

# HISTORIC AND DESIGN REVIEW COMMISSION

November 07, 2018

**HDRC CASE NO:** 2018-555  
**ADDRESS:** 3122 ROOSEVELT AVE  
**LEGAL DESCRIPTION:** NCB 7675 (MISSION DRIVE IN), LOT 46  
**ZONING:** IDZ H  
**CITY COUNCIL DIST.:** 3  
**DISTRICT:** Mission Historic District  
**APPLICANT:** Gus Saadi/Xpress Signs  
**OWNER:** YMCA of Greater San Antonio  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** October 29, 2018  
**60-DAY REVIEW:** December 30, 2018  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install a new wall-mounted sign on the building located at 3122 Roosevelt Ave. The applicant has provided two options for consideration, with option number one preferred:

1. A wall-mounted, internally illuminated cabinet sign totaling approximately 33 square feet.
2. A wall-mounted, non-illuminated, flat-cut aluminum sign totaling approximately 31 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.

#### 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.

#### G. MULTI-TENANT PROPERTIES

i. *Signage Plan*—Develop a master signage plan or signage guidelines for the total building or property.

ii. *Directory signs*—Group required signage in a single directory sign to minimize visual color and promote a unified appearance

### 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.

## FINDINGS:

- a. The primary structure located at 3122 Roosevelt Ave is the location of the Harvey E. Najim Family YMCA, constructed in 2017. The structure features a stucco and clad-stone façade with weathering steel elements. The applicant is requesting approval to add signage to the building, to include new aluminum address numbers and an internally illuminated cabinet to measure approximately 33 square feet.
- b. OPTION 1 – The applicant has proposed to install a new wall-mounted, internally illuminated cabinet to measure 33 square feet. The sign will be located on the façade facing Roosevelt Ave, which is set back significantly from the public right-of-way. The applicant has indicated their preference for this option due to its increased visibility from Roosevelt Ave. According to the Historic Design Guidelines, plastic, fiberglass, highly reflective materials that will be difficult to read, or other synthetic materials not historically used in the district should not be used. Additionally, internal illumination should not be used. Only indirect or bare-bulb lighting should be employed. Staff does not find this option consistent with the Guidelines.
- c. OPTION 2 – The applicant has proposed to install a new wall-mounted, non-illuminated, flat-cut aluminum panel sign totaling approximately 31 square feet. The sign will be located in the same requested area as option 1. According to the Historic Design Guidelines, aluminum signs are appropriate, as are non-internally illuminated, indirect, or bare-bub lighting sources. Staff finds this option to be fully consistent with the Guidelines and appropriate for the structure.

### **RECOMMENDATION:**

Staff recommends Option 2, the installation of a non-illuminated aluminum wall panel sign, based on findings a through c. Staff does not find Option 1, the installation of an internally-illuminated cabinet sign, to be consistent with the Guidelines.

### **CASE MANAGER:**

Stephanie Phillips





## Flex Viewer

Powered by ArcGIS Server

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City of San Antonio  
Office of Historic Preservation  
1901 S. Alamo  
San Antonio, Texas  
78204

10/31/2018

Written Narrative  
3122 Roosevelt Avenue  
San Antonio, Texas 78214

To Whom It May Concern,

It is the intent for the YMCA of Greater San Antonio to add a building sign on the North façade of the Harvey E. Najim Family YMCA. They are proceeding with the addition of a building sign as a requirement established by the City of San Antonio Fire Marshal for emergency. Currently they have temporary addressing on a stone monument sign on Roosevelt Ave.

Attached are the supporting materials visually describing the locations and materials for two options – one that does not comply with Historic and the other which does:

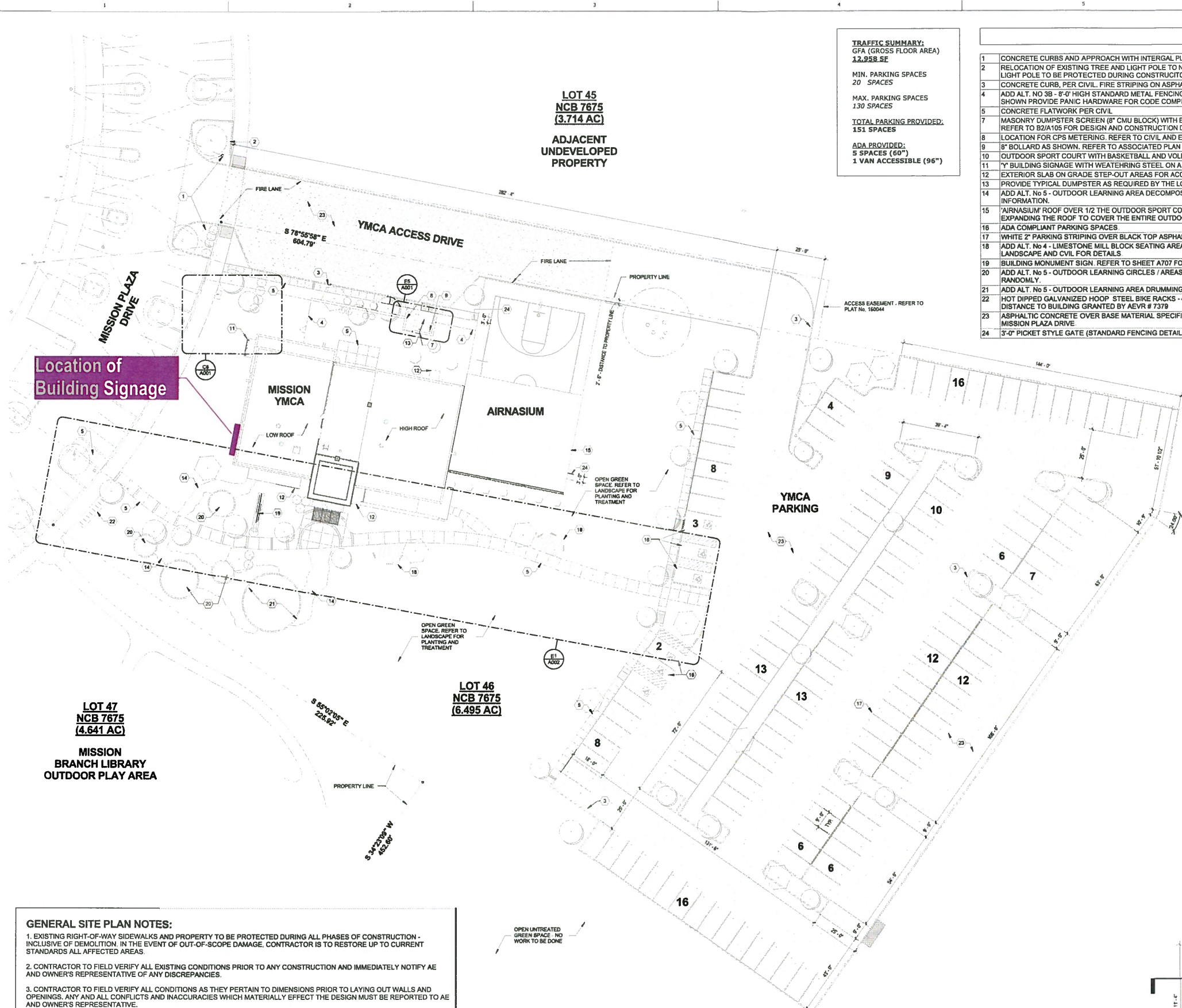
1. Back-lit building sign cabinet painted to match the materials found on the building.
2. Surface mounted lettering painted to match the materials found on the building.

The preferred option for the YMCA is No.1. It is the most identifiable sign with the best visibility from Roosevelt Avenue which is 600 ft. away.

Thank you,

Kevin McClellan, AIA  
Marmon Mok Architecture

**Enc.** HDRC Application Najim YMCA-signed  
YMCA0907\_najim  
YMCA1017\_najim  
A001 - SITE PLAN

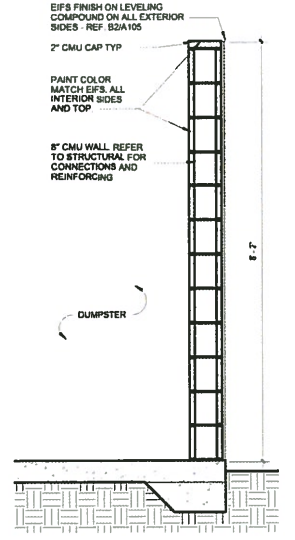
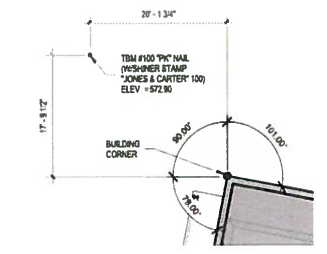


**TRAFFIC SUMMARY:**  
GFA (GROSS FLOOR AREA)  
**12,958 SF**  
MIN. PARKING SPACES  
20 SPACES  
MAX. PARKING SPACES  
130 SPACES  
TOTAL PARKING PROVIDED:  
151 SPACES  
ADA PROVIDED:  
5 SPACES (60")  
1 VAN ACCESSIBLE (96")

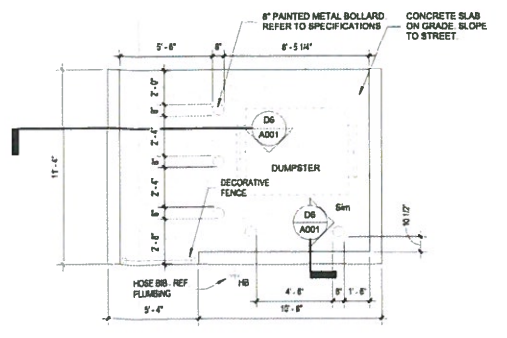
SITE PLAN	
1	CONCRETE CURBS AND APPROACH WITH INTERGRAL PLANTING AREA TO MATCH EXISTING.
2	RELOCATION OF EXISTING TREE AND LIGHT POLE TO NEW LOCATION. PROTECT TREE ROOT BALL DURING CONSTRUCTION. LIGHT POLE TO BE PROTECTED DURING CONSTRUCTION. COORDINATE WITH LANDSCAPING AND ELECTRICAL.
3	CONCRETE CURB, PER CIVIL. FIRE STRIPING ON ASPHALT DRIVING SURFACE WHERE INDICATED.
4	ADD ALT. NO 3B - 8'-0" HIGH STANDARD METAL FENCING. REFER TO B4/A708 FOR DESIGN AND CONSTRUCTION DETAILS. WHERE SHOWN PROVIDE PANIC HARDWARE FOR CODE COMPLIANT EGRESS.
5	CONCRETE FLATWORK PER CIVIL.
7	MASONRY DUMPSTER SCREEN (8" CMU BLOCK) WITH EIFS FINISH ON THE EXTERIOR. INTERIOR TO BE OF A PAINTED FINISH. REFER TO B2/A105 FOR DESIGN AND CONSTRUCTION DETAILS.
8	LOCATION FOR CPS METERING. REFER TO CIVIL AND ELECTRICAL DRAWINGS FOR MORE INFORMATION.
9	8" BOLLARD AS SHOWN. REFER TO ASSOCIATED PLAN DETAIL FOR MORE INFORMATION.
10	OUTDOOR SPORT COURT WITH BASKETBALL AND VOLLEYBALL STRIPING OVER A SLAB ON GRADE. REFER TO STRUCTURAL.
11	"Y" BUILDING SIGNAGE WITH WEATHERING STEEL ON A CONCRETE FOUNDATION. REFER TO A706 DRAWING AND DETAILS.
12	EXTERIOR SLAB ON GRADE STEP-OUT AREAS FOR ACCESS INTO AND OUT OF THE FACILITY.
13	PROVIDE TYPICAL DUMPSTER AS REQUIRED BY THE LOCAL MANAGED WASTE SERVICES DEPARTMENT.
14	ADD ALT. No 5 - OUTDOOR LEARNING AREA DECOMPOSED GRANITE WALKS. REFER TO LANDSCAPE FOR ADDITIONAL INFORMATION.
15	"AIRNASIUM" ROOF OVER 1/2 THE OUTDOOR SPORT COURT. REFER TO STRUCTURAL. NOTE: ADD ALT. No 1 PROPOSES EXPANDING THE ROOF TO COVER THE ENTIRE OUTDOOR SPORT COURT.
16	ADA COMPLIANT PARKING SPACES.
17	WHITE 2" PARKING STRIPING OVER BLACK TOP ASPHALT PARKING SURFACE. REFER TO CIVIL FOR DETAILS.
18	ADD ALT. No 4 - LIMESTONE MILL BLOCK SEATING AREAS WITH DECOMPOSED GRANITE PAVING AND STONE EDGING. REFER TO LANDSCAPE AND CIVIL FOR DETAILS.
19	BUILDING MONUMENT SIGN. REFER TO SHEET A707 FOR ELEVATIONS AND CONSTRUCTION DETAILS.
20	ADD ALT. No 5 - OUTDOOR LEARNING CIRCLES / AREAS WITH STONE EDGING AND LIMESTONE MILL BLOCKS LOCATED RANDOMLY.
21	ADD ALT. No 5 - OUTDOOR LEARNING AREA DRUMMING CIRCLE WITH DECOMPOSED GRANITE PAVING WITH STONE EDGING.
22	HOT DIPPED GALVANIZED HOOP STEEL BIKE RACKS - 4 (TOTAL) 2-BICYCLE RACKS CAST-IN-PLACE. REFER TO DETAIL E5/A002. DISTANCE TO BUILDING GRANTED BY AEVR # 7379
23	ASPHALTIC CONCRETE OVER BASE MATERIAL SPECIFIED PER CIVIL. AS NOTED STRIP FOR A FIRE LANE. COLOR MATCH EXISTING MISSION PLAZA DRIVE.
24	3'-0" PICKET STYLE GATE (STANDARD FENCING DETAIL) WITH PANIC HARDWARE.

Location of Building Signage

**C6 SET-OUT POINT**  
A001 1" = 10'-0"



**D6 SCREEN WALL**  
A001 3/4" = 1'-0"



**E5 SITE PLAN - ENCLOSURE**  
A001 1/4" = 1'-0"

**GENERAL SITE PLAN NOTES:**  
1. EXISTING RIGHT-OF-WAY SIDEWALKS AND PROPERTY TO BE PROTECTED DURING ALL PHASES OF CONSTRUCTION - INCLUSIVE OF DEMOLITION. IN THE EVENT OF OUT-OF-SCOPE DAMAGE, CONTRACTOR IS TO RESTORE UP TO CURRENT STANDARDS ALL AFFECTED AREAS.  
2. CONTRACTOR TO FIELD VERIFY ALL EXISTING CONDITIONS PRIOR TO ANY CONSTRUCTION AND IMMEDIATELY NOTIFY AE AND OWNER'S REPRESENTATIVE OF ANY DISCREPANCIES.  
3. CONTRACTOR TO FIELD VERIFY ALL CONDITIONS AS THEY PERTAIN TO DIMENSIONS PRIOR TO LAYING OUT WALLS AND OPENINGS. ANY AND ALL CONFLICTS AND INACCURACIES WHICH MATERIALLY EFFECT THE DESIGN MUST BE REPORTED TO AE AND OWNER'S REPRESENTATIVE.  
4. CONTRACTOR TO PROVIDE CONSTRUCTION FENCING DURING ALL PHASES OF CONSTRUCTION PER SPECIFICATIONS. COORDINATE FENCE REMOVAL AFTER SUBSTANTIAL COMPLETION WITH OWNER.  
5. CONSTRUCTION STAGING AREA AND JOB SITE TRAILER/S MUST BE ON THE PROPERTY AND FULLY IDENTIFIABLE FROM THE ACCESS DRIVE. AT NO TIME DURING THE LIBRARY (ADJACENT BUILDING) BUSINESS HOURS CAN THE CONTRACTOR BLOCK ACCESS ALONG MISSION PLAZA ROAD WITHOUT PRIOR WRITTEN NOTICE AND APPROVAL BY THE LIBRARY.  
6. DUE TO THE PROXIMITY TO THE HISTORIC MISSIONS AND THE ADJACENCY TO THE BRANCH PUBLIC LIBRARY, CONTRACTOR TO ENSURE THE MAINTAINANCE OF THE SITE KEEPS IT CLEAN AND FREE OF DEBRIS AFTER ALL PHASES OF CONSTRUCTION.

**E1 SITE PLAN**  
A001 1" = 20'-0"

**Marmon Mok**  
ARCHITECTURE 210-223-9421 210-223-2582 F  
700 N. St. Mary's Suite 1800 San Antonio, TX 78205



**HARVEY E. NAJIM**  
**FAMILY YMCA**  
3100 ROOSEVELT AVENUE,  
SAN ANTONIO, TEXAS 78214

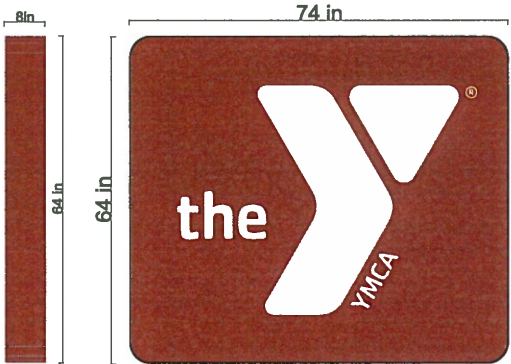
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Drawn KM  
Checked KM, GH  
Date 06/03/16  
PROJECT No. 14011  
Revisions  
1 06.17.16 Addendum No. 1  
5 07.07.16 DSD Revisions #1  
7 07.18.16 DSD Revisions #2  
9 07.25.16 Addendum No. 2  
12 10.21.16 ASI #04  
14 11.07.16 ASI #05

SHEET TITLE  
SITE PLAN

SHEET NO.  
**A001**



OPTION #1



Side View  
Alum. Cabinet  
Internally Lit

Sign re-purposed from old Boerne Y  
Acrylic Sign Face, Sign Cabinet and Existing Address Numbers will be painted PMS 1685C



OPTION #2



1/4" Flat-Cut Aluminum painted PMS 1685C  
Stud Mounted