

HISTORIC AND DESIGN REVIEW COMMISSION

December 20, 2023

HDRC CASE NO: 2023-476
ADDRESS: 221 NEWELL
LEGAL DESCRIPTION: NCB 14164 (SAMUELS GLASS MARKET (IDZ), BLOCK 1 LOT 24
ZONING: I-1 IDZ, RIO-2, H
CITY COUNCIL DIST.: 1
APPLICANT: Alicynn Fink/Emmer and Rye Hospitality Group
OWNER: Mesha Millsap/RIO PERLA PROPERTIES LP
TYPE OF WORK: Master signage plan
APPLICATION RECEIVED: November 30, 2023
60-DAY REVIEW: January 29, 2024
CASE MANAGER: Edward Hall

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval of a master signage plan at 221 Newell, an individually designated landmark. Within this request, the applicant has proposed the following signs:

1. Signs for “Pullman Market”, identified as A.1 through A.5.
 - A.1 – One (1) exposed neon channel letter sign to feature 14’ – 0 ½” in width and 2’ – 4” in height for a total size of 33.7 square feet. This sign will be installed at the northeast entrance, facing Karnes Street.
 - A.2 – One (1) exposed neon channel letter sign to feature 17’ – 4” in width and 2’ – 9” in height for a total size of 47.7 square feet. This sign will be installed on the west façade, facing Camden Alley.
 - A.3 – One (1) hand painted sign on black steel to be located at a recessed courtyard entrance. This sign will feature 5’ – 4” in width and 2’ – 6” in height for a total size of 13.125 square feet.
 - A.4 – One (1) cabinet blade sign to feature 3’ – 6” in width and 2’ – 3” in height for a total size of 15.75 square feet, including both sides. The proposed signage will feature painted metal faces with floating channel letters. The proposed channel letters will be halo lit. This sign will be located on the west facades, facing Karnes Street.
 - A.5 – One (1) cabinet blade sign to feature 10’ – 6” in height and 12’ – 8” in width for a total size of 37.78 square feet, including both sides. The proposed signage will feature painted metal faces with floating channel letters. The proposed channel letters will be halo lit. This sign will be located at the southwest corner of the building, at the intersection of Newell Avenue and Camden Alley.
2. Signs for “Fife & Farro”, identified as B.1 through B.3.
 - B.1 – One (1) hand painted sign on brick to feature a total height of 5’ – 1” and a total width of 7’ – 0” for a total size of 26.7 square feet. This sign will be located on the east façade, facing Karnes Street. This sign will be indirectly lit.
 - B.2 – One (1) cabinet blade sign to feature 3’ – 6” in height and 3’ – 6” in width for a total size of approximately 11.9 square feet, including both sides. The proposed sign will feature painted metal faces and will be indirectly lit. The proposed sign will be located within a recessed courtyard.
 - B.3 – One (1) hand painted sign on brick to feature a total height of 5’ – 1” and a total width of 7’ – 0” for a total size of 26.7 square feet. This sign will be located on a south facing wall within a recessed courtyard. This sign will be indirectly lit.
3. Signs for “Mezquite”, identified as C.1 and C.2.
 - C.1 – One (1) hand painted sign to be painted on wood doors to feature 8’ – 4” in width and 2’ – 7” in height for a total size of 23.19 square feet. The proposed sign will be indirectly lit and will be located within a recessed courtyard.

C.2 – One (1) hand painted sign to be painted on wood doors to feature 8' – 4" in width and 2' – 7" in height for a total size of 23.19 square feet. The proposed sign will be indirectly lit and will be located on the west façade, facing Camden Alley.

4. A sign for Nicosi, identified as D.1.

D.1 – One (1) monument sign to feature natural stone and brass. The proposed monument sign will feature an overall height of 3' – 6" and an overall width of 1' – 6" for a total size of 5.25 square feet (one sided). This sign will be indirectly lit and will be located within the recessed courtyard.

5. Signs for "Isidore", identified as E.1 and E.2.

E.1 – One (1) cabinet blade sign to feature an overall size of 38.89 square feet. The proposed blade sign will feature both indirect and internal illumination with painted metal faces and push-through acrylic letters. The proposed sign will be located at the southeast corner of the building, at the intersection of Newell Avenue and Karnes Street.

E.2 – One (1) monument sign to feature an overall height of 3' – 6" and widths tapering from 2' – 4 ½" to 1' – 5". The proposed sign will feature 6.64 square feet, per side for a total size of 13.28 square feet. The sign will feature painted metal faces with push-through acrylic letters. The proposed sign will be located in a planted bed along Karnes Street.

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.

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 of a master signage plan at 221 Newell, an individually designated landmark.
- b. ALLOWABLE SIGNAGE – The Unified Development Code recommends one major and two minor signs per application, not to exceed fifty (50) square feet total. Additionally, the UDC notes that signage should be designed to be in proportion to the façade. The Commission may approve additional signage and square footage.

Findings related to request item #1:

- c. CHANNEL LETTER SIGN (Pullman Market – A.1) – The applicant has proposed one (1) exposed neon channel letter sign to feature 14' – 0 ½" in width and 2' – 4" in height for a total size of 33.7 square feet. This sign will be installed at the northeast entrance, facing Karnes Street. Generally, staff finds the proposed sign to be appropriate and consistent with the Guidelines for signage.
- d. CHANNEL LETTER SIGN (Pullman Market – A.2) – The applicant has proposed one (1) exposed neon channel letter sign to feature 17' – 4" in width and 2' – 9" in height for a total size of 47.7 square feet. This sign will be installed on the west façade, facing Camden Alley. Generally, staff finds the proposed sign to be appropriate and consistent with the Guidelines for signage.
- e. PAINTED SIGN (Pullman Market – A.3) – The applicant has proposed one (1) hand painted sign on black steel to be located at a recessed courtyard entrance. This sign will feature 5' – 4" in width and 2' – 6" in height for a total size of 13.125 square feet. Generally, staff finds the proposed sign to be appropriate and consistent with the Guidelines for signage.
- f. CABINET BLADE SIGN (Pullman Market A.4) – The applicant has proposed one (1) cabinet blade sign to feature 3' – 6" in width and 2' – 3" in height for a total size of 15.75 square feet, including both sides. The proposed signage will feature painted metal faces with floating channel letters. The proposed channel letters will be halo lit. This sign will be located on the west facades, facing Karnes Street. Generally, staff finds the proposed sign to be appropriate and consistent with the Guidelines for signage.
- g. CABINET BLADE SIGN (Pullman Market A.5) – The applicant has proposed one (1) cabinet blade sign to feature 10' – 6" in height and 12' – 8" in width for a total size of 37.78 square feet, including both sides. The proposed signage will feature painted metal faces with floating channel letters. The proposed channel letters will be halo lit. This sign will be located at the southwest corner of the building, at the intersection of Newell Avenue and Camden Alley. Generally, staff finds the proposed sign to be appropriate and consistent with the Guidelines for signage.

Findings related to request item #2:

- h. PAINTED SIGN (Fife & Farro – B.1) – The applicant has proposed one (1) hand painted sign on brick to feature a total height of 5' – 1" and a total width of 7' – 0" for a total size of 26.7 square feet. This sign will be located on the east façade, facing Karnes Street. This sign will be indirectly lit. Generally, staff finds the proposed sign to be appropriate and consistent with the Guidelines for signage.
- i. CABINET BLADE SIGN (Fife & Farro – B.2) – The applicant has proposed one (1) cabinet blade sign to feature 3' – 6" in height and 3' – 6" in width for a total size of approximately 11.9 square feet, including both sides. The proposed sign will feature painted metal faces and will be indirectly lit. The proposed sign will be located within a recessed courtyard. Generally, staff finds the proposed sign to be appropriate and consistent with the Guidelines for signage.

- j. PAINTED SIGN (Fife & Farro – B.3) – The applicant has proposed one (1) hand painted sign on brick to feature a total height of 5' – 1" and a total width of 7' – 0" for a total size of 26.7 square feet. This sign will be located on a south facing wall within a recessed courtyard. This sign will be indirectly lit. Generally, staff finds the proposed sign to be appropriate and consistent with the Guidelines for signage.

Findings related to request item #3:

- k. PAINTED SIGN (Mezquite – C.1) – The applicant has proposed to install one (1) hand painted sign to be painted on wood doors to feature 8' – 4" in width and 2' – 7" in height for a total size of 23.19 square feet. The proposed sign will be indirectly lit and will be located within a recessed courtyard. Generally, staff finds the proposed sign to be appropriate and consistent with the Guidelines for signage.
- l. PAINTED SIGN (Mezquite – C.2) – The applicant has proposed to install one (1) hand painted sign to be painted on wood doors to feature 8' – 4" in width and 2' – 7" in height for a total size of 23.19 square feet. The proposed sign will be indirectly lit and will be located on the west façade, facing Camden Alley. Generally, staff finds the proposed sign to be appropriate and consistent with the Guidelines for signage.

Findings related to request item #4:

- m. MONUMENT SIGN (Nicosi – D.1) – The applicant has proposed to install one (1) monument sign to feature natural stone and brass. The proposed monument sign will feature an overall height of 3' – 6" and an overall width of 1' – 6" for a total size of 5.25 square feet (one sided). This sign will be indirectly lit and will be located within the recessed courtyard. Generally, staff finds the proposed sign to be appropriate and consistent with the Guidelines for signage.

Findings related to request item #5:

- n. CABINET BLADE SIGN (Isidore – E.1) – The applicant has proposed to install one (1) cabinet blade sign to feature an overall size of 38.89 square feet. The proposed blade sign will feature both indirect and internal illumination with painted metal faces and push-through acrylic letters. The proposed sign will be located at the southeast corner of the building, at the intersection of Newell Avenue and Karnes Street. Generally, staff finds the proposed sign to be appropriate and consistent with the Guidelines for signage.
- o. MONUMENT SIGN (Isidore – E.2) – The applicant has proposed to install one (1) monument sign to feature an overall height of 3' – 6" and widths tapering from 2' – 4 ½" to 1' – 5". The proposed sign will feature 6.64 square feet, per side for a total size of 13.28 square feet. The sign will feature painted metal faces with push-through acrylic letters. The proposed sign will be located in a planted bed along Karnes Street. Generally, staff finds the proposed sign to be appropriate and consistent with the Guidelines for signage.

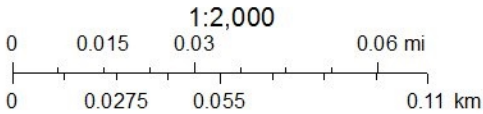
RECOMMENDATION:

Staff recommends approval as submitted of signage included in request items #1 through #5. With the approval of this master sign age plan, refacing or replacement of signage that conforms with the approved master signage plan regarding sign design, lighting and placement will be eligible for administrative approval.

City of San Antonio One Stop



December 13, 2023



Samuels Building Tenant Signage

221 Newell Avenue, San Antonio, TX 78215



Pearl

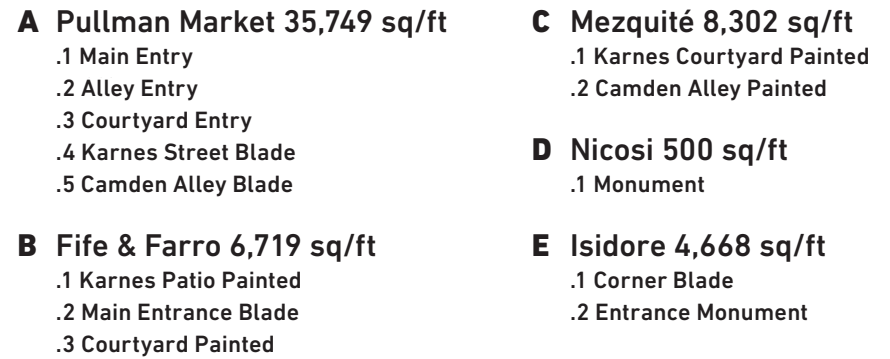
Emmer & Rye
HOSPITALITY GROUP

Rogers
DESIGN HOUSE

Samuels Glass Co. Building & Architectural Renderings



Newell Avenue



A.1 Pullman Market – Main Entry



A.1 Pullman Market – Main Entry

SIGN STYLE

Channel letter on cabinet

MATERIALS USED

Painted metal

LIGHTING

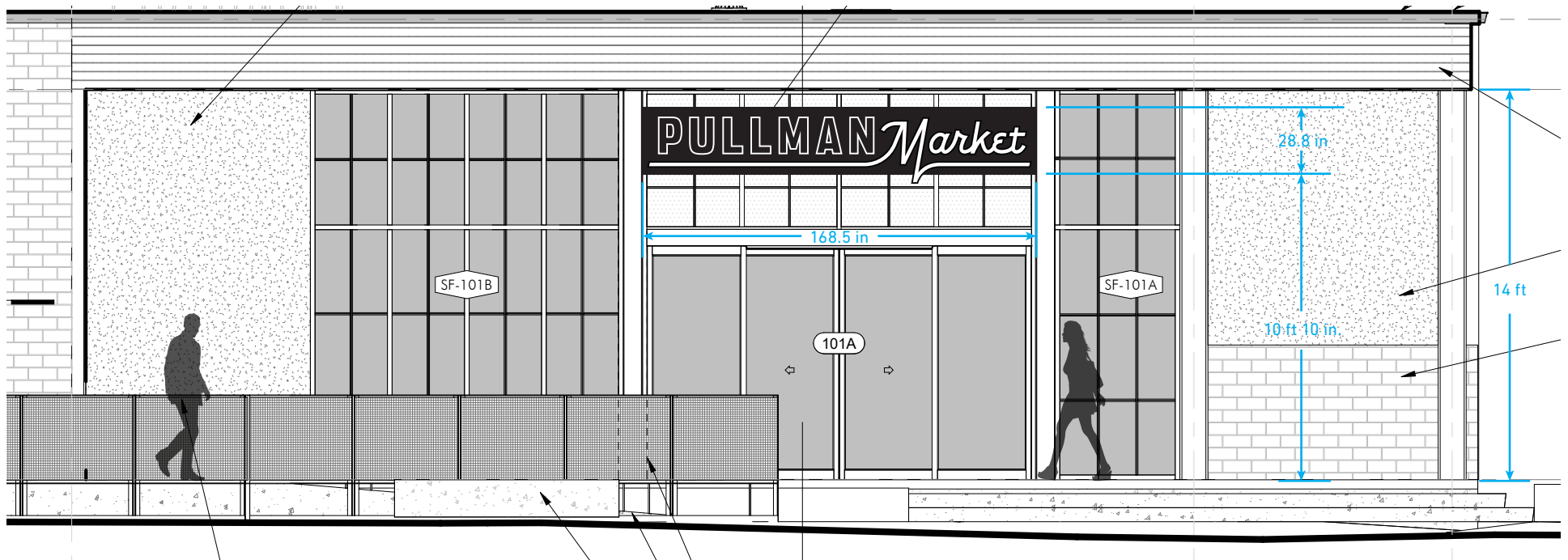
Exposed, neon-style, dimmable light tubes

SQUARE FOOTAGE

33.7 sq/ft



Sign Style Inspiration/Reference



A.2 Pullman Market – Camden Alley Entry



A.2 Pullman Market – Camden Alley Entry

SIGN STYLE

Channel letters on cabinet mounted to frame and set back from patio cover edge 12-18"

MATERIALS USED

Painted metal

LIGHTING

Exposed, neon-style, dimmable light tubes

SQUARE FOOTAGE

47.7 sq/ft



A.3 Pullman Market – Karnes Courtyard Entry



A.3 Pullman Market – Karnes Courtyard Entry

SIGN STYLE

Hand-painted

MATERIALS USED

Paint on existing black steel

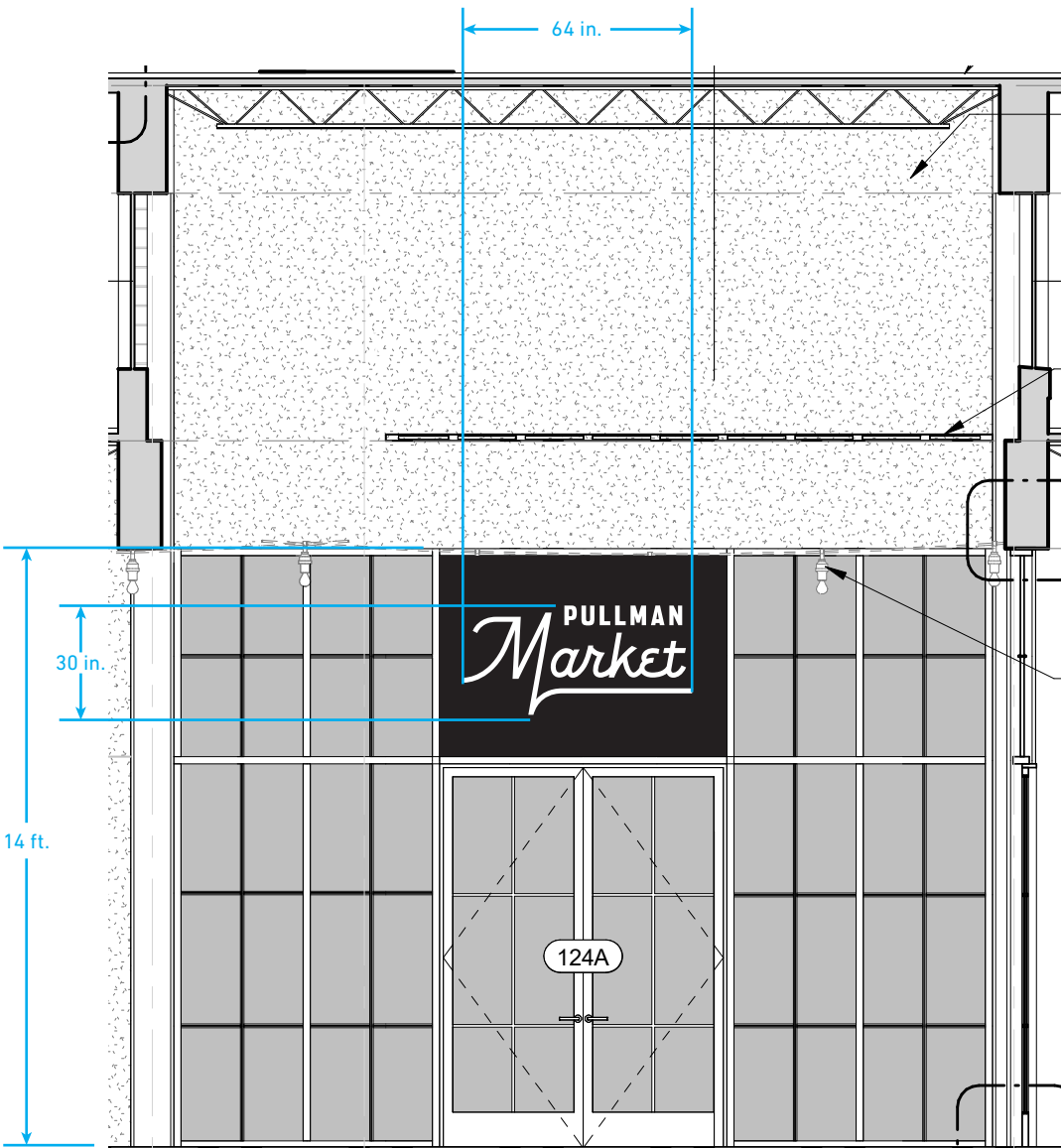
LIGHTING

Spotlights from above

SQUARE FOOTAGE

13.125 sq/ft

Additional Logo Options



A.4 Pullman Market – Karnes Street Blade



A.4 Pullman Market – Karnes Street Blade

SIGN STYLE

Blade cabinet with floating channel letters

MATERIALS USED

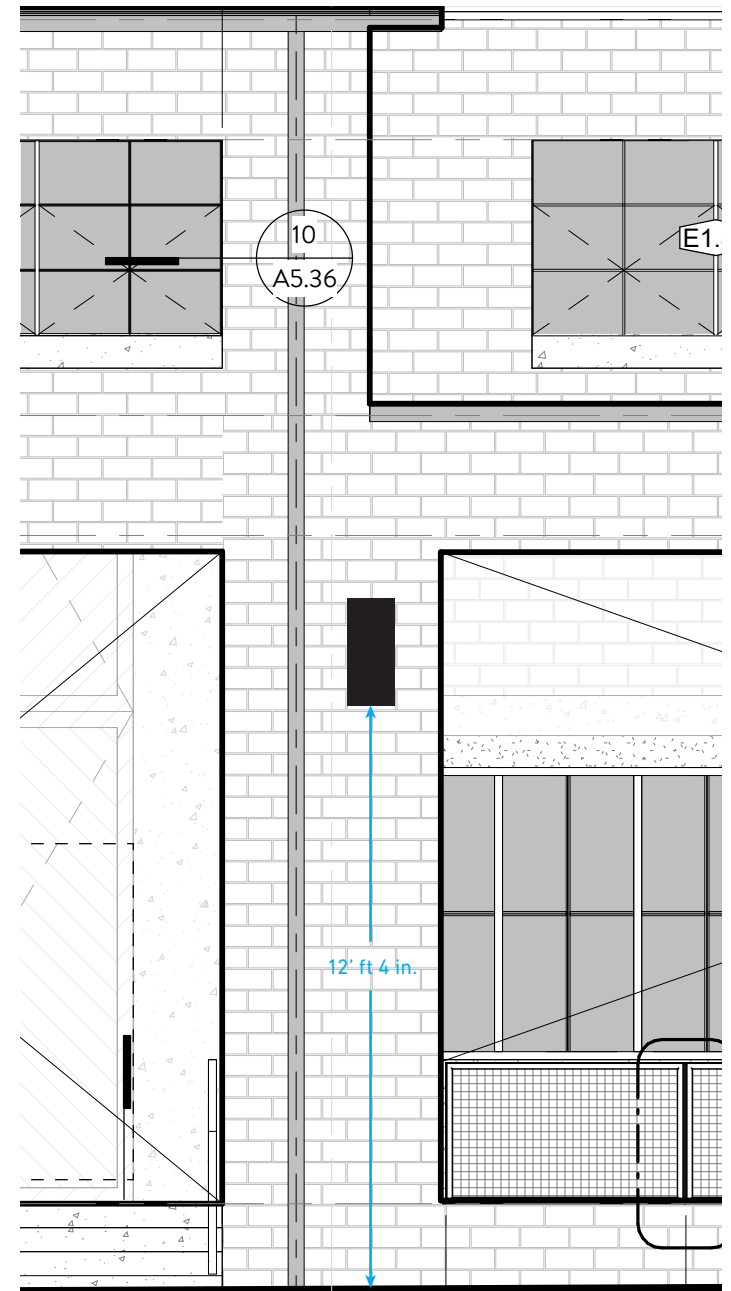
Painted metal

LIGHTING

Warm, dimmable diffused light behind floating channel letters

SQUARE FOOTAGE

15.75 sq/ft (7.875 per side)



A.5 Pullman Market – Camden Alley Blade



A.5 Pullman Market – Camden Alley Blade

SIGN STYLE

Blade cabinet with channel letters wrapping corner, matching building corner angle

MATERIALS USED

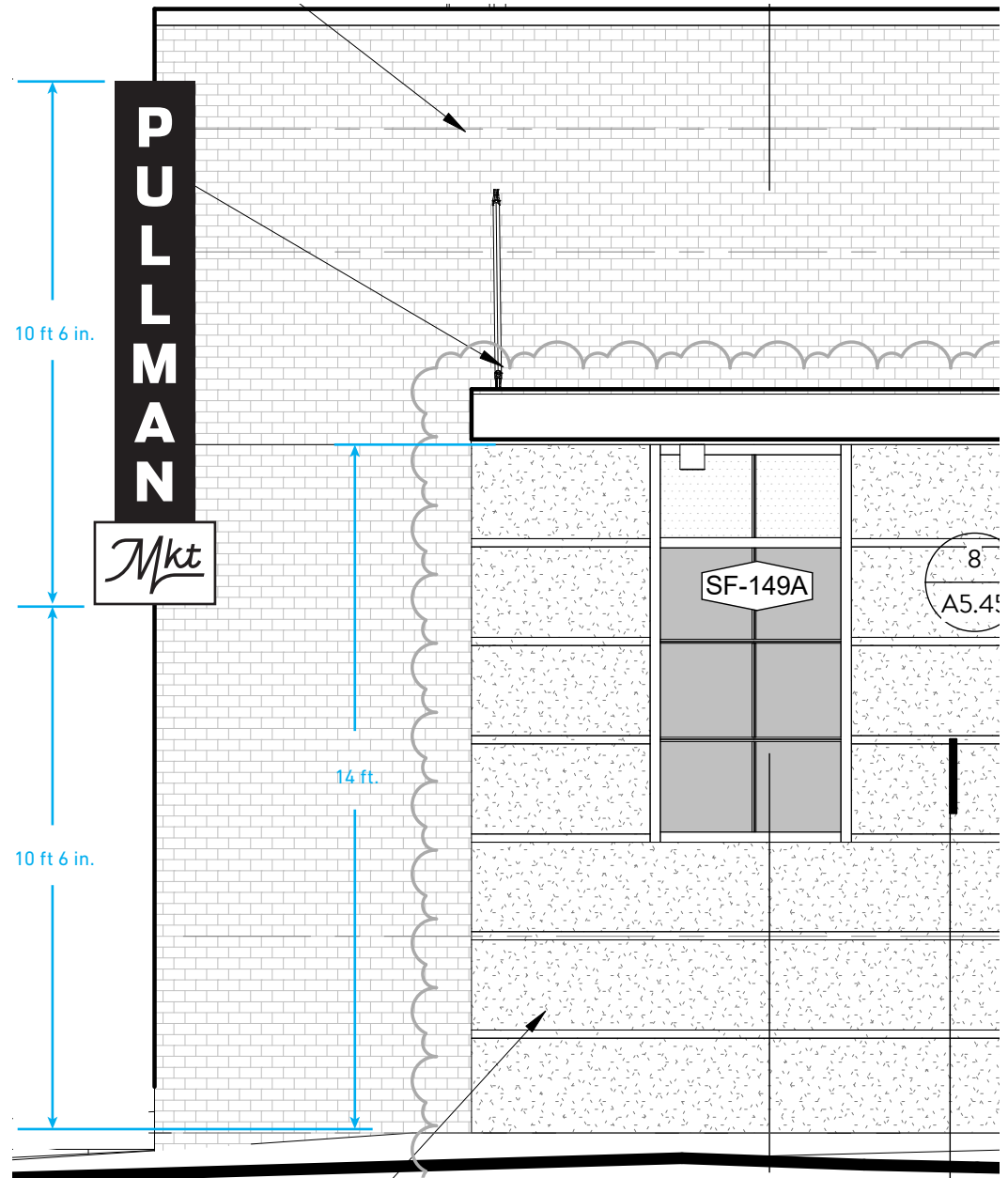
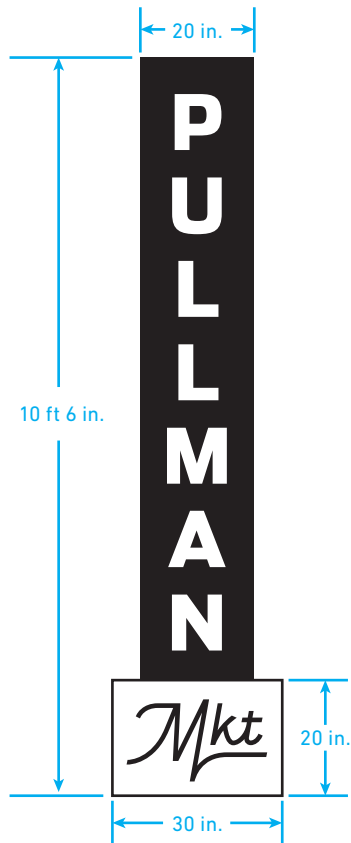
Painted metal

LIGHTING

Warm, dimmable diffused light behind floating channel letters

SQUARE FOOTAGE

37.78 sq/ft (18.89 per side)



B.1 Fife & Farro – Karnes Patio



B.1 Fife & Farro – Karnes Patio

SIGN STYLE

Painted

MATERIALS USED

Paint on brick

LIGHTING

Spotlights from above

SQUARE FOOTAGE

26.7 sq/ft

ADDITIONAL NOTES

Antiqued paint treatment



B.2 Fife & Farro – Karnes Courtyard Blade



B.2 Fife & Farro – Karnes Courtyard Blade

SIGN STYLE

Double-sided blade

MATERIALS USED

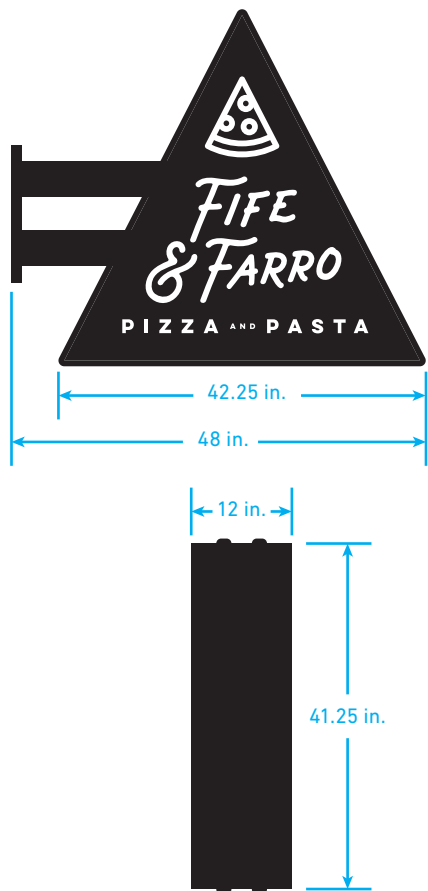
Painted metal

LIGHTING

Spotlights from above

SQUARE FOOTAGE

11.9 sq/ft (5.95/side)



B.3 Fife & Farro – Karnes Courtyard



B.3 Fife & Farro – Karnes Courtyard

SIGN STYLE

Painted

MATERIALS USED

Paint on brick

LIGHTING

Spotlights from above

SQUARE FOOTAGE

26.7 sq/ft

ADDITIONAL NOTES

Antiqued paint treatment



C.1 Mezquité – Karnes Courtyard



C.1 Mezquite – Karnes Courtyard

SIGN STYLE

Painted

MATERIALS USED

Painted on wood doors

LIGHTING

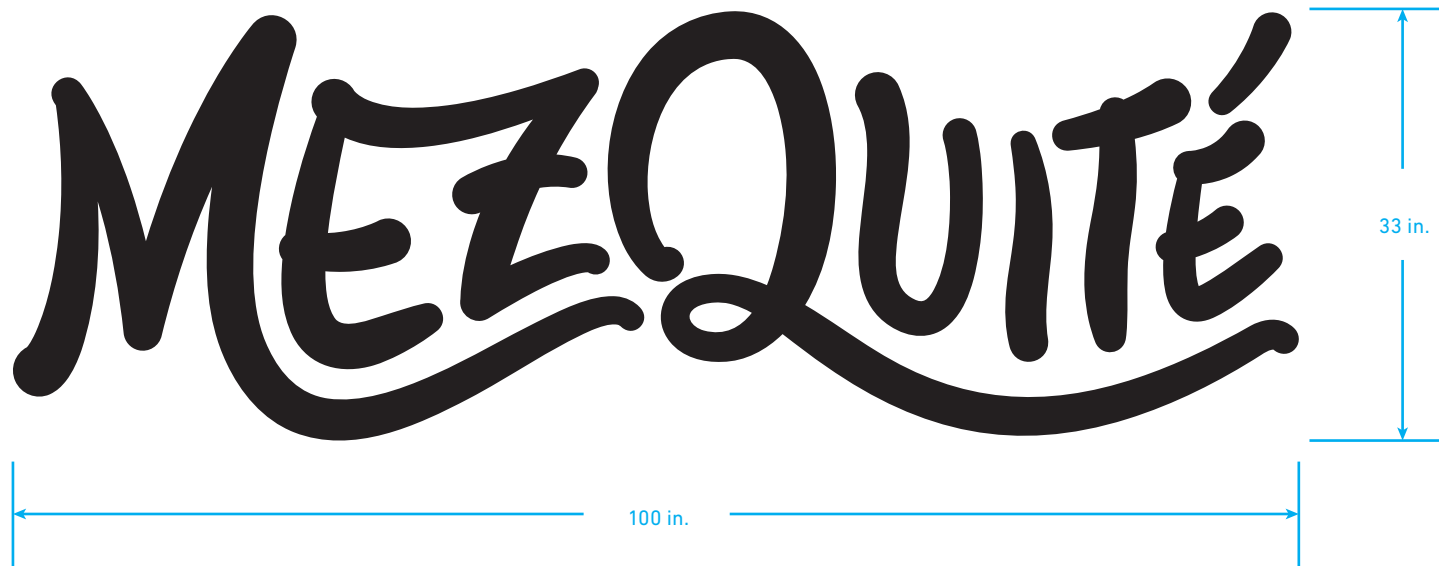
Spotlights from above

SQUARE FOOTAGE

23.19 sq/ft

ADDITIONAL NOTES

Antiqued paint treatment



C.2 Mezquité – Camden Alley



C.2 Mezquite – Camden Alley

SIGN STYLE

Painted

MATERIALS USED

Painted on wood doors

LIGHTING

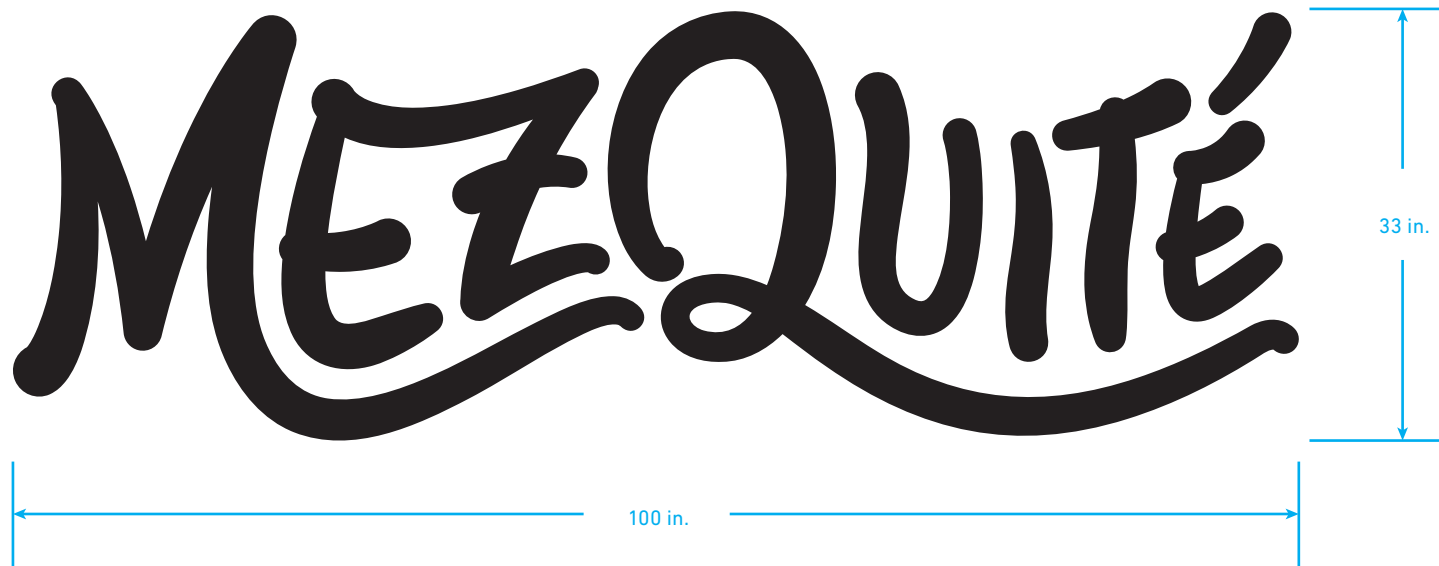
Spotlights from above

SQUARE FOOTAGE

23.19 sq/ft

ADDITIONAL NOTES

Antiqued paint treatment



D.1 Nicosi – Karnes Courtyard



D.1 Nicosi – Karnes Courtyard

SIGN STYLE

Monument

MATERIALS USED

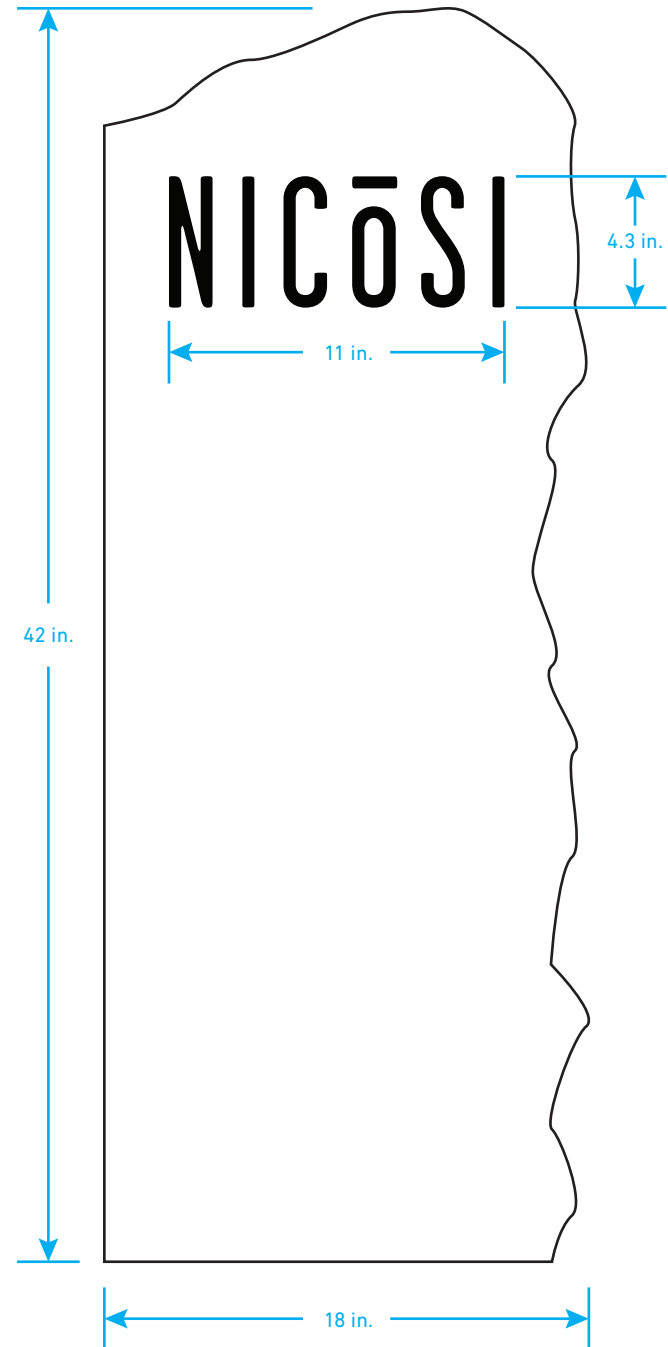
Natural stone and brass

LIGHTING

Uplights in planter bed

SQUARE FOOTAGE

0.33 sq/ft (Letters)



E.1 Isidore – Blade



E.1 Isidore – Blade

SIGN STYLE

Blade

MATERIALS USED

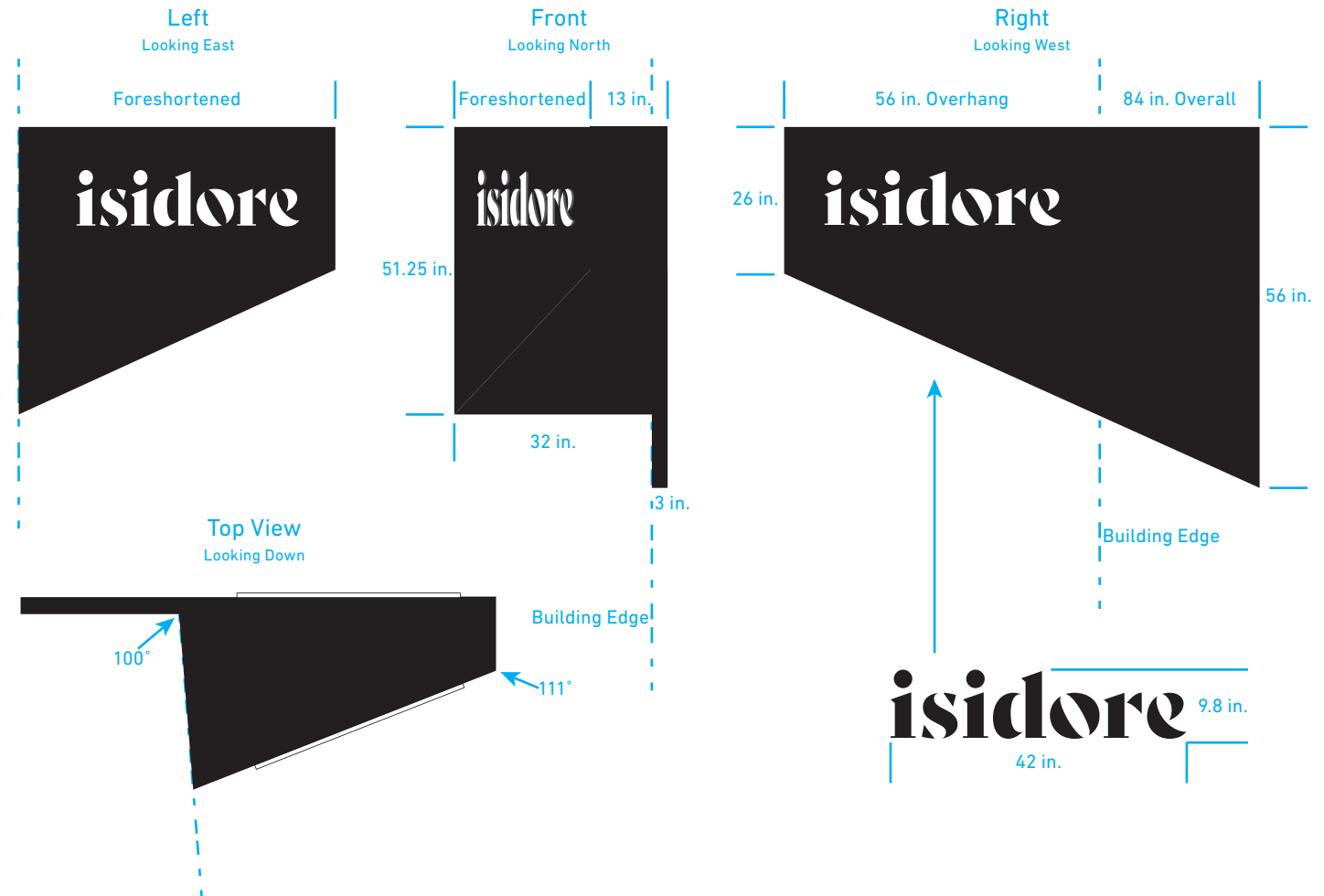
Painted metal

LIGHTING

Downlights off rooftop and internally-lit paired with internally-lit and dimmable, white translucent acrylic, push-through letters

SQUARE FOOTAGE

38.89 sq/ft



E.2 Isidore – Monument



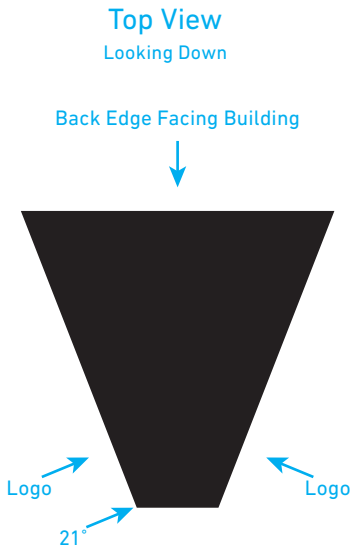
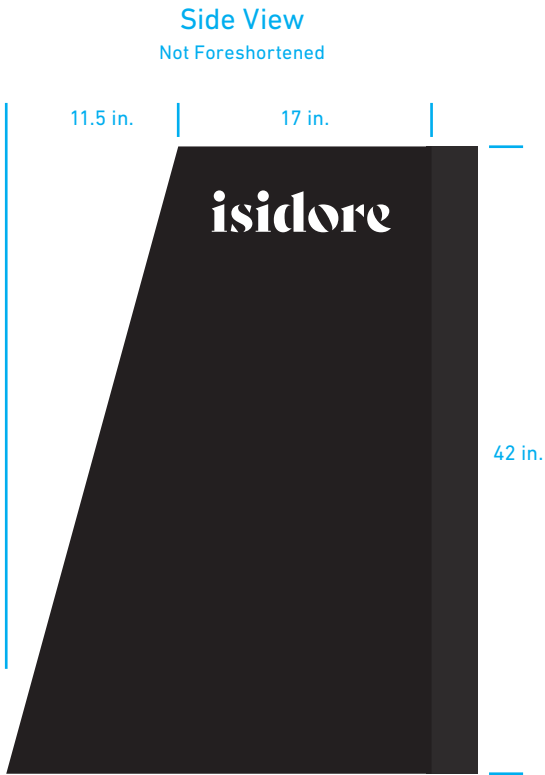
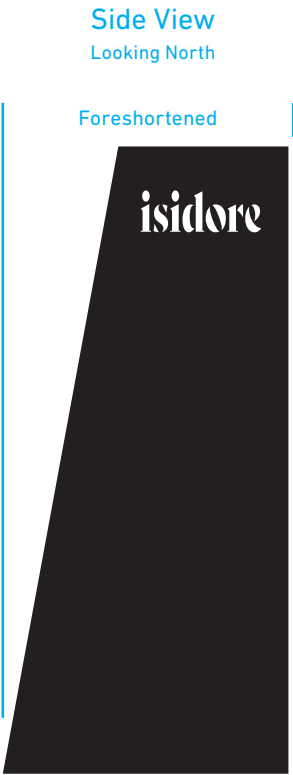
E.2 Isidore – Monument

SIGN STYLE
Monument

MATERIALS USED
Painted metal

LIGHTING
Uplights in planter bed paired with internally-lit and dimmable, white translucent acrylic, push-through letters

SQUARE FOOTAGE
0.46 sq/ft



Thank You



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