

HISTORIC AND DESIGN REVIEW COMMISSION

December 05, 2018

HDRC CASE NO: 2018-560
ADDRESS: 626 AVENUE E
LEGAL DESCRIPTION: NCB 443 BLK 5 LOT 1
ZONING: FBZ T4-2,HS
CITY COUNCIL DIST.: 1
LANDMARK: Schiebel / Richardson House #1
APPLICANT: Russell Felan
OWNER: Johnny Gabriel
TYPE OF WORK: Signage
APPLICATION RECEIVED: October 19, 2018
60-DAY REVIEW: December 18, 2018

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install two 50-square foot signs to display over the rear yard fence.

APPLICABLE CITATIONS:

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

FINDINGS:

- a. The primary structure at 626 Avenue E is an individually landmarked historic structure currently zoned FBZ and HS. This structure is commonly known as the Schiebel-Richardson House #1, constructed circa 1825 and features a side gable roof, a full width front porch, "Austin-chalk" façade, a standing seam metal roof, and square front porch columns. The structure is located at the corner of Avenue E and Brooklyn, with I-35/SR 281 a block from its rear. The structure also neighbors the Schiebel-Richardson House #2 historic site, which has been demolished and a billboard sign oriented to the highway has been installed.
- b. **PROPOSED SIGNAGE** – The applicant has proposed to installed a wooden billboard sign featuring three 50 sq ft panels fixed to wood posts measuring up to 16 ft in height. The sign will be located in the rear yard to display above the 6 ft tall wooden privacy fence and will orient to Brooklyn Ave. The proposed content of the sign is to display the annual scholarship opportunity offered by organization associated with the applicant and property; no preview has been submitted at this time.
- c. **SIGN LOCATION** – The applicant has proposed to install freestanding wooden billboard sign to display over the rear privacy fence oriented to Brooklyn Ave. While the sign is proposed to locate in the rear yard, staff finds that the configuration is inconsistent with Guidelines 1.C.i. advising against erecting signs above the cornice line or uppermost portion of a façade wall and Guidelines 1.C.iv. noting that signs should be oriented to pedestrians and sidewalks.
- d. **SIGN AREA** – The proposed freestanding sign features three 50 sq ft panels (5ft tall by 10 ft wide each), totaling a sign area of 150 sq ft. Per the Guidelines for Site Elements 6.1.A.i, each building will be allowed one major and two minor signs and a total requested signage should not exceed 50 square feet. Staff finds that the proposed sign area should be significantly reduced or only feature one of three proposed panels.
- e. **SIGN HEIGHT** - The proposed freestanding sign features a total height of 16 feet. Staff finds that the proposed

height is inconsistent with Guidelines 1.A.iii noting that signage should be subordinate to the overall building composition.

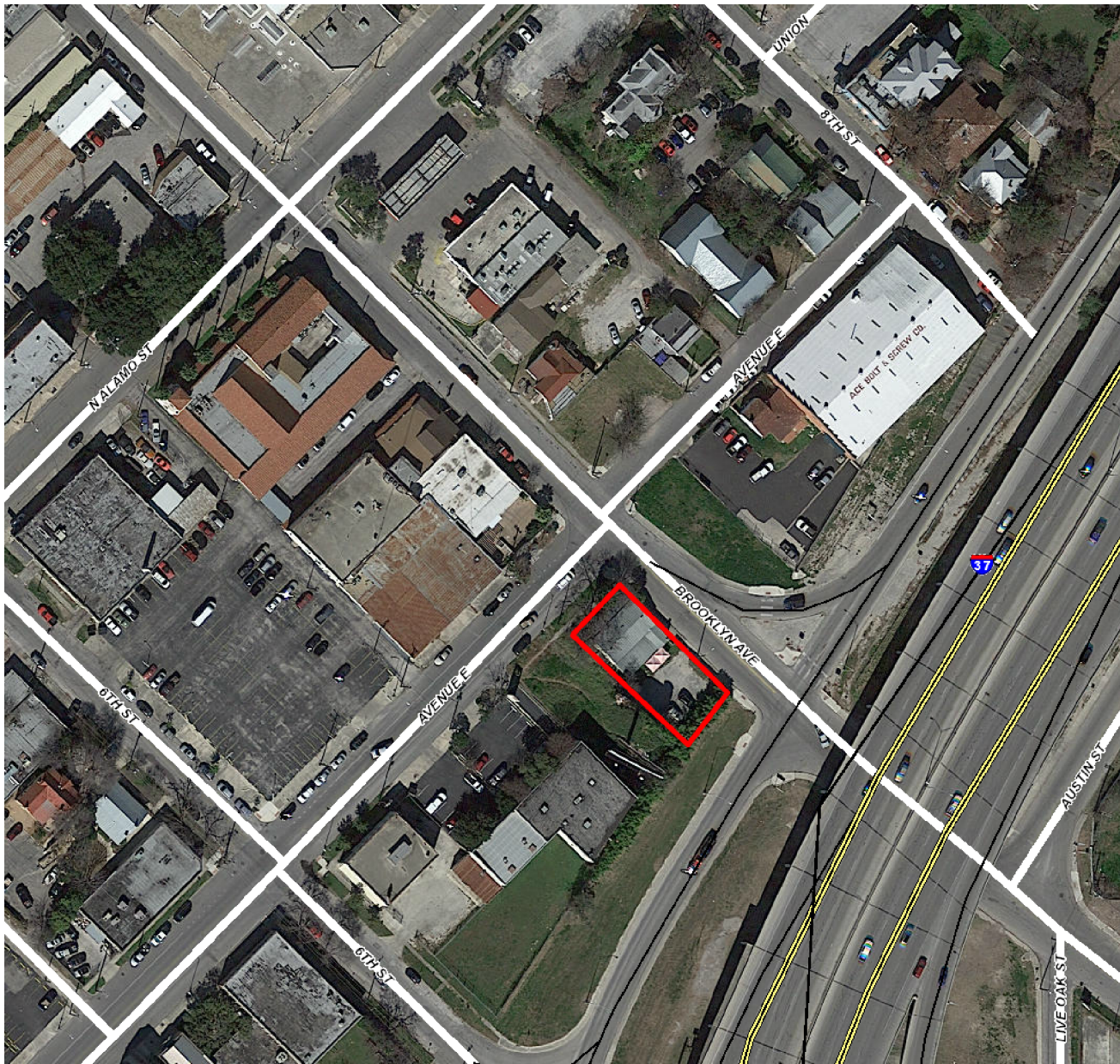
- f. **SIGN DESIGN AND MATERIALS** – The proposed freestanding sign features a plywood panels fixed onto 16 ft tall wooden posts, resembling a billboard sign. While the wood material is appropriate, staff finds that the large billboard configuration is prohibited as noted in Guidelines 1.F.

RECOMMENDATION:

Staff does not recommend approval based on findings b through f.

CASE MANAGER:

Huy Pham

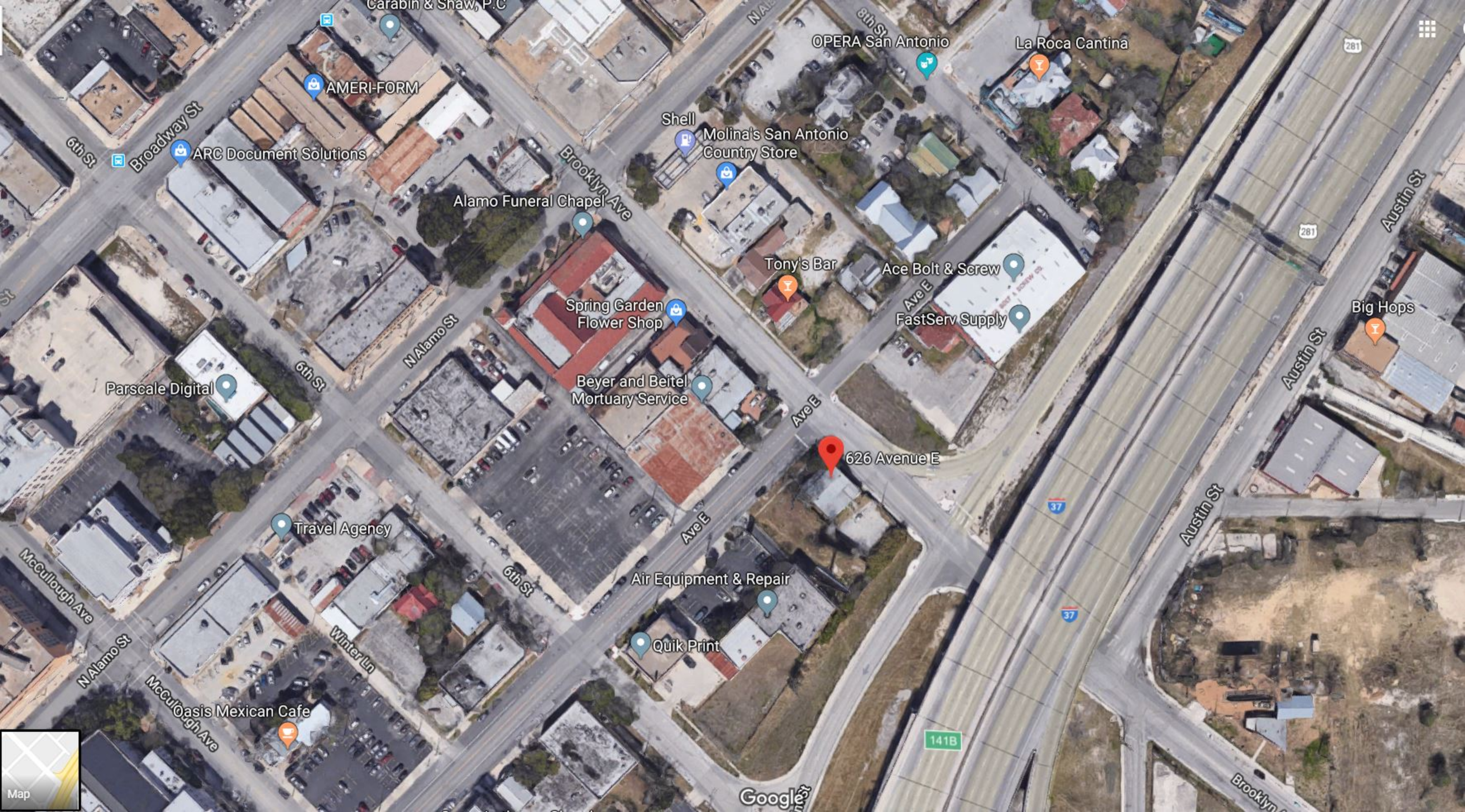


626 Avenue E

Powered by ArcGIS Server

Printed: Nov 14, 2018

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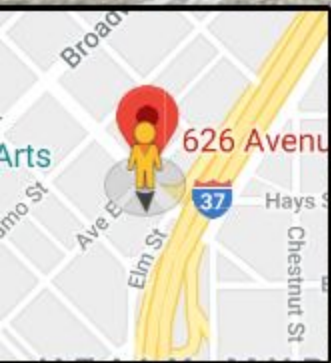


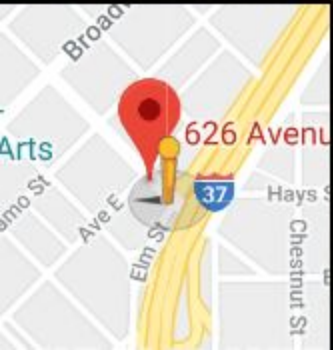
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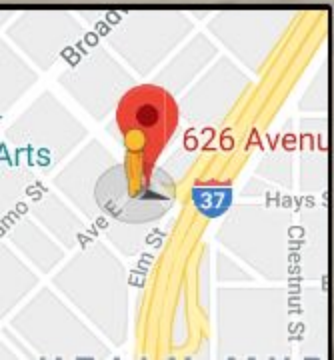
Beyer and Beitel
Mortuary Service



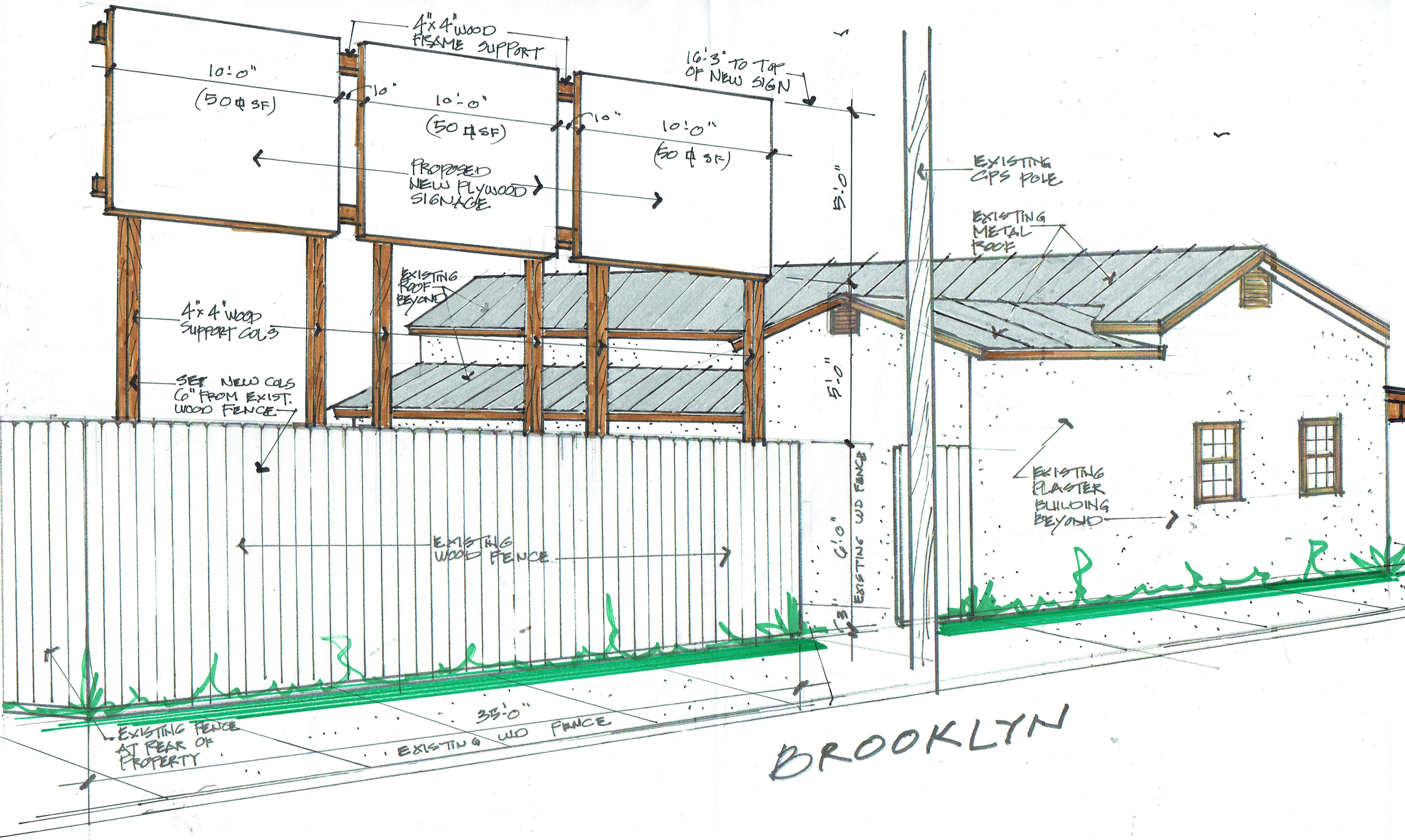
Google











10'-0"
(50 \square SF)

4"x4" WOOD
FRAME SUPPORT

16'-3" TO TOP
OF NEW SIGN

10'-0"
(50 \square SF)

10'-0"
(50 \square SF)

PROPOSED
NEW PLYWOOD
SIGNAGE

4"x4" WOOD
SUPPORT COLS

SET NEW COLS
6" FROM EXIST.
WOOD FENCE

EXISTING
GPS POLE

EXISTING
METAL
ROOF

EXISTING
ROOF
BEYOND

EXISTING
WOOD FENCE

EXISTING
PLASTER
BUILDING
BEYOND

EXISTING FENCE
AT REAR OF
PROPERTY

33'-0"
EXISTING WOOD FENCE

BROOKLYN

Design Plus

2410 W. Commerce

210 584 0504

LIST of MATERIALS:

(3) 10' x 5' x $\frac{3}{4}$ " CDX PLYWOOD
PAINTED white AND FINISH WITH
BLACK VINYL LETTERING ON ALL
SIGNS.

SIGN SUPPORTS.

4" x 4" WOOD support COLUMNS.

4" x 4" WOOD FRAME SUPPORT

Design Plus

2410 W. Commerce

210 584 0504

LIST of MATERIALS:

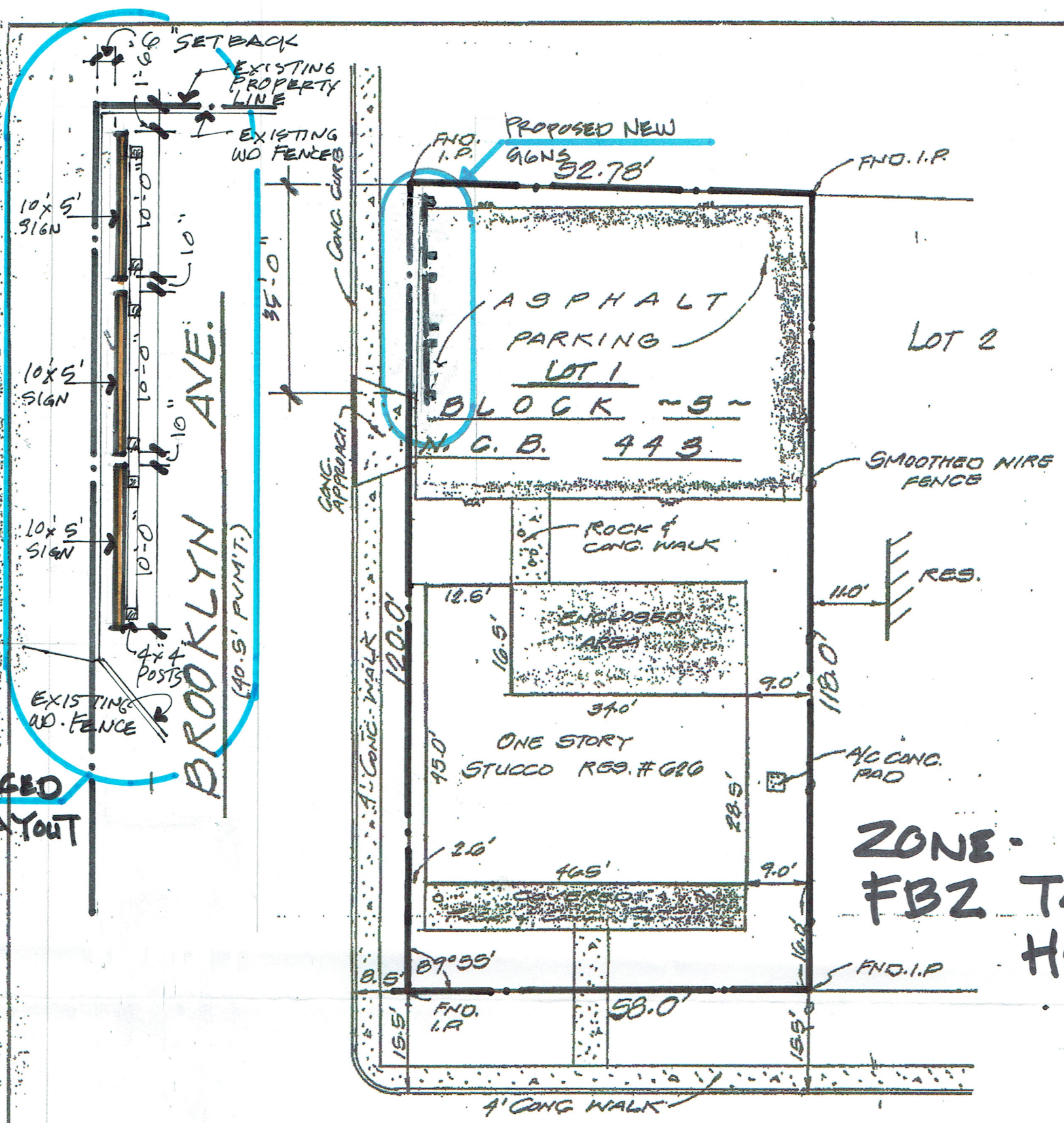
(3) 10' x 5' x 3/4" CDX PLYWOOD
PAINTED white AND FINISH WITH
BLACK VINYL LETTERING ON ALL
SIGNS.

SIGN SUPPORTS.

4" x 4" WOOD support COLUMNS.

4" x 4" WOOD FRAME SUPPORT

ENLARGED
SIGN LAYOUT



ZONE -
FBZ T4-2
HS

LOT NO. 1 BLOCK NO. 5 N.C.B. NO. 443
SUBD./O.S. _____
SECTION/UNIT _____ VOL. _____ PAGE _____
STREET ADDRESS 026 AVENUE E
CITY SAN ANTONIO COUNTY BEXAR TEXAS
SURVEYED FOR _____ G.F. NO. _____
BUYERS _____



STATE OF TEXAS
COUNTY OF BEXAR