

# HISTORIC AND DESIGN REVIEW COMMISSION

November 20, 2024

**HDRC CASE NO:** 2024-369  
**ADDRESS:** 1933 FREDERICKSBURG RD  
**LEGAL DESCRIPTION:** NCB 6693 BLK 2 LOT 22- 24  
**ZONING:** UZROW, H  
**CITY COUNCIL DIST.:** 7  
**DISTRICT:** Monticello Park Historic District  
**APPLICANT:** Milton Saunders/SIGNS LLC  
**OWNER:** Aida Lumbreras/TERRA MIRAGE LLC  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** October 28, 2024  
**60-DAY REVIEW:** December 27, 2024  
**CASE MANAGER:** Caitlin Brown-Clancy

## REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install flush mounted, internally illuminated signage reading “Crush Cake Shop” above their respective storefront measuring 58 sq ft.

## 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.

#### 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.

### 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.

#### 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.

### FINDINGS:

- a. The structure at 1933 Fredericksburg is a 1-story corner commercial building featuring a decorative corner parapet, stucco cladding, storefront window awnings, and a corner entrance. The structure first appears on the 1925 Sanborn map and is contributing to the Monticello Park Historic District. The applicant is requesting to install one (1) flush mounted, internally illuminated exterior sign totaling approximately 58 square feet.
- b. SIGNAGE SIZE - According to Guideline 1.A.iii for Signage, signs should be designed to be in proportion to the façade, respecting the building's size, scale and mass, height, and rhythms and the sizes of window and door openings. Scale signage (in terms of its height and width) to be subordinate to the overall building composition. While the proposed signage exceeds 50 sq ft, staff finds the proposal acceptable due to the location of the structure on an intersection, the context of the site, and the scale of the building.
- c. SIGNAGE MATERIAL – The applicant has proposed signage that features acrylic faces, aluminum backs, and internal illumination. Guideline 1.E.i for Signage states that only indirect or bare-bulb light sources that do not produce a glare should be used to illuminate signs. Internal illumination should not be used. Guideline 3.C.iv for Signage states that internally illuminated, wall-mounted channel letters should be avoided for new signs unless historic precedent exists. Reverse channel letters may be permitted. As proposed, the wall signage is not consistent with the Guidelines, as the Guidelines recommend against internal illumination. Staff finds that the applicant should explore indirect illumination.

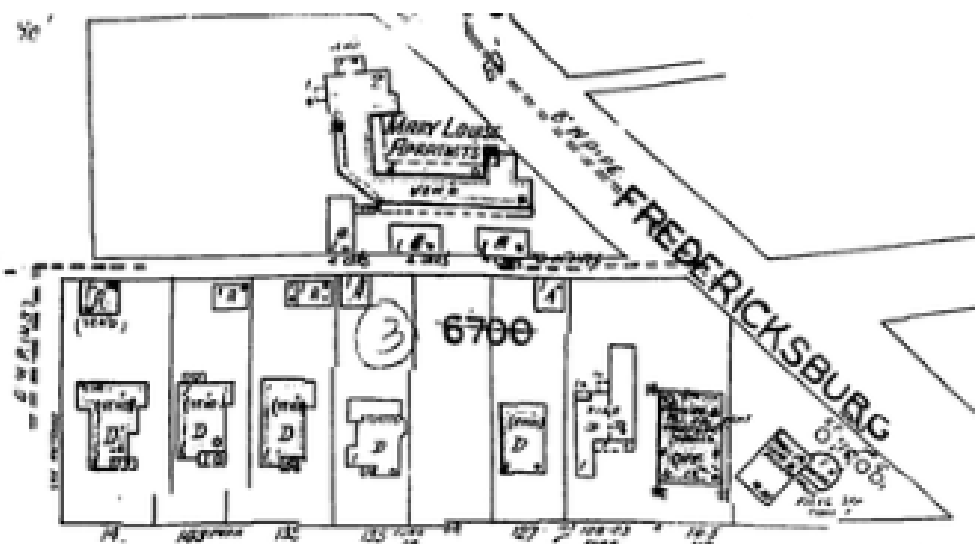
### RECOMMENDATION:

Staff recommend approvals to install exterior signage measuring 58 sqft. with the following stipulation;

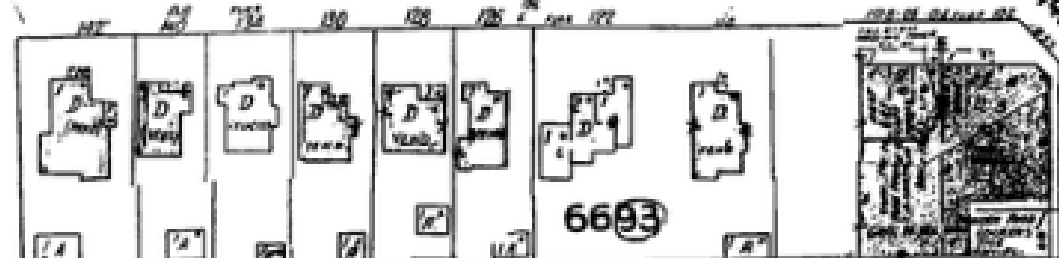
- a. That the proposed signage features reverse lit channel letters with metal / opaque faces. Updated specifications must be submitted to staff prior to the issuance of a Certificate of Appropriateness (COA).

ADD'L SHEET  
AUG. 1925

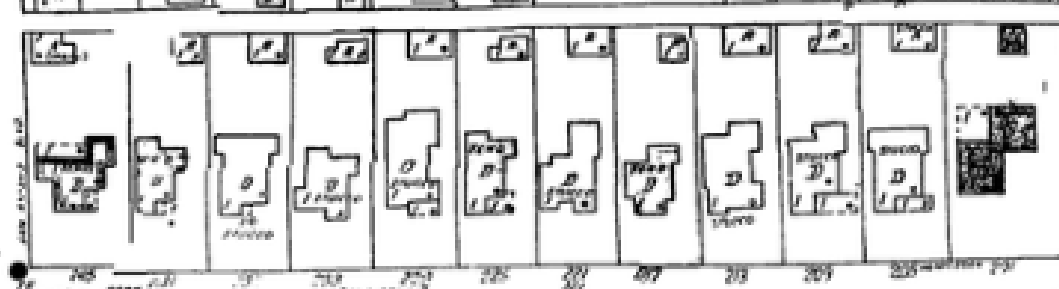
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FURR DRIVE (CONSTANTIA)



6693



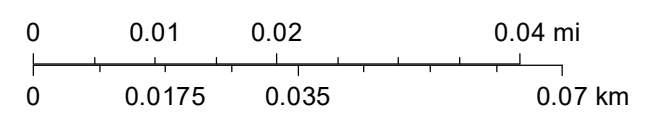
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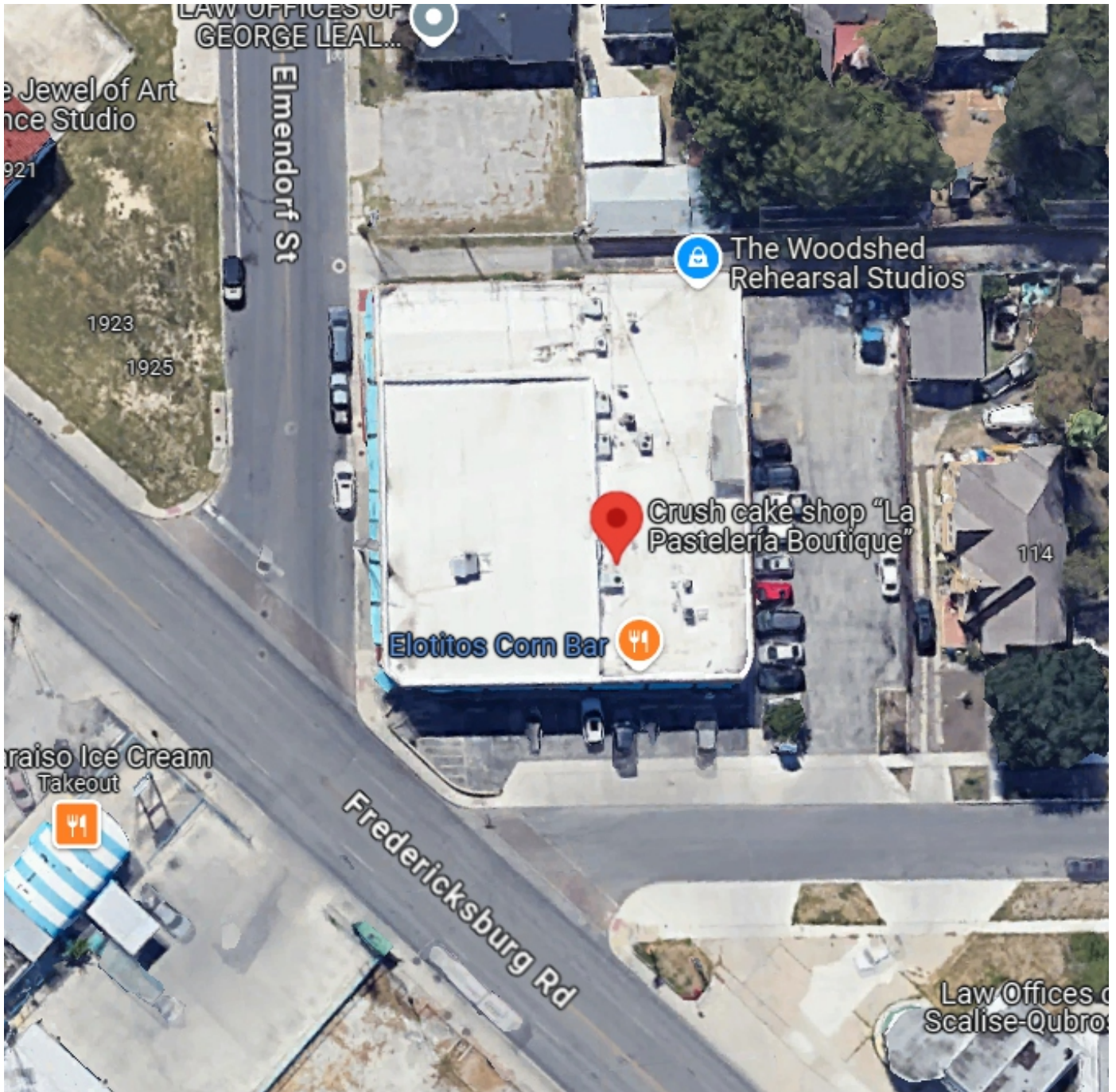
# SIGNS LLC

5733 KENWICK ST

San Antonio, TX. 78238

210-897-2752 • 830-890-3180

## SITE VIEW



### Crush Cake Shop

1933 Fredericksburg Rd #106,  
San Antonio, TX 78201

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## A. SIGN PROPOSED

ONE SET OF CHANNEL LETTERING FLUSH MOUNTED ON THE FRONT  
OF THE BUILDING



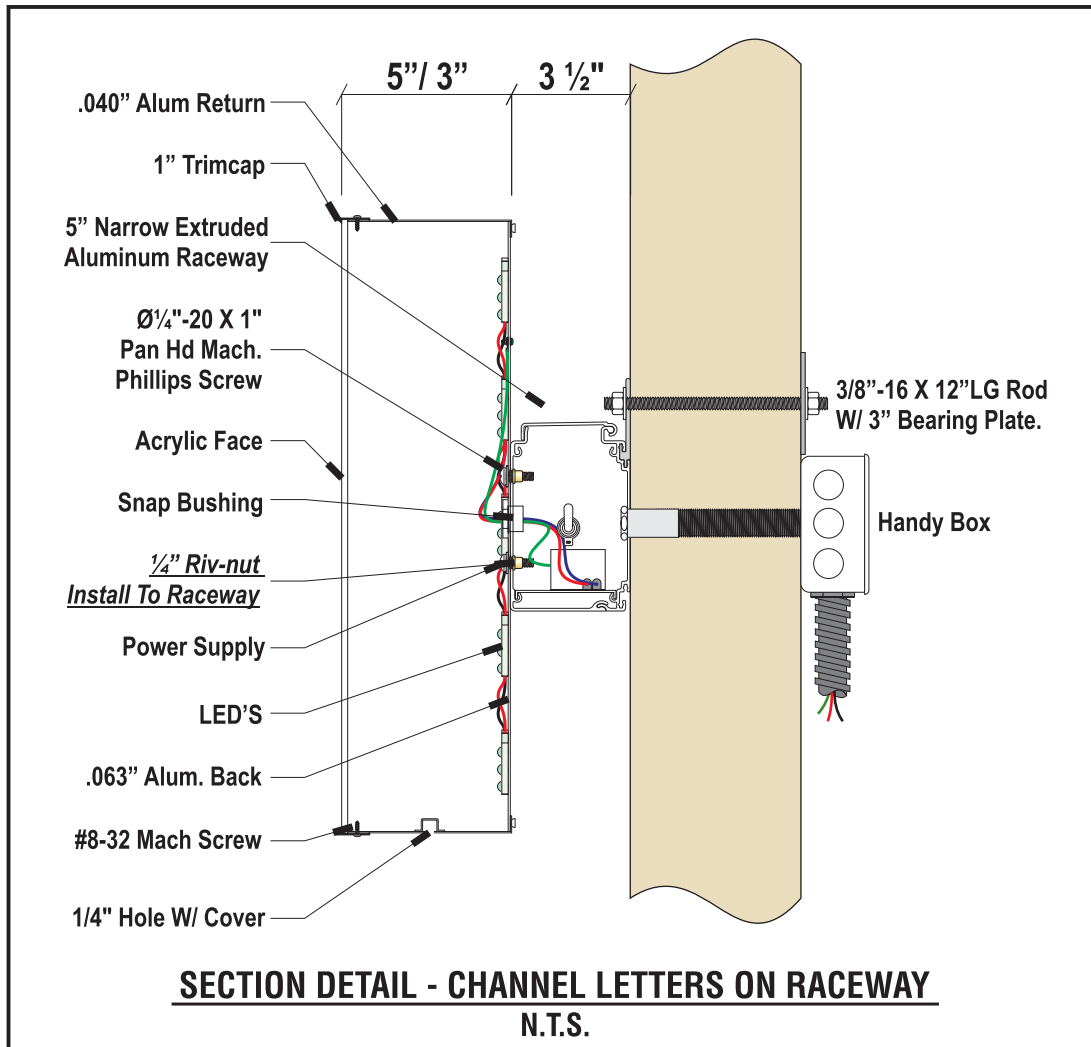
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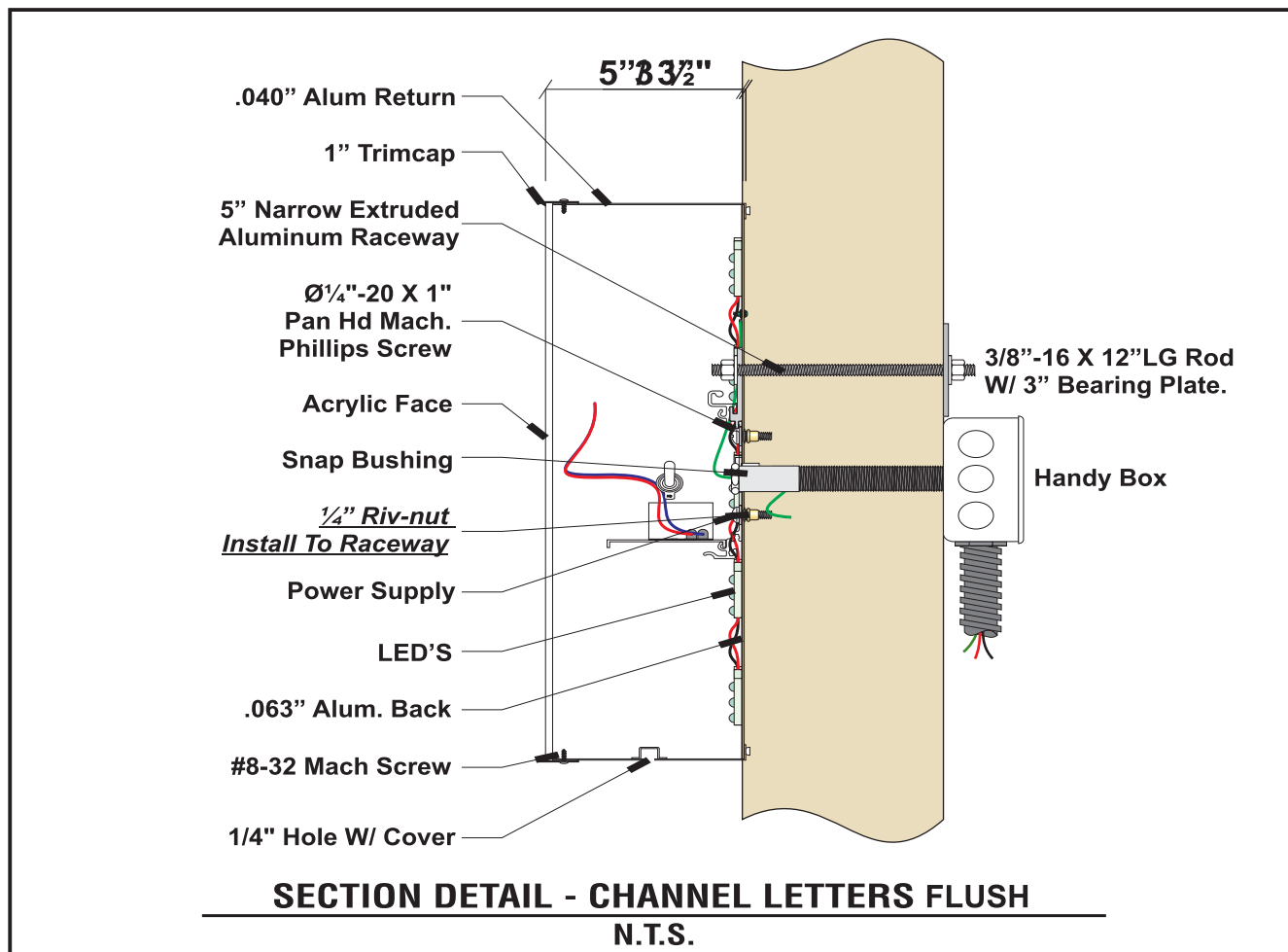
**INSTALL**



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