

HISTORIC AND DESIGN REVIEW COMMISSION

September 02, 2020

HDRC CASE NO: 2020-311
ADDRESS: 515 WILLOW ST
LEGAL DESCRIPTION: CB 5563A BLK 13 LOT 27
ZONING: H
CITY COUNCIL DIST.: 2
DISTRICT: Dignowity Hill Historic District
APPLICANT: Alex Nelson/VLK Architects
OWNER: Yamel Natividad/Bowden Elementary
TYPE OF WORK: Signage
APPLICATION RECEIVED: June 18, 2020
60-DAY REVIEW: Not applicable due to City Council Emergency Orders
CASE MANAGER: Edward Hall
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install a marquee sign at Bowden Elementary School, located within the Dignowity Hill Historic District. The proposed sign will feature a monument base of four (4) feet in height with a signage board to feature six (6) feet in height and seven (7) feet in width. The proposed signage will feature a letter board; however, the sign will be non-illuminated.

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.

FINDINGS:

- a. The applicant is requesting a Certificate of Appropriateness for approval to install a marquee sign at Bowden Elementary School, located within the Dignowity Hill Historic District. The proposed sign will feature a monument base of four (4) feet in height with a signage board to feature six (6) feet in height and seven (7) feet in width. The proposed signage will feature a letter board; however, the sign will be non-illuminated.
- b. **SIGNAGE** – The Guidelines for Signage notes that signage within historic districts should not exceed six (6) feet in height. Given the existing fencing that is in place, staff finds that the additional height of four feet for ten (10) feet total is appropriate. Additionally, the signage will not be illuminated.

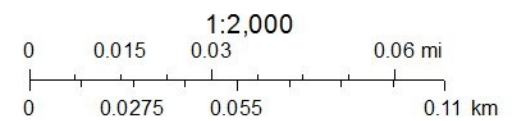
RECOMMENDATION:

Staff recommends approval as submitted based on findings a and b.

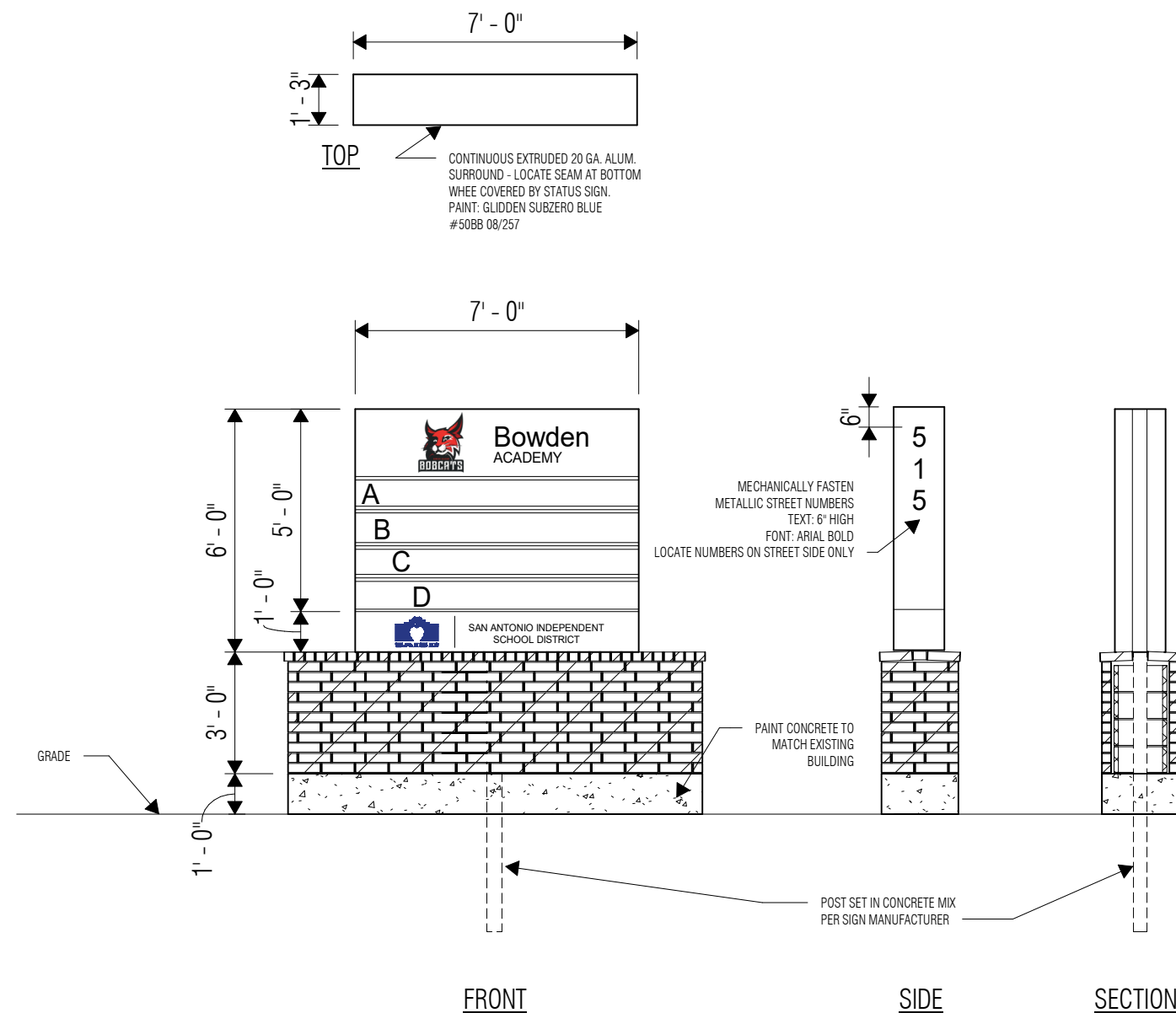
City of San Antonio One Stop



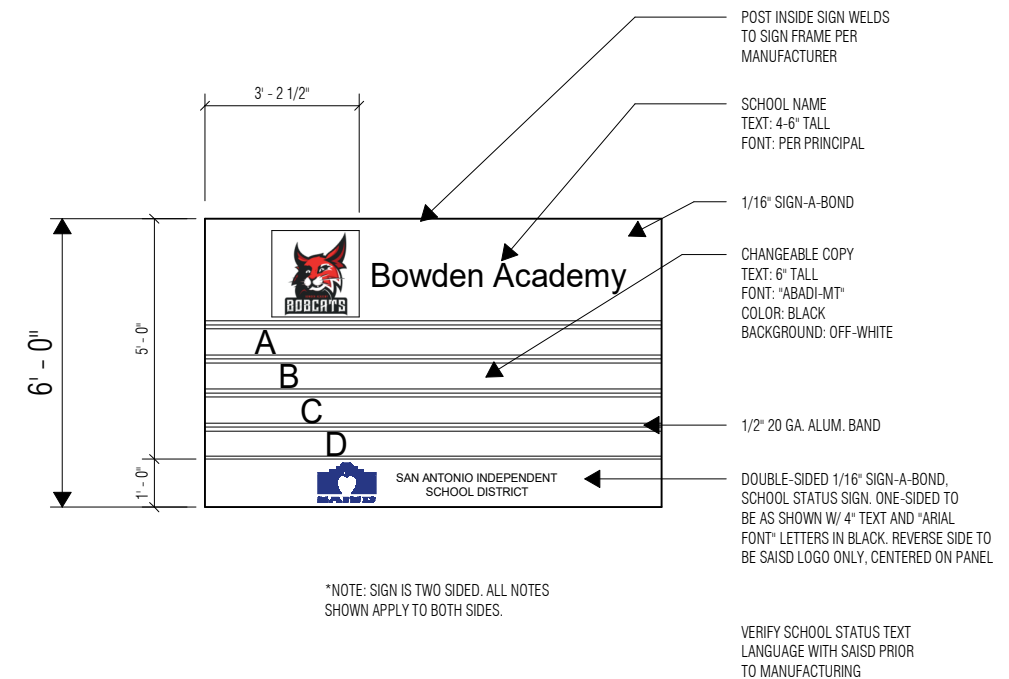
August 27, 2020



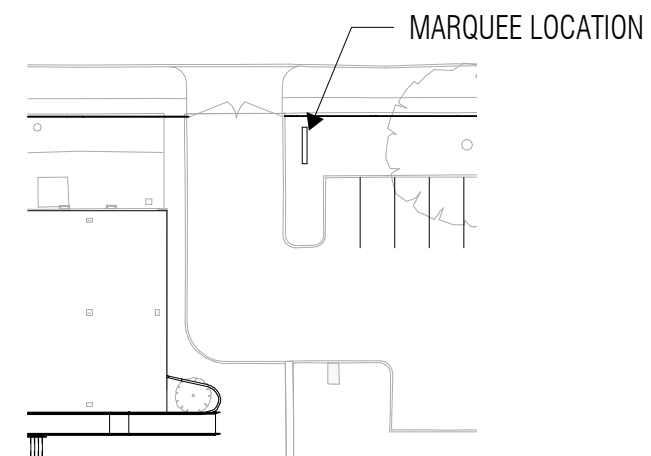




2 MARQUEE ELEVATION
SCALE: 1/4" = 1'-0"



3 MARQUEE DETAIL
SCALE: 1/4" = 1'-0"



1 MARQUEE SITE LOCATION
SCALE: 1" = 50'-0"