

## HISTORIC AND DESIGN REVIEW COMMISSION

August 05, 2015

Agenda Item No: 27

**HDRC CASE NO:** 2015-300  
**ADDRESS:** 1131 SE MILITARY DR  
**LEGAL DESCRIPTION:** NCB 7676 BLK LOT 35 (MISSION MERCADO) 9569/101  
**ZONING:** C2 H  
**CITY COUNCIL DIST.:** 3  
**DISTRICT:** Mission Historic District  
**APPLICANT:** Randy Andrews/Quick Signs  
**OWNER:** RBY #3 Property Management, LLC  
**TYPE OF WORK:** Signage  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install an internally illuminated, LED, channel letter sign mounted to a custom built raceway mounted to the front facade of the building. The overall size of proposed signage is approximately 150 square feet, 5' in height by 30' in length.

### APPLICABLE CITATIONS:

*Historic Design Guidelines, Chapter 6, Guidelines for Signage*

#### 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.

##### 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.

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

*UDC Sec. 35-612. - Signs and Billboards*

(e) Number and Size of Signs

(1)

Number and Size. The historic and design review commission shall be guided in its decisions by the total number of businesses or services per building and the percentage of floor space occupied by each business or service. Applicants may apply for up to three (3) signs total, with total signage per facade no bigger than twenty (20) percent of the proposed facade it will be placed upon. Total signage for all applicants shall not exceed fifty (50) square feet unless the historic and design review commission recommends additional signs and/or total footage. Notwithstanding the above, signs may not exceed the maximum size and height limitation for signage contained in chapter 28, article 9. The applicant is strongly advised to coordinate his signage plan with signage plans of other building tenants. It is also recommended that the building owner or their agent develop a master signage plan or signage guidelines for the total building or property. If a property has an approved master signage plan on file with the office of historic preservation, applications for signage may be approved administratively at the discretion of the historic preservation officer provided that they comply with such master signage plan. This provision does not apply to districts and landmarks in river improvement overlay (RIO) districts, which shall be guided by 35-678 and 35-681, respectively.

**FINDINGS:**

- HDRC granted a COA on July, 21, 2010, for a master signage plan stipulating lettering for individual tenants to be 4' tall letters for anchor tenants and 3' letters for other tenants, with a total area of signage not exceeding 50 square feet per building.
- Applicant had an on-site meeting with the Design Review Committee on June 23, 2010, to discuss signage needs. On July 21, 2010, HDRC approved a COA stipulating lettering for individual tenants to be 4' high letters for anchor tenants and 3' high letters for other tenants, with a total area of signage not exceeding 50 square feet per building.
- According to the Guidelines for Signage, the total requested signage for a building should not exceed 50 square feet. The applicant has proposed signage to be mounted on the building façade at approximately 150 square feet. This is not consistent with the Guidelines.
- The Guidelines for Signage on Lighting Sources, E.i., states that only indirect or bare-bulb sources that do not produce glare to illuminate signs should be used, that all illumination shall be steady and stationary and that internal illumination should not be used. The proposed sign will use internally illuminated LED lights, inconsistent with the Guidelines.

**RECOMMENDATION:**

Staff recommends approval with the following stipulations.

- The applicant reduces 5' signage height to meet 3' height standards.
- The applicant use only indirect or bare-bulb lighting source to illuminate proposed signage.

**CASE MANAGER:**

Adam Ronan



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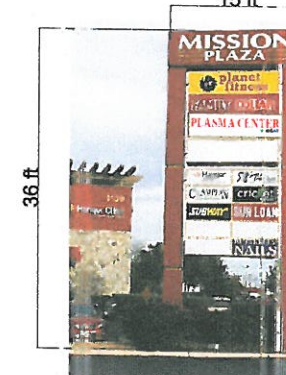
- WALL MOUNT CHANNEL LETTER SIGN
- INDIVIDUALLY LIT CHANNEL LETTERS
- MOUNTED ON A RACEWAY TO BUILDING'S FASCIA



Pylon B 20' to property line



PYLON A  
SE Military Dr.  
15 ft



PYLON B  
Roosevelt  
15 ft



Customer: GCAM Plasma Ctr.  
Company: GCAM Plasma Ctr.  
Address: 1131 SE Military Dr.  
Suite 113  
City: San Antonio, TX.  
Phone:

**QUICK SIGNS**

639 La Mark Dr. #111 - San Antonio, TX 78218  
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PLEASE check this proof carefully for errors.  
Your Email Approval constitutes acceptance of full responsibility for all errors regardless of all information, files or documents provided. NO EXCEPTIONS. I give my approval to produce this job exactly as pictures and agree to pay the amount indicated.

Job No: CBGore	Date: 06/17/2015
Sign Dimensions:	Estimate \$ na

**Customer Approval**

I give my approval to produce this job exactly as pictures and agree to pay the amount indicated.

**Landlord Approval**

I give my approval for the signs to be made and installed exactly as pictured.