

HISTORIC AND DESIGN REVIEW COMMISSION

July 17, 2019

HDRC CASE NO: 2019-360
ADDRESS: 329 N MAIN AVE
LEGAL DESCRIPTION: NCB 103 BLK LOT 2,3, 6, 14, 15 & 16
ZONING: D
CITY COUNCIL DIST.: 1
APPLICANT: Peter Haller/Image Master Custom Signs
OWNER: AC CAPITAL ENTERPRISES LLC
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, internally illuminated, hanging cabinet sign at 329 N Main. The proposed sign will read “Loans, Commerce, Finance” and will feature a total width of 37”, a total height of 17” for approximately 4.37 square feet per side. This property is zoned Downtown only.

APPLICABLE CITATIONS:

Downtown Design Guide, Chapter 10, Signage

The provisions in this section supplement City Code, Chapter 28: Signs.

Projects involving new building construction must submit a conceptual signage plan with the building elevation plans for design review and approval before individual signs will be reviewed. The sign plan shall address:

- Proposed location of signage;
- General dimensions of signage area; and
- Design & materials guidelines, including colors, letter size, illumination method, etc.

Storefront Commercial

12. Electrical transformer boxes and raceways are required to be concealed from public view.

13. Windows signs should not exceed 15% of the window area. Signs should not obstruct visibility.

14. For projects that have multiple storefront tenants of similar size, all signage should be of the same type (i.e., cut out letters, blade or the like) and relative size and source of illumination.

15. Signs should respect architectural features such as vertical piers and trim work. Signage should be placed in accordance with façade rhythm, scale and proportion, including windows, storefronts and entries.

16. When a large building contains several storefronts, signs for the individual business should relate to each other in terms of location, height, proportion, color and illumination while allowing the observer to readily distinguish between individual stores.

17. External projected lighting fixtures are the preferred method of lighting signs. External lighting emphasizes the continuity of the building’s surface and signs should appear to be more of an integral part of the building’s façade.

18. Signs should generally not exceed 14 to 20 feet above the ground or be higher than the building cornice line or street wall height.

19. Tenant directory signs are allowed as wall mounted or freestanding signs for businesses located in alleys, courtyards, arcades or paseos.

C. SIGNAGE GUIDELINES FOR ALL SIGN TYPES

Signs in Context

1. All fascia signage shall be integrated into the architecture. Signs may be mounted to architectural canopies or painted or mounted directly onto building surfaces without a back plate. The signage material will be weather proof and fade resistant.

2. Signs should be conceived as an integral part of the project design so as not to appear as an afterthought.

3. The location, size, and appearance of signs should complement the building and character of the Downtown districts in which they are located.
4. Signs should respect residential uses within and adjacent to a project. The intent is to promote a more peaceful living environment without undue impacts upon residential uses. Small signs, no animation, limited lighting and shorter operating hours are appropriate where signs are visible from residences.
5. Wall mounted signs on fascias above storefront window should be sized to fit within existing friezes, lintels, spandrels, and other such features and not extend above, below, or beyond them.
6. Graphics and signage may be illuminated by indirect, internal, or bare-bulb sources, providing that glare is not produced; by indirect light sources concealed by a hood or diffuser; by internal illumination with standard opal glass or other translucent material or with an equal or smaller light transmission factor.

Discouraged Signs

10. The following signs are strongly discouraged in downtown:

- Internally illuminated awnings
- Conventional plastic faced box or cabinet signs (can signs)
- Formed plastic faced box or injection molded plastic signs
- Luminous vacuum formed letters
- Animated or flashing signs

FINDINGS:

- a. The applicant is requesting a Certificate of Appropriateness for approval to install a double-sided, internally illuminated, hanging cabinet sign at 329 N Main. The proposed sign will read “Loans, Commerce, Finance” and will feature a total width of 37”, a total height of 17” for approximately 4.37 square feet per side. This property is zoned Downtown only.
- b. The Downtown Design Guide notes that commercial signage should relate to existing signage at the property, should complement the architecture of the building, should not produce a glare if internally illuminated, and should not feature plastic cabinet faces. Staff finds the proposed acrylic faces to be inconsistent with the Downtown Design Guide. Staff finds that the applicant should amend the proposed sign to not feature a plastic face, per the Downtown Design Guide. Additionally, staff finds that a dark background may be more appropriate.

RECOMMENDATION:

Staff recommends approval based on findings a and b with the following stipulations:

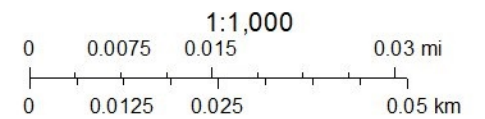
- i. That the applicant amend the proposed sign to not feature a plastic face.
- ii. That the applicant consider a dark background in place of the proposed white background.

City of San Antonio One Stop



July 1, 2019

— User drawn lines





329 N Main Ave

W Salinas St

W Salinas St

W Salinas St





J.A. BARBOZA

Jewelry

Watch Repair

222~1991



A-Z STAMP COMPANY

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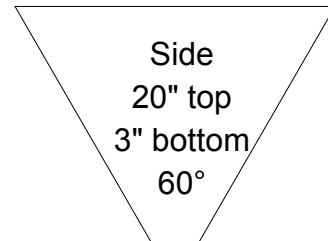
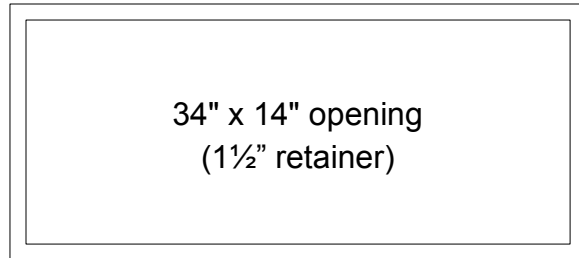
W Pecan

W Main

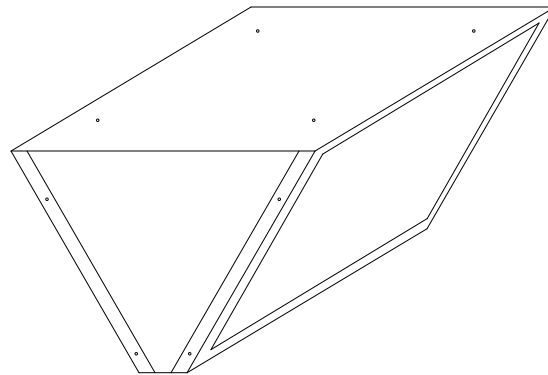




37" x 17"
panel



Top mount
LED backlit
110V



Material Specifications

Steel cabinet

LED internal backlighting

White acrylic face panels

Translucent vinyl digital printed lettering

