#### HISTORIC AND DESIGN REVIEW COMMISSION April 03, 2019

HDRC CASE NO:	2019-137
ADDRESS:	122 E HOUSTON ST
LEGAL DESCRIPTION:	NCB 106 BLK LOT A-2
ZONING:	D, H, RIO-3
CITY COUNCIL DIST.:	1
DISTRICT:	Main/Military Plaza Historic District
APPLICANT:	Beverly Baldwin/Alamo Architects
OWNER:	Cabbage, Ltd
TYPE OF WORK:	Signage
<b>APPLICATION RECEIVED:</b>	March 15, 2019
60-DAY REVIEW:	May 14, 2019
CASE MANAGER:	Edward Hall

#### **REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install signage at 122 E Houston Street. The applicant has proposed the following:

- 1. One (1) reverse lit channel letter sign to feature a low profile, non-illuminated cabinet with a barber pole. The proposed signage is to read "18 8 Fine Men's Salons" and feature an overall size of one (1) foot in height and approximately 11.5 feet in width for a size of approximately 11.7 square feet in size.
- 2. Two (2) vinyl window graphics to feature an overall size of twenty (20) inches in height and twenty-four (24) inches in width for a total size of 3.3 square feet each.

The applicant has also proposed to install a number of additional window graphics including the address, business name, business number and website address, which are incidental and are not included in square footage totals.

#### **APPLICABLE CITATIONS:**

Historic Design Guidelines, Chapter 3, Guidelines for Signage

#### 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

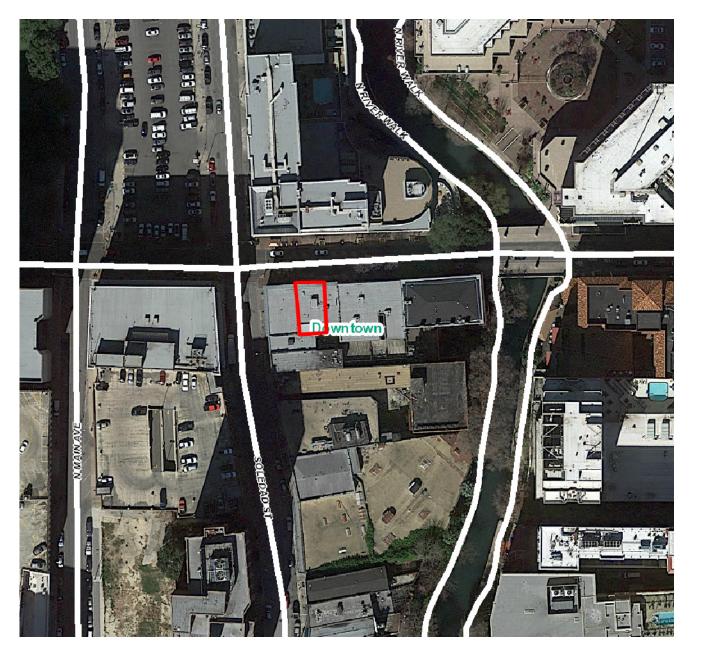
precedent exists. Reverse channel letters may be permitted.

#### FINDINGS:

- a. The applicant is requesting a Certificate of Appropriateness for approval to install signage on the storefront at 122/124 E Houston. The applicant has proposed to install a number of additional window graphics including the address, business name, business number and website address, which are incidental and are not included in square footage totals.
- b. CHANNEL LETTERS The applicant has proposed to install one (1) reverse lit channel letter sign to feature a low profile, non-illuminated cabinet with a barber pole. The proposed signage is to read "18 8 Fine Men's Salons" and feature an overall size of one (1) foot in height and approximately 11.5 feet in width for a size of approximately 11.7 square feet in size. Staff finds this sign to be appropriate and consistent with the Guidelines.
- c. VINYL WINDOW GRAPHICS The applicant has proposed to install two (2) vinyl window graphics to feature an overall size of twenty (20) inches in height and twenty-four (24) inches in width for a total size of 3.3 square feet each. Staff finds this sign to be appropriate and consistent with the Guidelines.

#### **RECOMMENDATION:**

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





Flex Viewer

Powered by ArcGIS Server

Printed:Mar 27, 2019

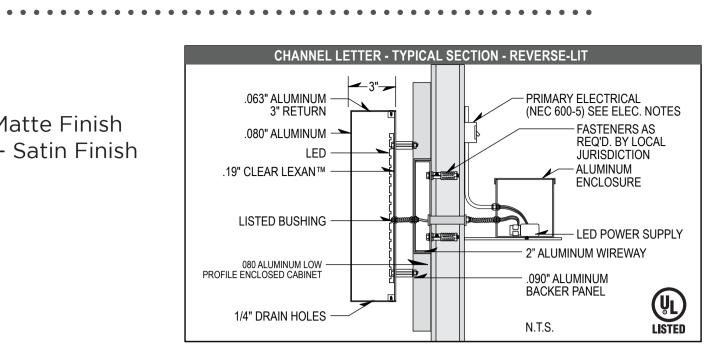
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# REVERSE LIT CHANNEL LETTERS ON LOW PROFILE ALUMINUM CABINET w/ BARBER POLE

## **FABRICATE AND INSTALL**

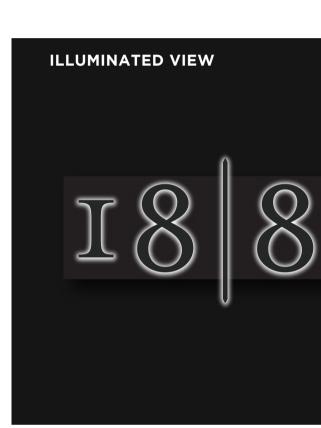
- Qty One(1)
- 12" X 140"
- 080 Low Profile Enclosed Cabinet- Painted MP59647- Matte Finish
- 3" Deep Reverse Lit Channel Letters- Painted MP32071 Satin Finish
- .19" Clear Lexan® Backs
- Reverse Lit w/ Principal Quick MOD 2 White LED's
- 32" Barber Pole
- Wireway Mounted

MP59647 Black is Back MP32071 White Wonder





32 inch Classic Barber Shop Rotating LED Stripes Pole Light Hair Salon Sign Lamp





3" Deep Aluminum Reverse Lit Channel Letters Painted MP32071 White Wonder Satin Finish

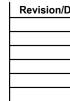


Ph: 512-401-6500 Fax: 512-401-6502

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Signs will be manufactured with 120 Volts A/C. All Primary electrical service to the sign is the responsibility of the buyer. This sign is intended to be installed in accordance with the requirements of Article 600 of the NEC and/or other applicable local codes. All bonding & grounding must be done by a qualified, licensed electrician and in accordance with UL Article 600 of the National Electrical Code (NEC). This is an original un-published drawing created by Texas Custom Signs, unless otherwise indicated. It is submitted for your personal use in regards to the project being considered. You are not to show these drawings to anyone outside your organization, nor can you use, reproduce, copy, or otherwise exhibit them in any fashion not directly related to the project being planned and produced by TCS.





# FINE MEN'S SALONS

# SAI T T N L IVLLIN O OINL VIN O

3" Deep 080 Aluminum Low Profile Cabinet Painted MP59647 Black is Back Matte Finish

Barber Pole

32″

Revision/Date	Changes:	Client Name: 18/8 Fine Men's Salon		
		Address: 122 E. Houston St. San Antonio, Tx		
		Start Date: 11.28.18		
		Filename: 18-8 Fine Mens Salon_San Antonio Design Package.pdf	•	
		Page: 1 of 4	Client Approval	Date
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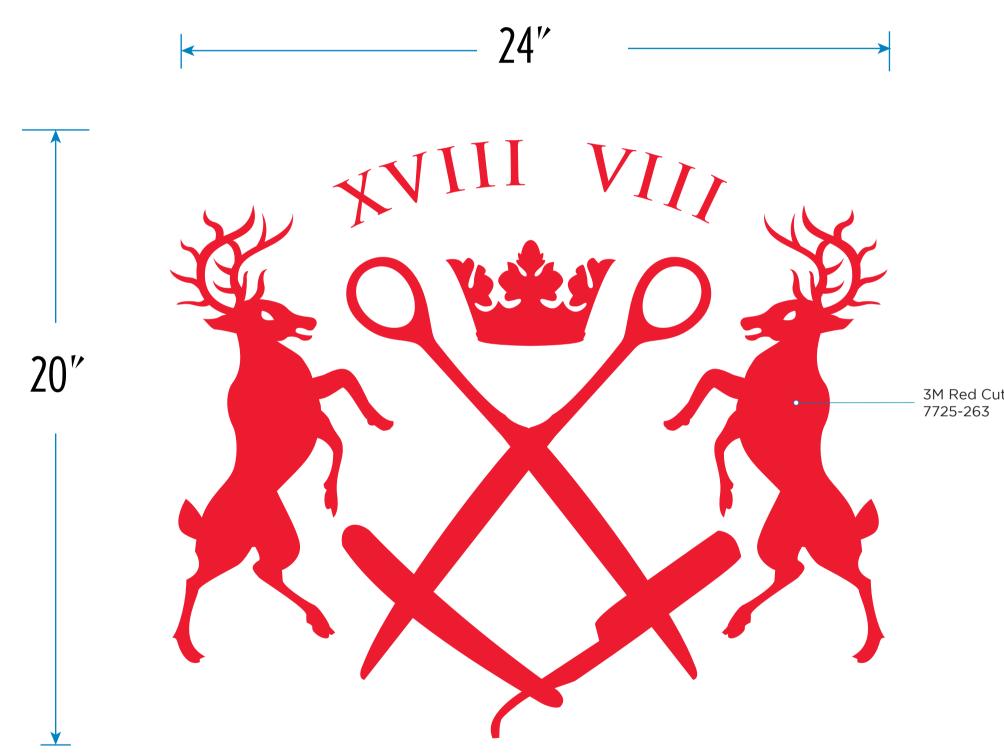


#### B WINDOW RTA CUT VINYL GRAPHICS

### FABRICATE AND INSTALL

- Qty Two(2)
- Single Sided
- 20" X 24"
- 3M Cut Vinyl Graphics- Perfect Match Red- 7725-263

3M PERFECT MATCH RED 7725-263







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Client Name: 18/8 Fine Men's Salon Revision/Date Changes: Address: 122 E. Houston St. San Antonio, Tx Start Date: 11.28.18 Filename: 18-8 Fine Mens Salon\_San Antonio Design Package.pdf ..... Page: 2 of 4 **Client Approval** Project Manager: Brian Leslie \*Production will not begin without authorized signature from client. brian@texascustomsigns.com

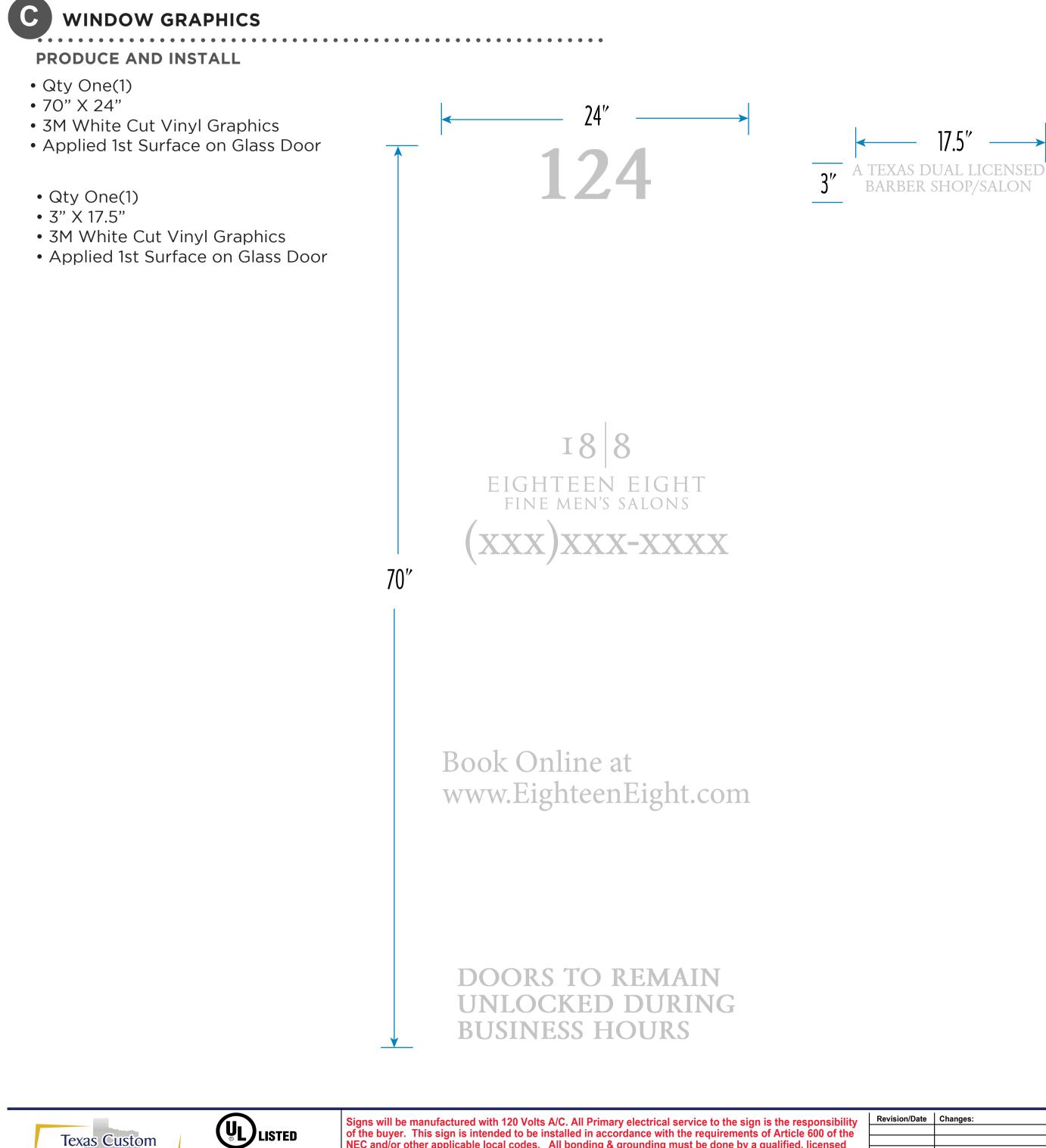
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3M Red Cut Vinyl Graphics







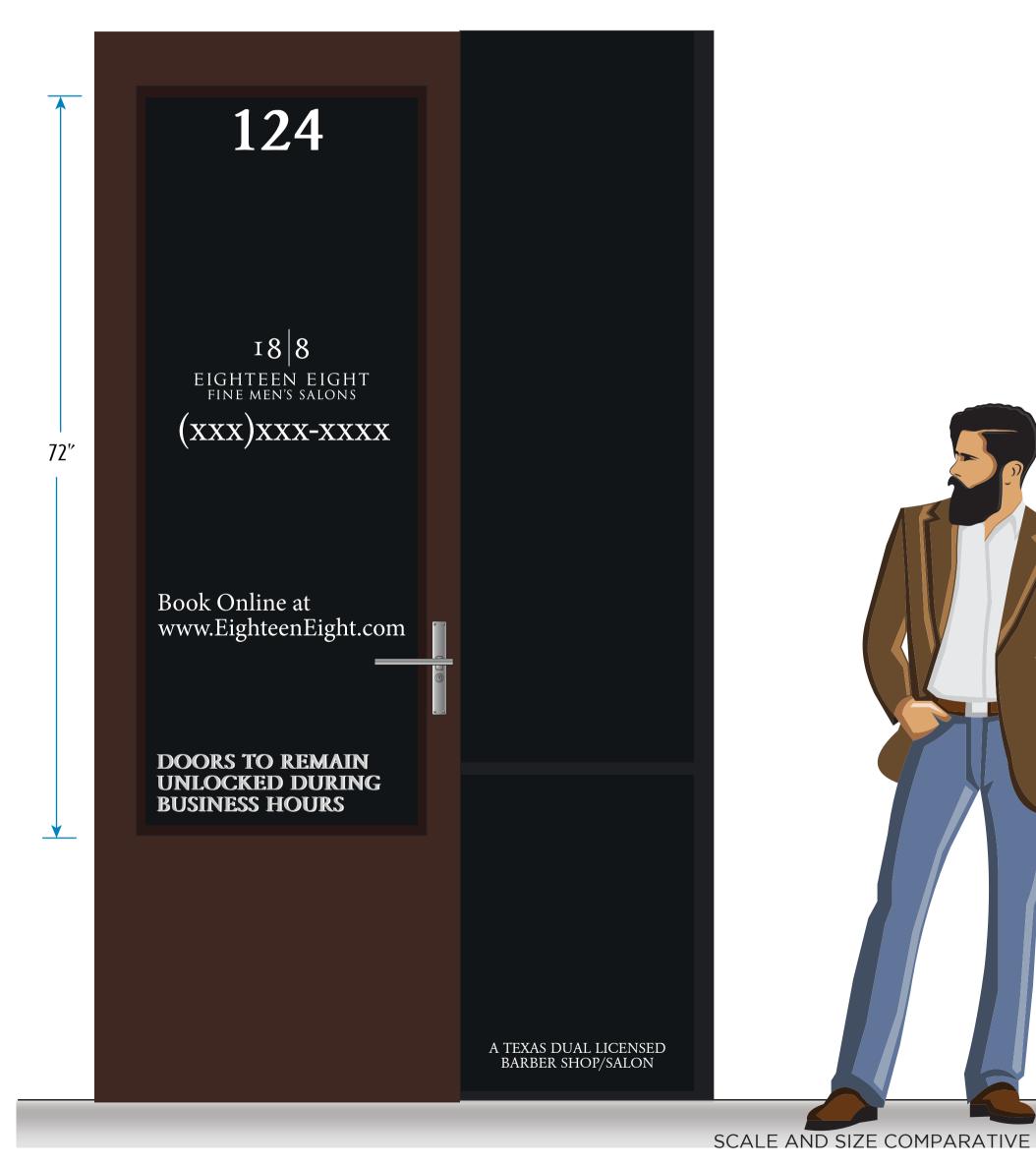
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SIGNS



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