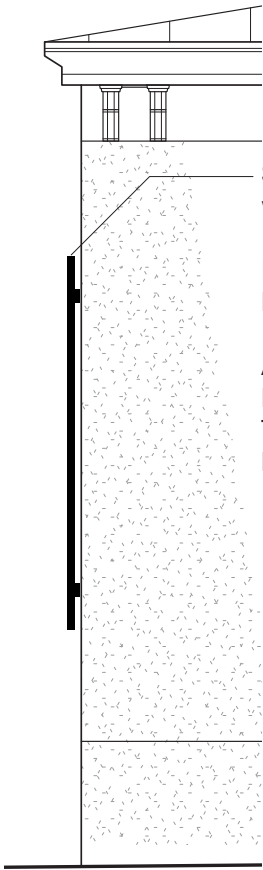
Rear Exterior Medallion Sign

est. sqft = 16'



West Elevation

Scale: 1/4" = 1'



South Elevation

Scale: 1/4" = 1'

Down lit with
goose-neck lights
mounted parallel to
soffit.

Sign mounted 1" from
wall face max.

No visible mounting
brackets or studs.

Any attachments must
be in accordance with
THC guidelines for
historic buildings.

Rear Exterior Medallion Sign



Reference Images



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