

HISTORIC AND DESIGN REVIEW COMMISSION

June 05, 2019

HDRC CASE NO: 2019-286
ADDRESS: 1139 SE MILITARY DR, Suite 103
LEGAL DESCRIPTION: NCB 7676 BLK LOT 35 (MISSION MERCADO)
ZONING: C-2, H
CITY COUNCIL DIST.: 3
DISTRICT: Mission Historic District
APPLICANT: Jesse Valdez/The Letter Shop LLC
OWNER: RBY 3 PROPERTY MANAGEMENT LLC
TYPE OF WORK: Signage
APPLICATION RECEIVED: May 17, 2019
60-DAY REVIEW: July 16, 2019
CASE MANAGER: Edward Hall
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install an internally illuminated, channel letter wall sign. The proposed sign will read “SpinXpress Laundry” and feature an overall length of 47’ – 5” and an overall height of 5’ – 4” for a total size of approximately 291 square feet. The proposed channel letters will feature plastic faces and aluminum frames.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 3, Guidelines for Signage

General Principles

The following General Principles for signage will be considered during the review process in conjunction with the guidelines contained in this section.

Principle #1: Respect the Historic Context – New signs should complement, rather than compete with, the character of a historic building and the surrounding district. Not all allowed signage types are appropriate to individual historic districts or landmarks. Therefore, careful consideration should be given to historic context, building forms, and site layout when selecting, designing, and reviewing new signage. Appropriate uses for individual signage types are addressed in this subsection, as applicable.

Principle #2: Encourage a Visually Interesting Streetscape Free of Clutter – Signs have the ability to create a visually pleasing streetscape as well as improve pedestrian and traffic safety; however they can also be distracting if not designed properly. Consider the overall number, type, and design of signs used on individual buildings and along the streetscape to ensure new signs respect the historic surroundings and do not result in visual clutter.

Principle #3: Reinforce the Pedestrian Oriented Nature of Commercial Uses – Signage was historically most prevalent in areas and on buildings that were used for commercial purposes; however, as San Antonio’s historic districts evolve over time, the adaptive re-use of individual structure or specific districts will result in the introduction of signage in more areas and on more building types. Regardless of the location or building type, signage should be designed and scaled with pedestrians in mind.

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.

A. GENERAL

i. Mounting devices—Construct sign frames and panels that will be used to 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.

Mission Historic District Design Manual, Section 5, Guidelines for Signage

A. GENERAL

- i. *Provision* — Signage in the Mission Historic District should adhere to the Historic Design Guidelines unless amended by the following provisions for signage in this section of the Mission Manual.
- ii. *Sign types* — Use sign types that are appropriate to the character and context of the area principally along the Mission Historic District Primary Road Corridors. Sign types that are not listed as a preferred type in the table below will be considered on a case by case basis.

D. LIGHTING

- i. *Indirect Lighting* — Use of indirect or concealed lighting of sign surfaces where the source of lighting is not visible to observers is encouraged. Light fixtures providing indirect lighting to a sign surface, awning, or portion of the building may be observable and should be of high quality, for exterior use and exposure, and considered part of the overall design of the sign and the facade.

FINDINGS:

- a. The applicant is requesting a Certificate of Appropriateness for approval to install an internally illuminated, channel letter wall sign. The proposed sign will read “SpinXpress Laundry” and feature an overall length of 47’ – 5” and an overall height of 5’ – 4” for a total size of approximately 291 square feet. The proposed channel letters will feature plastic faces and aluminum frames. This lot is located within the Mission Historic District.
- b. MASTER SIGNAGE PLAN – A master signage plan was approved for 1139 SE Military Drive by the Historic and Design Review Commission on July 21, 2010, which approved signage heights of five, four and three feet. Suite 103, the location of the proposed signage may feature signage featuring a height of five (5) feet, per the master signage plan. The master signage plan did not specify signage widths, or square footage.
- c. PREVIOUS APPROVALS – Recent signage approvals within this development were approved on June 20, 2018, and October 17, 2018. Those signs featured overall sizes of approximately 101 and 137 square feet, internal illumination, and plastic faces.
- d. SIZE –Within this application, the applicant has proposed approximately 291 square feet of signage. Staff finds that the proposed size is not adequately scaled for the façade. Staff finds that the applicant should reduce the size of the proposed sign to be appropriate scaled for five (5) feet in height, consistent with the master signage plan.
- e. MATERIALS & LIGHTING – As noted in finding a, the applicant has proposed channel letters that are to be internally illuminated and feature plastic faces.

RECOMMENDATION:

Staff does not recommend approval based on findings a through e. Staff recommends the following:

- i. That the applicant propose a sign that does not exceed five (5) feet in height to be consistent with the previously approved master signage plan, as noted in finding b. The proposed sign should be scaled appropriate for the height five feet. Signage may be approved administratively if consistent with the previously approved master signage plan.



Flex Viewer

Powered by ArcGIS Server

Printed: Jun 13, 2018

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RACEWAY CHANNEL LETTERS * SAN ANTONIO, TX

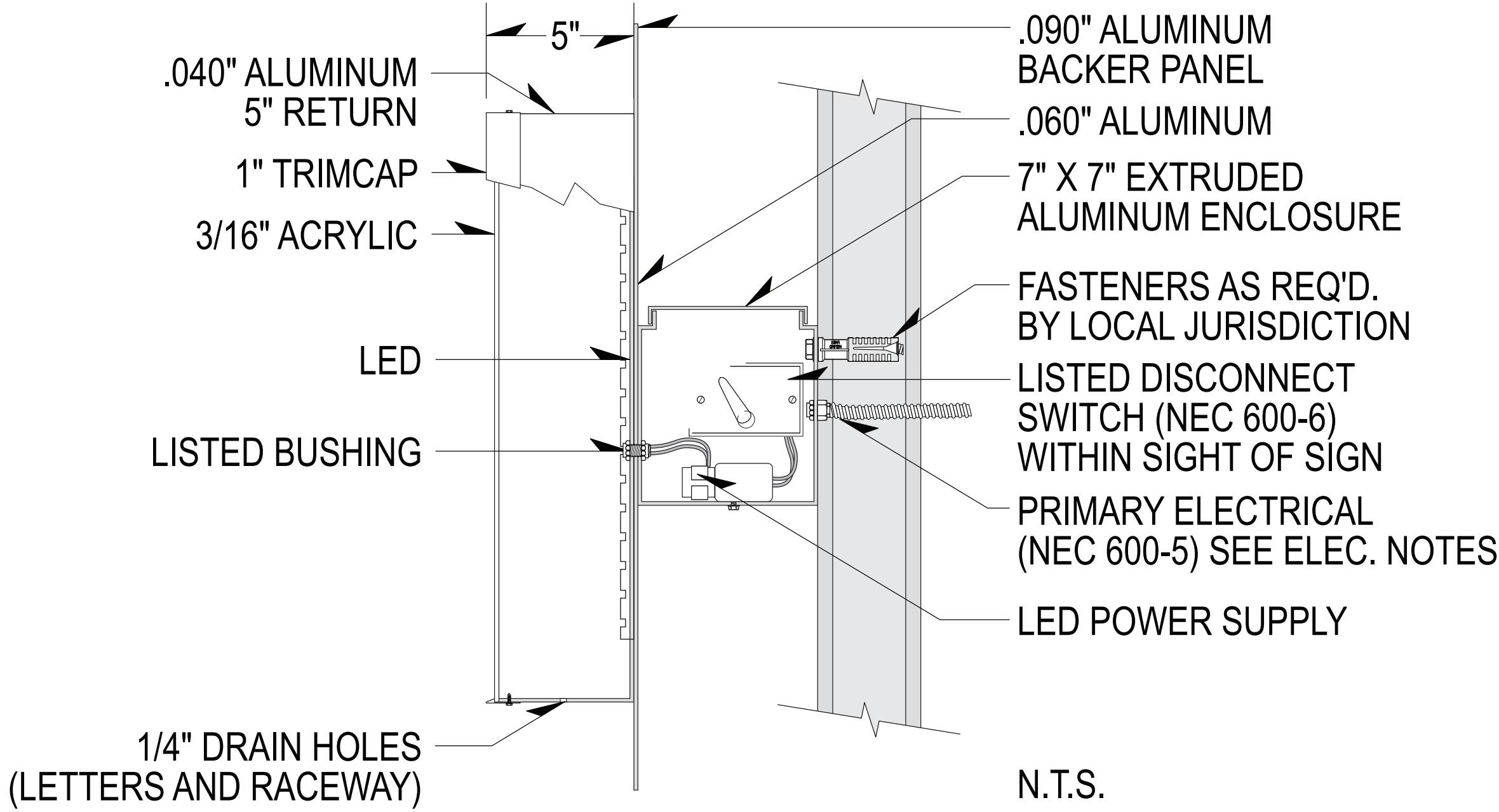


A Front-Lit, Plex-Face Channel Letters w/ Backplate & LED, Raceway Mounted • Front View
SCALE: 0/0" = 1' 0" • For Production / For Presentation

INTERNALLY ILLUMINATED PLASTIC FACE CHANNEL LETTERS

- QUANTITY:** ONE (1)
Overall Height: 64"
Overall Length: 47'-5"
Total Sq.Ft.: 291 ft²
Returns: PMS/Wrisco COLOR BLACK
Backs: PMS/Wrisco COLOR BLACK
Trimcap: COLOR BLACK
Face: #7328 White
First-surface translucent vinyl: Vinyl Manufacturer, TRANSLUCED ARLON
Backer Panel: PMS/PAINT # COLOR White
Raceway: PMS/PAINT # COLOR NAME MACH COLOR WALL(Flush to Baseline)
Illumination: LED Color WHITE

CHANNEL LETTER - TYPICAL SECTION - FRONT-LIT PLASTIC FACE



ELECTRICAL NOTES

Sign Company DOES NOT provide primary electrical to sign.
Power to the sign must be done by a licensed electrical contractor or licensed electrician.
Each sign must have: 1. A minimum of one dedicated 120V 20A circuit
2. Junction box installed within 6 feet of sign
3. Three wires: Line, Ground, Neutral



1039 Basse Rd #34, San Antonio, TX 78212
210.732.3810 / 210.737.1708 fax

CLIENT APPROVAL

- ☐ APPROVED AS SUBMITTED
☐ APPROVED AS NOTED
☐ REVISE AND RESUBMIT

Client Signature _____ Date _____

Contact:
Jesse Valdez
Lettershop@sbcglobal.net





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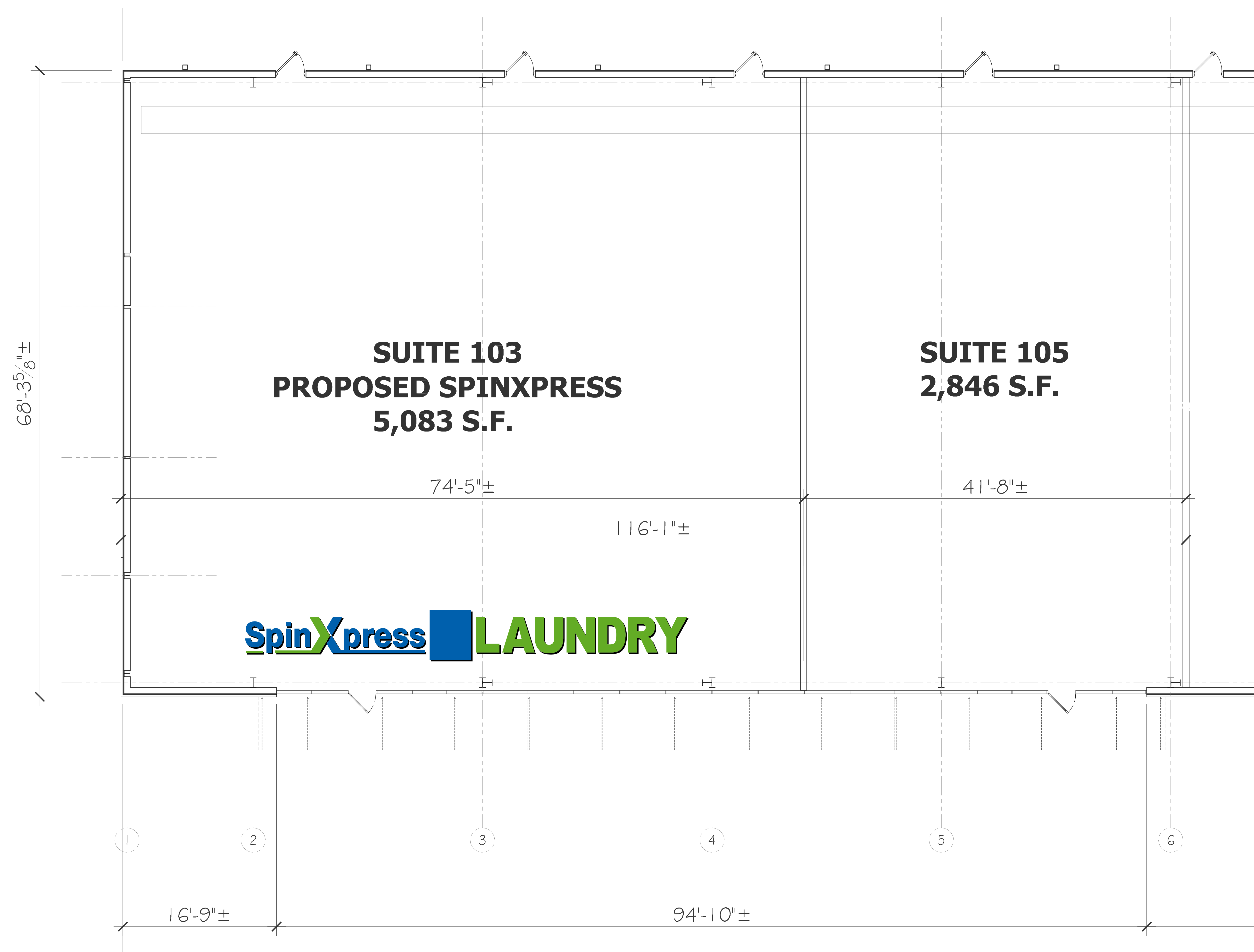
.....
Client Signature

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Date

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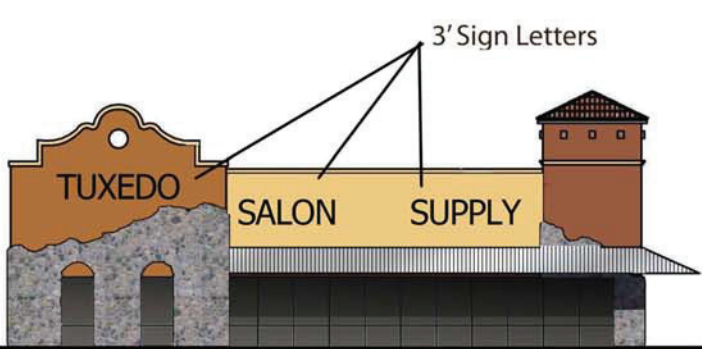
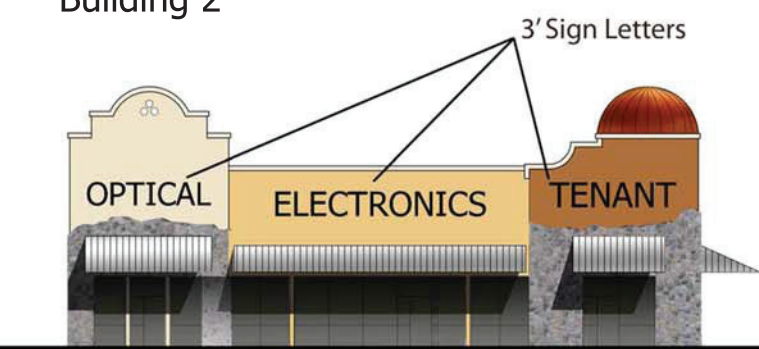
MASTER SIGNAGE APPROVED July 2010



Building 1

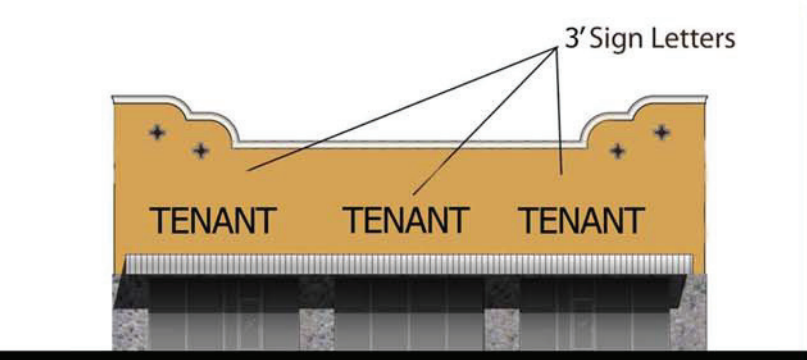


Building 2

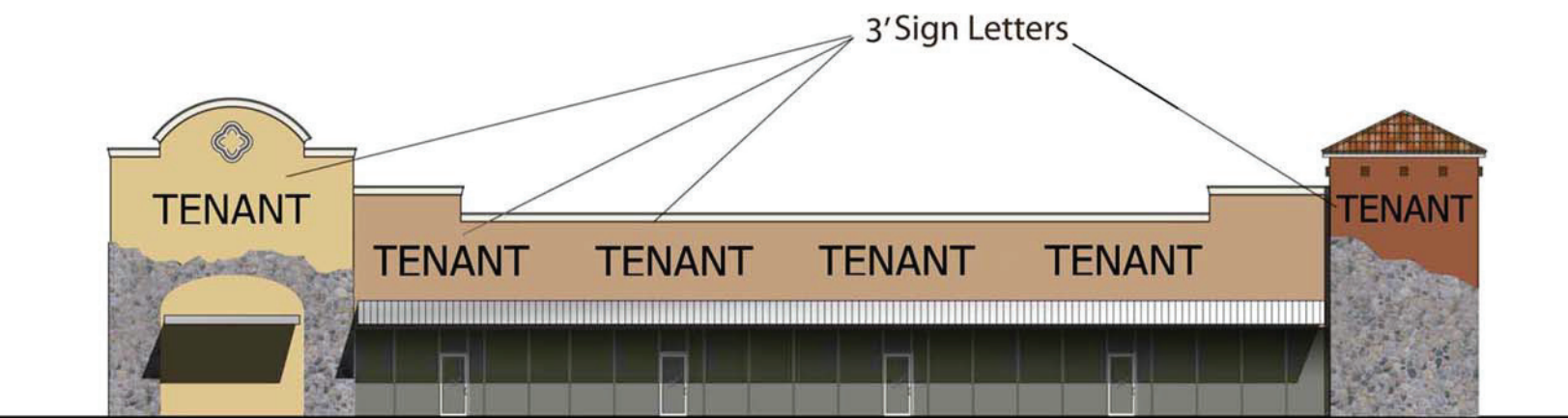


Building 3

Building 4



Building 5



Building 6

MASTER SIGNAGE APPROVED July 2010



Front Elevation, Building 1

Mission Plaza - San Antonio

1139 S.E. MILITARY DRIVE

