

HISTORIC AND DESIGN REVIEW COMMISSION

October 06, 2021

HDRC CASE NO: 2021-484
ADDRESS: 723 DONALDSON AVE
LEGAL DESCRIPTION: NCB 6758 BLK 8 LOT 23 (JEFFERSON HIGH SCHOOL III)
ZONING: R-6,H,HL
CITY COUNCIL DIST.: 7
DISTRICT: Monticello Park Historic District
LANDMARK: Jefferson High School
APPLICANT: Allison Chambers/Ford, Powell & Carson Architects
OWNER: Yvonne Little/SAN ANTONIO ISD
TYPE OF WORK: Signage
APPLICATION RECEIVED: September 16, 2021
60-DAY REVIEW: Not applicable due to City Council Emergency Orders
CASE MANAGER: Stephanie Phillips

REQUEST:

Jefferson High School is requesting to install two to four mesh screen signs along the fences surrounding both the baseball and softball fields on campus. The signs will say "MUSTANG BASEBALL" and "MUSTANG SOFTBALL" with the mustang mascot and will measure 4'x50' each. The signage will measure a total of 200 square feet each.

APPLICABLE CITATIONS:

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.

FINDINGS:

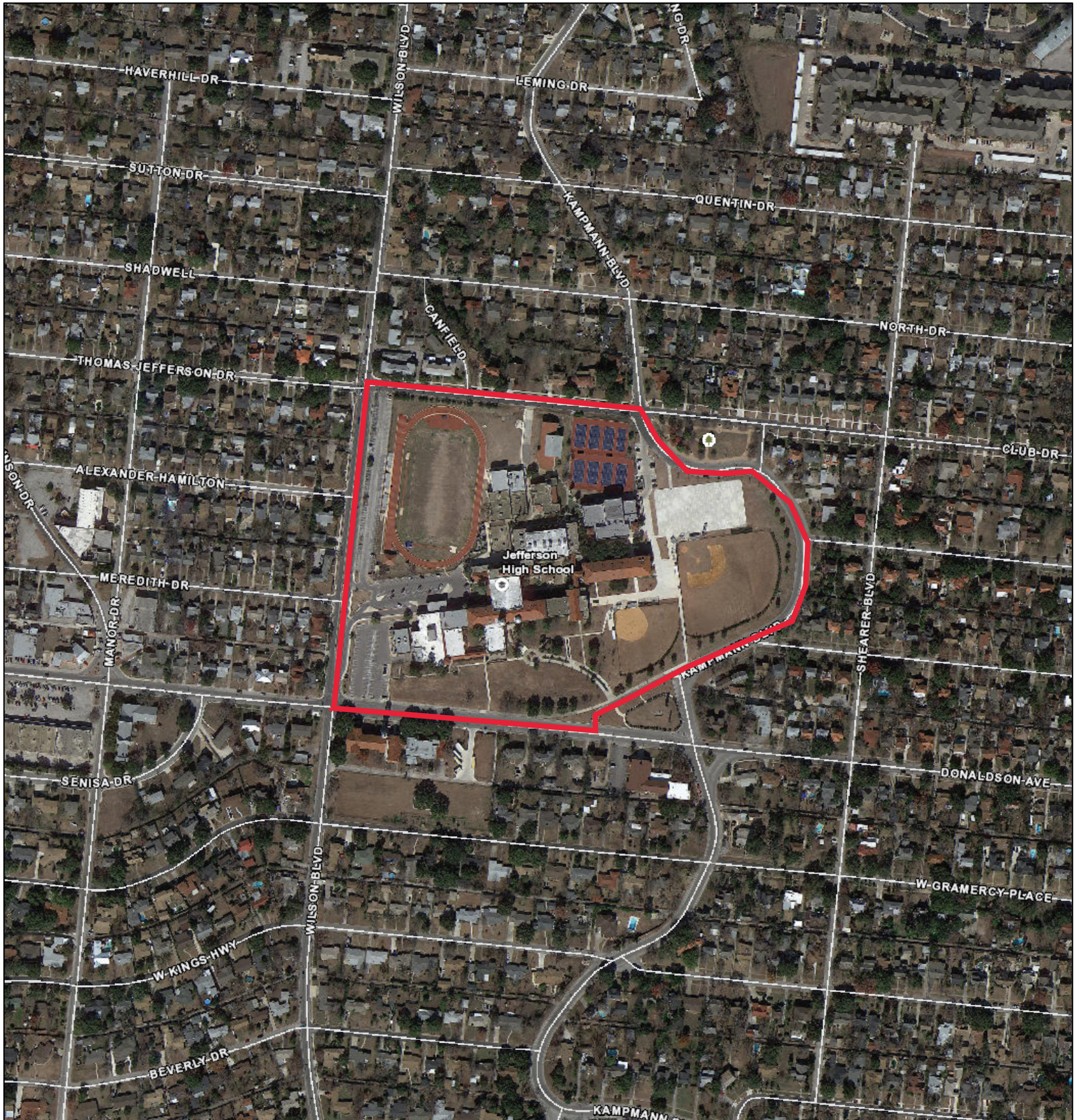
- a. The property addressed 723 Donaldson Ave is the location of Thomas Jefferson High School. The structure was built in 1931-32 and was designed in the Spanish Moorish style by architects Adams & Adams. The structure features a primarily brick façade with ornamental concrete elements designed by artist Hannibal Pianta. The building and campus is a locally designated historic landmark and is listed on the National Register of Historic Places.
- b. **SIGNAGE** – The applicant has proposed to install two mesh screen signs along the fences surrounding both the baseball and softball fields on campus, which largely front the interior of campus but also have street frontage along Club Dr. The signs will say "MUSTANG BASEBALL" and "MUSTANG SOFTBALL" with the mustang mascot and will measure 4'x50' each. The signage will measure a total of 200 square feet each. Per the Guidelines, signage should be a maximum of 3 colors, be appropriate for the scale of the building or site, and not obscure any architectural features. The signage is fully reversible and will not adversely affect the historic structures. Staff finds the proposal consistent.

RECOMMENDATION:

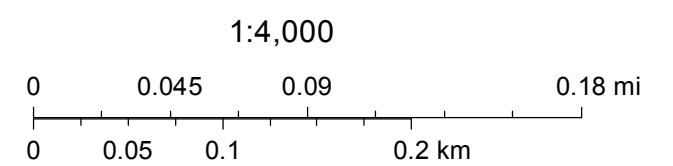
Staff recommends approval based on findings a and b with the following stipulations:

- i. That a maximum of two signs each (softball and baseball), as designed and submitted, be installed.
- ii. That the applicant develop a signage maintenance plan and replace the banners in-kind when required in alignment with UDC signage maintenance code provisions.

City of San Antonio One Stop



September 29, 2021



















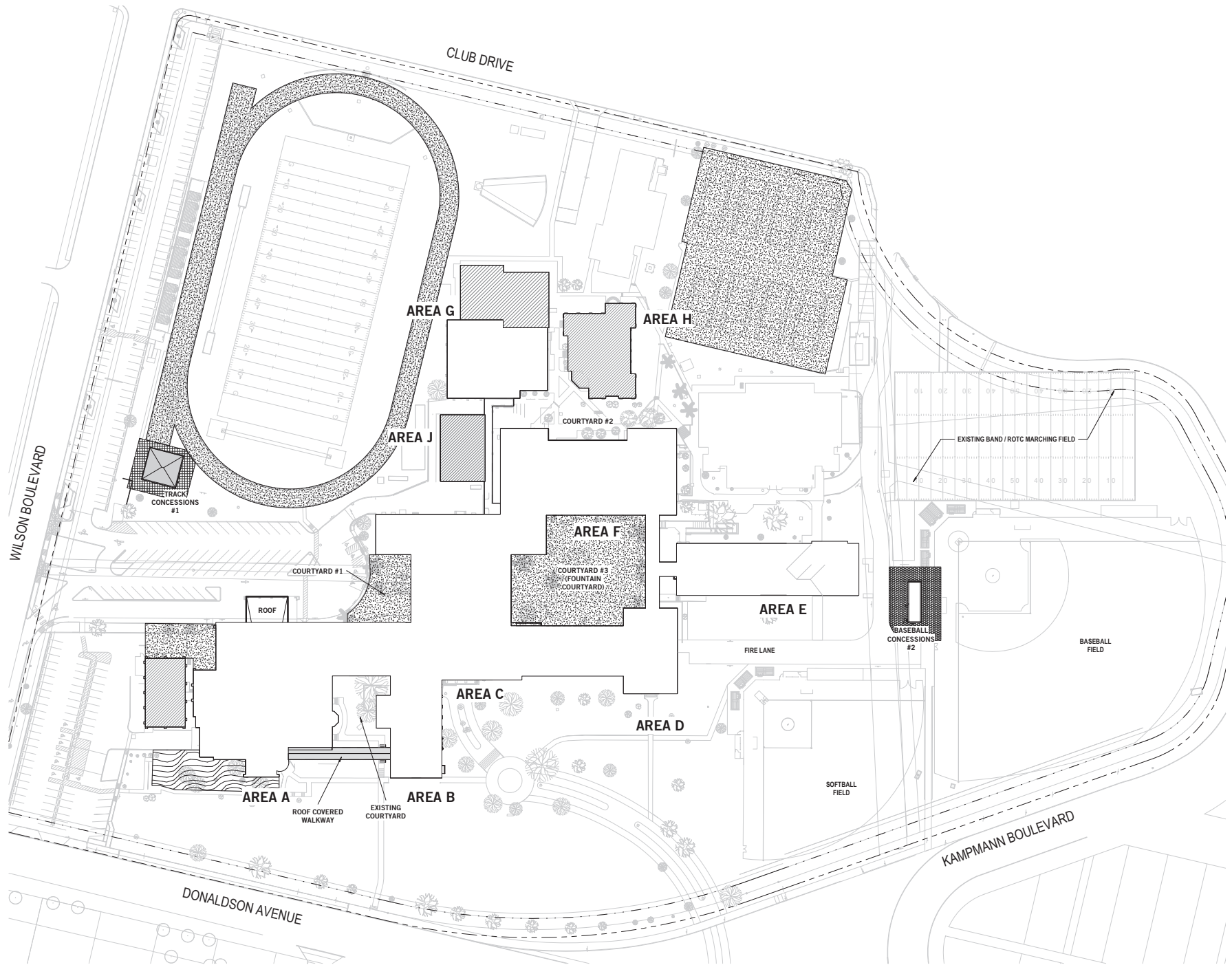






GLT
8231585





A

MUSTANG  BASEBALL

MUSTANG  SOFTBALL

B

MUSTANG  BASEBALL

MUSTANG  SOFTBALL

PROJECT DETAILS

SCREEN COLOR(S)
ROYAL BLUE VCP

TEXT COLOR(S)
WHITE

OUTLINE COLOR(S)
RED

SIZES
2 @ 4'X50'

DESIGNER
CCW

DATE
8/27



DESIGN APPROVAL

☐☐

BY APPROVING YOUR DESIGN, YOU ACKNOWLEDGE:

- ➔ ALL WORDS ARE SPELLED CORRECTLY
INCLUDING, BUT NOT LIMITED TO, SCHOOL/ORGANIZATION NAME(S), PROPER NAMES, AND RECORDS.
- ➔ ALL VISUAL CONTENT IS CORRECT
INCLUDING, BUT NOT LIMITED TO, LOGO(S), COLORS, AND LAYOUT.
- ➔ CLIENT WILL INCUR ALL COSTS IF REPRINT IS NECESSARY
EVERY EFFORT IS MADE TO BE AS ACCURATE AS POSSIBLE, BUT THE FINAL RESPONSIBILITY IS YOURS.