

# HISTORIC AND DESIGN REVIEW COMMISSION

November 07, 2018

**HDRC CASE NO:** 2018-523  
**ADDRESS:** 1434 SE MILITARY DR  
**LEGAL DESCRIPTION:** NCB 11178 BLK LOT 168 (FIRSTMARK CREDIT UNION)  
**ZONING:** C-3, H  
**CITY COUNCIL DIST.:** 3  
**DISTRICT:** Mission Historic District  
**APPLICANT:** Gary Johnson/Signs Plus  
**OWNER:** Watershed Carwash  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** October 12, 2018  
**60-DAY REVIEW:** December 11, 2018  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install signage at 1434 SE Military Drive. Within this request, the applicant has proposed the following:

1. One (1) internally illuminated, channel letter sign to feature an overall length of 9' – 8 3/8" and an overall height of 2' – 6 1/4" for a total size of 24/17 square feet. The proposed signage will read "Watershed Carwash" and will be installed on the north elevation.
2. One (1) double sided, monument sign to feature an overall height of 15' – 0" and an overall width of 11' – 6". The proposed monument sign will be internally illuminated and will read "\$3, Car Wash, Free Vacuums and Watershed". This sign will feature an overall size of 253 square feet, including both sides.
3. Three (3) double sided, monument signs to feature an overall height of 3' – 0" and an overall width of 2' – 2" to read "Enter", "Thank you, Have a Great Day" and "Free Vacuum". These signs will feature an overall size of approximately 10 square feet, including both sides.
4. Two (2) wall mounted panel signs to feature an overall width of 5' – 0" and an overall height of 1' – 6". One sign is to read "Cash & Credit" and the other is to read "Fast Pass Members". Both signs are to be non-illuminated and feature a total of 7.5 square feet each.
5. Two (2) wall mounted signs for vending and restrooms. These signs will feature an overall width of 3' – 4 1/2" and an overall height of 1' – 6". These signs will be non-illuminated and will feature a total size of approximately 4.9 square feet each.

## APPLICABLE CITATIONS:

*Historic Design Guidelines, Chapter 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.

#### 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.

## 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.

## 4. Freestanding Signs

### A. GENERAL

- i. Appropriate usage*—Freestanding signs are most appropriate in locations where building forms are set back from the street, such as in areas where historic residences have been adapted for office or retail uses, or in commercial districts where they may be used to identify parking areas or other accessory uses.
- ii. Placement*—Place freestanding signs near the public right-of-way where they are clearly visible to passing pedestrians and motorists, a minimum of five feet from the street right-of-way and ten feet from all interior side lot lines. No freestanding sign should be placed in a manner that obstructs the pedestrian walkway.
- iii. Number*—Limit the number of freestanding signs per platted lot to one, unless the lot fronts more than one street, in which case, one sign is allowed on each street on which the lot has frontage.
- iv. Monument signs*—Do not use —suburban-style monument signs or electronic messaging signs not historically found in San Antonio’s historic districts.

## B. DESIGN

- i. Height*—Limit the height of freestanding signs to no more than six feet.
- ii. Area*— The size of new signs should be appropriate within the historic context, and should not exceed 25 square feet on either side, for a total of 50 square feet. Appropriate size shall be determined by considering historic precedent, sign patterns within historic districts, and conditions specific to individual properties.
- iii. Structural supports*—Use subtle structural elements (in terms of their scale and mass) with historically compatible materials to support a freestanding sign.

## FINDINGS:

- a. The applicant has proposed to install a number of new signs at 1434 SE Military Drive, a carwash located within the Mission Historic District. The SE Military Drive corridor features numerous commercial structures with existing signage that does not comply with the Historic Design Guidelines. The Guidelines for Signage 1.A. notes that total requested signage should not exceed fifty (50) square feet.
- b. WALL SIGN (North elevation) – On the north elevation, the applicant has proposed to install one (1) internally illuminated, channel letter sign to feature an overall length of 9’ – 8 3/8” and an overall height of 2’ – 6 1/4” for a total size of 24/17 square feet. The proposed signage will read “Watershed Carwash”. The Guidelines for Signage 3 notes that wall signs should be utilized on commercial storefronts, should be appropriately scaled for the façade on which it’s placed and should feature reverse channel letters, or indirectly lit channel letters. Generally, the proposed signage is appropriate and consistent with the Guidelines with the exception of the proposed lighting. Staff finds that internal illumination should not be used.
- c. MONUMENT SIGN – Near the public right of way at SE Military, the applicant has proposed to install one (1) double sided, monument sign to feature an overall height of 15’ – 0” and an overall width of 11’ – 6”. The proposed monument sign will be internally illuminated and will read “\$3, Car Wash, Free Vacuums and Watershed”. This sign will feature an overall size of 253 square feet, including both sides. Staff finds that the proposed signage should not exceed five (5) feet in height and should feature no more than fifty (50) square feet in total area, including the base.
- d. DIRECTIONAL MONUMENT SIGNS – On the east, north and south sides of the lot, the applicant has proposed to install three (3) double sided, monument signs to feature an overall height of 3’ – 0” and an overall width of 2’ – 2” to read “Enter”, “Thank you, Have a Great Day” and “Free Vacuum”. These signs will feature an overall size of approximately 10 square feet, including both sides. Generally, staff finds these low scale, directional signs to be appropriate scaled. Staff finds that indirect lighting should be used rather than internal illumination. Additionally, staff finds that the proposed signage should feature metal faces.
- e. KIOSK SHELTER SIGNAGE – North of the carwash structure is a kiosk shelter on which the applicant has proposed to install two (2) wall mounted panel signs to feature an overall width of 5’ – 0” and an overall height of 1’ – 6”. One sign is to read “Cash & Credit” and the other is to read “Fast Pass Members”. Both signs are to be non-illuminated and feature a total of 7.5 square feet each. Staff finds the proposed installation of these signs to be appropriate.
- 6. VENDING/RESTROOM SIGNAGE – On the carwash structure’s east façade, the applicant has proposed to install two (2) wall mounted signs for vending and restrooms. These signs will feature an overall width of 3’ – 4 1/2” and an overall height of 1’ – 6”. These signs will be non-illuminated and will feature a total size of approximately 4.9 square feet each. Staff finds the proposed installation of these signs to be appropriate.

## RECOMMENDATION:

1. Staff recommends approval of the proposed wall sign in request item #1 with the stipulation that the sign feature reverse channel letters and an indirect lighting source as noted in finding b.
2. Staff does not recommend approval of the proposed monument sign in request item #2. Staff finds that a monument sign that features no more than five (5) feet in height and an overall square footage that does not exceed fifty (50) square feet should be proposed as noted in finding c.
3. Staff recommends approval of the proposed directional monument signs in request item #3 with the stipulation that the proposed signs feature indirect lighting and metal faces.
4. Staff recommends approval of the proposed kiosk signage in request item #4 as submitted.
5. Staff recommends approval of the proposed vending and restroom signage in request item #5 as submitted.

The illegal, unapproved flag signage located on site is to be removed as a stipulation of any approval issued by the Commission for the request items.

**CASE MANAGER:**

Edward Hall





## Flex Viewer

Powered by ArcGIS Server

Printed: Oct 30, 2018

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1434 SE Military Dr

13

SE Military Dr



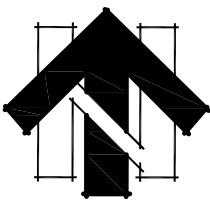
City of San Antonio

Office of Historic Preservation

1901 S. Alamo, San Antonio, TX 78204

RE: Project Narrative/Scope of Work:

Watershed Carwash recently purchased the underperforming Tejas Carwash facility at 1434 E Military Dr. San Antonio, TX. As part of the re-image, and in an effort to bring life to a failing business, are proposing installing a new monument sign out on the main street, as well as a building ID sign, and directional signs around the site. The sizes and colors shown are consistent with building, and surrounding area.



SCALE: 1"=150'

SITE PLAN

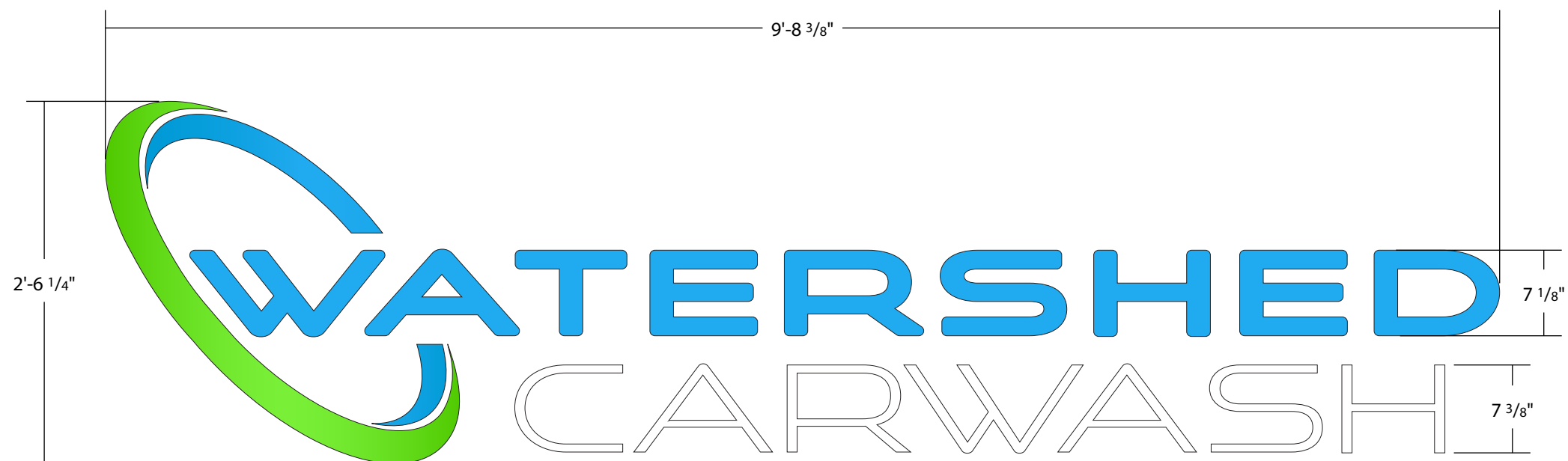
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NTS

CUSTOMER APPROVAL

BY: \_\_\_\_\_  
DATE: \_\_\_\_\_ ☐ W/O CHGS ☐ W/ CHGS

PROJECT: Watershed Carwash	
LOCATION: 1434 S East Military Dr. San Antonio Texas	
9200 Valley Rd. Prescott Valley, Arizona 86314 800-257-5095	
Account Executive: Gary Johnson	
Designer: AL	
Design Number: 3888	
DATE: 10/04/2018	
SCALE: AS NOTED	
REVISIONS: R1-10/04/2018 AL	
SHEET: 1 OF 6	





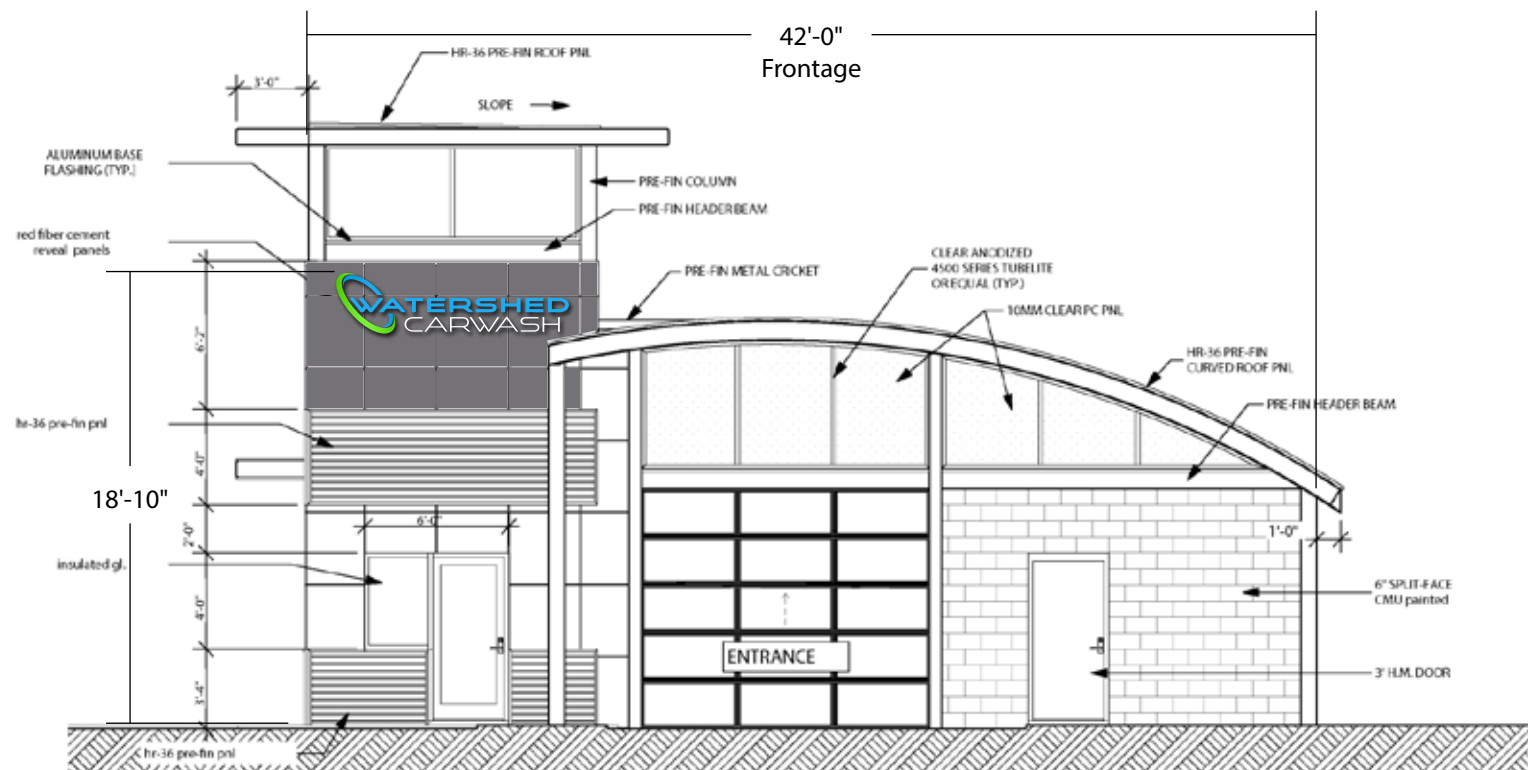
A

ILLUMINATED  
PAN CHANNEL

Scale:  
1" = 1'-0"

SQFT:  
24.17

Manufacture and install one (1) set of white LED illuminated 5" deep pan channel letters and logo. The letters will have 5" white .040 aluminum returns and 3/4" white trim cap with 3/16" white acrylic overlaid with a 3M digital vinyl graphic. The letters will be mounted flush to the wall.

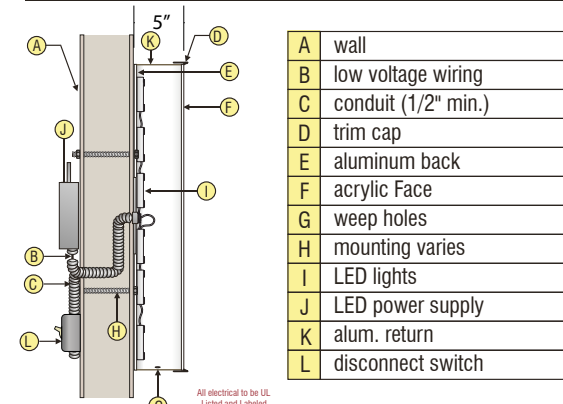


K

WEST ELEVATION

Scale:  
1/8" = 1'-0"

PC Letter / LEDs - Cross Section Detail



This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the signs

CUSTOMER APPROVAL

BY: \_\_\_\_\_  
DATE: \_\_\_\_\_ ☐ W/O CHGS ☐ W/ CHGS

SHEET:

2 OF 6

PROJECT: Watershed Carwash  
LOCATION: 1434 S East Military Dr. San Antonio Texas  
9200 Valley Rd.  
Prescott Valley,  
Arizona  
86314  
800-257-5095

**SIGNS PLUS**

Account Executive:  
Gary Johnson

Designer:  
AL

Design Number:  
3888

DATE:  
10/04/2018

SCALE:  
AS NOTED

REVISIONS:  
R1-10/04/2018 AL

Street Side

Paint Colors

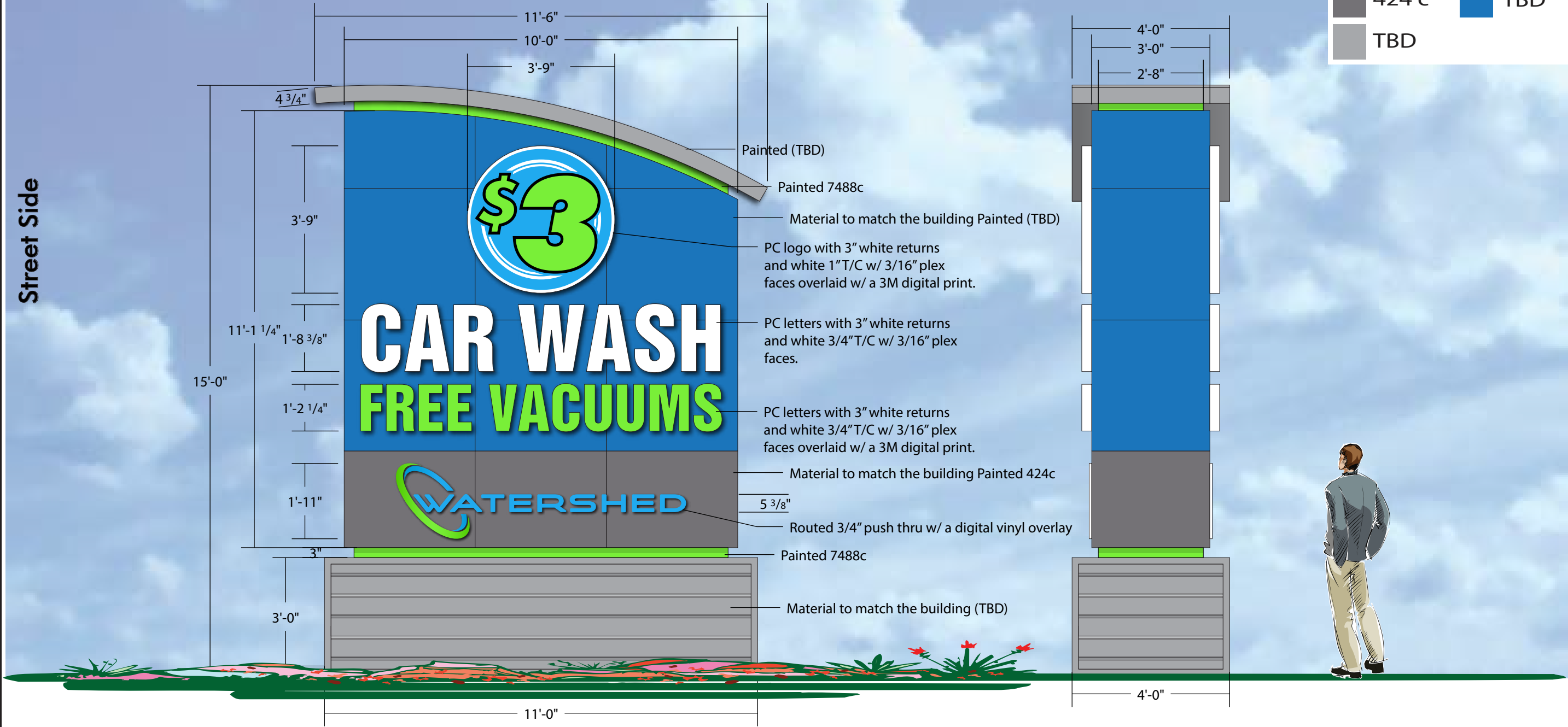
298 c

7488c

424 c

TBD

TBD



B	DOUBLE FACED MONUMENT DISPLAY	Scale: 3/8" = 1'-0"	SQFT 110.8
	Fabricate & install two (2) D/F, aluminum constructed monument sign.		

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the signs.

CUSTOMER APPROVAL

BY: \_\_\_\_\_

DATE: \_\_\_\_\_ ☐ W/O CHGS ☐ W/ CHGS

PROJECT: Watershed Carwash

LOCATION: 1434 S East Military Dr. San Antonio Texas

9200 Valley Rd.  
Prescott Valley,  
Arizona  
86314  
800-257-5095

Account Executive:  
Gary Johnson

Designer:  
AL

Design Number:  
3888

DATE:  
10/04/2018

SCALE:  
AS NOTED

REVISIONS:  
R1-10/04/2018 AL

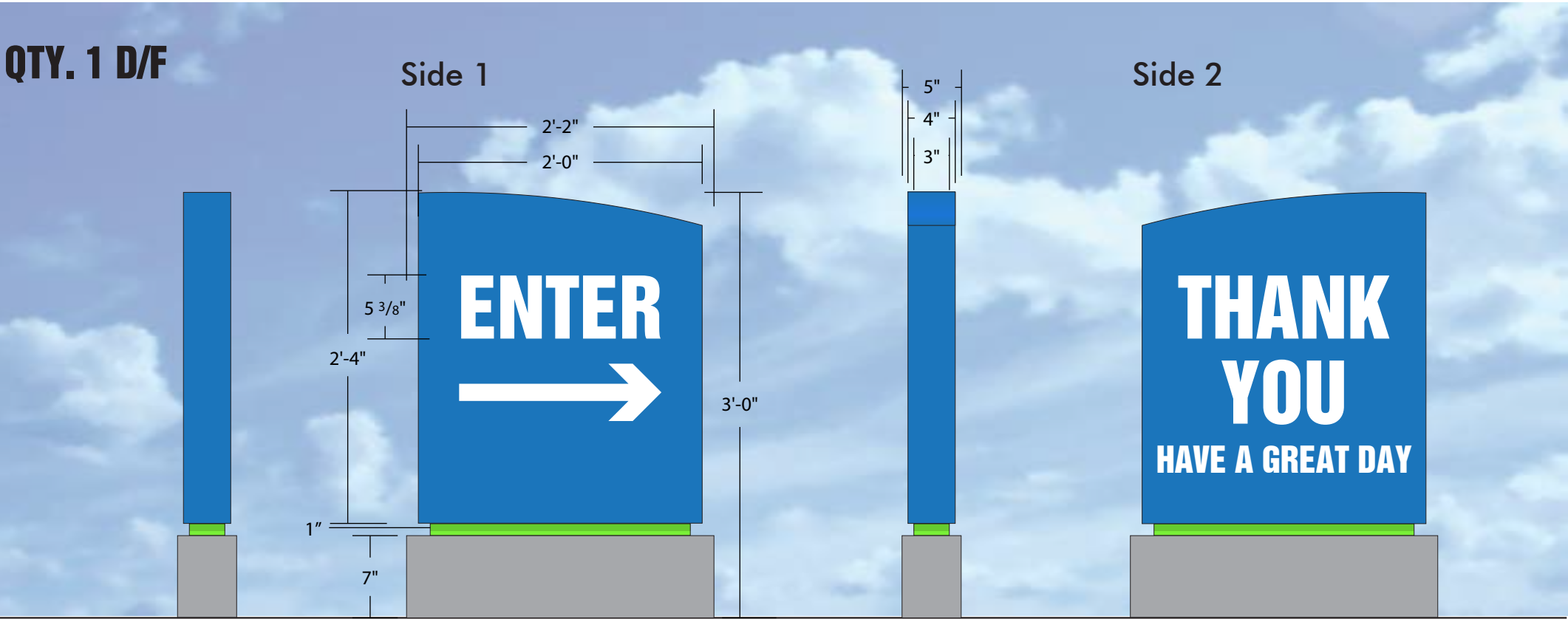
SHEET:

3 OF 6

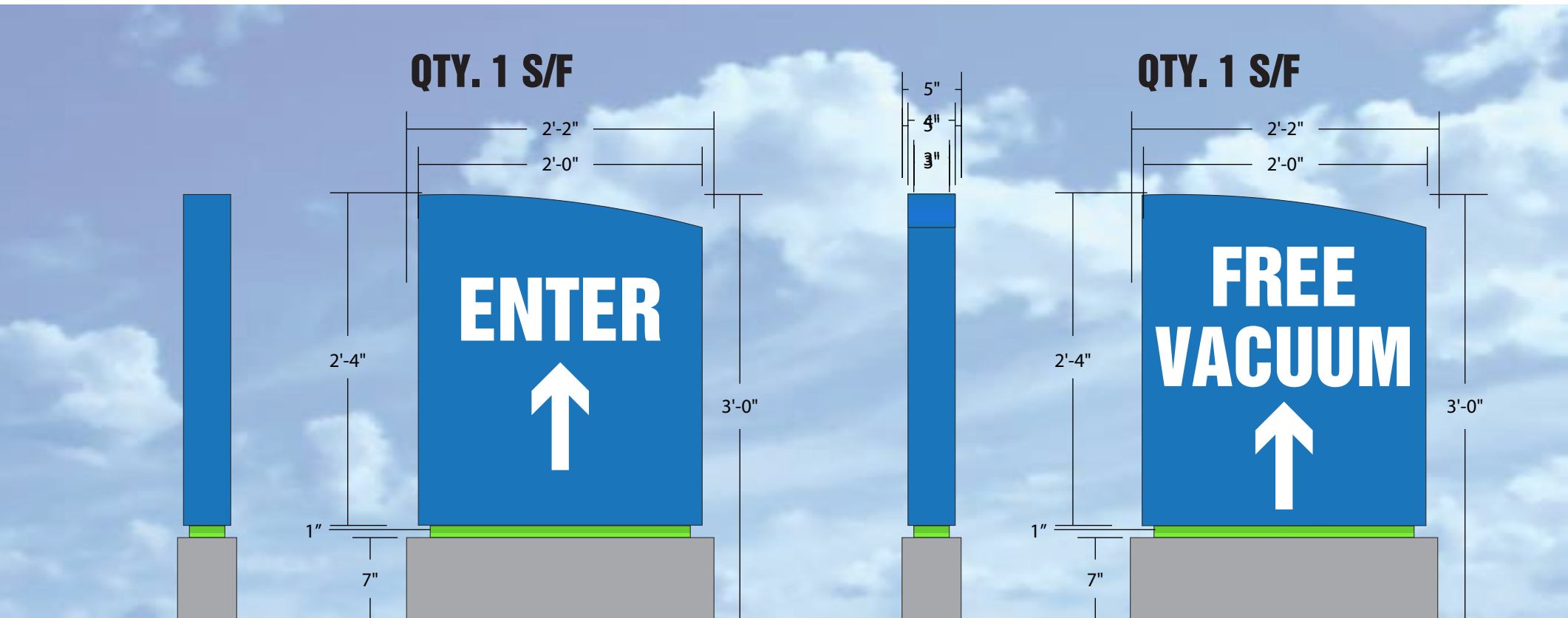
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QTY. 1 D/F



QTY. 1 S/F



Paint Colors

7488c	TBD
TBD	

C1 C2 C3

DIRECTIONAL SIGNS

Scale:  
1" = 1'-0"

Fabricate & install one (1) D/F and two (2) S/F, aluminum directional signs. The signs will have reflective 3M white vinyl.



9200 Valley Rd.  
Prescott Valley,  
Arizona  
86314  
800-257-5095



Account Executive:  
Gary Johnson  
Designer:  
AL  
Design Number:  
3888  
DATE:  
10/04/2018  
SCALE:  
AS NOTED  
REVISIONS:  
R1-10/04/2018 AL

CUSTOMER APPROVAL

BY: \_\_\_\_\_

DATE: \_\_\_\_\_ ☐ W/O CHGS ☐ W/ CHGS



Qty. 1



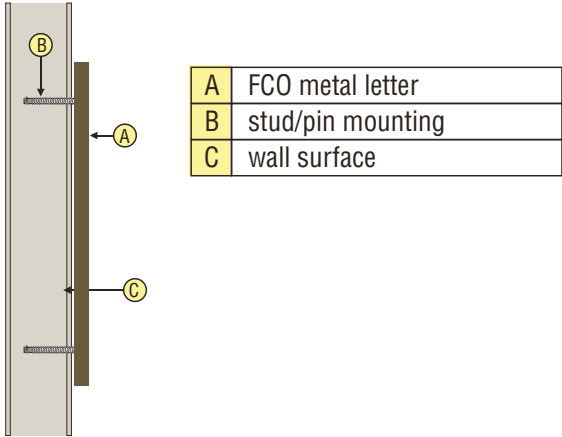
Qty. 1

FLAT CUT OUT ALUMINUM SIGNS	Scale: 1" = 1'-0"	SQFT: 7.5 EA.
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Aluminum constructed directional signs. The sign faces will be .125 aluminum with a digital vinyl overlay with a UV lam.

	298 c
	7488c

Non-Illuminated FCO - Cross Section Detail

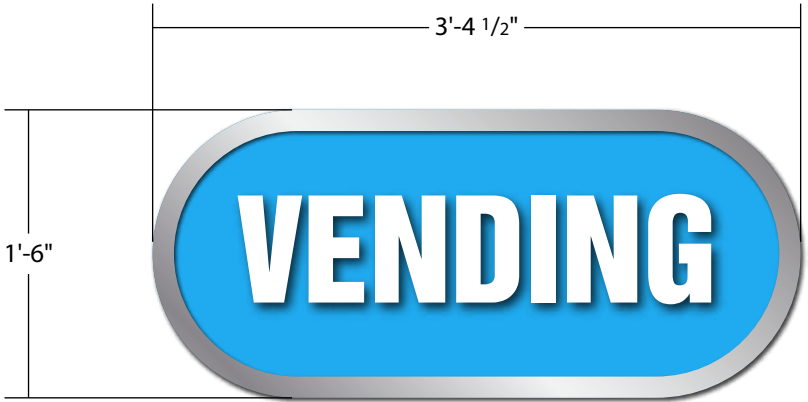


CUSTOMER APPROVAL	
BY: _____	
DATE: _____	<input type="checkbox"/> W/O CHGS <input type="checkbox"/> W/ CHGS

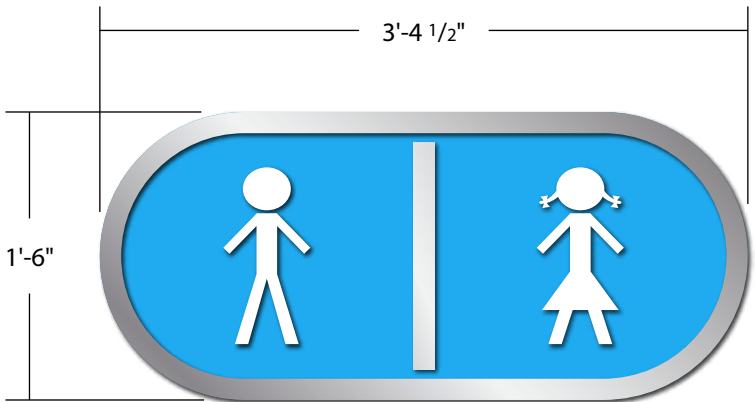
PROJECT: <b>Watershed Carwash</b>	9200 Valley Rd. Prescott Valley, Arizona 86314
	LOCATION: 1434 S East Military Dr. San Antonio Texas
	
Account Executive: Gary Johnson	
Designer: AL	
Design Number: 3888	
DATE: 10/04/2018	
SCALE: AS NOTED	
REVISIONS: R1-10/04/2018 AL	
SHEET: <b>5</b> OF <b>6</b>	



F



G



FLAT CUT OUT  
ALUMINUM SIGNS

Scale:  
1" = 1'-0"

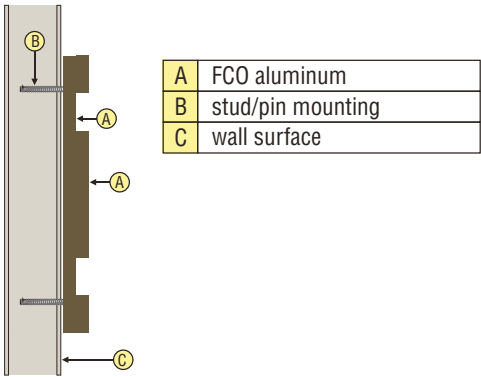
SQFT  
5.13 ea.

1/4" non-illuminated flat cut out aluminum sign display. The "vending" and restroom people will be 1/4" aluminum painted white and stud mounted to the 1/4" aluminum backer. The outside border and the vertical bar in the restroom sign will be 1/4" aluminum painted silver (to be determined). The backer panel will be 1/4" aluminum painted to match PMS 7690 C.



Pantone 298 C

Non-Illuminated FCO - Cross Section Detail



CUSTOMER APPROVAL

BY: \_\_\_\_\_  
DATE: \_\_\_\_\_ ☐ W/O CHGS ☐ W/ CHGS

9200 Valley Rd.  
Prescott Valley,  
Arizona  
86314  
800-257-5095



Account Executive:  
Gary Johnson

Designer:  
AL

Design Number:  
3888

DATE:  
10/04/2018

SCALE:  
AS NOTED

REVISIONS:  
R1-10/04/2018 AL

SHEET:

6 OF 6



EXISTING SITE

Scale:  
N.T.S.

PROJECT:  
**Tejas Car Wash**

9200 Valley Rd.  
Prescott Valley,  
Arizona  
86314  
800-257-5095



Account Executive:  
Gary Johnson

Designer:  
DF

Design Number:  
3888

DATE:  
10/09/2018

SCALE:  
AS NOTED

REVISIONS:  
R1-10/11/2018 AL  
R2-10/11/2018 DF

SHEET:  
**1** OF **7**

CUSTOMER APPROVAL	
BY: _____	
DATE: _____	<input type="checkbox"/> W/O CHGS <input type="checkbox"/> W/ CHGS





EXISTING SITE

Scale:  
N.T.S.

PROJECT:  
**Tejas Car Wash**

9200 Valley Rd.  
Prescott Valley,  
Arizona  
86314  
800-257-5095

LOCATION:  
1434 S East Military Dr. San Antonio Texas



Account Executive:  
Gary Johnson

Designer:  
DF

Design Number:  
3888

DATE:  
10/09/2018

SCALE:  
AS NOTED

REVISIONS:  
R1-10/11/2018 AL  
R2-10/11/2018 DF

SHEET:  
**2 OF 7**

CUSTOMER APPROVAL	
BY: _____	
DATE: _____	<input type="checkbox"/> W/O CHGS <input type="checkbox"/> W/ CHGS



EXISTING SITE

Scale:  
N.T.S.



PROJECT:  
Tejas Car Wash

9200 Valley Rd.  
Prescott Valley,  
Arizona  
86314  
800-257-5095

LOCATION:  
1434 S East Military Dr. San Antonio Texas

Account Executive:  
Gary Johnson

Designer:  
DF

Design Number:  
3888

DATE:  
10/09/2018

SCALE:  
AS NOTED

REVISIONS:  
R1-10/11/2018 AL  
R2-10/11/2018 DF

SHEET:  
3 OF 7

CUSTOMER APPROVAL

BY: \_\_\_\_\_  
DATE: \_\_\_\_\_ ☐ W/O CHGS ☐ W/ CHGS






EXISTING SITE

Scale:  
N.T.S.

New building color scheme.



<b>PROJECT:</b> Tejas Car Wash	
9200 Valley Rd. Prescott Valley, Arizona 86314 800-257-5095	<b>LOCATION:</b> 1434 S East Military Dr. San Antonio Texas
	
<b>Account Executive:</b> Gary Johnson	
<b>Designer:</b> DF	
<b>Design Number:</b> 3888	
<b>DATE:</b> 10/09/2018	
<b>SCALE:</b> AS NOTED	
<b>REVISIONS:</b> R1-10/11/2018 AL R2-10/11/2018 DF	
<b>SHEET:</b> 4 OF 7	

CUSTOMER APPROVAL	
BY: _____	
DATE: _____	<input type="checkbox"/> W/O CHGS <input type="checkbox"/> W/ CHGS



EXISTING SITE

Scale:  
N.T.S.

New building color scheme.



<b>PROJECT:</b> Tejas Car Wash	
<b>LOCATION:</b> 1434 S East Military Dr. San Antonio Texas	
9200 Valley Rd. Prescott Valley, Arizona 86314	<b>SIGNS+plus</b>
800-257-5095	<b>Account Executive:</b> Gary Johnson
	<b>Designer:</b> DF
	<b>Design Number:</b> 3888
	<b>DATE:</b> 10/09/2018
	<b>SCALE:</b> AS NOTED
	<b>REVISIONS:</b> R1-10/11/2018 AL R2-10/11/2018 DF
<b>SHEET:</b> 5 OF 7	

<b>CUSTOMER APPROVAL</b>	
BY: _____	
DATE: _____	
<input type="checkbox"/> W/O CHGS	<input type="checkbox"/> W/ CHGS





EXISTING SITE

Scale:  
N.T.S.

New building color scheme.



PROJECT:  
**Tejas Car Wash**

9200 Valley Rd.  
Prescott Valley,  
Arizona  
86314  
800-257-5095



Account Executive:  
Gary Johnson

Designer:  
DF

Design Number:  
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DATE:  
10/09/2018

SCALE:  
AS NOTED

REVISIONS:  
R1-10/11/2018 AL  
R2-10/11/2018 DF

SHEET:

6 OF 7

**CUSTOMER APPROVAL**

BY: \_\_\_\_\_  
DATE: \_\_\_\_\_ ☐ W/O CHGS ☐ W/ CHGS



1130 SE Military Dr, San Antonio, TX 78214

3502 Roosevelt Ave, San Antonio, TX 78214

1403 SE Military Dr, San Antonio, TX 78214



1332 SE Military Dr, San Antonio, TX 78214

SURROUNDING SITES

Scale:  
N.T.S.

Signage from surrounding businesses.

PROJECT:  
Tejas Car Wash

LOCATION:  
1434 S East Military Dr. San Antonio Texas

9200 Valley Rd.  
Prescott Valley,  
Arizona  
86314  
800-257-5095

**SIGNS+plus**

Account Executive:  
Gary Johnson

Designer:  
DF

Design Number:  
3888

DATE:  
10/09/2018

SCALE:  
AS NOTED

REVISIONS:  
R1-10/11/2018 AL  
R2-10/11/2018 DF

SHEET:

7 OF 7

CUSTOMER APPROVAL	
BY: _____	
DATE: _____	<input type="checkbox"/> W/O CHGS <input type="checkbox"/> W/ CHGS