

HISTORIC AND DESIGN REVIEW COMMISSION

December 06, 2017

HDRC CASE NO: 2017-602
ADDRESS: 318 MCCULLOUGH AVE
LEGAL DESCRIPTION: NCB 437 BLK 11 LOT 14
ZONING: FBZ T6-1,HS
CITY COUNCIL DIST.: 1
LANDMARK: YWCA
APPLICANT: Southwest Signs
OWNER: DPT Labs
TYPE OF WORK: Signage
APPLICATION RECEIVED: November 9, 2017
60-DAY REVIEW: January 8, 2018

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to replace three existing signs with new signage to total 87.9 square feet. The signs will be constructed of aluminum and polycarbonate and feature reverse channel halo lit lettering.

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.

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 historic structure located at 318 McCullough Ave is a 3-story brick commercial building constructed in 1913. The structure was designed by prolific San Antonio architect Atlee B. Ayres in the Italianate style and features bracketed eaves, hood moldings above the arched windows with cast stone keystones, and wood windows. The structure is an individual local landmark. The applicant is requesting approval to replace three existing signs with new signage that reflects the updated branding of the single tenant.

- b. **LOCATION** – The applicant has proposed to replace three existing signs and retain their current locations. The first is located on the south façade facing McCullough on a modern addition, the second on the west façade facing Broadway, and the third on a rear parking structure facing Broadway. Staff generally finds the locations to be appropriate based on the existing signage placement.
- c. **SIZE** – The applicant has proposed three signs totaling 87.9 square feet. Each individual proposed sign is a reduction in square footage compared to the existing signage. The sign on the south façade above the main entrance (#1) is a proposed 43.9 square feet, a reduction from 44.9 square feet; the sign on the west façade facing Broadway (#2) is a proposed 20.5 square feet, a reduction from 23.9 square feet; and the sign on the parking garage (#3) is a proposed 23.5 square feet, a reduction from 23.9 square feet. Staff finds the size for signs #1 and #3 to be appropriate based on the surrounding architectural context and features, but finds the size of sign #2 too large, as it encroaches upon key architectural elements of the building, including the brick window arches and brick and cast stone banding. This sign should be reduced in size to better fit the available wall space and allow for additional space between the sign and the brick details identified in the exhibits.
- d. **MATERIAL AND DESIGN** – The applicant has proposed that the signs feature a backer panel constructed of aluminum with aluminum letters backed with clear polycarbonate. The DPT logo and letters will be reverse channel halo lit with white LEDs. The text to read ‘a Mylan Company’ will be affixed directly to the backer panel. The backer panel is a cream color to match the cast stone building elements, and the sign will feature the colors of the company logo to include red, light blue, and aluminum. According to the Historic Design Guidelines, reverse channel lettering may be permitted. The Guidelines also state that colors should be limited to three and a dark background with light lettering should be employed to enhance legibility. The current signage has a maroon backer panel that closely matches the dominant brick color on the building. The proposed backer panel color is a stark contrast to the brick base. Staff finds the proposed material and illumination method appropriate, but finds that the backer panel should closely match the brick color of the existing signage to comply with the Guidelines.

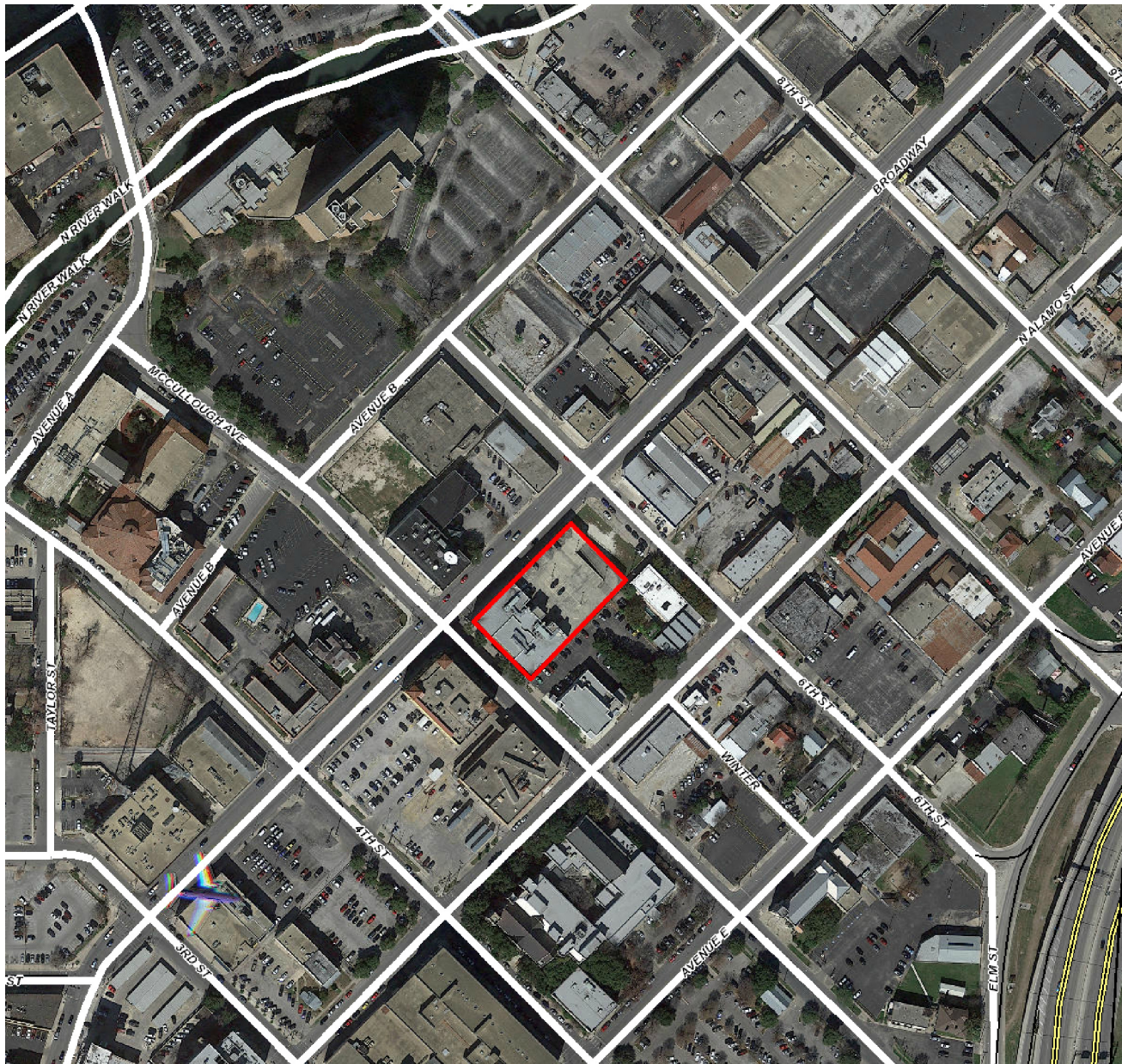
RECOMMENDATION:

Staff recommends approval based on findings a through d with the following stipulations:

- i. That the applicant reduces the sign square footage on the Broadway façade (#2) as noted in finding c.
- ii. That the applicant uses a darker backer panel or color that more closely matches the brick that is predominant on the historic structure and parking garage instead of a cream color as noted in finding d.

CASE MANAGER:

Stephanie Phillips

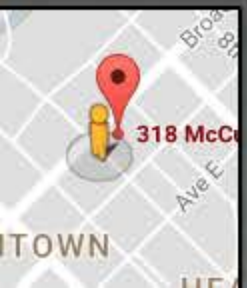


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Printed: Nov 29, 2017

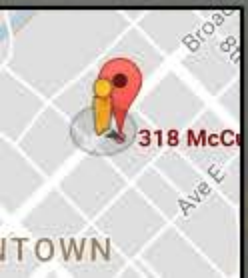
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SIGN #1 - MCCULLOUGH ENTRANCE



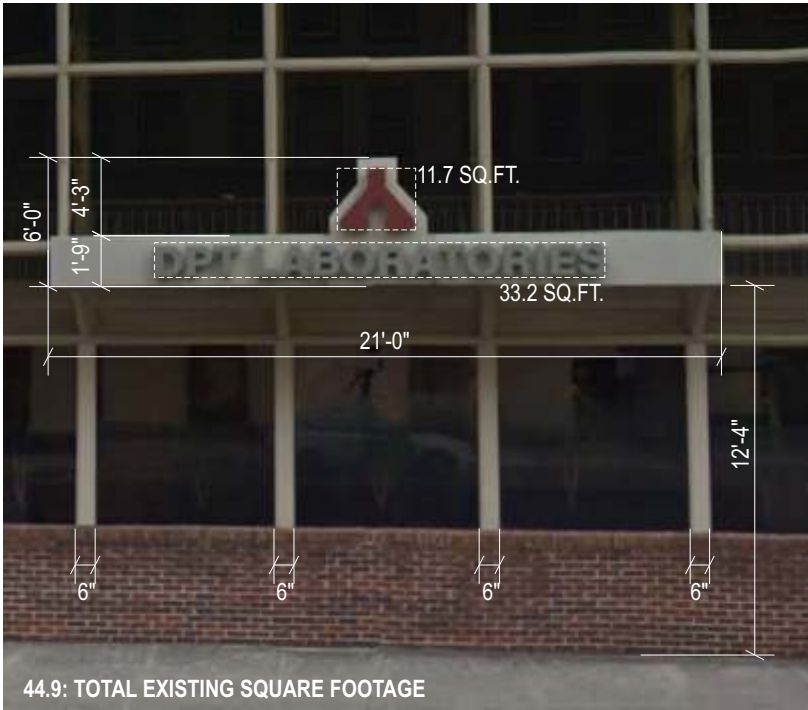
SIGN #2 - BROADWAY INTERSECTION



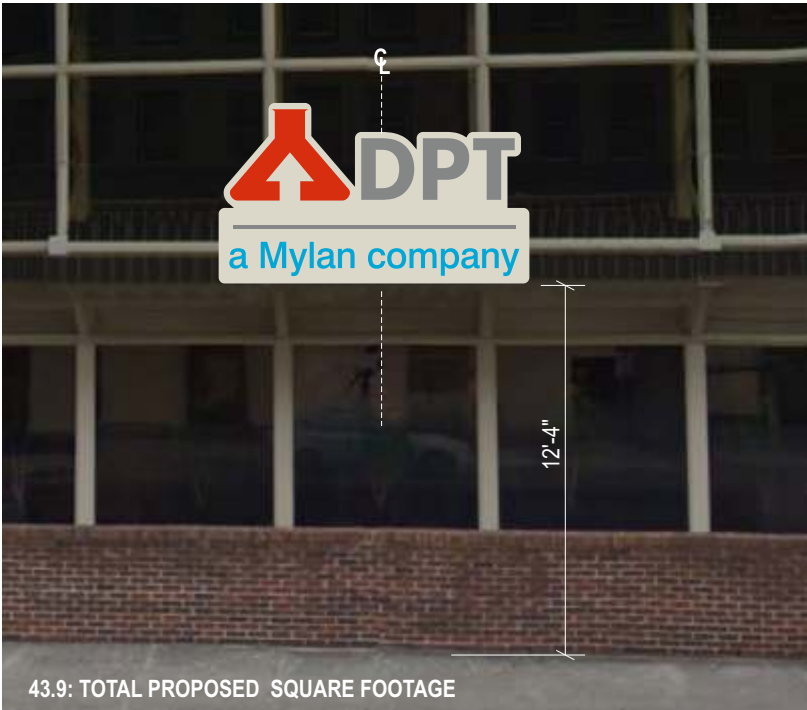
SIGN #3 - BROADWAY PARKING GARAGE



SIGN A	Main Bldg. Sign
Type:	Rev. Channel & FCO on Backer
Illumination:	Internally Illuminated LED
Square Footage:	43.9



44.9: TOTAL EXISTING SQUARE FOOTAGE
EXISTING CONDITION

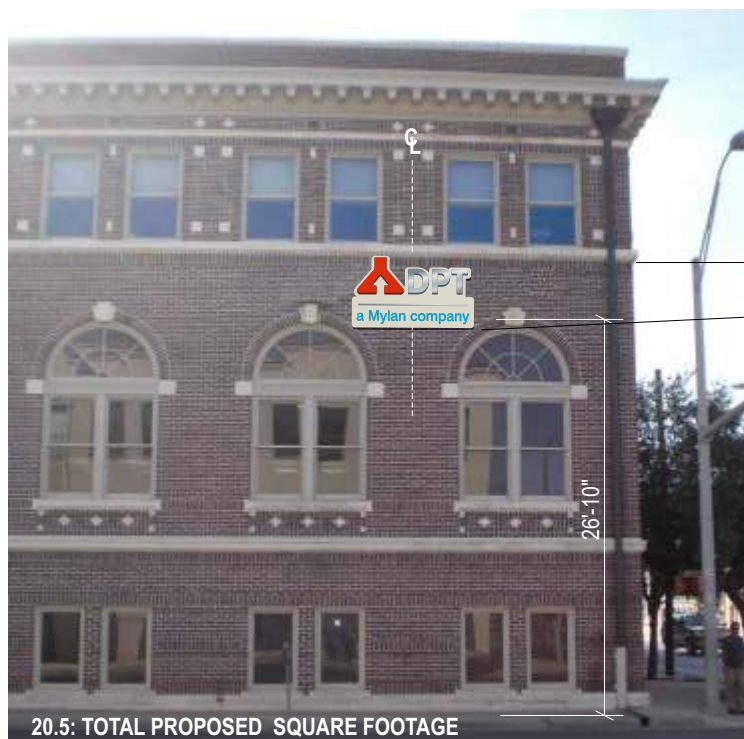


43.9: TOTAL PROPOSED SQUARE FOOTAGE
PROPOSED

SIGN C	Bldg. Sign
Type:	Rev. Channel & ROST subcopy
Illumination:	Internally Illuminated LED
Square Footage:	20.5



EXISTING CONDITION



PROPOSED

INSTALL NOTE:
NOT TO GO ABOVE BLDG. TRIM
OR OVER BRICK ARCHES

SIGN B	Parking Bldg. Sign
Type:	Rev. Channel & FCO on Backer
Illumination:	Internally Illuminated LED
Square Footage:	23.5



23.9: TOTAL EXISTING SQUARE FOOTAGE

EXISTING CONDITION



23.5: TOTAL PROPOSED SQUARE FOOTAGE

PROPOSED

SIGN A	Main Bldg. Sign
Type:	Rev. Channel & FCO on Backer
Illumination:	Internally Illuminated LED
Square Footage:	43.9

REMOVE & DISCARD EXISTING

MFG. & INSTALL ONE (1) SET
REVERSE CHANNEL LETTERS & LOGO ON ALUM. BACKER
PANEL W/ NON ILLUMINATED FCO LETTERS

LOGO & LETTERS:
REV. CHANNEL, 3 1/2" DEEP
ALUM. FACES & RETURNS PTD RED PER COLOR KEY
BACKED W/ CLEAR POLYCARBONATE
INTERNALLY ILLUMINATED W/ WHITE LEDS
MOUNT 1 1/2" OFF BACKER PANEL

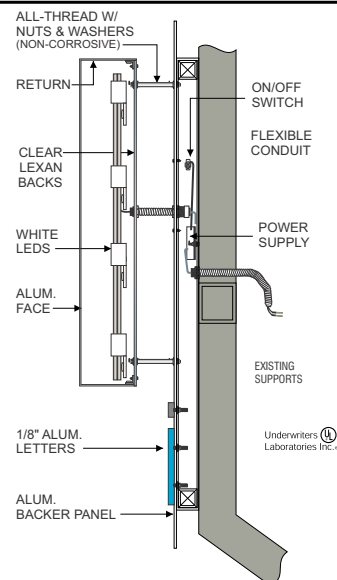
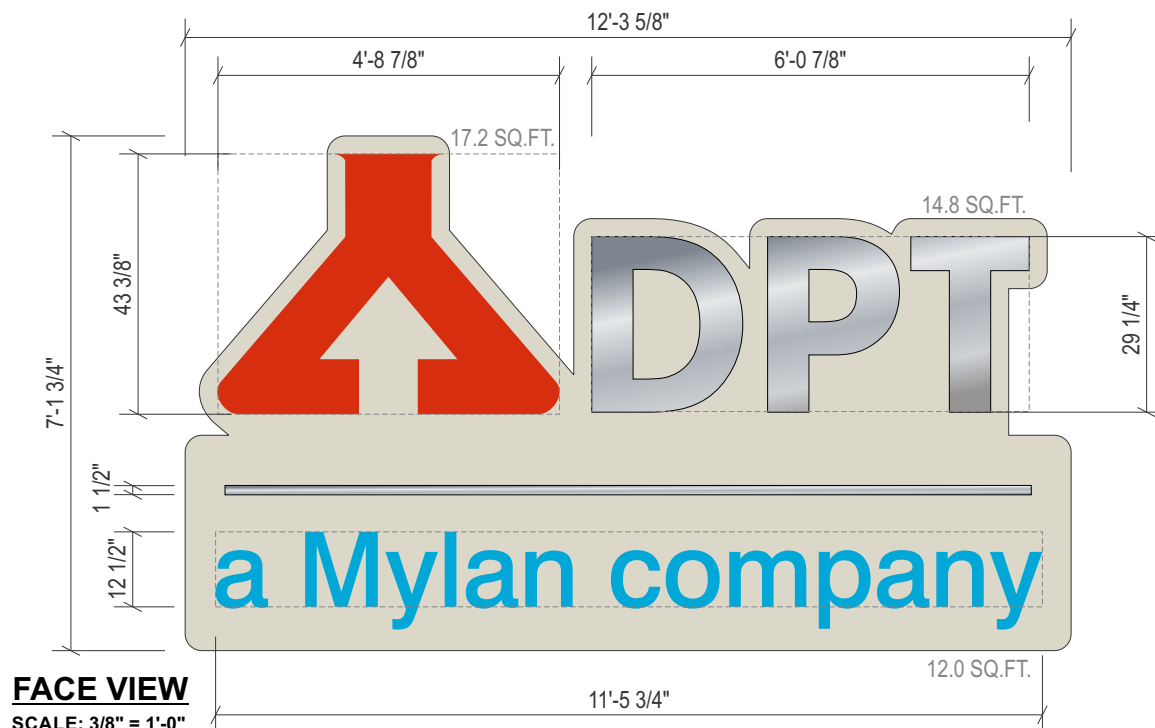
SUBCOPY & LINE:
.125" ALUM. FLAT CUT OUT LETTERS
PTD BLUE, PER COLOR KEY
.125" ALUM. FLAT CUT OUT LINE
PTD 171S BRUSHED ALUM.
MOUNT FLUSH TO BACKER PANEL

BACKER PANEL:
.125" ALUM. CONTOUR CUT PANEL, PTM BLDG. TRIM
INSTALLED FLUSH TO METAL TUBE STRUCTURE AS INDICATED

EXACT INSTALL METHOD TBD
SURVEY REQ'D PRIOR TO PRODUCTION

COLOR KEY

- 1 White
- 2 PMS 1805C Red
- 3 Color TBD, PTM Bldg. Trim
- 4 151S Brushed Alum.
- 5 PMS 299C Blue



NOTE: PRELIMINARY DRAWING
AN ACCURATE FIELD SURVEY IS
REQUIRED PRIOR TO PRODUCTION

SIGN B	Parking Bldg. Sign
Type:	Rev. Channel & FCO on Backer
Illumination:	Internally Illuminated LED
Square Footage:	23.5

REMOVE & DISCARD EXISTING

MFG. & INSTALL ONE (1) SET
REVERSE CHANNEL LETTERS & LOGO ON ALUM. BACKER
PANEL W/ NON ILLUMINATED FCO LETTERS

LOGO & LETTERS:
REV. CHANNEL, 3 1/2" DEEP
ALUM. FACES & RETURNS PTD RED PER COLOR KEY
BACKED W/ CLEAR POLYCARBONATE
INTERNALLY ILLUMINATED W/ WHITE LEDS
MOUNT 1 1/2" OFF BACKER PANEL

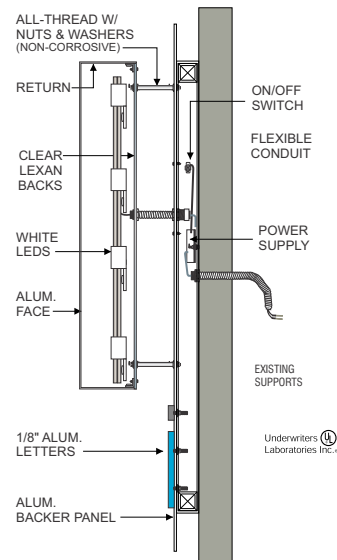
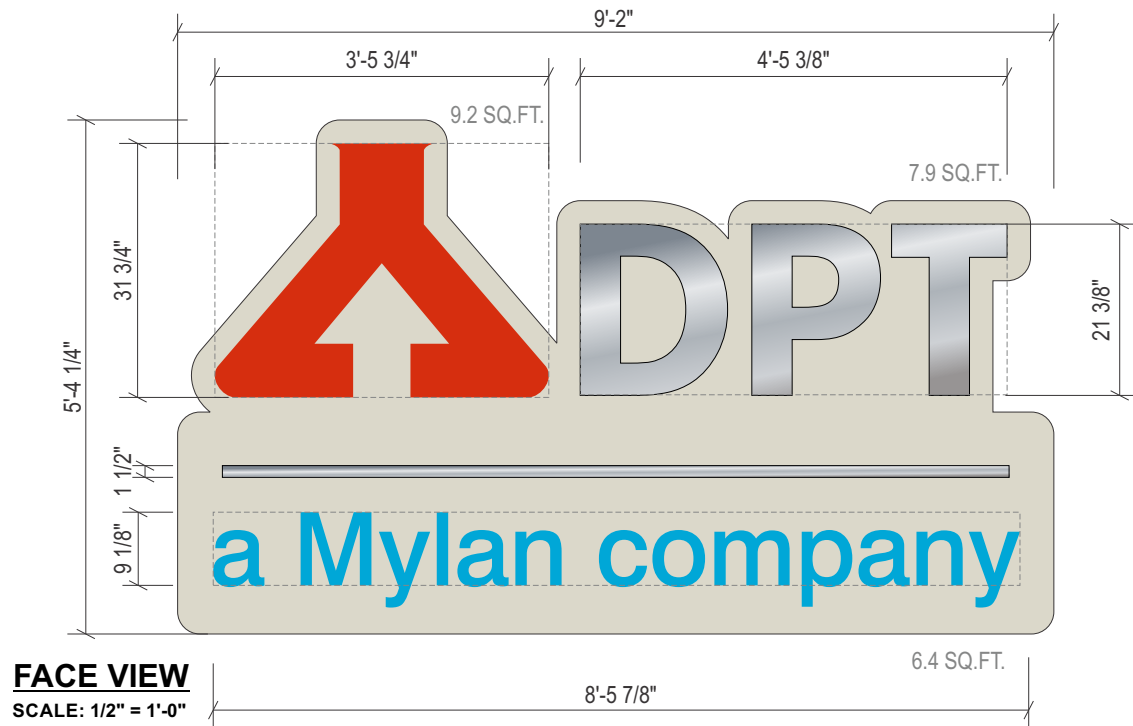
SUBCOPY & LINE:
.125" ALUM. FLAT CUT OUT LETTERS
PTD BLUE, PER COLOR KEY
.125" ALUM. FLAT CUT OUT LINE
PTD 171S BRUSHED ALUM.
MOUNT FLUSH TO BACKER PANEL

BACKER PANEL:
.125" ALUM. CONTOUR CUT PANEL, PTM BLDG. TRIM
INSTALLED FLUSH TO WALL AS INDICATED

EXACT INSTALL METHOD TBD
SURVEY REQ'D PRIOR TO PRODUCTION

COLOR KEY

- 1 White
- 2 PMS 1805C Red
- 3 Color TBD, PTM Bldg. Trim
- 4 151S Brushed Alum.
- 5 PMS 299C Blue



SIGN C	Bldg. Sign
Type:	Rev. Channel & ROST subcopy
Illumination:	Internally Illuminated LED
Square Footage:	20.5

REMOVE & DISCARD EXISTING

MFG. & INSTALL ONE (1) SET
REVERSE CHANNEL LETTERS & LOGO ON ALUM. BACKER
PANEL W/ NON ILLUMINATED FCO LETTERS

LOGO & LETTERS:
REV. CHANNEL, 3 1/2" DEEP
ALUM. FACES & RETURNS PTD RED PER COLOR KEY
BACKED W/ CLEAR POLYCARBONATE
INTERNALLY ILLUMINATED W/ WHITE LEDS
MOUNT 1 1/2" OFF BACKER PANEL

SUBCOPY & LINE:
.125" ALUM. FLAT CUT OUT LETTERS
PTD BLUE, PER COLOR KEY
.125" ALUM. FLAT CUT OUT LINE
PTD 171S BRUSHED ALUM.
MOUNT FLUSH TO BACKER PANEL

BACKER PANEL:
.125" ALUM. CONTOUR CUT PANEL, PTM BLDG. TRIM
INSTALLED FLUSH TO WALL AS INDICATED

EXACT INSTALL METHOD TBD
SURVEY REQ'D PRIOR TO PRODUCTION

COLOR KEY

- 1 White
- 2 PMS 1805C Red
- 3 Color TBD, PTM Bldg. Trim
- 4 151S Brushed Alum.
- 5 PMS 299C Blue

