

HISTORIC AND DESIGN REVIEW COMMISSION

October 18, 2017

HDRC CASE NO: 2017-528
ADDRESS: 319 E MULBERRY AVE
LEGAL DESCRIPTION: NCB 6885 BLK LOT 32
ZONING: R-6 H
CITY COUNCIL DIST.: 1
DISTRICT: Monte Vista Historic District
APPLICANT: Gary Martin
OWNER: Trinity Baptist Church
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install a new sign on an existing masonry retaining wall fronting Shook Ave. The sign will be constructed of non-lit metal lettering and a logo.

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.

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.

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 parcel at 319 E Mulberry Ave is the site of the Trinity Baptist Church campus, constructed circa 1950 in the Neoclassical style. The property is contributing to the Monte Vista Historic District. The applicant has requested to install new signage on an existing retaining wall near the intersection of E Mulberry and Shook Ave to denote the entrance to the Logsdon Seminary School.
- b. **LOCATION** – The applicant has proposed to install signage on an existing brick retaining wall located along Shook Ave. The wall is adjacent to a driveway and is currently obscured by low bushes. The bushes will be removed to expose the wall for placement. According to the Historic Design Guidelines for Signage, new signage should not obscure historic building features and should be oriented towards the pedestrian sidewalk. This signage proposal utilizes an existing element without affecting the building itself. Staff finds the proposal appropriate and consistent with the Guidelines.
- c. **SIZE** – The proposed signage totals 20.5 inches in height 72 inches in width. According to the Historic Design Guidelines, signage should be scaled appropriately. Staff finds the proposed signage appropriate for the existing wall height and unobtrusive to its environment.

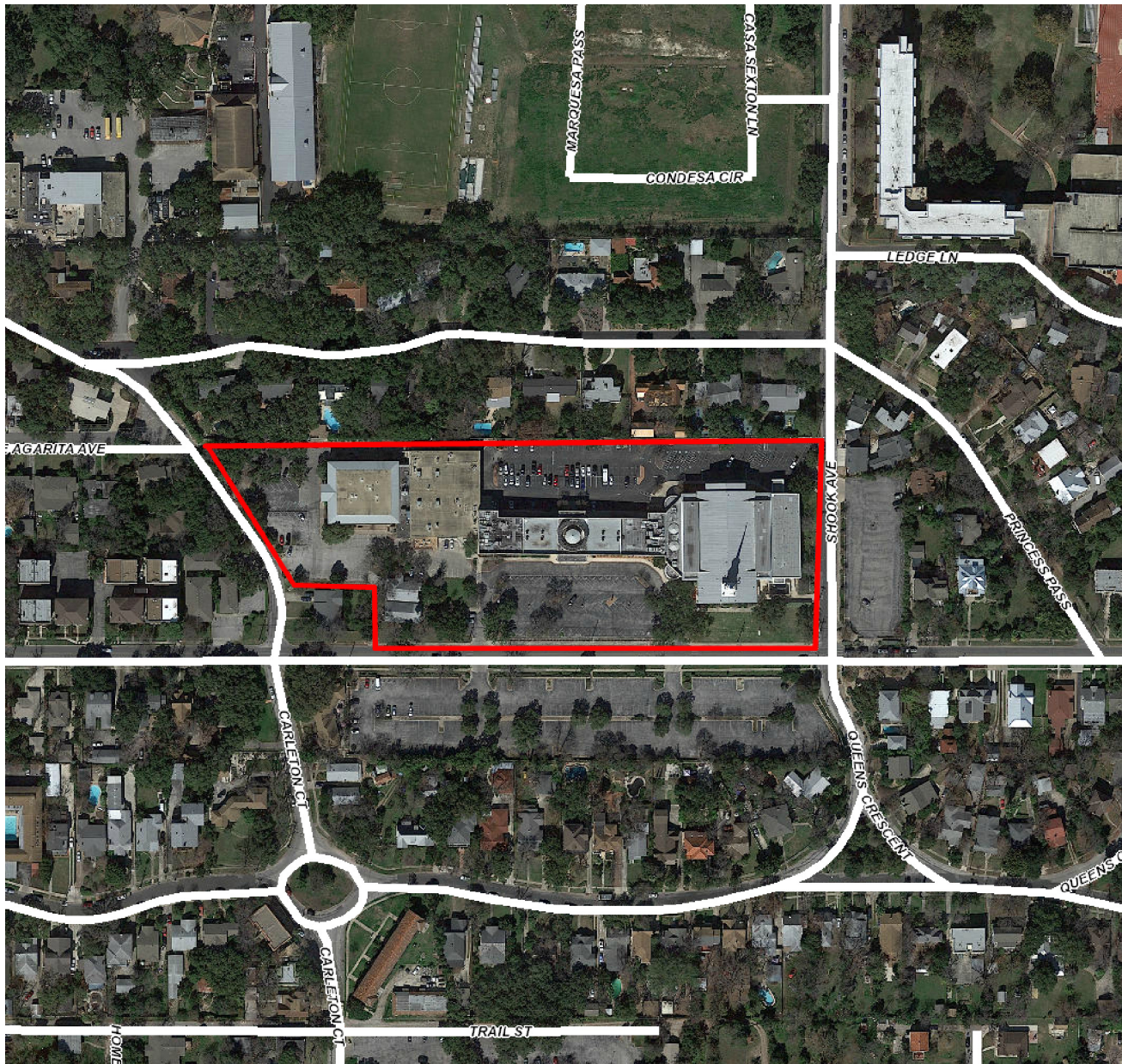
- d. MATERIAL – The proposed signage will be constructed of metal. According to the Guidelines, highly reflective materials, or materials difficult to read, should be avoided. Lettering should complement the structure and colors should be limited to three. Staff finds that the proposed signage meets these requirements.
- e. INSTALLATION – The applicant has not yet submitted information on how the signage will be affixed to the brick wall. The applicant is required to submit this information, along with information on how far the signage will project towards the street.

RECOMMENDATION:

Staff recommends approval based on findings a through e with the stipulation that the applicant submits a section or similar drawing illustrating how the signage will be affixed to the wall and how far the signage will project as noted in finding e.

CASE MANAGER:

Stephanie Phillips



Flex Viewer

Powered by ArcGIS Server

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Google Maps 1 Shook Ave



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