

HISTORIC AND DESIGN REVIEW COMMISSION

May 04, 2022

HDRC CASE NO: 2022-227
ADDRESS: 1103 E COMMERCE ST
LEGAL DESCRIPTION: NCB 587 BLK 1 LOT 1 ST PAUL SQUARE SUITES HOTEL
ZONING: D, H
CITY COUNCIL DIST.: 2
DISTRICT: St Paul Square Historic District
APPLICANT: jose guajardo/g5signage
OWNER: WEINRITTER ST PAUL SQUARE LLC
TYPE OF WORK: Signage
APPLICATION RECEIVED: April 04, 2022
60-DAY REVIEW: Not applicable due to City Council Emergency Orders
CASE MANAGER: Edward Hall

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to:

1. Install one, internally illuminated monument sign to replace an existing, monument sign on Center Street. The proposed sign will feature an overall height of 46.89 inches and an overall width of 54.26 inches for a total size of approximately 35.2 square feet in size, including both sides. This sign is identified as sign 1 in the signage documents.
2. Install one, internally illuminated monument sign to replace an existing, monument sign on Chestnut Street. The proposed sign will feature an overall height of 46.89 inches and an overall width of 54.26 inches for a total size of approximately 35.2 square feet in size, including both sides. This sign is identified as sign 2 in the signage documents.
3. Install one, internally illuminated channel letter sign on the west façade of the vehicular drop off canopy, fronting Chestnut Street. The sign will feature an overall height of 32.2 inches and an overall width of 216.74 inches for a total size of 48.47 square feet. This sign is identified as sign 3 in the signage documents.
4. Install one, internally illuminated corner blade sign at the corner of E Commerce and Chestnut Street. The proposed sign will feature an overall height of 54.01 inches in height and an overall width of 46.97 inches for a total size of 35.24 square feet, including both sides. This sign is identified as sign 4 in the signage documents.
5. Install one, internally illuminated set of channel letters to be installed on the existing street canopy on the E Houston façade. The proposed sign will feature an overall height of 42.98 inches and an overall width of 86.21 inches for a total size of 25.73 square feet. This sign is identified as sign 5 in the signage documents.
6. Install one, internally illuminated wall sign to feature an overall height of 111.59 inches and an overall width of 153.16 inches for a total size of 118.69 square feet. This sign will be located on the west façade of the four-story structure. This sign is identified as sign 6 in the signage documents.
7. Install one, internally illuminated wall sign to feature an overall height of 68.43 inches and an overall width of 93.91 inches for a total size of 44.63 square feet. This sign will be located on the south façade of the four-story structure. This sign is identified as sign 7 in the signage documents.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 6, Guidelines for Signage

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.

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.

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 to install signage at 1103 E Commerce, located within the St Paul Square Historic District.
- b. ALLOWABLE SIGNAGE – The Historic Design Guidelines recommend one major and two minor signs per application, not to exceed fifty (50) square feet total. The Commission may approve additional signage and square footage.
- c. EXISTING SIGNAGE – The property at 1103 E Commerce currently features a number of signs, including three walls signs and two walls signs, one canopy sign and two freestanding signs. The applicant has noted that the existing, channel letter and cabinet signs on the north façade will be removed.
- d. FREESTANDING SIGN (Center Street) – The applicant has proposed to install one, internally illuminated monument sign to replace an existing, monument sign on Center Street. The proposed sign will feature an overall height of 46.89 inches and an overall width of 54.26 inches for a total size of approximately 35.2 square feet in size, including both sides. This sign is identified as sign 1 in the signage documents. The Guidelines for Signage note that signage within historic districts should not feature plastic signage elements and should be indirectly illuminated. The proposed signage is not consistent with the Guidelines. A reface of the existing sign would be allowed per code.
- e. FREESTANDING SIGN (Chestnut Street) – The applicant has proposed to install one, internally illuminated monument sign to replace an existing, monument sign on Chestnut Street. The proposed sign will feature an overall height of 46.89 inches and an overall width of 54.26 inches for a total size of approximately 35.2 square feet in size, including both sides. This sign is identified as sign 2 in the signage documents. The Guidelines for Signage note that signage within historic districts should not feature plastic signage elements and should be indirectly illuminated. The proposed signage is not consistent with the Guidelines. A reface of the existing sign would be allowed per code.
- f. CHANNEL LETTER SIGN (Vehicular Drop Off) – The applicant has proposed to install one, internally illuminated channel letter sign on the west façade of the vehicular drop off canopy, fronting Chestnut Street. The sign will feature an overall height of 32.2 inches and an overall width of 216.74 inches for a total size of 48.47 square feet. This sign is identified as sign 3 in the signage documents. The Guidelines for Signage note that signage within historic districts should not feature plastic signage elements and should be indirectly illuminated. The proposed signage is not consistent with the Guidelines. Staff finds that signage featuring metal construction and indirect illumination would be most appropriate.
- g. BLADE SIGN – The applicant has proposed to install one, internally illuminated corner blade sign at the corner of E Commerce and Chestnut Street. The proposed sign will feature an overall height of 54.01 inches in height and an overall width of 46.97 inches for a total size of 35.24 square feet, including both sides. This sign is identified as sign 4 in the signage documents. The Guidelines for Signage note that signage within historic districts should not feature plastic signage elements and should be indirectly illuminated. The proposed signage is not consistent with the Guidelines. Staff finds that signage featuring metal construction and indirect illumination would be most appropriate.
- h. CHANNEL LETTER SIGN (Canopy) – The applicant has proposed to install one, internally illuminated set of channel letters to be installed on the existing street canopy on the E Houston façade. The proposed sign will feature an overall height of 42.98 inches and an overall width of 86.21 inches for a total size of 25.73 square feet. This sign is identified as sign 5 in the signage documents. The Guidelines for Signage note that signage within historic districts should not feature plastic signage elements and should be indirectly illuminated. The proposed signage is not consistent with the Guidelines. Staff finds that signage featuring metal construction and indirect illumination would be most appropriate.
- i. WALL SIGN (West Façade) – The applicant has proposed to install one, internally illuminated wall sign to feature an overall height of 111.59 inches and an overall width of 153.16 inches for a total size of 118.69 square feet. This sign will be located on the west façade of the four-story structure. This sign is identified as sign 6 in the signage documents. The Guidelines for Signage note that signage within historic districts should not feature plastic signage elements and should be indirectly illuminated. The proposed signage is not consistent with the Guidelines. Staff finds that signage featuring metal construction and indirect illumination would be most appropriate.

- j. WALL SIGN (South Façade) – The applicant has proposed to install one, internally illuminated wall sign to feature an overall height of 68.43 inches and an overall width of 93.91 inches for a total size of 44.63 square feet. This sign will be located on the south façade of the four-story structure. This sign is identified as sign 7 in the signage documents. The Guidelines for Signage note that signage within historic districts should not feature plastic signage elements and should be indirectly illuminated. The proposed signage is not consistent with the Guidelines. Staff finds that signage featuring metal construction and indirect illumination would be most appropriate.

RECOMMENDATION:

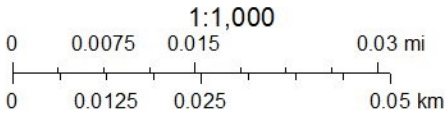
1. Staff does not recommend approval of item #1, the installation of a new monument sign on Center Street, based on finding d. Staff recommends that signage that is consistent with the Guidelines be installed. Refacing the existing signage would be permitted by code.
2. Staff does not recommend approval of item #2, the installation of a new monument sign on Chestnut Street, based on finding e. Staff recommends that signage that is consistent with the Guidelines be installed. Refacing the existing signage would be permitted by code.
3. Staff does not recommend approval of item #3, the installation of a channel letter sign on the drop off canopy as noted in finding f.
4. Staff does not recommend approval of item #4, the installation of a corner blade sign based on finding g.
5. Staff does not recommend approval of item #5, the installation of a channel letter sign above the existing canopy based on finding h.
6. Staff does not recommend approval of item #6, the installation of a wall sign on the west façade, based on finding i.
7. Staff does not recommend approval of item #7, the installation of a wall sign on the south façade, based on finding j.

Staff recommends the applicant revise signage to be consistent with the Guidelines for Signage. The Guidelines for Signage recommend three total signs per application, not to exceed fifty (50) square feet. While additional signage may be approved by the Commission, signage should be consistent with the Guidelines regarding materials and illumination.

City of San Antonio One Stop



April 29, 2022



1
2
3
4
5
6
7



1

54.26 in

46.89 in



MANUFACTURE ONE MONUMENT
SIGN INTERNAL ILLUMINATED

INSTALLING ON SAME LOCATION
OF EXISTING SIGN



2

54.26 in

46.89 in



MANUFACTURE ONE MONUMENT
SIGN INTERNAL ILLUMINATED

INSTALLING ON SAME LOCATION
OF EXISTING SIGN

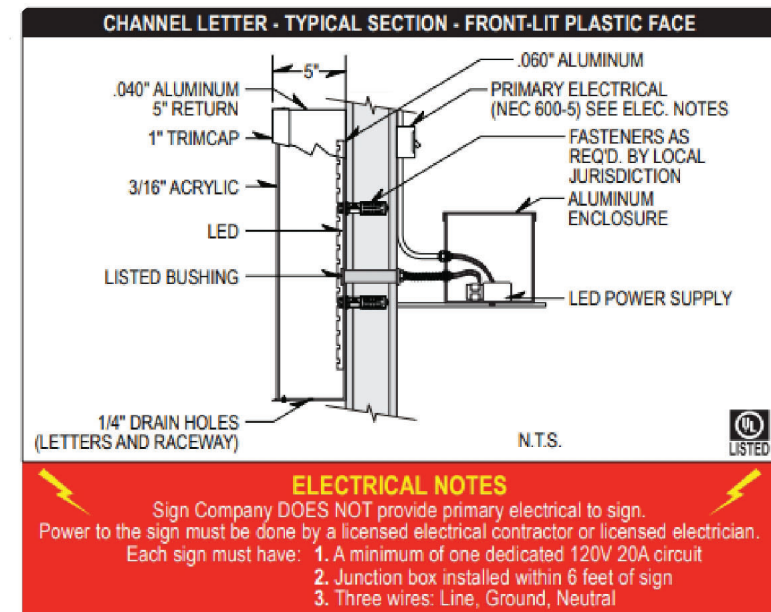


3



MANUFACTURE ONE SET OF
SAY HI TO AIDEN
CHANNEL LETTERS
MOUNTING FLUSH TO WALL

MANUFACTURE TWO METAL
LOGOS(NON ILLUMINATED)





Client Name:

Location:

Start Date:

Last Revision:

Job#:

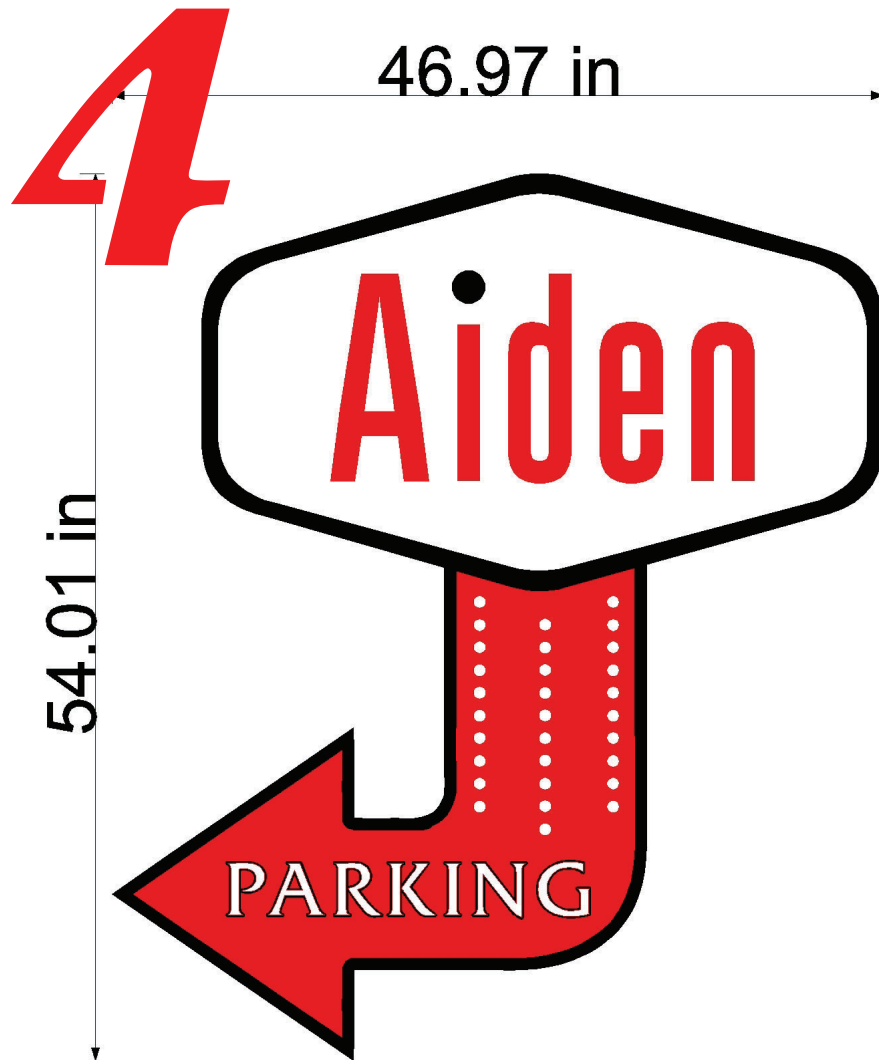
Drawing#:

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Client Approval

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Landlord Approval

Sales Rep:
ROLANDO

Designer:
JENNIFER



MANUFACTURE ONE DIRECCIONAL
SIGN INTERNAL ILLUMINATED

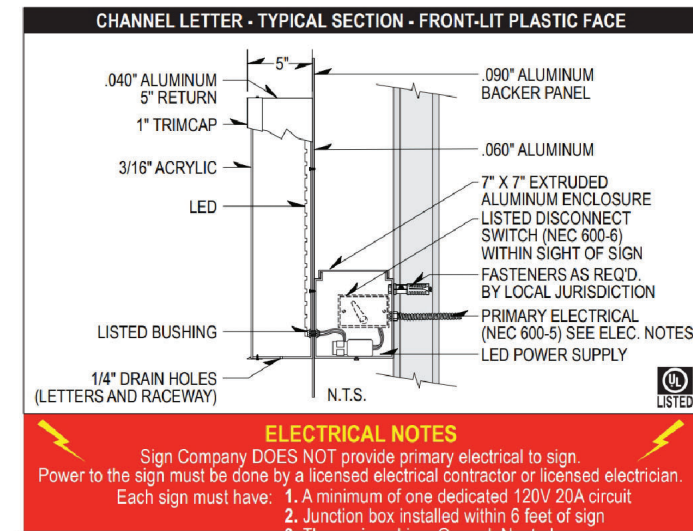
INSTALLING ON SAME LOCATION
OF EXISTING SIGN



5



MANUFACTURE ONE SET OF
CHANNEL LETTERS
MOUNTING FLUSH TO WALL





Client Name:

Location:

Start Date:

Last Revision:

Job#:

Drawing#:

•
Client Approval

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Landlord Approval

Sales Rep:
ROLANDO

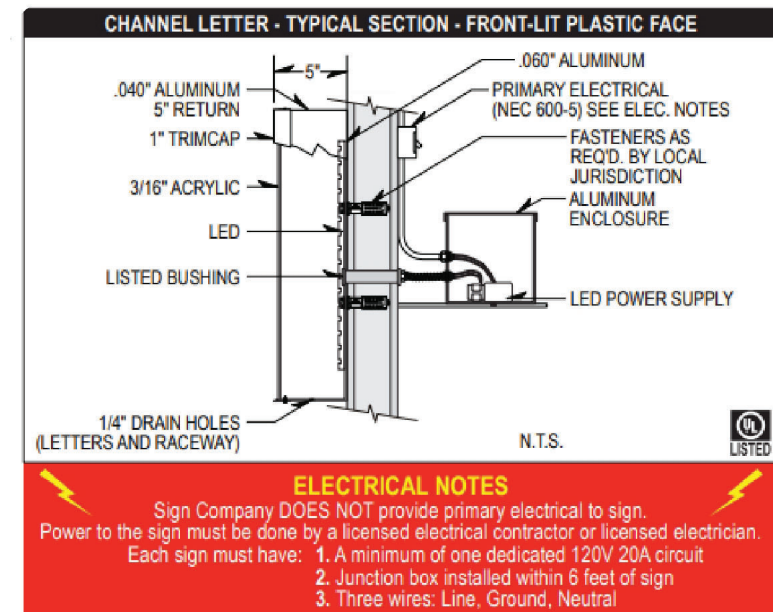
Designer:
JENNIFER

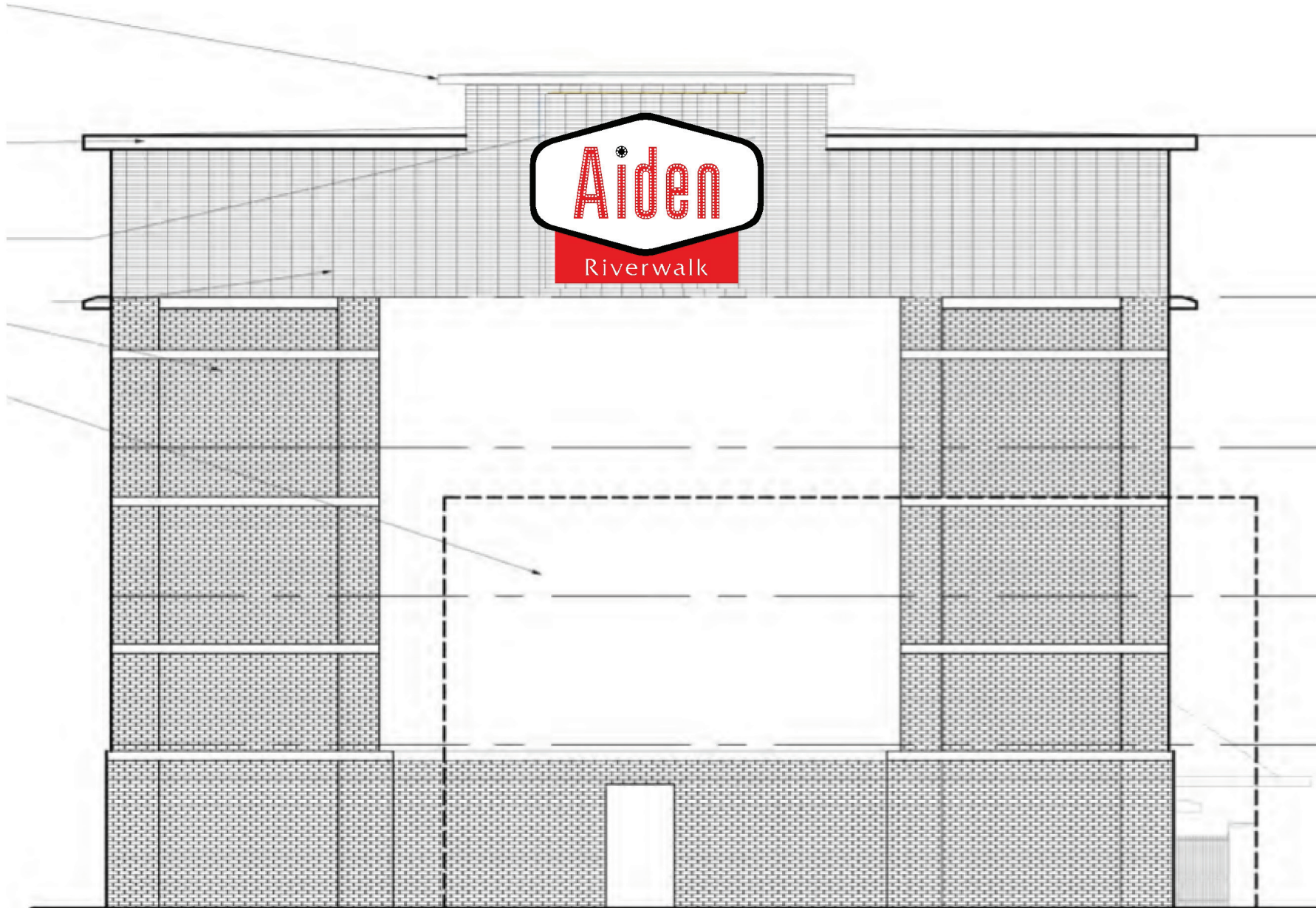
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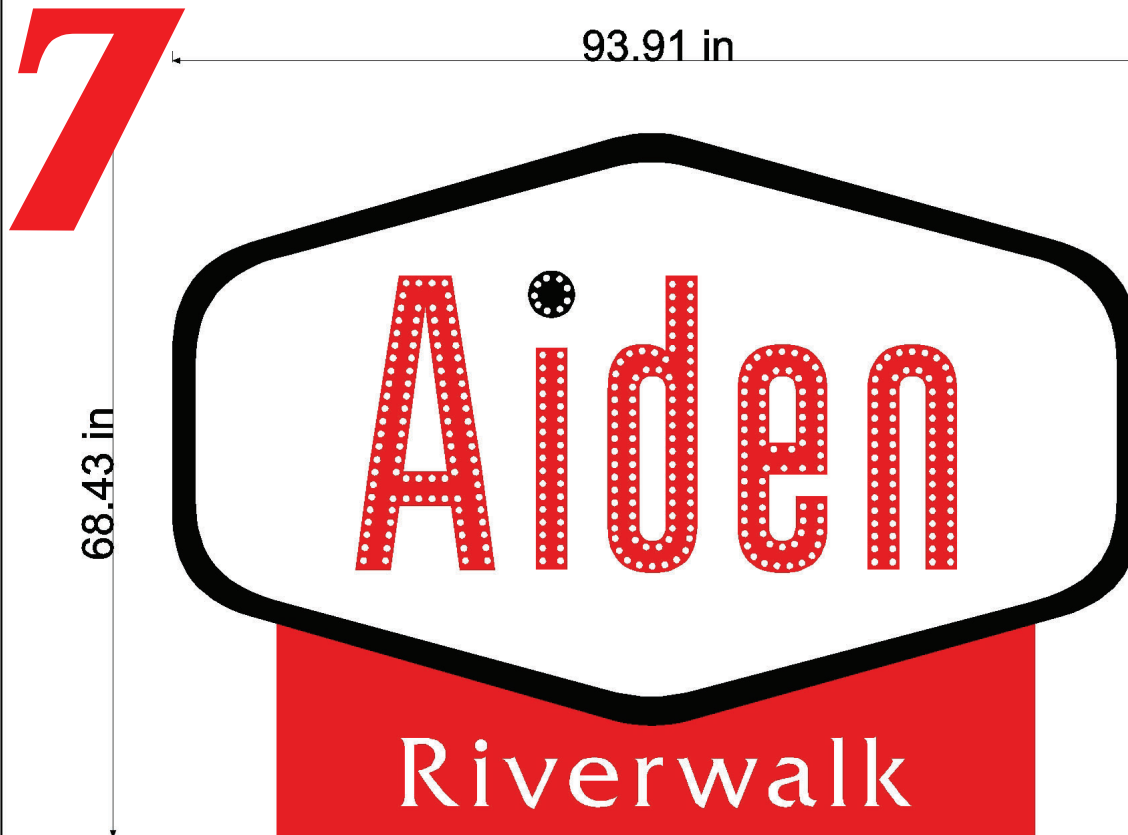
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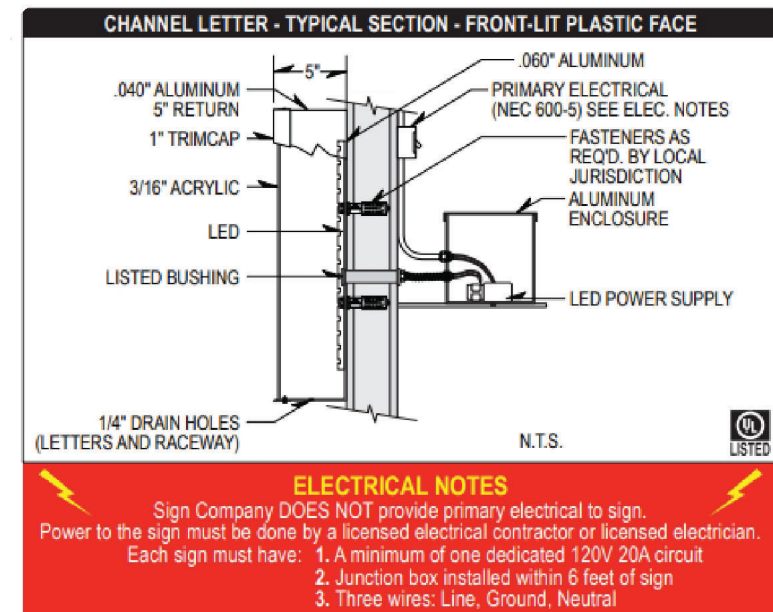
**MANUFACTURE ONE SET OF
CHANNEL LETTERS
MOUNTING ON BACK PLATE**







**MANUFACTURE ONE SET OF
CHANNEL LETTERS
MOUNTING ON BACK PLATE**





Client Name:

Location:

Start Date:

Last Revision:

Job#:

Drawing#:

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Client Approval

.....
Landlord Approval

Sales Rep:
ROLANDO

Designer:
JENNIFER

