HISTORIC AND DESIGN REVIEW COMMISSION July 17, 2019

HDRC CASE NO: 2019-361

ADDRESS: 1507 MISSION RD

LEGAL DESCRIPTION: NCB 20 LOT 61 EXCEPT E IRR 20 FT (MELA)

ZONING: IDZ, H, RIO-4

CITY COUNCIL DIST.: 3

DISTRICT: Mission Historic District

APPLICANT: Miguel Saldana/B&A Architects **OWNER:** White Conlee Builders, Ltd

TYPE OF WORK: Signage
APPLICATION RECEIVED: June 21, 2019
60-DAY REVIEW: August 20, 2019
CASE MANAGER: Edward Hall

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install a double sided monument sign at 1507 Mission Road, located within the Mission Historic District and the River Improvement Overlay, District 4.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 6, Guidelines for Signage

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.

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.

C. FREESTANDING SIGNS

- *i. Artistic Signs* Consider using smaller signs, artistic signs, and signs that add to the architectural character of the building they serve. Exceptions to allowed materials, size, lighting, and mounting mechanism noted in this section of the Mission Manual may be considered based on the merit of the design of the artistic sign.
- ii. Post-and-panel and Flag-Mounted Signs Postand-panel and flag-mounted signs are often appropriate for businesses with front lawns or landscape buffers between streetscapes and pedestrian walkways. These types of freestanding signs should feature wood posts and should be distinguished from generic metal pylon signs. Single-post signs should be displayed in a flagmount configuration and should be distinguished from centered pole signs. Both sides of these types of signs will contribute to the overall square footage of signage allotted per property.
- iii. Monument Signs Monument signage should have a horizontal orientation to reduce streetscape clutter; although vertical orientations are appropriate within scale to the adjacent building or development. Monumental signs are typically constructed with a base and a signage area attached or suspended perpendicular to base shafts or supports. The base should be constructed or faced with regionally-sourced sandstone or limestone of different shades and colors. The signage area may be fabricated in wood or metal. Lettering may be painted, carved or applied. Do not use suburban-style backlit monument signs or electronic messaging signs within historic contexts that are not historically found in San Antonio's historic districts.
- iv. Monument Sign Area For single tenant monument signs, no single sign shall exceed 50 square feet in total area (including structural components of the sign), both sides counted. For example, a single tenant monument sign may be five feet tall and five feet wide. A wider monument sign would require a reduction in overall height. Multi-tenant signs shall not exceed 80 square feet in total area using the same standards above. (see Figure 5.1 and 5.2)
- v. Height Freestanding signs should accommodate pedestrians in their height. Sign heights are limited by their types in the table below. Sign height is measured from grade to the highest feature on the entire sign structure.

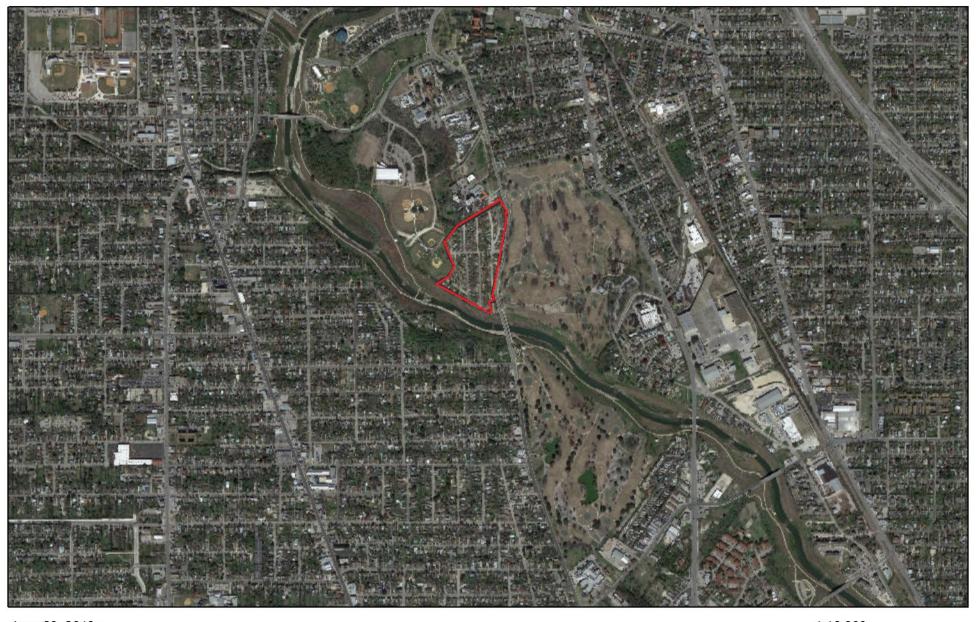
FINDINGS:

- a. The applicant is requesting a Certificate of Appropriateness for approval to install a monument sign at 1507 Mission Road, located within the Mission Historic District and the River Improvement Overlay, District 4.
- b. DESIGN –The applicant has proposed for monument sign to be incorporated into landscaping elements that includes both stone walls, plantings and stacked rubble stone. Staff finds the proposed signage and planter beds to be appropriate in that they relate to the landscaping elements of the site.
- c. SIZE The applicant has proposed an overall monument panel that features an overall height of 4' 4" and an overall length of 27' 4". The proposed signage panel will feature approximately twenty-four (24) feet in length and thirteen (13) inches in height for an overall size of twenty-four (24) square feet, per side. Generally, staff finds the proposed signage to be appropriate in size, including the proposed monument panel and base as they both act as landscaping and site elements.
- d. LIGHTING The applicant has proposed for indirect lighting to provide a halo effect. The proposed lighting method is appropriate and recommended by the Mission Historic District Design Manual.

RECOMMENDATION:

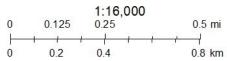
Staff recommends approval as submitted based on findings a through d.

City of San Antonio One Stop



June 28, 2019

User drawn lines





HDRC APPLICATION WRITTEN NARRATIVE

MELA Multi-Family Project Signage

June 21, 2019

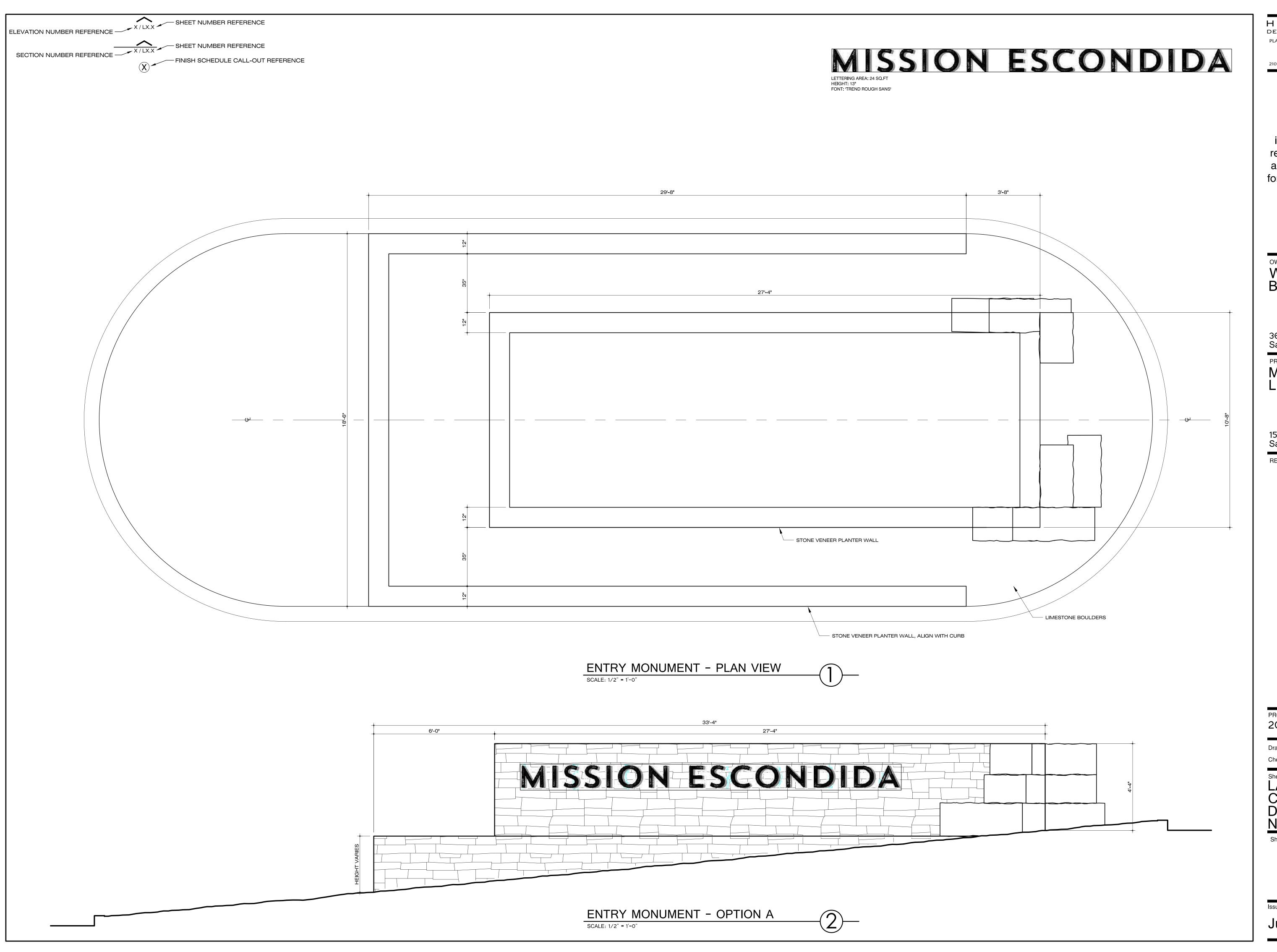
The submitted application is for review of project signage at its entry.

The Landscape Architect has proposed a stepped planter with elevated landscape walls faced with a stone veneer at the traffic island situated at the main entry of the MELA apartment project. The structure would house plantings of native and hearty plants such as lantana, salvia, sotol, and sage.

The Owner is seeking approval for applying wall-mounted lettering (the second preferred sign type for the Mission Road North corridor per Table 5.1 of the Mission Historic District Design Manual) on the face of the upper tier planter wall. The size of the lettering would be approximately 13" high by 22' long. At these dimensions, the lettering would be approximately 24 sf in area per each side of the planter wall. This would be in keeping with the Monument Sign Area (Section 5.C.iv of the manual) guideline not to exceed 50 sf in total area and be less than 5' tall. As a clear allowable size standard for wall mounted signs is not presented in the design manual (but indicated in Section 5.B.iii), it is our interpretation that the monument size standard could be applied.

The signage lettering would have indirect or concealed light as called for in Section 5.D.i and Photo 5.3 of the design manual.

Digital files for the application submission can be downloaded from: https://app.box.com/s/1v5wqpvee9gd569nhjkpwpdzjhpurn1



HORIZON

DESIGN AND DEVELOPMENT

PLANNING LANDSCAPE ARCHITECTURE

PLANNING LANDSCAPE ARCHITECTURE DEVELOPMENT CONSULTING 1370 Pantheon Way, Suite 210 San Antonio, Texas 78232 210.831.8564 jrobinson@horizondesign-sa.com

This document is intended for interim review purposes only and is not to be used for bidding, permitting, or construction.

WHITE-CONLEE BUILDERS LTD.

3611 Paesanos Pkwy, Ste 202 San Antonio, TX 78231

ROJECT

Mission Escondido Luxury Apartments

1515 Mission Road San Antonio, Texas 78210

REVISIONS

PROJECT NUMBER 2015-081

Drawn By: em Checked By: jr

LANDSCAPE CONSTRUCTION DETAILS AND NOTES

Sheet Number:

L1.C

Issue Date:

June 13, 2019

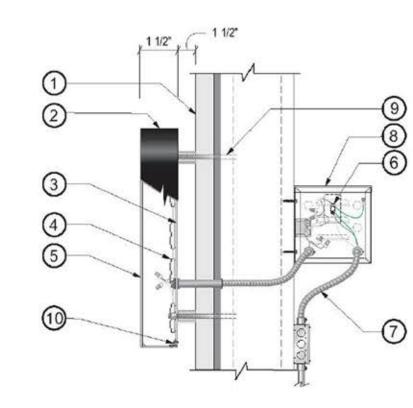


ENTRY MONUMENT

SCALE: 1/2" = 1'-0"

Specifications: Channel Letters

- Existing Facade: To be determined
 0.063" Aluminum letter returns painted to match Matthews Black
 3.3/16" Clear lexan backs
 (interior of sign can painted ultra white for maximum illumination) 4. White LEDs
- 5. 0.125" Aluminum faces painted to match Matthews Black
 6. Disconnect switch UL Outdoor rated toggle type w/ neoprene boot per NEC 600-6
 7. Primary electrical feed in UL conduit / customer supplied UL junction box
 8. Power Supplies within UL enclosure (removable lid)
- 9. 1 1/2" Sleeve spacers w/ mounting hardware to suit ptm facade
 10. 1" x 0.0625" Aluminum angle pop-riveted to backs attached to returns via #8 counter sunk screws (ptm returns)



Section @ LED Channel Letter
Scale: N.T.S.



QUARRY BLOCK SISTERDALE CHOPPED STONE

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HORIZON DESIGN AND DEVELOPMENT

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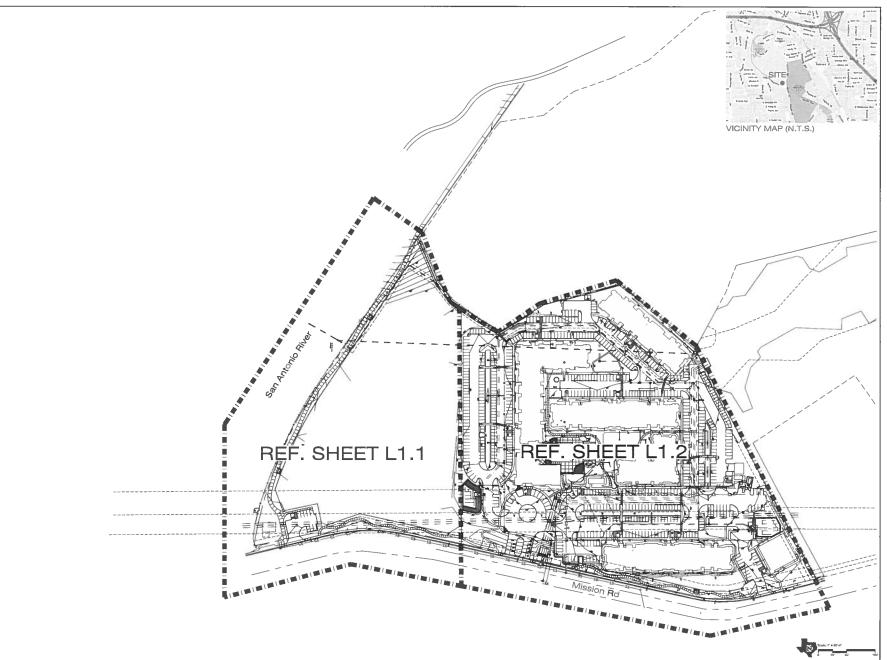
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Sheet Number:

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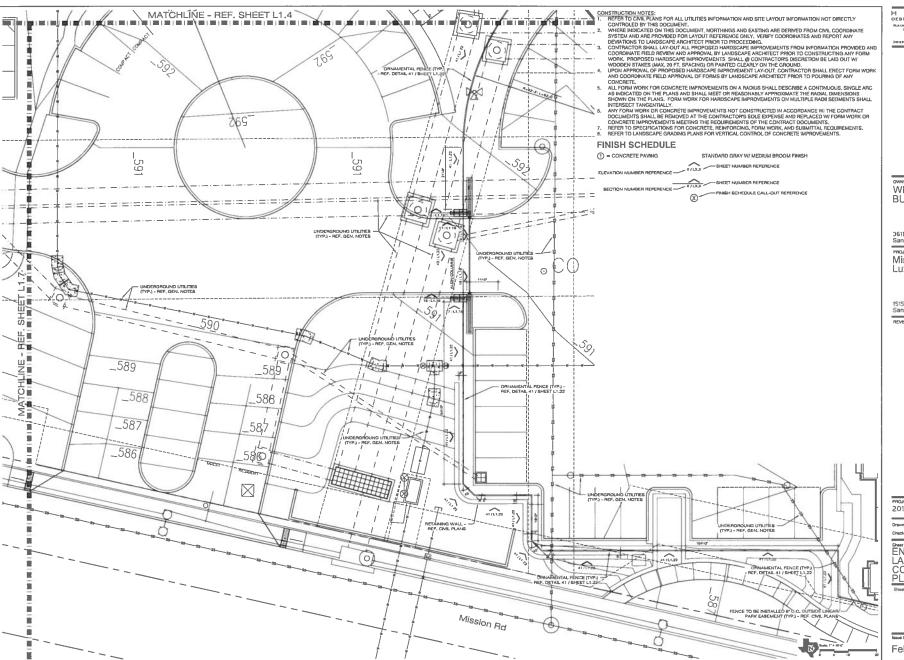
1515 Mission Road San Antonio, Texas 78210

PROJECT NUMBER 2015-081

Drawn By: mr Checked By: ir

OVERALL LANDSCAPE CONSTRUCTION PLAN

February 26, 2018



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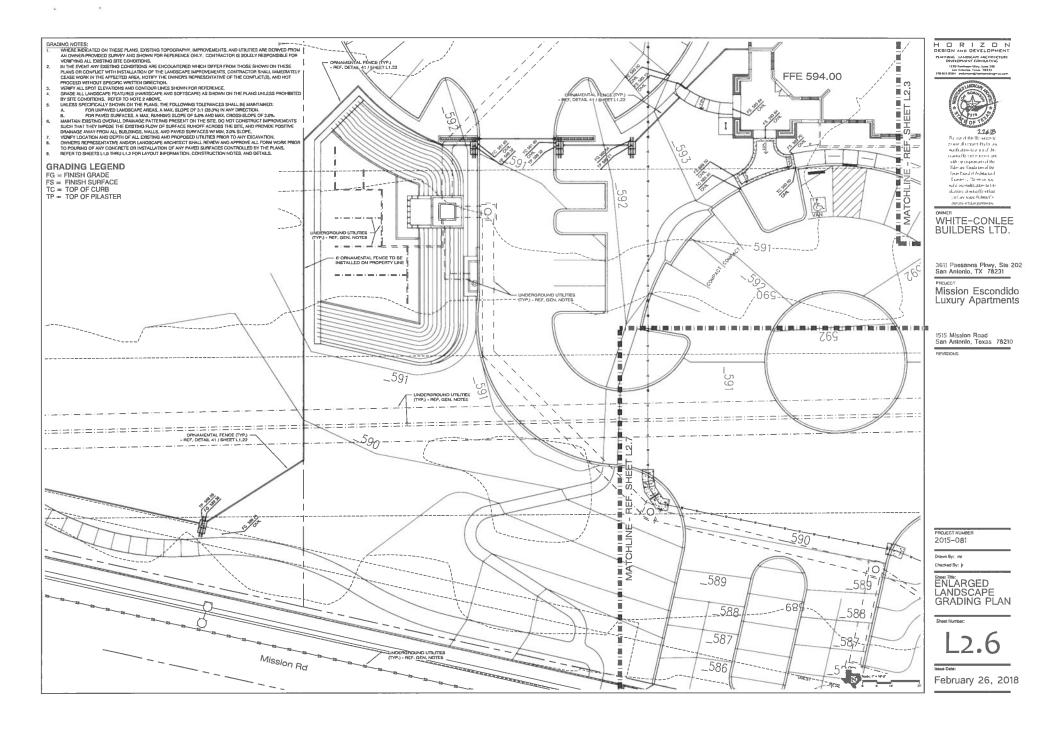
REVISIONS

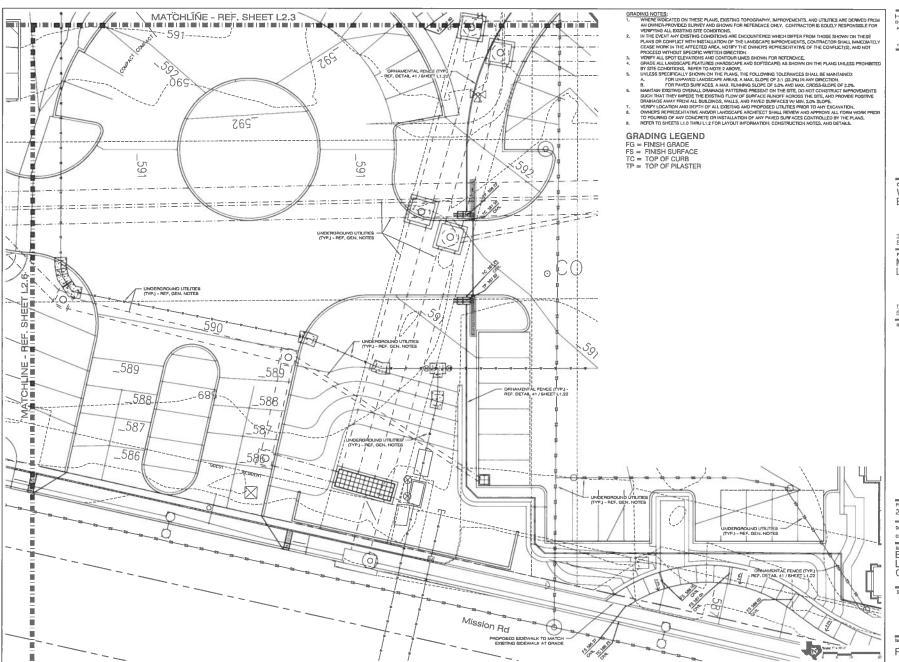
PROJECT NUMBER 2015-081

Drawn By: mr Checked By: ir

Sheet Title: ENLARGED LANDSCAPE CONSTRUCTION PLAN

February 26, 2018





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Mission Escondido Luxury Apartments

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REVISIONS

PROJECT NUMBER 2015-081

Drawn By: mr Checked By: |r

ENLARGED LANDSCAPE GRADING PLAN

eet Number:

L2.7

ssue Date:

February 26, 2018





