

# HISTORIC AND DESIGN REVIEW COMMISSION

November 15, 2023

**HDRC CASE NO:** 2023-392  
**ADDRESS:** 875 E ASHBY PLACE  
**LEGAL DESCRIPTION:** NCB 3053 (BORDEN PARK TIF), LOT 22  
**ZONING:** IDZ-3, H  
**CITY COUNCIL DIST.:** 1  
**APPLICANT:** Jason Cardenas/Aetna Sign Group  
**OWNER:** David Adelman/875 EAST ASHBY PLACE LP  
**TYPE OF WORK:** Master Signage Plan  
**APPLICATION RECEIVED:** September 22, 2023  
**60-DAY REVIEW:** November 21, 2023  
**CASE MANAGER:** Rachel Rettaliata

## REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval of a master signage plan for the installation of a total of ten (10) signs for an approximate total square footage of 578 square feet of signage.

## 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

### 2. Awning and Canopy Signs

#### A. GENERAL

i. *Appropriate usage*—Limit the use of awning and canopy signs to building forms that historically used awnings, most typically commercial storefronts and apartment buildings.

ii. *Placement*—Place signs on the awning or canopy valance, the portion that is parallel with the window.

iii. *Mounting*—Install awning hardware in a manner that does not damage historic building elements or materials.

#### B. DESIGN

i. *Materials*—Fabricate awnings using fire-resistant canvas in a color that is appropriate to the period of the building.

ii. *Shape*—Select awning shapes that reflect the door or window openings they cover. Limit valances to approximately eight to twelve inches in length.

iii. *Lettering and symbols*—Lettering should generally be placed on the valance portion of the awning.

#### C. LIGHTING

i. *Internal illumination*—Do not use internal illumination or other techniques that cause awnings to glow; however, illumination may be concealed in the awning to provide directional light to illuminate sidewalks or storefronts.

#### D. METAL CANOPIES

i. *Placement*—Do not mount new signs or letters on historic metal canopies in a manner that destroys or conceals historic materials.

### 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.

### 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 historic structure located at 875 E Ashby is a 2-story commercial building designed by Ayres and Ayres in the Art Deco style. It was constructed in 1933 for Borden’s Produce Company. The structure features a central tower, a primary entrance flanked by five structural bays to the east and six structural bays to the west with

vertical concrete pilasters. The façade features a flat parapet with a course of reeded stucco. The structure is designated as an individual landmark.

- b. CASE HISTORY – The applicant previously received approval from the HDRC for the installation of two (2) wall-mounted signs on the south (front) façade facing W Ashby and two (2) wall-mounted signs on the north elevation facing Hwy 281. The HDRC stipulated that any future signage requests require the submission of a master signage plan for review. The applicant has returned to the HDRC to request additional signage and approval for a master signage plan. Future signage requests that comply with the master signage plan will be eligible for administrative approval.
- c. SIGNAGE (SOUTH ELEVATION) – The applicant has proposed to install a total of five (5) signs on the south (front) façade. Two (2) wall-mounted signs (F & G) on the south elevation on the west side of the central tower have been approved by the HDRC and will total approximately 66 square feet and 94 square feet respectively. The applicant has additionally proposed to install one (1) monument sign (I) to the east of the front entrance, one (1) blade sign (J) on the east corner of the south elevation that will total 32 square feet and feature indirect or backlit lighting, and to re-install the historic Borden's wall-mounted sign (H), which will total 50 square feet and will feature backlit or indirect lighting. Per the Historic Design Guidelines for Signage, signs should be placed where historically located and sign attachment parts should be used 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. Avoid obscuring historic building features such as cornices, gables, porches, balconies, or other decorative elements with new signs. Guideline 1.A.iii for Signage states that signage should be designed 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. Signage should be scaled (in terms of its height and width) to be subordinate to the overall building composition. Due to the scale of the building, staff finds the proposed signage generally appropriate but finds that the proposed monument sign (I) should be installed in lieu of the previously approved wall-mounted signage (F & G) facing E Ashby. The signage installed should not exceed more than three (3) signs per tenant.
- d. SIGNAGE (NORTH ELEVATION) – The applicant has proposed to install four (4) signs on the north elevation facing State Hwy 281. Two (2) wall-mounted signs (D & E) on the north elevation were previously approved by the HDRC and total 96 square feet and 77 square feet respectively and feature aluminum, externally-lit letters. The applicant has additionally proposed to install one (1) internally illuminated cabinet sign (B) under the first floor canopy on the east side of the north elevation totaling 32 square feet and one (1) canopy sign (C) above the first floor to the west of sign B, featuring backlit or indirect lighting and totaling 32 square feet. Guideline 1.A.iii for Signage states that signage should be designed 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. Signage should be scaled (in terms of its height and width) to be subordinate to the overall building composition. Guideline 1.E.i for Signage states that only indirect or bare bulb sources that do not produce a glare should be used to illuminate signs. Internal illumination should not be used. Staff finds the signage placement and square footage generally appropriate due to the scale of the building but finds that only indirect or backlit illumination should be used. The signage installed should not exceed more than three (3) signs per tenant.
- e. SIGNAGE (EAST ELEVATION) – The applicant has proposed to install one (1) painted or indirectly illuminated sign (A) on the first floor of the east elevation featuring a total square footage of 32 square feet. Guideline 1.A.iii for Signage states that signage should be designed 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. Signage should be scaled (in terms of its height and width) to be subordinate to the overall building composition. Guideline 1.E.i for Signage states that only indirect or bare bulb sources that do not produce a glare should be used to illuminate signs. Internal illumination should not be used. Due to the scale of the building, staff finds the proposed signage placement and square footage generally appropriate.
- f. SIGNAGE (WEST ELEVATION) – The applicant has not proposed to install any signage on the west elevation at this time.

## RECOMMENDATION:

Staff recommends approval of the master signage plan based on findings a through f with the following stipulations:

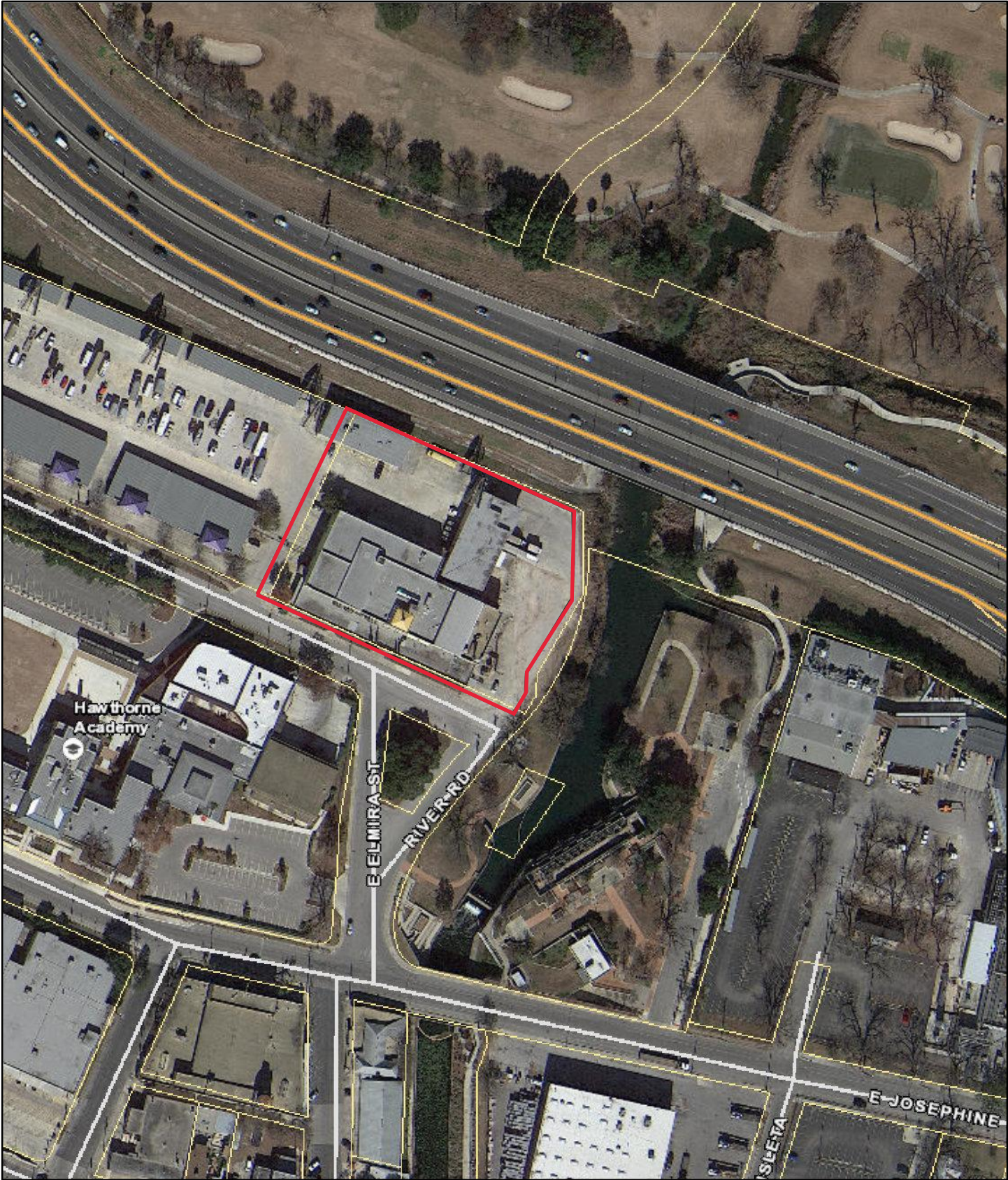
- i. That the applicant installs the monument sign (I) in lieu of the previously approved wall-mounted signage (F & G) on the south elevation based on finding c. The applicant must submit an updated master signage plan to staff for review and approval prior to the issuance of a Certificate of Appropriateness.



- ii. That the applicant submits updated signage specifications featuring only indirect or backlit illumination to staff for review and approval prior to the issuance of a Certificate of Appropriateness based on finding d.
- iii. That the signage will not exceed more than three (3) signs per tenant based on findings c and d.

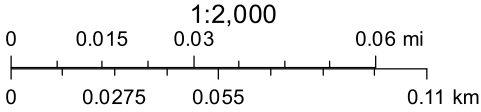


# City of San Antonio One Stop



June 16, 2023

— User drawn lines





THE  
CREAMERY  
BLDG

875 E. Ashby  
San Antonio, TX 78212

T H E  
**CREAMERY**  
B L D G

Master Sign Plan

<b>A</b>	Max 32 Sq. Feet	<b>F</b>	66.18 total Sq. Feet
<b>B</b>	Max 32 Sq. Feet	<b>G</b>	94.37 total Sq. Feet
<b>C</b>	Max 32 Sq. Feet	<b>H</b>	Max 50 Sq. Feet
<b>D</b>	96 total Sq. Feet	<b>I</b>	66 total Sq. Feet with an overall height of 5'-6"
<b>E</b>	77 total Sq. Feet	<b>J</b>	Max 32 Sq. Feet

ISSUED SETS

Date	Description
09/15/20	PERMITTING SET
07/29/22	CONFORMED SET

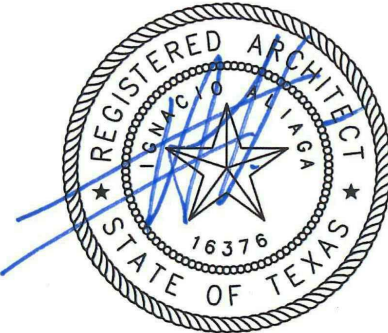
REVISIONS

No.	Date	Description
1	12/11/2020	CITY COMMENTS
2	01/08/2021	BIDDING SET REV01
3	02/01/2021	BIDDING SET REV02
4	02/19/2021	BIDDING SET REV03
5	03/19/2021	BIDDING SET REV04
6	04/13/2021	BIDDING SET REV05
7	03/29/2022	ASI # 006 REV03
	09/29/2022	ASI # 019

BORDEN - MIXED USE

875 E Ashby Place  
San Antonio, TX 78212

PROFESSIONAL SEAL



SHEET NAME

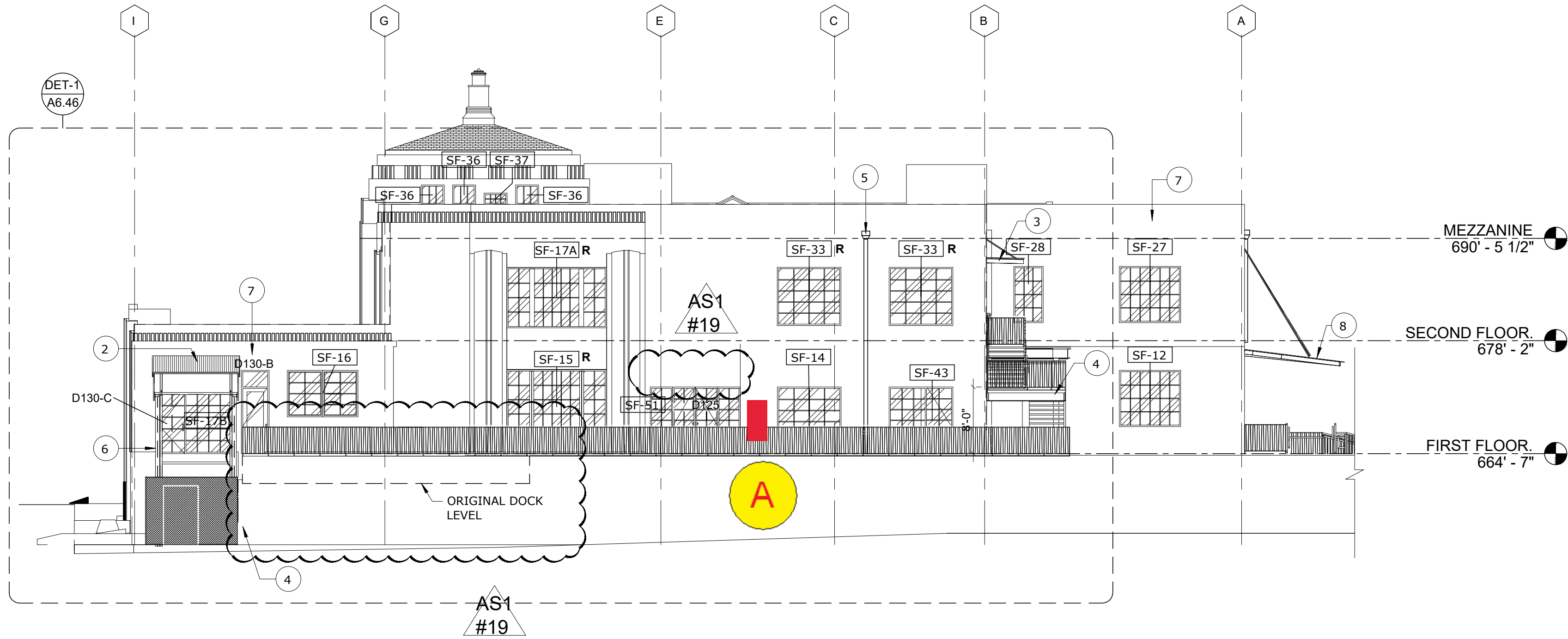
EXTERIOR  
ELEVATIONS

Draftsman	GVI	Phase	CONSTRUCTION
GVI Approval	GVI	Project No.	1913
Client Approval	AREA REAL	File	A3.00.DW
Date	07/29/22	Code	

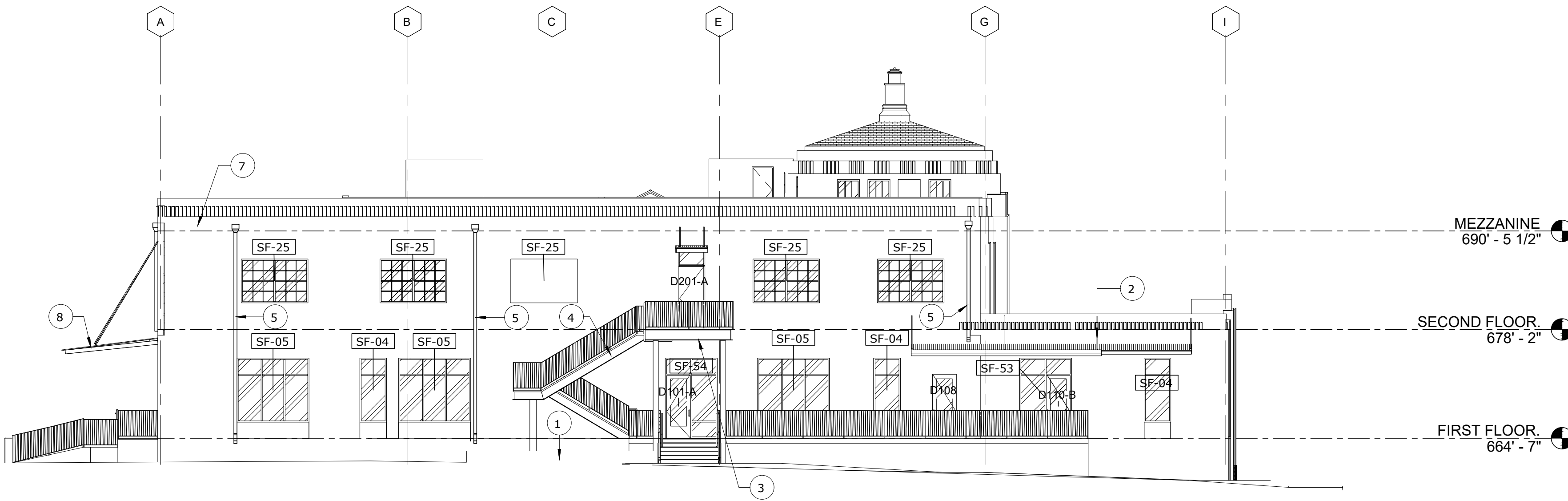
SCALE As indicate

SHEET NUMBER

A3.00



2 EAST ELEVATION  
SCALE: 3/32" = 1'-0"



1 WEST ELEVATION  
SCALE: 3/32" = 1'-0"

GENERAL NOTES

- ALL FURNITURE IS NOT IN CONTRACT AND SHOWN FOR COORDINATION PURPOSES ONLY.
- PERIMETER JOINTS BETWEEN DISSIMILAR MATERIALS, PROVIDE MINIMUM 3/8" JOINT.
- NOTIFY ANY DISCREPANCIES WITH DEMOLITION PLANS
- CONTRACTOR TO NOTIFY ARCHITECT IMMEDIATELY UPON ANY DISCREPANCIES IN DIMENSIONS.

KEYNOTES

- PLANTER, RE: LANDSCAPE
- EXISTING CANOPY, RE: STRUCTURAL
- NEW CANOPY, RE: STRUCTURAL
- NEW STAIRS, RE: DETAILS
- EXISTING DOWNSPOUT
- EXISTING LIFT TO PATCH & REPAIR AS REQUIRED
- EXISTING BUILDING TO BE PAINTED. PATCH AND REPAIR AS REQUIRED
- EXISTING CANOPY WITH NEW CORRUGATED METAL ROOF PANELS ATTACHED TO EXISTING STRUCTURE. PATCH AND REPAIR AS REQUIRED

WINDOW NOTES

REEXISTING WINDOWS, TO BE RESTORE, SEE SPECS, REPAIR, REGLAZE, RE PAINT, REINSTALL

- SIGN PLACE HOLDER FOR BACKLIT ANCHOR TENANT SIGNAGE.
- SIGN PLACE HOLDER FOR PAINTED OR INDIRECT LIGHTING OR BACKLIT
- SIGN PLACE HOLDER FOR INTERNAL CABINET LIT SIGN (UNDER CANOPY)
- SIGN PLACE HOLDER FOR ABOVE CANOPY BACKLIT/INDIRECT LIGHTING
- SIGN PLACE HOLDER TO RETROFIT HISTORIC SIGN LOCATION AGAINST THE BUILDING BACKLIT/INDIRECT LIGHTING
- SIGN PLACE HOLDER FOR BACKLIT ANCHOR TENANT MONUMENT SIGNAGE.



Date	Description
09/15/20	PERMITTING SET
07/29/22	CONFORMED SET

REVISIONS

No.	Date	Description
1	12/11/2020	CITY COMMENTS
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3	02/01/2021	BIDDING SET REV02
4	02/19/2021	BIDDING SET REV03
5	03/19/2021	BIDDING SET REV04
6	04/13/2021	BIDDING SET REV05
7	03/29/2022	ASI # 006 REV03
8	09/27/2022	ASI #18

BORDEN - MIXED USE

875 E Ashby Place  
San Antonio, TX 78212

PROFESSIONAL SEAL



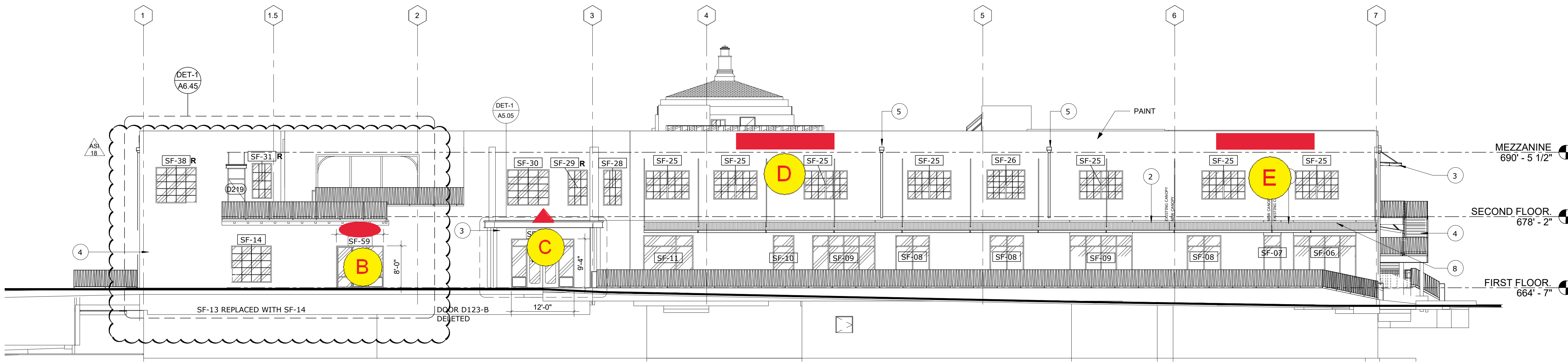
SHEET NAME  
EXTERIOR  
ELEVATIONS

Draftsman	GVI	Phase	CONSTRUCTION DOCUMENT
GVI Approval	GVI	Project No.	1913
Client Approval	AREA REAL ESTATE	File	A3.01.DW
Date	07/29/22	Code	

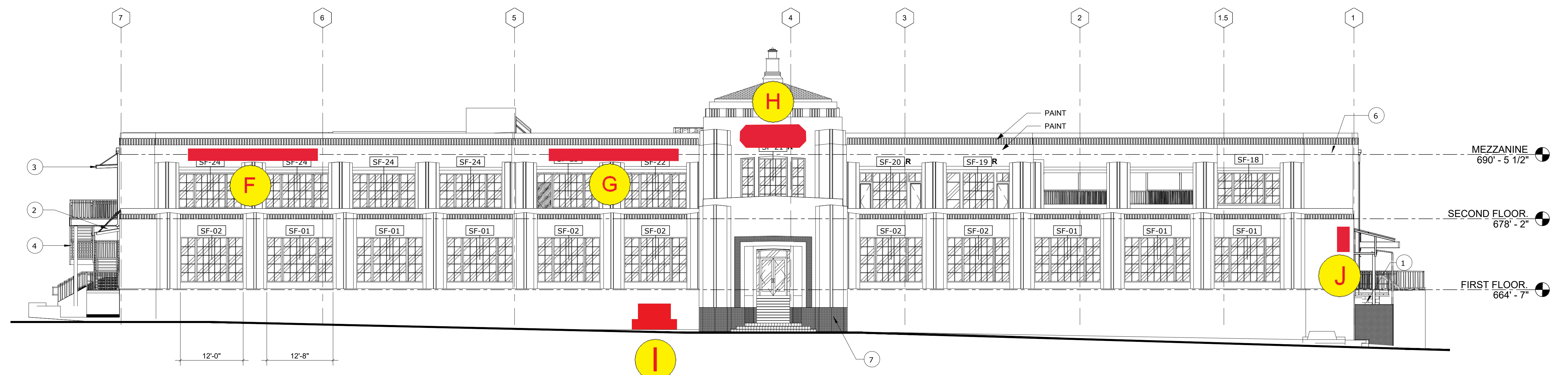
SCALE As indicate

SHEET NUMBER

A3.01



2 NORTH ELEVATION  
SCALE: 3/32" = 1'-0"



1 SOUTH ELEVATION  
SCALE: 3/32" = 1'-0"

GENERAL NOTES

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- NOTIFY ANY DISCREPANCIES WITH DEMOLITION PLANS
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- NEW STAIRS, RE: DETAILS
- EXISTING DOWNSPOUT
- EXISTING BUILDING TO BE PAINTED. PATCH AND REPAIR AS REQUIRED
- EXISTING MOSAIC TO REMAIN. PATCH AND REPAIR AS REQUIRED AND MATCH MOSAIC TO EXISTING
- EXISTING CANOPY WITH NEW CORRUGATED METAL ROOF PANELS ATTACHED TO EXISTING STRUCTURE. PATCH AND REPAIR AS REQUIRED

WINDOW NOTES

R EXISTING WINDOWS, TO BE RESTORE, SEE SPECS, REPAIR, REGLAZE, RE PAINT, REINSTALL

- SIGN PLACE HOLDER FOR BACKLIT ANCHOR TENANT SIGNAGE.
- SIGN PLACE HOLDER FOR PAINTED OR INDIRECT LIGHTING OR BACKLIT
- SIGN PLACE HOLDER FOR INTERNAL CABINET LIT SIGN (UNDER CANOPY)
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- SIGN PLACE HOLDER TO RETROFIT HISTORIC SIGN LOCATION AGAINST THE BUILDING BACKLIT/INDIRECT LIGHTING
- SIGN PLACE HOLDER FOR BACKLIT ANCHOR TENANT MONUMENT SIGNAGE.



## Example of Sign Type



 SIGN PLACE HOLDER FOR PAINTED OR  
INDERECT LIGHTING OR BACKLIT



## Example of Sign Type



 SIGN PLACE HOLDER FOR BACKLIT ANCHOR  
TENANT SIGNAGE.



## Example of Sign Type



 SIGN PLACE HOLDER FOR INTERNAL  
CABINET LIT SIGN (UNDER CANOPY)

## Example of Sign Type



SIGN PLACE HOLDER FOR INTERNAL  
CABINET LIT SIGN (UNDER CANOPY)



## Example of Sign Type





## Example of Sign Type



▲ SIGN PLACE HOLDER FOR  
ABOVE CANOPY BACKLIT/INDERCT LIGHTING



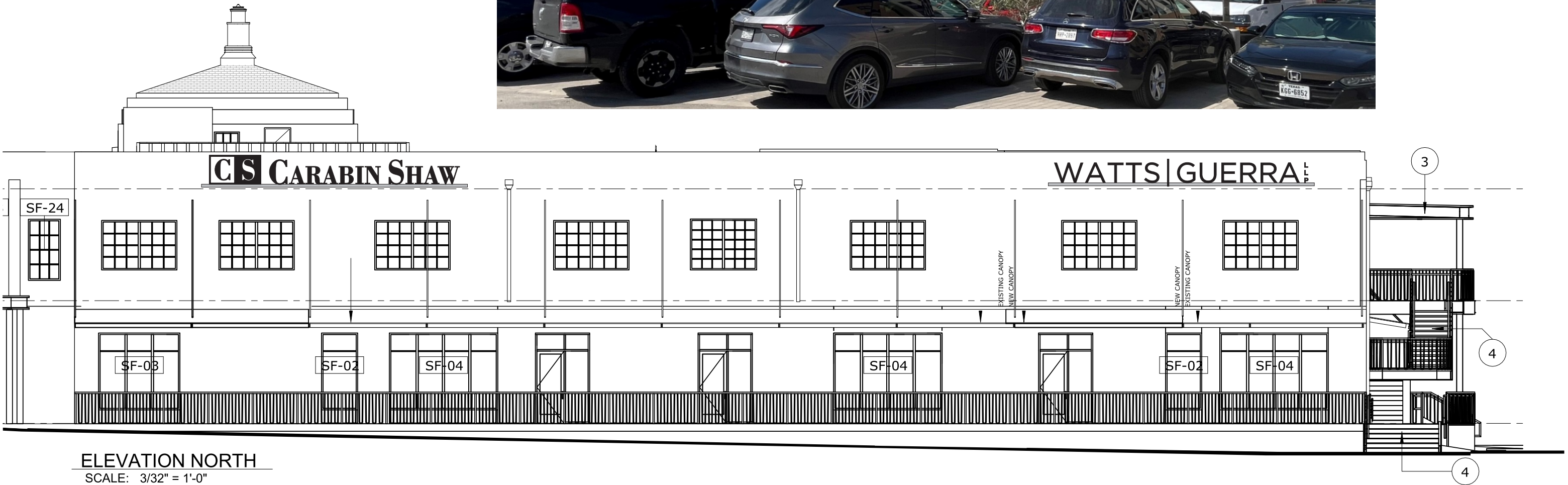
## Example of Sign Type



 SIGN PLACE HOLDER TO RETROFIT  
HISTORIC SIGN LOCATION AGAINST THE BUILDING  
BACKLIT/INDERCT LIGHTING



Signs D & E



ELEVATION NORTH  
SCALE: 3/32" = 1'-0"



2438 FREEDOM DRIVE + SAN ANTONIO, TX 78217 + PH: 210.826.2800  
FAX: 210.477.2323 + WWW.AETNASIGN.COM + FOLLOW US ON 

CLIENT:	Carabin Shaw	DRWG#:	5461.2
ADDRESS:	875 E Ashby Place	SALES REP:	Cesley G
CITY:	San Antonio, Texas	DESIGNER:	Arnie V.
DATE:	02-09-22	CLIENT APPROVAL:	

COMPUTER FILE:	art\dwg\misc\5461_carabin shaw	TSCL#	18370
REVISION HISTORY:			

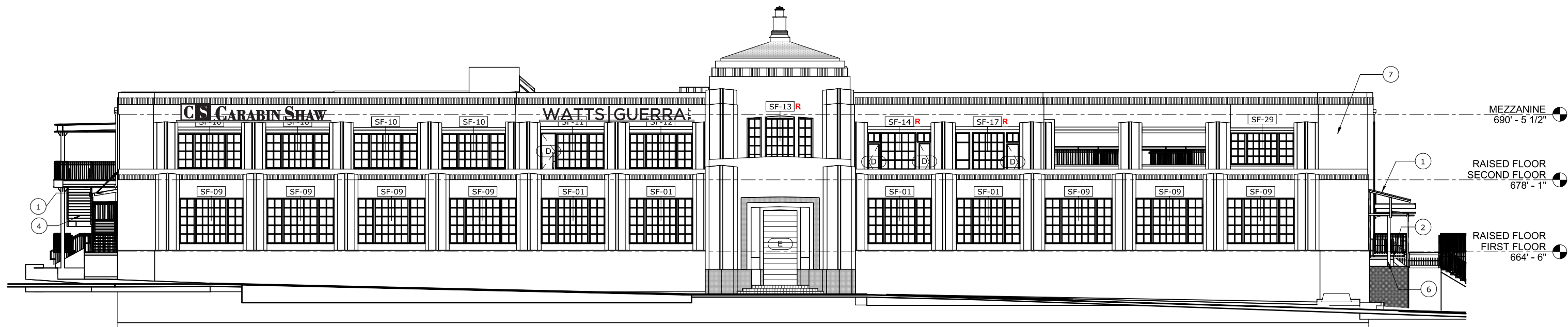
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National Building Codes now states all signs that utilize neon transformers, sized at 7,500 volts and up, must utilize UL2161 (GFI) transformers. This type of transformer must have a dedicated electrical (GFI) circuit with ground for the transformer to work. You are responsible to have the proper electrical service to the sign location. Please contact your Aetna Sign Group representative if you need additional information.

All signs will be manufactured to accommodate 120 volt current unless otherwise instructed by customer. Note: Aetna will supply transformers, boxes, disconnects, switches & letters. Installers are to provide all other necessary hardware to accomplish installation.

Signs F & G



South Elevation - NTS



2438 FREEDOM DRIVE + SAN ANTONIO, TX 78217 + PH: 210.826.2800  
FAX: 210.477.2323 + WWW.AETNASIGN.COM + FOLLOW US ON 

All signs will be manufactured to accommodate 120 volt current unless otherwise instructed by customer. Note: Aetna will supply transformers, boxes, disconnects, switches & letters. Installers are to provide all other necessary hardware to accomplish installation.

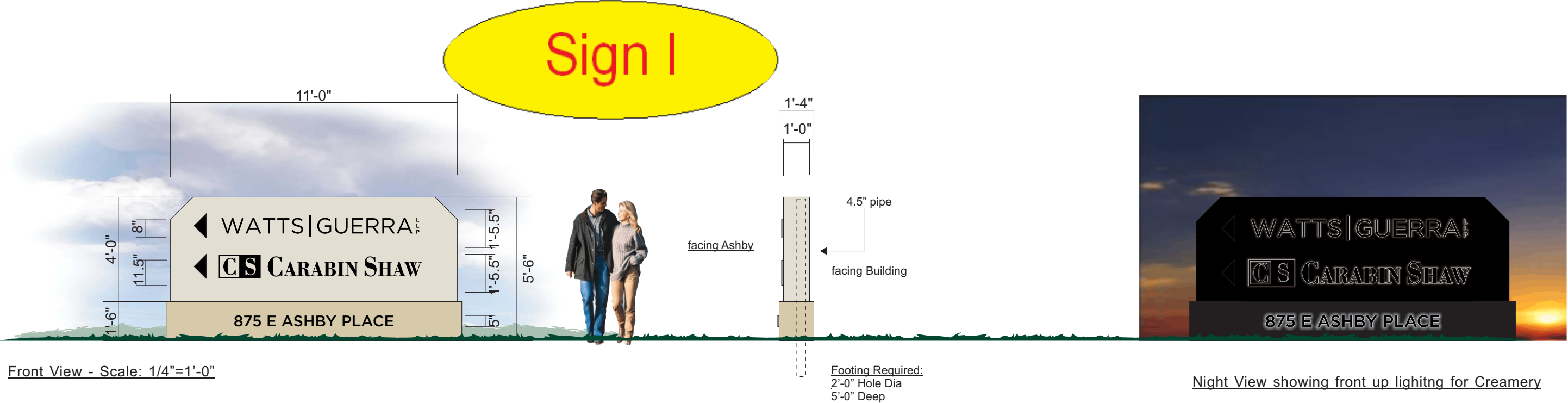
CLIENT:	Carabin Shaw	DRWG#:	5461.3
ADDRESS:	875 E Ashby Place	SALES REP:	Jeanette M
CITY:	San Antonio, Texas	DESIGNER:	Arnie V.
DATE:	02-09-22	CLIENT APPROVAL:	

COMPUTER FILE:	art\dwg\misc\5461_carabin shaw	TSCL#	18370
REVISION HISTORY:			

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National Building Codes now states all signs that utilize neon transformers, sized at 7,500 volts and up, must utilize UL2161 (GFI) transformers. This type of transformer must have a dedicated electrical (GFI) circuit with ground for the transformer to work. You are responsible to have the proper electrical service to the sign location. Please contact your Aetna Sign Group representative if you need additional information.





Specifications:  
Manufacture And Install (1) New S/F monument sign as shown

Main Cabinet -  
Alum. Construction, painted SW 7558, routed out graphics with push-thru copy, 3m opaque Black vinyl for halo effect  
Arrows - alum FCOs, painted, non-lit  
  
internally illuminated with white LED lighting

Base w/Address -  
Alum. Construction, painted SW 7537 Irish Cream, routed out graphics, with push-thru copy, 3m opaque Black vinyl for halo effect



Photo Survey - NTS



2438 FREEDOM DRIVE + SAN ANTONIO, TX 78217 + PH: 210.826.2800  
FAX: 210.477.2323 + WWW.AETNASIGN.COM + FOLLOW US ON 

CLIENT:	Carabin Shaw	DRWG#:	5461.3A
ADDRESS:	875 E Ashby Place	SALES REP:	Cesley G
CITY:	San Antonio, Texas	DESIGNER:	Arnie V.
DATE:	07-10-23	CLIENT APPROVAL:	
COMPUTER FILE: art\dwg\misc\5461_carabin shaw		TSCL#18370	
REVISION HISTORY: 07-18-23			

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All signs will be manufactured to accommodate 120 volt current unless otherwise instructed by customer. Note: Aetna will supply transformers, boxes, disconnects, switches & letters. Installers are to provide all other necessary hardware to accomplish installation.





# CITY OF SAN ANTONIO OFFICE OF HISTORIC PRESERVATION

## ADMINISTRATIVE CERTIFICATE OF APPROPRIATENESS RE-ISSUE

### CERTIFICATE OF APPROPRIATENESS RE-ISSUE

June 21, 2023

**HDRC CASE NO:** 2023-215  
**ADDRESS:** 875 E ASHBY PLACE  
**LEGAL DESCRIPTION:** NCB 3053 (BORDEN PARK TIF), LOT 22  
**PUBLIC PROPERTY:** No  
**APPLICANT:** Jason Cardenas/Aetna Sign Group - 2348 Freedom Drive  
**OWNER:** David Adelman/875 EAST ASHBY PLACE LP - 1221 BROADWAY ST STE 104  
**TYPE OF WORK:** Signage

#### REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install a total of four (4) wall-mounted signs on the north and south elevations, for an approximate total of 320 square feet of signage.

#### FINDINGS:

a. The historic structure located at 875 E Ashby is a 2-story commercial building designed by Ayres and Ayres in the Art Deco style. It was constructed in 1933 for Borden's Produce Company. The structure features a central tower, a primary entrance flanked by five structural bays to the east and six structural bays to the west with vertical concrete pilasters. The façade features a flat parapet with a course of reeded stucco. The structure is designated as an individual landmark.

b. **SIGNAGE (NORTH ELEVATION)** – The applicant has proposed to install two (2) wall-mounted signs on the north elevation, one for each tenant. The centrally placed sign will read, "Carabin Shaw" and will include the tenant's logo. The proposed sign will consist of aluminum letters, externally illuminated with LED lighting and will total approximately 96 square feet. The sign proposed for installation on the west side of the north elevation will read, "Watts | Guerra LLP" and will consist of aluminum letters externally illuminated with LED lighting and will total approximately 77 square feet. The proposed signage on the north elevation will front State Hwy 281. Guideline 1.A.iii for Signage states that signage should be designed 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. Signage should be scaled (in terms of its height and width) to be subordinate to the overall building composition. Due to the scale of the building, staff finds the proposed signage placement and square footage generally appropriate.

c. **SIGNAGE (SOUTH ELEVATION)** – The applicant has proposed to install two (2) wall-mounted signs on the south elevation, one for each tenant. Both signs are proposed for placement on the west side of the central tower and will encroach on the existing course of reeded stucco below the parapet. The sign placed immediately to the west of the central tower will read, "Carabin Shaw" and will include the tenant's logo. The proposed sign will consist of aluminum letters externally illuminated with LED lighting and will total approximately 96 square feet. The sign proposed for installation on the west corner of the south elevation will read, "Watts | Guerra LLP" and will consist of aluminum letters externally illuminated with LED lighting and will total approximately 77 square feet. Per the Historic Design Guidelines for Signage, signs should be placed where historically located and sign attachment parts should be used 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. Avoid obscuring historic building features such as cornices, gables, porches, balconies, or other decorative elements with new signs. The proposed location of the signage on the south elevation will obscure character defining course of reeded stucco on the front façade. Staff finds the proposal inconsistent with the Guidelines. Based on the proposed placement and total proposed square footage, staff finds that a monument sign installed near the front entrance in lieu of the south elevation signage would be most appropriate.

#### RECOMMENDATION:

Staff recommends approval of the signage based on findings a through c with the following stipulations:

i. That the applicant installs a monument sign near the front entrance in lieu of the proposed south elevation signage based on finding c. The applicant is required to submit updated elevation drawings and signage specifications to staff for review and approval prior to the issuance of a Certificate of Appropriateness,

CASE COMMENT: Additionally, staff recommends the development of a master signage plan for future signage on the property that results in uniform signage for each tenant space.

**COMMISSION ACTION:**

Approved with stipulations:

- i. That the wall-mounted signage on the south elevation is reduced to not obscure the character defining course of reeded stucco.
- ii. That the wall-mounted signage on the south elevation is installed so that it is centered over the window bays or centered on the pilasters. An updated elevation drawing must be submitted to staff prior to the issuance of a Certificate of Appropriateness.
- iii. That future tenant signage applications include a master signage plan that results in uniform signage for each tenant space.

**RE-ISSUE REASON:**

The installation of monument signage is not included in this Certificate of Appropriateness and requests for additional signage require additional review by the HDRC.

**RE-ISSUE DATE:** 9/21/2023

**RE-ISSUED BY:** Rachel Rettaliata



**Shanon Shea Miller**  
**Historic Preservation Officer**

**A Certificate of Appropriateness (COA) serves as a record of design approval and is valid for 180 days. Work that is not completed in accordance with this certificate may be subject to correction orders and other penalties.**

**A COA does not take the place of any required building permits nor does it authorize the use of a property beyond what is allowed by the Unified Development Code. Prior to beginning your construction project, please contact the Development Services Department at (210) 207-1111 to ensure that all requirements have been met.**

**This Certificate must remain posted on the job site for the duration of your project. Modifications to an approved design or an expired approval will require a re-issue of your Certificate of Appropriateness by OHP staff. Please contact OHP Staff at (210) 207-0035 with**