

# HISTORIC AND DESIGN REVIEW COMMISSION

March 05, 2025

**HDRC CASE NO:** 2025-049  
**ADDRESS:** 202 E HOUSTON ST  
**LEGAL DESCRIPTION:** NCB 406 BLK 21 LOT 1, 2 EXC NE 30.25,& SW .75 X 81.32 OF 3 IMPT ONLY BRADY BLDG.  
**ZONING:** D, H, RIO-3  
**CITY COUNCIL DIST.:** 1  
**APPLICANT:** Tabitha Sherman  
**OWNER:** Virginia Van Steenberg/MAJESTIC DEVELOPMENT CO.  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** February 14, 2025  
**60-DAY REVIEW:** April 15, 2025  
**CASE MANAGER:** Edward Hall

## REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install green window film with text that includes “Starbucks Coffee Company”. The applicant has proposed to install the window film on the north (E Houston) façade and on the west (N St Mary’s) façade.

## 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.

### 5. Window Signs

#### A. GENERAL

- i. Location*—Limit the use of window signs to first floor windows where they may be readily viewed by pedestrians.
- ii. Appropriate building types*—Use window signs in high traffic pedestrian areas, such as on commercial storefronts or other buildings that have been adapted for non-residential use.
- iii. Historic signage*—Retain historic window signage if it reflects a historic building name, owner, or early business.

#### B. DESIGN

- i. Window coverage*—Do not cover more than 30 percent of the window area with signage.
- ii. Opacity*—Do not use window signs constructed of opaque materials that obscure views into and out of windows, either partially or completely.
- iii. Prohibited window signs*—Do not use paper signs, banners, or graphic films that adhere to the exterior of window glazing.
- iv. Symbols and lettering*—Incorporate lettering, symbols, and other design elements that reflect the type of business or institution at the location to increase a sign’s impact.

v. *Temporary signs and banners*—Place temporary signs in a manner that is appropriate for the building scale and style, as allowed by UDC sec. 35-612(i).

## **FINDINGS:**

- a. The applicant is requesting a Certificate of Appropriateness for approval to install green window film with text that includes “Starbucks Coffee Company”. The applicant has proposed to install the window film on the north (E Houston) façade and on the west (N St Mary’s) façade.
- b. **SIGNAGE DESIGN / ALLOWABLE SIGNAGE** – The UDC Section 35-612(e)(1), notes that applicants may apply for up to three (3) signs total, with total signage per facade being no bigger than twenty (20) percent of the proposed facade it will be placed upon. Total signage for all applicants shall not exceed fifty (50) square feet unless the Historic and Design Review Commission recommends additional signs and/or total footage.
- c. **EXISTING SIGNAGE** – This tenant space currently features three (3) existing signs; a round blade sign on the west (N St Mary’s) façade, a round blade sign on the north (E Houston) façade, and a hanging medallion sign in the storefront facing north (towards E Houston).
- d. **SIGNAGE** – The applicant has proposed for the window film to feature text signage on both the west (N St Mary’s) and north (E Houston) facades. The introduction of two additional signs would total five (5) total signs on site. As noted in finding b, the UDC recommends that signage be designed to be in proportion to the façade and that signage for applicants not exceed three (3). Staff finds the proposed window film to be appropriate; however, staff finds that signage (to include branding and branded graphics) should be eliminated from the request as to not introduce additional signage.

## **RECOMMENDATION:**

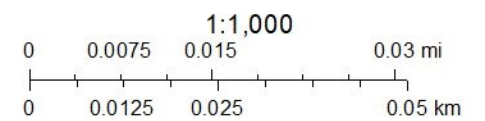
Staff recommends approval based on findings a through d with the following stipulations:

- i. That signage (to include branding and branded graphics) be eliminated from the request as to not introduce additional signage.

# City of San Antonio One Stop



February 28, 2025





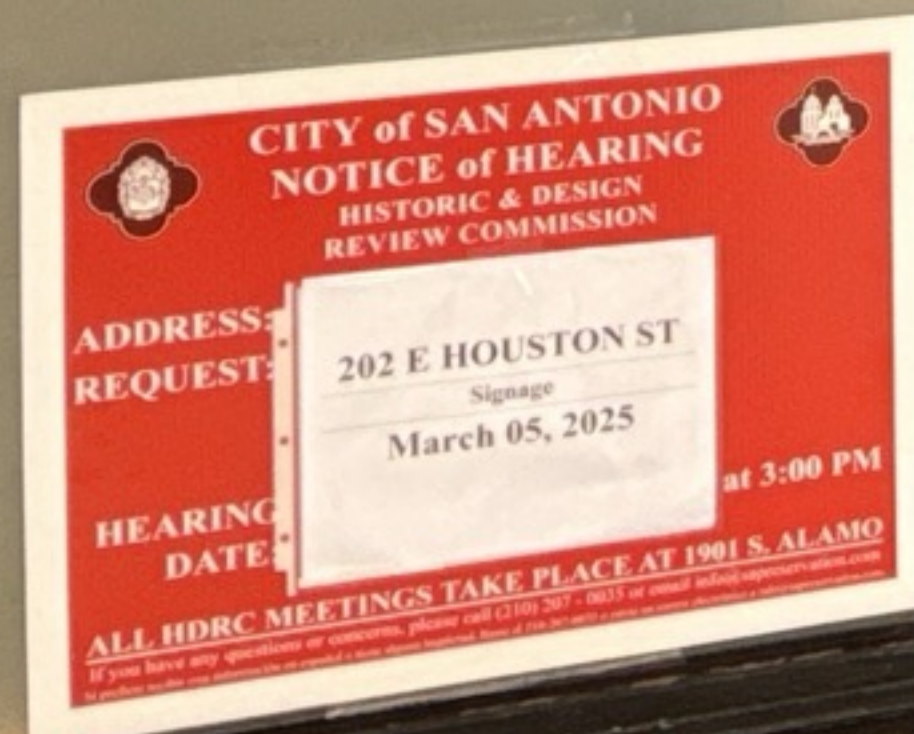
Feb 28, 2025 at 1:58:27 PM  
177 E Houston St  
San Antonio TX 78205  
United States





Feb 28, 2025 at 1:59:44 PM  
N St Marys St  
San Antonio TX 78205  
United States

200



Thom McAn  
SHOES



Feb 28, 2025 at 1:59:48 PM  
N St Marys St  
San Antonio TX 78205  
United States





Feb 28, 2025 at 2:00:03 PM  
N St Marys St  
San Antonio TX 78205  
United States





