

HISTORIC AND DESIGN REVIEW COMMISSION

November 06, 2019

HDRC CASE NO: 2019-661
ADDRESS: 1418 SE MILITARY DR
LEGAL DESCRIPTION: NCB 11178 MISSION SUBDIVISON, LOT 169
ZONING: C-3, H
CITY COUNCIL DIST.: 3
DISTRICT: Mission Historic District
APPLICANT: Bruce Ahlswede/SAR Sign Service
OWNER: CHACON AUTOS LTD
TYPE OF WORK: Signage
APPLICATION RECEIVED: October 15, 2019
60-DAY REVIEW: December 14, 2019
CASE MANAGER: Edward Hall
REQUEST:

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

1. Install an internally illuminated wall sign to read “Enterprise” to feature 15’ – 0” in length and 3’ – 0” in height for a total size of forty-five (45) square feet. The sign will feature plastic faces.
2. Install a non-illuminated wall sign to read “Enterprise” to feature 15’ – 0” in length and 3’ – 0” in height for a total size of forty-five (45) square feet. The sign will feature aluminum construction.

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 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.

Mission Historic District Design Manual, Chapter 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.

ii. Surface Wall-Neon Lighting — Surface wallmounted, projecting, and window neon signs are appropriate for use particularly when of high quality and artistic design. Neon lighting, when used, should be incorporated as an integral architectural element of the building.

iii. Lighting of Freestanding Signs — Externally light freestanding signs using landscape lighting or gooseneck lighting

FINDINGS:

- a. The applicant has proposed to install signage at 1418 SE Military Drive, located within the Mission Historic District. The Historic Design Guidelines, Chapter 3, Guidelines for Signage notes that each building will be allowed one major and two minor signs. The guidelines note that total requested signage should not exceed fifty (50) square feet. Within this application, the applicant has proposed approximately 90 square feet of signage. This is not consistent with the Guidelines.
- b. EXISTING SIGNAGE – The current signage on site was installed circa 2006. There is no record of approval from the Historic and Design Review Commission, nor was a signage permit issued.
- c. SIGNAGE – The applicant has proposed to install two (2), internally illuminated cabinet signs to feature an overall height of three (3) feet and an overall width of fifteen (15) feet for a total size of forty-five (45) square feet each. One sign will feature a metal face and will not be illuminated, while the other will feature a plastic face and internal illumination. The Guidelines for Signage 1.D. notes that inappropriate materials, such as plastic should not be used. Additionally, 1.E. notes that only indirect, or bare bulb lighting sources should be used. Staff finds that both signs should feature indirect lighting and metal faces.
- d. SIGNAGE – Given the proposed signage’s distance from the right of way at SE Military and its location away from historic and cultural resources, staff finds the signage to be appropriate provided that it is indirectly illuminated and features metal construction.

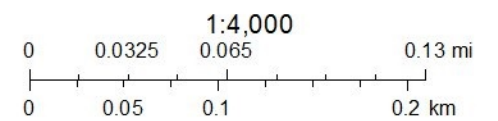
RECOMMENDATION:

Staff recommends approval of items #1 and #2 based on findings a through d with the stipulations that the proposed signage be non-illuminated and feature metal faces.

City of San Antonio One Stop



October 31, 2019



Enterprise #5225
1418 SE Military Dr
San Antonio, TX 78214

Scope of work: Customer has been leasing/working from this space for 12+ years. Customer has lost record of their signage permit for the original install but were flagged with violation from the city. We are assisting by pulling permit for them for the existing signage on their building. One front building sign that is 3'x 15' is illuminated cabinet with flex face. We have a side building sign that is non-illuminated 3' x 15' flat panel sign. This is a flex face sign as well.

We are asking that they keep the signage they have had in place for 12+ years. I've also uploaded the original historic review authorization letter from 2007.

PART OF LOT 160
NCB 11178
MISSION SUBD.
7500/39 DAPR

0.387 AC.
(16,854 SQ. FT.)
PART OF LOT 10
MISSION SUBD.
NCB. 11178
7500/38 D&PR

0.950 AC.
(41,369 SQ. FT.)
PART OF LOT 160
MISSION SUBD.
NCB 11178,
7500/38 D&PR

04132 AC.
6476/0729 RPR
PART OF LOT 180
NCB 11178
MISSION SUBD.
7500/38 D4PR

LOT 162
NCB 11178
SAN ANTONIO TEACHERS CREDIT UNION
9529/85 D&PR

E. HARDING BLVD.
(60.0' R.O.W.)

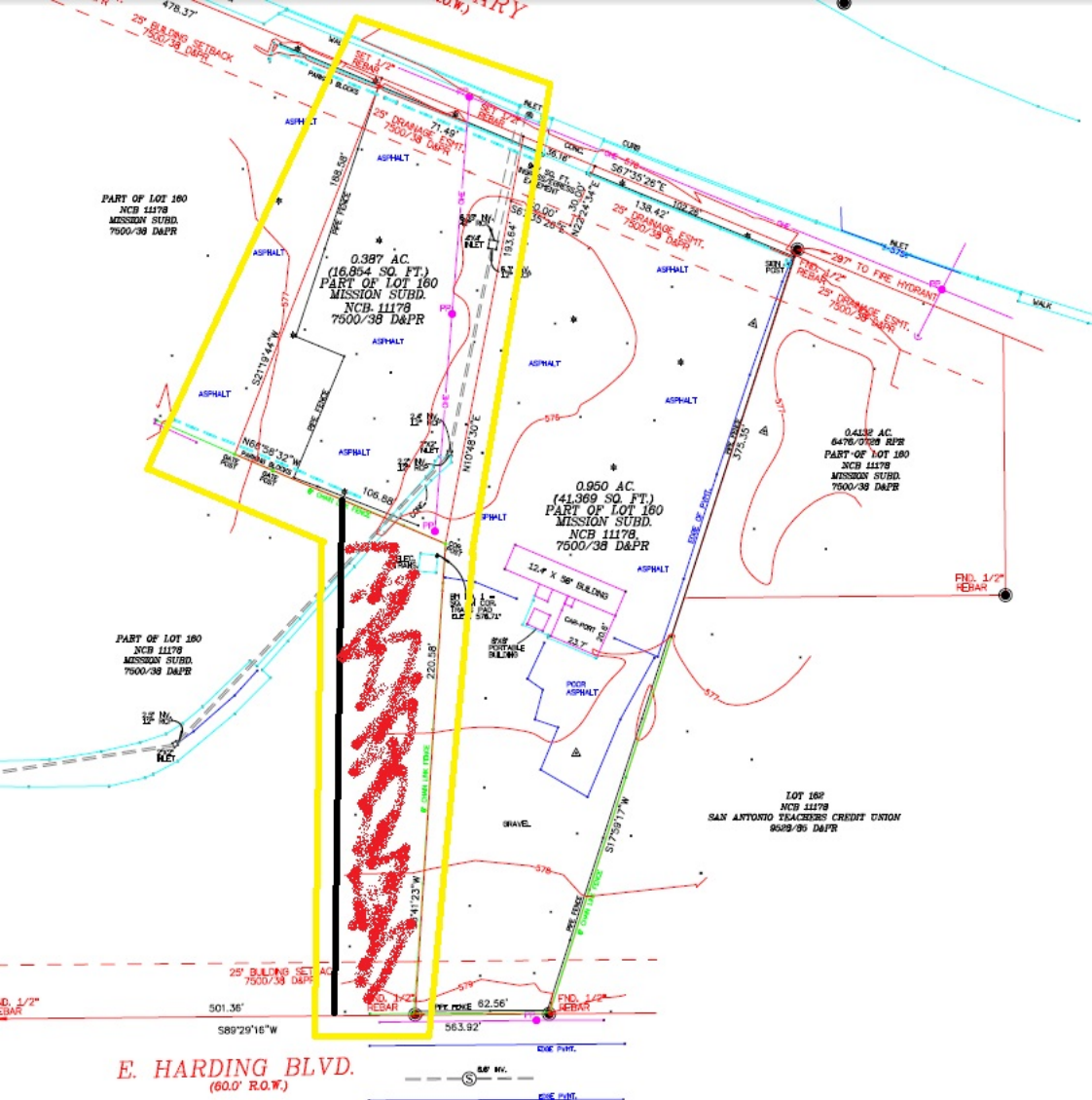








PHOTO SURVEY OF EXISTING FRONT ELEVATION
Scale: Scaled



PHOTO SURVEY OF PROPOSED FRONT ELEVATION
Scale: Scaled

Client:	EAN HOLDINGS, LLC	
Address:	#5225 1418 SE MILITARY DR	
Location:	SAN ANTONIO, TX 78214	
Sales:	BA / ME	Designer: RB

CLIENT SIGNATURE
X

SARsignservice
ANY SIGN, ANYWHERE. PERIOD.

This sign is intended to be installed in accordance with the requirements of Article 603 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

This design proposal will remain the exclusive property of SARsignservice and approved and accepted through purchase. No part thereof directly or indirectly may not be sold, used in other parties or design firm will apply. Up to 75% revision with your purchase. Additional revisions cost \$50 each. Your order will be processed upon receipt of this artwork approval.

Revision:
R0- DRAWING CREATED

RO : 10/15/19
PRF-19202
Sheet: 1 of 4
PAGE SIZE 11" X 17"

TYPE 1 | LED ILLUMINATED WALL SIGN

MANUFACTURE AND INSTALL // SINGLE FACE

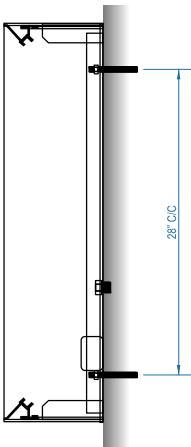
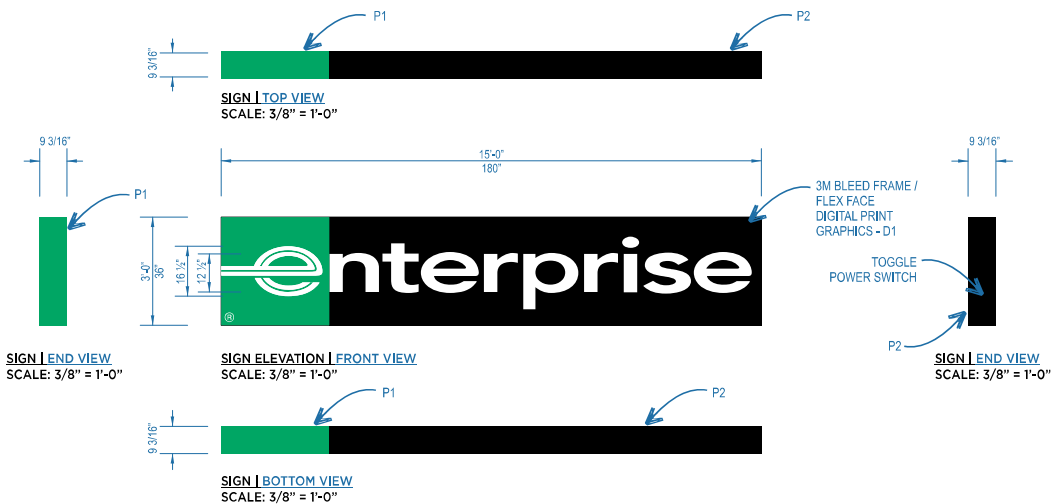
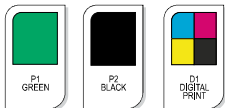
QUANTITY: 1

SCALE: 1/2" = 1'-0"

45 SQ FT
BOXED

CABINET : 3'-0" x 15'-0" x 2'-6" // ALUMINUM CONSTRUCTION // PAINT P2 // SATIN FINISH
FACE : BLEED FRAME / FLEX FACE WITH DIGITAL PRINT GRAPHICS TO MATCH P1 AND P2 // D1
ILLUMINATION : WHITE LEDS WITH REQUIRED POWER SUPPLIES // TOGGLE POWER SWITCH ON CABINET END
INSTALLATION : FLUSH MOUNT TO FASCIA WITH (8) 3/8" SSTL HARDWARE

PROJECT COLORS // MATERIALS



ATTACHMENT SECTION DETAIL

FASTENER SCHEDULE		
	3/8" LAG SCREW	FOR USE WITH WOOD OR EPS WALL SYSTEMS, 1-1/2" MIN. PENETRATIONS (EXCL. TP)
	3/8" LAG & SHIELD	FOR USE WITH WOOD OR EPS WALL SYSTEMS, 1-1/2" MIN. PENETRATIONS (EXCL. TP)
	3/8" DIA. THREADED ROD & SPACING PLATES	FOR USE WITH WOOD, CONCRETE BLOCK OR EPS WALL SYSTEMS
	3/8" DIA. THREADED ROD	FOR USE WITH WOOD, CONCRETE BLOCK OR EPS WALL SYSTEMS
	3/8" RED HEAD L.D.T. (LARGE DIAMETER TOGGLE)	FOR USE WITH CONCRETE BLOCK, BRICK OR CONCRETE, EMBED A MIN. OF 2'-0"
	3/8" DIA. HILTI HIT ROD WITH HYSOL MAX ADHESIVE	FOR USE WITH CONCRETE, EMBED A MIN. OF 2"
	3/8" DIA. HILTI HIT ROD WITH HYSOL ADHESIVE	FOR USE WITH MASONRY AND BRICK, EMBED A MIN. OF 3'-0"
	3/8" DIA. HILTI HIT ROD WITH HYSOL ADHESIVE	FOR USE WITH CONCRETE BLOCK, EMBED A MIN. OF 2"
	3/8" DIA. HILTI HIT C SLEEVE ANCHOR	FOR USE WITH CONCRETE, MASONRY AND BRICK, EMBED A MIN. OF 3'-0"

Client: EAN HOLDINGS, LLC
Address: #5225 1418 SE MILITARY DR
Location: SAN ANTONIO, TX 78214
Sales: BA/ME Designer: RB

CLIENT SIGNATURE

X

SARsignservice
ANY SIGN, ANYWHERE. PERIOD.

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Revision:

R0= DRAWING CREATED

R0 : 10/15/19

PRF-19202

Sheet: 2 of 4

PAGE SIZE 11" X 17"

TYPE 2 | NON-ILLUMINATED WALL SIGN

MANUFACTURE AND INSTALL // SINGLE FACE

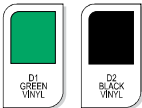
QUANTITY: 1

SCALE: 1/2" = 1'-0"

45 SQ FT
BOXED

PANEL : ALUMINUM SIGN PANEL W/ DIGITAL PRINT GRAPHICS
INSTALLATION : FLUSH MOUNT TO FASCIA WITH SSTL HARDWARE

PROJECT COLORS // MATERIALS



SIGN ELEVATION | FRONT VIEW
SCALE: 3/8" = 1'-0"



PHOTO SURVEY OF PROPOSED SIDE ELEVATION
Scale: Scaled

Client: EAN HOLDINGS, LLC
Address: #5225 1418 SE MILITARY DR
Location: SAN ANTONIO, TX 78214
Sales: BA / ME Designer: RB

CLIENT SIGNATURE

X

This sign is intended to be installed in accordance with the requirements of Article 603 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.
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Revision:

R0- DRAWING CREATED

RO : 10/15/19

PRF-19202

Sheet: 3 of 4

PAGE SIZE 11" X 17"



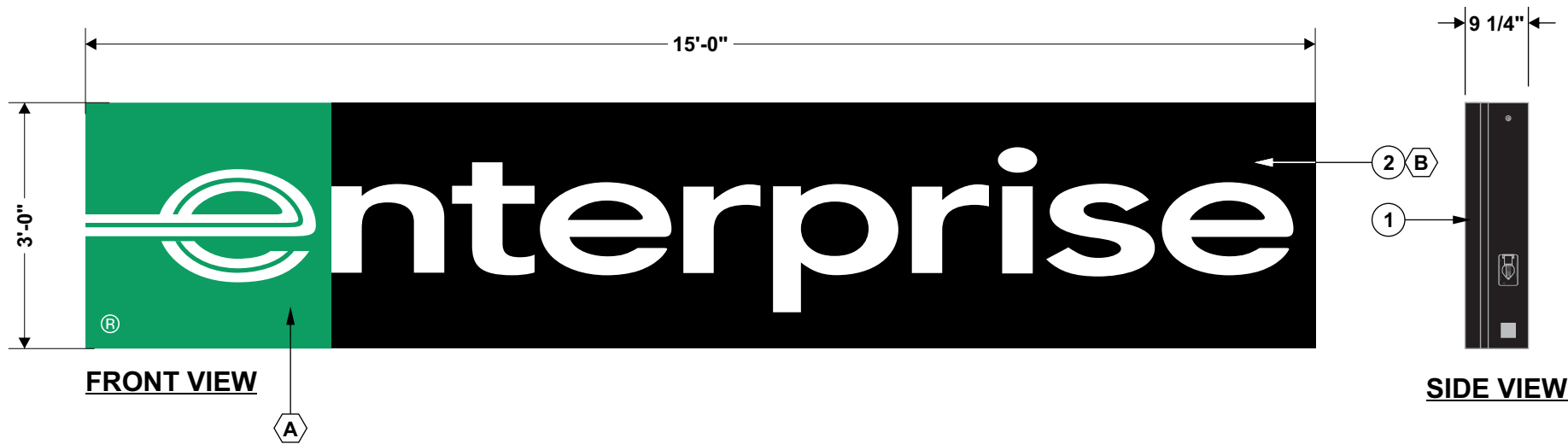
ILLUMINATED S/F FASCIA SIGN

Electrical specifications:

Volts: T.B.D. Amp.: T.B.D. Circ.: T.B.D.

Installation: Interior: Exterior:

#	Description:
1	PREPAINTED EXTRUDED ALUMINUM CABINET WITH FRAMELESS EXTRUSION RETAINER
2	WHITE FLEX FACE WITH VINYL APPLIED ON FIRST SURFACE
*	ILLUMINATED WITH LED



#	Notes:
1	DETAILS TO FOLLOW

#	Colors:
A	LIGHT GREEN VINYL 3M 3630-6131
B	BLACK VINYL 3M 3630-0155

Customer:	
ENTERPRISE RENT-A-CAR	
Site Address:	
Designer:	Checked By:
CLAUDIA VOGT	N/A
Date:	Scale:
11.14.2018	1/2"=1'-0"



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THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND SECTION 34 OF THE CANADIAN ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.



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