

HISTORIC AND DESIGN REVIEW COMMISSION

June 20, 2018

HDRC CASE NO: 2018-276
ADDRESS: 200 W JONES AVE
LEGAL DESCRIPTION: NCB 1036 BLK 1 LOT 2 (SAN ANTONIO MUSEUM OF ART)
ZONING: FBZ T6-2, HE
CITY COUNCIL DIST.: 1
DISTRICT: Old Lone Star Brewery Historic District
LANDMARK: Lone Star Brewery
APPLICANT: Pamela Hannah/San Antonio Museum of Art
OWNER: San Antonio Museum of Art
TYPE OF WORK: Installation of signage and lighting
APPLICATION RECEIVED: May 25, 2018
60-DAY REVIEW: July 24, 2018
REQUEST:

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

1. Install one wall sign reading “Tre Trattoria” on the west façade to feature a width of 36 inches and a height of 48 inches for a total square footage of 12 square feet.
2. Install one wall sign reading “Tre Trattoria” on the east façade to feature a width of 22 inches and a height of 32 inches for a total square footage of approximately 4.9 square feet.
3. Install one hanging blade sign from an existing pole on the front façade to feature a width of 21 inches and a height of 25 inches. This double sided sign is to feature approximately 7.3 square feet.
4. Install two wall signs at the Riverwalk level. Signage is to read “San Antonio Museum of Art” and “Tre Trattoria”
The San Antonio Museum of Art signage is to feature lettering to match the size, type and color of the existing sign’s lettering.
5. Install both up and down lighting on each façade to feature gooseneck fixtures and square sconces.

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.

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.

Unified Development Code. Section 35-681 – Signs on the Riverside of Properties Abutting the River or Creek

This section governs all exterior signs on the riverside of public and private property abutting the San Antonio River and its extensions, San Pedro Creek, and all interior signs hung within ten (10) feet of an exterior fenestration, or those signs intended to be read by exterior patrons on the riverside of a building.

- (b) **Character of Signs.** Signs should respect and respond to the character of the historic Riverwalk area or Creek Improvements. The display of signs and other graphics on the riverside of property abutting the river shall not be permitted except as provided for in this article. Additionally, when reviewing applications for signage the historic preservation officer and the historic and design review commission shall consider the visual impact on nearby historic resources.

(c) Standards for Signage.

(1) Proportion. For all signage, signage width and height must be in proportion to the facade, respecting the size, scale and mass of the facade, building height, and rhythms and sizes of window and door openings. The building facade shall be considered as part of an overall sign program but the sign shall be subordinate to the overall building composition. Additionally, signs shall respect and respond to the character and/or period of the area in which they are being placed.

(2) Size. The maximum allowable size for any sign on the riverside of property abutting the publicly owned Riverwalk and visible from the Riverwalk shall be eight (8) square feet. If a building surface is used for signage, the letters or design shall not exceed a surface area of eight (8) square feet. In RIO-7, the maximum allowable size of any sign on the creek-side of property abutting the publicly owned Paseo shall be twelve (12) square feet. However, additional square footage may be approved, except in RIO-3, provided that the additional signage is in conformity, and does not interfere with, the pedestrian experience on the Riverwalk. The additional square footage shall be based upon the size and design of the site, setback from the river and shall be appropriate for the area in which it is being placed.

(4) Signs for Riverwalk Business Only. No sign, visual display, or graphic shall be placed in the Riverwalk area unless it advertises a bona fide business conducted in, or on premises adjacent to the Riverwalk. Only buildings that have an entrance directly onto the Riverwalk may display a sign or graphic.

(5) Number of Signs. Only one (1) identification sign shall be allowed for each store, shop, restaurant, nightclub, or place of business in the Riverwalk area and fronting on the Riverwalk. In addition to a sign, establishments serving food or beverages may erect a menu board, which shall be used only for displaying menus.

(6) Illumination. Internally illuminated signs are prohibited in RIOs 1 through 6. The light source for exterior illumination shall be steady light concealed by a hood or other acceptable method of indirect lighting. Flashing lights, rope lighting and exposed neon lights are prohibited. In RIO-7, halo-lit letters are permitted as a source of internal illumination.

(7) Materials. Signs may be constructed of wood, metal, glass. Lettering may be painted, stamped, etched, carved, applied metal or wood. Vinyl lettering may be permitted for interior signs provided it respects and responds to the character of the historic Riverwalk area.

FINDINGS:

- a. The historic structure at 200 W Jones was design by E Jungfeld and Co. or St. Louis, Missouri, and San Antonio architects James Wahrenberger and Albert Felix Beckman. The historic structure's construction was completed in 1904. The structure is commonly known as the Old Lone Star Brewery and the San Antonio Museum of Art. At this time, the applicant has proposed to install signage on both the Baretta Hops House and at the Riverwalk level.
- b. SIGNAGE – The Historic Design Guidelines, Guidelines for Signage notes that each building will be allowed one major and two minor signs to total no more than fifty (50) square feet. Additional square footage and signage may be approved by the Historic and Design Review Commission.
- c. WALL SIGN (west) – The applicant has proposed to install one wall sign reading “Tre Trattoria” on the west façade to feature a width of 36 inches and a height of 48 inches for a total square footage of 12 square feet. This sign will be indirectly illuminated. The proposed size and lighting method are consistent with the Guidelines for Signage.
- d. WALL SIGN (east) – The applicant has proposed to install one wall sign reading “Tre Trattoria” on the east façade to feature a width of 22 inches and a height of 32 inches for a total square footage of approximately 4.9 square feet. This sign will be indirectly illuminated. The proposed size and lighting method are consistent with the Guidelines for Signage.
- e. WALL SIGNS – Staff finds the proposed locations and size of the proposed wall signs to be appropriate and consistent with the Guidelines. Per the Guidelines for Signage, 1.D. signs should be constructed of durable material such as wood, wrought iron, steel and aluminum. The applicant is responsible for complying with this section of the Guidelines. Additionally, staff finds that signage should be mounted in a manner that does not alter or damage the historic brick façade. Anchors should be installed in mortar joints, not through the face of the brick.
- f. BLADE SIGN – The applicant has proposed to install one handing blade sign from an existing pole on the front

façade to feature a width of 21 inches and a height of 25 inches. This double sided sign is to feature approximately 7.3 square feet. Staff finds the proposed sign to be appropriate and consistent with the Guidelines. Per the Guidelines for Signage, 1.D. signs should be constructed of durable material such as wood, wrought iron, steel and aluminum. The applicant is responsible for complying with this section of the Guidelines.

- g. **RIVERWALK SIGN** – At the Riverwalk level, the applicant has proposed to install two wall signs at the Riverwalk level. Signage is to read “San Antonio Museum of Art” and “Tre Trattoria” The San Antonio Museum of Art signage is to feature lettering to match the size, type and color of the existing sign’s lettering. The UDC Section 35-681 notes that the maximum size for signage on or adjacent to the Riverwalk or visible from the Riverwalk is eight (8) square feet; however, additional square footage may be approved by the Historic and Design Review Commission. Staff finds that twelve (12) square feet is appropriate per sign at this location and would be consistent with previous approvals by the commission. The installation of both signs will result in the removal of the existing sign.
- h. **LIGHTING** – The applicant has proposed to install both up and down lighting on each façade to feature gooseneck fixtures and square sconces. Staff finds the proposed lighting as well as the proposed lighting fixtures to be appropriate. Staff finds that fixtures should be installed in a manner that does not result in damage to the historic brick façade.

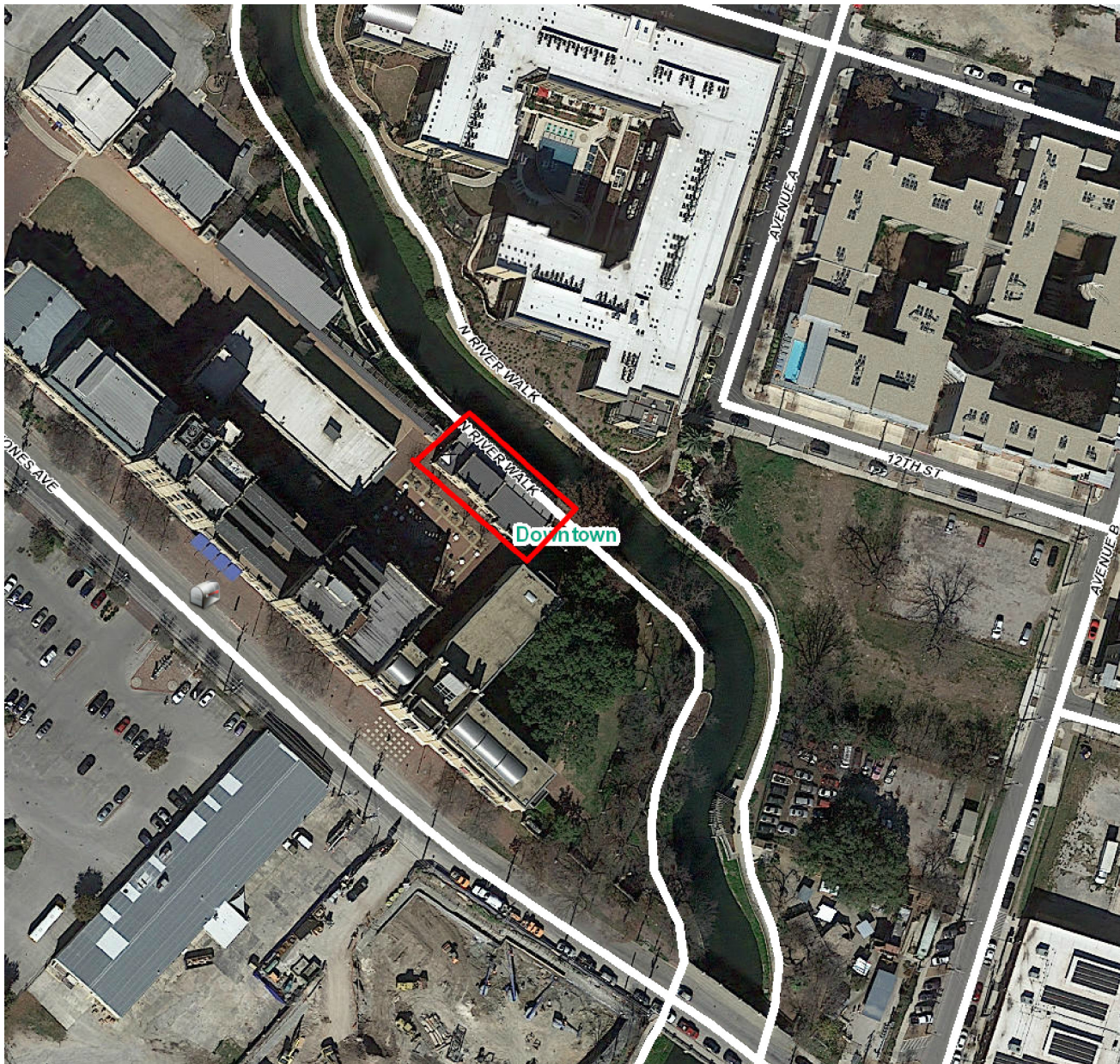
RECOMMENDATION:

Staff recommends approval of items #1 through #6 based on findings a through h with the following stipulations:

- i. That all signage be constructed of durable materials as noted in finding d.
- ii. That all signage and lighting be installed in a manner that does not result in damage to the historic brick façade. Anchors should be installed in mortar joints and not through the face of the brick.
- iii. That the proposed River level signage not exceed more than twelve (12) square feet each based on finding g.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Jun 07, 2018

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200 W Jones Ave



200 W Jones Ave

PROPOSED EXTERIOR SIGNAGE PLAN

TRE TRATTORIA
SAN ANTONIO MUSEUM OF ART
(BERETTA HOPS HOUSE)

JADA RESTAURANT GROUP LLC
MAY 21, 2018

Tre Trattoria at
San Antonio Museum of Art
Beretta Hops House

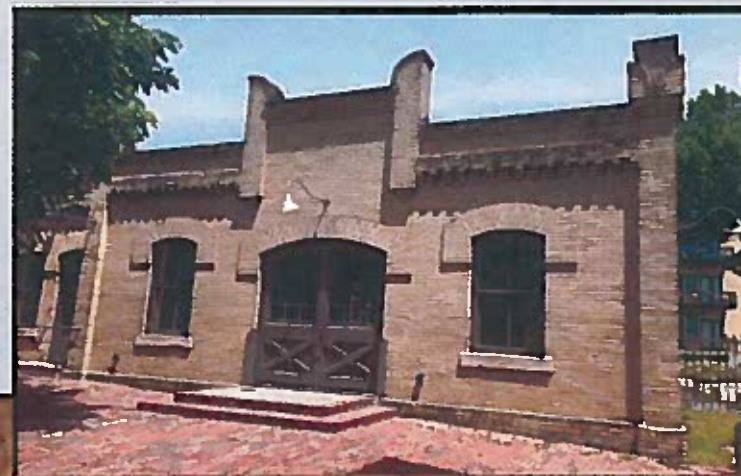




West - Approach from
Stables Building

East Approach from
Sculpture Gardens

South - Approach from
Lubby Courtyard



SIGNAGE ON THE FRONT OF THE BUILDING

Utilizing existing sign pole
Sign is 21" W X 25" H



SIGNAGE ON THE WEST OF
THE BUILDING

Main Entrance into the restaurant.
Sign is 36" W X 48" H

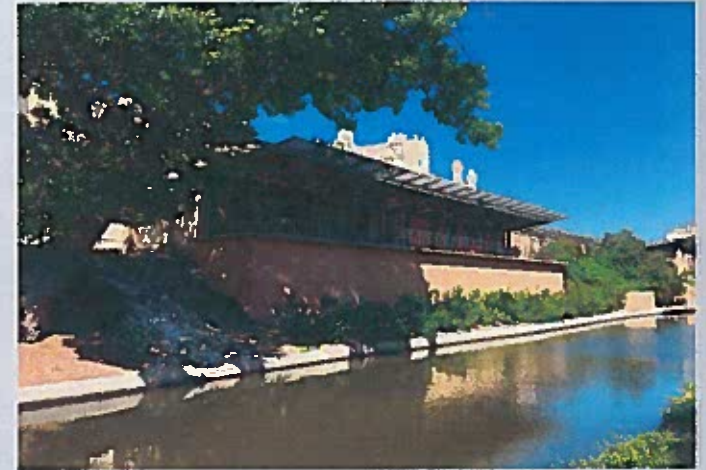
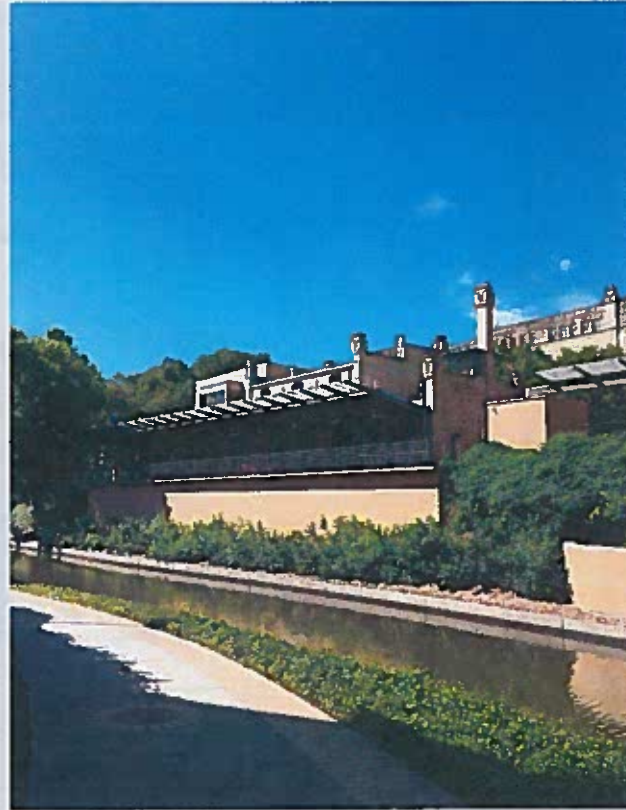


SIGNAGE ON THE EAST OF THE
BUILDING

Sign is 22" W X 32" H



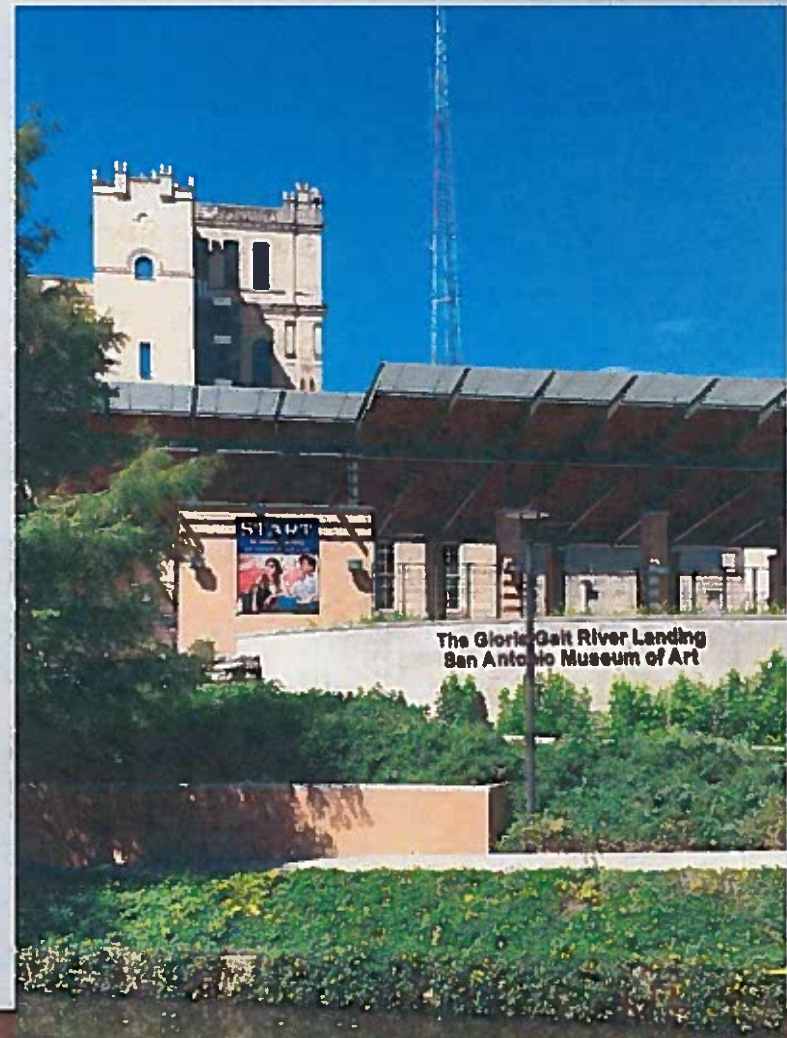
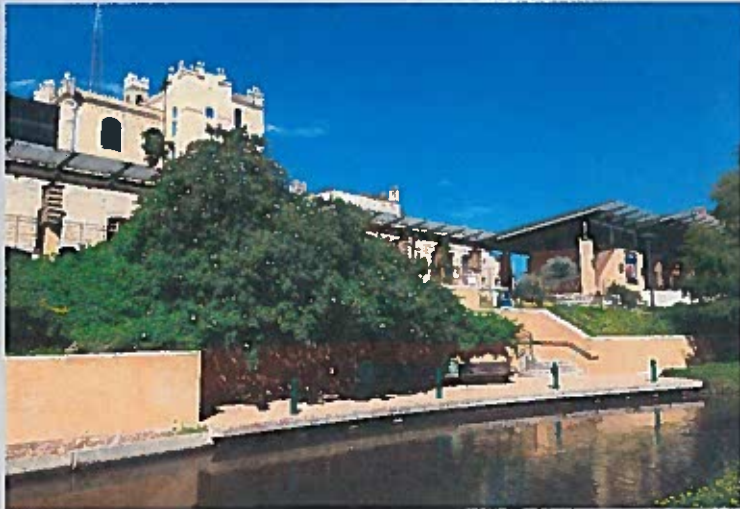
RIVERWALK VIEW BERETTA HOPS HOUSE



EXISTING SAMA SIGNAGE ON RIVERSIDE

-We'd like to mirror the similar treatment of the river landing signage.

There is no visibility from the river landing to the restaurant due to foliage.

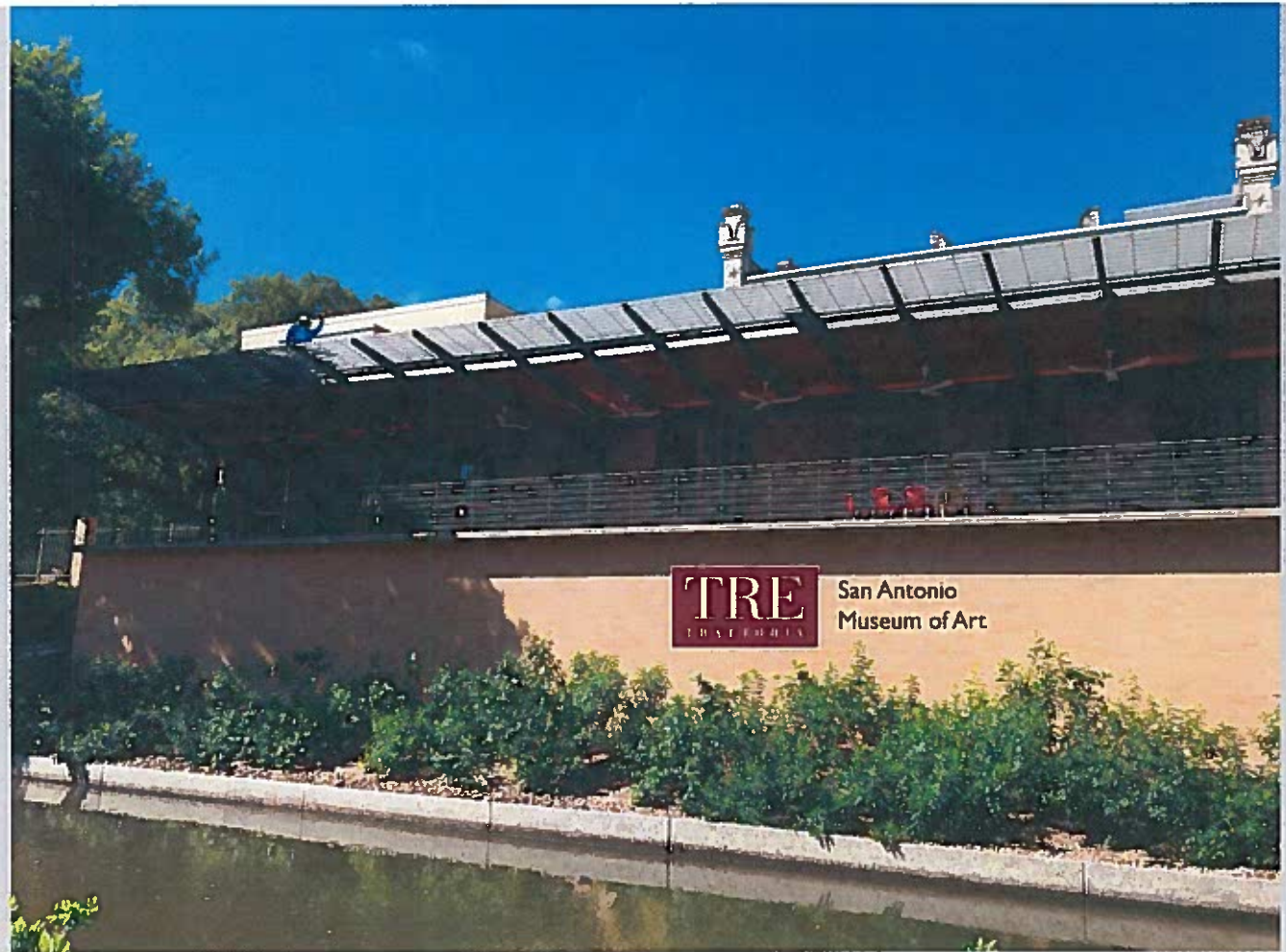


SIGNAGE ON RIVERSIDE

-PROPOSAL I
with the Tre Trattoria logo.

Lettering to match size,
type and color of existing river
landing lettering.

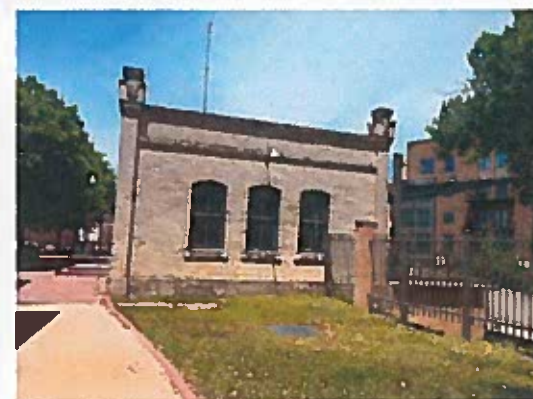
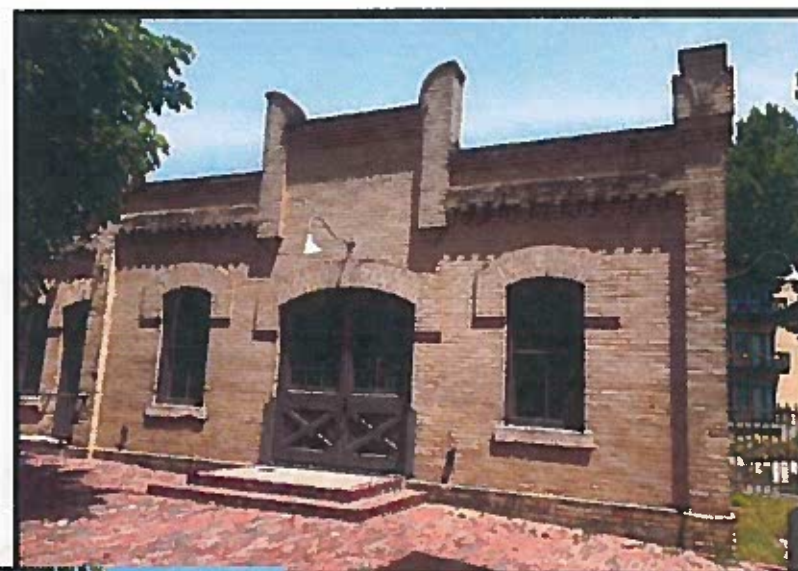
✓
Proposed



PROPOSED EXTERIOR LIGHTING PLAN
Tre Trattoria at the
San Antonio Museum of Art
(Beretta Hops House)

JADA Restaurant Group LLC
May 18, 2018

Current
Photos



INSPIRATIONS

Up and down
lighting to
provide
architecture
and walkway
light

Goose neck
per existing for
historical feel
and accent
signage



Up and down sconce light distribution



PROPOSAL

Goosenecks
to match
existing
Goosenecks
(white in
color)

Add up and
down
sconces in
bronze
simple clean
design

GN Gooseneck Decorative Arms


DuraGuard
5 YEAR WARRANTY

Gooseneck Series


Project Information:

Project Name: _____ Fixture Type: _____
 Customer Contact: _____ Date: _____
 Comments: _____


The GN series Gooseneck decorative arms provide a classic design appearance for well-lit interior adjustable luminaires. The series offers 5 different arm designs with two and three. All Gooseneck heavy duty construction is made specifically for existing to meet current, commercial, residential, outdoor, and indoor covering applications and design lighting. Multiple fixture series are available for integration with the arm designs, and include all required hardware by ordering them with the "GN" mounting option.




GN001000 with GN001000 Fixture and GN001000 Ball Plate




GN001000 Gooseneck Arm




GN002000 Gooseneck Arm



GN002000 Gooseneck Arm



GN003000 Gooseneck Arm



GN003000 Gooseneck Arm

GN Gooseneck Decorative Arms

Specifications and Features

Construction:
Heavy-Duty 1/2" Aluminum Arms with 1/2" NPT Thread on Fixture Mounting End

Finish:
Powder Coated Finish Over a Durable Commercial Coating. Outdoor Colors Available Upon Request.

Mounting Options:
Mount with 1/2" Square or Round Mounting Plates.

Model	Length	Color	Mounting
GN001000	30-40"	White	1/2" Round (Standard)
GN002000	30-40"	White	1/2" Round (Standard)
GN003000	30-40"	White	1/2" Round (Standard)
GN004000	30-40"	White	1/2" Round (Standard)

Gooseneck Fixture will match
existing in white color and
shape. (not red)

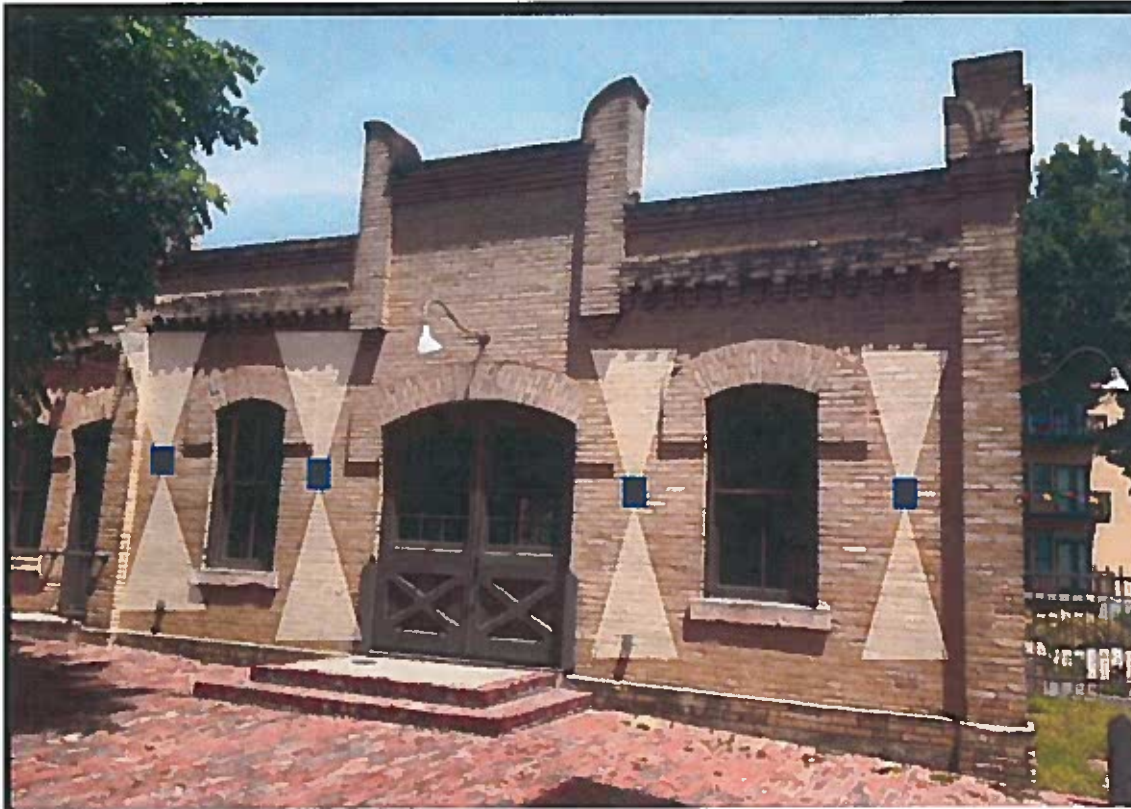




PROPOSAL

Goosenecks at top of
Beretta House to
highlight sign

Add up and down
sconces in bronze
To accent
architecture and
provide walkway
lighting



PROPOSAL

Use existing
gooseneck, paint it.

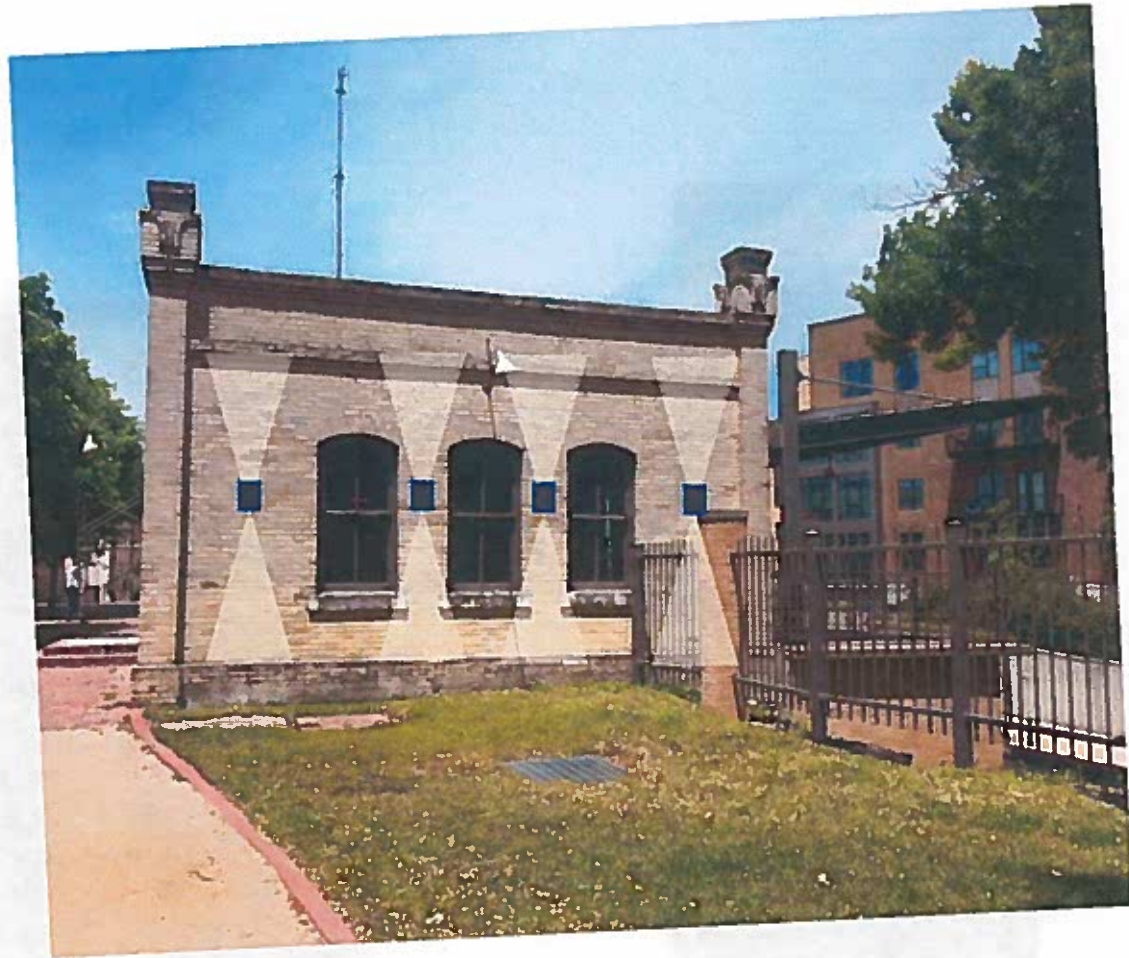
Add up and down
sconces in bronze
To accent
architecture and
provide walkway
lighting

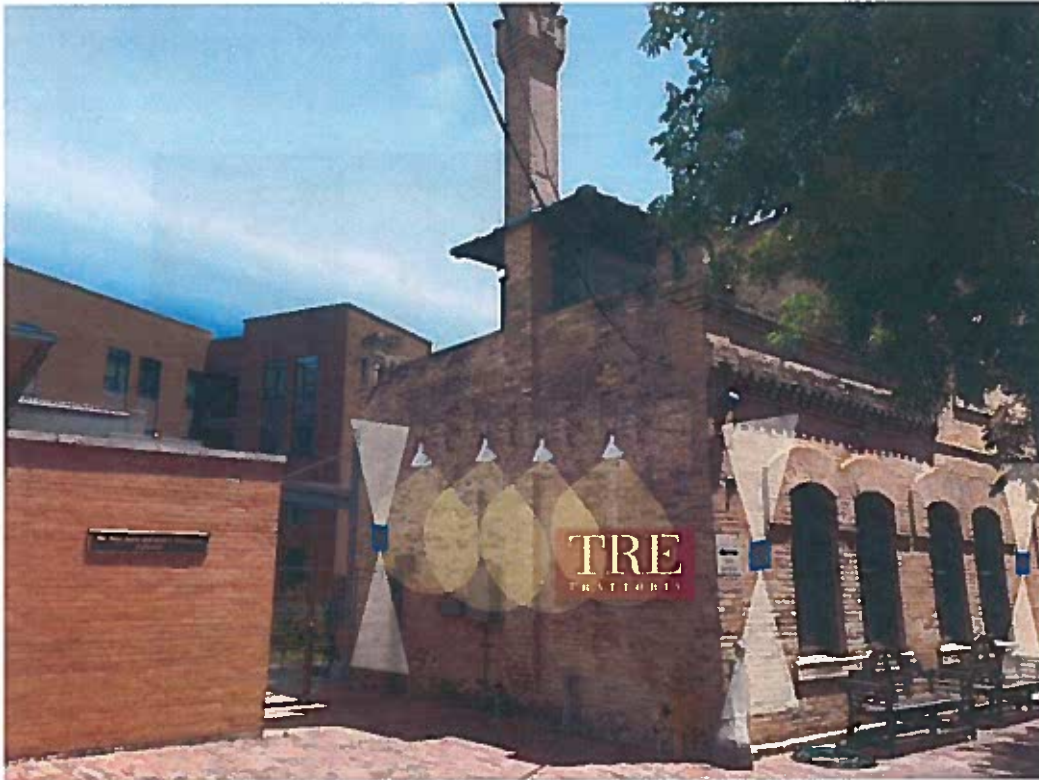
PROPOSAL

Use existing
gooseneck, paint it.

Add up and down
sconces in bronze

To accent
architecture and
provide walkway
lighting





Patio Entrance PROPOSAL

Add goosenecks to
accent entrance.

Add up and down
sconces in bronze
To accent
architecture corners
and provide walkway
lighting