

HISTORIC AND DESIGN REVIEW COMMISSION

October 02, 2024

HDRC CASE NO: 2024-320
ADDRESS: 300 SAN FERNANDO ST
LEGAL DESCRIPTION: NCB 306 BLK 10 LOT 23 LA TRINIDAD UNITED METH CH
ZONING: I-1, H
CITY COUNCIL DIST.: 5
APPLICANT: Robert Belden/RWB3 Services, LLC dba Accu-Ri
OWNER: LA TRINIDAD METHODIST CHURCH
TYPE OF WORK: Signage
APPLICATION RECEIVED: September 06, 2024
60-DAY REVIEW: November 05, 2024
CASE MANAGER: Edward Hall

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install a monument sign at 300 San Fernando, an individual landmark. The applicant has proposed for the monument sign to feature an overall height of 9' – 0". The proposed sign will be located within a landscaped area at the northeast corner of the property, near the intersection of San Fernando Street and S Pecos La Trinidad. The proposed sign will feature a landscaping element at the base.

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:

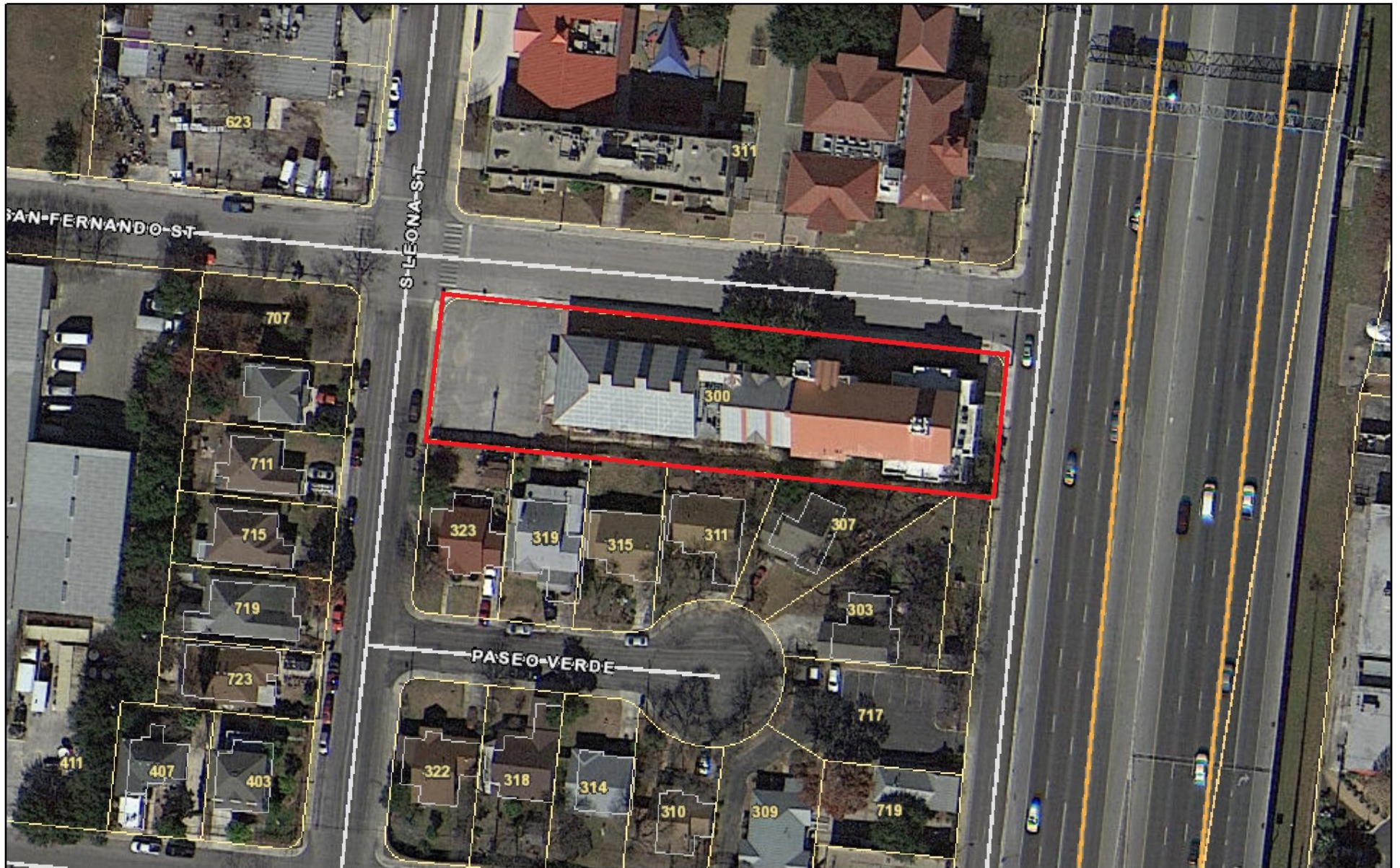
- a. The primary historic structure at 300 San Fernando is commonly known as the La Trinidad United Methodist Church and was constructed circa 1900. The structure first appears on the 1904 Sanborn Map. The structure features a stucco façade and is an individually designated landmark. At this time, the applicant has proposed to install a monument sign on site.
- b. PREVIOUS REVIEW – This request was previously reviewed by the Historic and Design Review Commission on August 2, 2023. The sign was approved with a stipulation for a height to not exceed six (6) feet in height. At this time, the applicant has requested a second review for the previously proposed height of nine (9) feet.
- c. SIGNAGE – The applicant is requesting a Certificate of Appropriateness for approval to install a monument sign at 300 San Fernando, an individual landmark. The applicant has proposed for the monument sign to feature an overall height of 9' – 0". The proposed sign will be located within a landscaped area at the northeast corner of the property, near the intersection of San Fernando Street and S Pecos La Trinidad. The proposed sign will feature a landscaping element at the base.
- d. SIGNAGE – The Guidelines for Signage 4.B.i. notes that freestanding signs should not exceed six (6) feet in height. While the proposed sign is proposed at nine (9) feet in height, staff finds its height to be appropriate given its location and context on site. The sign's message board size and sign placement are consistent with the Guidelines for Signage.

RECOMMENDATION:

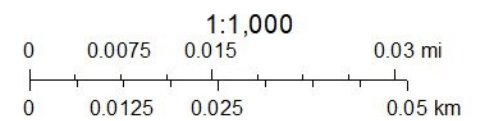
Staff recommends approval based on findings a through d with the following stipulations:

- i. That the proposed sign does not obstruct the views to and from the intersection by drivers.
- ii. That all permits from Development Services Department be obtained.

City of San Antonio One Stop



September 25, 2024





NORTH ELEVATION





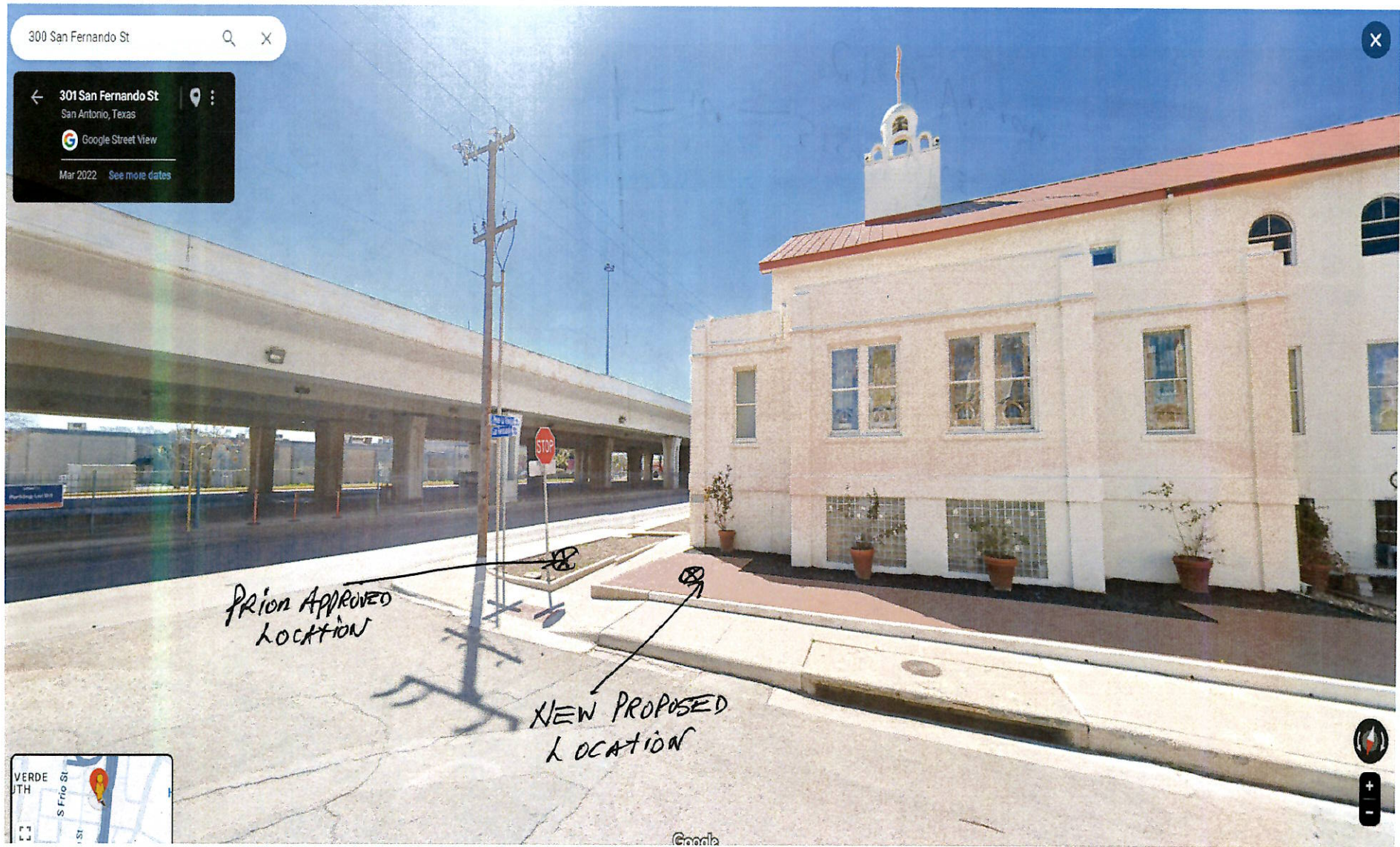
EAST ELEVATION

SOUTH ELEVATION



WEST ELEVATION

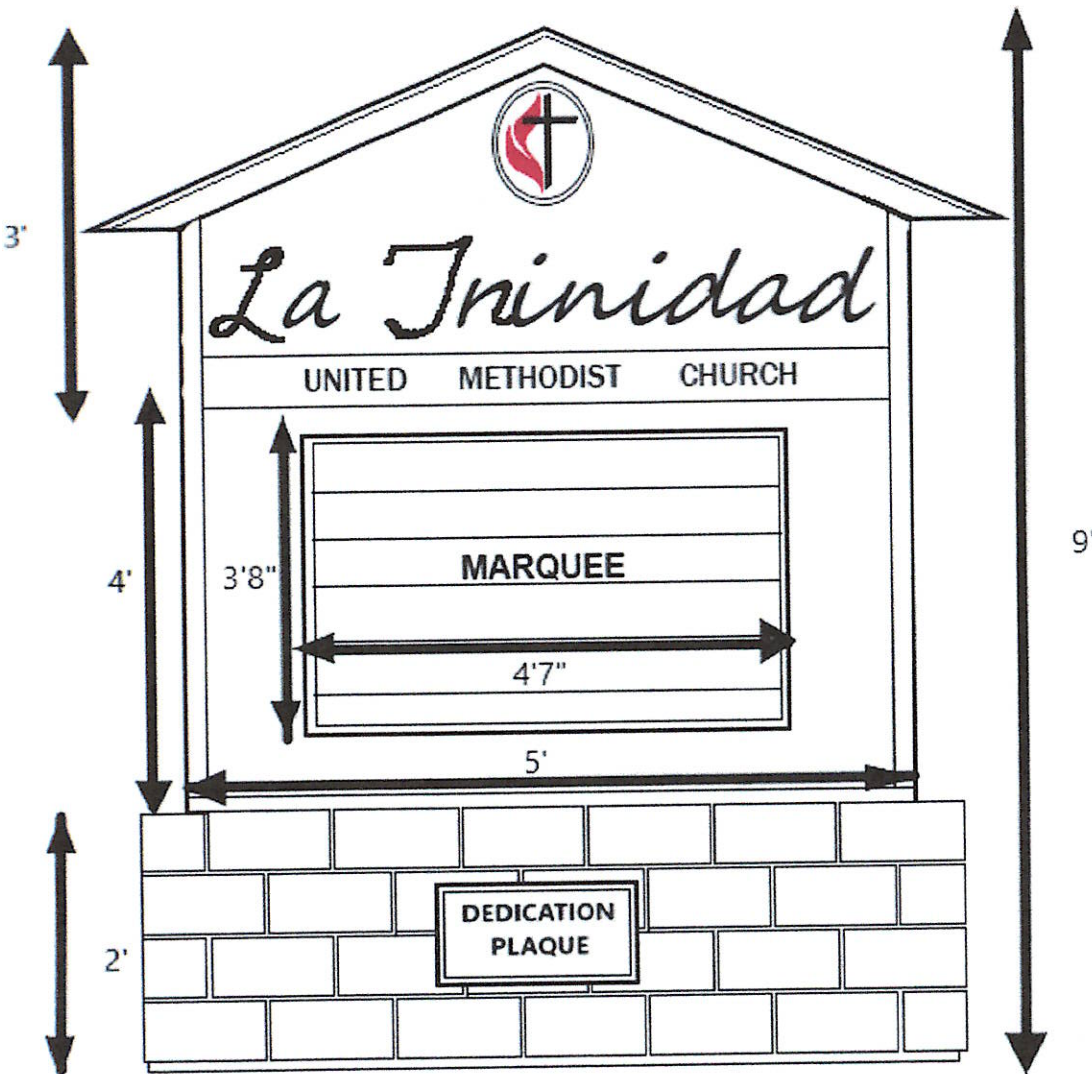
SITE PLAN



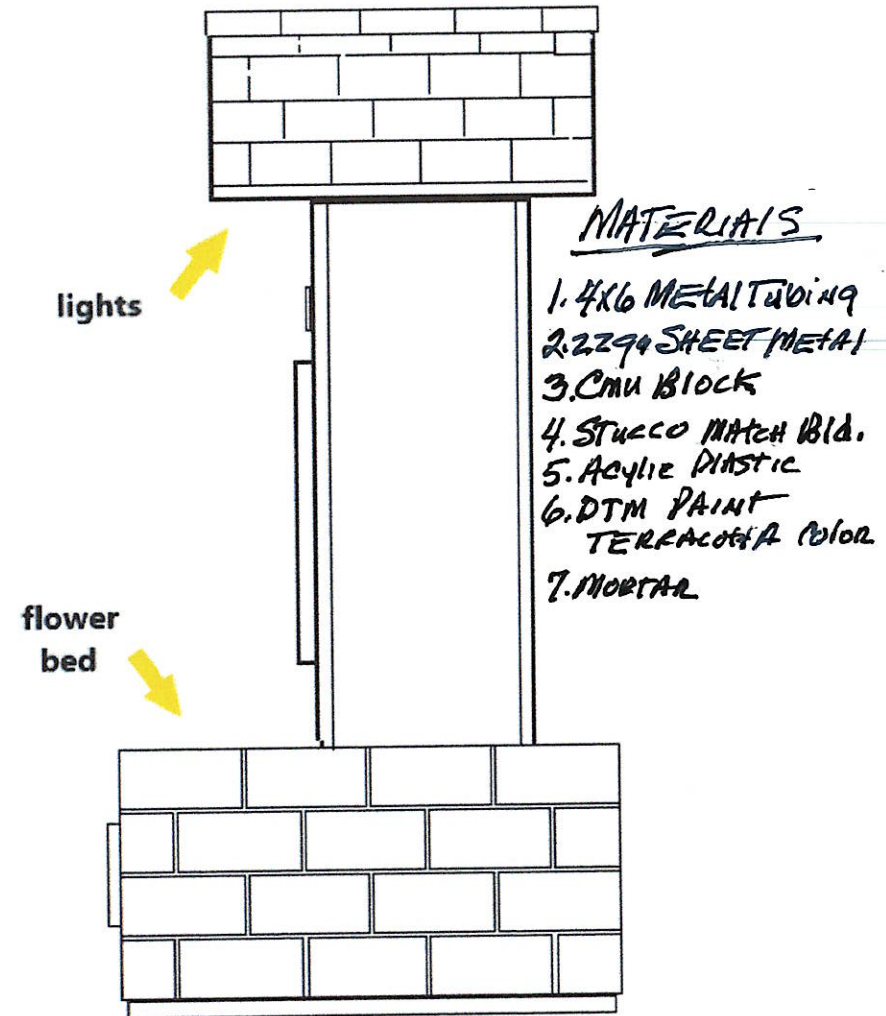


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La Trinidad United Methodist Church
300 San Fernando St.
San Antonio, TX 78207



front view



side view