

HISTORIC AND DESIGN REVIEW COMMISSION

October 17, 2018

HDRC CASE NO: 2018-509
ADDRESS: 1501 S FLORES ST
LEGAL DESCRIPTION: NCB 1011 BLK 1 LOT A30
ZONING: I-1, HS, RIO-7
CITY COUNCIL DIST.: 1
LANDMARK: Triangle Garage
APPLICANT: Tirso Sigg
OWNER: Tirso Sigg
TYPE OF WORK: Signage
APPLICATION RECEIVED: September 20, 2018
60-DAY REVIEW: November 29, 2018

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install a channel letter sign with white neon tubing to feature an overall width of 6' – 11 ½" and an overall height of 2' – 7" for a total size of approximately 17.5 square feet.

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:

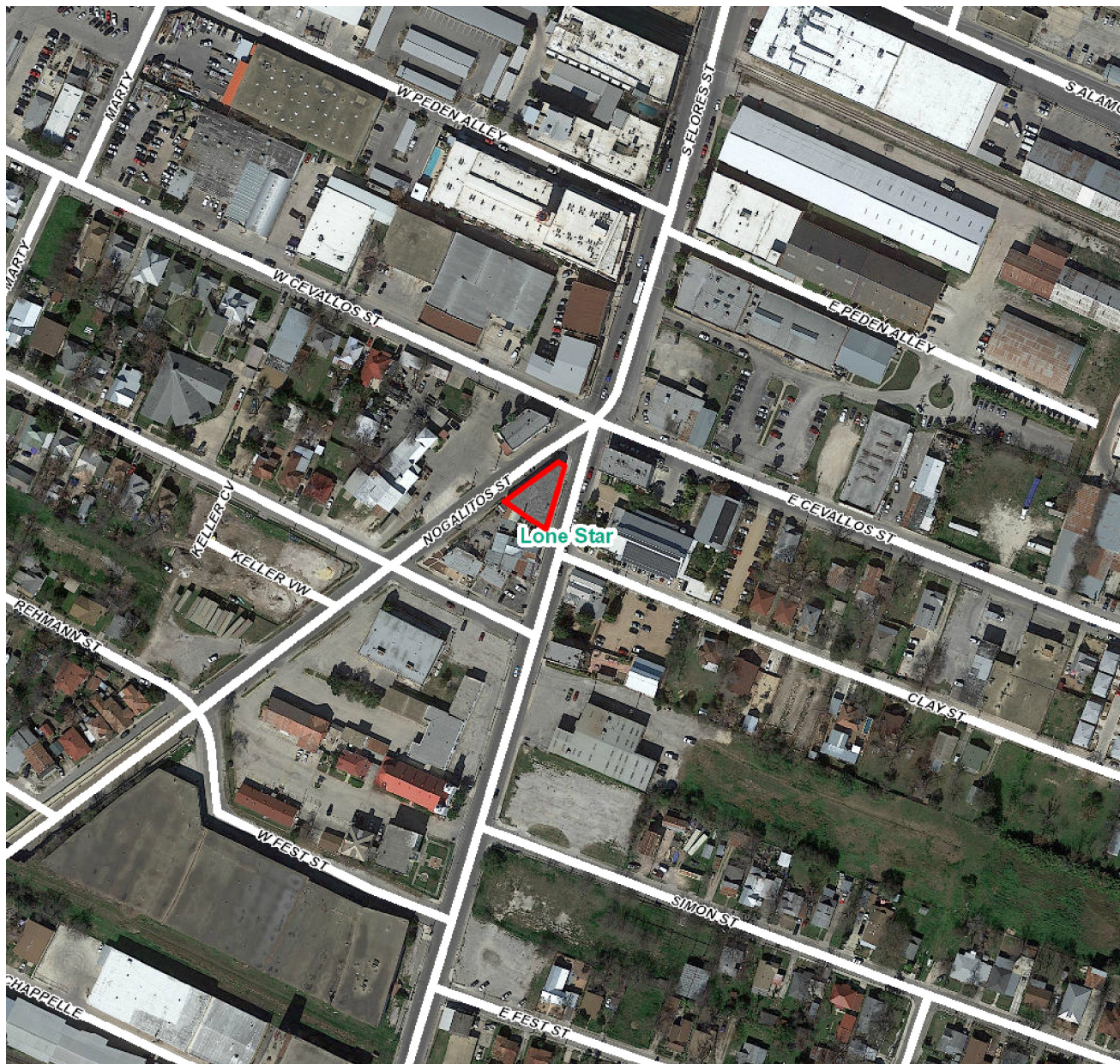
- a. The applicant is requesting a Certificate of Appropriateness for approval to install a channel letter sign with white neon tubing to feature an overall width of 6' – 11 ½" and an overall height of 2' – 7" for a total size of approximately 17.5 square feet. The proposed sign will be mounted on the north facing façade, at the intersection of W Cevallos, Nogalitos and S Flores.
- b. SIZE – The applicant has proposed for the new signage to feature an overall width of 6' – 11 ½" and an overall height of 2' – 7" for a total size of approximately 17.5 square feet. The proposed size is consistent with the Guidelines, which notes that signage should not exceed fifty (50) square feet.
- c. DESIGN – The applicant has noted that the proposed signage will feature open channel letters with white neon tubing and back lighting. The rear of the proposed channel letters will feature acrylic backing to diffuse light. Staff finds the proposed design to be appropriate and consistent with the Guidelines.

RECOMMENDATION:

Staff recommends approval as submitted based on findings a through c.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Oct 02, 2018

The City of San Antonio does not guarantee the accuracy, adequacy, completeness or usefulness of any information. The City does not warrant the completeness, timeliness, or positional, thematic, and attribute accuracy of the GIS data. The GIS data, cartographic products, and associated applications are not legal representations of the depicted data. Information shown on these maps is derived from public records that are constantly undergoing revision. Under no circumstances should GIS-derived products be used for final design purposes. The City provides this information on an "as is" basis without warranty of any kind, express or implied, including but not limited to warranties of merchantability or fitness for a particular purpose, and assumes no responsibility for anyone's use of the information.



1501 S Flores St

S Flores St

E Cevallos St



Exposed Neon Channel Letters

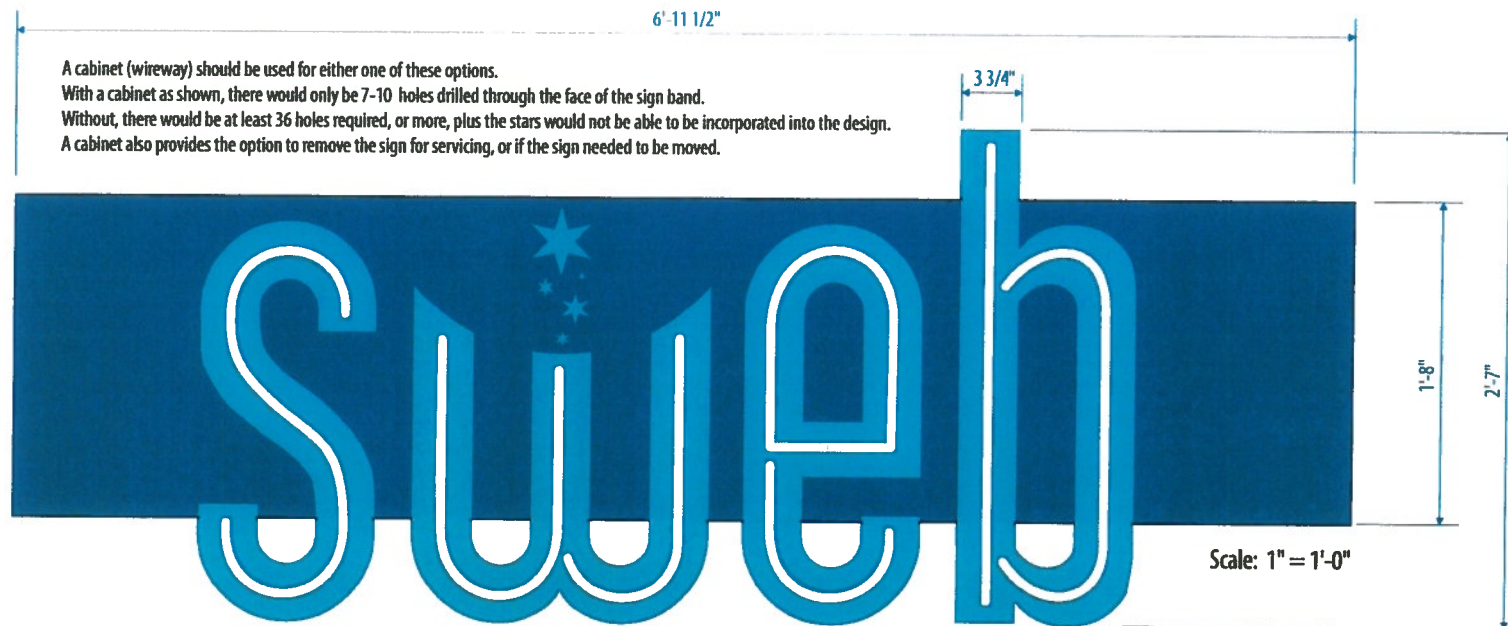
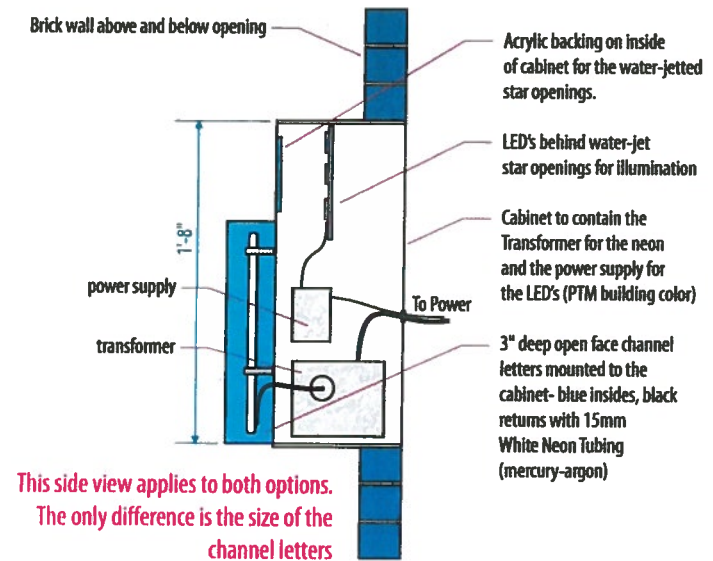
February, 2018

* All colors and finishes are graphically represented,
please refer to actual color and material samples.

Layout Option B



All colors and finishes are graphically represented,
please refer to actual color and material samples.



Layout Option **B**



