

HISTORIC AND DESIGN REVIEW COMMISSION

December 05, 2018

HDRC CASE NO: 2018-581
ADDRESS: 322 MARTINEZ ST
LEGAL DESCRIPTION: NCB 903 BLK LOT B
ZONING: C-3R, HS, D
CITY COUNCIL DIST.: 1
DISTRICT: Lavaca Historic District
LANDMARK: Demazieres House and Store
APPLICANT: Michael & Kelli Cubeta
OWNER: Michael & Kelli Cubeta
TYPE OF WORK: Signage
60-DAY REVIEW: January 14, 2019
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install a new wall sign to replace the existing. The proposed signage will feature an overall width of 13' – 6" and an overall height of 1' – 6". The proposed sign will feature vinyl letters.

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 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 has proposed to install signage at the historic structure at 322 Martinez, a contributing structure to the Lavaca Historic District. The historic structure features The proposed signage will feature an overall width of 13' – 6" and an overall height of 1' – 6". The proposed sign will feature vinyl letters.
- b. WALL SIGN – The applicant has proposed to install the wall sign on the north elevation above the historic structure. The applicant has noted that the proposed sign will feature an overall width of 13' – 6" and an overall height of 1' – 6" for a size of 20.25 square feet. The proposed sign will feature painted vinyl letters. The Guidelines for Signage 1.A notes that new signage should be based on evidence of historic signs on the building and that signage should be designed to be in proportion to the façade, respecting the building's size, scale, mass, height and window fenestration. Additionally, the Guidelines for Signage 3.C.iii. notes to locate wall signs on existing signboards, above storefront or first story windows and below second story windows – when available. Staff finds that the placement and size of the proposed signage is inappropriate for the historic structure on which it will be mounted.

RECOMMENDATION:

Staff does not recommend approval based on finding b. Staff finds that the proposed signage is sized and located inappropriately for the structure on which it will be mounted. Staff recommends the applicant reface the existing signage, or propose an alternate signage type that will not introduce a non-original element to the historic structure.

CASE MANAGER:

Edward Hall



Flex Viewer

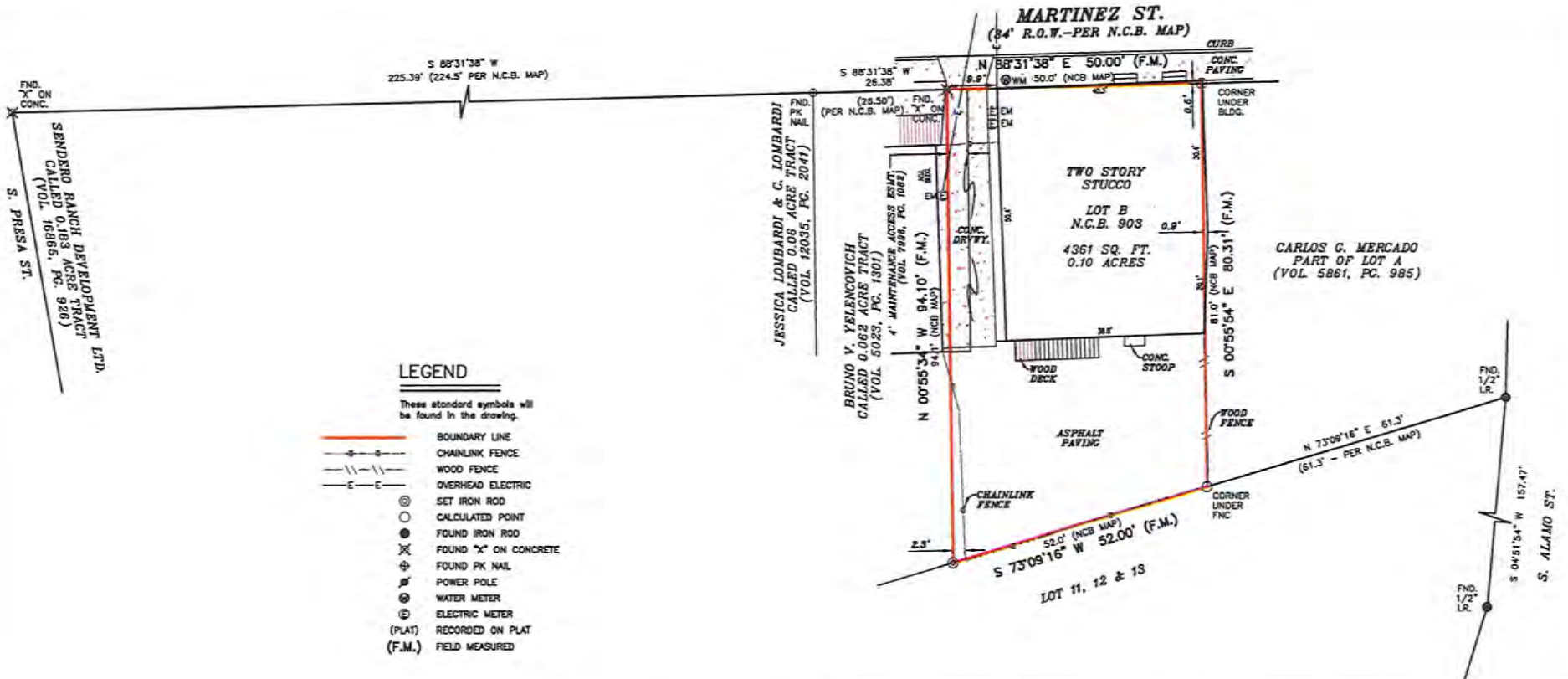
Powered by ArcGIS Server

Printed: Nov 27, 2018

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322 Martinez St



NOTE(S):
1.) SUBJECT TO THE TERMS IN VOL. 16817, PG. 1967, REAL PROPERTY RECORDS, BEXAR COUNTY, TEXAS.

I, **RACHEL LYNN HANSEN**, a Registered Professional Land Surveyor in the State of Texas, do hereby certify to

and that the above map is true and correct according to an actual field survey, made by me on the ground or under my supervision, of the property shown hereon or described by field notes accompanying this drawing. I further certify that all easements and rights-of-way of which I have been advised are shown hereon and that, except as shown, there are no visible encroachments, no visible overlapping of improvements and no apparent discrepancies or conflicts in the boundary lines, and no visible physical evidence of easements or rights-of-way as of the date of the field survey. I further certify that this survey meets or exceeds the minimum standards established by the Texas Board of Professional Land Surveying (Section 653.18).

Borrower/Owner: **THOMAS W. JAMES**
Address: **322 MARTINEZ ST.** CF No. **1-172950**
Legal Description of the Land:
Lot B, New City Block 903, in the City of San Antonio, Bexar County, Texas

FINAL "AS-BUILT" SURVEY

JOB NO.:	1709047979	NO.	REVISION	DATE
DATE:	09/26/17			
DRAWN BY:	ML/US			
APPROVED BY:	RLH			



Rachel Lynn Hansen
RACHEL LYNN HANSEN, R.P.L.S.
Registered Professional Land Surveyor
Registration No. **6358**

PROPERTY PHOTOGRAPH:

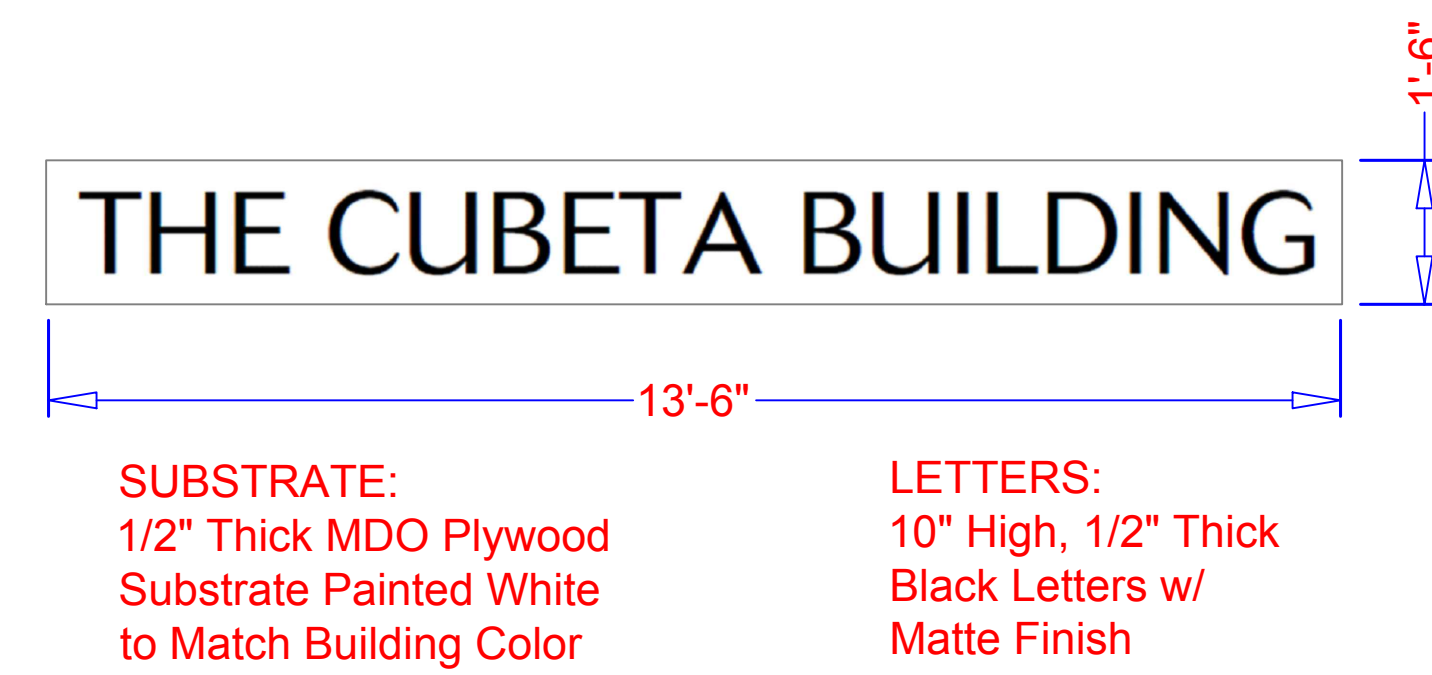


SURVEYOR'S NOTE(S):
BASIS OF BEARING, TEXAS SOUTH CENTRAL NAD 83.
At date of this survey, the property is in FEMA designated ZONE **X** as verified by FEMA map Panel No. **48070C 0415 G** effective date of **SEPTEMBER 29, 2010**. Exact designations can only be determined by a Elevation Certificate. This information is subject to change as a result of future FEMA map revisions and/or amendments.

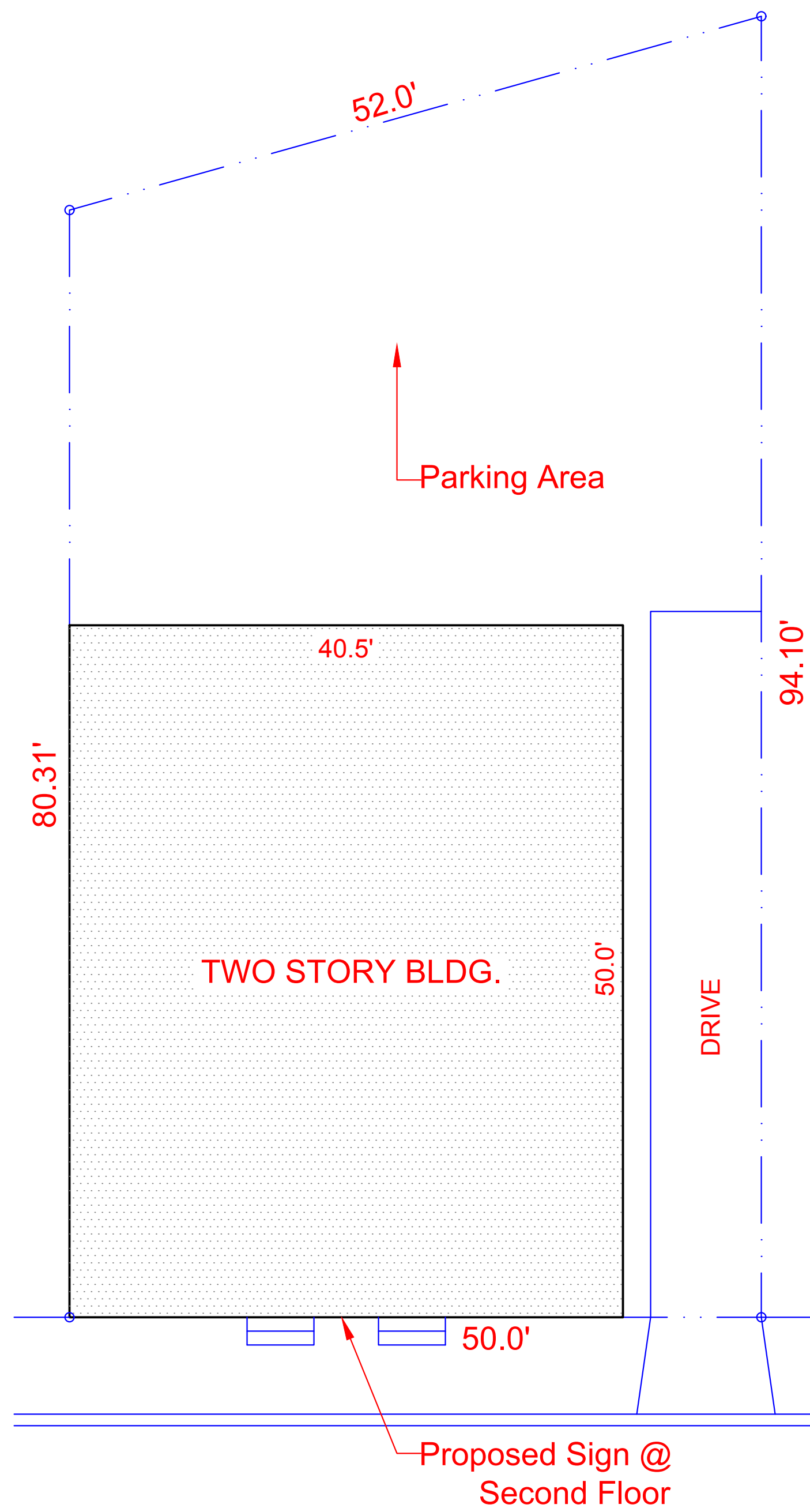
The survey is hereby accepted with the discrepancies, conflicts, or shortages in area or boundary lines, encroachments, protrusions, or overlapping of improvements shown.

X _____

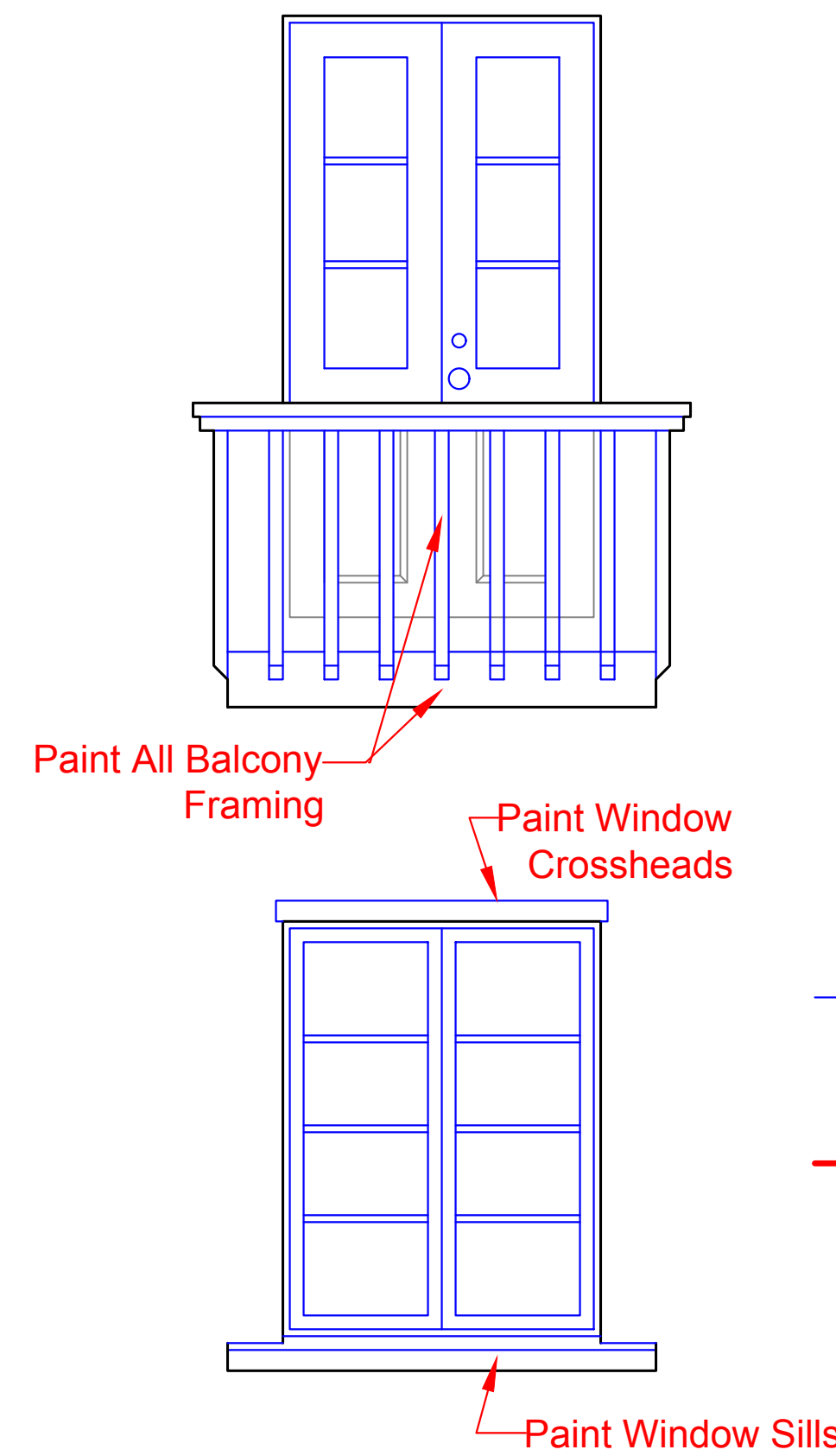
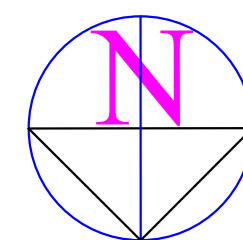
X _____



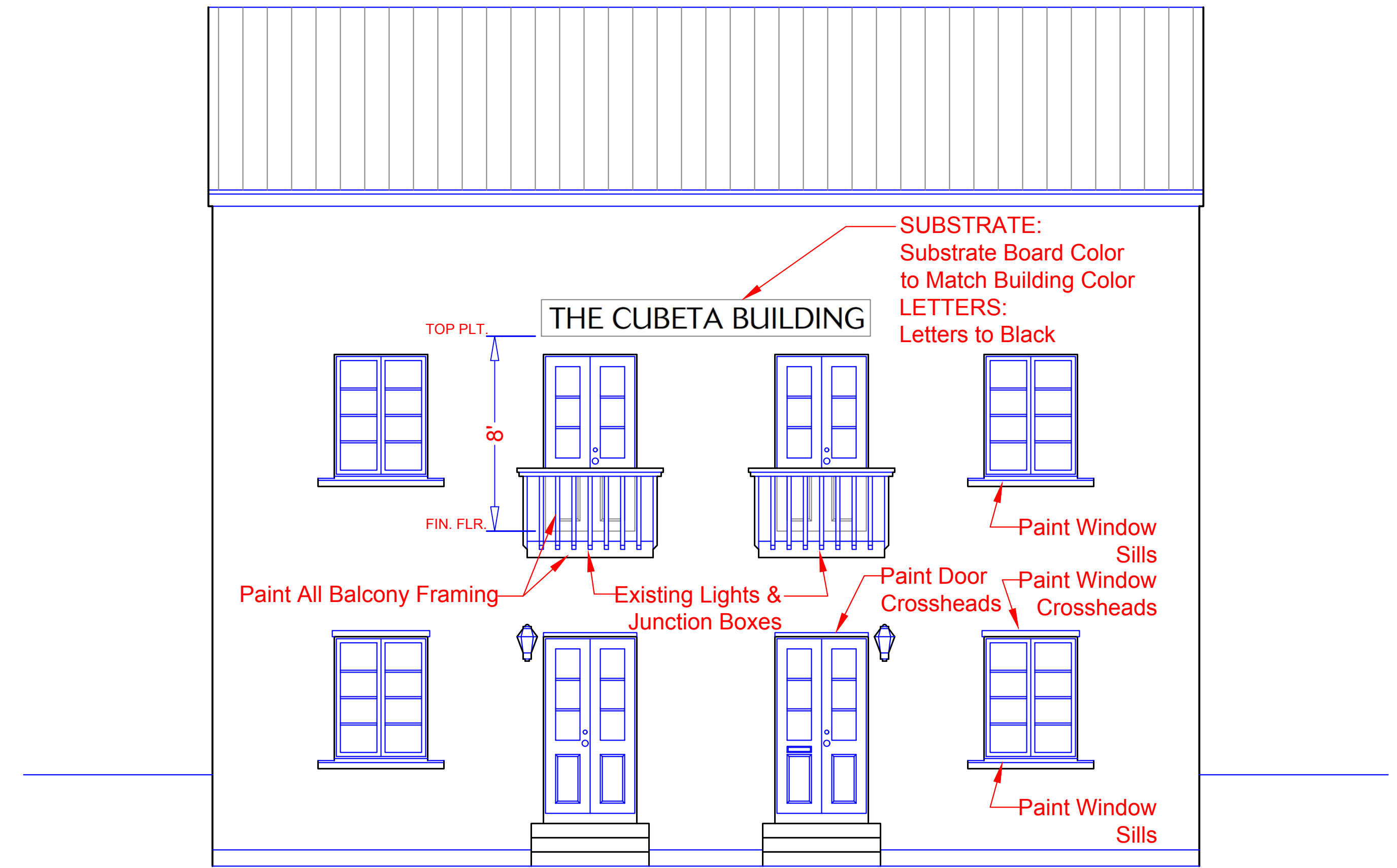
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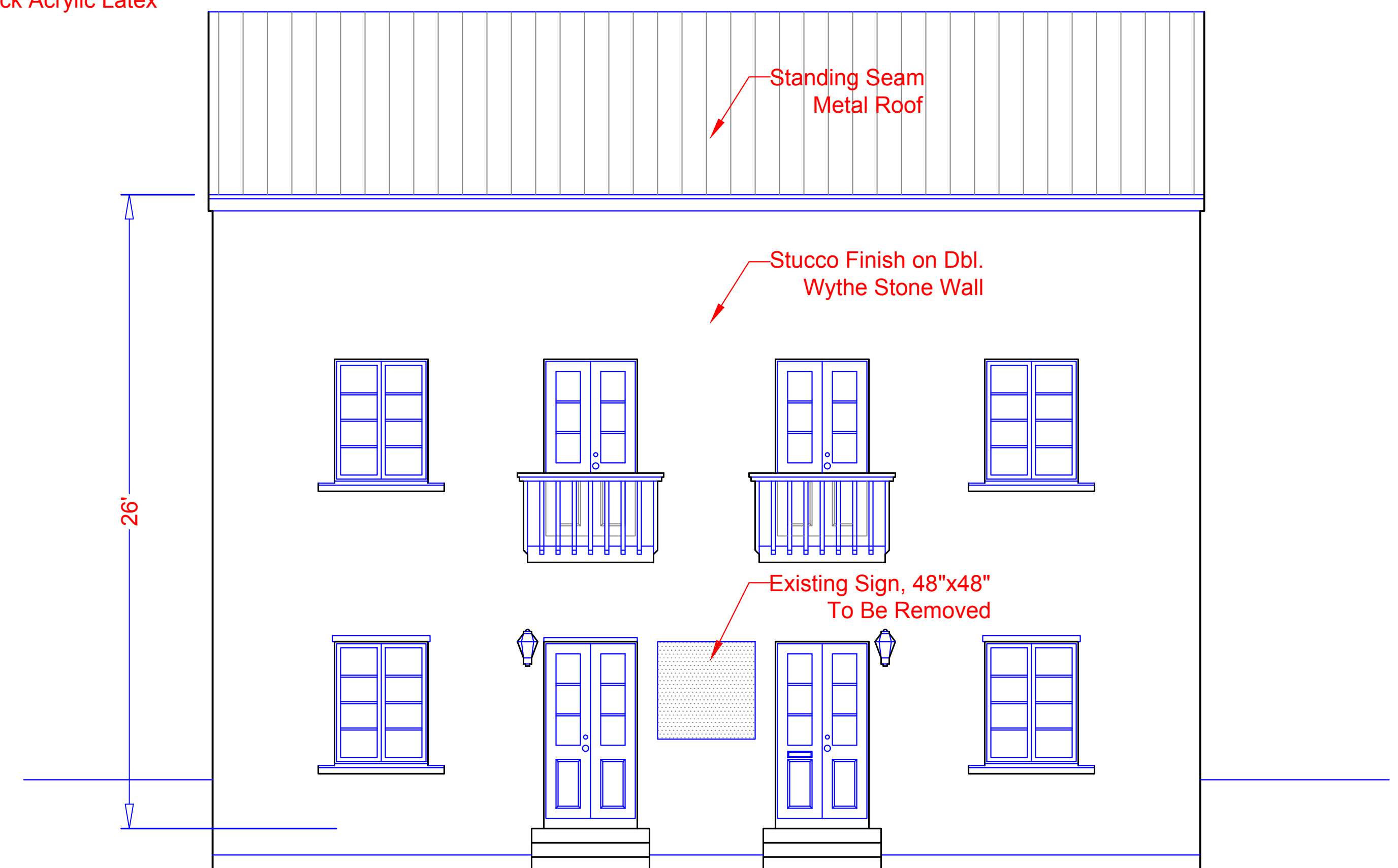
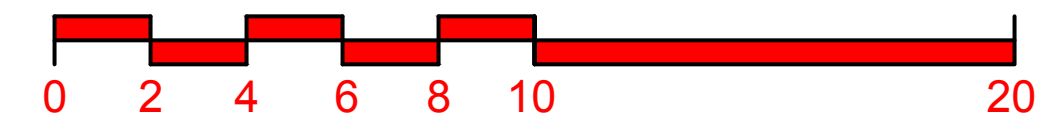
③ SITE PLAN sc: 1/8"



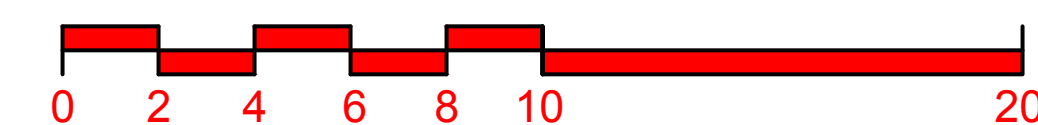
④ PROPOSED PAINTING sc: 1/2"
NOTE: Paint Color to be a Matte Black Acrylic Latex



② NORTH PROPOSED ELEVATION sc: 1/4"



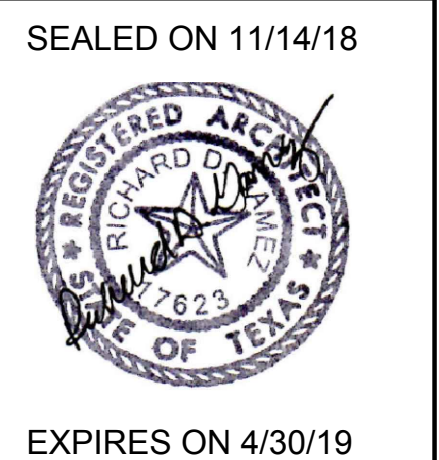
① NORTH EXISTING ELEVATION sc: 1/4"



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The Cubeta Building
322 Martinez Street
San Antonio, Texas 78205
Bexar County

RDG architecture & development
P.O.BOX 90989 San Antonio, Texas 78209
Richard D. Gamez, N.C.A.R.B. 210.872.2965
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JOB NO.: 18.10.20
DATE: 10.22.18
REVISED: 11.12.18
SCALE: 1/4", 1/8", 1/2"

A-1



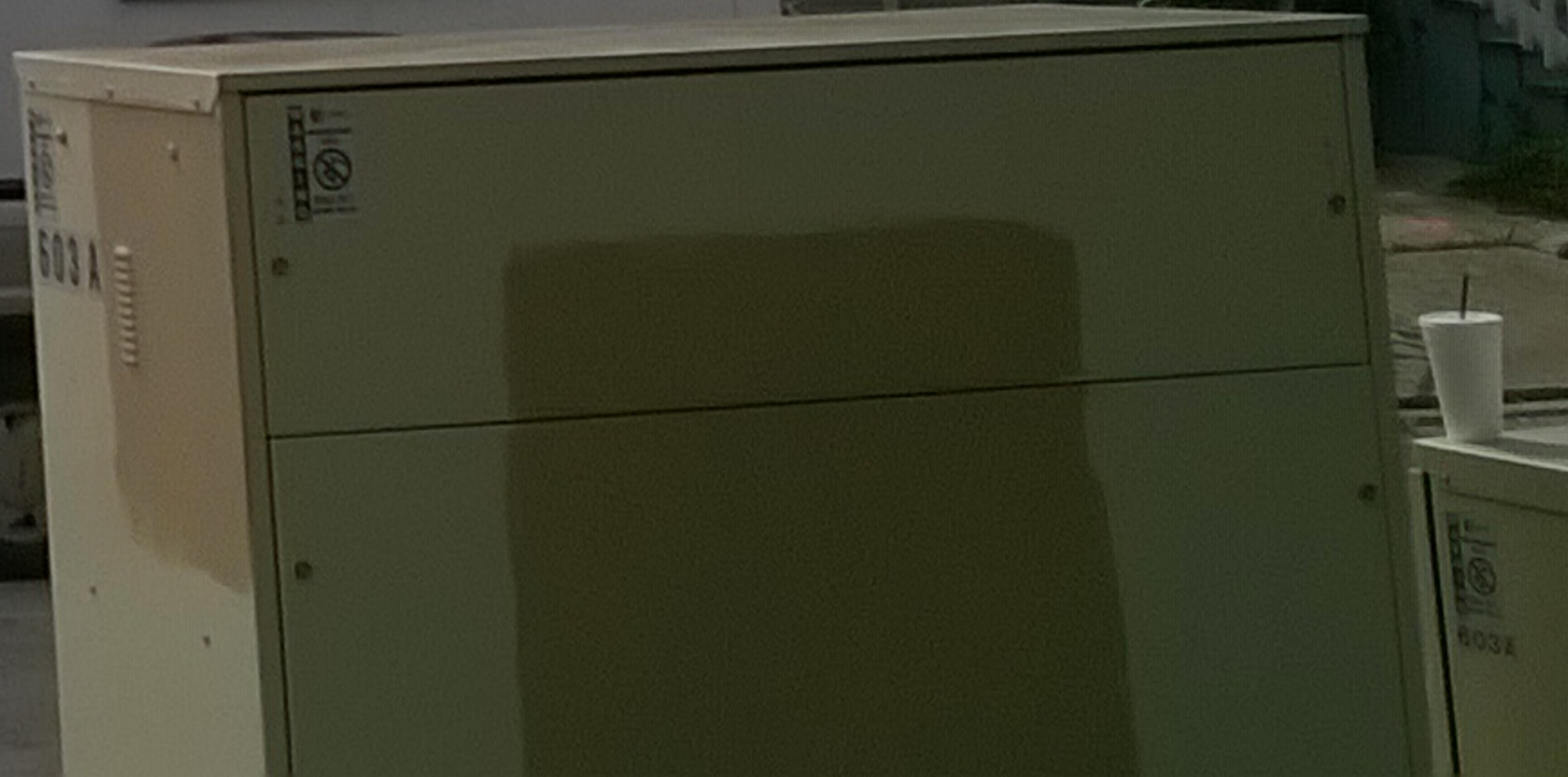
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Law Office of
Louis T. Rosenberg, P.C.
DeMazieres Building
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FOR INFORMATION
222.2424

dhrp

Charles L. Jeffers cjeffers@dhrp.us

Law Offices of
Louis T. Rosenthal, Jr.
Public Access Building
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