

## HISTORIC AND DESIGN REVIEW COMMISSION

June 05, 2019

**HDRC CASE NO:** 2019-318  
**ADDRESS:** 106 JEFFERSON ST  
**LEGAL DESCRIPTION:** NCB 417 BLK 19 CIR 6 & W 1.1 FT OF 5 ARB A1  
**ZONING:** D, HS  
**CITY COUNCIL DIST.:** 1  
**LANDMARK:** Burns Building, Washer Bros Building  
**APPLICANT:** John Britten/Britten Lift and Installation  
**OWNER:** 401 EAST HOUSTON STREET LLC  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** May 24, 2019  
**60-DAY REVIEW:** July 23, 2019  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install an internally illuminated blade sign to feature an acrylic face and vinyl printed graphics. The proposed sign will feature 3' – 4" in height and 3' – 4" in width for a total size of approximately 22 square feet, including both sides. The proposed sign will be located at the corner of Jefferson and E Houston and will be installed at the second story of the historic structure.

### 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

### 2. Awning and Canopy Signs

#### A. GENERAL

- i. Appropriate usage—Limit the use of awning and canopy signs to building forms that historically used awnings, most typically commercial storefronts and apartment buildings.
- ii. Placement—Place signs on the awning or canopy valance, the portion that is parallel with the window.
- iii. Mounting—Install awning hardware in a manner that does not damage historic building elements or materials.

#### B. DESIGN

- i. Materials—Fabricate awnings using fire-resistant canvas in a color that is appropriate to the period of the building.
- ii. Shape—Select awning shapes that reflect the door or window openings they cover. Limit valances to approximately eight to twelve inches in length.
- iii. Lettering and symbols—Lettering should generally be placed on the valance portion of the awning.

#### C. LIGHTING

- i. Internal illumination—Do not use internal illumination or other techniques that cause awnings to glow; however, illumination may be concealed in the awning to provide directional light to illuminate sidewalks or storefronts.

#### D. METAL CANOPIES

- i. Placement—Do not mount new signs or letters on historic metal canopies in a manner that destroys or conceals historic materials.

### 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.

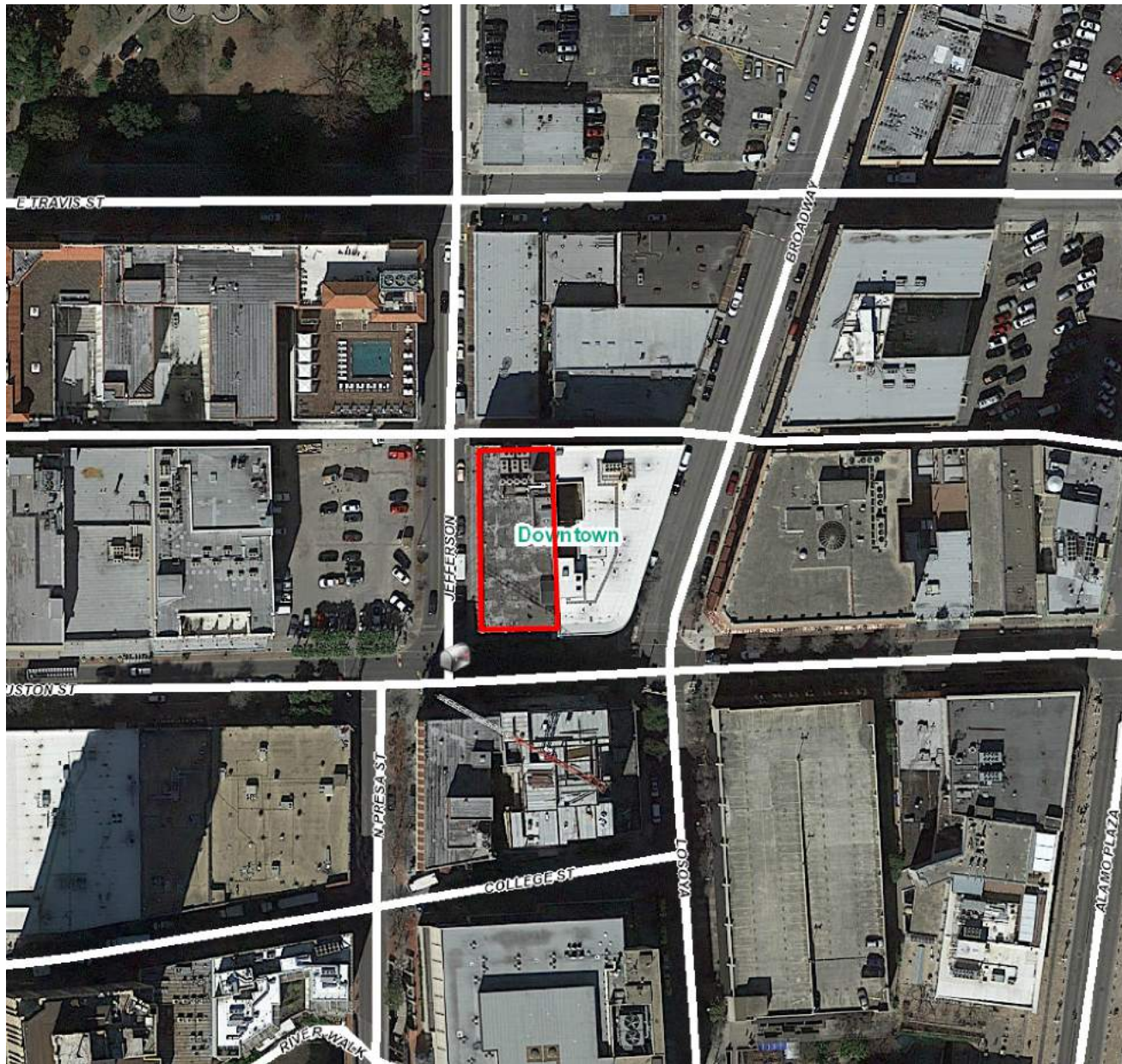
iv. Channel letters—Avoid using internally-illuminated, wall-mounted channel letters for new signs unless historic precedent exists. Reverse channel letters may be permitted.

#### FINDINGS:

- a. The applicant is requesting a Certificate of Appropriateness for approval to install an internally illuminated blade sign to feature an acrylic face and vinyl printed graphics. The proposed sign will feature 3’ – 4” in height and 3’ – 4” in width for a total size of approximately 22 square feet, including both sides. The proposed sign will be located at the corner of Jefferson and E Houston and will be installed at the second story of the historic structure. Staff finds that signage should be located in a consistent location that addresses pedestrians, such as beneath the street canopy, comparable to other structures on Houston Street.
- b. SIGNAGE – The Guidelines for Signage notes that plastic or other synthetic materials should not be used, and that only indirect or barebulb lighting sources should be used. As noted in finding a, the applicant has proposed an internally illuminated cabinet sign, featuring a plastic face. This is not consistent with the Guidelines. Staff finds that the applicant should propose a reverse lit, or indirectly lit blade sign that features metal faces.

#### RECOMMENDATION:

Staff does not recommend approval based on findings a and b. Staff strongly recommends that the property owner submit a master signage plan prior to further review and approval of any individual tenant signage. If a master signage plan is approved by the HDRC, then future signage that is consistent with the approved plan is eligible for administrative approval.



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we ed by ArcGIS Server

Printed: Sep 1 , 2018

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Atlas Credit

Texan II

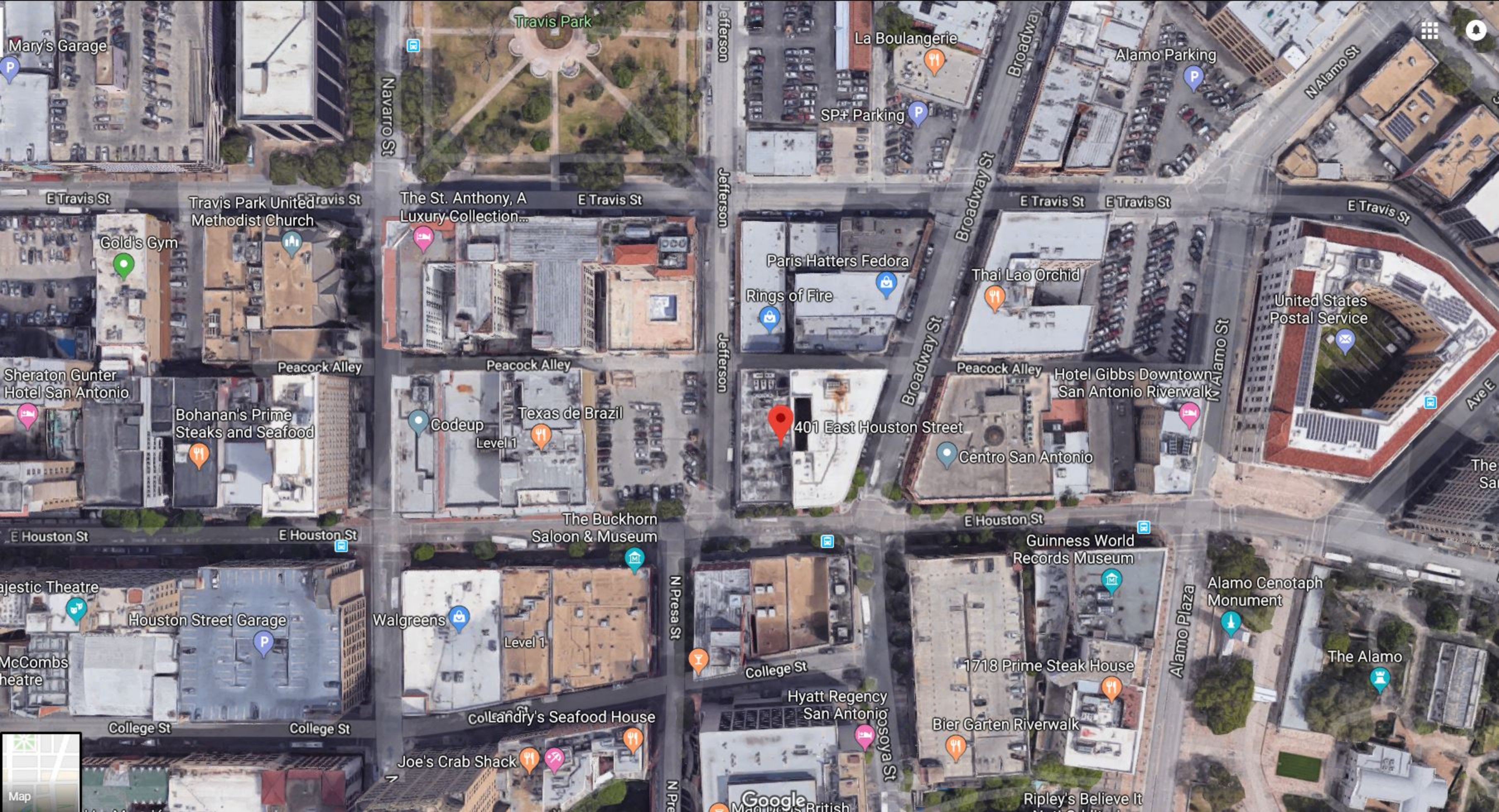
Rings of Fire

Ticket Sports Pub

erson Parking



Google



Mary's Garage



E Travis St

Travis Park United Methodist Church

Gold's Gym

Sheraton Gunter Hotel San Antonio

Peacock Alley

Bohanan's Prime Steaks and Seafood

E Houston St

E Houston St

Majestic Theatre

Houston Street Garage

McCombs Theatre

College St

College St

Travis Park

The St. Anthony, A Luxury Collection...

E Travis St

Peacock Alley

Codeup

Level 1

Texas de Brazil

The Buckhorn Saloon & Museum

Walgreens

Level 1

Landry's Seafood House

Joe's Crab Shack

La Boulangerie

SP+ Parking

Paris Hatters Fedora

Rings of Fire

401 East Houston Street

Thai Lao Orchid

Peacock Alley

Hotel Gibbs Downtown San Antonio Riverwalk

Centro San Antonio

E Houston St

Guinness World Records Museum

1718 Prime Steak House

Bier Garten Riverwalk

Ripley's Believe It or Not!

Alamo Parking

United States Postal Service

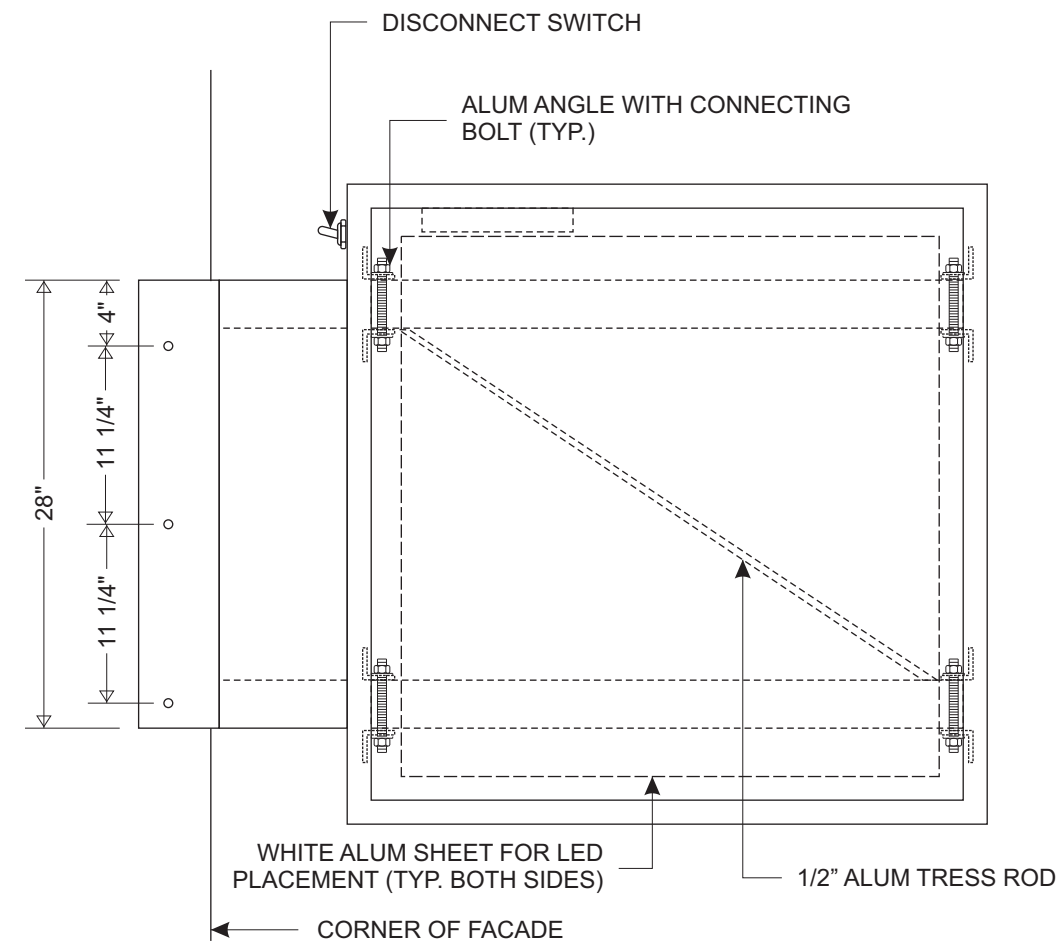
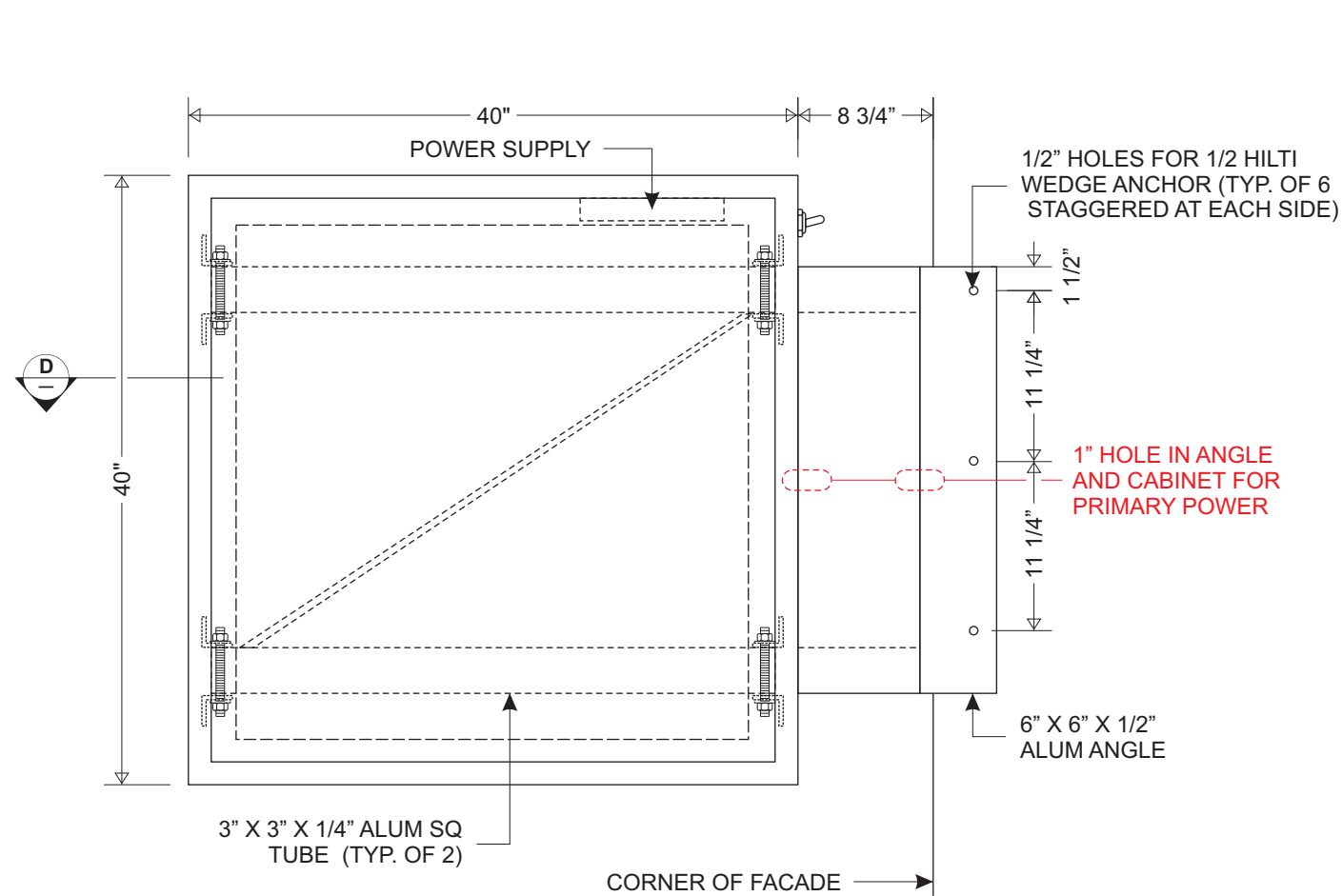
Alamo Cenotaph Monument

The Alamo

Hyatt Regency San Antonio

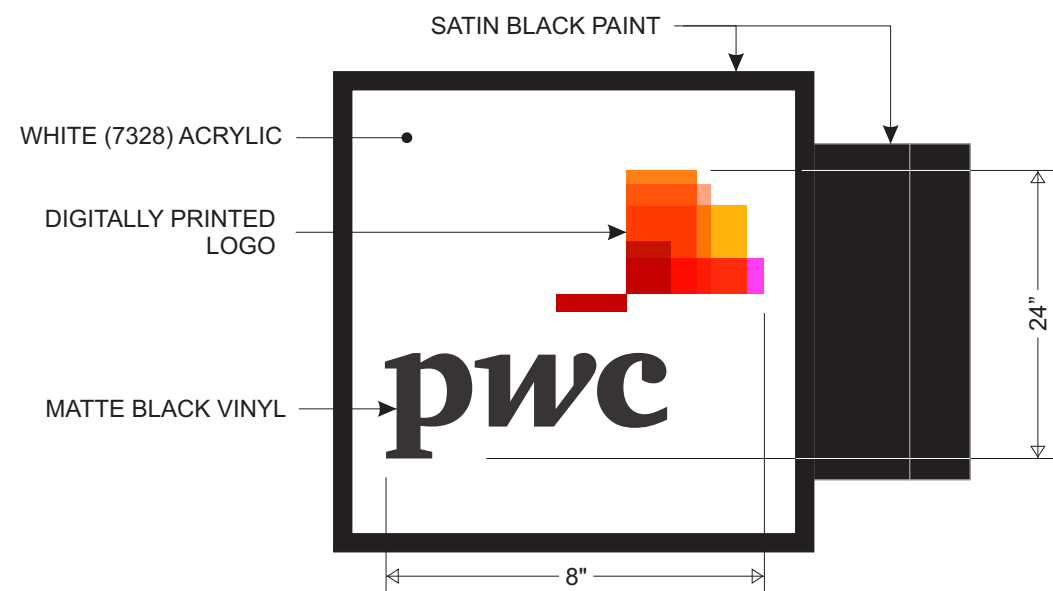
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Madison's British

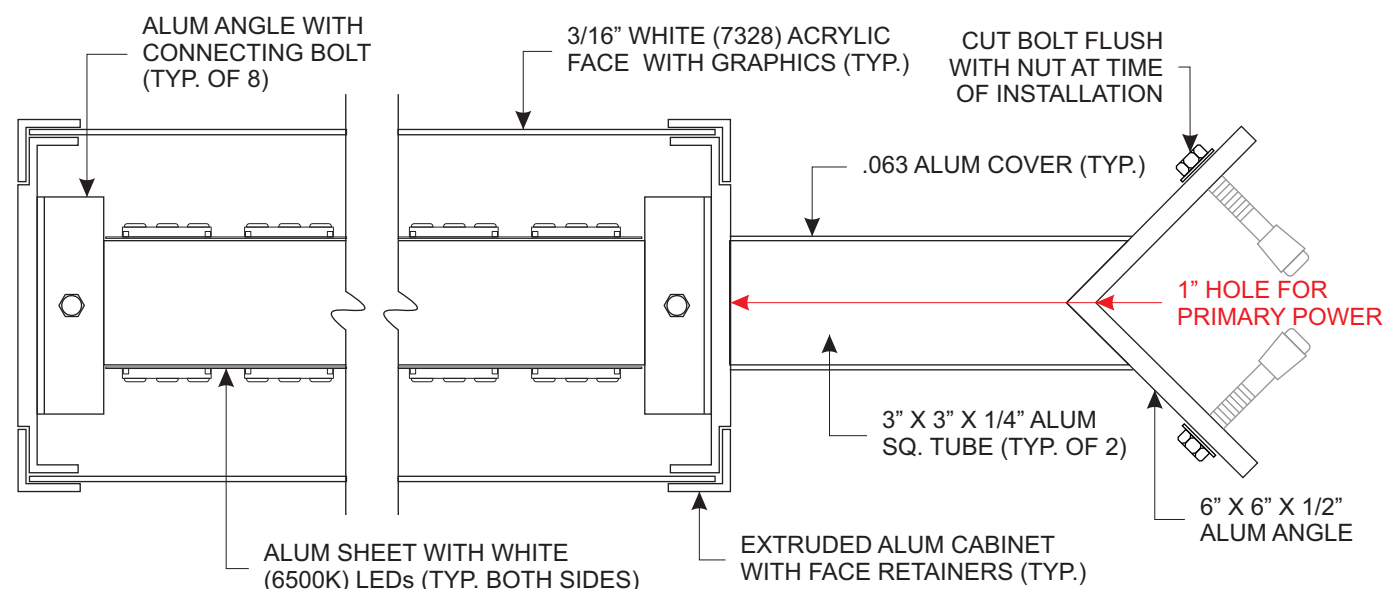


**A PROJECTING BLADE SIGN (View Side 'A')**  
Scale: 1"=1'-0"

**B PROJECTING BLADE SIGN (View Side 'B')**  
Scale: 1"=1'-0"



**C COLOR SCHEDULE (Typ. Both Sides)**  
Scale: 3/4"=1'-0"



**D SECTION DETAIL**  
N.T.S.  
120V-277V/10A PRIMARY POWER REQUIRED (BY OTHERS)

SWG

SignWorks Group

60 Arsenal Street  
Watertown, MA 02472  
617-924-0292  
fax 617-924-0279

CUSTOMER:  
PWC  
106 Jefferson Street  
San Antonio, TX 78205

PROJECT:  
Illuminated Blade Sign

DATE:  
04/29/19

SCALE:  
As Noted

DRAWN BY:  
AE

WORK ORDER:

DRAWING NO:

FILE:  
PWC San Antonio Shop

REVISIONS:

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1

SHEET 1 OF 2

60 Arsenal Street  
Watertown, MA 02472  
617•924•0292  
fax 617•924•0279

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PWC  
106 Jefferson Street  
San Antonio, TX 78205

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APPROVED

David Ash, for Landlord  
5-3-19. Subject to COSA  
and HDRC permit approvals.

SIGN

1 ELEVATION - EXTERIOR SIGN LOCATION  
SCALE: NTS



SIGN

2 EXTERIOR SIGN LOCATION  
SCALE: 1/16" = 1'-0"