

HISTORIC AND DESIGN REVIEW COMMISSION

May 19, 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: May 11, 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 48-square-foot metal reverse channel letter set signs 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:

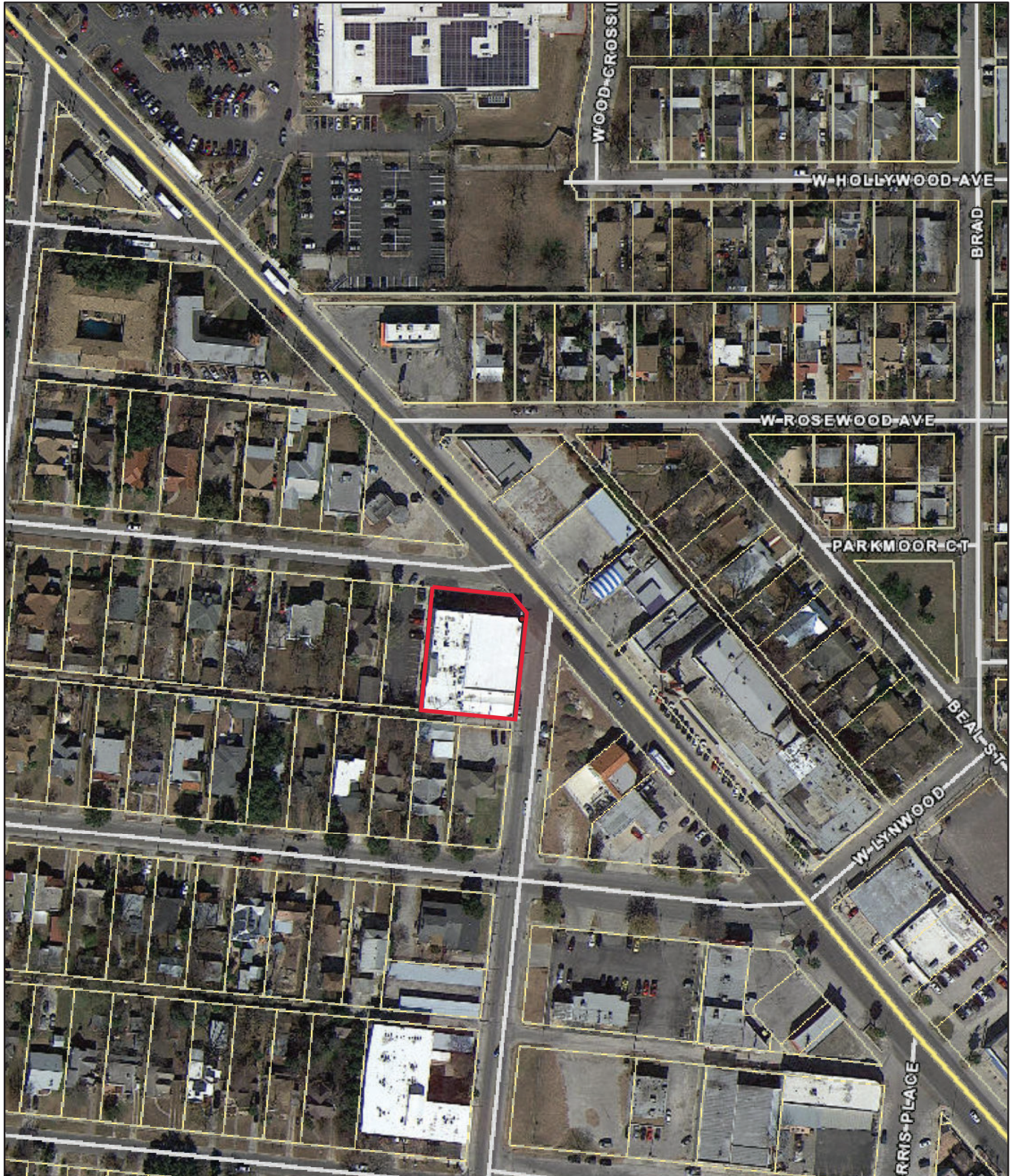
- a. The applicant is requesting a Certificate of Appropriateness for approval to install signage at 1933 Fredericksburg, a 1-story corner commercial structure featuring a decorative corner parapet, stucco cladding, storefront window awnings, and a corner entrance. The applicant is requesting to install two (2) exterior signs totaling approximately 96 square feet. This property is located within the Monticello Park Historic District.
- b. **CASE HISTORY** – The applicant presented the request to the HDRC on April 21, 2021. The HDRC referred the request to a Design Review Committee (DRC) meeting and recommended a master signage plan for the property. The applicant attended DRC and discussed the recommendation for a master signage plan; however, the property owner is not amenable to developing or requesting a master signage plan. The applicant has returned to HDRC with an updated signage request.
- c. **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 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.
- d. **WALL SIGNS: SIZE** – The applicant has proposed to install two (2) metal reverse channel letter signs to read “Clinicas Unidas” and feature the business logo on both the north and east elevations. The proposed signage features an overall height of 4’ and an overall width of 12 feet. The signs will feature an overall square footage of approximately 48 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. Generally, staff finds the installation of two (2) signs 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 approximately 48 square feet for each sign, for a total of 96 square feet, is acceptable due to the location of the structure on an intersection, the context of the site, and the sale of the building.
- e. **WALL SIGNS: MATERIAL** – The applicant has proposed to install metal reverse lit channel letter signs. 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 consistent with the Guidelines as the Guidelines permit reverse lit channel letters. Staff finds that proposal appropriate.

RECOMMENDATION:


Staff recommends approval based on findings a through e.

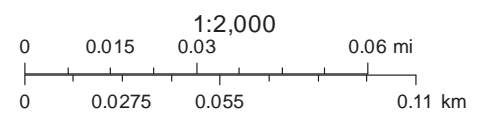
CASE COMMENT: Additionally, staff recommends the development of a master signage plan for future signage on the property that would result in uniform signage for each tenant space.

City of San Antonio One Stop



April 16, 2021

 User drawn lines



Google Maps 1933 Fredericksburg Rd



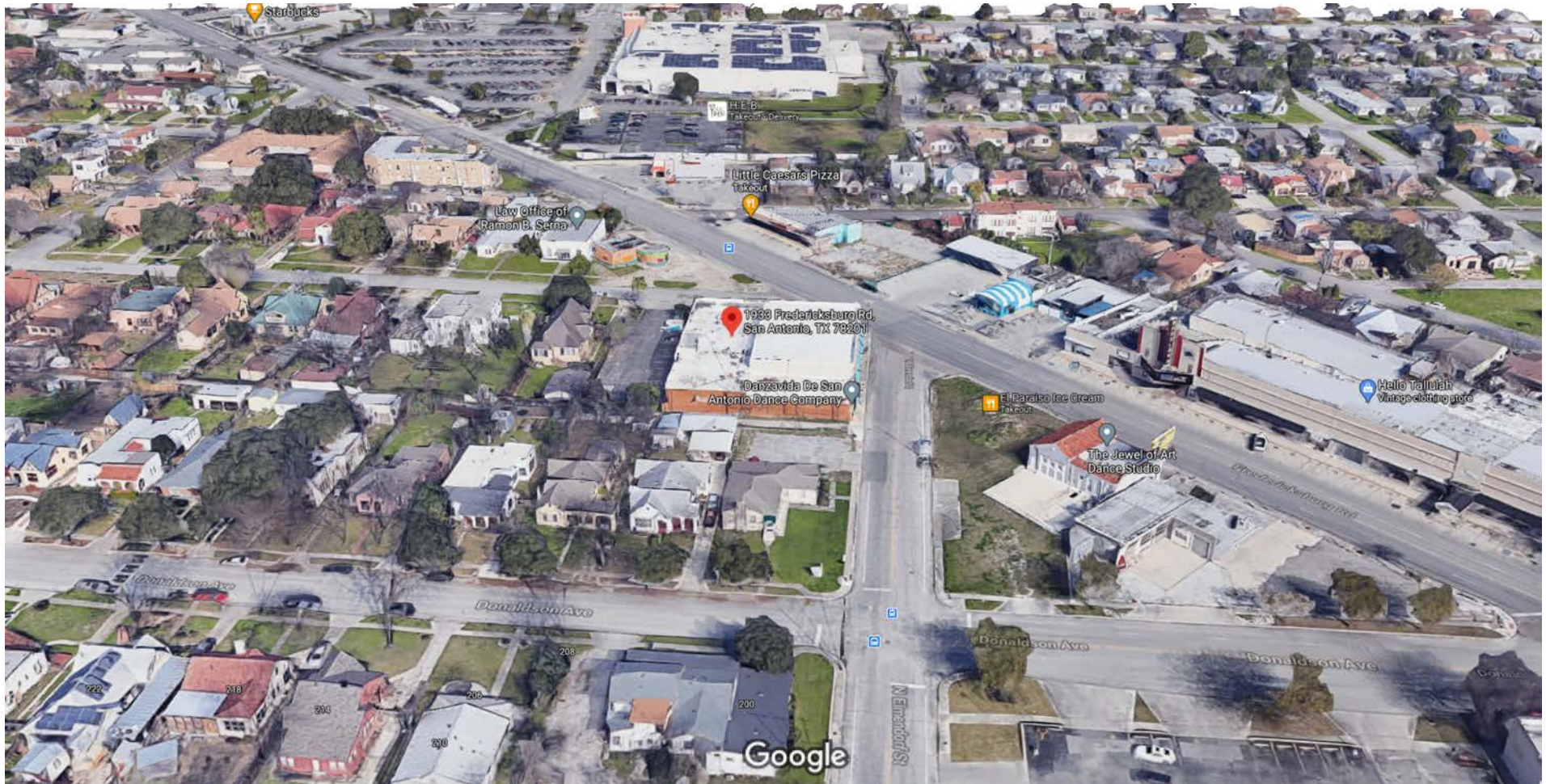
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Google Maps 1933 Fredericksburg Rd



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Google Maps 1933 Fredericksburg Rd



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20 ft



RENDERING CHANNEL LETTERS & CAPSULE

JOB: CLÍNICAS UNIDAS
1933 Fredericksburg Rd
San Antonio, Tx 78201 Suite 101



811 West Ave. San Antonio Tx. 78205

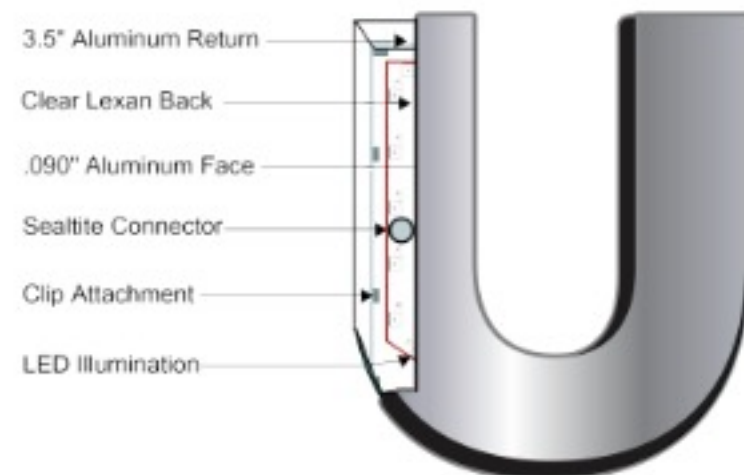


RENDERING CHANNEL LETTERS & CAPSULE

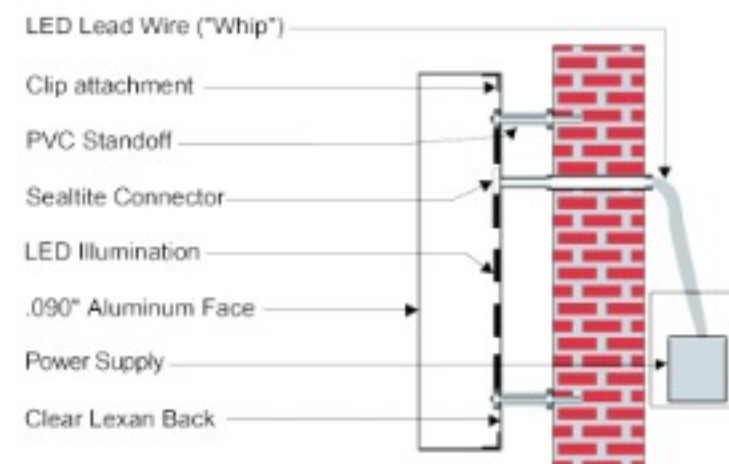
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1933 Fredericksburg Rd
San Antonio, Tx 78201 Suite 101



REVERSE LIT CHANNEL LETTERS



SIDE VIEW



CAPSULE

REVERSE LIT CHANNEL LETTERS





RENDERING CHANNEL LETTERS & CAPSULE

JOB: CLÍNICAS UNIDAS
1933 fredericksburg Rd
San Antonio, Tx 78201 Suite 101



811 West Ave. San Antonio Tx. 78205



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CHANNEL LETTERS
& CAPSULE**

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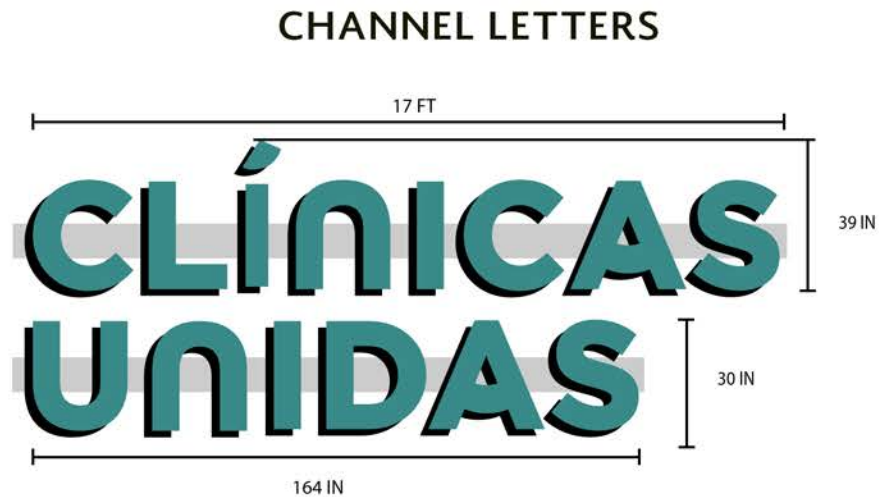
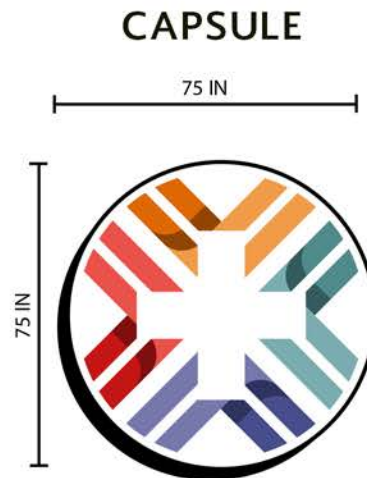
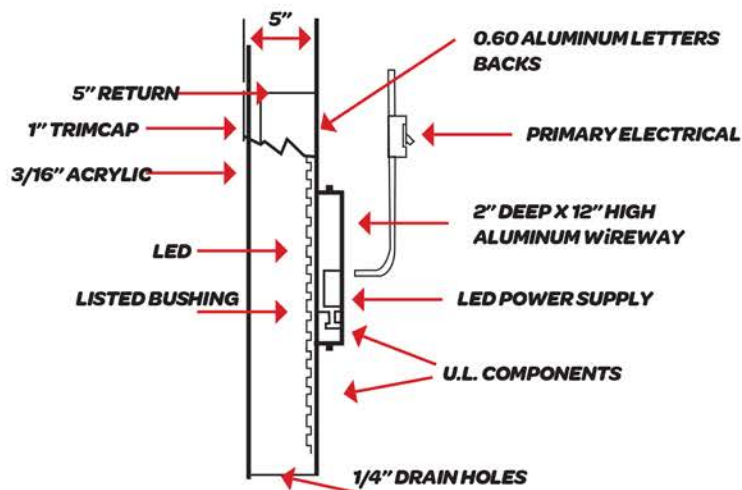
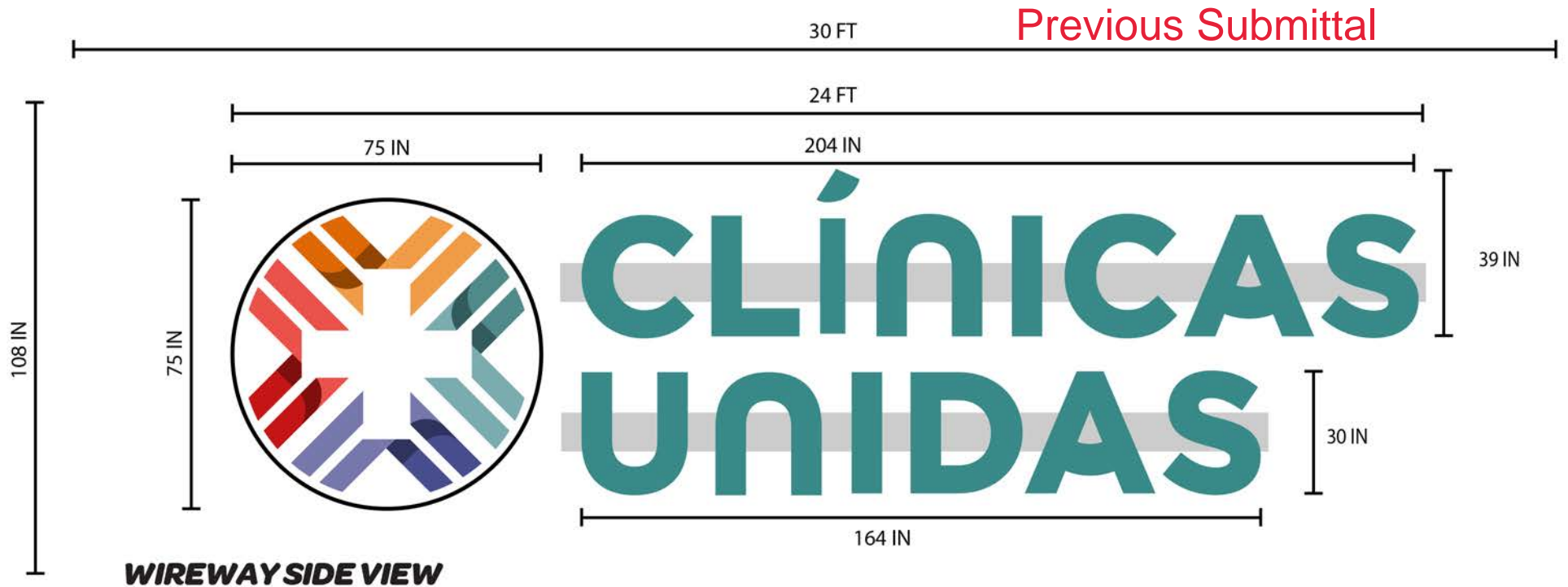


811 West Ave. San Antonio Tx. 78205



RENDERING CHANNEL LETTERS & CAPSULE

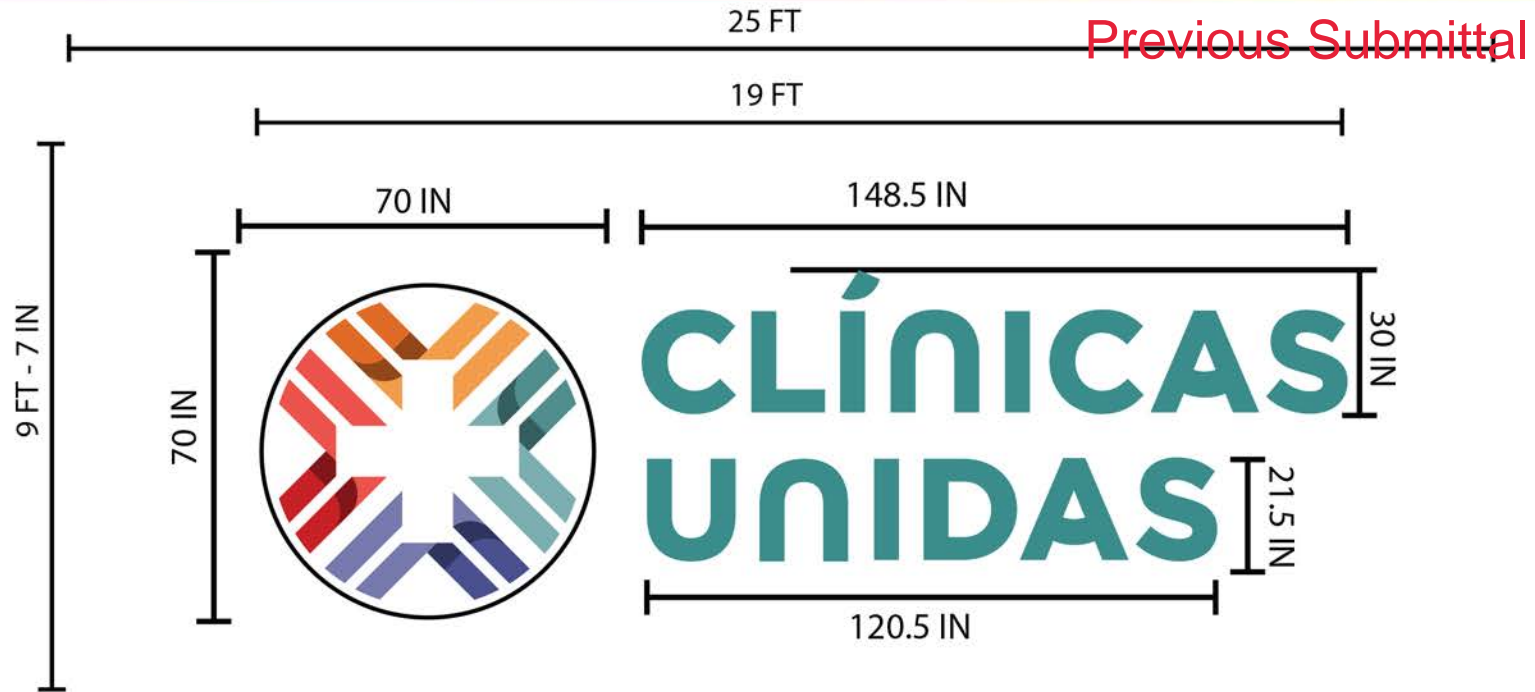
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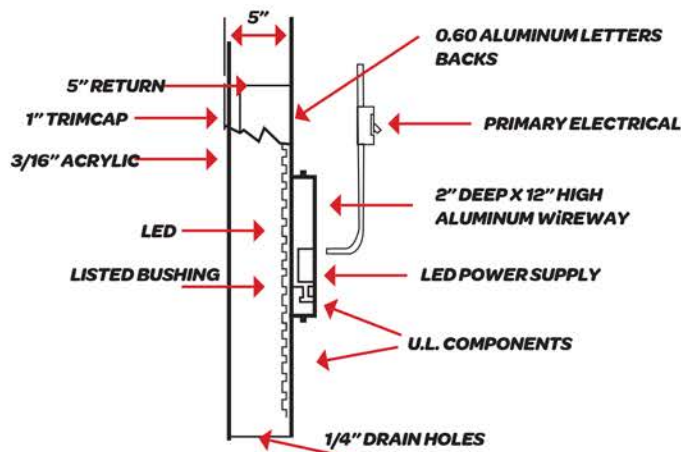


RENDERING CHANNEL LETTERS & CAPSULE

JOB: CLÍNICAS UNIDAS
1933 fredericksburg Rd
San Antonio, Tx 78201 Suite 101

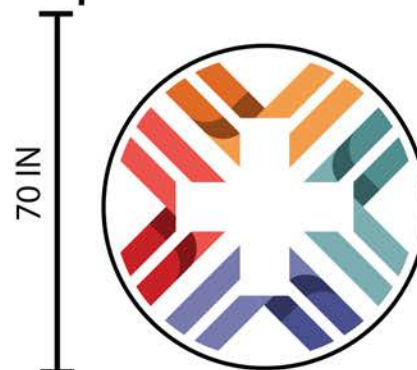


WIREWAY SIDE VIEW



CAPSULE

70 IN



CHANNEL LETTERS

148.5 IN





**RENDERING
CHANNEL LETTERS
& CAPSULE**

JOB: CLÍNICAS UNIDAS
1933 fredericksburg Rd
San Antonio, Tx 78201 Suite 101

Previous Submittal



811 West Ave. San Antonio Tx. 78205

SIG-PMT-APP 21-20800340

Expedite Please

3/8

Date: _____ Circle One: NEW EXISTING SITE REVIEW
Sign Address: 1933 Fredricksburg Bldg.: _____ Suite: 101
Business Name of above address: Clinicas Unidas

Street Classification: X Local _____ Arterial B Collector
_____ Arterial A _____ Expressway

Type of sign: _____ Wall Mount _____ Neon _____ Electronic message center
_____ Free Standing X Channel Letters _____ Monument
Other(explain) _____

Free standing sign total sq.ft.(including existing and proposed) _____

Free standing sign(s) Overall Height for each sign: _____

No. of sign faces for each sign: _____

Sign face sizes:

A) 6.25 x 24 = 144sq ft B) 6.25 x 24 = 144sq ft
C) _____ x _____ = _____ D) _____ x _____ = _____
E) _____ x _____ = _____ F) _____ x _____ = _____

Other: _____

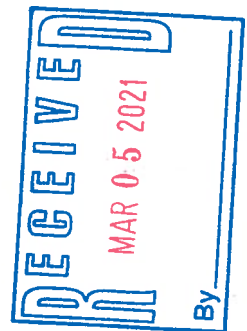
Building façade total sq.ft.(façade where sign to be located) 108 inch x 25 ft.

Value of scope of work in this permit \$ 5,200.⁰⁰ Replacement cost of sign (if applicable) \$ 5,200.⁰⁰

Sign Inspection Fee:	\$50.00	QTY	TOTAL
Plan review fee	\$50.00		
1. 1st 32 sq. ft. or less	\$10.80	<u>2</u>	<u>110.⁸⁰</u>
2. Over 32 sq. ft.	\$.22/each sq. ft over		
3. Gas Tube/electric/led	\$10.80		<u>100.⁰⁰</u>
4. Incandescent signs	\$5.40 + .22/socket		
5. Sign height for new sign	\$2.00/ft (freestanding)		
6. Digital Display/EMC Fee	\$15.00		
Approved By: _____	Total: \$ _____ + \$ _____	+3% Technological Fee	
		+3% Development Services Fee	
		= <u>\$260.⁰⁰</u>	

Escrow Payment: YES NO (circle one)

PAGE 2 OF
SIGN APPLICATION "A"



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*

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.

Contact person for this project :(print) Mike Guadarrama or Hector Guel

Email: mikes electric 135@yahoo.com

Master of Record Signature: Mike Guadarrama

Property owner or lessee's signature: John Vannoy

Local License or State License (circle one)

License Number: 8515

State Contractor License Number: 22503 AC Number: _____

Telephone (214) 862-2716 Fax: () _____ Customer No.: _____

Company Name: Mikes Electric Service

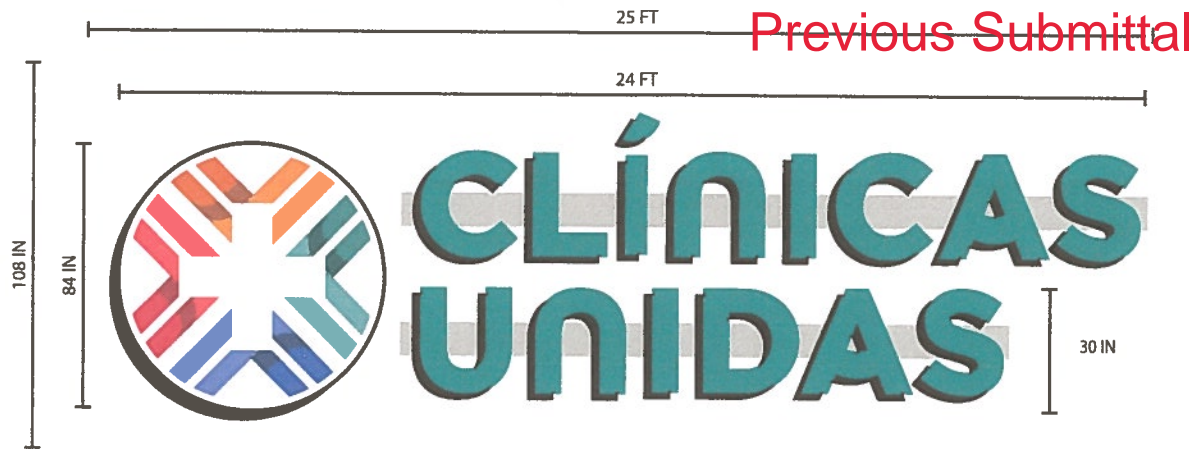
Brief description of proposed work:

1. New channel letters
2. reface pylon

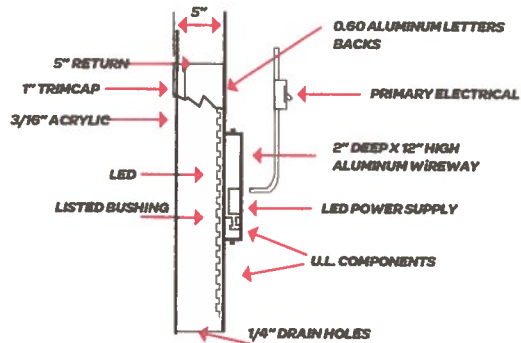


RENDERING
CHANNEL LETTERS
& CAPSULE

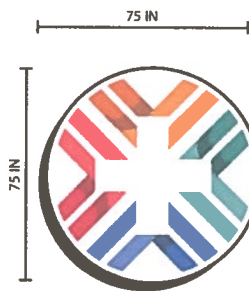
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1933 fredericksburg Rd
San Antonio, Tx 78201 Suite 101



WIREWAY SIDE VIEW



CAPSULE



CHANNEL LETTERS

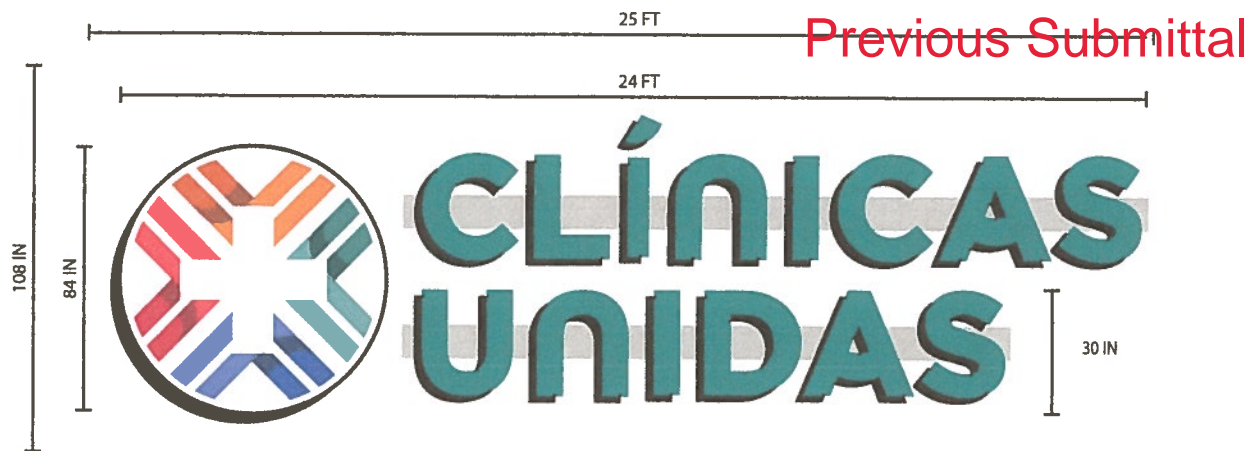


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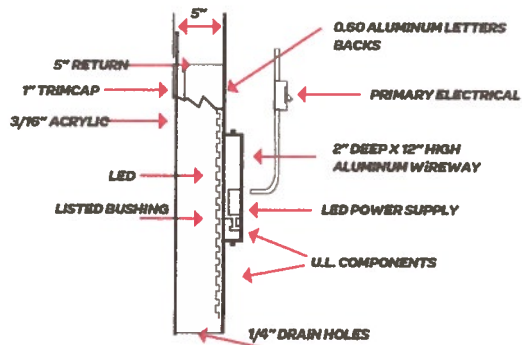


RENDERING
CHANNEL LETTERS
& CAPSULE

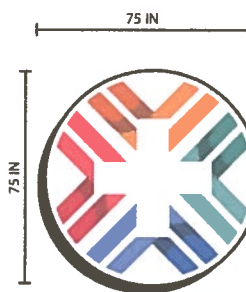
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WIREWAY SIDE VIEW



CAPSULE



CHANNEL LETTERS



811 West Ave. San Antonio Tx. 78205



CITY OF SAN ANTONIO
**OFFICE OF HISTORIC
PRESERVATION**

Historic and Design Review Commission
Design Review Committee Report

DATE: 4/27/2021

HDRC Case #: 2021-181

Address: 1933 Fredericksburg

Meeting Location: WebEx

APPLICANT: Hector Guel for Clinicas Unidas, Samuel Packard

DRC Members present: Jeffrey Fetzner, Scott Carpenter, Monica Savino

Staff Present: Rachel Rettaliata

Others present:

REQUEST: Two approximately 150-square-foot channel letter signs with LED illumination.

COMMENTS/CONCERNS:

Referred to DRC by HDRC on 4/21/2021. Public comments suggested a master signage plan for the entire building.

SC: Are you a tenant of this building? Or do you own this building? It is the owner's responsibility to develop a master signage plan.

SP: We are a tenant of the building

SC: So the next step would be to reach out to the building owner, to get them to start the master signage process. Your proposal could be conditionally approved.

SP: Can we use channel letters?

JF: What is your timeline? Are you currently occupying the space?

SP: We are currently occupying the space.

SC: Temporary signage exists on the site currently. The neighborhood is happy to have a tenant in that building.

JF: In terms of construction of sign, the Commission has previously approved backlit channel letters, rather than the vinyl face, the channel faces the building itself. The mounting may be a little different.

SC: The goal would be a more unified approach, so that it is not piecemeal, given the size and the diagonal configuration I would support slightly larger signage for a primary tenant. If you are leasing out 70% of the building, there would be an appropriate square footage allotted to your tenant.

OVERALL COMMENTS: