

# HISTORIC AND DESIGN REVIEW COMMISSION

May 07, 2025

**HDRC CASE NO:** 2025-103  
**ADDRESS:** 710 S ST MARYS ST  
**LEGAL DESCRIPTION:** NCB 902 BLK 4 LOT N 35 FT OF 26 & S 25 FT OF 27  
**ZONING:** IDZ, H  
**CITY COUNCIL DIST.:** 1  
**DISTRICT:** Lavaca Historic District  
**APPLICANT:** Andrea (Andi) Rodriguez  
**OWNER:** Andrea (Andi) Rodriguez/LIFSHUTZ COMPANIES LP  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** April 02, 2025  
**60-DAY REVIEW:** June 01, 2025  
**CASE MANAGER:** Edward Hall

## REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to paint signage on the north façade of the structure at 710 S St Mary's to read "Maverick". The proposed signage is to be located adjacent to an existing steer mural. The proposed sign will feature an overall height of 6' – 0" and an overall width of 35' – 0" for a total size of 210 square feet.

## APPLICABLE CITATIONS:

*Historic Design Guidelines, Chapter 6, Guidelines for Signage*

### I. 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.

## FINDINGS:

- a. The applicant is requesting a Certificate of Appropriateness for approval to paint signage on the north façade of the structure at 710 S St Mary's to read "Maverick". The proposed signage is to be located adjacent to an existing steel mural. The proposed sign will feature an overall height of 6' – 0" and an overall width of 35' – 0" for a total size of 210 square feet. This property is located within the Lavaca Historic District.
- b. SIGNAGE – As noted in finding a, the applicant is proposing to paint signage on the north façade to read "Maverick" and feature 210 square feet in size. While the proposed signage exceed that which is recommended by the Guidelines, staff finds the proposed signage to be appropriate, as it will be painted, non-lit, and is proportionate for the building's façade.

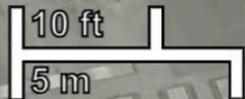
## RECOMMENDATION:

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



EagleViewImage

Captured: Mar 16, 2025





# MAVERICK

TEXAS BRASSERIE

NO PARKING  
PASSENGER  
LOADING  
IS PERMITTED  
EXCEPT  
DURING  
EVENTS  
→

Open  
MAVERICK

DINING

**MAVERICK**

TEXAS BRASSERIE





MAVERICK  
TEXAS BRASSERIE

