HISTORIC AND DESIGN REVIEW COMMISSION

April 21, 2021

HDRC CASE NO: 2021-181

ADDRESS: 1933 FREDERICKSBURG RD LEGAL DESCRIPTION: NCB 6693 BLK 2 LOT 22- 24

ZONING: UZROW, H

CITY COUNCIL DIST.: 7

DISTRICT: Monticello Park Historic District

APPLICANT: HECTOR GUEL/MIKES ELECTRIC FOR (CLINICAS UNIDAS)

OWNER: TERRA MIRAGE LLC

TYPE OF WORK: Signage APPLICATION RECEIVED: April 02, 2021

60-DAY REVIEW: Not applicable due to City Council Emergency Orders

CASE MANAGER: Rachel Rettaliata

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install two (2) approximately 150-square-foot channel letter sets with LED illumination.

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

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.

FINDINGS:

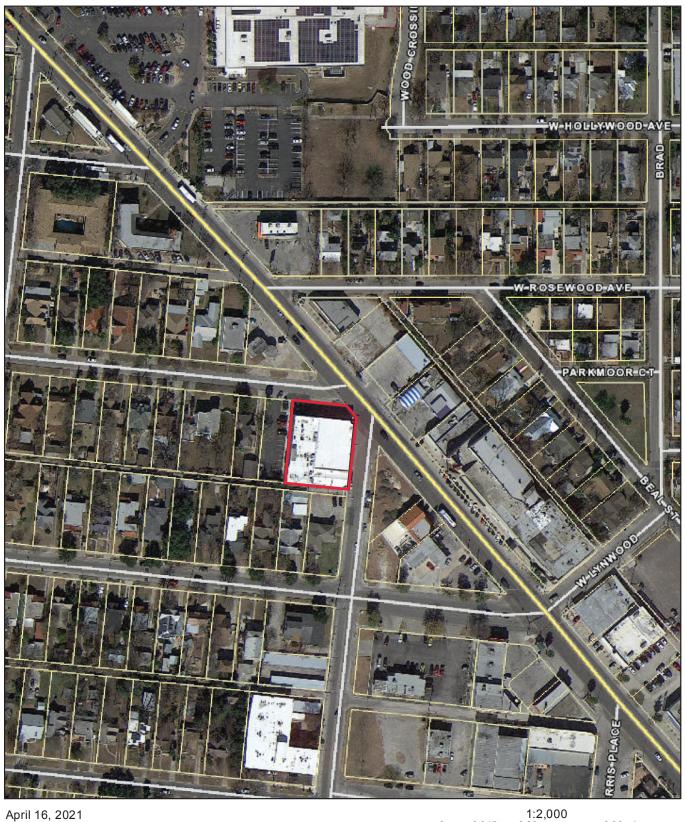
- a. The applicant is requesting a Certificate of Appropriateness for approval to install signage at 1933 Fredericksburg, a 1-story corner commercial structure featuring a decorative corner parapet, stucco cladding, storefront window awnings, and a corner entrance. The applicant is requesting to install two (2) exterior signs totaling approximately 300 square feet. This property is located within the Monticello Park Historic District.
- b. ALLOWABLE SIGNAGE The Historic Design Guidelines for Signage state that each building will be allowed one major and two minor signs. Total requested signage should not exceed 50 square feet. According to Guideline 1.A.iii for Signage, signs should be designed to be in proportion to the façade, respecting the building's size, scale and mass, height, and rhythms and the sizes of window and door openings. Scale signage (in terms of its height and width) to be subordinate to the overall building composition. Staff finds the proposal inconsistent with the Guidelines.
- c. WALL SIGNS: SIZE The applicant has proposed to install two (2) internally illuminated channel letter signs to read "Clinicas Unidas" and featuring the business logo on both the north and east elevations. The proposed signage features an overall height of 6' 3" and an overall width of 24 feet. The signs will feature an overall square footage of approximately 150 square feet each. Guideline 1.A.iii for Signage states that signage should be designed 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. While the proposed square footage is excessive, staff finds the installation of two (2) signs, each with a total square footage larger than 50 square feet appropriate as each sign will be installed on a surface area of approximately 240 square feet and will be installed on opposite elevations. Both signs will only be visible together from the corner entry. Staff finds that 50 square feet for each sign, for a total of 100 square feet, is acceptable due to the location of the structure on an intersection, the context of the site, and the scale of the building.
- d. WALL SIGNS: MATERIAL The applicant has proposed to install signs that feature acrylic faces, aluminum backs, and internal illumination. Guideline 1.D.i for Signage notes that signage for historic properties should not feature materials such as plastic or fiberglass. According to Guideline 1.D.ii for Signage, signs should be constructed of durable materials used for signs during the building's period of construction, such as wood, wrought iron, steel, aluminum, and metal grill work. Additionally, Guideline 1.E.i for Signage states that only indirect or bare-bulb light sources that do not produce a glare should be used to illuminate signs. Internal illumination should not be used. Guideline 3.C.iv for Signage states that internally-illuminated, wall-mounted channel letters should be avoided for new signs unless historic precedent exists. Reverse channel letters may be permitted. As proposed, the wall signage is not consistent with the Guidelines, as the Guidelines recommend against internal illumination and plastic channel letter faces. Staff finds that the applicant should explore an appropriate material and install indirect illumination.

RECOMMENDATION:

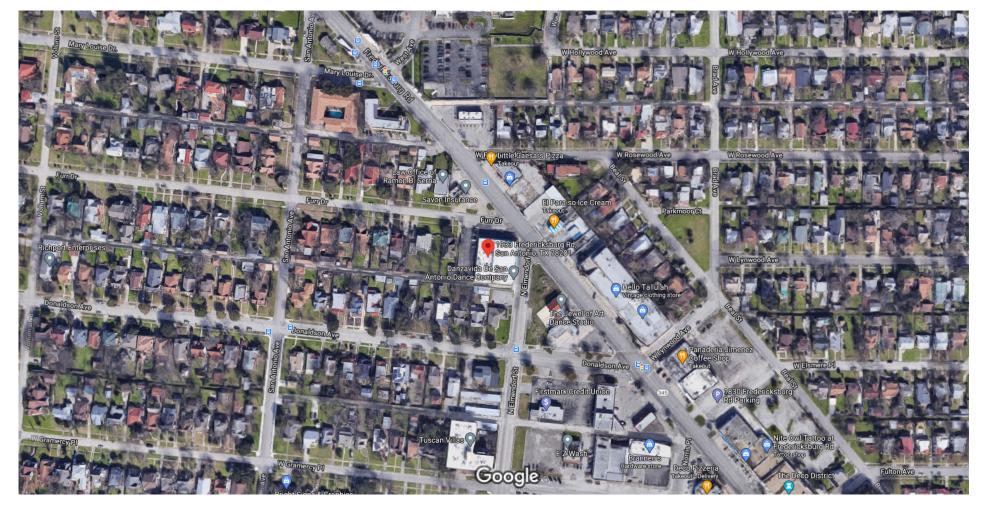
Staff recommends approval based on findings a through d with the following stipulations:

- i. That the proposed signs be reduced to 50 square feet each, for a total of 100 square feet of signage. Updated graphics with dimensions must be submitted to staff for review and approval.
- ii. That the proposed signage features all metal faces and external illumination. Updated material specifications and lighting plans must be submitted to staff for review and approval.

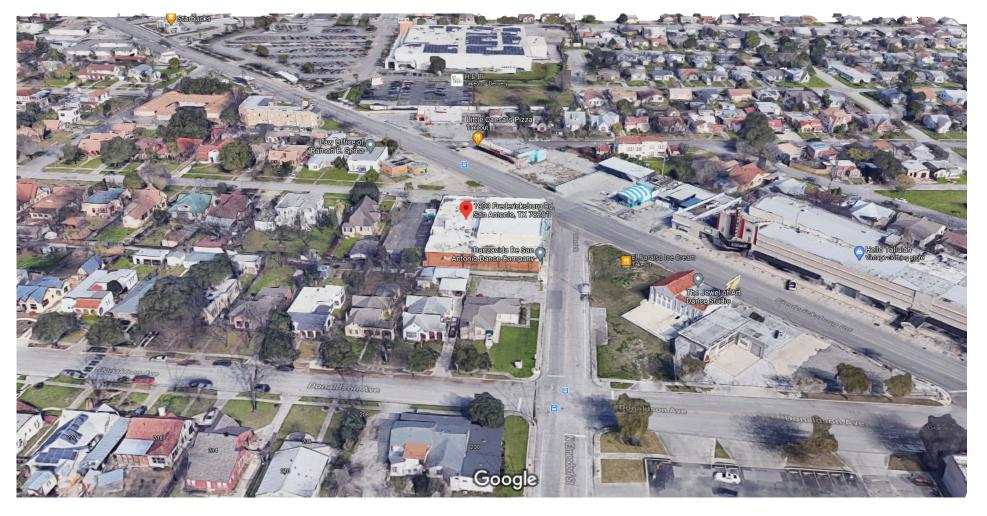
City of San Antonio One Stop



User drawn lines



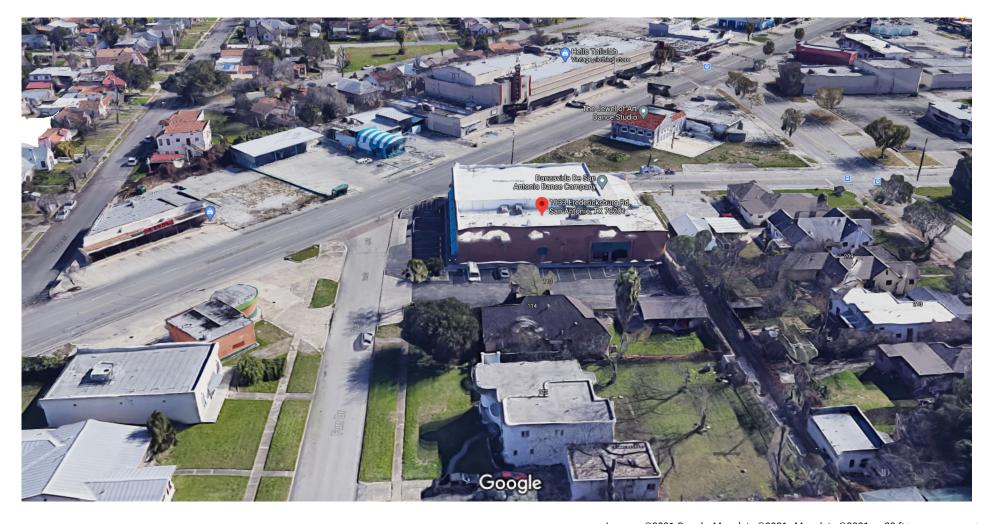
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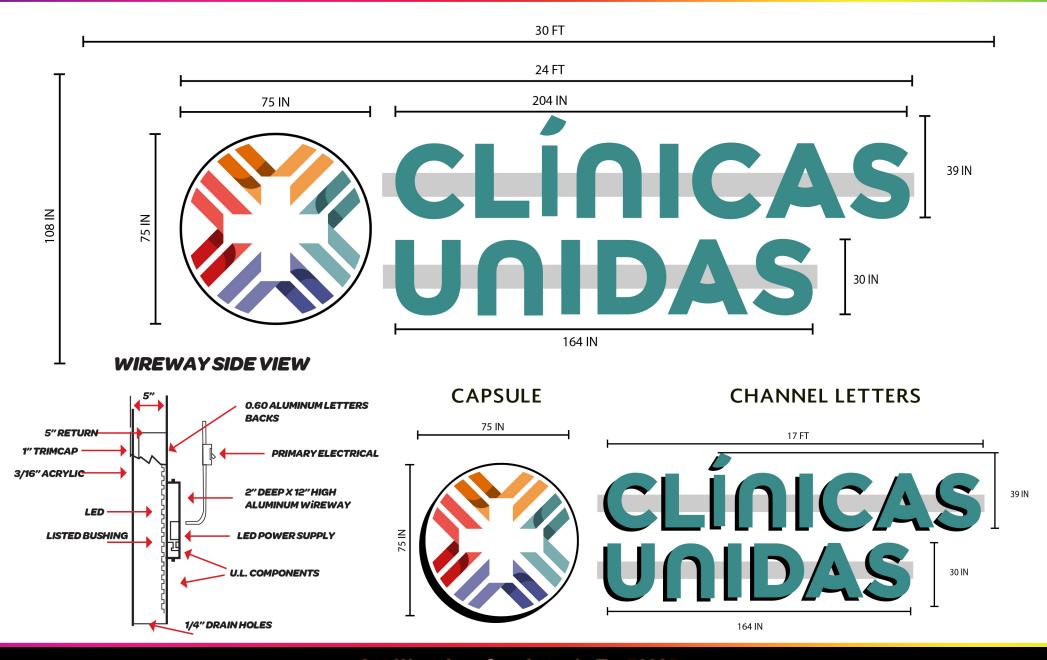
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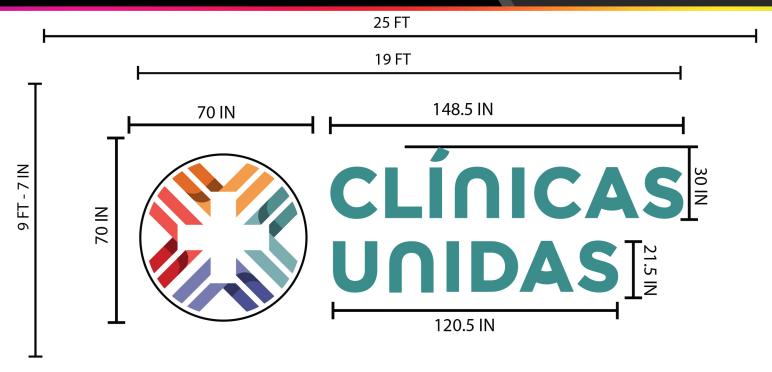


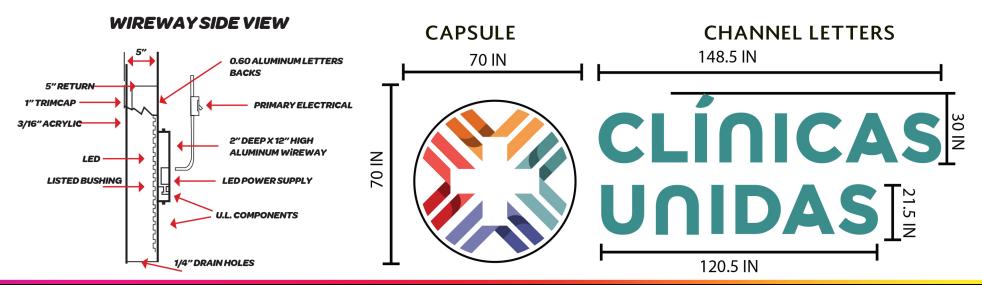
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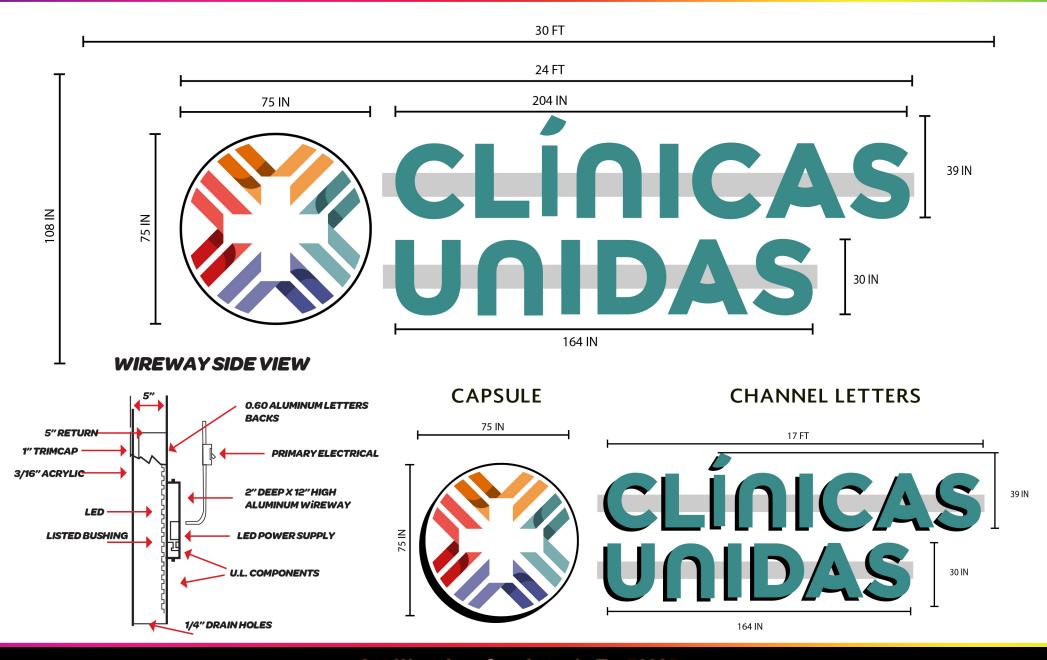


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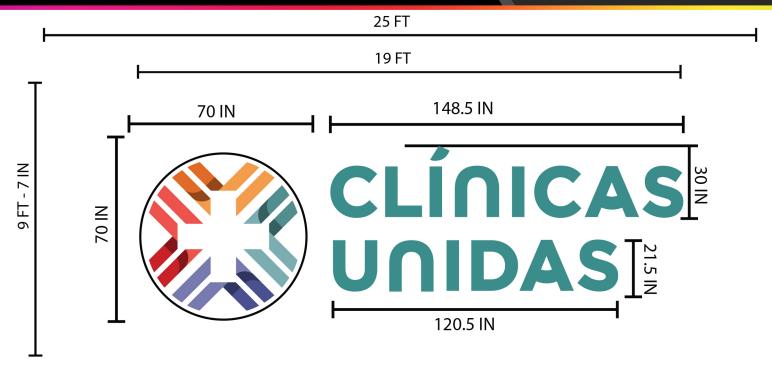


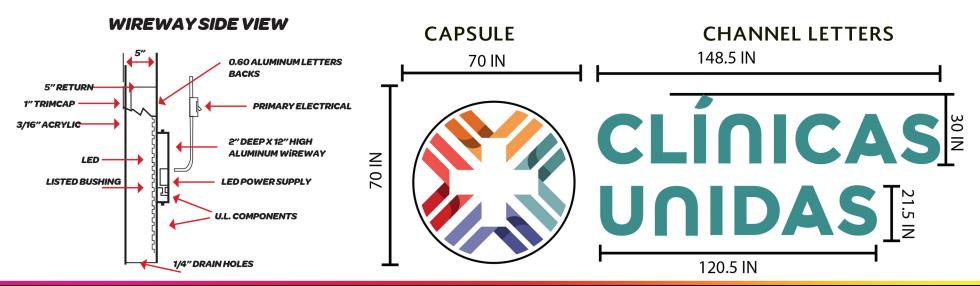
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Date:Circle O	ne: NEW	EXISTING	<i>3</i>)	SITE REVIEW	
Sign Address: 193	3 Fredrick	Sburg Bldg	إ.: <u></u>	Suite: / 0	
Sign Address: 193 Business Name of abov	e address:	Cli	Nicas	Uniders	
Street Classification: _	Local	Arterial B	Collector		
-	Arterial A	Expressway	/		
	Free Standing	ng <u>K</u> Channel	Letters	onic message centerMonument	
Free standing sign tota	l sq.ft.(includir	ng existing and pro	posed)		<u> </u>
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sign 6. Digital Display/EM6 Fee		I 60	1207 75		W E
Approved By: Escrow Payment:		NO (circle one)	+3% Dev	anological Fee elopment Services Fee	GE IVE

Applications shall contain all necessary information in order to show compliance with Chapter 28, Signs and Billboards of the City Code, the current edition of the International

PAGE 2 OF SIGN APPLICATION "A"

Building Code, and the Unified Development Code. The issuance or granting of a permit shall not be construed to be a permit for, or an approval of, any violation of any of the provisions of any code or ordinance of the City of San Antonio. Permits presuming to give authority to violate or cancel any code or ordinance of the City of San Antonio shall not be valid. The issuance of a permit is based on the construction documents and data provided by the permit applicant. The issuance of a permit in error shall not prevent the Building Official from requiring corrections of the construction documents, other data or the structure where in violation of any code or ordinance of the City of San Antonio.

FAILURE to obtain the proper permit prior to starting any work will result in a DOUBLE FEE of the permit and a VIOLATION NOTICE issued to the licensed sign contractor.

The contractor is obligated to schedule all required inspections and is responsible for closing out each permit obtained. If the sign contractor is no longer doing the job, a letter written by the licensed contractor must be submitted to the Building Official with the request to cancel the permit.

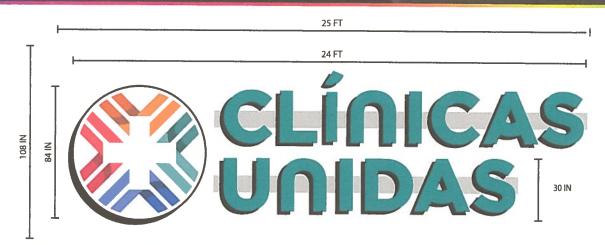
It is also the responsibility of the licensed sign contractor to request in writing permit extensions. Sign permits expire after 180 days of no construction activity. Multiple open permits and expired permits will result in a license being put on HOLD by the Building Official.

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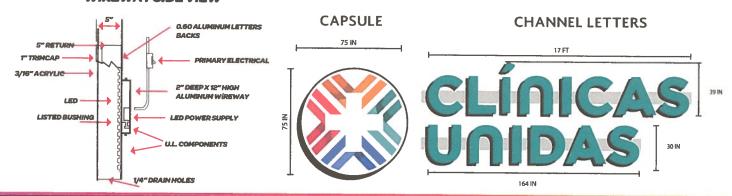
Contact person for this project: (print) Mike Guadavara or Lector Guel
Email: mikes electric 135@ yahoo. com
Master of Pecord Signature:
Property owner or lessee's signature: Local License or State License (circle one)
Local License or State License (circle one)
License Number: 8515
State Contractor License Number: 22503 AC Number:
Telephone (219 862 - 27/6Fax: () Customer No.:
Company Name: Mikes Electric Service
Brief description of proposed work: 1. Newchard letters 7. reface pylon



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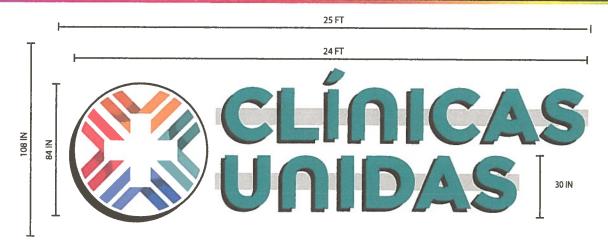
WIREWAYSIDE VIEW



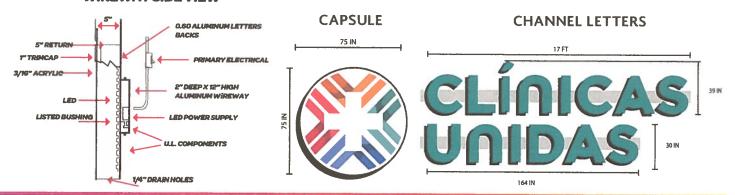
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Date:Circle O	ne: NEW	EXISTING	<i>3</i>)	SITE REVIEW	
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Sign Address: 193 Business Name of abov	e address:	Cli	Nicas	Uniders	
Street Classification: _	Local	Arterial B	Collector		
-	Arterial A	Expressway	/		
	Free Standing	ng <u>K</u> Channel	Letters	onic message centerMonument	
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Approved By: Escrow Payment:		NO (circle one)	+3% Dev	anological Fee elopment Services Fee	GE IVE

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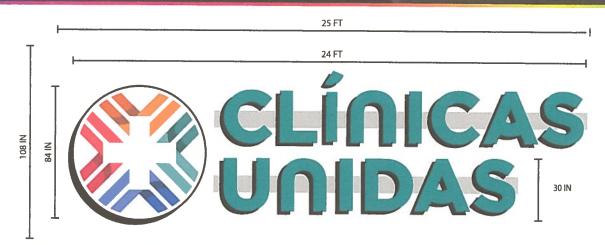
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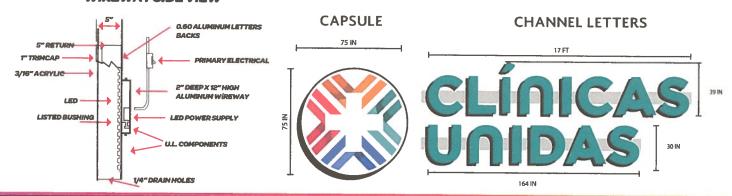
Contact person for this project: (print) Mike Guadavara or Lector Guel
Email: mikes electric 135@ yahoo. com
Master of Pecord Signature:
Property owner or lessee's signature: Local License or State License (circle one)
Local License or State License (circle one)
License Number: 8515
State Contractor License Number: 22503 AC Number:
Telephone (219 862 - 27/6Fax: () Customer No.:
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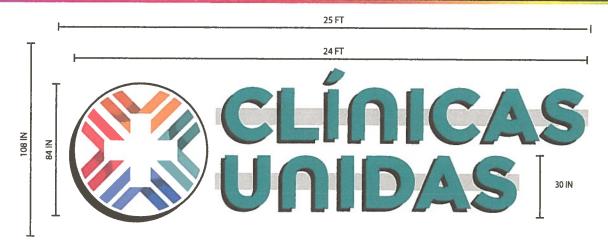
WIREWAYSIDE VIEW



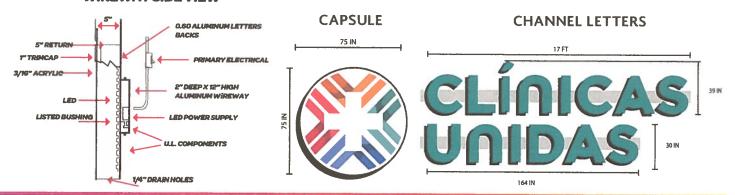
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