

HISTORIC AND DESIGN REVIEW COMMISSION

December 20, 2017

HDRC CASE NO: 2017-622
ADDRESS: 239 CENTER ST
LEGAL DESCRIPTION: NCB 579 (CROCKETT STREET LOFTS), LOT 33
ZONING: D, HE
CITY COUNCIL DIST.: 2
DISTRICT: St. Paul Square Historic District
LANDMARK: Guenther, Colin Building
APPLICANT: Hardman Signs
OWNER: NRP Crockett St Investments
TYPE OF WORK: Signage
APPLICATION RECEIVED: December 01, 2017
60-DAY REVIEW: January 30, 2018
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install signage at the previously approved new construction located at 239 Center Street, commonly known as The Baldwin. Included within this request, the applicant has proposed the following:

1. A channel letter sign to feature an overall length of 51' – 2" and an overall height of approximately ten (10) feet. The proposed sign is to feature channel letters with push through, painted acrylic faces, painted returns and will feature internal illumination. This sign will face west toward US Highway 281 and will read "The Baldwin".
2. A canopy mounted, channel letter sign to feature an overall length of 16' – 4" and an overall height of 1' – 3". The proposed sign is to feature channel letters with push through, painted acrylic faces, painted returns and will feature internal illumination. This sign will face south toward Center Street and will read "The Baldwin".
3. Two parking location signs to feature an overall length of 8' – 6 ½" and an overall height of 12 inches. These signs will be painted aluminum, mounted two inches from the wall. These signs will be located on the west elevation facing an internal driveway and on the north elevation facing E Crockett.

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

- 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.

2. Awning and Canopy Signs

A. GENERAL

- i. Appropriate usage*—Limit the use of awning and canopy signs to building forms that historically used awnings, most typically commercial storefronts and apartment buildings.
- ii. Placement*—Place signs on the awning or canopy valance, the portion that is parallel with the window.
- iii. Mounting*—Install awning hardware in a manner that does not damage historic building elements or materials.

B. DESIGN

- i. Materials*—Fabricate awnings using fire-resistant canvas in a color that is appropriate to the period of the building.
- ii. Shape*—Select awning shapes that reflect the door or window openings they cover. Limit valances to approximately eight to twelve inches in length.
- iii. Lettering and symbols*—Lettering should generally be placed on the valance portion of the awning.

C. LIGHTING

- i. Internal illumination*—Do not use internal illumination or other techniques that cause awnings to glow; however, illumination may be concealed in the awning to provide directional light to illuminate sidewalks or storefronts.

D. METAL CANOPIES

i. Placement—Do not mount new signs or letters on historic metal canopies in a manner that destroys or conceals historic materials.

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:

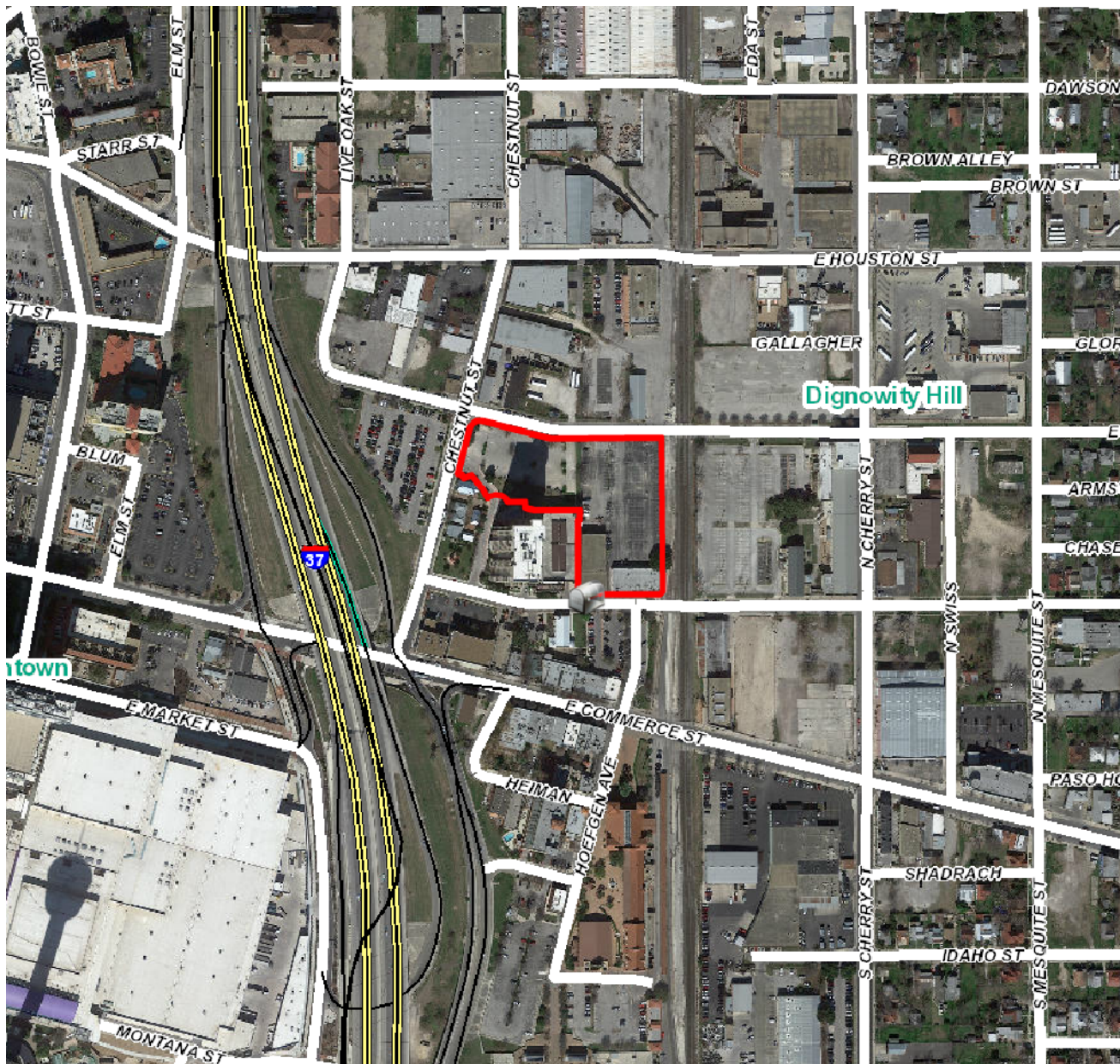
- a. The new construction located at 239 Center Street was approved by the Historic and Design Review Commission on August 4, 2015. At this time, the applicant is requesting a Certificate of Appropriateness for approval to install four signs, two featuring the development's name, The Baldwin and two featuring parking identification.
- b. CHANNEL LETTERS (west) – The applicant has proposed to install a channel letter sign to feature an overall length of 51' – 2" and an overall height of approximately ten (10) feet. The proposed sign is to feature channel letters with push through, painted acrylic faces, painted returns and will feature internal illumination. This sign will face west toward US Highway 281 and will read "The Baldwin". This signs is consistent with the Downtown Design Guide, Chapter 10, Signage.
- c. CHANNEL LETTERS (south) – The applicant has proposed to install a channel letter sign to feature an overall length of 16' – 4" and an overall height of 1' – 3". The proposed sign is to feature channel letters with push through, painted acrylic faces, painted returns and will feature internal illumination. This sign will face south toward Center Street and will read "The Baldwin". The location, size and profile of the proposed signage is consistent with the Historic Design Guidelines, Chapter 6, Guidelines for Signage.
- d. PARKING LOCATION (west and north) – The applicant has proposed to install two parking location signs to feature an overall length of 8' – 6 ½" and an overall height of 12 inches. These signs will be painted aluminum, mounted two inches from the wall. These signs will be located on the west elevation facing an internal driveway and on the north elevation facing E Crockett. The proposed signage is consistent with the Historic Design Guidelines, Chapter 6, Guidelines for Signage and the Downtown Design Guide, Chapter 10, Signage.

RECOMMENDATION:

Staff recommends approval of items #1 through #3 as submitted based on findings a through d.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Dec 07, 2017

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CLIENT



PROJECT

THE BALDWIN
SAN ANTONIO, TEXAS

CREATED: 7-27-2017 | PROJECT NUMBER: 2171927



Hardman Signs
ARCHITECTURAL SIGNAGE & GRAPHICS

REP: AUSTIN PARKER | DESIGNER: PAUL SALGADO

SIGN PLACEMENT

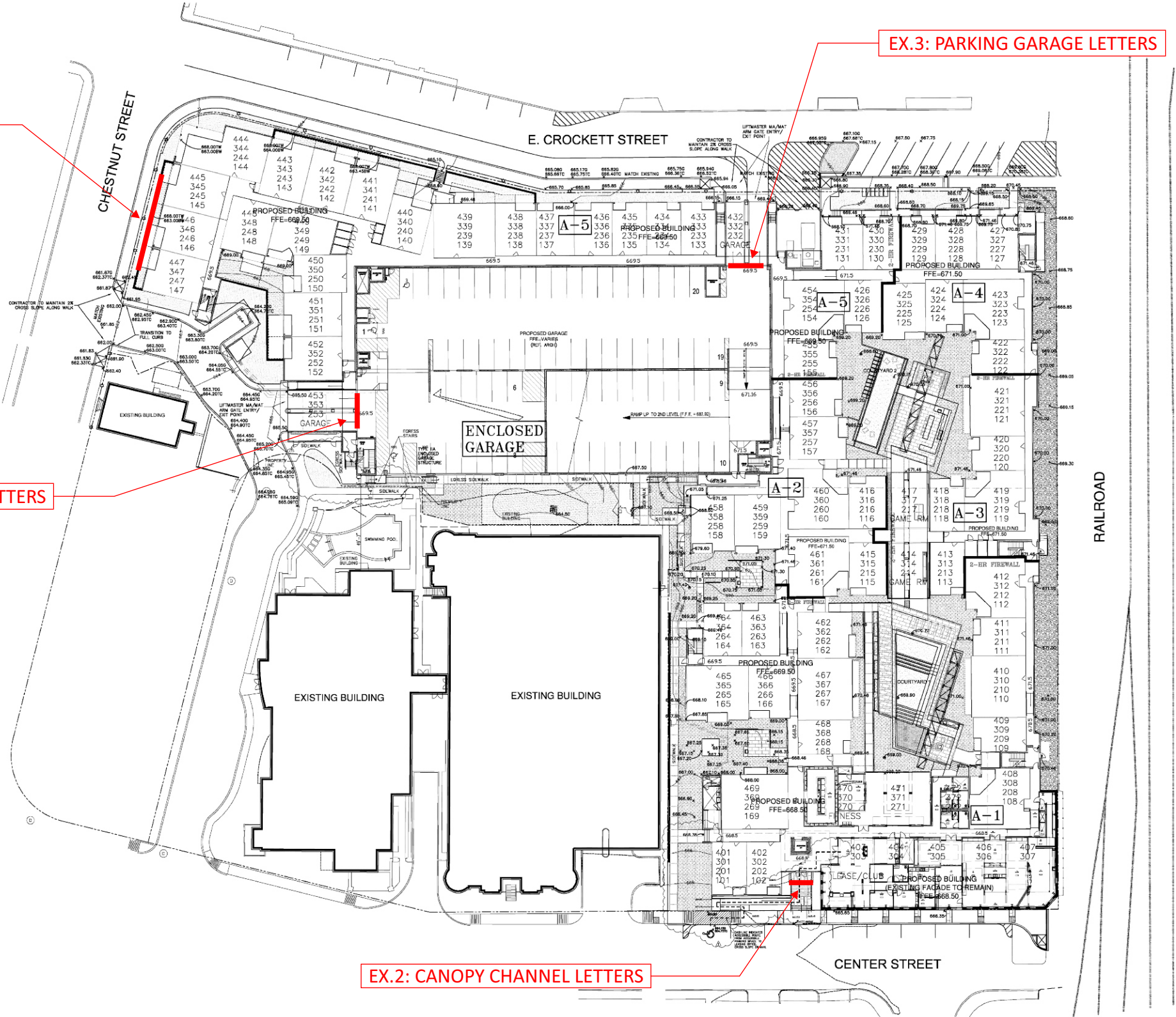
DRAWING NOT TO SCALE

EX.1: MAIN IDENTITY CHANNEL LETTERS

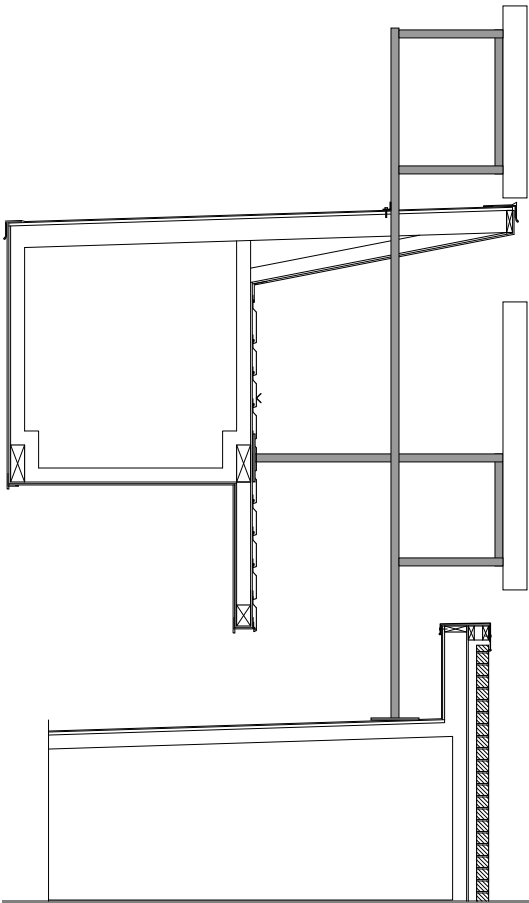
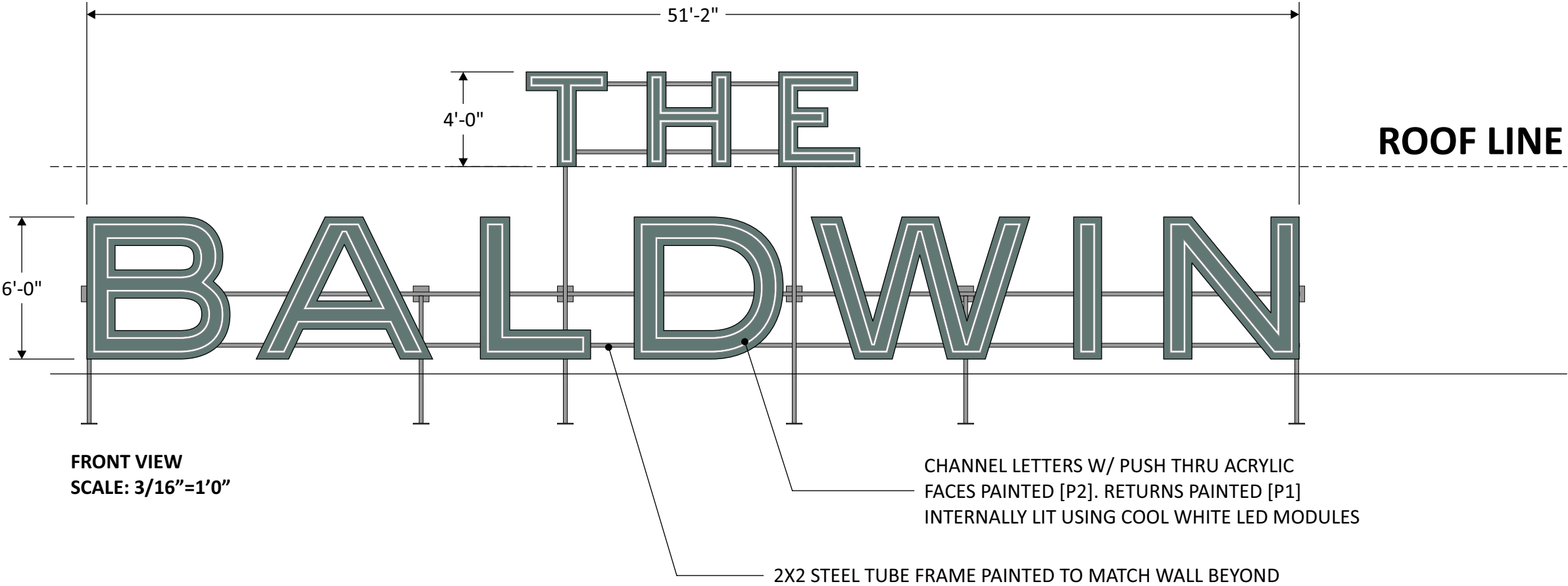
EX.3: PARKING GARAGE LETTERS

EX.3: PARKING GARAGE LETTERS

EX.2: CANOPY CHANNEL LETTERS



QTY. 1 SET



PAINT COLORS:

- P1: STANDARD WHITE SATIN H 64255SP
- P2: GREEN PMS 5487C

DESIGN INTENT



NIGHT VIEW



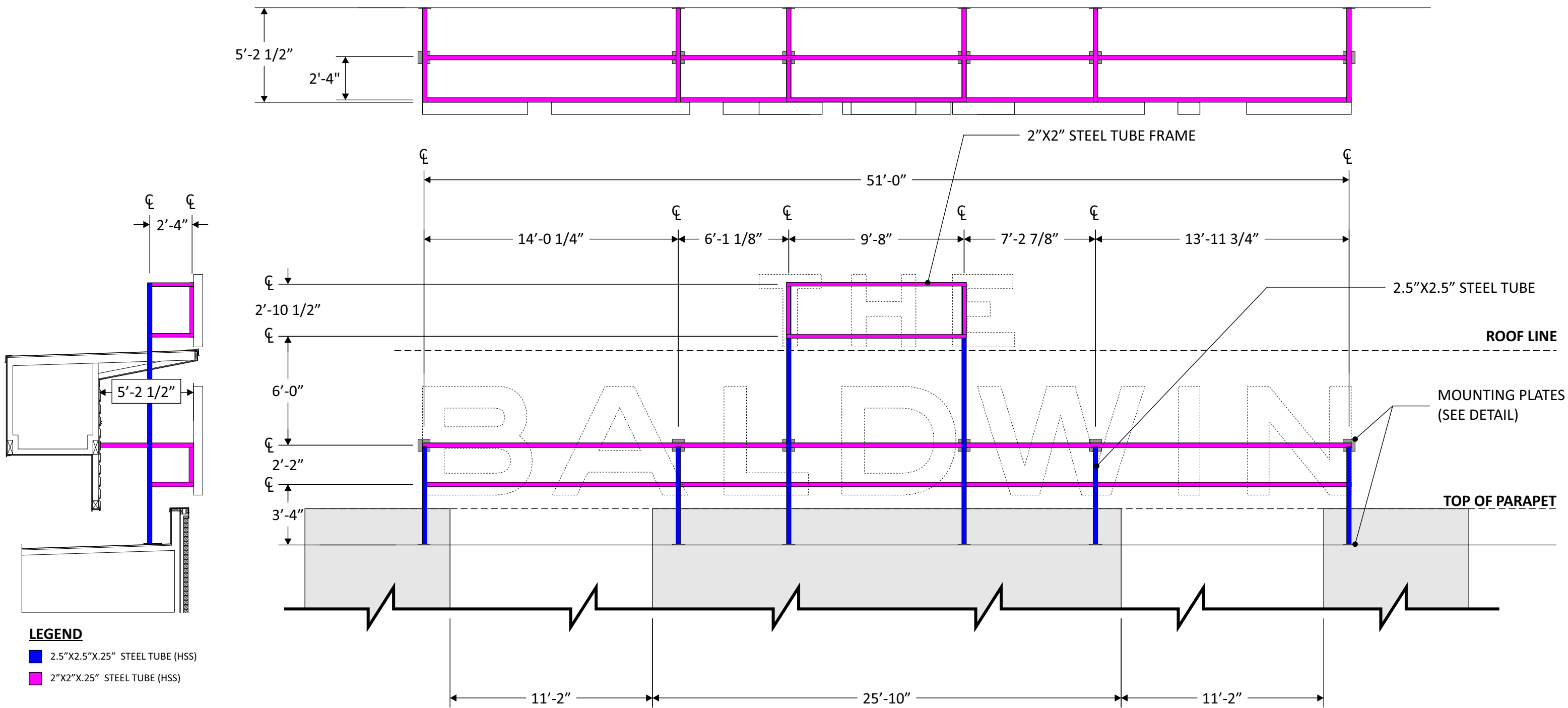
SURFACE AREA: TOTAL 155.504 FT²

DRAWING SCALE: 3/16"=1'0"



FRAME DETAILS

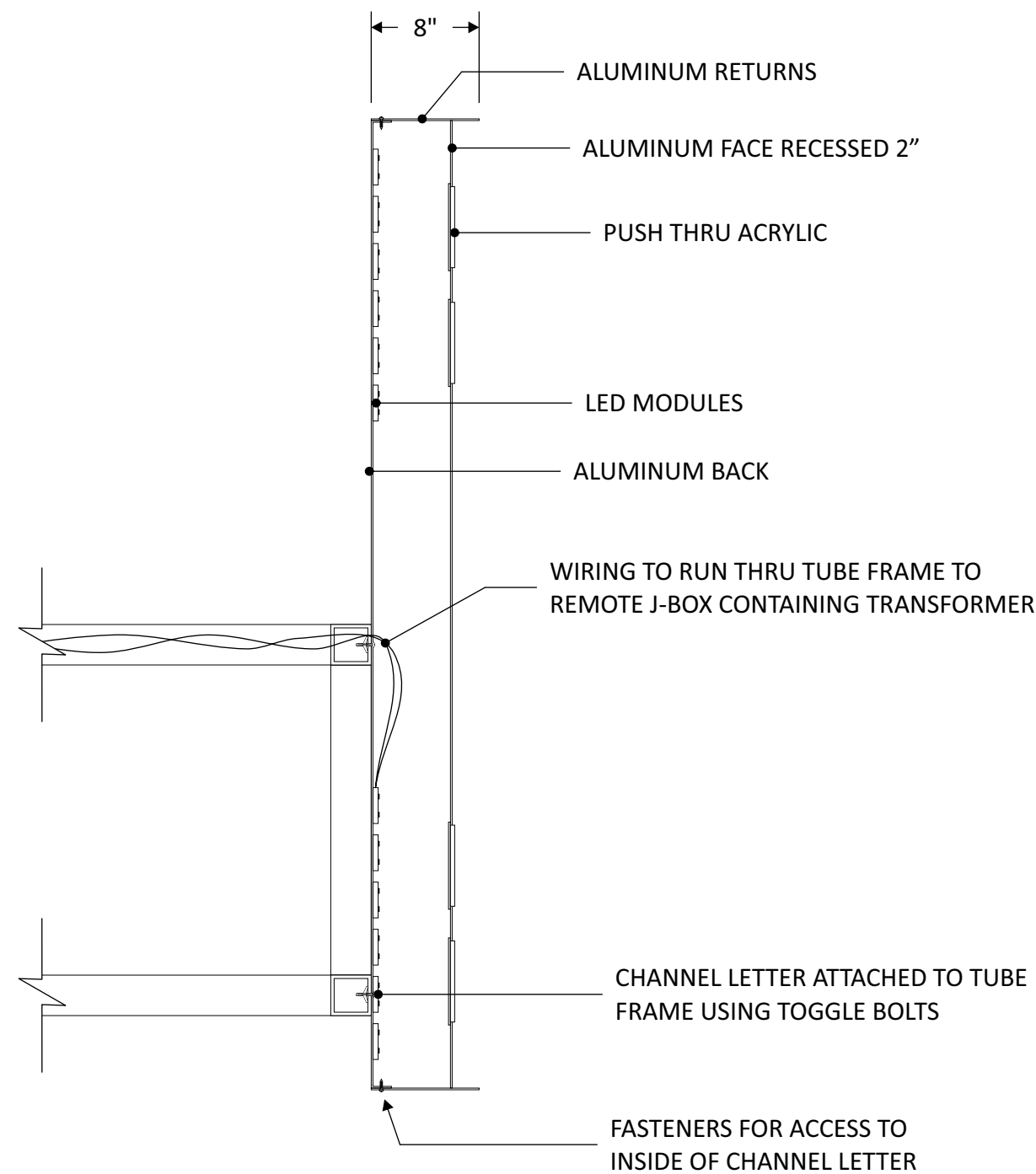
DRAWING SCALE: 3/16"=1'0"



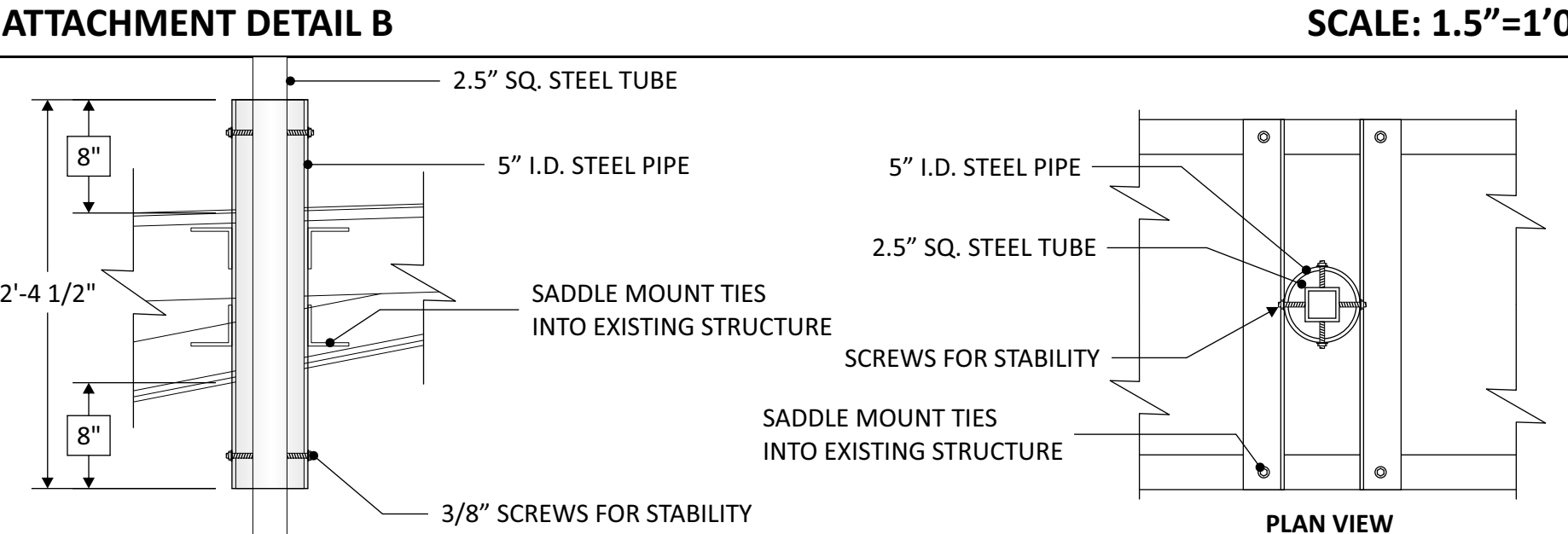
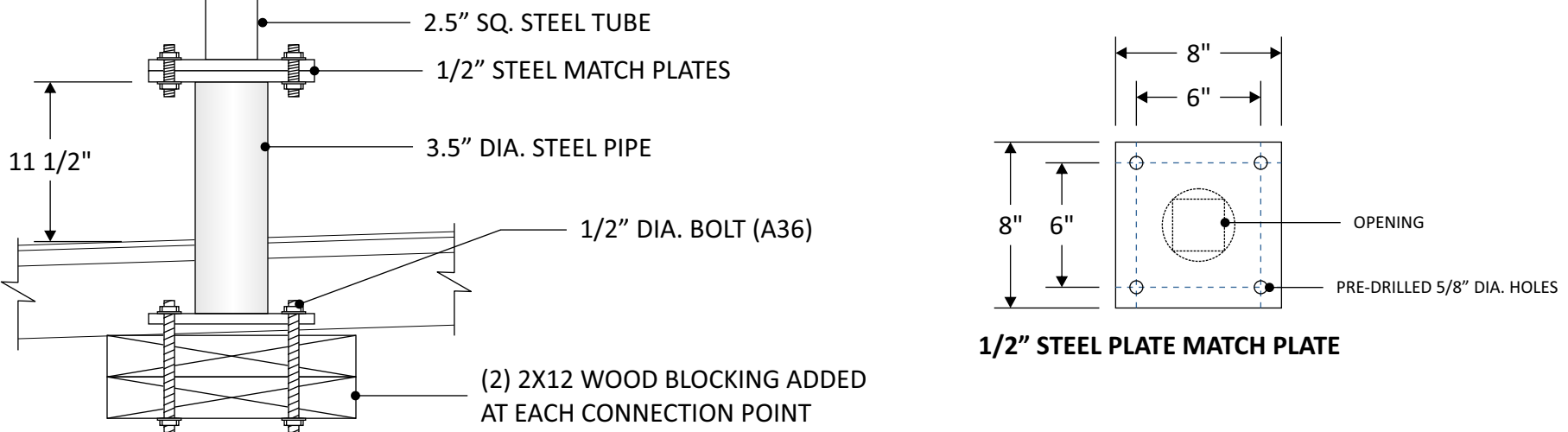
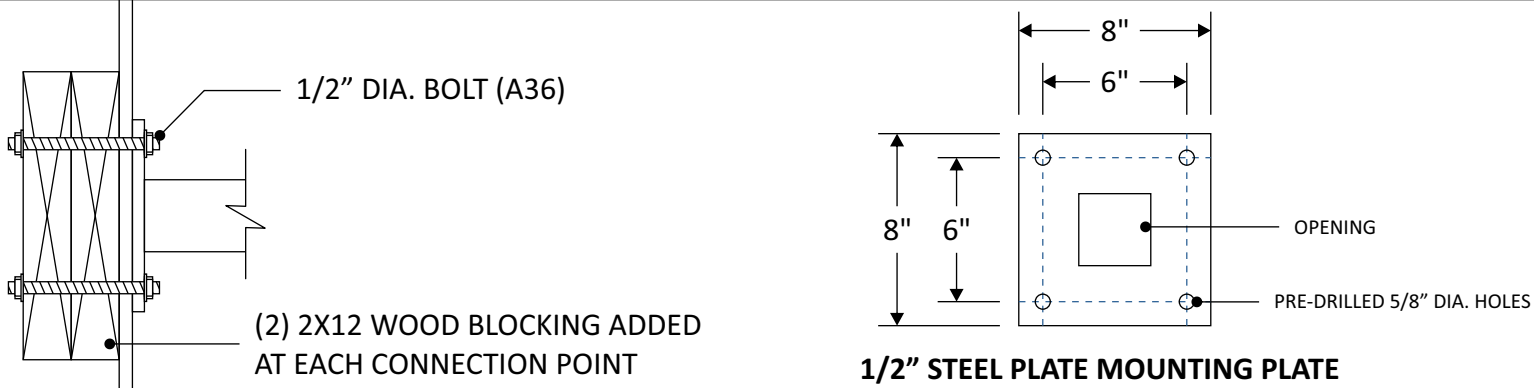
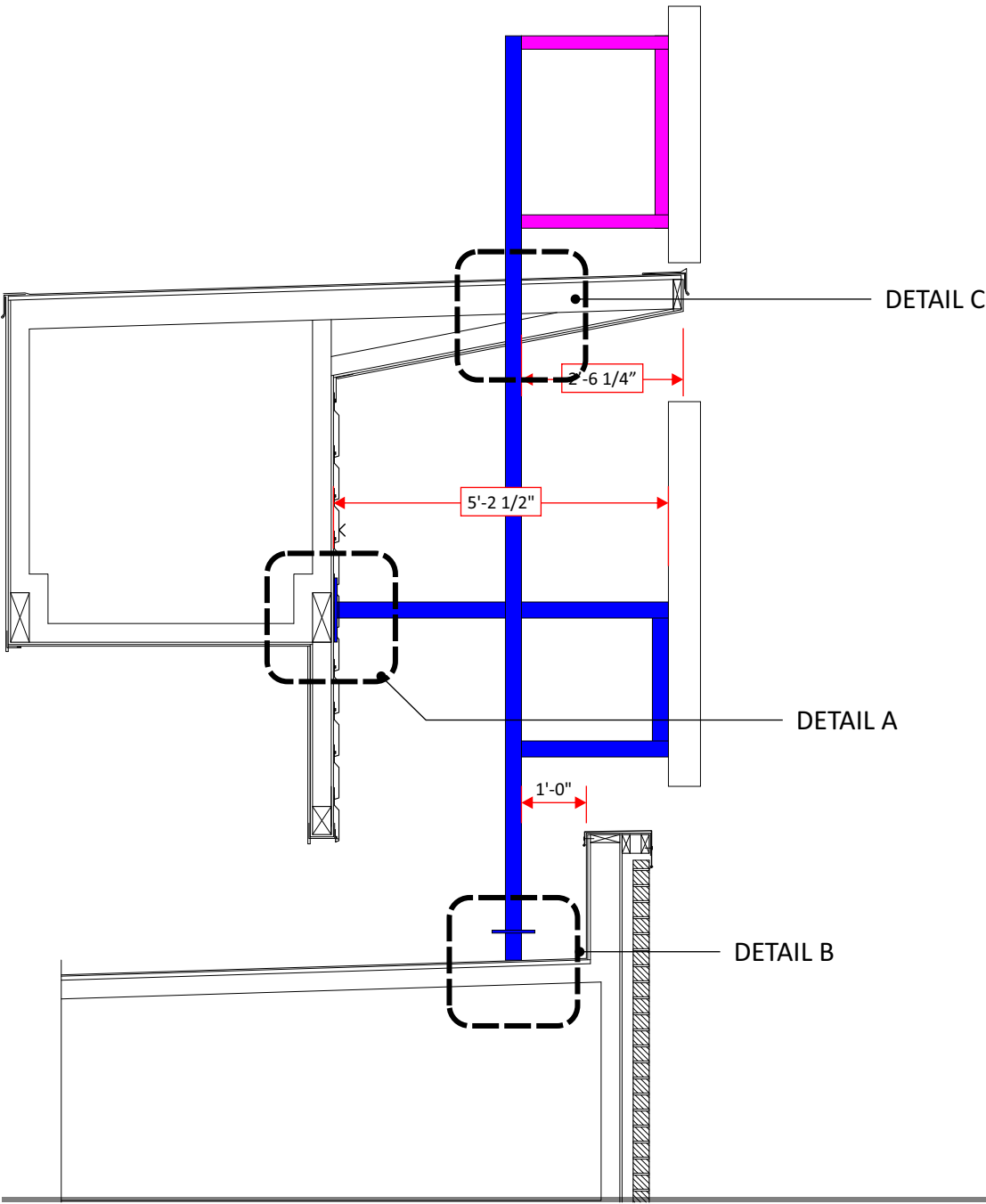
PROJECT FILENAME: THE BALDWIN 2171927

CHANNEL LETTER DETAILS

DRAWING SCALE: 1"=1'0"



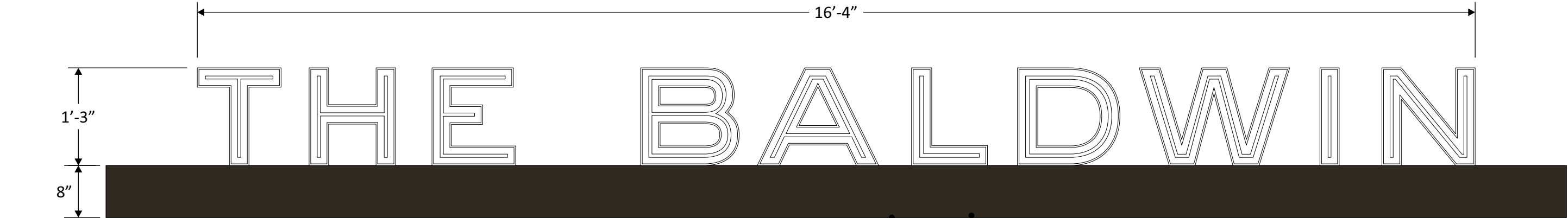
ATTACHMENT DETAILS
FIELD VERIFY ALL CONDITIONS BEFORE FABRICATING



CHESTNUT STREET ELEVATION
DRAWING SCALE: 3/32"=1'0"



QTY. 1 SET

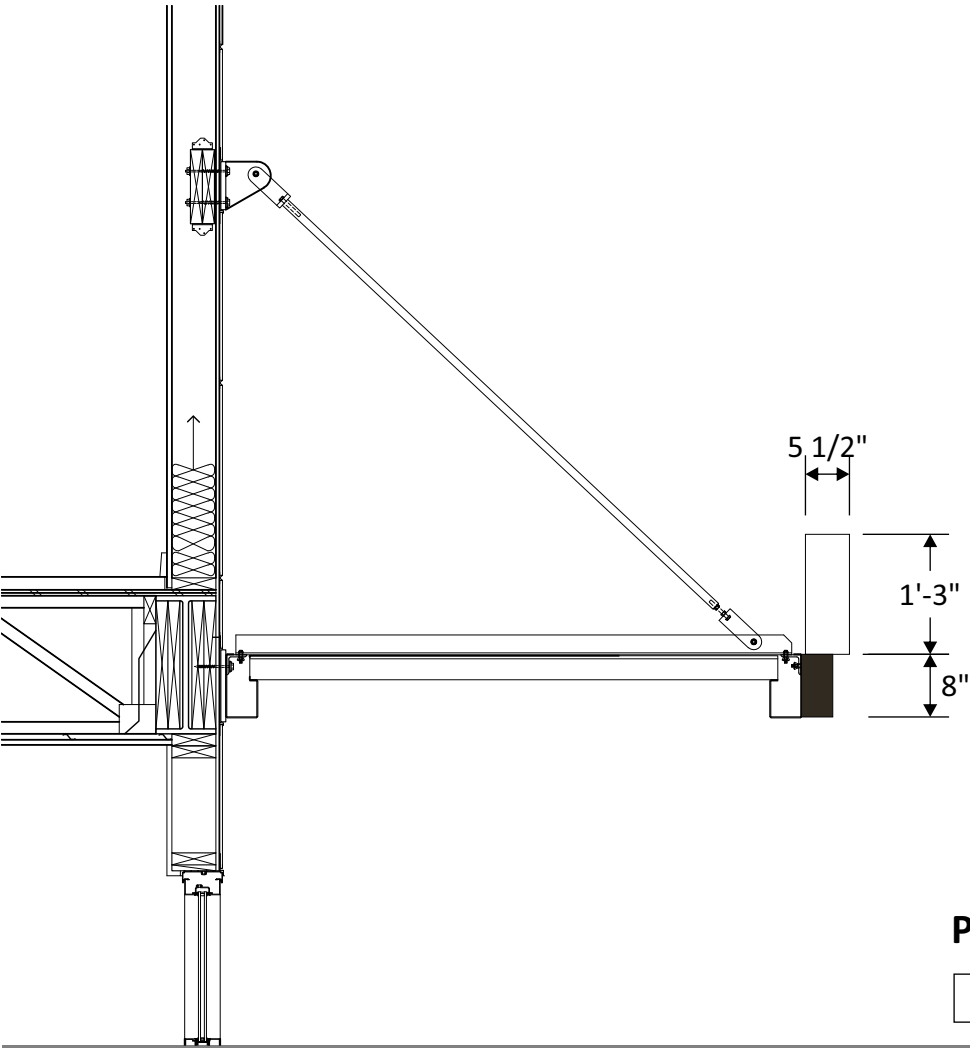


FRONT VIEW
SCALE: 3/4"=1'0"

CHANNEL LETTERS PAINTED WHITE [P1] W/ PUSH THRU ACRYLIC
(INTERNALLY LIT USING COOL WHITE LED MODULES)

ALUMINUM RACEWAY
(TO MATCH EXISTING CANOPY)

DESIGN INTENT



PAINT COLORS:

P1: STANDARD WHITE SATIN H 64255SP

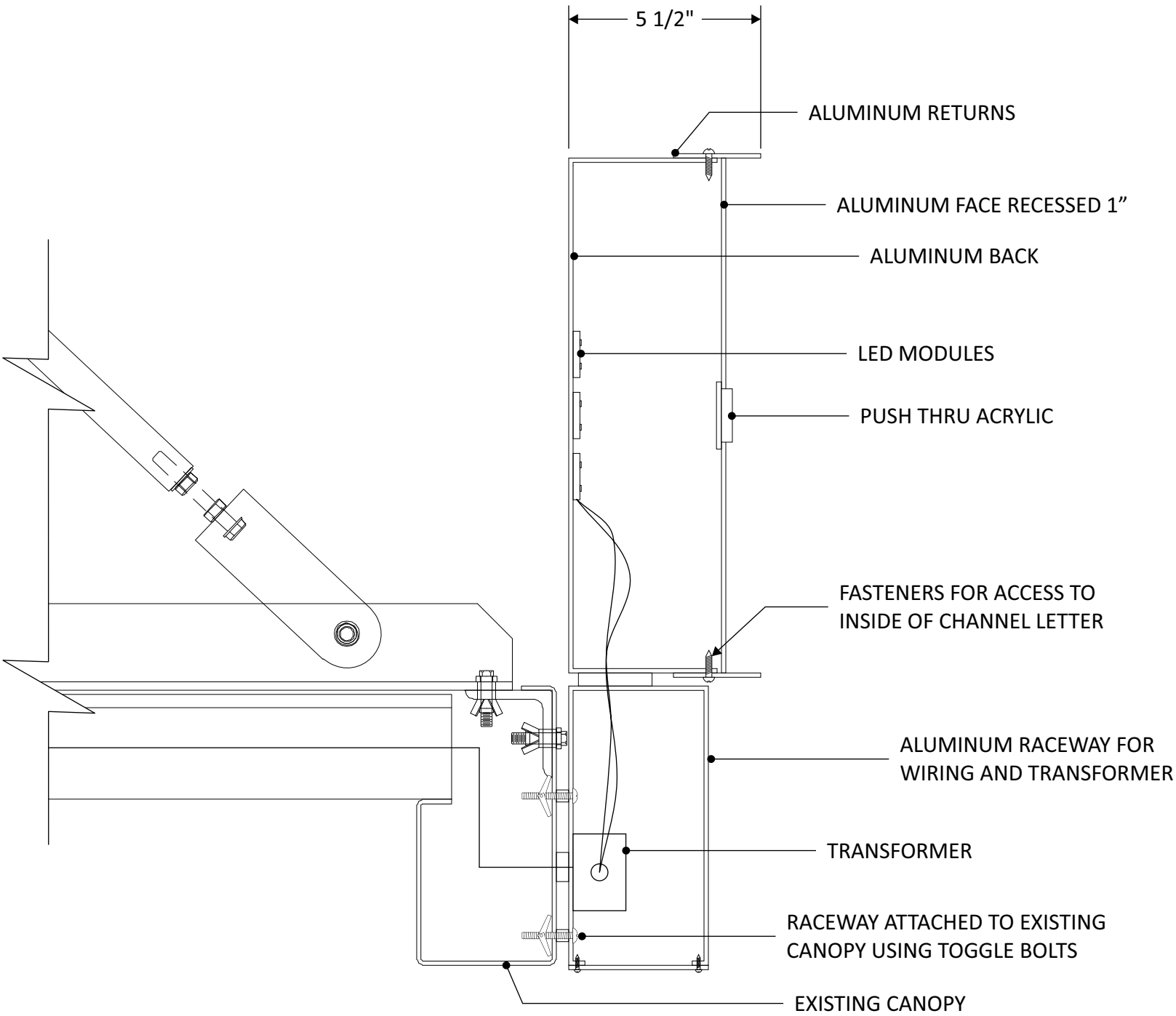
END VIEW
SCALE: 1/2"=1'0"

NIGHT VIEW



CHANNEL LETTER DETAILS

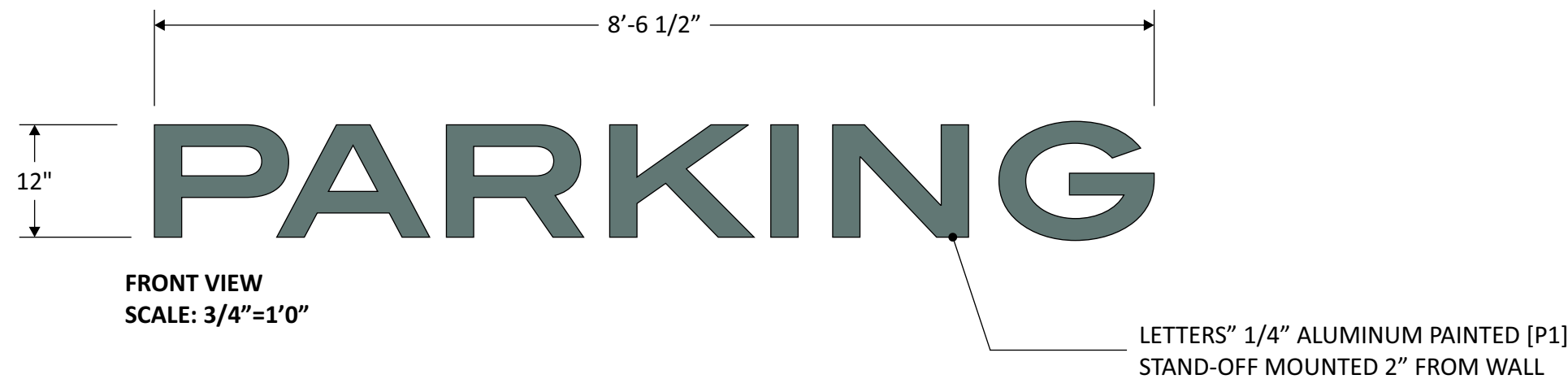
DRAWING SCALE: 3"=1'0"



CENTER STREET ELEVATION
DRAWING SCALE: 3/32"=1'0"

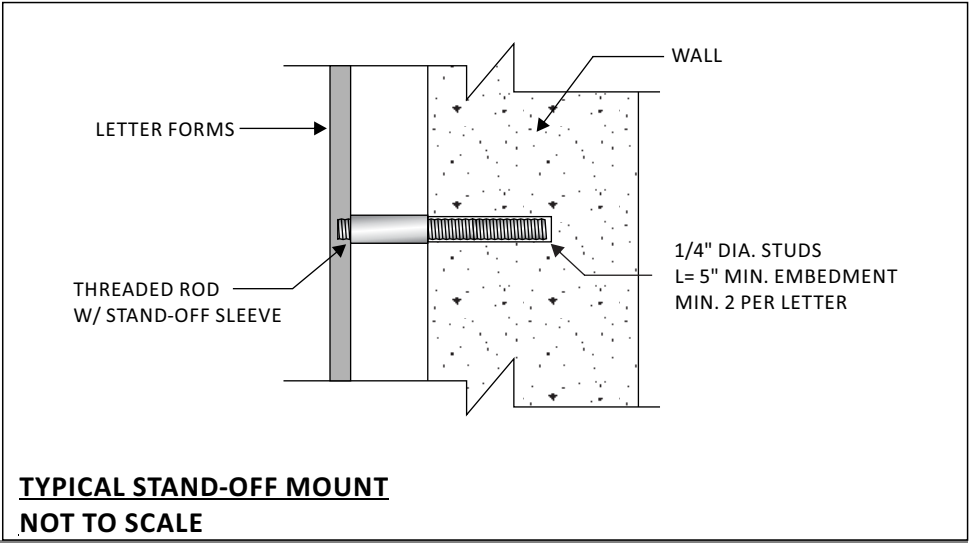


QTY. 2 SETS

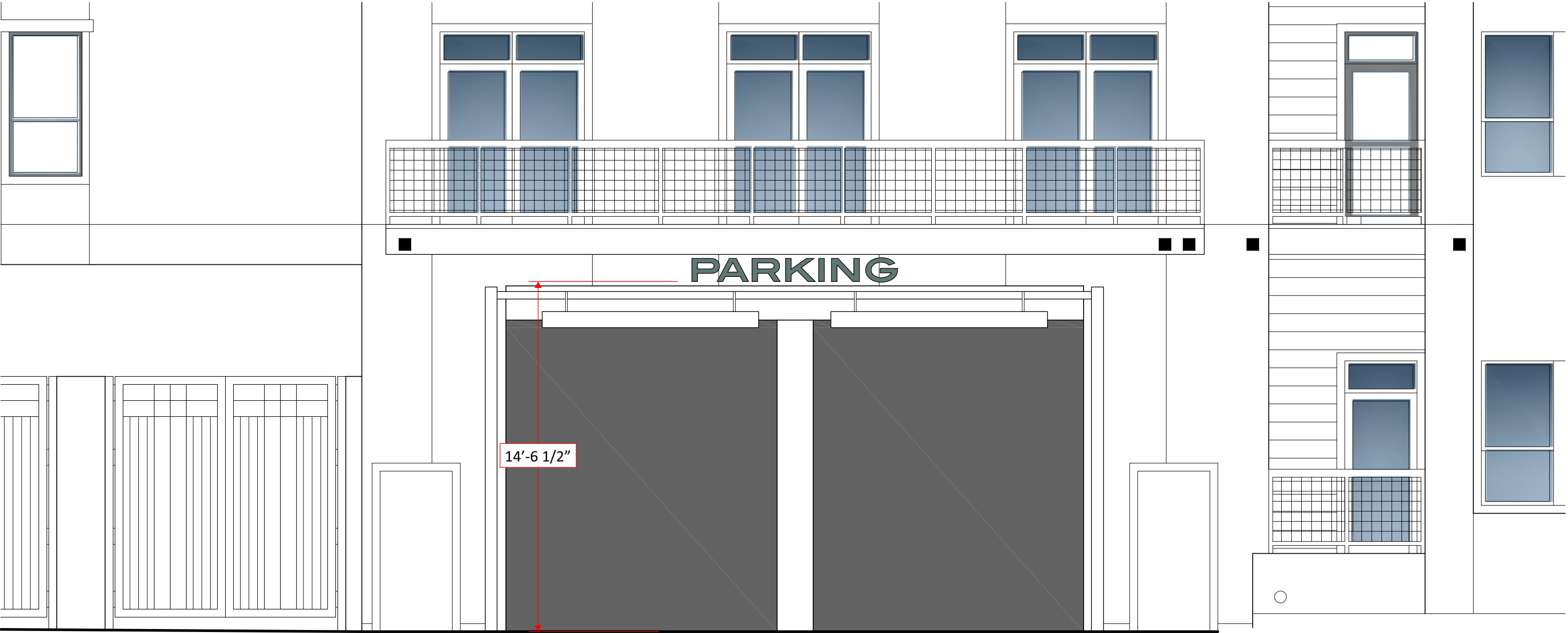


PAINT COLORS:

 P1: GREEN PMS 5487C



CROCKETT STREET ELEVATION
DRAWING SCALE: 1/4"=1'0"





SINCE *Can* 2012
PLANT

