

HISTORIC AND DESIGN REVIEW COMMISSION

November 07, 2018

HDRC CASE NO: 2018-538
ADDRESS: 430 AUSTIN ST
LEGAL DESCRIPTION: NCB 517 BLK 11 LOT 7 & N 132.4 FT OF 8
ZONING: D, HS
CITY COUNCIL DIST.: 2
LANDMARK: Simmons Building
APPLICANT: Alexander Hilmy
OWNER: Lee Beekly
TYPE OF WORK: Signage
APPLICATION RECEIVED: October 25, 2018
60-DAY REVIEW: December 24, 2018

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install a bare-bulb, channel letter sign to read “Hilmy” to be installed on the front façade of the historic structure at 430 Austin Street. The proposed signage will feature an overall height of four (4) feet and an overall width of fifteen (15) feet for a total size of sixty (60) 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.

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.

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.

4. Freestanding Signs

A. GENERAL

i. Appropriate usage—Freestanding signs are most appropriate in locations where building forms are set back from the street, such as in areas where historic residences have been adapted for office or retail uses, or in commercial districts where they may be used to identify parking areas or other accessory uses.

ii. Placement—Place freestanding signs near the public right-of-way where they are clearly visible to passing pedestrians and motorists, a minimum of five feet from the street right-of-way and ten feet from all interior side lot lines. No freestanding sign should be placed in a manner that obstructs the pedestrian walkway.

iii. Number—Limit the number of freestanding signs per platted lot to one, unless the lot fronts more than one street, in which case, one sign is allowed on each street on which the lot has frontage.

iv. Monument signs—Do not use —suburban-stylel monument signs or electronic messaging signs not historically found in San Antonio's historic districts.

B. DESIGN

i. Height—Limit the height of freestanding signs to no more than six feet.

ii. Area—The size of new signs should be appropriate within the historic context, and should not exceed 25 square feet on either side, for a total of 50 square feet. Appropriate size shall be determined by considering historic precedent, sign

patterns within historic districts, and conditions specific to individual properties.

iii. Structural supports—Use subtle structural elements (in terms of their scale and mass) with historically compatible materials to support a freestanding sign.

FINDINGS:

- a. The applicant is requesting a Certificate of Appropriateness for approval to install a bare-bulb, channel letter sign to read “Hilmy” to be installed on the front façade of the historic structure at 430 Austin Street. The proposed signage will feature an overall height of four (4) feet and an overall width of fifteen (15) feet for a total size of sixty (60) square feet.
- b. SIZE – The Guidelines for Signage 1.A. notes that total requested signage should not exceed fifty (50) square feet. While the proposed sign is larger than what is recommended by the Guidelines, staff finds that in context with the historic structure, the proposed signage is appropriately scaled.
- c. DESIGN – The Guidelines for Signage 1. notes that signs should be constructed of durable materials and should feature indirect or bare bulb light sources. The proposed signage is consistent with the Guidelines.

RECOMMENDATION:

Staff recommends approval based on findings a through c with the stipulation that any mounting equipment be installed through mortar joints and not through the face of the brick.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Oct 29, 2018

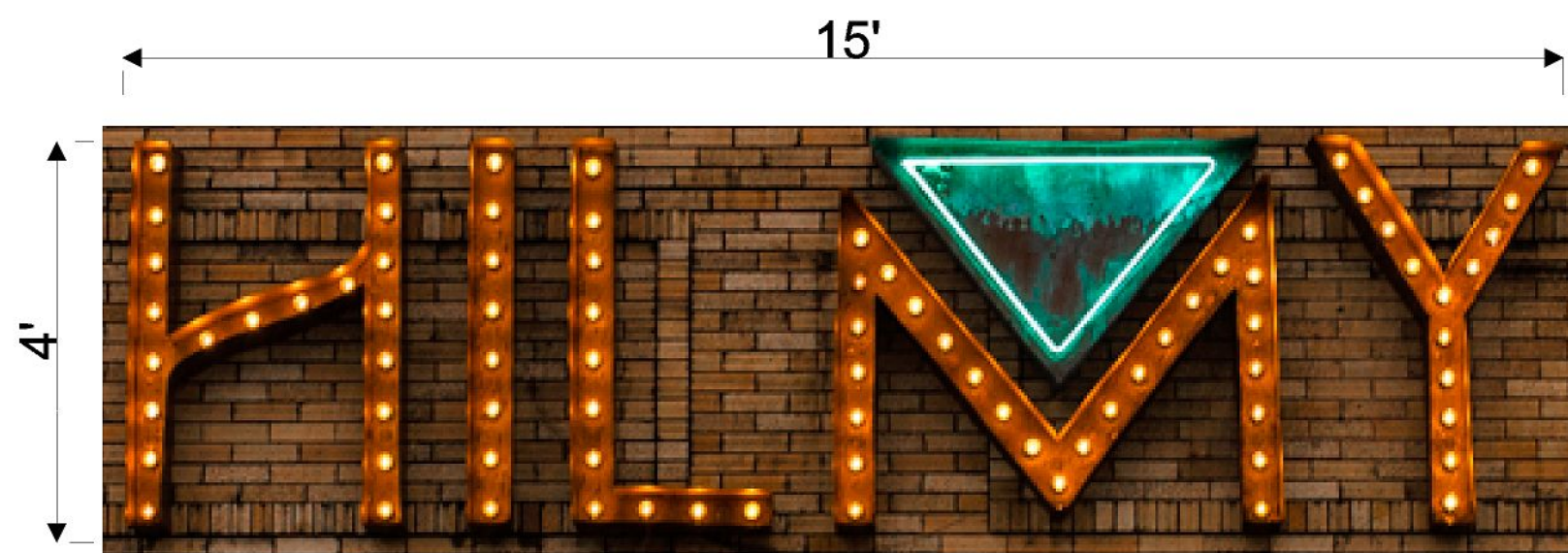
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430 Austin Street



EXISTING 4' x 15' LETTERS TO BE
MOVED TO NEW LOCATION
ON AUSTIN ST.



Storefront 30'x42'=1260 sqft

State License TSCL 18159
Regulated by The Texas Dept. of Licensing & Regulation, P.O. Box 12157, Austin, Tx. 78711
1-800-833-9202 www.license.state.tx.us/complaints

258 TRADE CENTER DRIVE
NEW BRAUNFELS, TEXAS 78130
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Client  403 Austin St.

Approval

Date

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