

# HISTORIC AND DESIGN REVIEW COMMISSION

December 06, 2023

**HDRC CASE NO:** 2023-444  
**ADDRESS:** 1167 E COMMERCE ST  
**LEGAL DESCRIPTION:** NCB 588 BLK 1 LOT 14  
**ZONING:** D, H  
**CITY COUNCIL DIST.:** 2  
**DISTRICT:** St Paul Square Historic District  
**APPLICANT:** George Rodriguez/Economy Signs  
**OWNER:** EAST COMMERCE REALTY LLC  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** October 31, 2023  
**60-DAY REVIEW:** December 30, 2023  
**CASE MANAGER:** Edward Hall

## REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install an internally illuminated cabinet on the canopy at 1167 E Commerce, located within the St. Paul Square Historic District.

## 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.

**FINDINGS:**

- a. The applicant is requesting a Certificate of Appropriateness for approval to install an internally illuminated cabinet on the canopy at 1167 E Commerce, located within the St. Paul Square Historic District.
- b. SIGN DESIGN – The applicant has proposed for the sign to feature an aluminum cabinet with an aluminum sign face. The aluminum sign face will feature routed letters with acrylic faces, resulting in only the letters being illuminated. The proposed sign will feature an overall width of 8' – 0" and an overall height of 3' – 0" for a total size of twenty-four (24) square feet. Generally, staff finds the proposed sign to be appropriate and consistent with the Guidelines for Signage.

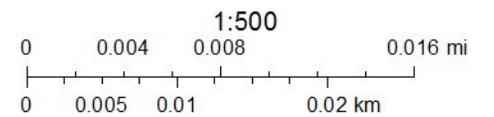
**RECOMMENDATION:**

Staff recommends approval as submitted based on findings a and b.

# City of San Antonio One Stop



November 29, 2023





Height 20 Ft width 35 Ft Total Facade 700 Ft

**CHANNEL LETTERS WITH BACKPLATE**

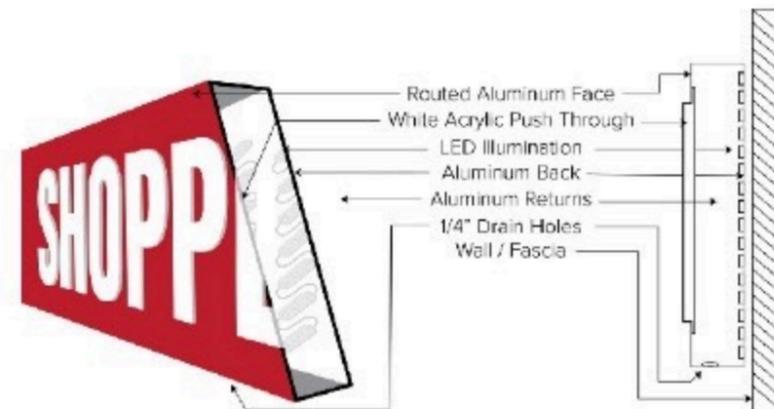


**W: 96" H: 36"**

**PUSH TROUGH  
ACRYLIC LETTERS**

FACES: WHITE ACRYLIC 3/16"  
VINYL: MAROON / MARIGOLD  
ILLUMINATION: WHITE LED

**PUSH THROUGH ACRYLIC LETTERS**



2020 S. Brazos San Antonio Tx.  
TEL: 210.550.5964 www.economysigns.com

**JOB NAME**

**SUCK IT  
ASIAN KITCHEN**

**LOCATION**

**CUSTOMER CONTACT**

**SALES MAN / PM**

**DESIGNER**

**DWG. DATE  
10.17.23**

**REV. DATE REVISION**

**DESIGN SPECIFICATIONS  
ACCEPTED BY:**

<b>EST:</b>	<b>CLIENT:</b>
<b>SLS/PM:</b>	<b>LANDLORD:</b>

THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL REPRESENTATION OF THE PROPOSED SIGNAGE. DUE TO VARIATIONS IN PRINTING DEVICES AND SUBSTRATES, THE FINISHED PRODUCT MAY DIFFER SLIGHTLY FROM DRAWING.

