

## HISTORIC AND DESIGN REVIEW COMMISSION

October 17, 2018

**HDRC CASE NO:** 2018-506  
**ADDRESS:** 1131 SE MILITARY DR  
**LEGAL DESCRIPTION:** NCB 7676 BLK LOT 35 (MISSION MERCADO)  
**ZONING:** C-2, M, H  
**CITY COUNCIL DIST.:** 3  
**DISTRICT:** Mission Historic District  
**APPLICANT:** GFXI, Inc dba Signtek  
**OWNER:** RBY 3 Property Management, LLC  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** September 28, 2018  
**60-DAY REVIEW:** November 27, 2018  
**REQUEST:**

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

- 1) Install new signage featuring internally-illuminated channel letters and a total of 101 square feet.
- 2) Reface front and back signage panels on existing multi-tenant pylon sign.

### APPLICABLE CITATIONS:

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.

#### 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 structure at 1131 SE Military is a multi-tenant strip mall constructed in 2006 and located within the Mission Historic District. The applicant is requesting to install new signage for a new tenant above a previously vacant storefront.
- b. NEW SIGNAGE MATERIAL – The proposed signage features individual, internally- illuminated channel letters and a logo box. Three of the four existing tenants on the strip mall feature signage matching that of the proposed signage, with the latest approved by the HDRC at the June 20, 2018, HDRC hearing. Staff finds that the proposed vinyl material and internally illuminated channel letters are inconsistent with the Guidelines for Signage 6.1.D.i, ii, and iv. Staff finds that applicant should explore options that are consistent with the Guidelines, such as with reverse lit channel letters, or indirectly lit channel letters with metal construction.
- c. NEW SIGNAGE SIZE – The Historic and Design Review Commission approved a master signage plan for 1131 SE Military on July 21, 2010, stipulating lettering for individual tenants to be 5' tall letters and 4' for anchor tenants. The proposed signage is consistent with master signage plan.
- d. REFACE PYLON SIGN – The applicant has proposed to reface the front and back signage panels to feature a new tenant. The proposed refacing is consistent with the master signage plan and is eligible for administrative approval.

## RECOMMENDATION:

Staff recommends approval of the new signage based on finding b through d with the stipulation that storefront signage features reverse lit channel letters, featuring metal construction, instead of internally illuminated, vinyl-face channel letters.

## CASE MANAGER:

Huy Pham



## Flex Viewer

Powered by ArcGIS Server

Printed: Jun 13, 2018

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Planet Fitness

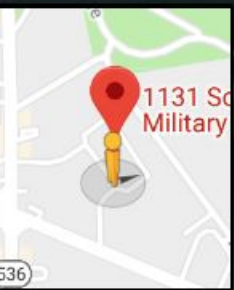
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Boost Mobile

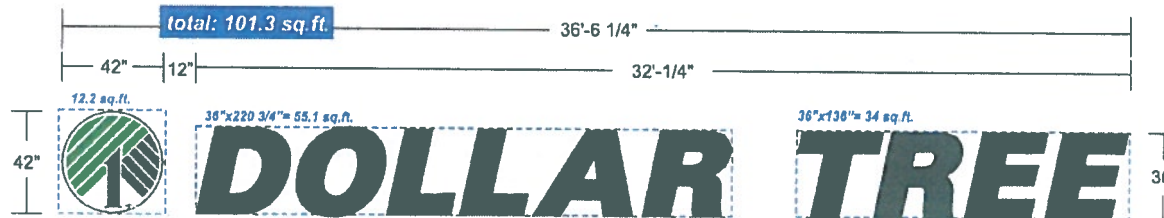
Cricket Authority

Google







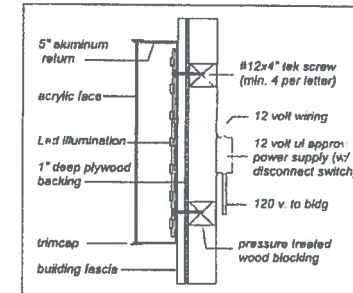


Sign A: Led Illuminated Pan Channel Sign / Scale 1/4"=1'-0"

ELECTRICAL REQUIREMENTS: (J-boxes located @ center of sign)  
42" Logo: 1 amp (x2 power supplies with (1) 120 volt 20 amp circuit req'd)

ELECTRICAL REQUIREMENTS: (J-boxes located @ center of sign)  
36" DT: 5 amps (x5 power supplies with (1) 120 volt 20 amp circuit req'd)

Allowed: 000 sq.ft.  
Used: 101.3 sq.ft.



Led P/C Logo/Letter Mount Detail

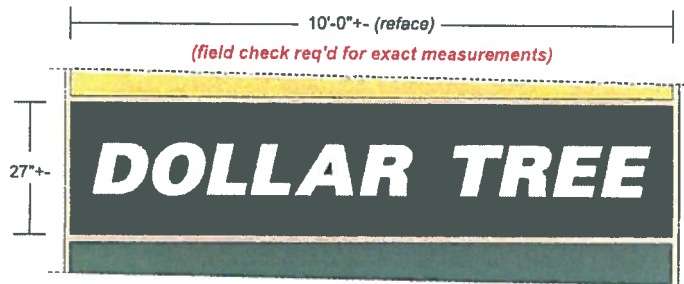


Building Front Elevation / Scale 3/32"=1'-0"



Photo Elevation (front view)

|   |  |   |  |  |  |  |  |   |  |   |  |
|---|--|---|--|--|--|--|--|---|--|---|--|
| <b>USS UNITED SIGN SYSTEMS</b><br>5201 Pentecost Dr.<br>Modesto, Ca. 95356<br>1-800-481-SIGN<br>C.S.C.L. # 718965 FAX (209) 543-1326<br>DESIGN MANUFACTURING INSTALLATION MAINTENANCE |  | <b>JOB INFO</b><br>JOB #: 20529<br>CLIENT: DOLLAR TREE<br>CONTACT:<br>DATE: 9-20-18<br>PROJECT LOCATION:<br>MISSION PLAZA<br>1131 SE MILITARY DR (ste 103-107)<br>SAN ANTONIO, TX<br>SALESPERSON: DAVID RANDOLPH<br>DRAWN BY: BAM/AD<br>PAGE 1 OF 3<br>CLIENT APPROVAL _____ DATE _____<br>LANDLORD APPROVAL _____ DATE _____ |  | <b>FILE</b><br>REVISIONS:<br>00-00-00<br>SCALE:<br>NOTED<br>FILE NAME:<br>DOLLAR TREE-<br>san antonio<br>se military |  | <b>ELECT.</b><br>120 Volt <input type="checkbox"/><br>277 Volt <input type="checkbox"/><br>Other <input type="checkbox"/><br>one box above<br>MUST be checked<br>prior to any mfg. |  | <b>SPECIFICATIONS</b><br>Sign A: Led Illuminated Pan Channel Sign<br>logo: white acrylic with brilliant green #106, vivid green #156 & black vinyl decor.<br>white acrylic letter faces with vivid green #156 vinyl overlay<br>5" deep bronze returns with bronze 1" trimcap. ul approved led illumination. |  | <b>CITY CODE</b><br>20% of fascia area NTE 50 sf<br>unless historic preservation<br>office approves larger<br>Sign A: 101.3 sq.ft.<br>42" Logo 36" DT |  |
|---|--|---|--|--|--|--|--|---|--|---|--|

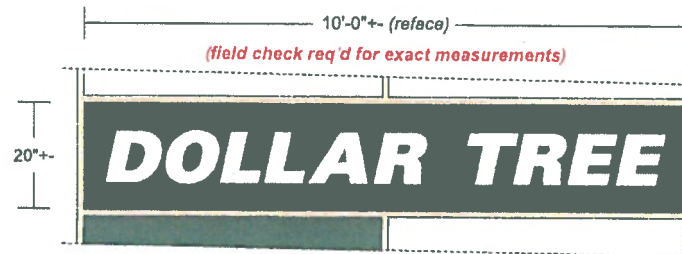


Sign B: (reface)

Existing D/F Illum. Multi-Tenant Pylon Sign #1

cabinet: existing @ site (no work req'd)

sign face: white lexan sign faces with vivid green #156 vinyl bkgd overlay (white "Dollar Tree" copy)



Sign C: (reface)

Existing D/F Illum. Multi-Tenant Pylon Sign #2

cabinet: existing @ site (no work req'd)

sign face: white lexan sign faces with vivid green #156 vinyl bkgd overlay (white "Dollar Tree" copy)



Photo Elevation (reface/pylon sign #1)



Photo Elevation (reface/pylon sign #1)

**USS UNITED SIGN SYSTEMS**  
C.S.C.L. # 718965  
5201 Pentecost Dr.  
Modesto, Ca. 95356  
1-800-481-SIGN  
FAX (209) 543-1326  
DESIGN MANUFACTURING INSTALLATION MAINTENANCE

JOB #20529  
CLIENT: DOLLAR TREE  
CONTACT:  
DATE: 9-20-18  
PROJECT LOCATION:  
MISSION PLAZA  
1131 SE MILITARY DR (ste 103-107)  
SAN ANTONIO, TX

SALESPERSON: DAVID RANDOLPH  
DRAWN BY: BAM/AD  
PAGE 2 OF 3

CLIENT APPROVAL DATE  
LANDLORD APPROVAL DATE

REVISIONS:  
00-00-00

SCALE:  
NOTED  
FILE NAME:  
DOLLAR TREE-  
san antonio  
se military

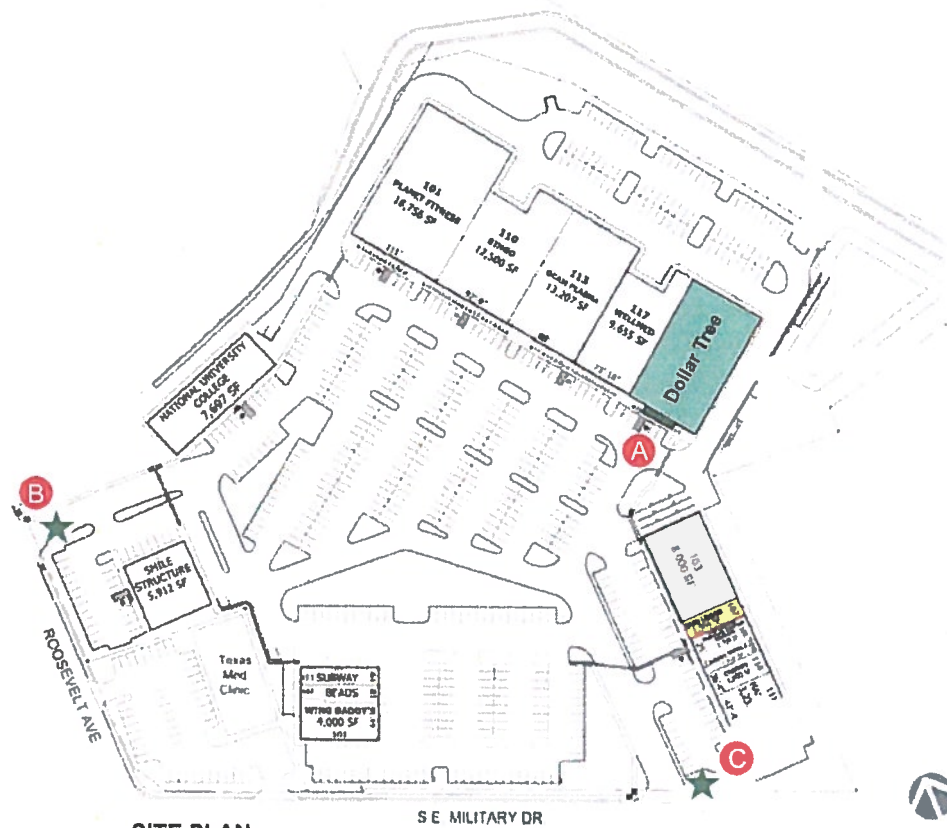
ELECT.  
120 Volt ☐  
277 Volt ☐  
Other ☐  
one box above  
MUST be checked  
prior to any mfg.

See Drawing for Specifications

**SPECIFICATIONS**

**CITY CODE**

20% of fascia area NTE 50-sf  
unless historic preservation  
office approves larger  
Sign B: 000 sq.ft.  
reface/pylon sign #1  
Sign C: 000 sq.ft.  
reface/pylon sign #2



SITE PLAN

SE MILITARY DR



|  |   |  |  |  |  |   |  |
|--|---|--|--|--|--|---|--|
| <b>USS UNITED SIGN SYSTEMS</b><br>5201 Pentecost Dr.<br>Modesto, Ca. 95356<br>1-800-481-SIGN<br>C.S.C.L. # 718965<br>FAX (209) 543-1326<br>DESIGN MANUFACTURING INSTALLATION MAINTENANCE | <b>JOB #:</b> 20529<br><b>CLIENT:</b> DOLLAR TREE<br><b>CONTACT:</b><br><b>DATE:</b> 9-20-18<br><b>PROJECT LOCATION:</b><br>MISSION PLAZA<br>1131 SE MILITARY DR (ste 103-107)<br>SAN ANTONIO, TX | <b>SALESPERSON:</b> DAVID RANDOLPH<br><b>DRAWN BY:</b> BAWWAD<br>PAGE 3 OF 3<br><b>CLIENT APPROVAL</b> _____ <b>DATE</b> _____<br><b>LANDLORD APPROVAL</b> _____ <b>DATE</b> _____ | <b>REVISIONS:</b><br>00-00-00<br>_____<br>_____<br>_____ | <b>SCALE:</b> NOTED<br><b>FILE NAME:</b><br>DOLLAR TREE-<br>san antonio<br>se military | <b>ELECT.</b><br>120 Volt <input type="checkbox"/><br>277 Volt <input type="checkbox"/><br>Other <input type="checkbox"/><br>one box above<br>MUST be checked<br>prior to any mfg. | <b>SPECIFICATIONS</b><br>See Drawing for Specifications | <b>CITY CODE</b><br>70% of facade area NTE 50 sf<br>unless historic preservation<br>office approves larger |
|  |   |  |  |  |  | See Drawing for Specifications                          | See Drawing for Specifications   |



**PLASMA CENTER**  
GCAM

 **WEL**





**PLASMA CENTER**  
1921 50th Anniversary Drive, Suite 113  
+ GCAM

 **WELLMED**

113





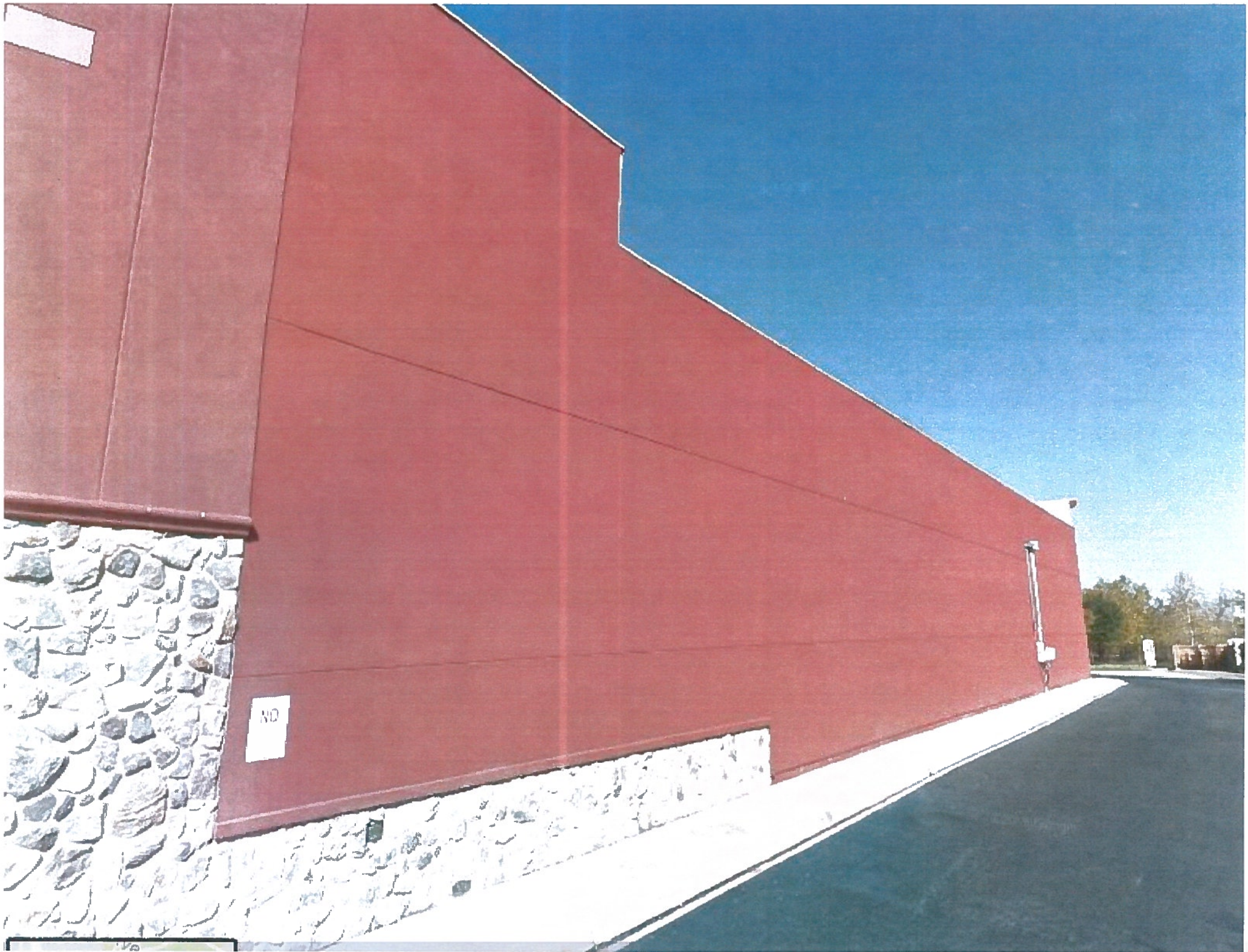
*Southeast* **BINGO**













Street View - Nov 2017





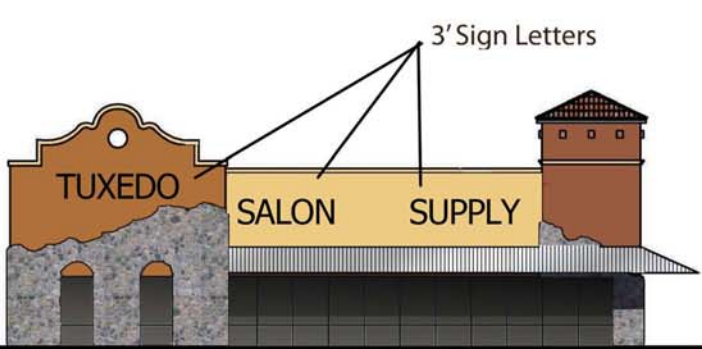
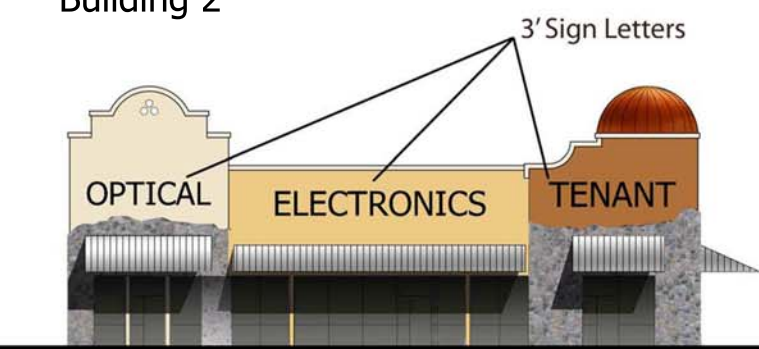
MASTER SIGNAGE APPROVED July 2010



Building 1

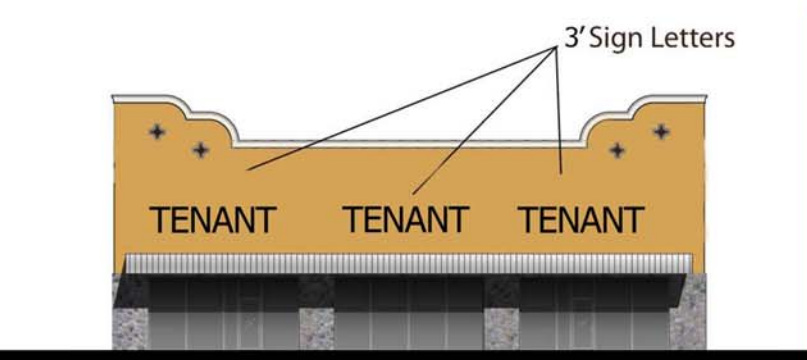


Building 2

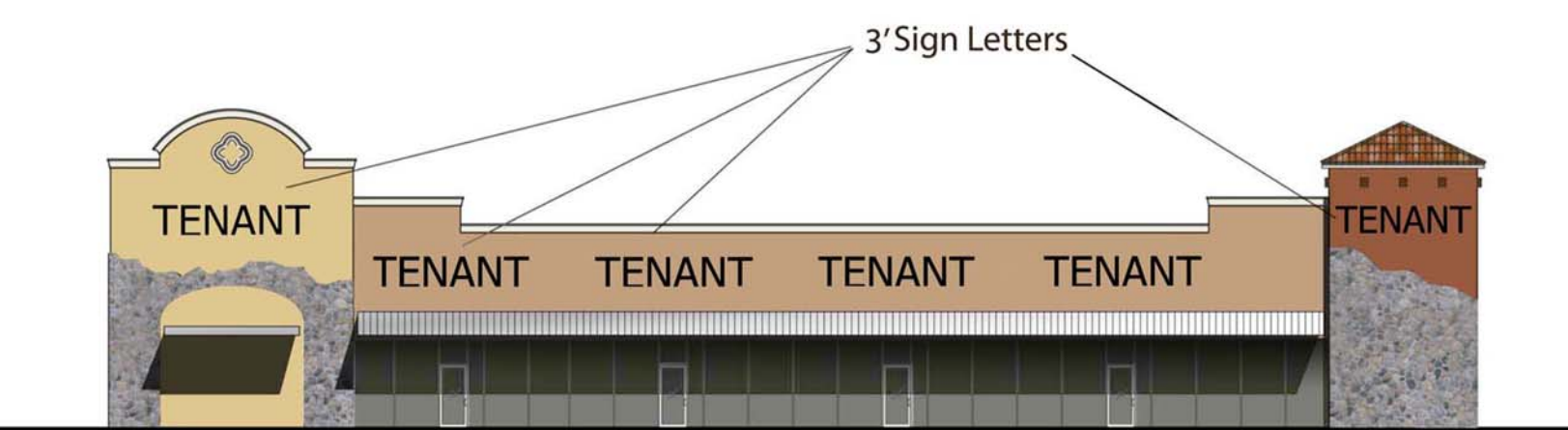


Building 3

Building 4



Building 5



Building 6

MASTER SIGNAGE APPROVED July 2010



Front Elevation, Building 1

**Mission Plaza - San Antonio**  
1139 S.E. MILITARY DRIVE

