

HISTORIC AND DESIGN REVIEW COMMISSION

January 19, 2022

HDRC CASE NO: 2022-012
ADDRESS: 109 N SAN SABA
LEGAL DESCRIPTION: NCB 319 BLK 1 LOT 1, 2 & 4
ZONING: D
CITY COUNCIL DIST.: 1
APPLICANT: Miranda Garrison/City of San Antonio
OWNER: City of San Antonio
TYPE OF WORK: Signage
APPLICATION RECEIVED: December 20, 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 wayfinding signage for the ZONA Cultural project.

APPLICABLE CITATIONS:

Sec. 35-645. - Signs and Billboards on Public Property or Right-of-Way.

(a) General Provisions. All non-regulatory signage on public property, on the public right-of-way, or overhanging the public right-of-way shall conform to all city codes and must be approved by the historic preservation officer prior to installation. Permits must be obtained following approval of the application. The historic preservation officer may submit an application under this section to the historic and design review commission for their recommendation prior to approving, denying, or approving with conditions the application. Memorials, markers, naming rights of public property, and recognition of charitable donations given to the City of San Antonio shall be additionally governed by existing policies for memorials and markers and/or any formal action passed by city council. Temporary displays approved by the department exercising control of the public property are authorized if in accordance with chapter 28 of the City Code of San Antonio, Texas.

FINDINGS:

- a. The applicant has proposed to install approximately twenty-one (21) wayfinding signs with directional information and seven (7) wayfinding signs with interpretive information within the Zona Cultural project area between Cattleman Square to the east, Main Plaza to the west, W Cesar Chavez to the south, and E Houston to the north. The applicant has proposed to install the interpretive wayfinding signs markers on the 800 block of W Commerce, the 100 block of San Saba, the 100 block of Santa Rosa, the 300 block of W Commerce, the 100 block of E Commerce, the 100-200 block of Santa Rosa, and the 300-400 block of Santa Rosa.
- b. CASE HISTORY – The Zona Cultural project previously received HDRC approval for right-of-way improvements along the West Commerce Corridor between S Santa Rosa and S St Mary's and between Frio Street and Alazan Creek, HDRC Case Numbers 2018-374 and 2020-213, respectively. The approved scopes of work included new curbing and paving, pedestrian lighting, landscaping, the installation of benches, and the installation of decorative sidewalk elements. Previous applications have included information on proposed information kiosks and VIA bus shelters that were not reviewed or approved by the HDRC. The applicant has returned to the HDRC for the review of additional wayfinding signage.
- c. DIRECTIONAL WAYFINDING SIGNAGE DESIGN – The applicant is requesting approval to install approximately twenty-one (21) directional wayfinding signs within the Zona Cultural project area. The applicant has not provided final height or material information at this time. The applicant has proposed wayfinding signage approximately 7 ½ feet in height with a metallic finish, featuring the Zona Cultural Greca pattern. Staff finds that the applicant should provide final dimensions and material specifications for the proposed directional signage to staff for review and approval. The proposed signage design is generally appropriate.
- d. DIRECTIONAL WAYFINDING SIGNAGE LOCATION – The applicant is requesting approval to install approximately twenty-one (21) directional wayfinding signs within the Zona Cultural project area. Staff finds

that the applicant should submit finalized directional signage locations to staff for review and approval prior to receiving a Certificate of Appropriateness.

- e. **INTERPRETIVE WAYFINDING SIGNAGE DESIGN** – The applicant is requesting approval to install approximately seven (7) interpretive wayfinding signs within the Zona Cultural project area. The applicant has not provided final height or material information at this time. The applicant has proposed wayfinding signage approximately 8 feet in height with a metallic finish, featuring the Zona Cultural Greca pattern. The interpretive signs proposed will feature interpretive text and contextual photos with uniform text, font size, and overall layout. The applicant has proposed interpretive signs focused on the railroad & westside, the Chili Queens and Market Square, immigration and Market Square, Spanish theatres, Main Plaza and Commerce Street, Publisher's Row, and Barrio Laredito. The applicant has committed to reviewing and finalizing the interpretive text with the City's Cultural Historian. Staff finds that the applicant should provide final dimensions and material specifications for the proposed interpretive signage to staff for review and approval. Staff finds that the proposed plaque is in accordance with UDC Section 35-645 and is appropriate.
- f. **INTERPRETIVE WAYFINDING SIGNAGE LOCATION** –The applicant has proposed to install the interpretive wayfinding signs on the 800 block of W Commerce (railroad and westside), the 100 block of San Saba (Chili Queens/Market Square), the 100 block of Santa Rosa (Immigration/Market Square), the 300 block of W Commerce (Spanish theatres), the 100 block of E Commerce (Main Plaza/Commerce Street), the 100-200 block of Santa Rosa (Publisher's Row), and the 300-400 block of Santa Rosa (Barrio Laredito). The interpretive text will correspond to the location of the wayfinding signage. Staff finds that the applicant should submit finalized interpretive signage locations to staff for review and approval prior to receiving a Certificate of Appropriateness.

RECOMMENDATION:

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

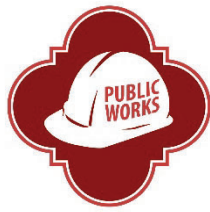
- i. That the applicant submits final dimensions and material specifications for the proposed interpretive signage to staff for review and approval prior to the issuance of a Certificate of Appropriateness.
- ii. That the applicant submits an updated site plan with finalized signage locations to staff for review and approval prior to the issuance of a Certificate of Appropriateness.

This aerial map of downtown San Antonio, Texas, illustrates the SAJD Arson Investigation area. The map features a grid of streets including N. Santa Rosa, W. Martin St, W. Commerce St, W. Nueva, and W. Houston St. Key locations marked include Alamo Colleges Information Systems, SAJD Fire Chiefs Office, and the University of Texas at San Antonio Downtown Campus. A red outline highlights the investigation area, and a red dot marks the SAJD #11 location.

1:8,000

0 0.05 0.1 0.2 mi

0 0.1 0.2 0.4 km



CITY OF SAN ANTONIO
**PUBLIC WORKS
DEPARTMENT**

December 21, 2021

Office of Historic Preservation
Development and Business Services Center
1901 S. Alamo
San Antonio, TX 78204

**SUBJECT: Request for Certificate of Appropriateness (COA)
ZONA Wayfinding and Interpretive Signage
San Antonio, Bexar County, Texas**

While the overall ZONA project has already received three COAs (830 W Commerce St., 109 N. San Saba, and 500 N. Santa Rosa), the design and locations of the wayfinding and interpretive signage has changed. The storytelling information for the interpretive signage is still under development. However, we have been working closely with Claudia Guerra (OHP), and she will review the final draft for said signage.

The City of San Antonio PWD EMD does hereby request your review of the enclosed documentation and concurrence with the new designs and locations for the signage.

Should you have any questions regarding this project, please do not hesitate to contact me at (210) 207-1454 or by email at Miranda.Garrison@sanantonio.gov.

Sincerely,

Miranda Garrison, Architectural Historian/Environmental Project Manager
Public Works Department – Environmental Management Division
City of San Antonio

Zona Cultural Wayfinding & Interpretive Signage

Directional / Wayfinding



Interpretive / Storytelling



Main Headline
Font: Bebas Neue Regular
Size: 130/130
Character count: 50 (max)

Body Text
Font: Proxima Nova Regular
Size: 39/50
Character count: 470 (max,
each paragraph. 660 total)

HEADLINE ONE MALESUADA ENIM MAGNA IPSUM

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Photo captions
Font: Proxima Nova Light
Size: 22/24
Character count:
130 (max) each


Main Headline
Font: Bebas Neue Regular
Size: 130/130
Character count: 50 (max)

Body Text
Font: Proxima Nova Regular
Size: 39/50
Character count: 470 (max,
each paragraph. 660 total)

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HEADLINE TWO MALESUADA ENIM MAGNA IPSUM

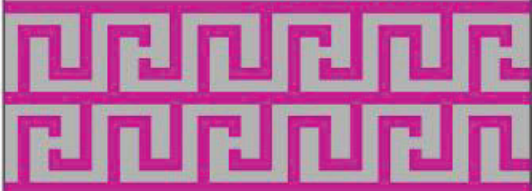
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ZONA CULTURAL

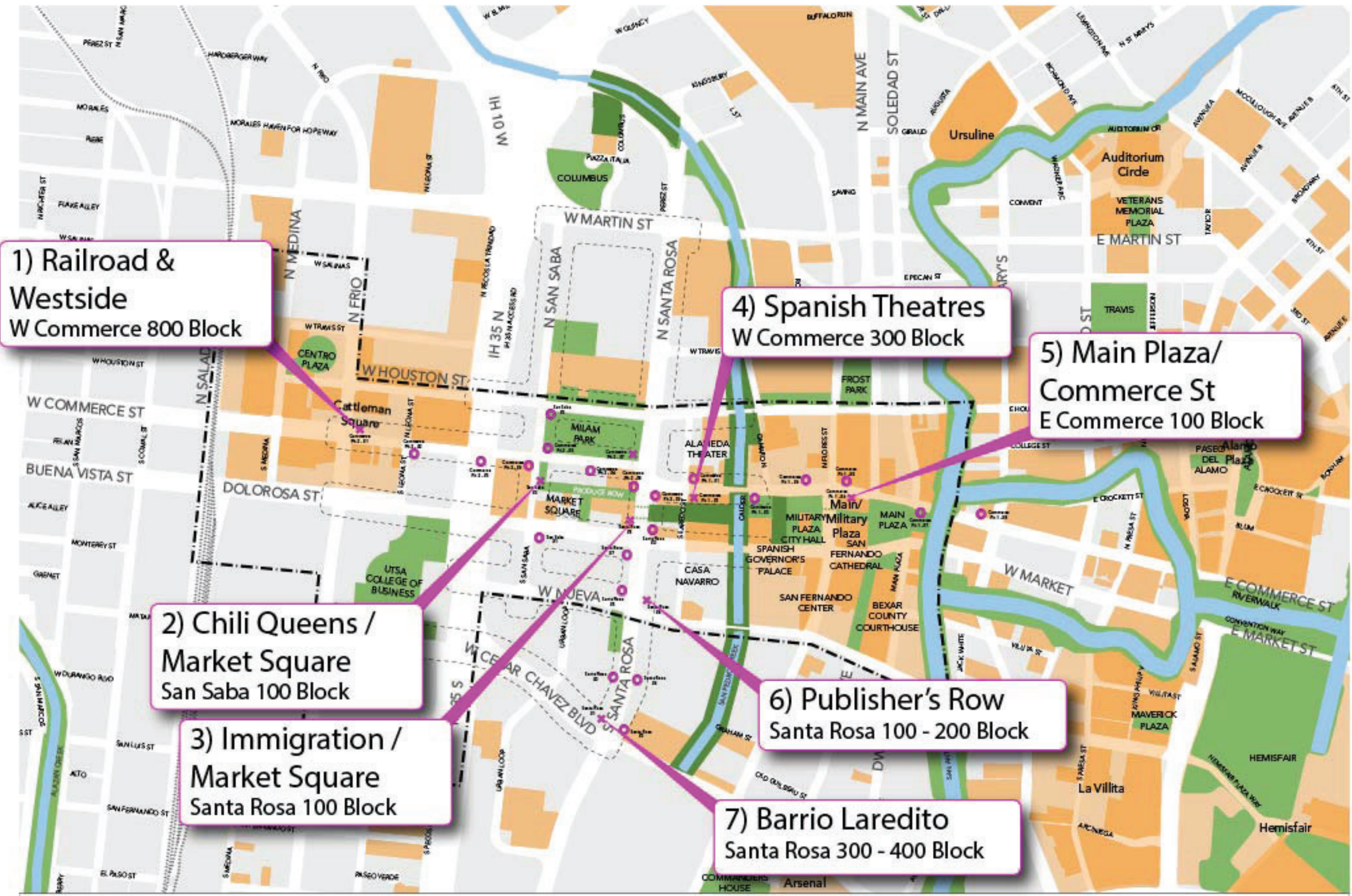


Material:
Powder Coated Aluminum Graphic Panel



1 ZONA CULTURAL INTERP SIGN
SCALE: 1"=1'-0"

ELEVATION 0 3' 6' 1'



1) Railroad & Westside
W Commerce 800 Block

2) Chili Queens / Market Square
San Saba 100 Block

3) Immigration / Market Square
Santa Rosa 100 Block

4) Spanish Theatres
W Commerce 300 Block

5) Main Plaza / Commerce St
E Commerce 100 Block

6) Publisher's Row
Santa Rosa 100 - 200 Block

7) Barrio Laredito
Santa Rosa 300 - 400 Block

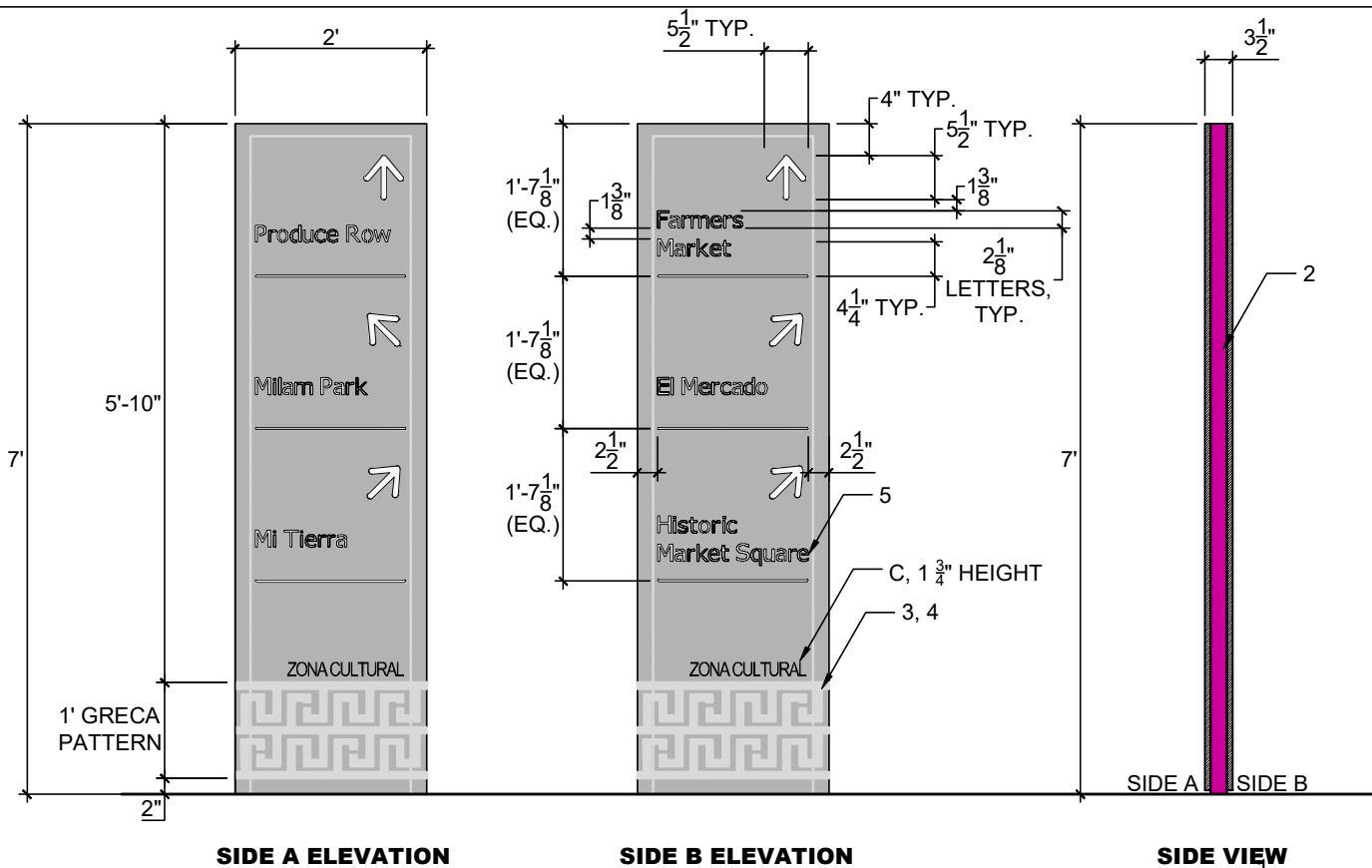
Legend:

- Blocks
- Rivers and Creeks
- Rail Line
- ZONA Boundary
- ZONA Street Packages
- Historical Districts
- Historical Site Parcels
- Wayfinding Sign Type 1 (Directional Information)
- Wayfinding Sign Type 2 (Interpretive Information)

0 250 500 1000 feet

This map is based on the City of San Antonio's GIS data.

N

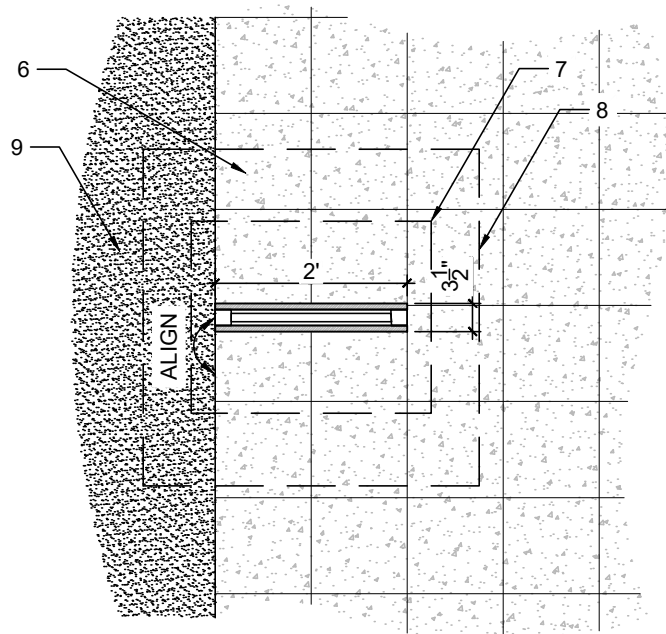


SIDE A ELEVATION

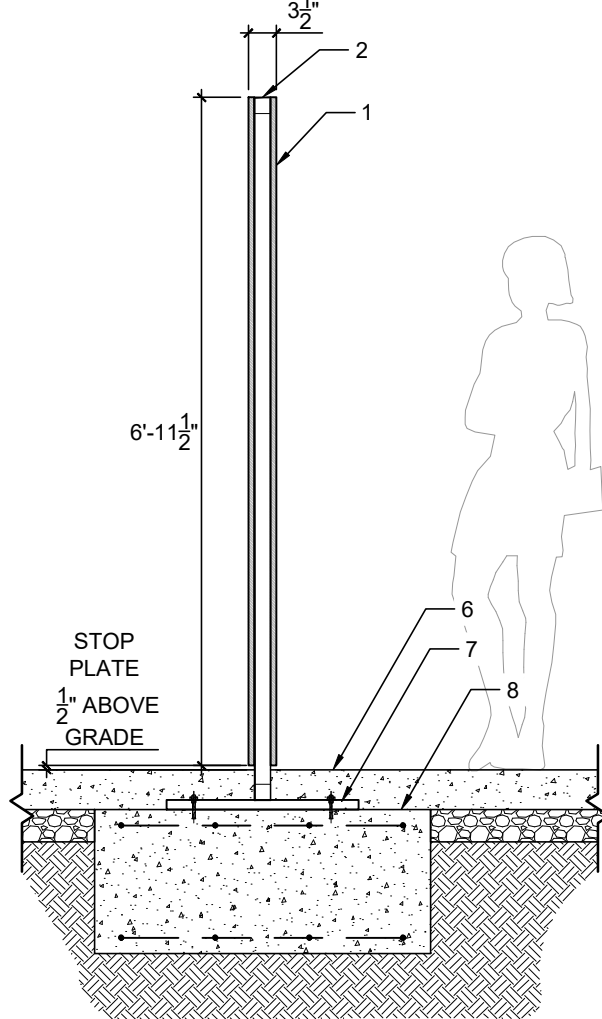
SIDE B ELEVATION

SIDE VIEW

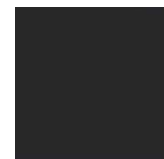
ILLUSTRATIVE



PLAN VIEW



SECTION



PANTONE
ANTHRACITE
19-4007 TCX



PANTONE
STEEL GREY
18-4005



PANTONE
225 XGC

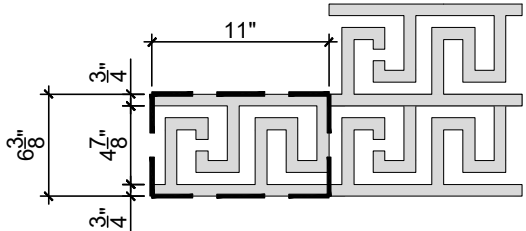
Previous
Application



TYPEFACE
BEBAS NEUE

LEGEND

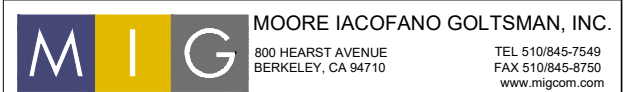
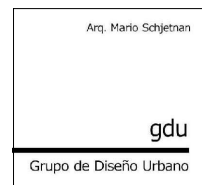
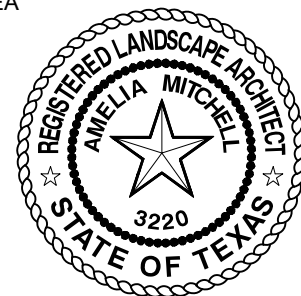
- 3/4" COLD ROLLED & GALVANIZED STEEL PLATE WITH POWDER COAT, SEE STRUCTURAL FOR ATTACHMENT.
- HSS FRAMING, SEE STRUCTURAL. PAINT SHALL MATCH PANTONE 225 XGC (MAGENTA) OR APPROVED EQUAL CONTRACTOR SHALL SUBMIT SAMPLE FOR APPROVAL.
- ETCH "GRECA" PATTERN INTO STEEL PLATE AND PAINT WITH ELECTROSTATIC PAINTING. PRIME AND PAINT WITH (2) FINISH COATS. WHEN SUBMITTING PAINT SAMPLES FOR APPROVAL, PROVIDE RECOMMENDATIONS FOR PAINTING INCLUDING PRIMER, PAINT TYPE, APPLICATION RATE, ETC.
- SEAL WITH ANTI-GRAFFITI COATING: SHERWIN WILLIAMS 2K WATERBASED URETHANE OR APPROVED EQUAL. FOLLOW MANUFACTURER'S RECOMMENDATIONS FOR STEEL APPLICATION. CONTRACTOR SHALL SUBMIT INFORMATION FOR APPROVAL.
- MAP OR HISTORICAL INFORMATION PROVIDED BY CoSA
- ADJACENT SIDEWALK PAVING, SEE DETAIL 1 / L 5.03
- BASE PLATE, SEE STRUCTURAL
- CONCRETE FOUNDATION, SEE STRUCTURAL
- ADJACENT CRUSHED STONE MULCH OR PLANTING AREA



GRECA DETAIL
(TYPICAL)
1" = 1'-0"

NOTES

- FABRICATOR SHALL PROVIDE SHOP DRAWINGS AND SUBMITTALS FOR REVIEW PRIOR TO FABRICATION. PROVIDE FULL-SCALE MOCKUP FOR APPROVAL PRIOR TO FABRICATION OF ALL SIGNS.
- DESIGN TEAM AND FABRICATOR TO WORK WITH CoSA STAFF FOR FINAL DEVELOPMENT OF CONTENT, SIGNAGE AS SHOWN IS FOR ILLUSTRATIVE PURPOSES ONLY.
- TYPEFACE "BEBAS NEUE" FOR ZONA CULTURAL TEXT, WAYFINDING TEXT, AND INTERPRETIVE SIGNAGE.



PAPE-DAWSON
ENGINEERS

SAN ANTONIO | AUSTIN | HOUSTON | FORT WORTH | DALLAS
2000 NW LOOP 410 | SAN ANTONIO, TX 78213 | 210.378.9000
TBPB FIRM REGISTRATION #470 | TBPB FIRM REGISTRATION #10028800

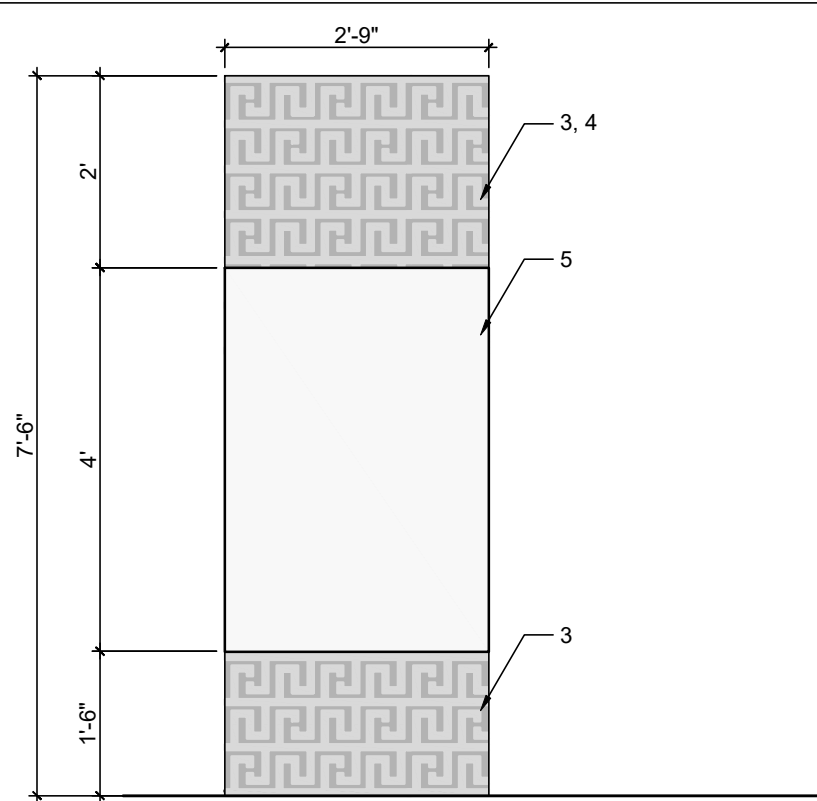


CITY OF SAN ANTONIO
TRANSPORTATION & CAPITAL IMPROVEMENTS

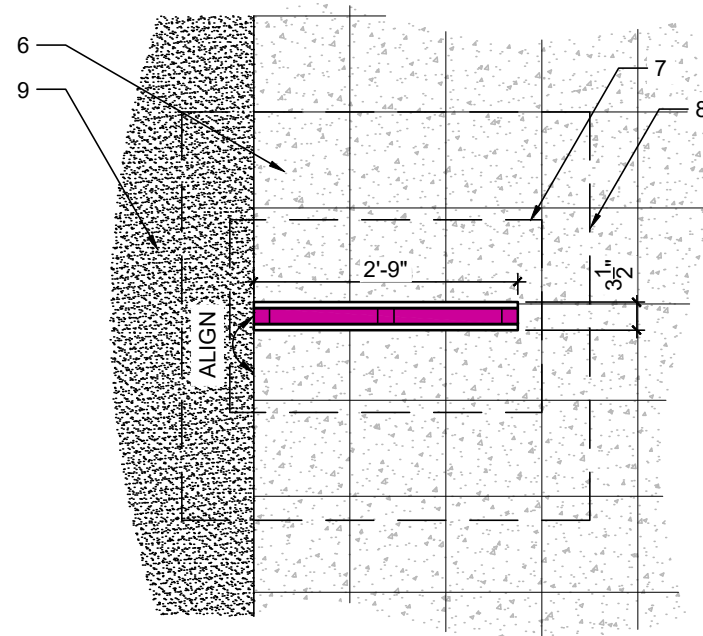
SANTA ROSA, CESAR E CHAVEZ TO MARTIN
LANDSCAPE DETAILS

95% SUBMITTAL	PROJECT NO.: 1153401	DATE: 11/16/2020
DRWN. BY: RD/CC	DSGN. BY: MM/AM	CHKD. BY: MM/AM
		SHEET NO.: 558

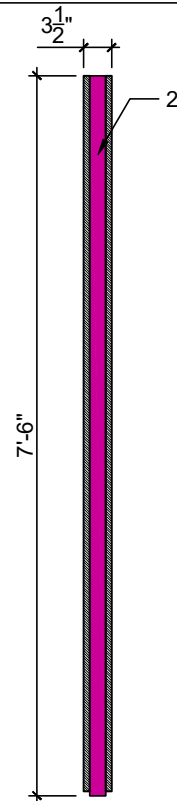
1 WAYFINDING SIGN TYPE 1
1" = 1' - 0"



**FRONT ELEVATION
(DOUBLE SIDED CONTENT)**

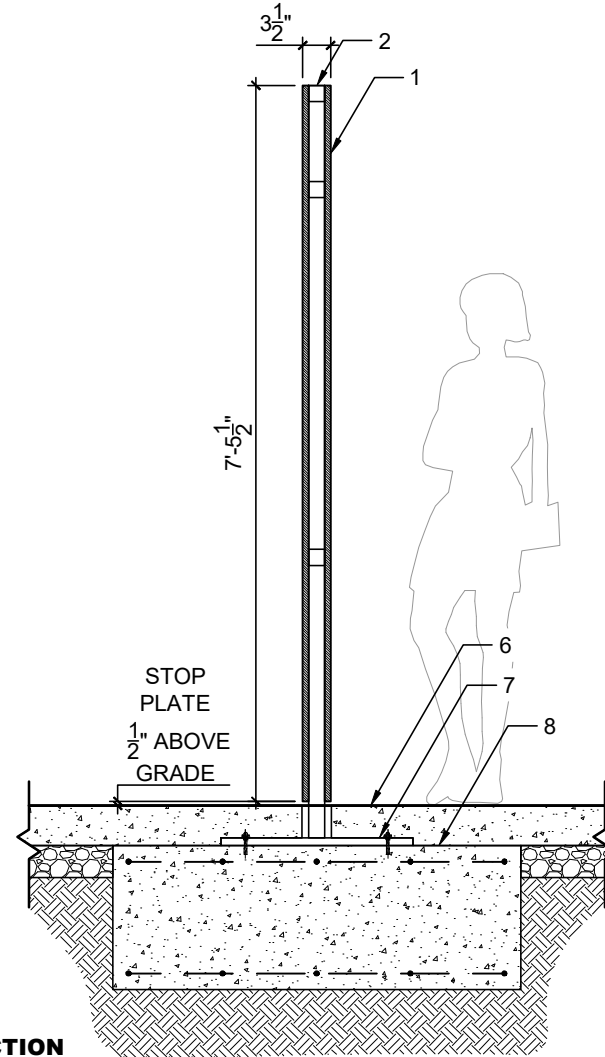


PLAN VIEW

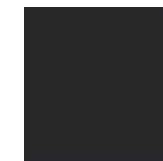


SIDE VIEW

ILLUSTRATIVE



SECTION



PANTONE
ANTHRACITE
19-4007 TCX



PANTONE
STEEL GREY
18-4005



PANTONE
225 XGC

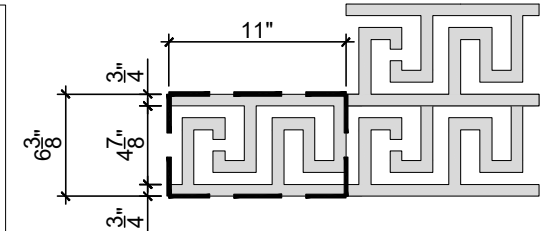
Previous
Application



TYPEFACE
BEBAS NEUE

LEGEND

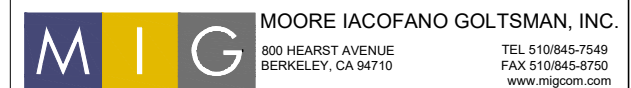
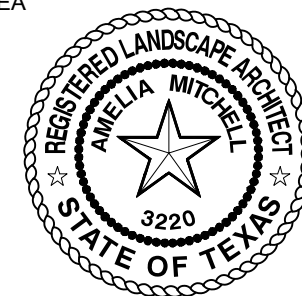
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**GRECA DETAIL
(TYPICAL)**
1" = 1'-0"

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2000 NW LOOP 410 | SAN ANTONIO, TX 78213 | 210.378.9000
TBE FIRM REGISTRATION #470 | TBPLS FIRM REGISTRATION #10028800



CITY OF SAN ANTONIO
TRANSPORTATION & CAPITAL IMPROVEMENTS

SANTA ROSA, CESAR E CHAVEZ TO MARTIN
LANDSCAPE DETAILS

95 % SUBMITTAL	PROJECT NO.: 1153401	DATE: 11/16/2020
DRWN. BY: RD/CC	DSGN. BY: MM/AM	CHKD. BY: MM/AM
		SHEET NO.: 559