

# HISTORIC AND DESIGN REVIEW COMMISSION

November 16, 2022

**HDRC CASE NO:** 2022-547  
**ADDRESS:** 320 BONHAM  
**LEGAL DESCRIPTION:** NCB 165 BLK LOT 31 (CROCKETT HOTEL SUBD)  
**ZONING:** D, H, HL  
**CITY COUNCIL DIST.:** 1  
**DISTRICT:** Alamo Plaza Historic District  
**APPLICANT:** Carrie Barry/Comet Signs, LLC  
**OWNER:** 1859-HISTORIC HOTELS LTD  
**TYPE OF WORK:** Sign modification (neon to LED)  
**APPLICATION RECEIVED:** November 03, 2022  
**60-DAY REVIEW:** Not Applicable due to City Council Emergency Orders  
**CASE MANAGER:** Jessica Anderson

## REQUEST:

The applicant requests a Certificate of Appropriateness for approval to refurbish the existing rooftop sign and replacing neon with LED.

## 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

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

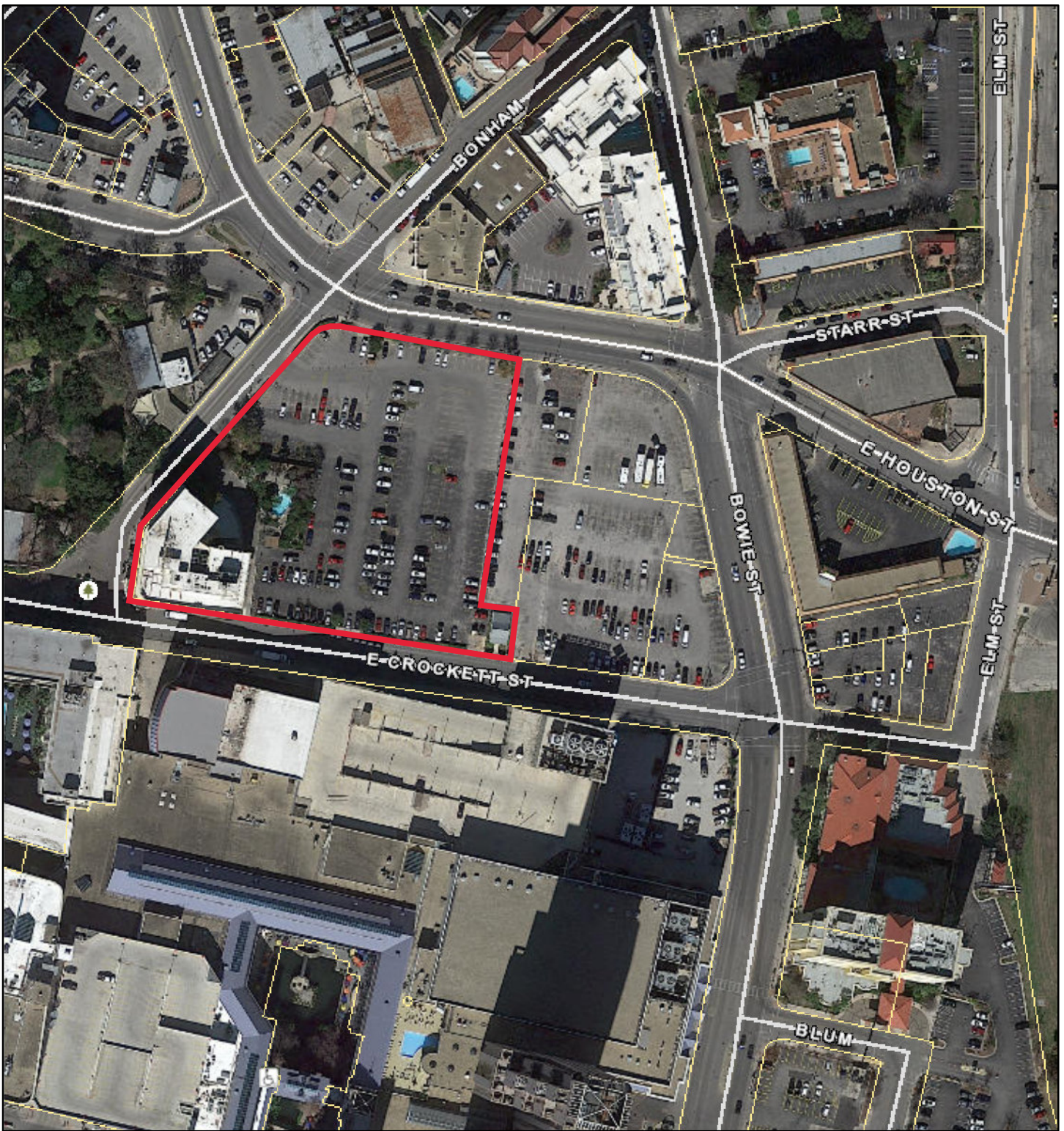
#### FINDINGS:

- a. The property at 320 Bonham, the Crockett Hotel, is a seven-story brick-clad Italianate commercial structure built in 1909 with additions in 1927. It is located on an oddly-shaped parcel bound by Bonham, E Crockett St, and Bowie St, with a service drive separating the hotel from an adjacent surface parking lot. The hotel features a rooftop neon sign that reads CROCKETT HOTEL in green letters. The property is an individual local landmark and contributes to the Alamo Plaza historic district.
- b. PAINTING: The applicant proposes to temporarily remove the rooftop sign and transport it to a shop to clean and repaint. Historic Design Guidelines for Signage 6.B.ii states that historic signage should be restored in-kind. Staff finds this scope of work conforms to guidelines.
- c. MODIFICATION (NEON TO LED): The applicant proposes to remove the existing green neon letters, transformers, and neon-related parts and replace with flexible green LEDs and related power supplies. Historic Design Guidelines for Signage 6.B.ii states that historic signage should be restored in-kind. Though the applicant proposes replacing neon with LED, staff finds the rooftop location of the signage allows for this change in materials without interrupting the neon look of the historic sign. Staff finds the proposed change appropriate.

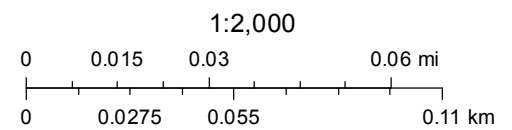
#### RECOMMENDATION:

Staff recommends approval of the request to refurbish the existing rooftop sign and replacing neon with LED based on findings b and c.

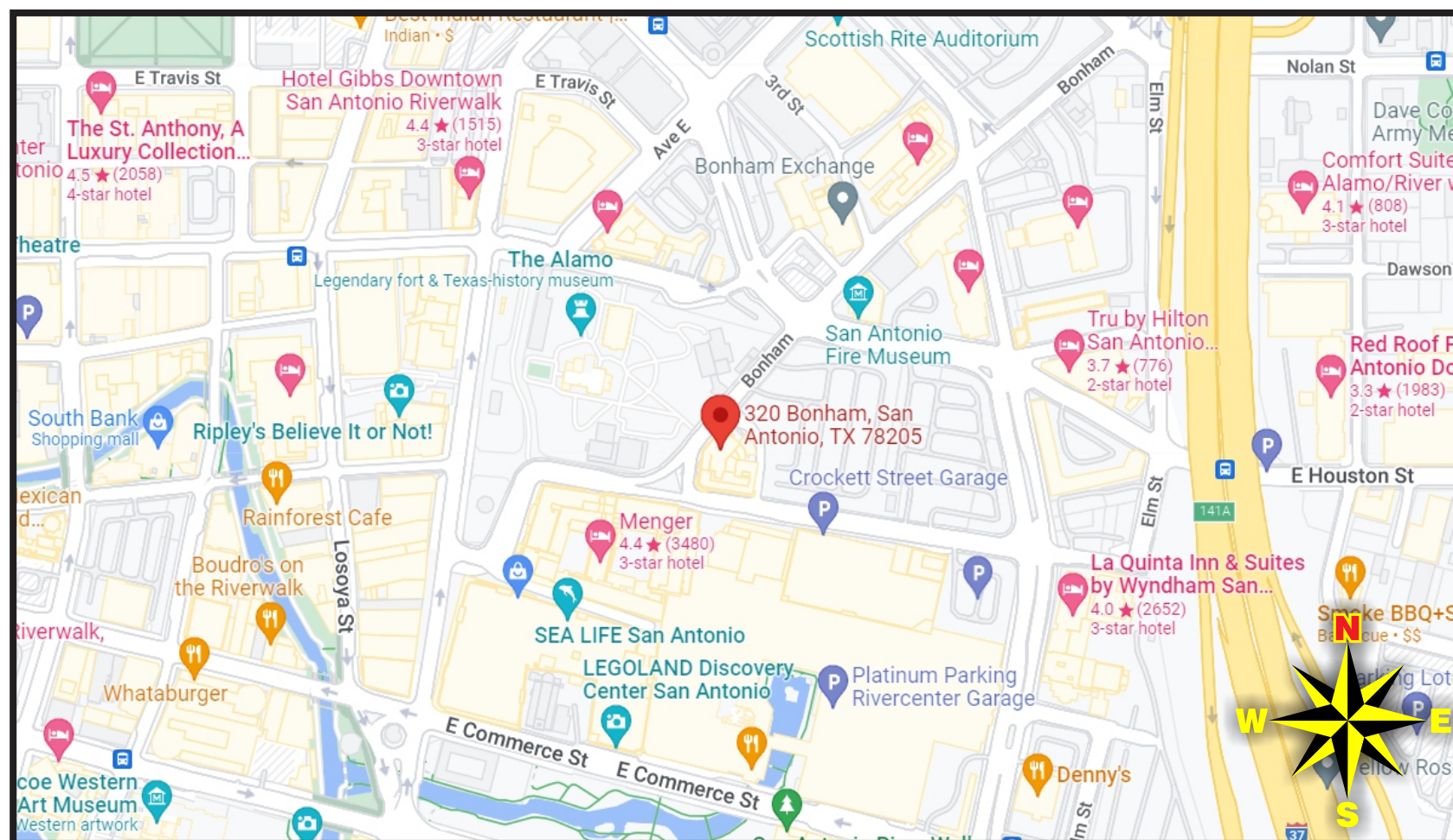
# City of San Antonio One Stop



November 8, 2022



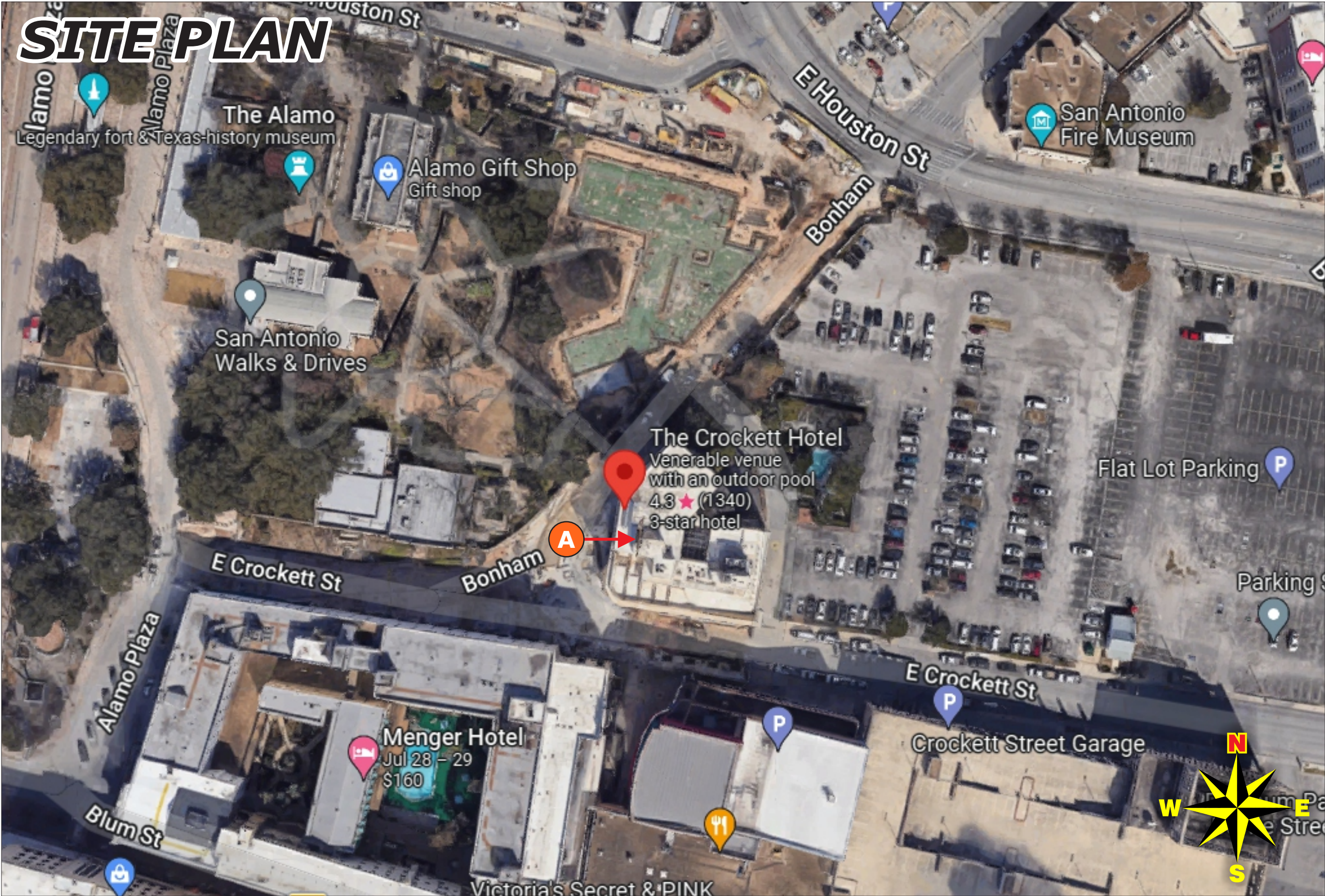
# Crockett Hotel



**320 Bonham, San Antonio, TX 78205**



# SITE PLAN



CUSTOMER APPROVAL

APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Job Name:

## Crockett Hotel

☒ Proposal Drawing  
☐ Final Drawing

Client: Crockett Hotel  
Location: 320 Bonham, San Antonio, TX 78205  
Salesperson: Jason Kaupert  
Prj. Mngr.: Laura Guajardo  
Date: 07/26/2022  
Designer: Jay Yoo  
File Name: 68898 R5  
Crockett Hotel SATX Roof Sign Refurb.cdr  
Proposal #: 68898  
Job #: n/a

### Revisions

Note:  
R5/10.6.22/SAM: Changed faux neon to green, spec Aura Flex  
R4/10.5.22/JY: Rev. back to R2 specs. w/ single stroke+upd. PM's name.  
R1/7.27.22/JY: A-rescale cabinet w/ ' high in photo, rev. cabinet per rescaled dims. rev. dark bronze color.



License #: 18010

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San Antonio, TX 78219  
(210) 341-7244

**Dallas**  
2703 Mockingbird Lane  
Dallas, TX 75235  
(972) 870-1594

**Houston (State Sign)**  
7630 Hansen Road  
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(713) 943-1831

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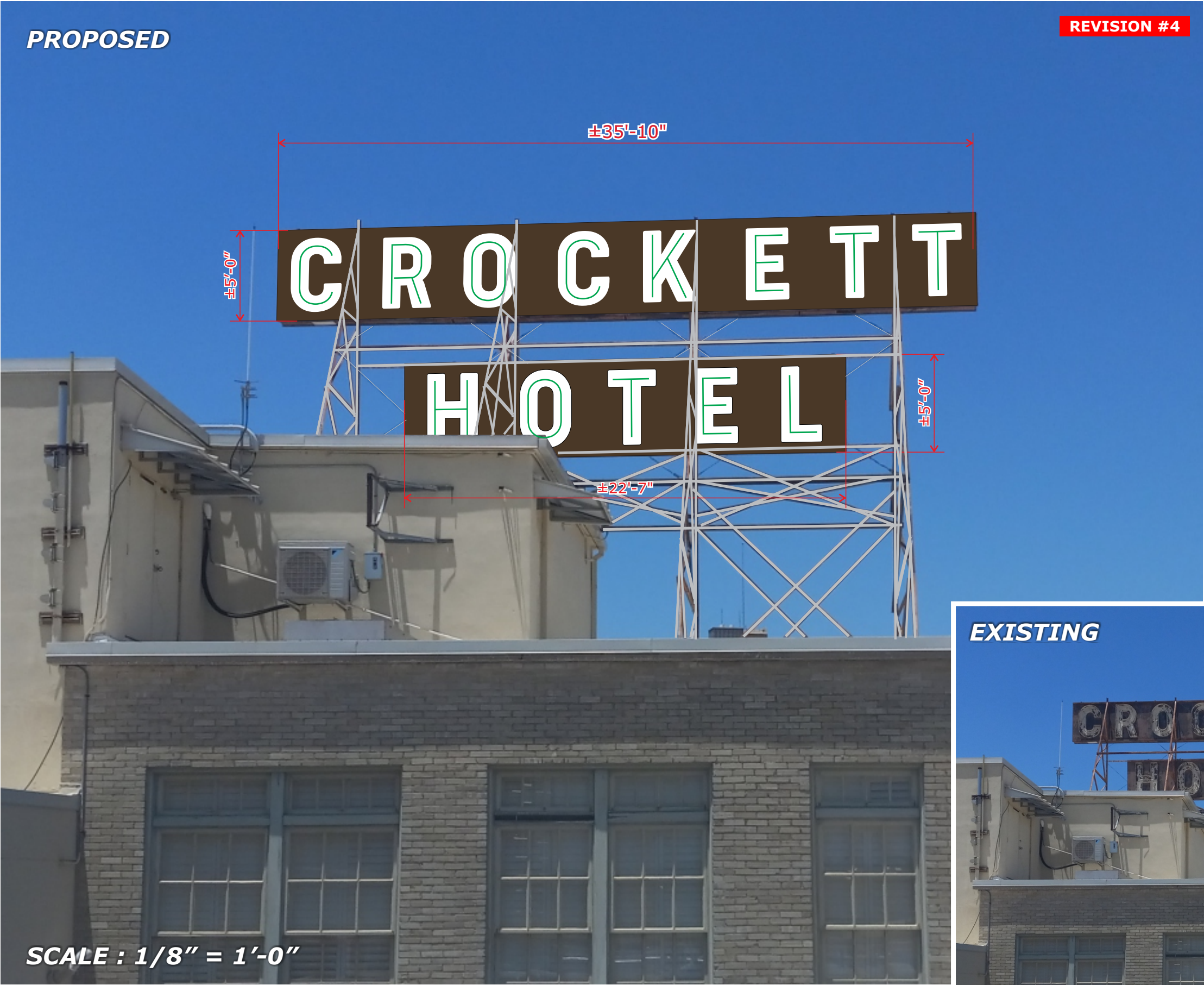
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PROPOSED

REVISION #4



SCALE : 1/8" = 1'-0"

CUSTOMER APPROVAL

APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

EXISTING

REVISION #1



N.T.S.

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Crockett Hotel

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Location: 320 Bonham, San Antonio, TX 78205  
Salesperson: Jason Kaupert  
Prj. Mngr.: Laura Guajardo  
Date: 07/26/2022  
Designer: Jay Yoo  
File Name: 68898 R5  
Crockett Hotel SATX Roof  
Sign Refurb.cdr  
Proposal #: 68898  
Job #: n/a

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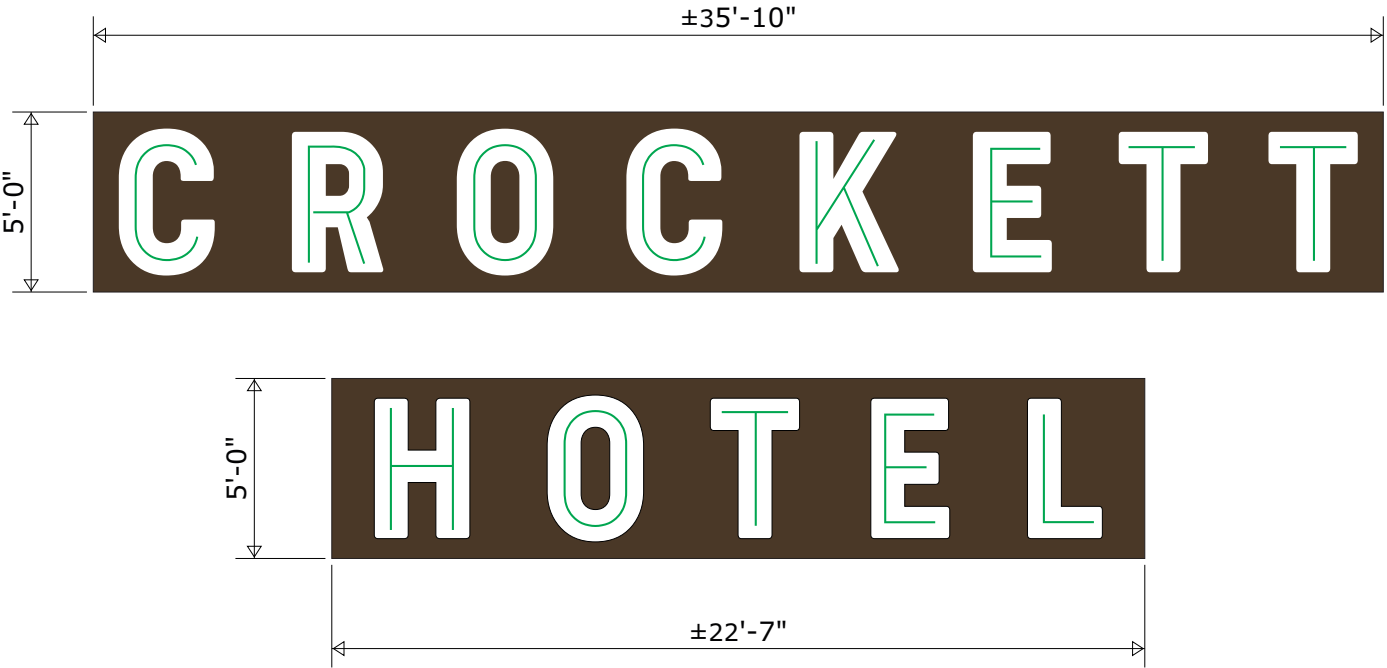
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SHOWN LAYOUT IS FOR VISUAL PURPOSE ONLY.  
ALL DIMENSIONS ARE APPROXIMATE.



SCOPE OF WORK:  
REFURBISH (1) EXISTING ROOF SIGN.

REMOVE EXISTING LETTERS, NEON, TRANSFORMERS AND NEON RELATED PARTS.  
DISCARD NEON, TRANSFORMERS AND NEON RELATED PARTS.  
BRING LETTERS TO SHOP AND CLEAN, PREP AND REPAINT.  
INSTALL GREEN SINGLE STROKE AURA FLEX COLOR SHELL LED FAUX NEON TO REFURBISHED LETTERS.  
PAINT FILLER OF EXISTING CABINET METAL BRONZE. [COLOR TBD.]  
PAINT ANGLE IRON STRUCTURE ALUM. COLOR. [COLOR TBD.]

FABRICATE AND INSTALL NEW BRONZE ACM PANELS ON EXISTING D/F CABINET.  
-MULTIPLE SEAMS FOR JOINTS DUE TO SIZE OF MATERIAL.

AFTER INSTALL ACM PANELS, INSTALL REFURBISHED LETTERS W/ FLEXIBLE LEDS  
ON BOTH SIDES AND LED POWER SUPPLIES.

COLOR SCHEDULE

COLOR DESCRIPTION IS FOR REFERENCE ONLY  
SAMPLES PROVIDED UPON REQUEST AFTER ORDER PLACEMENT

WHITE

BRONZE TBD.

ALUMINUM TBD.

A/R4

ROOF SIGN REFURB

QTY: ONE (1)

SCALE: 3/16" = 1'-0"

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FIELD SURVEY REQUIRED PRIOR TO PRODUCTION.

PAINT AND/OR VINYL COLORS REQUIRED PRIOR TO PRODUCTION.

Job Name:

Crockett Hotel

Proposal Drawing

Final Drawing

Client: Crockett Hotel

Location: 320 Bonham, San Antonio, TX 78205

Salesperson: Jason Kaupert

Prj. Mngr.: Laura Guajardo

Date: 07/26/2022

Designer: Jay Yoo

File Name: 68898 R5

Crockett Hotel SATX Roof

Sign Refurb.cdr

Proposal #: 68898

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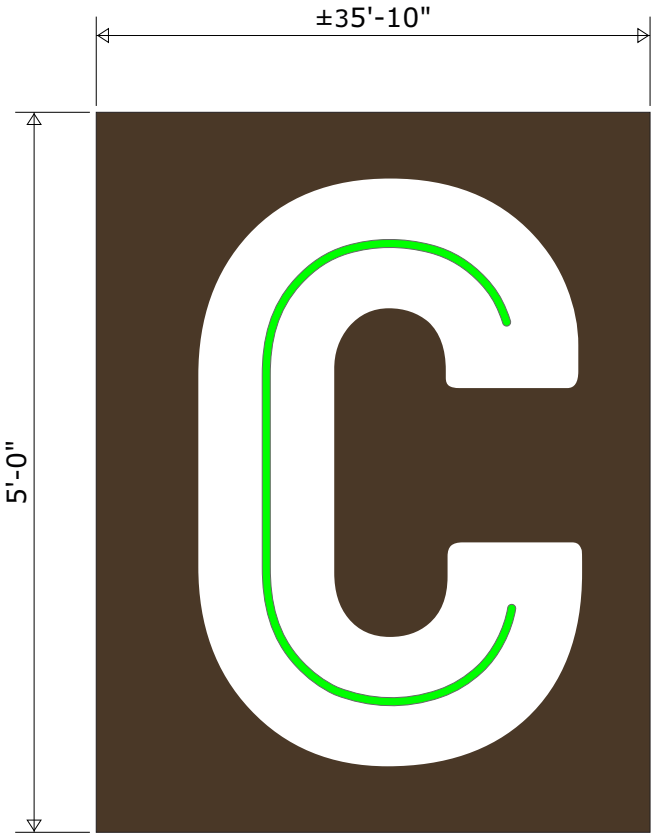
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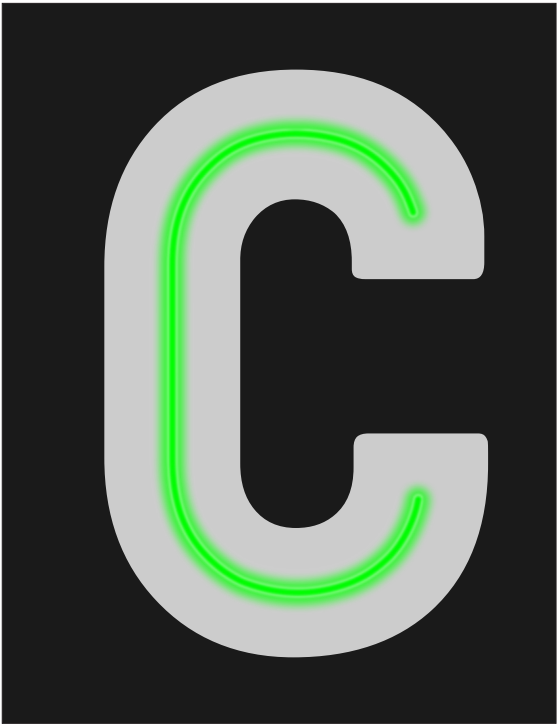


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SIDE BY SIDE FLEX LED NEON COMPARISON OF DAY VIEW VS NIGHT VIEW



SINGLE STROKE



SIMULATED ILLUMINATED VIEW

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