

HISTORIC AND DESIGN REVIEW COMMISSION

November 20, 2019

HDRC CASE NO: 2019-684
ADDRESS: 1422 E GRAYSON ST
LEGAL DESCRIPTION: NCB 1258 BLK LOT 23
ZONING: C-2 IDZ, H
CITY COUNCIL DIST.: 2
DISTRICT: Government Hill Historic District
APPLICANT: Kateesh Freudenrich/Southwest Sign Group Inc dba Apex Sign Group
OWNER: SA QUAD VENTURES LLC
TYPE OF WORK: Signage
APPLICATION RECEIVED: October 29, 2019
60-DAY REVIEW: December 28, 2019
CASE MANAGER: Huy Pham

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install the following signage:

1. ADDRESS MONUMENT - 2' by 5'-8" reverse channel letters mounted onto an existing monument slab.
2. ENTRANCE CANOPY – 13" by 14' reverse channel letters mounted onto an existing canopy.
3. BRAND BLADE SIGN – 4'-8" by 40' blade sign mounted onto the masonry tower element.

APPLICABLE CITATIONS:

6. Guidelines for Signage

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.

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.

F. PROHIBITED SIGNS

i. An abbreviated list of the types of signs prohibited within San Antonio's historic districts and on historic landmarks is provided below. Refer to UDC Section 35-612(j) and Chapter 28 of the Municipal Code for more detailed information on prohibited signs.

- Billboards, junior billboards, portable signs, and advertising benches.
- Pole signs.
- Revolving signs or signs with a kinetic component.
- Roof mounted signs, except in the case of a contributing sign.
- Digital and/or LED lighted signs, not to include LED light sources that do not meet the definition of a sign.
- Moored balloons or other floating signs that are tethered to the ground or to a structure.
- Any sign which does not identify a business or service within the historic district or historic landmark.
- Any non-contributing sign which is abandoned or damaged beyond 50 percent of its replacement value, including parts of old or unused signs.
- Notwithstanding the above, signs designated as a contributing sign or structure by the historic preservation officer shall not be prohibited unless or until such designation is revoked.

2. Awning and Canopy Signs

A. GENERAL

- i. *Appropriate usage*—Limit the use of awning and canopy signs to building forms that historically used awnings, most typically commercial storefronts and apartment buildings.
- ii. *Placement*—Place signs on the awning or canopy valance, the portion that is parallel with the window.
- iii. *Mounting*—Install awning hardware in a manner that does not damage historic building elements or materials.

B. DESIGN

- i. *Materials*—Fabricate awnings using fire-resistant canvas in a color that is appropriate to the period of the building.
- ii. *Shape*—Select awning shapes that reflect the door or window openings they cover. Limit valances to approximately eight to twelve inches in length.
- iii. *Lettering and symbols*—Lettering should generally be placed on the valance portion of the awning.

C. LIGHTING

- i. *Internal illumination*—Do not use internal illumination or other techniques that cause awnings to glow; however, illumination may be concealed in the awning to provide directional light to illuminate sidewalks or storefronts.

D. METAL CANOPIES

- i. *Placement*—Do not mount new signs or letters on historic metal canopies in a manner that destroys or conceals historic materials.

3. Projecting and Wall-Mounted Signs

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.

4. Freestanding Signs

A. GENERAL

i. *Appropriate usage*—Freestanding signs are most appropriate in locations where building forms are set back from the street, such as in areas where historic residences have been adapted for office or retail uses, or in commercial districts where they may be used to identify parking areas or other accessory uses.

ii. *Placement*—Place freestanding signs near the public right-of-way where they are clearly visible to passing pedestrians and motorists, a minimum of five feet from the street right-of-way and ten feet from all interior side lot lines. No freestanding sign should be placed in a manner that obstructs the pedestrian walkway.

iii. *Number*—Limit the number of freestanding signs per platted lot to one, unless the lot fronts more than one street, in which case, one sign is allowed on each street on which the lot has frontage.

iv. *Monument signs*—Do not use —suburban-style monument signs or electronic messaging signs not historically found in San Antonio's historic districts.

B. DESIGN

i. *Height*—Limit the height of freestanding signs to no more than six feet.

ii. *Area*—The size of new signs should be appropriate within the historic context and should not exceed 25 square feet on either side, for a total of 50 square feet. Appropriate size shall be determined by considering historic precedent, sign patterns within historic districts, and conditions specific to individual properties.

iii. *Structural supports*—Use subtle structural elements (in terms of their scale and mass) with historically compatible materials to support a freestanding sign.

FINDINGS:

- a. The structure abutting Quitman at 1422 E Grayson was constructed circa 1980 as a midrise commercial building and is located in the Government Hill Historic District. The five-story commercial structure features stucco façade punctuated by a row of continuous glazing per floor with solid brick masonry tower element at the northeast corner of the building facing the interior of the parking lot. The property also features a brick masonry structure abutting E Grayson.
- b. SIGNAGE – The applicant has proposed signage featuring 3 sign areas, totaling approximately 186 square feet. While the total proposed sign area exceeds the typical allowed per the Guidelines for Signage 1.A.i., staff finds the proposed signage is appropriate to the context of the site and scale of the structure per the Guidelines for Signage 1.A.iii.
- c. MONUMENT SIGN – The applicant has proposed install signage featuring 2' tall individual reverse channel letters painted black, non-illuminated, reading the address "1422" mounted to the top of granite wall at the front entrance from E Grayson. Staff finds the proposed signage is consistent with the Guidelines for Signage 4.A. and B. in size, location, material, and configuration.
- a. CANOPY SIGN – The applicant has proposed to install 13" reverse channel letters painted black, non-illuminated, reading "TOWER ENTRANCE" mounted to the top of the existing metal canopy facing the interior of the parking lot. Staff finds the proposed signage is consistent with the Guidelines for Signage 4.A. through D. in size, location, material, and configuration.
- b. BLADE SIGN – The applicant has proposed to install a 4'-8" x 40' blade sign with 24" white reverse lit channel letters reading "GRAYSON HEIGHTS" on each side mounted vertically onto the masonry tower element of the structure. Staff finds the proposed signage is consistent with the Guidelines for Signage 3.A. through C. in size, location, material, and configuration

RECOMMENDATION:

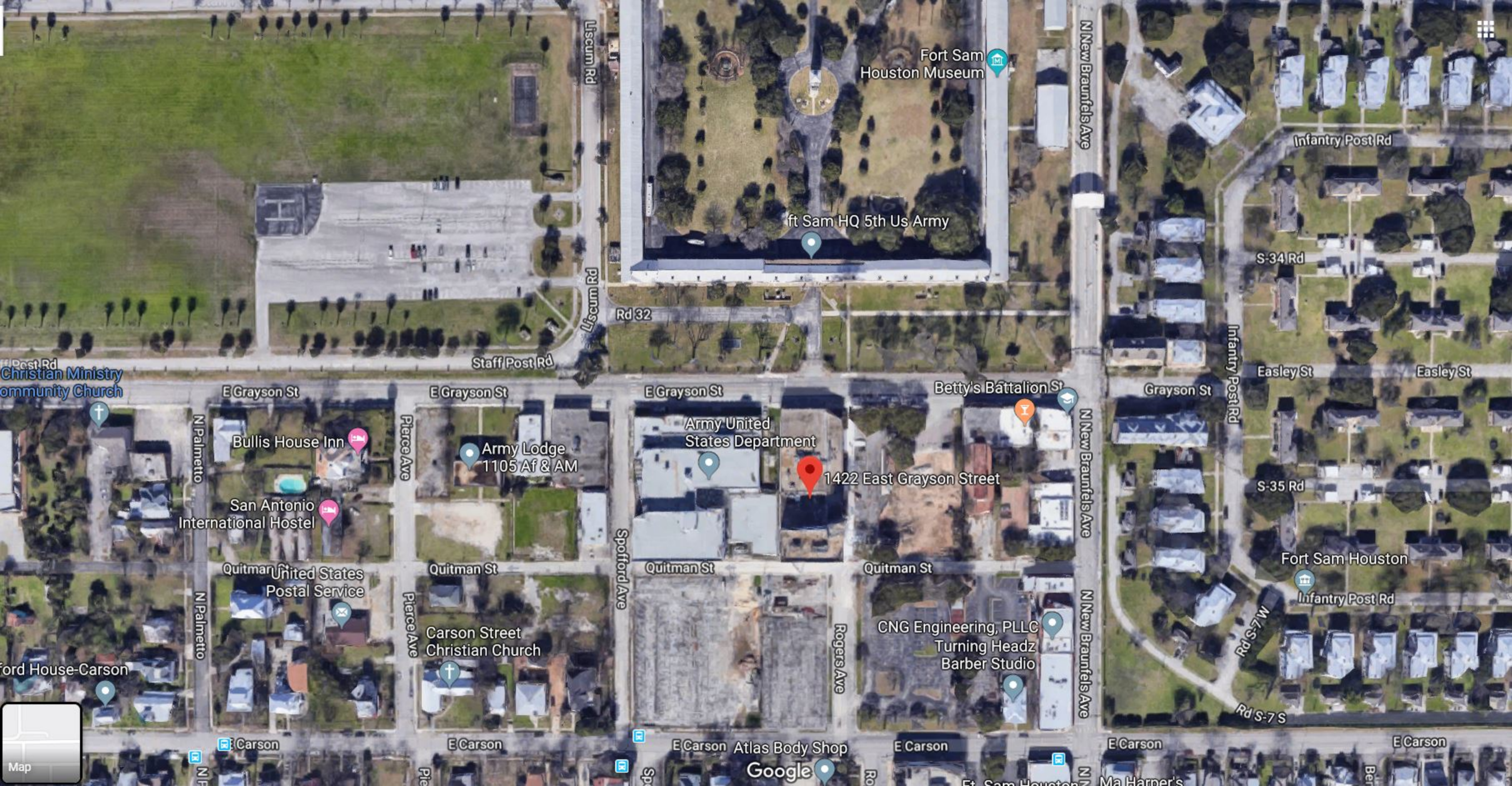
Staff recommends approval of the items 1 through 3 based on findings b through e.

1422 E Grayson



November 9, 2019





Fort Sam
Houston Museum

ft Sam HQ 5th Us Army

Rd 32

Staff Post Rd

Post Rd
Christian Ministry
Community Church

E Grayson St

E Grayson St

E Grayson St

Betty's Battalion St

Grayson St

Easley St

Easley St

S-34 Rd

Infantry Post Rd

N Palmetto

Pierce Ave

Spofford Ave

N New Braunfels Ave

N New Braunfels Ave

San Antonio
International Hostel

Bullis House Inn

Army Lodge
1105 Af & AM

Army United
States Department

1422 East Grayson Street

S-35 Rd

Fort Sam Houston

Infantry Post Rd

Quitman United States
Postal Service

Quitman St

Quitman St

Quitman St

CNG Engineering, PLLC
Turning Headz
Barber Studio

Ford House-Carson

N Palmetto

Pierce Ave

Rogers Ave

Rd S-7 W

Rd S-7 S

E Carson

E Carson

E Carson Atlas Body Shop

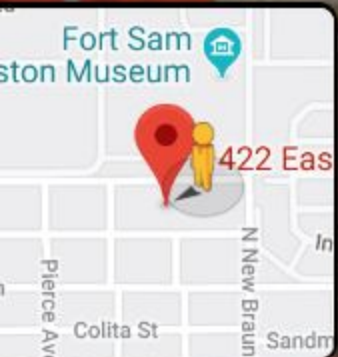
E Carson

E Carson

E Carson



Google





Bank of America





Bank of America



















SOUTHERN
210-420-2474

1422



NO
PARKING
ANYTIME

1422

VIRGINIA
VCZ-2792





GRAYSON HEIGHTS

Grayson Heights

1422 E. Grayson St, San Antonio, TX 78208

| | |
|------------------------|------------------------------------|
| SIGN A | Grayson Heights |
| Type: | Individual reverse channel letters |
| Illumination: | Non-Illuminated |
| Square Footage: | 11.37 |

| | |
|------------------------|-------------------------|
| SIGN B | Grayson Heights |
| Type: | Reverse Channel Letters |
| Illumination: | Non-Illuminated |
| Square Footage: | 17.55 |

| | |
|------------------------|------------------------------------|
| SIGN C | Grayson Heights |
| Type: | Reverse-Lit Channel Letters/ Blade |
| Illumination: | Internally Illuminated w/ LED's |
| Square Footage: | 129.02 |



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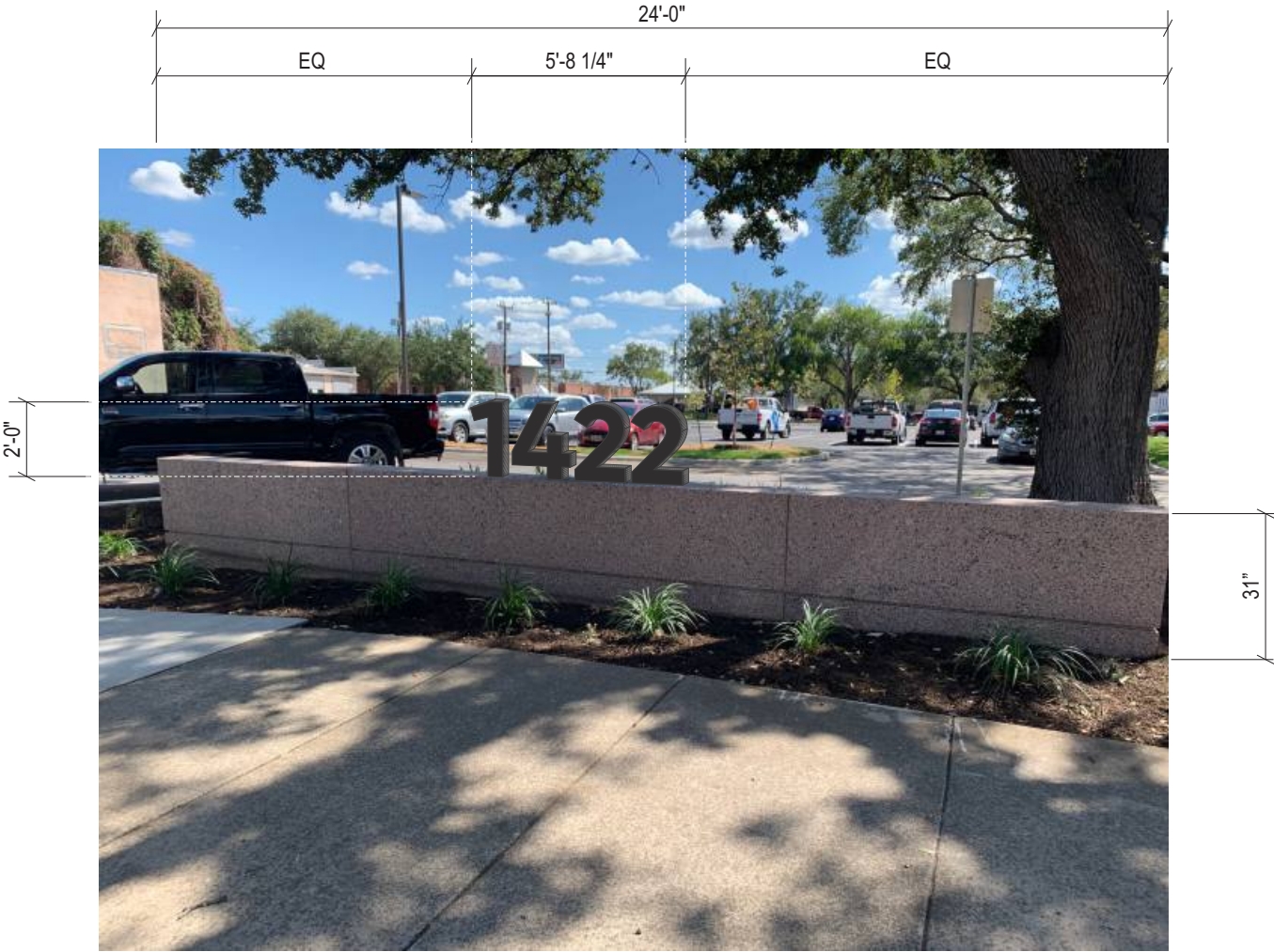
Grayson Heights
1422 E Grayson St
San Antonio, TX, 78208

Project ID#: **121832**
Project Mgr: **Brenda A.**
Designer: Josh D.
Created on: 10/09/2019

REVISION

R1 10/17/19 JD - Added interior channel letters
R2 10/23/19 JD - Added examples ad updated colors on Sign C

| | |
|------------------------|------------------------------------|
| SIGN A | Grayson Heights |
| Type: | Individual reverse channel letters |
| Illumination: | Non-Illuminated |
| Square Footage: | 11.37 |



Existing



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| | R2 10/23/19 JD - Added examples ad updated colors on Sign C |
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| SIGN A | Grayson Heights |
| Type: | Individual reverse channel letters |
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| Square Footage: | 11.37 |

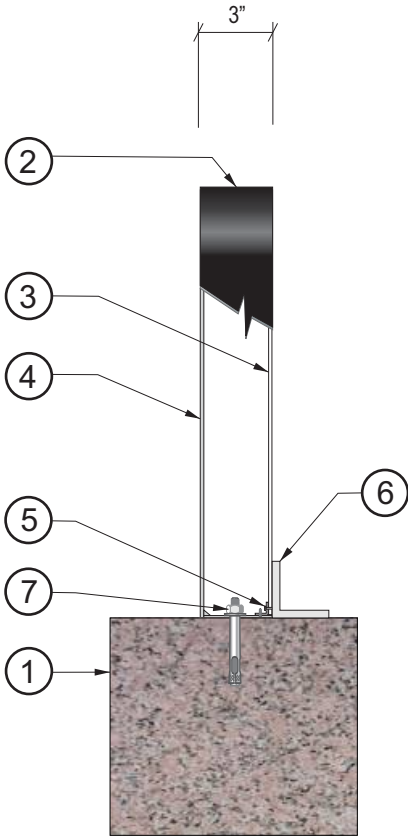


Sign Layout Detail

Scale: 3/4" = 1'-0"

Specifications: Channel Letters

- Existing Facade: Granite Wall
- 0.063" Aluminum letter returns painted to match PMS Black 7C
- .125" Aluminum backs PTM Black 7C
- 0.125" Aluminum faces painted to match Matthews Black
- 1" x 0.0625" Aluminum angle pop-riveted to backs attached to returns via #8 counter sunk screws (ptm returns)
- Aluminum support brackets
- To be mounted to top of granite wall with non-corrosive hardware



Section @ LED Channel Letter

Scale: N.T.S.



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| | |
| | |
| | |

| | |
|------------------------|-------------------------|
| SIGN B | Grayson Heights |
| Type: | Reverse Channel Letters |
| Illumination: | Non-Illuminated |
| Square Footage: | 17.55 |

NOTE: DRAWING IS FOR REPRESENTATIONAL PURPOSES ONLY. EXACT DIMENSIONS (FIELD SURVEY) REQUIRED PRIOR TO FABRICATION



Existing



East Elevation

Scale: NTS



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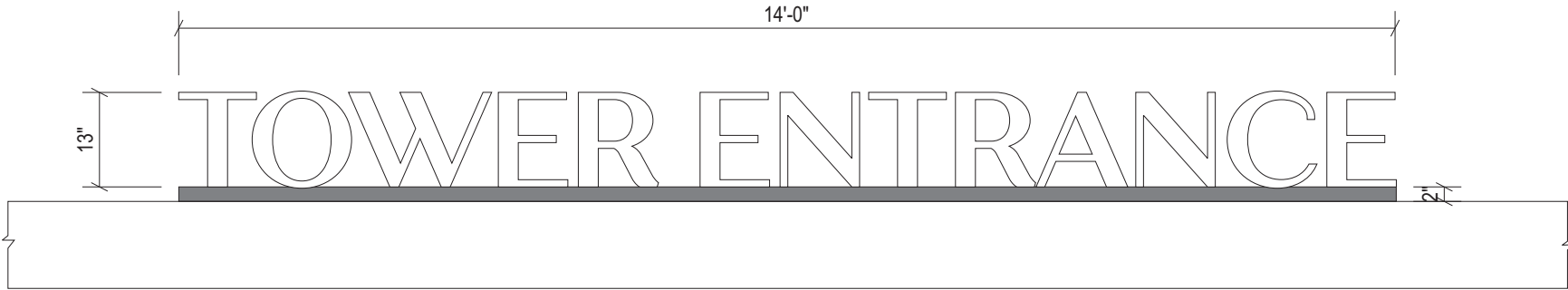
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Created on: 10/09/2019

REVISION

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|------------------------|-------------------------|
| SIGN B | Grayson Heights |
| Type: | Reverse Channel Letters |
| Illumination: | Non-Illuminated |
| Square Footage: | 17.55 |

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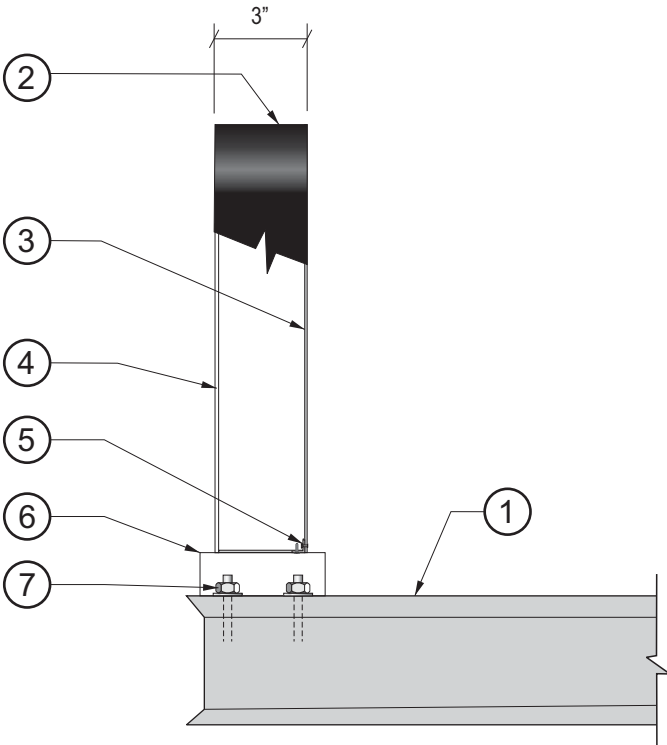


Sign Layout Detail

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

Specifications: Channel Letters

- Existing Facade: To be determined
- 0.063" Aluminum letter returns painted to match PMS Black 7C
- 3/16" Clear lexan backs
- 0.125" Aluminum faces painted to match white
- 1" x 0.0625" Aluminum angle pop-riveted to backs attached to returns via #8 counter sunk screws (ptm returns)
- 2" x 6" aluminum platform to mount channel letters, PTM (TBD)
- mounting hardware to suit



Section @ Channel Letter Reverse/ Non-Lit

Scale: N.T.S.



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REVISION

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R2 10/23/19 JD - Added examples ad updated colors on Sign C

| | |
|------------------------|------------------------------------|
| SIGN C | Grayson Heights |
| Type: | Reverse-Lit Channel Letters/ Blade |
| Illumination: | Internally Illuminated w/ LED's |
| Square Footage: | 129.02 |



Night View



West Elevation

Scale: NTS



Existing



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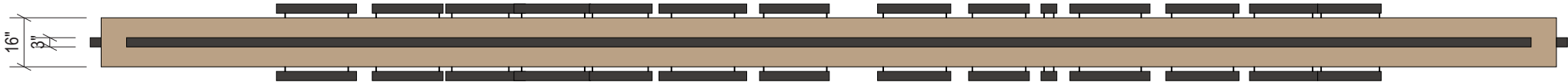
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Project Mgr: **Brenda A.**
Designer: Josh D.
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REVISION




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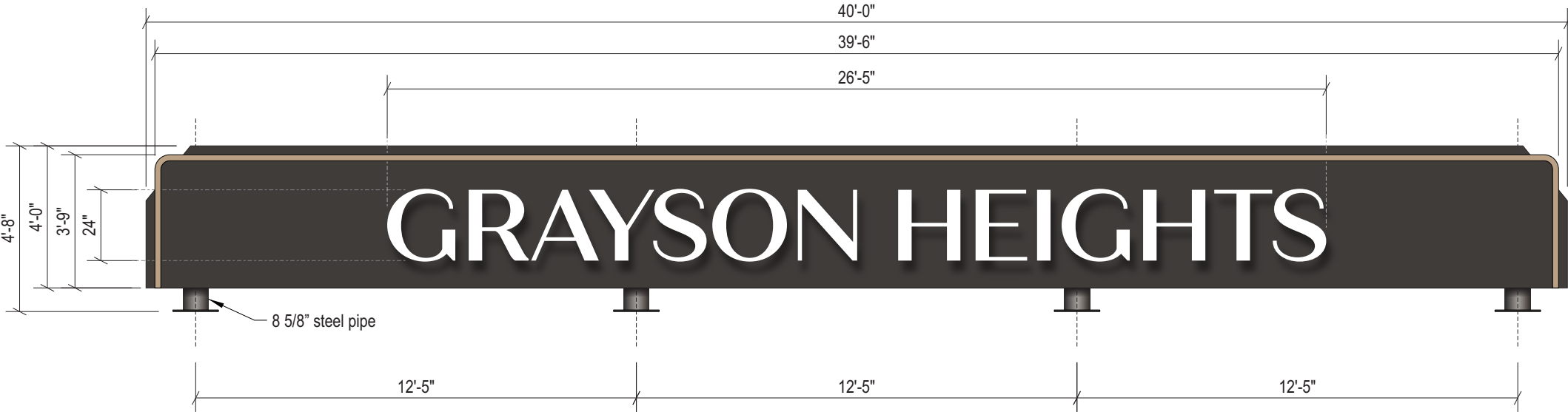
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| Type: | Reverse-Lit Channel Letters/ Blade |
| Illumination: | Internally Illuminated w/ LED's |
| Square Footage: | 129.02 |

Mfg. and install (1) One D/F aluminum blade sign with reverse lit channel letters.



COLOR KEY

-  White
-  PMS Black 7C
-  SW 6108 Latte



Sign Layout Detail

Scale: 1/4" = 1'-0"



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| Square Footage: | 129.02 |



Sign Layout Detail

Scale: 3/8" = 1'-0"

COLOR KEY

-  White
-  PMS Black 7C

Electrical Detail:

- White LEDs
- (X) 60w Power Supplies
- Total Amps: X.XX
- (1) 20 amp 120V Circuit Req.



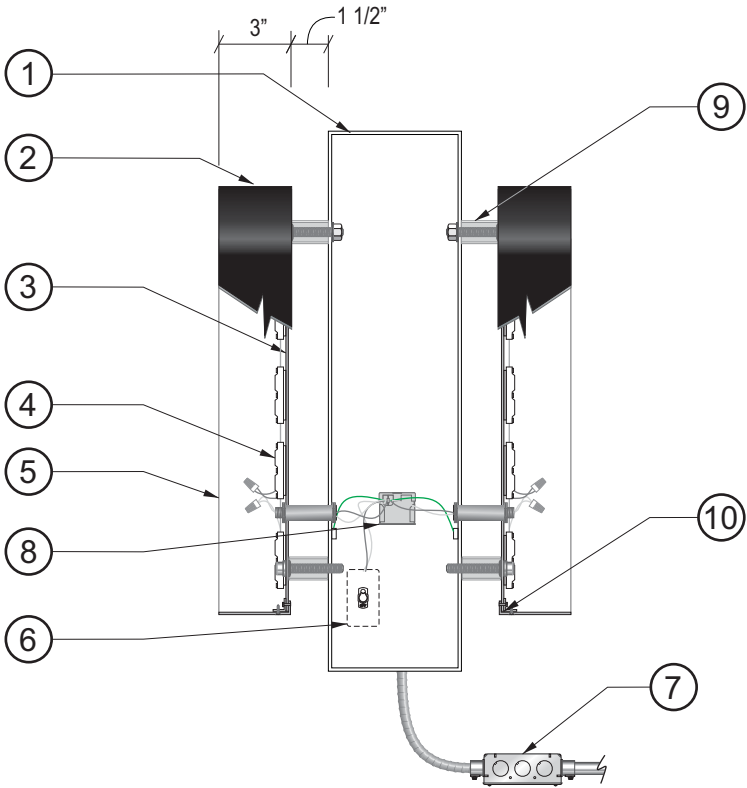
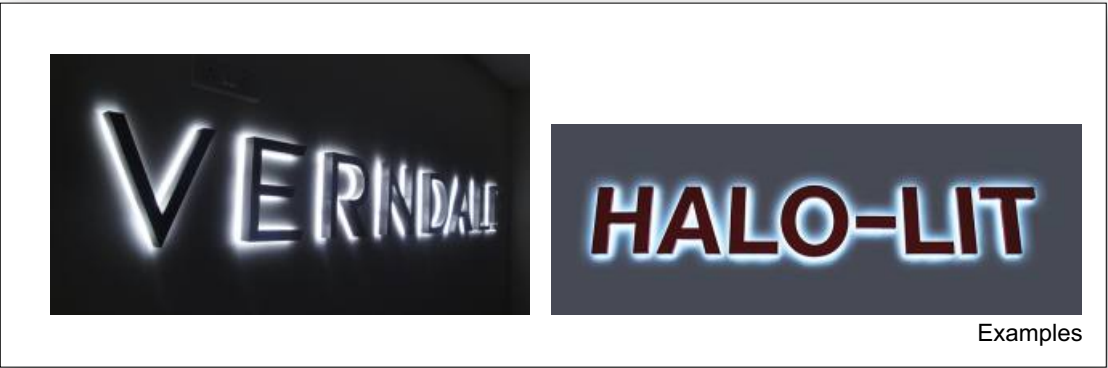
Specifications: Channel Letters

1. Existing Facade: Aluminum cabinet
2. 0.063" Aluminum letter returns painted to match PMS Black 7C
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 white
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 PMS Black 7C
10. 1" x 0.0625" Aluminum angle pop-riveted to backs attached to returns
via #8 counter sunk screws (ptm returns)

General Notes:

This sign is to be installed in accordance with the requirements of Article 600 of the National Electrical Code.

- Grounded and bonded per NEC 600.7/NEC 250
- Existing branch circuit in compliance with NEC 600.5, not to exceed 20 amps
- Sign is to be UL listed per NEC 600.3
- UL disconnect switch per NEC 600.6- required per sign component before leaving manufacturer. For multiple signs, a disconnect is permitted but not required for each section
- The location of the disconnect switch after installation shall comply with article 600.6 (A) (1) per NEC



Section @ Channel Letter/ Shoebox

Scale: N.T.S.



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