

## HISTORIC AND DESIGN REVIEW COMMISSION

August 07, 2019

**HDRC CASE NO:** 2019-399  
**ADDRESS:** 106 JEFFERSON ST  
**LEGAL DESCRIPTION:** NCB 417 BLK 19 CIR 6 & W 1.1 FT OF 5 ARB A1  
**ZONING:** D, H, RIO-3  
**CITY COUNCIL DIST.:** 1  
**LANDMARK:** St Anthony Hotel  
**APPLICANT:** Patti Imbus/Aetna Sign Group  
**OWNER:** 401 EAST HOUSTON STREET LLC  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** June 25, 2019  
**60-DAY REVIEW:**  
**CASE MANAGER:** Edward Hall  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install one (1) hanging canopy sign to feature an overall width of 2' – 10" and an overall height of 2' – 0" for an approximate size of eleven (11) square feet, including both sides. The proposed sign will feature an aluminum frame with white lexan faces and will be internally illuminated with white LED's.

### 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.

#### **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.

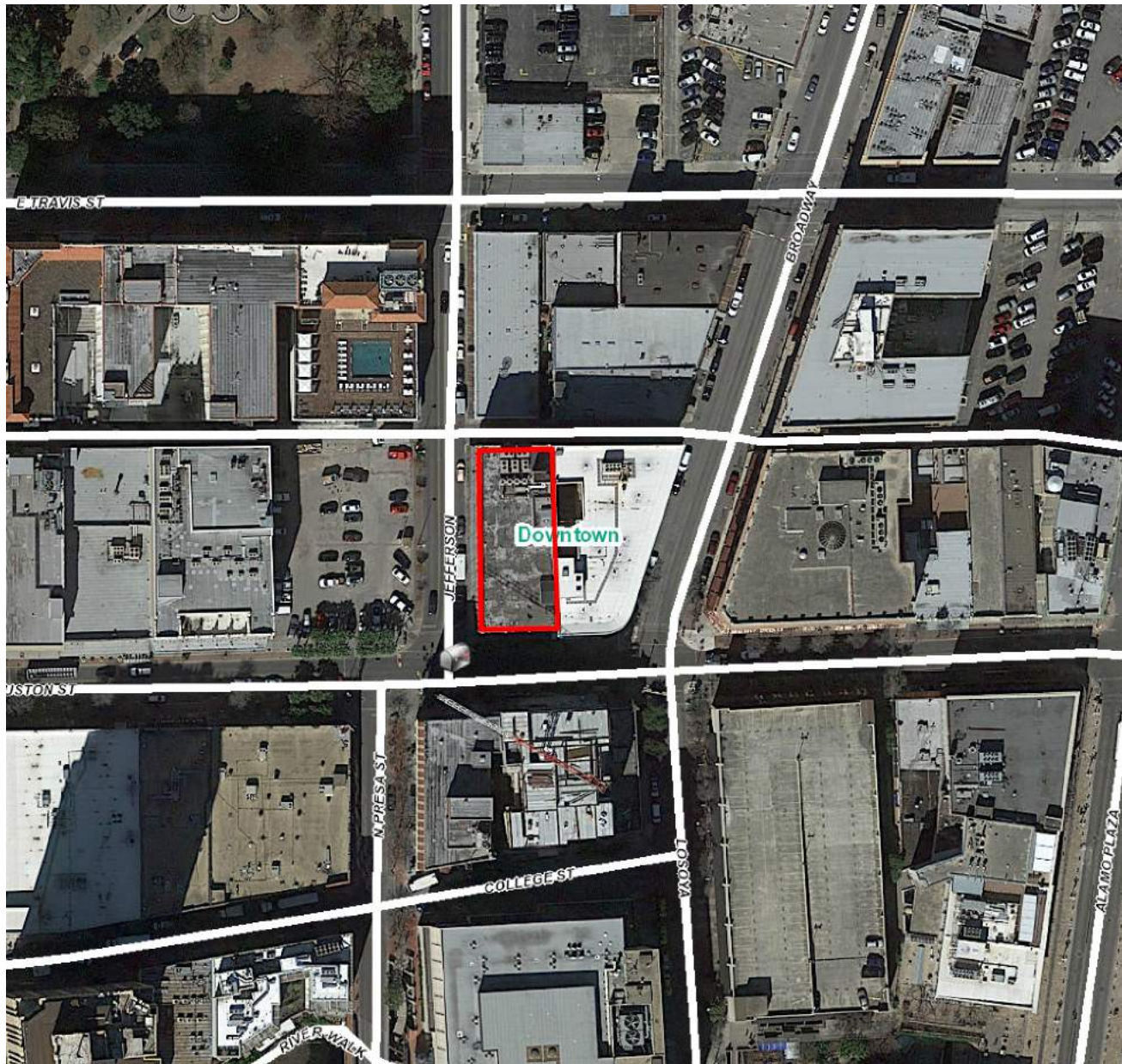
#### **FINDINGS:**

- a. The applicant is requesting a Certificate of Appropriateness for approval to install one (1) hanging canopy sign to feature an overall width of 2' – 10" and an overall height of 2' – 0" for an approximate size of eleven (11) square feet, including both sides. The proposed sign will feature an aluminum frame with white lexan faces and will be internally illuminated with white LED's.
- b. **SIZE AND LOCATION** – The applicant has proposed to install a hanging sign beneath the existing canopy. The proposed sign will feature an overall size of eleven (11) square feet, including both sides. Generally, staff finds the proposed location and size of the sign to be appropriate. The applicant has noted a minimum sidewalk clearance of eight (8) feet.
- c. **DESIGN** – The applicant has noted the installation of an internally illuminated sign that is to feature white lexan faces. The Guidelines for Signage 1.D.i. notes that plastic, fiberglass or highly reflective materials should not be used. Additionally, the Guidelines for Signage 1.E.i. notes that internal illumination should not be used, and that all illumination should be indirect and not produce a glare. Staff finds that a sign that either features metal faces and indirect illumination should be installed, or a sign with dark faces that will not result in a glowing cabinet should be used.

#### **RECOMMENDATION:**

Staff recommends approval based on findings a through c with the following stipulation:

- i. That the proposed sign either feature indirect illumination, or dark faces that will eliminate a white glowing cabinet effect when internally illuminated.



lex Viewer

we ed by ArcGIS Server

Printed: Sep 1 , 2018

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Atlas Credit

Texan II

Rings of Fire

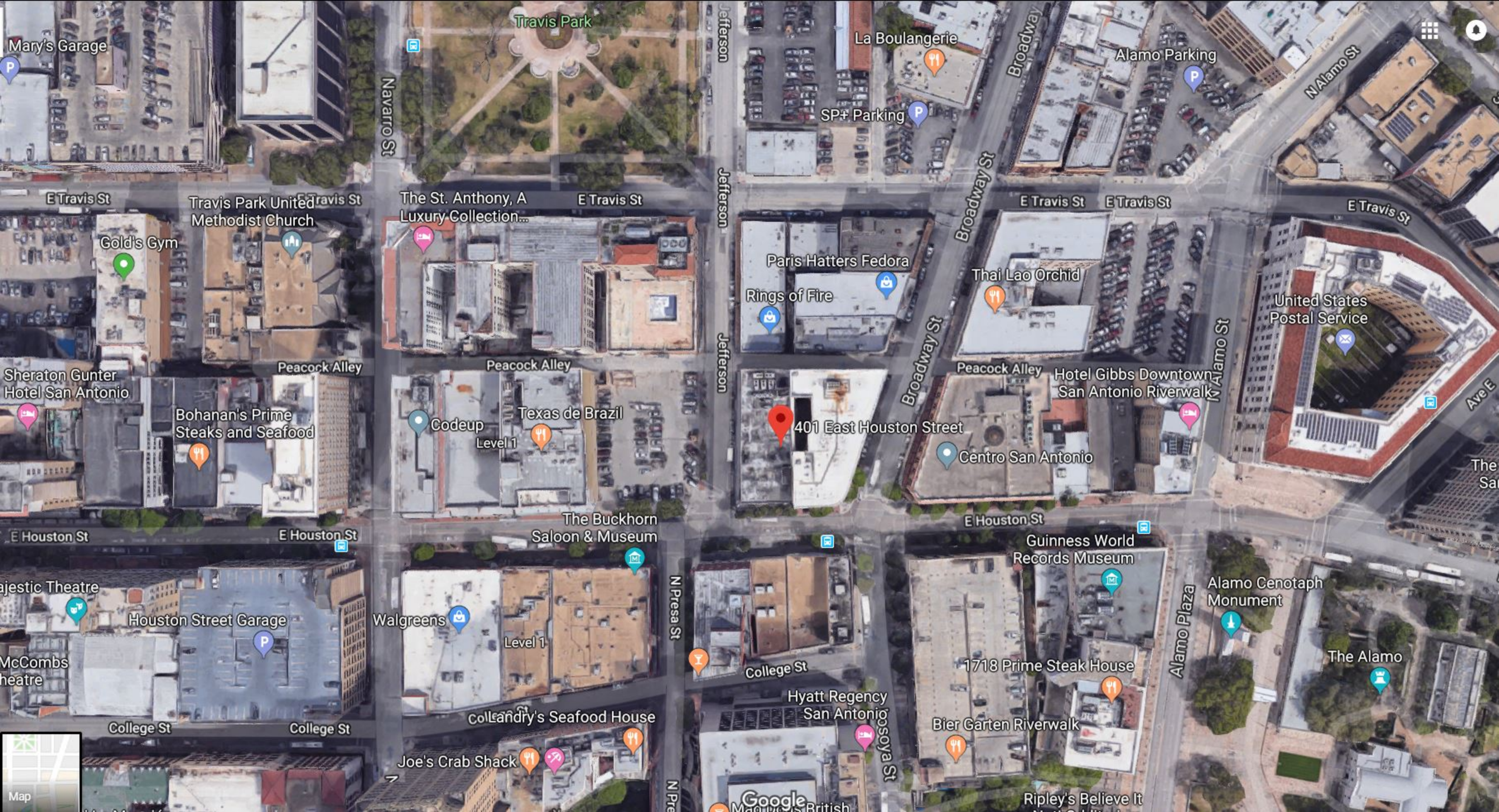
Ticket Sports Pub

erson Parking

Map

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

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

Jefferson

Jefferson

N Presa St

N Presa St

La Boulangerie

SP+ Parking

Paris Hatters Fedora

Rings of Fire

401 East Houston Street

Broadway St

Thai Lao Orchid

Peacock Alley

Hotel Gibbs Downtown San Antonio Riverwalk

E Houston St

Guinness World Records Museum

1718 Prime Steak House

Bier Garten Riverwalk

Ripley's Believe It

Alamo Parking

N Alamo St

United States Postal Service

E Travis St

N Alamo St

Alamo Cenotaph Monument

The Alamo

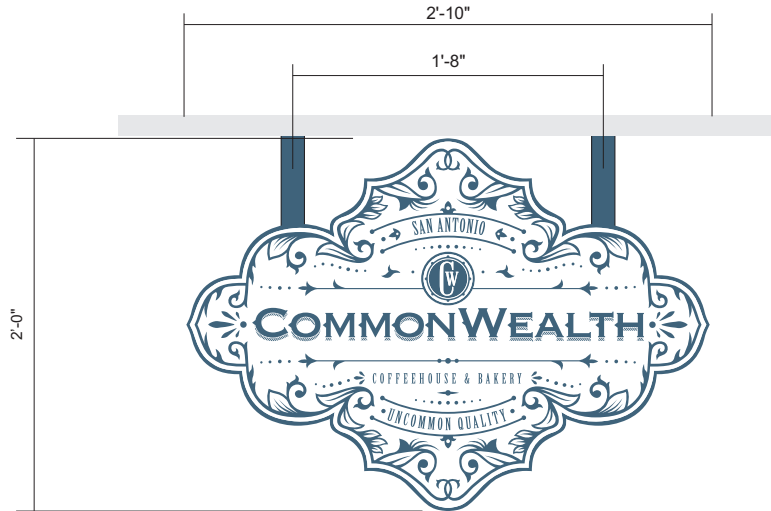
College St

Hyatt Regency San Antonio

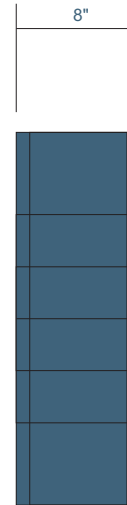
Google

SoSoya St





Front View - Scale: 1 1/2"=1'-0"



#### Specifications:

Manufacture and install one (1) new D/F lit hanging sign

Aluminum construction, painted pms5405c blue  
white lexan faces with 1" trimcap painted pms5405c blue  
3m inkjet printed vinyl graphic  
internally illuminated with white LEDs  
Mounted with 1 1/2" x 1 1/2" sq. tubes

field survey required prior to production



Photo Survey - NTS



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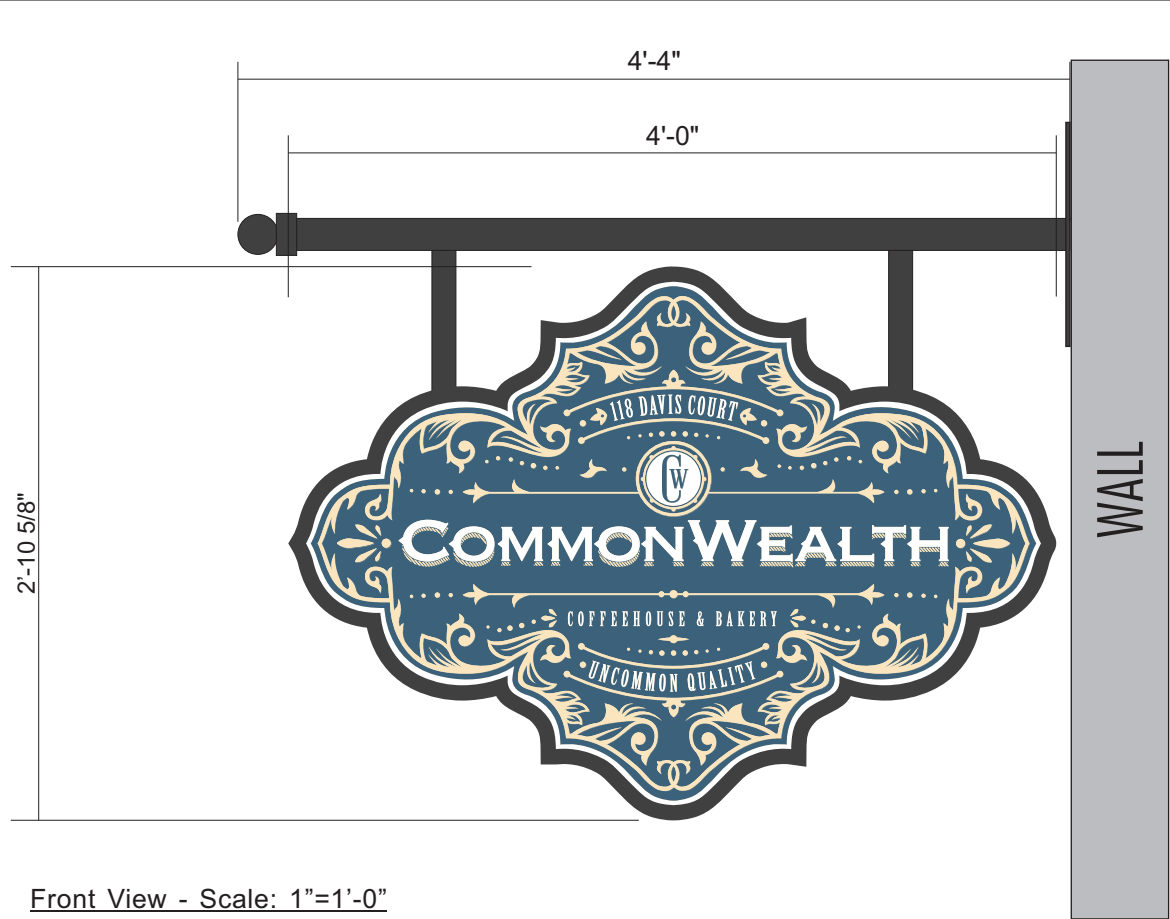
CLIENT:	CommonWealth Coffee	DRAWG#:	4159
ADDRESS:	106 Jefferson	SALES REP:	Cesley
CITY:	San Antonio, TX	DESIGNER:	Arnie V.
DATE:	5-21-19	CLIENT APPROVAL:	
COMPUTER FILE:	art\drwg\misc\4159_CommonWealth Coffee	TSCL#	18370
REVISION HISTORY:			

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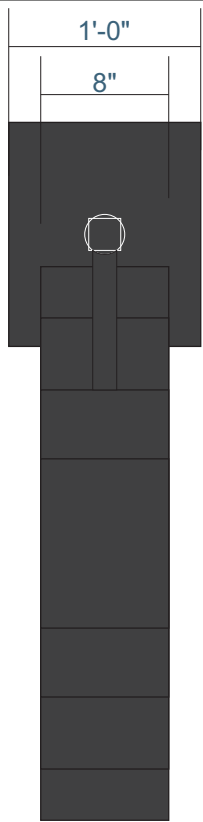
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All signs will be manufactured to accommodate 120 volt current unless otherwise instructed by customer. Note: Aetna will supply transformers, boxes, disconnects, switches & letters. Installers are to provide all other necessary hardware to accomplish installation.

National Building Codes now states all signs that utilize neon transformers, sized at 7,500 volts and up, must utilize UL2161 (GFI) transformers. This type of transformer must have a dedicated electrical (GFI) circuit with ground for the transformer to work. You are responsible to have the proper electrical service to the sign location. Please contact your Aetna Sign Group representative if you need additional information.



Front View - Scale: 1"=1'-0"



Side View:NTS



Night View:NTS

Specifications:

Manufacture and install one (1) new D/F lit blade sign  
Aluminum construction, painted dk bronze  
white lexan faces with applied inkjet printed vinyl  
internally illuminated with white LEDs  
Mounted with 2"x2" sq. tube(horizontal) w/ decorative ball cap  
1.5"x1.5" sq tubes(vertical) and plate to flag mount to wall.  
Note: 277v power needed

**OPTION RECOMMENDED BY STAFF**



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CLIENT:	CommonWealth Coffee	DRWG#:	3470.1
ADDRESS:	112 E. Pecan St	SALES REP:	Jeanette M.
CITY:	San Antonio, TX	DESIGNER:	Kate A.
DATE:	8-11-17	CLIENT APPROVAL:	

COMPUTER FILE:	art\dwg\misc\3470_CommonWealth Coffee	TACL#	18370
REVISION HISTORY:			



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