

HISTORIC AND DESIGN REVIEW COMMISSION

August 16, 2017

HDRC CASE NO: 2017-381
ADDRESS: 515S ST MARYS
LEGAL DESCRIPTION: NCB 179 BLK LOT E PTS OF 3 4,& 15 EXC SW 5FT X 86.59FT OF 4 & 4FTX 30FT OF 15
ZONING: D, HS
CITY COUNCIL DIST.: 1
LANDMARK: Hermann Son's Building
APPLICANT: Christine Garcia
OWNER: Hermann Sons
TYPE OF WORK: Signage
REQUEST:

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

1. Install new faces on the existing cabinet pole sign to the north of 515 S St Mary's.
2. Install new faces on the existing wall cabinets.
3. Install new signage above the primary entrance pediment in front of a historic signage location.
4. Remove an existing blade sign with a digital attachment.

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

- 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.

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.

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 signage modifications for both building mounted and site signage at 515 S St Mary's, commonly known the Hermann Son's Building. The applicant has proposed to completely remove an existing blade sign that once featured a digital attachment. Staff finds this removal appropriate.
- b. SIGN REFACING – A pole sign currently exists in the parking lot immediately north of the historic structure that features a cabinet noting parking. On both the north facing and west facing (river facing) facades, there is existing wall signage totaling approximately 72 square feet each. The applicant has proposed to reface each existing sign with new vinyl graphics.
- c. PEDIMENT SIGNAGE – Above the pediment at the primary entrance on N St Mary's, the applicant has proposed to install signage that would obscure the existing signage which reads "Grand Lodge, Order of the Sons of Hermann in Texas". The Guidelines for Signage, 1.A.i notes that new signage should be based 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. Staff finds that the proposed new signage at this location would distract from historic signage and is inconsistent with the Guidelines. Additionally, the historic street façade does not lend itself to wall mounted signage.

RECOMMENDATION:

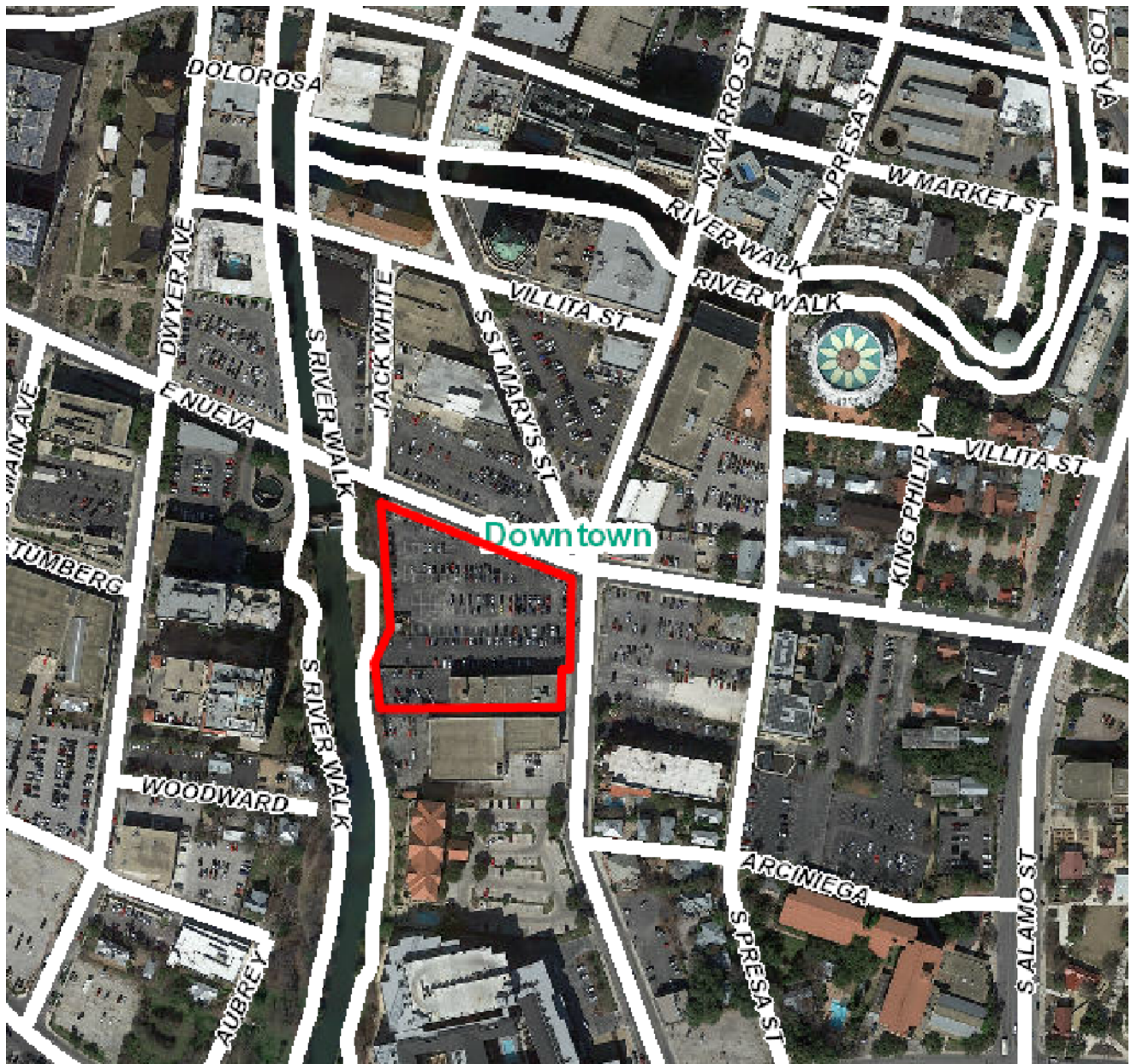
Staff recommends approval of items #1 and #2, the refacing of pole and wall signage based on finding b.

Staff does not recommend approval of item #3, the installation of a new pediment sign based on finding c.

Staff recommends approval of item #4, the removal of an existing blade sign based on finding a.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Aug 08, 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.





HERMANN SONS
HSFI
FRATERNAL
INSURANCE

HERMANN SONS
HSFI
PARKING FOR
HERMANN SONS
ACTIVITIES ONLY
OR BY PERMISSION.

Public
Parking

ONE WAY

PARKING
FOR
RETIREMENT
PARTY

NO
PARKING
ANY
TIME





CITY of SAN ANTONIO
NOTICE of HEARING
HISTORIC & DESIGN
REVIEW COMMISSION
ADDRESS: 525 S. ST. MARK
REQUEST: SIGNAGE
HEARING DATE: August 6, 2018 Time: 3:00 PM
FOR MORE INFORMATION CONTACT
(210) 207-0035
ALL HDRC MEETINGS TAKE PLACE AT 1901 S. ALAMO

TER. HOURS
MAIL DROP
SIDE DOOR
←



GRAND LODGE
ORDER OF THE
SONS OF HERMANN
IN
TEXAS

515



Field Survey before production



Front View - Scale: 1"=1'-0"

Specifications:

Remove and discard existing faces on parking sign.

Manufacture and install two (2) new panels for D/F main ID on existing pole sign.

Aluminum panels painted white with applied vinyl.

Inkjet printed vinyl to match pms 2767c and pms 871c.



PHOTO SURVEY - N.T.S.



2438 FREEDOM DRIVE + SAN ANTONIO, TX 78217 + PH: 210.826.2800

FAX: 210.477.2323 + WWW.AETNASIGN.COM + FOLLOW US ON 

All signs will be manufactured to accommodate 120 volt current unless otherwise instructed by customer. Note: Aetna will supply transformers, boxes, disconnects, switches & letters. Installers are to provide all other necessary hardware to accomplish installation.

CLIENT	Hermann Sons	DWG#	3200.1
ADDRESS	515 St. Mary's	SALES REP.	Cesley G.
CITY	San Antonio, Texas	DESIGNER	Kate A.
DATE	9-1-2016	CLIENT APPROVAL	

COMPUTER FILE: art/dwg/misc/3200_Hermann Sons
REVISION HISTORY:

Unpublished Work. Aetna Sign Group, LTD. All rights reserved. This is an original drawing created by Aetna Sign Group, LTD. It is submitted for your personal use; however, it shall at all times remain the property of Aetna Sign Group, LTD. It may be used in connection with the project being planned for you by Aetna Sign Group, LTD., but not otherwise. ©2013 AETNA SIGN GROUP LTD.
You are not authorized to show this drawing to anyone outside your organization, nor is it to be reproduced, used, copied, or exhibited in any fashion. Violation of any of the above shall subject the violator(s) to all statutory and common law damages available to Aetna Sign Group, LTD., including, but not limited to, the value of man hours incurred in the production of this design, attorney's fees, and any and all other costs incurred by Aetna Sign Group, LTD. in the enforcement of it's copyrights.

National Building Codes now states all signs that utilize neon transformers, sized at 7500 volts and up, must utilize UL2161 (GFI) transformers. This type of transformer must have a dedicated electrical (GFI) circuit with ground for the transformer to work. You are responsible to have the proper electrical service to the sign location. Please contact your Aetna Sign Group representative if you need additional information.

Field Survey before production

Specifications:
Remove and discard existing blade sign.



2438 FREEDOM DRIVE + SAN ANTONIO, TX 78217 + PH: 210.826.2800
FAX: 210.477.2323 + WWW.AETNASIGN.COM + FOLLOW US ON 

All signs will be manufactured to accommodate 100 volt current unless otherwise instructed by customer. Note: Aetna will supply transformers, boxes, disconnects, switches & letters. Installers are to provide all other necessary hardware to accomplish installation.

CLIENT	Hermann Sons	DRWG #	3200.2
ADDRESS	515 St. Mary's	SALES REP	Cesley G.
CITY	San Antonio, Texas	DESIGNER	Kate A.
DATE	9-1-2016	CLIENT APPROVAL	

COMPUTER FILE: art\dwg\misc\3200_Hermann Sons
REVISION HISTORY:

Unpublished Work. Aetna Sign Group, LTD. All rights reserved. This is an original drawing created by Aetna Sign Group, LTD. It is submitted for your personal use; however, it shall at all times remain the property of Aetna Sign Group, LTD. It may be used in connection with the project being planned for you by Aetna Sign Group, LTD., but not otherwise. ©2013 AETNA SIGN GROUP, LTD.
You are not authorized to show this drawing to anyone outside your organization, nor is it to be reproduced, used, copied, or exhibited in any fashion. Violation of any of the above shall subject the violator(s) to all statutory and common law damages available to Aetna Sign Group, LTD., including, but not limited to, the value of man hours incurred in the production of this design, attorney's fees, and any and all other costs incurred by Aetna Sign Group, LTD. in the enforcement of its copyrights.

National Building Codes now states all signs that utilize neon transformers, sized at 7,500 volts and up, must utilize UL2161 (GFI) transformers. This type of transformer must have a dedicated electrical (GFI) circuit with ground for the transformer to work. You are responsible to have the proper electrical service to the sign location. Please contact your Aetna Sign Group representative if you need additional information.

Field Survey before production



Front View - Scale: 1/2"=1'-0"

Specifications:

Remove and discard two (2) existing flex faces on two existing flex faces on two (2) building cabinets.

Manufacture and install two (2) new flex faces for existing cabinets.

Flex faces with applied vinyl.

Inkjet printed vinyl to match pms 2767c and pms 871c.

Repaint cabinets black.



2438 FREEDOM DRIVE + SAN ANTONIO, TX 78217 + PH: 210.826.2800

FAX: 210.477.2323 + WWW.AETNASIGN.COM + FOLLOW US ON

All signs will be manufactured to accommodate 120 volt current unless otherwise instructed by customer. Note: Aetna will supply transformers, boxes, disconnects, switches & letters. Installers are to provide all other necessary hardware to accomplish installation.

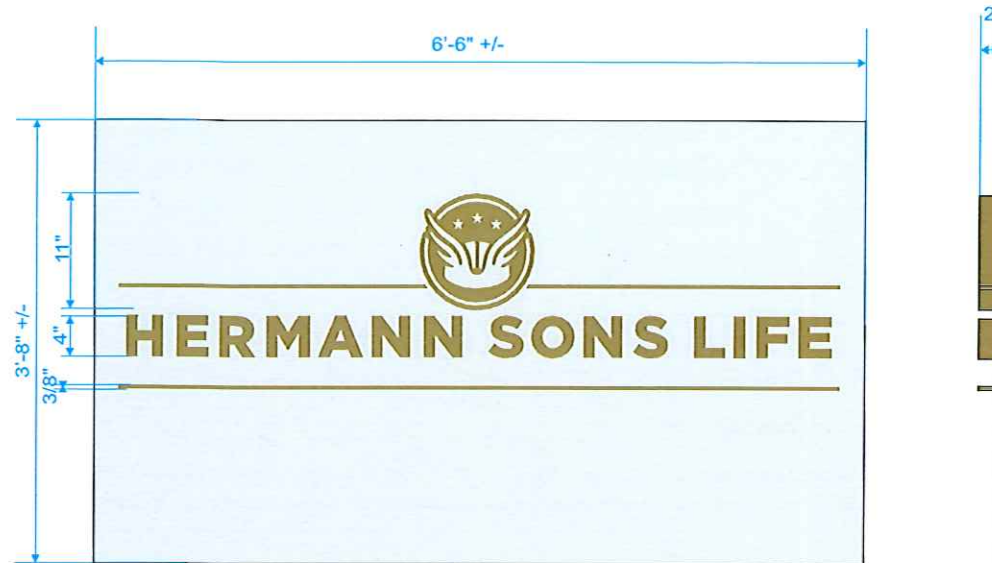
CLIENT	Hermann Sons	DRAW#	3200.3
ADDRESS	515 St. Mary's	SALES REP	Cesley G.
CITY	San Antonio, Texas	DESIGNER	Kate A.
DATE	9-1-2016	CLIENT APPROVAL	

COMPUTER FILE: art\dwg\misc\3200_Hermann Sons
REVISION HISTORY:

Unpublished Work. Aetna Sign Group, LTD. All rights reserved. This is an original drawing created by Aetna Sign Group, LTD. It is submitted for your personal use; however, it shall at all times remain the property of Aetna Sign Group, LTD. It may be used in connection with the project being planned for you by Aetna Sign Group, LTD., but not otherwise. ©2013 AETNA SIGN GROUP LTD.
You are not authorized to show this drawing to anyone outside your organization, nor is it to be reproduced, used, copied, or exhibited in any fashion. Violation of any of the above shall subject the violator(s) to all statutory and common law damages available to Aetna Sign Group, LTD., including, but not limited to, the value of man hours incurred in the production of this design, attorney's fees, and any and all other costs incurred by Aetna Sign Group, LTD. in the enforcement of its copyrights.

National Building Codes now states all signs that utilize neon transformers, sized at 7500 volts and up, must utilize UL2161 (GFI) transformers. This type of transformer must have a dedicated electrical (GFI) circuit with ground for the transformer to work. You are responsible to have the proper electrical service to the sign location. Please contact your Aetna Sign Group representative if you need additional information.

Field Survey before production



Front View - Scale: 1"=1'-0"

Specifications:

Manufacture and Install (1) new panel with f.c.o. letters and logo as shown.

alum panel with painted stucco finish to match building

logo and letters - alum construction, 2" returns
brass satin finish, stud mounted flush to panel

sign flush mounted to building as shown in photo



Photo Survey



Example Showing Logo Finish



2438 FREEDOM DRIVE + SAN ANTONIO, TX 78217 + PH: 210.826.2800
FAX: 210.477.2323 + WWW.AETNASIGN.COM + FOLLOW US ON

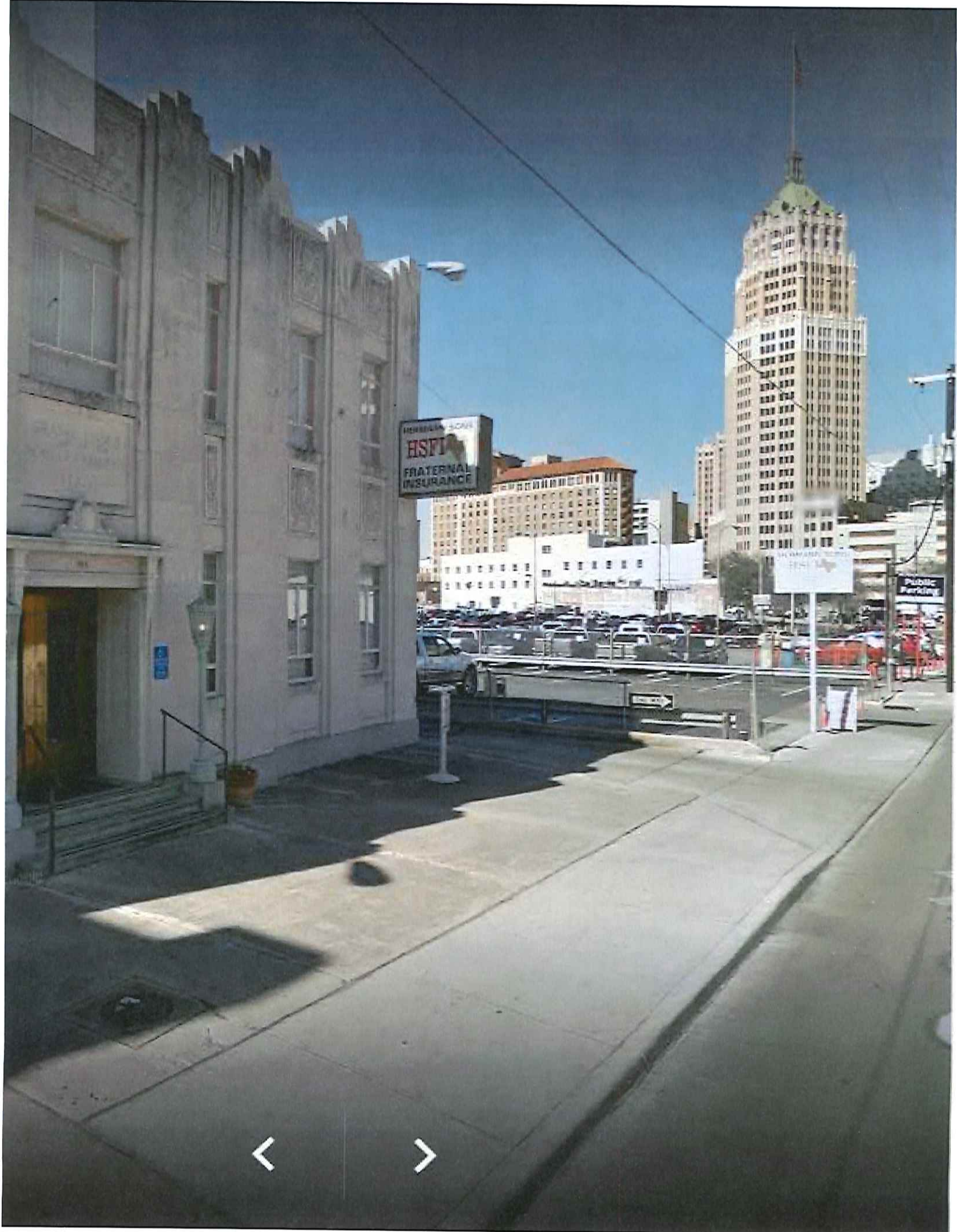
All signs will be manufactured to accommodate 120 volt current unless otherwise instructed by customer. Note: Aetna will supply transformers, boxes, disconnects, switches & letters. Installers are to provide all other necessary hardware to accomplish installation.

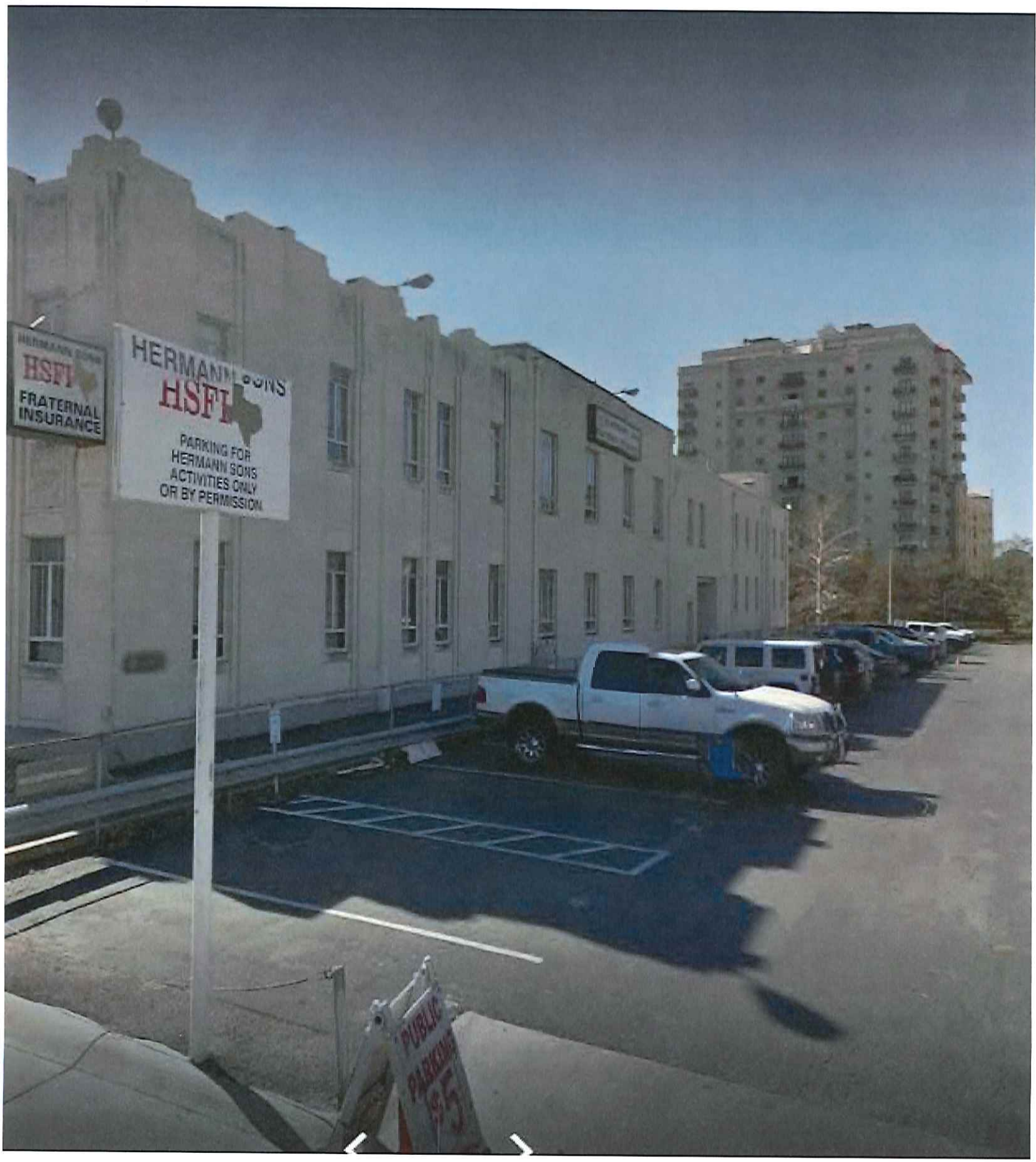
CLIENT	Hermann Sons	DRAWN BY	3200.4
ADDRESS	515 St. Mary's	SALES REP.	Cesley G.
CITY	San Antonio, Texas	DESIGNER	Kate A.
DATE	10-21-16	CLIENT APPROVAL	

COMPUTER FILE: aetna\dwg\misc\3200_Hermann Sons
REVISION HISTORY:

Unpublished Work. Aetna Sign Group, LTD. All rights reserved. This is an original drawing created by Aetna Sign Group, LTD. It is submitted for your personal use; however, it shall at all times remain the property of Aetna Sign Group, LTD. It may be used in connection with the project being planned for you by Aetna Sign Group, LTD., but not otherwise. ©2013 AETNA SIGN GROUP, LTD. You are not authorized to show this drawing to anyone outside your organization, nor is it to be reproduced, used, copied, or exhibited in any fashion. Violation of any of the above shall subject the violator(s) to all statutory and common law damages available to Aetna Sign Group, LTD., including, but not limited to, the value of man hours incurred in the production of this design, attorney's fees, and any and all other costs incurred by Aetna Sign Group, LTD. in the enforcement of its copyrights.

National Building Codes now states all signs that utilize neon transformers, sized at 7,500 volts and up, must utilize UL2161 (GFI) transformers. This type of transformer must have a dedicated electrical (GFI) circuit with ground for the transformer to work. You are responsible to have the proper electrical service to the sign location. Please contact your Aetna Sign Group representative if you need additional information.





HERMANN SONS
HSFL
FRATERNAL
INSURANCE

HERMANN SONS
HSFL
PARKING FOR
HERMANN SONS
ACTIVITIES ONLY
OR BY PERMISSION

PUBLIC
PARKING
\$5

Place San
Antonio/Riverwalk

San Antonio River

Bridge Walk

Pershing Lodge

Hermann Sons

515 South Saint
Mary's Street

Ormsby Lot

Casa Parking For Court

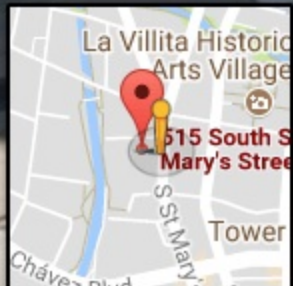
SpringHill Suites
by Marriott San...

S St Mary's St S St Mary's St S St Mary's St S St Mary's St

S St Mary's St

E Nueva St

Navarro St



GRAND LODGE
ORDER OF THE
SONS OF HERMANN
IN
TEXAS