

HISTORIC AND DESIGN REVIEW COMMISSION

October 17, 2018

HDRC CASE NO: 2018-501
ADDRESS: 204 E HOUSTON ST
LEGAL DESCRIPTION: NCB 406 BLK 21 LOT 1, 2 EXC NE 30.25', & SW .75' X 81.32' OF 3 (LAND ONLY)
ZONING: D,HS
CITY COUNCIL DIST.: 1
LANDMARK: Brady Building
APPLICANT: Marcello Martinez/1718 Architecture
OWNER: R & D Brands, Inc. C/o David Snyder
TYPE OF WORK: Signage, menu board installation
APPLICATION RECEIVED: September 28, 2018
60-DAY REVIEW: November 27, 2018
REQUEST:

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

1. Install a new, hanging canopy sign to feature forty-two (42) inches in width and thirty (30) inches in height for a total square footage of 17.5 square feet, including both sides. The proposed sign will feature lexan faces with internal LED lights.
2. Install a pedestrian menu board adjacent to the public right of way to feature a height of eighteen (18) inches and a width of twenty-four (24) inches.

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.

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 applicant has proposed to install new signage at 204 E Houston. Including in this request, the applicant has proposed to install both a hanging canopy sign and a pedestrian menu board.
- b. **BLADE SIGN** – The applicant has proposed to install a new, hanging canopy sign to feature forty-two (42) inches in width and thirty (30) inches in height for a total square footage of 17.5 square feet, including both sides. The proposed sign will feature lexan faces with internal LED lights. Staff finds that the proposed size of the sign is appropriate and consistent with the Guidelines; however, the proposed lighting is not. The Guidelines note that internal illumination should not be used. Staff finds that a sign with a metal face that does not feature a glare should be used or glowing cabinet should be used. Indirect lighting is also appropriate.
- c. **MENU BOARD** – The applicant has proposed to install a pedestrian menu board adjacent to the public right of way to feature a height of eighteen (18) inches and a width of twenty-four (24) inches. The UDC Section 35-612 (g) notes that pedestrian menu board shall not exceed two (2) square feet. The UDC also notes that the name of the establishment may not be displayed on the menu board (structure) if the business has other signage installed at the property. Additionally, the business logo may not be installed on the menu board (structure) and all menu items must be displayed within the case. The applicant is responsible for complying with the UDC's requirements for menu boards.

RECOMMENDATION:

- 1. Staff recommends approval of item #1 based on finding b with the following stipulations:
 - i. That the proposed sign feature an aluminum or metal face in place of the Lexan face.

- ii. That the proposed sign feature indirect lighting, or lighting that does not result in the entire cabinet being illuminated.
- 2. Staff recommends approval of item #2 based on finding c with the following stipulation:
 - i. That the name or logo of the establishment not be places on the menu board structure at any time.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Oct 10, 2018

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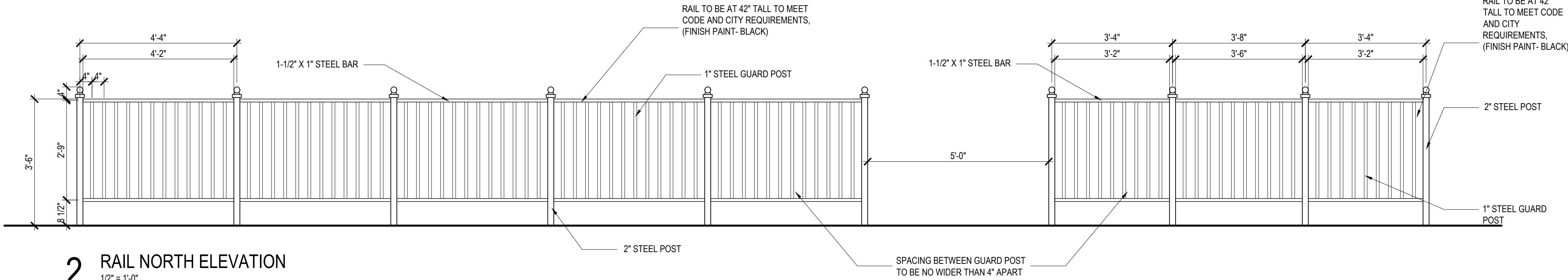
*Aluminum angle frame wrapped with .063 aluminium "skin"
 Double sided Lexan faces with 1" trim cap - internal LED lights/separate circuit.
 Hung with two (2) chains/black piping around chains to match sign frame.*



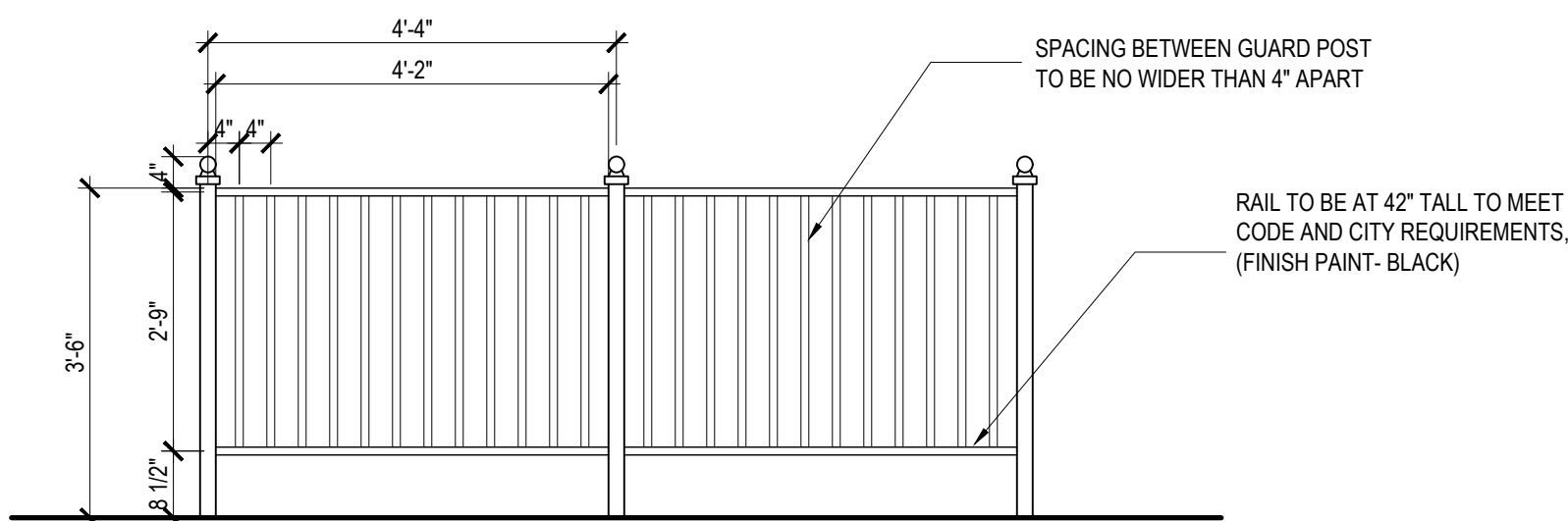
ADDITIONAL NOTES

1. WINDOW MULLIONS TO BE RESTORED AND FINISH WITH PAINT APPROVED BY OWNER (SW 6258-TRICORN BLACK)
2. OUTDOOR CEILING FANS WITH AN OIL-RUBBED BRONZE FINISH (PROVIDED BY OWNER), HUNG APPROX 12-15" FROM CEILING
3. 42" X 30" BACK LIT TWO SIDED SIGN TO BE SUSPENDED FROM CENTER TRANSVERSE BEAM FACING EAST AND WEST
4. BELLA ON THE RIVER MENU BOARD WITH DOWN LIGHT (18" X 24") TO MATCH RAILING BLACK FINISH
5. BELLA PEDESTRIAN MENU BOARD IS THE SAME AS IN BELLA ON THE RIVER / MENU BOARD TO BE PAINTED BLACK TO COMPLY WITH BRADY BUILDING GUIDELINES

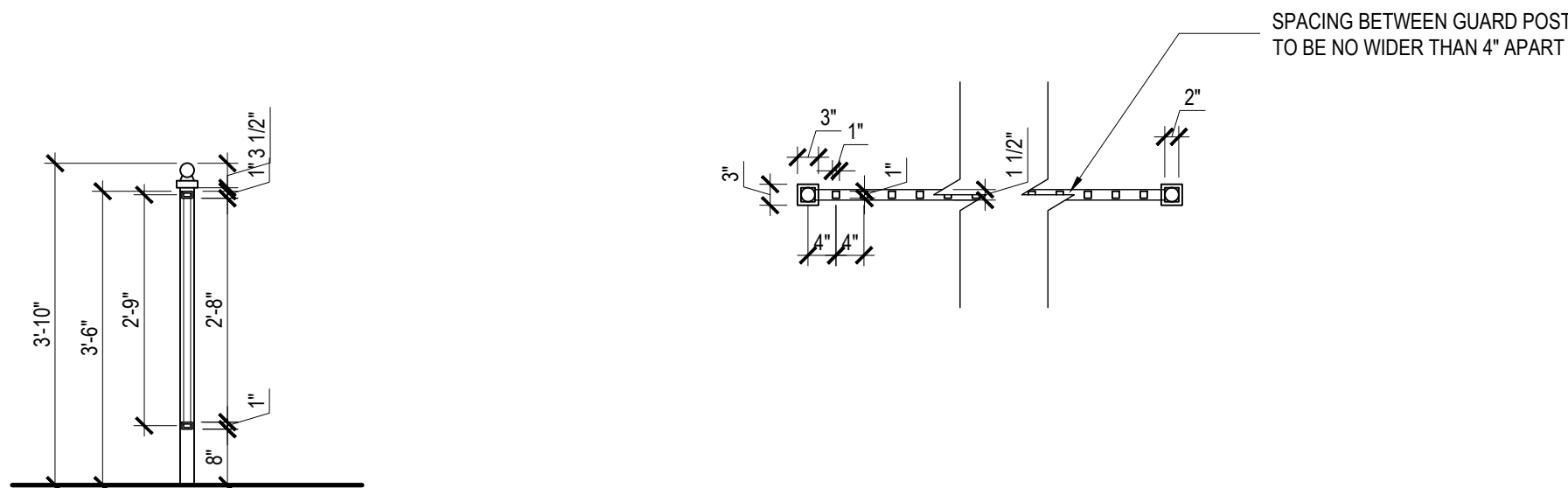
1 FRONT FACADE RENDER



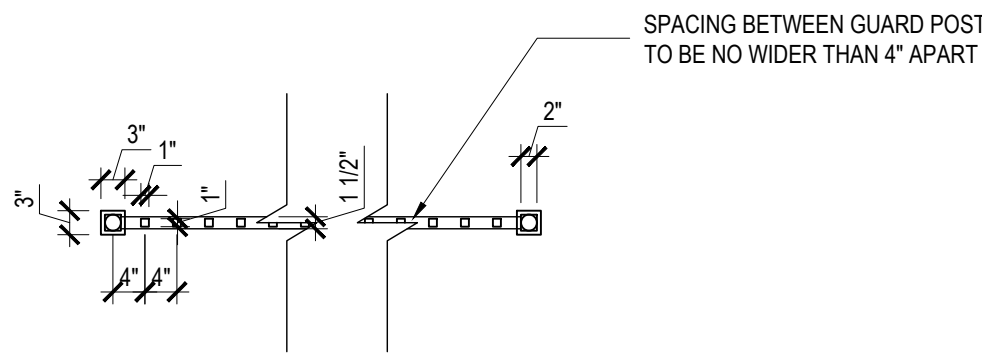
2 RAIL NORTH ELEVATION
1/2" = 1'-0"



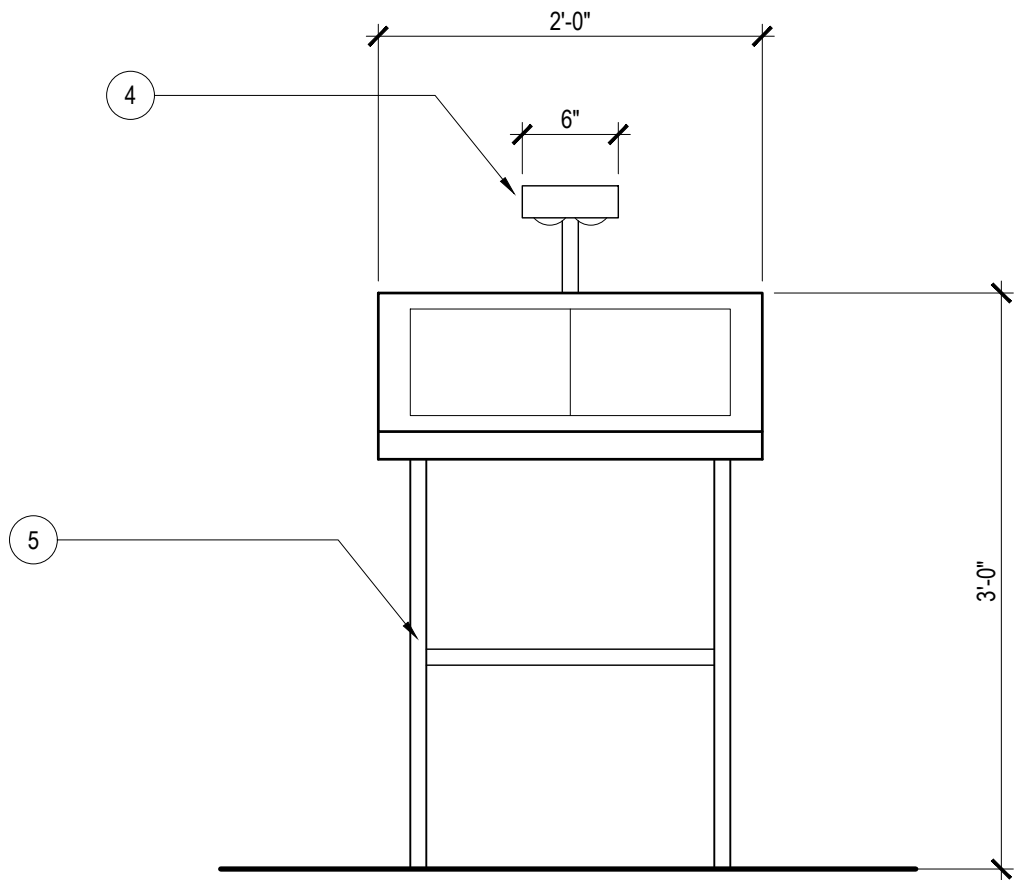
3 EAST / WEST RAIL ELEVATION
1/2" = 1'-0"



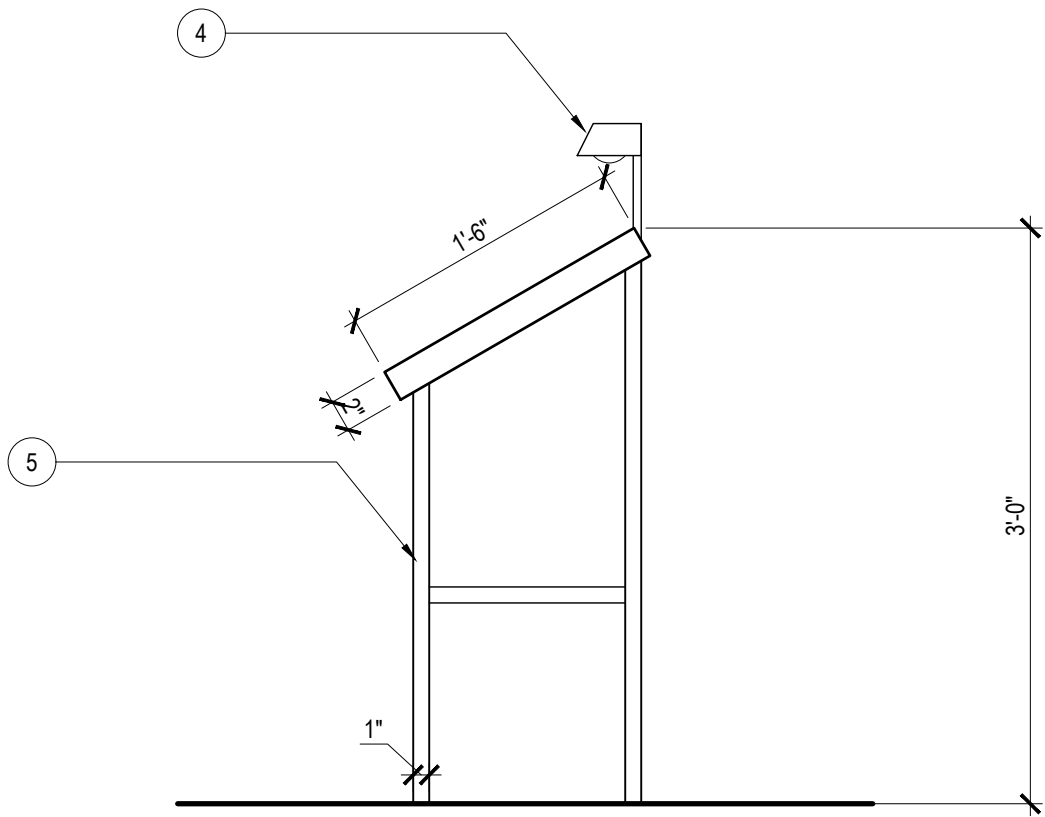
4 RAIL SECTION
1/2" = 1'-0"



5 RAIL PLAN
1/2" = 1'-0"



7 MENU BOARD ELEVATION
1" = 1'-0"



8 MENU BOARD SIDE ELEVATION
1" = 1'-0"

DOCUMENTS ARE INCOMPLETE
AND MAY NOT BE USED FOR
REGULATORY APPROVAL,
PERMIT, OR CONSTRUCTION.

DATE: 1718 ARCHITECTURE, LLC
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SAN ANTONIO, TEXAS 78215
VOICE: (210) 287-8166
MARGELLO@1718PARTNERS.COM

THIS PLAN AND THE DESIGNS CONTAINED HEREIN ARE THE
PROPERTY OF 1718 ARCHITECTURE, LLC AND MARCELLO MARTINEZ,
AND MAY NOT BE REPRODUCED, ALL OR IN PART, WITHOUT
WRITTEN CONSENT FROM MARCELLO DIEGO MARTINEZ.

1718 ARCHITECTURE, LLC IS A DESIGN FIRM, NOT AN ENGINEERING
FIRM. WE DO NOT QUALIFY TO BE ONE NOR ARE WE LICENSED TO
DESIGN STRUCTURAL FRAMING, WINDBRACING OR FOUNDATIONS.
A LICENSED PROFESSIONAL ENGINEER SHOULD BE CONTACTED
AND CONSULTED IMMEDIATELY REGARDING FRAMING,
WINDBRACING AND THE FOUNDATION DESIGNS. SHOULD AN
ENGINEER'S SEAL BE PRESENT ON THESE DRAWINGS, THE
'ENGINEER OF RECORD' SHALL BEAR ALL RESPONSIBILITY FOR THE
STRUCTURE, WINDBRACING AND FOUNDATION DESIGNS FOR THIS
PROJECT. 1718 ARCHITECTURE, LLC & MARCELLO MARTINEZ ARE
NOT TO BE HELD RESPONSIBLE FOR THE STRUCTURAL DESIGN IN
ANY WAY MATTER OR FORM IF ANY ISSUES OR PROBLEMS ARISE.

PROJECT

Bella
On Houston

204 East Houston Street
San Antonio, TX
78205

OWNER

David Snyder

PROJECT NUMBER

18Bella

DESIGN DEVELOPMENT

NO. DATE DESCRIPTION OF ISSUE

CONSULTANT

SHEET TITLE

Front Facade Details

DATE: 3 OCTOBER 2018

SHEET NUMBER

BAR LENGTH ON ORIGINAL
DRAWING EQUALS 1 INCH