

HISTORIC AND DESIGN REVIEW COMMISSION

April 15, 2020

HDRC CASE NO: 2020-155
ADDRESS: 130 KING WILLIAM
LEGAL DESCRIPTION: NCB 737 BLK 2 LOT 7 & 8
ZONING: RM-4,H
CITY COUNCIL DIST.: 1
DISTRICT: King William Historic District
APPLICANT: Melisa Witherspoon/Signarama Downtown San Antonio, TX
OWNER: SAN ANTONIO ART LEAGUE
TYPE OF WORK: Signage
APPLICATION RECEIVED: March 19, 2020
60-DAY REVIEW: May 20, 2020
CASE MANAGER: Stephanie Phillips
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install a new double-sided monument sign at the property addressed 130 King William. The total sign height is proposed to be 6 feet, not including supports, and the material is proposed to be aluminum with vinyl graphics.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 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.

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.
- 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.

G. MULTI-TENANT PROPERTIES

i. *Signage Plan*—Develop a master signage plan or signage guidelines for the total building or property.

ii. *Directory signs*—Group required signage in a single directory sign to minimize visual color and promote a unified appearance.

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 primary structure located at 130 King William is a 2.5-story residential structure constructed in approximately 1915 in the Neoclassical style. The property is contributing to the King William Historic District.

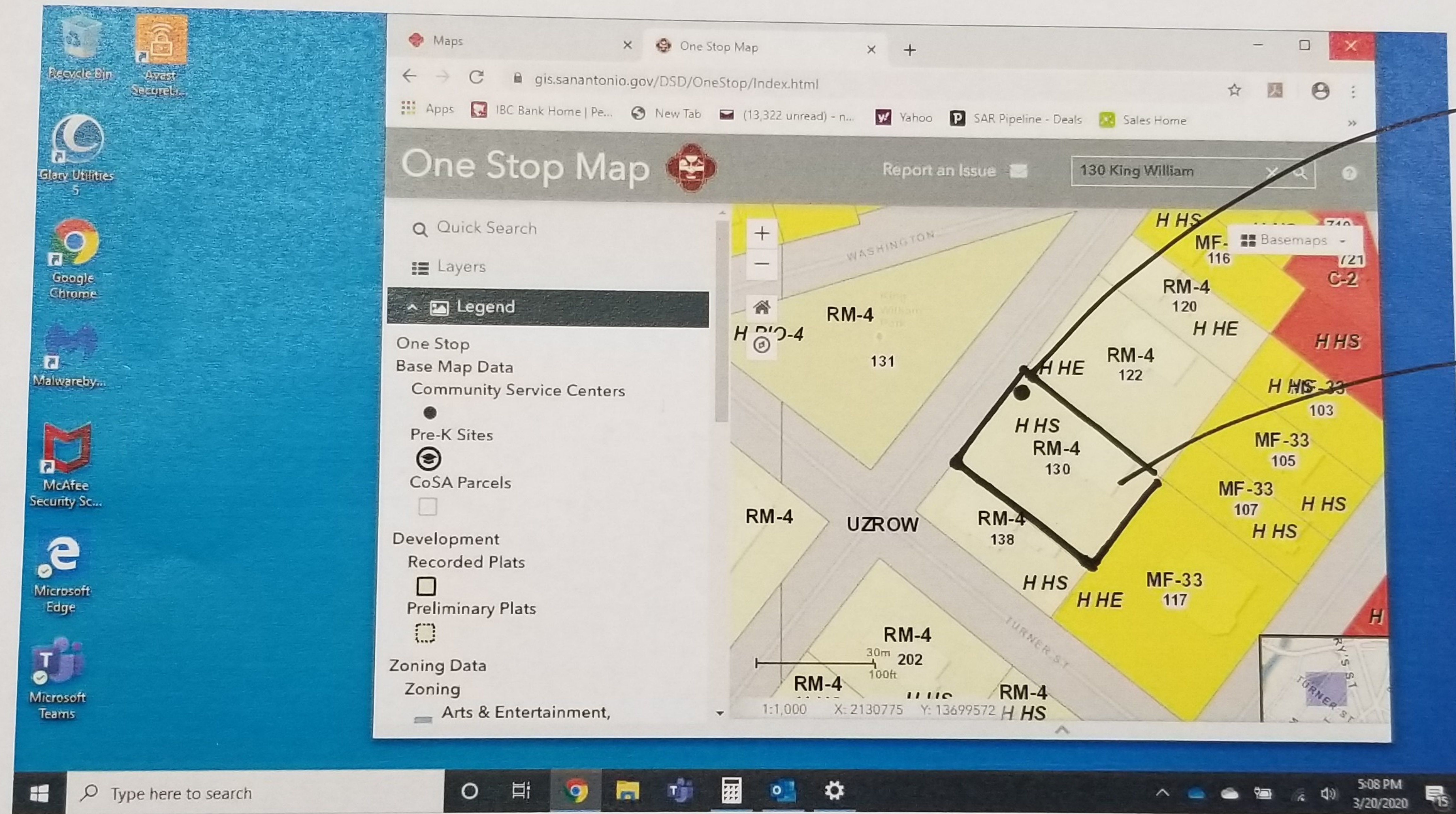
- b. **SIGNAGE** – The applicant has proposed to replace an existing double-sided wooden monument sign with a new double-sided aluminum sign. The proposed signage is approximately 36 square feet. The new sign will be located in the same approximate area as the existing sign. Staff finds the general square footage and location appropriate, but finds that the applicant should adhere to the Guidelines and ensure that the sign is a minimum of 5 feet from the street right-of-way.
- c. **HEIGHT** – The applicant has proposed a sign panel that is 6 feet tall and 3 feet wide. Based on the submitted drawings, the sign will be framed by aluminum supports that add approximately 1 foot to the overall height. According to the Historic Design Guidelines, monument or freestanding signs should be limited to 6 feet in height as measured from the ground. Staff finds that the applicant should reduce the overall height of the sign to a maximum of 6 feet, including the supporting structure.
- d. **MATERIAL** – The applicant has proposed to install an aluminum sign with vinyl graphics. According to the Historic Design Guidelines, new signage should use similar or compatible materials to those used historically. Staff generally finds the overall proposal to be appropriate for the site.

RECOMMENDATION:

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

- i. That the sign is placed a minimum of 5 feet from the street right-of-way as noted in finding b.
- ii. That the applicant reduces the total height of the sign to a maximum of 6' as measured from the ground as noted in finding c. The applicant is required to submit an updated drawing set to staff for review and approval prior to the issuance of a Certificate of Appropriateness.





EXISTING
SIGN
BEING
REPLACED

PROPOSED
SITE
130
KING
WILLIAM

EXISTING SETBACK
4' FROM PROPERTY LINE
(BEHIND FENCE + SIDEWALK)





TYPE: 1 | SIGN ELEVATION | FRONT AND BACK VIEW

TYPE 1

DOUBLE SIDED
ALUMINUM SIGN

SCALE: 1" = 10"
QUANTITY: 1
MANUFACTURE AND INSTALL

- 1 - PANEL :
.080" ALUMINUM PANEL // CUT TO SHAPE / SIZE // POLES SET IN CONCRETE
- 2 - GRAPHICS :
DIGITAL PRINT WHITE VINYL // MATCH DIGITAL COLORS D1 //
APPLY TO ALUMINUM PANEL SIGN // UV OVERLAMINATE



Client: SAN ANTONIO ART LEAGUE & MUSEUM
Address: 130 KING WILLIAM STREET
Location: SAN ANTONIO, TX 78215
Sales: MW Designer: PV

CLIENT SIGNATURE:

X

Signarama
The way to grow your business.

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

This design proposal will remain the exclusive property of Signarama until approved and accepted through purchase by client named directly on drawing and may not be duplicated by other parties or design fee will apply. Up to TWO revisions with your purchase. Additional revisions cost \$45 each. Your order will be processed upon receipt of this artwork approval.

Revision:
RO- DRAWING CREATED

RO : 3/25/20
PRF-20224
Sheet: 1 of 1
PAGE SIZE 11" X 17"

130 KING WILLIAM STREET

SAN ANTONIO ART LEAGUE & MUSEUM

EST. 1912

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HOME OF THE EDGAR B. DAVIS
COLLECTION OF EARLY TEXAS ART

HOURS:
TUESDAY-SATURDAY 10-3

FREE ADMISSION

MEMBER OF THE
KING WILLIAM ASSOCIATION AND THE
KING WILLIAM CULTURAL ARTS DISTRICT

130 KING WILLIAM STREET

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