

# HISTORIC AND DESIGN REVIEW COMMISSION

September 04, 2024

**HDRC CASE NO:** 2024-302  
**ADDRESS:** 620 E DEWEY PLACE  
**LEGAL DESCRIPTION:** NCB 1734 BLK 13 LOT 8 DEWEY PLAZA SUBD  
**ZONING:** IDZ S, H  
**CITY COUNCIL DIST.:** 1  
**DISTRICT:** Tobin Hill Historic District  
**APPLICANT:** Gregg Siegel/Epikieia Incorporated  
**OWNER:** SIEGLE PHYLLIS BRAVEMAN REVOCABLE LIVING TRUST  
**TYPE OF WORK:** Signage modifications  
**APPLICATION RECEIVED:** August 20, 2024  
**60-DAY REVIEW:** October 19, 2024  
**CASE MANAGER:** Claudia Espinosa

## REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to reface the 44-square-foot sign with three (3) individual cabinets featuring a white background and dark lettering.

## 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.

#### 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.

### 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 property at 620 E. Dewey Pl was constructed circa 1985 as a commercial structure and is located on the St. Mary’s Strip between Dewey Place and St. Mary’s. The structure features brick masonry, stucco cladding towards the rear and western portion of the facility, flat roof, a cowboy riding a bucking armadillo mural on the east façade, paved parking lot, and an existing pole sign. The property is within the Tobin Hill Historic District.

b. POLE SIGN (COLOR) – The applicant has proposed to reface the 44-square-foot sign with three (3) individual cabinets featuring a white background and dark lettering. Guideline 1.D.iii for Signage states to limit the number of colors used on a sign to three, select a dark background and use light lettering to make signs more legible. Staff finds this request inconsistent with the Guidelines for Signage. Staff finds that the applicant should explore using a dark background with light letters to be consistent with the guidelines.

**RECOMMENDATION:**

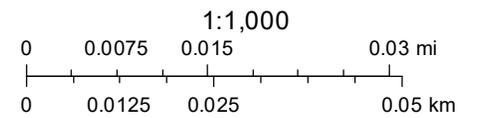
Staff recommends approval of the refacing of the existing pole sign, based on finding b, with the following stipulation:

- i. That the cabinet signs feature a dark background with light lettering to conform to the guidelines.

# City of San Antonio One Stop



August 22, 2024



# RENDER



NEW SIGN FACES ARE ALL 29.75" x 6'

## PROJECT INFORMATION

CLIENT: Biomedical Development Corporation  
 WORK ORDER: 5529-1  
 DATE: 08/16/2024

## FINISHES & MATERIAL

Remove and dispose of existing panfaces on pole sign.  
 Retrofit to LED's  
 Manufacture and install new lexan panels on  
 Manufacture and install new lexan panels with vinyl  
 graphics on existing pole sign structure.

## REVISIONS

#	DATE	DESCRIPTION

## NOTES:

**Artist Rendering: 620 E. Dewey Place view from E Dewey Place**



**Artist Rendering: 620 E. Dewey Place view from N St. Mary's Street**

