

## HISTORIC AND DESIGN REVIEW COMMISSION

June 05, 2019

**HDRC CASE NO:** 2019-292  
**ADDRESS:** 2917 ROOSEVELT AVE  
**LEGAL DESCRIPTION:** NCB 7674 BLK LOT W IRR 235.5 FT OF TR 1  
**ZONING:** C-1, H  
**CITY COUNCIL DIST.:** 3  
**DISTRICT:** Mission Historic District  
**APPLICANT:** John Britten/Britten Lift and Installation  
**OWNER:** ELIDA GONZALEZ/GONZALEZ ELIDA M  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** May 15, 2019  
**60-DAY REVIEW:** July 14, 2019  
**CASE MANAGER:** Edward Hall  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install an internally illuminated sign on the parapet wall to replace the existing, non-illuminated sign. The applicant has proposed for the sign to feature two (2) feet in height and eight (8) feet in width for a total size of sixteen (16) square feet.

### APPLICABLE CITATIONS:

*Historic Design Guidelines, Chapter 3, Guidelines for Signage*

#### General Principles

The following General Principles for signage will be considered during the review process in conjunction with the guidelines contained in this section.

*Principle #1:* Respect the Historic Context – New signs should complement, rather than compete with, the character of a historic building and the surrounding district. Not all allowed signage types are appropriate to individual historic districts or landmarks. Therefore, careful consideration should be given to historic context, building forms, and site layout when selecting, designing, and reviewing new signage. Appropriate uses for individual signage types are addressed in this subsection, as applicable.

*Principle #2:* Encourage a Visually Interesting Streetscape Free of Clutter – Signs have the ability to create a visually pleasing streetscape as well as improve pedestrian and traffic safety; however they can also be distracting if not designed properly. Consider the overall number, type, and design of signs used on individual buildings and along the streetscape to ensure new signs respect the historic surroundings and do not result in visual clutter.

*Principle #3:* Reinforce the Pedestrian Oriented Nature of Commercial Uses – Signage was historically most prevalent in areas and on buildings that were used for commercial purposes; however, as San Antonio's historic districts evolve over time, the adaptive re-use of individual structure or specific districts will result in the introduction of signage in more areas and on more building types. Regardless of the location or building type, signage should be designed and scaled with pedestrians in mind.

#### 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.

## 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.

*Mission Historic District Design Manual, Section 5, Guidelines for Signage*

**A. GENERAL**

i. *Provision* — Signage in the Mission Historic District should adhere to the Historic Design Guidelines unless amended by the following provisions for signage in this section of the Mission Manual.

ii. *Sign types* — Use sign types that are appropriate to the character and context of the area principally along the Mission Historic District Primary Road Corridors. Sign types that are not listed as a preferred type in the table below will be considered on a case by case basis.

**D. LIGHTING**

i. *Indirect Lighting* — Use of indirect or concealed lighting of sign surfaces where the source of lighting is not visible to observers is encouraged. Light fixtures providing indirect lighting to a sign surface, awning, or portion of the building may be observable and should be of high quality, for exterior use and exposure, and considered part of the overall design of the sign and the facade.

**FINDINGS:**

- a. The applicant is requesting a Certificate of Appropriateness for approval to install an internally illuminated sign on the parapet wall to replace the existing, non-illuminated sign. The applicant has proposed for the sign to feature two (2) feet in height and eight (8) feet in width for a total size of sixteen (16) square feet.
- b. **MISSION MANUAL RECOMMENDED SIGNAGE** – The Mission Historic District Design Manual recommends wall-mounted, awning or freestanding (monument) signage for Roosevelt Avenue South.
- c. **SIGNAGE** – Staff finds that a non-cabinet sign should be most appropriate per the Guidelines. A sign that meets the standards of the Guidelines and Mission Historic District Design Manual is eligible for Administrative Approval.

**RECOMMENDATION:**

Staff does not recommend approval based on findings a through c. Staff recommends that the applicant install a non-cabinet sign that meets the standards of the Guidelines for Signage and the Mission Historic District Design Manual.



2917 Roosevelt Avenue

Roosevelt Ave

Bustillos Dr

Bustillos Dr

Bustillos Dr

Padre Dr

Padre Dr

Roosevelt





