

HISTORIC AND DESIGN REVIEW COMMISSION

August 21, 2019

HDRC CASE NO: 2019-447
ADDRESS: 315 E HOUSTON ST
LEGAL DESCRIPTION: NCB 415 BLK 18 LOT A3 & A4
ZONING: D, H, RIO-3
CITY COUNCIL DIST.: 1
APPLICANT: Kayla Brooks/Tejas Sign Co. - A-1 Signs
OWNER: GRAYSTREET HOUSTON-315 E HOUSTON STREET LLC
TYPE OF WORK: Signage
APPLICATION RECEIVED: July 30, 2019
60-DAY REVIEW: September 28, 2019
CASE MANAGER: Edward Hall
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install signage at 315 E Houston. Within this request, the applicant has proposed the following:

1. One (1), internally illuminated channel letter sign to read “we work” to be located on the balcony wall above the historic Kress signage. The proposed sign is to feature an overall width of 29’ – 1/6” and an overall height of 6’ – 7/8” for a total size of 182.5 square feet. This sign will feature white acrylic faces with dual color perforated vinyl applications.
2. One (1) internally illuminated channel letter sign to read “we work” to be located on the east facing wall. The proposed sign is to feature an overall width of 33’ – 5 1/4” and an overall height of approximately 7’ for a total size of 237 square feet. This sign will feature white acrylic faces with dual color perforated vinyl applications.
3. One (1) internally illuminated channel letter sign to read “we work” to be located above the E Houston entrance canopy. The proposed sign is to feature an overall width of 13’ – 11” and an overall height of 2’ – 10” for a total size of 40.2 square feet. This sign will feature white acrylic faces with dual color perforated vinyl applications.
4. Temporary vinyl window applications to be installed in the street level storefront system.

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 has proposed to install signage at 315 E Houston, a structure commonly known as the Kress Building. This structure is an individually designated historic landmark. The Guidelines for Signage 1. A. notes that total requested signage should not exceed fifty (50) square feet. While the proposed signage in this application totals approximately 460 square feet, given the size of the structure and the proposed location of signage far above the street level, staff finds that additional size is appropriate.
- b. WALL SIGN (south) – The applicant has proposed to install one (1), internally illuminated channel letter sign to read “we work” to be located on the balcony wall above the historic Kress signage. The proposed sign is to feature an overall width of 29’ – 1/6” and an overall height of 6’ – 7/8” for a total size of 182.5 square feet. This sign will feature white acrylic faces with dual color perforated vinyl applications. Per the Guidelines, signage should not feature plastic faces, nor should it be internally illuminated. Staff finds that the proposed signage should feature either halo or indirect lighting, or that the sign as proposed be relocated to the penthouse level so that it will not interfere with the historic Kress sign.
- c. WALL SIGN (east) – The applicant has proposed to install one (1) internally illuminated channel letter sign to read “we work” to be located on the east facing wall. The proposed sign is to feature an overall width of 33’ – 5 ¼” and an overall height of approximately 7’ for a total size of 237 square feet. This sign will feature white acrylic faces with dual color perforated vinyl applications. Staff finds that the proposed signage should feature either halo or indirect lighting.
- d. CANOPY SIGN (Houston Street) – The applicant has proposed to install one (1) internally illuminated channel letter sign to read “we work” to be located above the E Houston entrance canopy. The proposed sign is to feature an overall width of 13’ – 11” and an overall height of 2’ – 10” for a total size of 40.2 square feet. This sign will feature white acrylic faces with dual color perforated vinyl applications. Staff finds that the proposed signage should feature either halo or indirect lighting.
- e. TEMPORARY SIGNAGE – The applicant has proposed to install temporary vinyl window applications to be installed in the street level storefront system. Staff finds this to be appropriate; however, all temporary signage is to be removed at the time of installation of permanent signage.

RECOMMENDATION:

Staff recommends approval of items #1 through #4 with the following stipulations:

- i. That all proposed signage be modified to feature either halo or indirect lighting as to not produce an internal glowing cabinet.
- ii. That the proposed signage facing south be relocated to the penthouse wall where it will not interfere or negatively impact the historic Kress signage.
- iii. That all temporary signage be removed at the time of installation of permanent signage.



Flex Viewer

Powered by ArcGIS Server

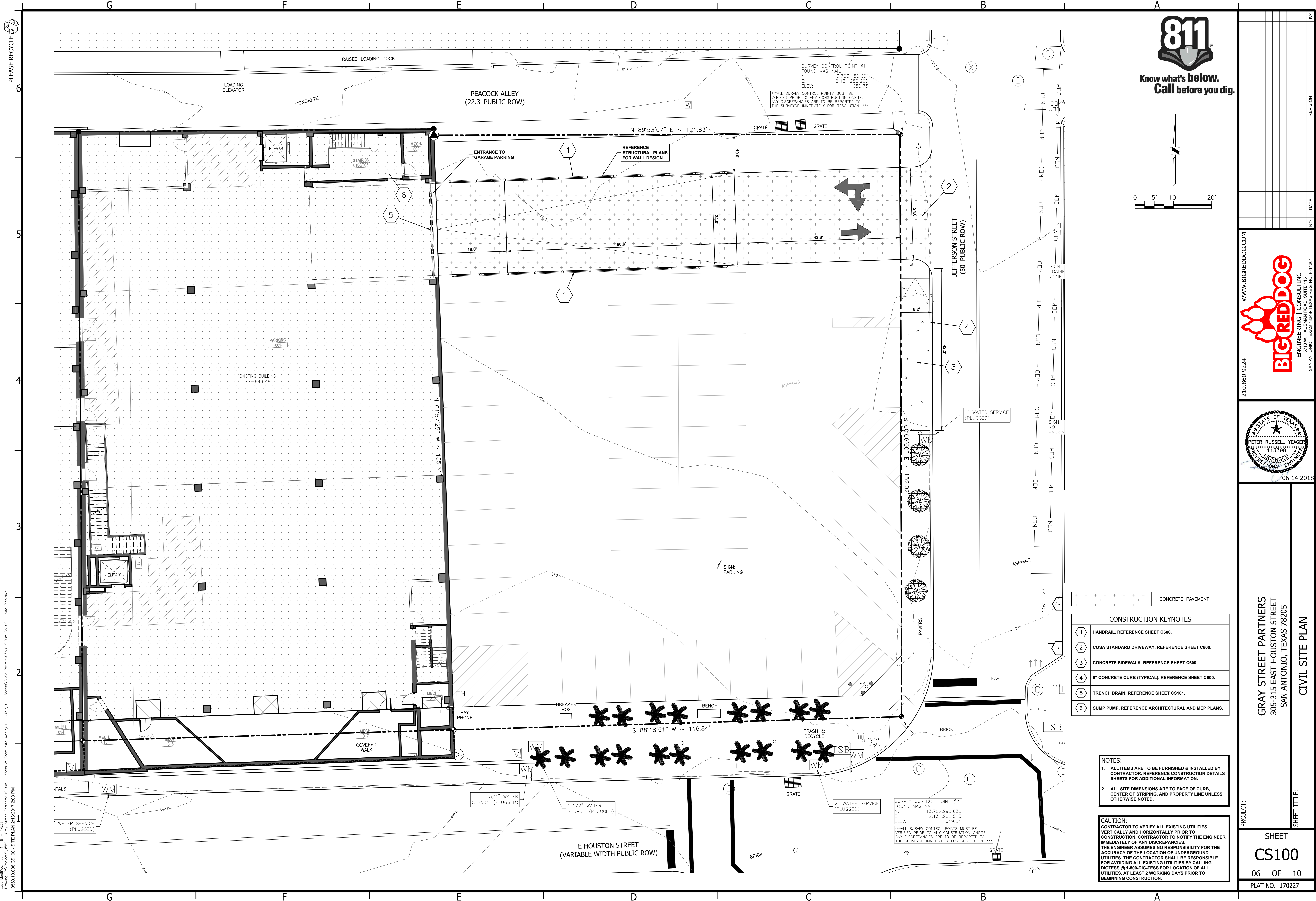
Printed: Jul 11, 2016

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E Houston St

Peacock Alley



we work

305-315 East Houston Street
San Antonio, TX

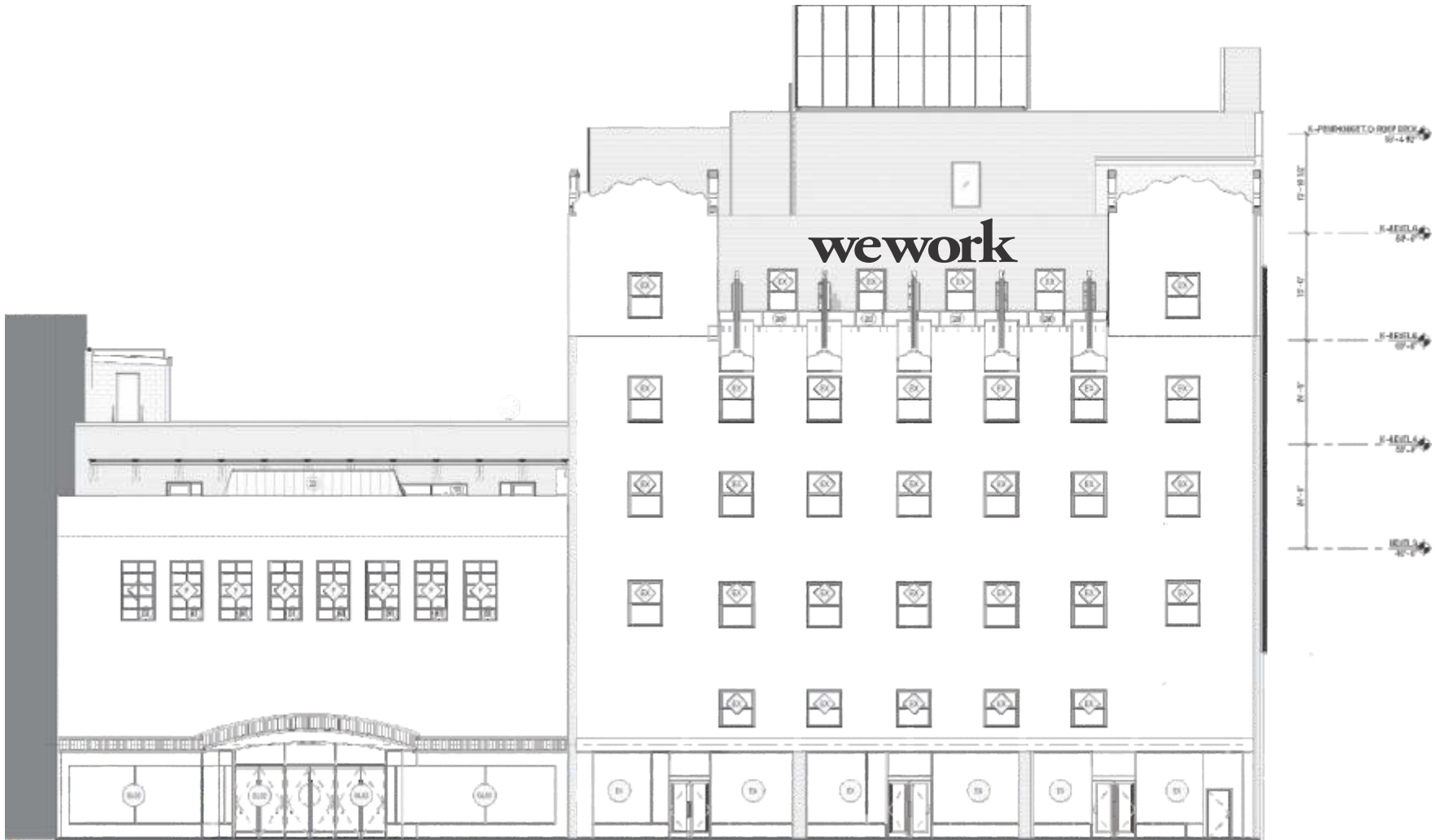
creation date: 10.08.2018
revision date: 12.06.2018

S1 | Face Lit Illuminated Channel Letters | Remote

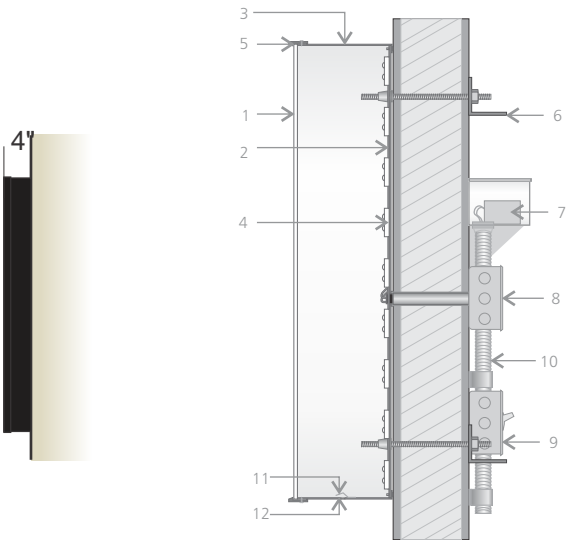
Manufacture and install (1) set of face lit channel letters. Faces to be be white acrylic with perforated black dual color vinyl applied. Trimcap and returns to be pre finished black. Letterset to be mounted flush to fascia.

Color and Materials

- White Acrylic Faces
- Dual Color Perforated Vinyl
- 1" Black Trimcap
- Pre-finished aluminum
black exterior, White interior



South Elevation



- | | |
|----|--|
| 1 | acrylic face |
| 2 | letter backs to be .063" pre-finished white aluminum |
| 3 | 4" returns to be .040 aluminum |
| 4 | illumination to be provided by LED. |
| 5 | 1" trim cap |
| 6 | mounting varies upon location and wall material |
| 7 | power supply |
| 8 | junction box |
| 9 | listed disconnect switch |
| 10 | primary power source |
| 11 | weep hole cover to be white pre-finished aluminum |
| 12 | weep hole |

ELECTRICAL NOTES

- All materials and fasteners meet 3004.4
- All electrical components are UL listed, labeled and approved.
- Sign grounded according to NEC 6007.7
- Signs manufactured and listed NEC 600.3 and marked per NEC 600.4.
- All branch circuits per NEC 600 .5(B).1 or (B).2.
- All Signs controlled by photocell or time clock per FBC 13-415. (ABC).1.4.
- One visible 20 amp disconnect per sign per circuit per NEC 600.6(A).1

Revisions:	
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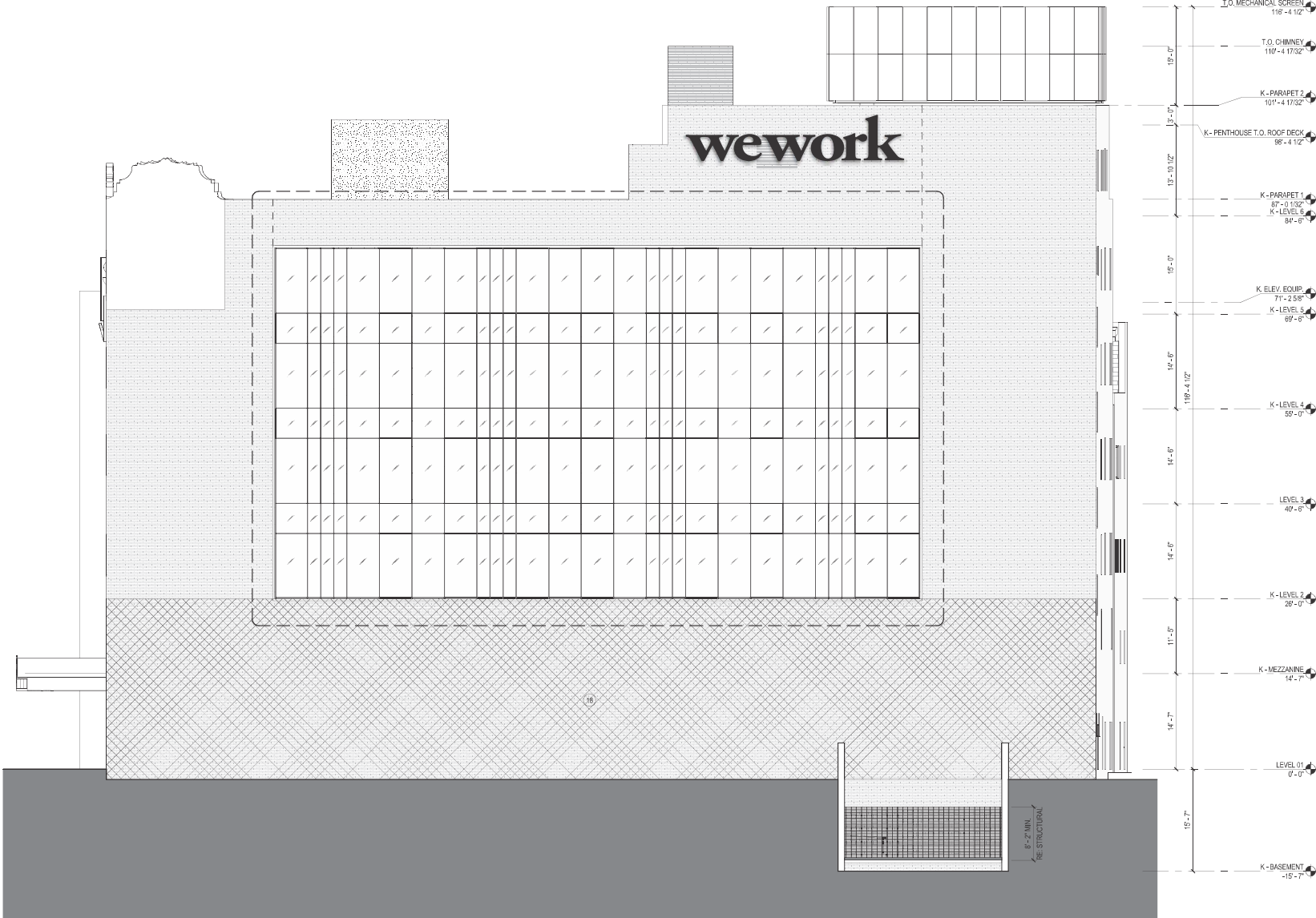
PM: AQ	Address: 305-315 East Houston Street		
Drawn By: TLD	City: San Antonio	State: TX	
Date: 10/08/2018	SO#: 94825	Drawing Number: 94825-S01	Page Number: 2

S2 | Face Lit Illuminated Channel Letters | Remote

Manufacture and install (1) set of face lit channel letters. Faces to be be white acrylic with perforated black dual color vinyl applied. Trimcap and returns to be pre finished black. Letterset to be mounted flush to fascia.

Color and Materials

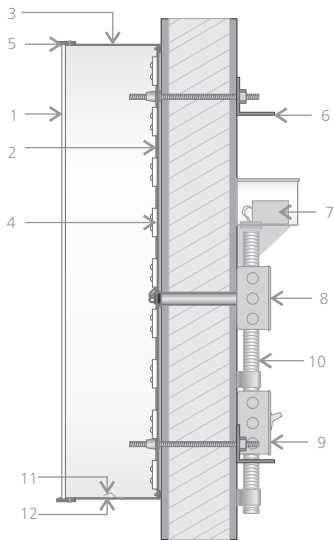
- White Acrylic Faces
- Dual Color Perforated Vinyl
- 1" Black Trimcap
- Pre-finished aluminum
black exterior, White interior



East Elevation



Scale 3/16" = 1'
237 Sq Ft



1	acrylic face
2	letter backs to be .063" pre-finished white aluminum
3	4" returns to be .040 aluminum
4	illumination to be provided by LED.
5	1" trim cap
6	mounting varies upon location and wall material
7	power supply
8	junction box
9	listed disconnect switch
10	primary power source
11	weep hole cover to be white pre-finished aluminum
12	weep hole

ELECTRICAL NOTES

- All materials and fasteners meet 3004.4
- All electrical components are UL listed, labeled and approved.
- Sign grounded according to NEC 6007.7
- Signs manufactured and listed NEC 600.3 and marked per NEC 600.4.
- All branch circuits per NEC 600 .5(B).1 or (B).2.
- All Signs controlled by photocell or time clock per FBC 13-415. (ABC).1.4.
- One visible 20 amp disconnect per sign per circuit per NEC 600.6(A).1

Revisions:

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PM: AQ

Drawn By: TLD

Date: 10/08/2018

Address: 305-315 East Houston Street

City: San Antonio

State: TX

SO#: 94825

Drawing Number: 94825-S02

Page Number: 3

EXAMPLE OF PROPOSED SIGNAGE



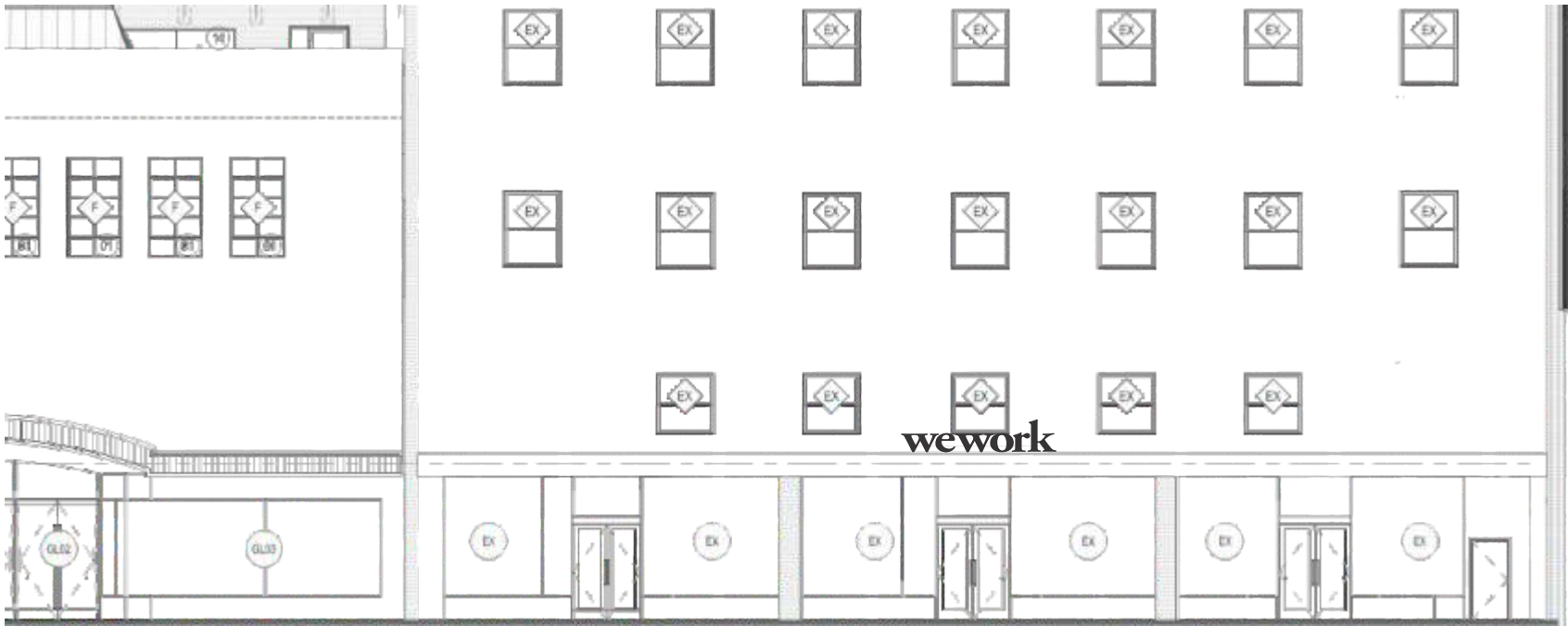
S3 | Face Lit Illuminated Channel Letters | Raceway Mounted

Manufacture and install (1) set of face lit channel letters. Faces to be be white acrylic with perforated black dual color vinyl applied. Trimcap and returns to be pre finished black. Letterset to be mounted to canopy.

Tech Survey required to verify dimensions and mounting requirements.

Color and Materials

- White Acrylic Faces
- Dual Color Perforated Vinyl
- 1" Black Trimcap
- Pre-finished aluminum
black exterior, White interior
- Raceway Painted to match canopy (TBD)




Revisions:	
Added 12.06.2018 TLD	...
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PM: AQ	Address: 305-315 East Houston Street		
Drawn By: TLD	City: San Antonio	State: TX	
Date: 10/08/2018	SO#: 94825	Drawing Number: 94825-S03	Page Number: 4

S4 | Temporary Window Vinyl

Manufacute and install (4) new vinyl graphics as shown.
Graphics to be digitally printed on perforated vinyl.
Copy to be verified
Tech Survey required to verify existing window dimensions.

Color and Materials

 Digitally printed Perforated Vinyl
*First Surface Application

