

HISTORIC AND DESIGN REVIEW COMMISSION

December 20, 2023

HDRC CASE NO: 2023-484
ADDRESS: 5000 SAN PEDRO AVE
LEGAL DESCRIPTION: NCB 9013 BLK 7 LOT 93 & E 20.5 FT OF 94
ZONING: O-2, H
CITY COUNCIL DIST.: 1
DISTRICT: Olmos Park Terrace Historic District
APPLICANT: Daniel Ruiz | Linegraphix, LLC
OWNER: Leticia Gonzalez | Four J Ventures LLC
TYPE OF WORK: Signage
APPLICATION RECEIVED: November 30, 2023
60-DAY REVIEW: January 29, 2024
CASE MANAGER: Bryan Morales

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install three wall mounted signs and to reface the existing pole sign.

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.

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 property located at 5000 San Pedro is a one-story, commercial structure constructed c. 1938 and first appears on the 1938 Sanborn map. The structure features lapped siding, four-over-four windows, and faux shutters. This property contributes to the Olmos Park Terrace Historic District.
- b. **SIGNAGE (NUMBER & SIZE)** – The applicant is requesting approval to install two 48”x48” wall mounted signs, one 36”x36” wall mounted sign, and reface an existing 48”x48” pole sign. The Historic Design Guidelines for Signage 1.A.i. states that each building will be allowed one major and two minor signs, and the total requested signage should not exceed 50 square feet. Staff finds the installation of 73 square feet of signage with one major sign and three minor signs does not conform to guidelines.
- c. **BUILDING SIDE A** – The applicant is requesting approval to install a 48”x48” aluminum composite sign on building side A. Signage 1.A.ii. states to design signs to respect and respond to the character and/or period of the area in which they are being placed and signs should identify the tenant without creating visual clutter or distracting from building features and historic districts. Signage 1.D.ii. states to 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. Signage 1.D.iii. states to limit the number of colors used on a sign to three and to select a dark background with light lettering to make signs more legible. Staff finds the size generally appropriate. Staff finds the material used does not conform to guidelines. Staff finds the use of dark lettering on a light background does not conform to guidelines.
- d. **BUILDING SIDE B** – The applicant is requesting approval to install a 48”x48” aluminum composite sign on building side B. Signage 1.A.ii. states to design signs to respect and respond to the character and/or period of the area in which they are being placed and signs should identify the tenant without creating visual clutter or distracting from building features and historic districts. Signage 1.D.ii. states to 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. Signage 1.D.iii. states to limit the number of colors used on a sign to three and to select a dark background with light lettering to make signs more legible. Staff finds the size generally appropriate. Staff finds the material used does not conform to guidelines. Staff finds the use of dark lettering on a light background does not conform to guidelines.
- e. **FRONT** – The applicant is requesting approval to install a 36”x36” aluminum composite sign on the front of the building. Signage 1.A.ii. states to design signs to respect and respond to the character and/or period of the area in which they are being placed and signs should identify the tenant without creating visual clutter or distracting from building features and historic districts. Signage 1.D.ii. states to 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. Signage 1.D.iii. states to limit the number of colors used on a sign to three and to select a dark background with light lettering to make signs more legible. Staff finds the size generally appropriate. Staff finds the material used does not conform to guidelines. Staff finds the use of dark lettering on a light background does not conform to guidelines.
- f. **POLE SIGN REFACE** – The applicant is requesting approval to reface the existing 48”x48” pole sign. Signage 1.A.ii. states to design signs to respect and respond to the character and/or period of the area in which they are being placed and signs should identify the tenant without creating visual clutter or distracting from building features and historic districts. Signage 1.D.iii. states to limit the number of colors used on a sign to three and to select a dark background with light lettering to make signs more legible. Staff finds the size and material used generally appropriate considering

the pole sign will be refaced. Staff finds the use of dark lettering on a light background does not conform to guidelines.

RECOMMENDATION:

Staff recommends approval of the request, based on findings a through f, with the following stipulations:

- i. That the applicant reduce the total square footage of the signage to 50 square feet or less.
- ii. That the applicant reduce the total number of signs to one major and two minor signs on the property.
- iii. That the applicant use a dark background with light lettering on the requested signs.
- iv. That the applicant use a durable signage material.

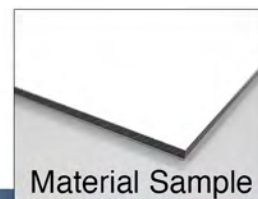
City of San Antonio One Stop



December 14, 2023



Non Electrical



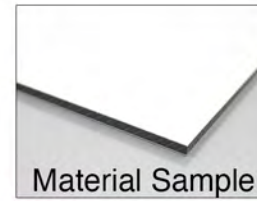
Sign will be made out of ACM
(Aluminum Composite Material)



48"Wx48"H ACM - Qty 1
Building Side A



Non Electrical



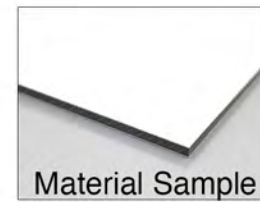
Sign will be made out of ACM
(Aluminum Composite Material)



48"Wx48"H ACM - Qty 1
Building Side B



Non Electrical



Sign will be made out of ACM
(Aluminum Composite Material)



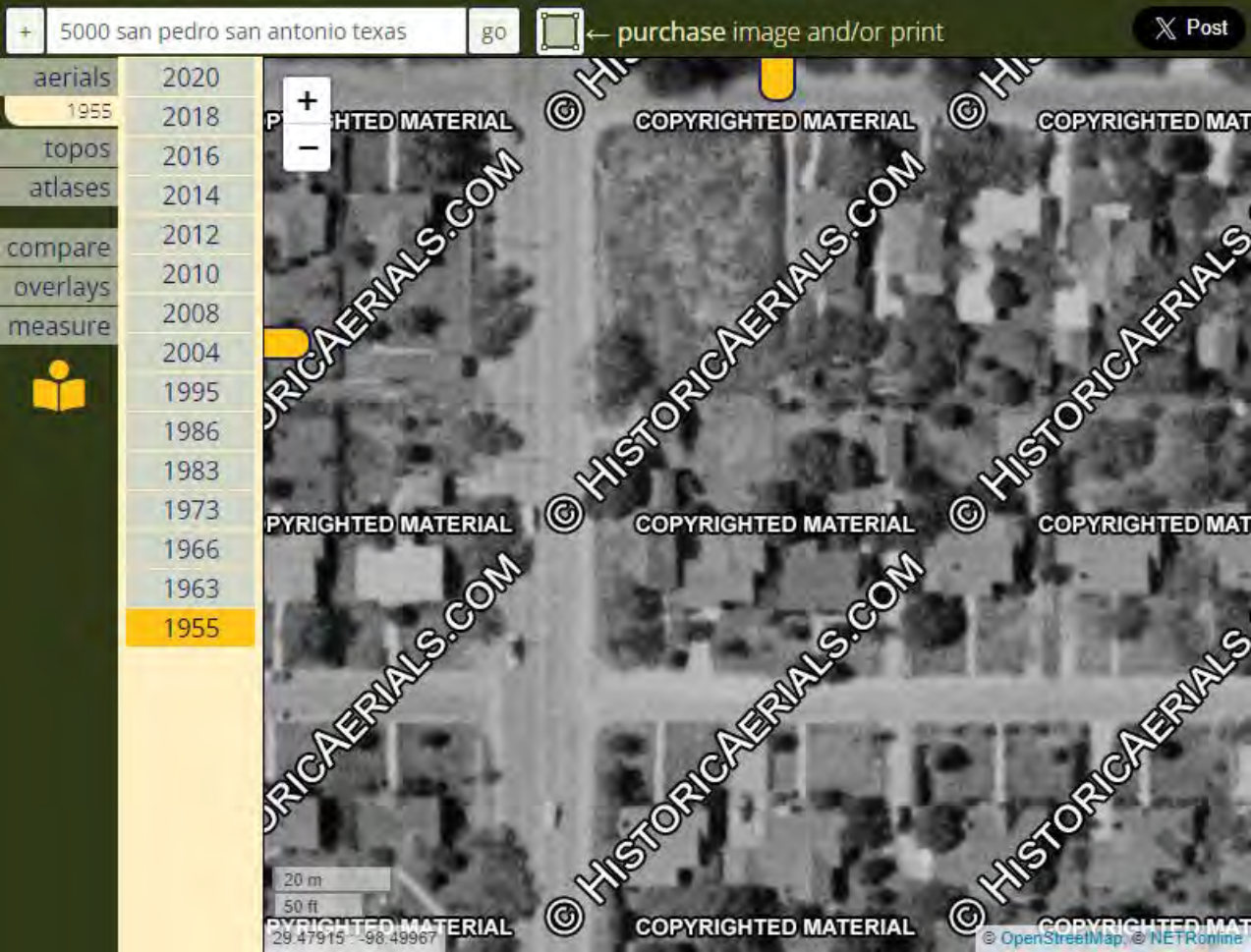
36"Wx36"H ACM - Qty 1
Building Office Front Signage



Reface old Lexan face
with a new Lexan face
to Existing Cabinet box
(no electric work will be done)



48"Wx48"H Lexan - Qty 1
Street Pylon Signage



5000 san pedro san antonio texas

go

← purchase image and/or print

Post

aerials 2020

1955 2018

topos 2016

atlases 2014

2012

compare 2010

overlays 2008

measure 2004

1995

1986

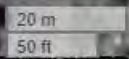
1983

1973

1966

1963

1955



29.47915 -98.49967

OpenStreetMap, NETRonline