

# HISTORIC AND DESIGN REVIEW COMMISSION

October 02, 2024

**HDRC CASE NO:** 2024-330  
**ADDRESS:** 432 W MARKET ST  
**LEGAL DESCRIPTION:** NCB 107 BLK LOT 13 SAN ANTONIO DRUG CO SUBD  
**ZONING:** D, H, RIO-3  
**CITY COUNCIL DIST.:** 1  
**APPLICANT:** robert castro/City Signs llc  
**OWNER:** robert castro/CHATHAM SAN ANTONIO LLC  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** September 13, 2024  
**60-DAY REVIEW:** November 12, 2024  
**CASE MANAGER:** Edward Hall

## REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install signage at 432 W Market. Within this request, the applicant has proposed the following:

1. Install one (1), internally illuminated channel letter sign to read “Homewood Suites by Hilton” to be located on the front (W Market) entrance canopy, facing north. The proposed channel letters will be mounted to a wireway and will feature an overall width of 14’ – 0 5/8. The proposed channel letters will feature heights of 10” and 5 ¼”. The total size of the sign will be approximately 13 square feet. This sign is identified as sign 10 in the application documents.
2. Install one (1), internally illuminated channel letter sign to read “Entrance” to be located on the front (W Market) entrance canopy, facing west. The proposed channel letters will be mounted to a wireway and will feature an overall width of 5’ – 8 11/16” and an overall height of 10”. The total size of the sign will be approximately 4.8 square feet. This sign is identified as sign 9 in the application documents.
3. Install one (1) internally illuminated channel letter sign to read “Exit” to be located on the front (W Market) entrance canopy, facing east. The proposed channel letters will be mounted to a wireway and will feature an overall width of 2’ – 4 ½” and an overall height of 10”. The total size of the sign will be approximately 1.94 square feet. This sign is identified as sign 8 in the application documents.

## 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.

## FINDINGS:

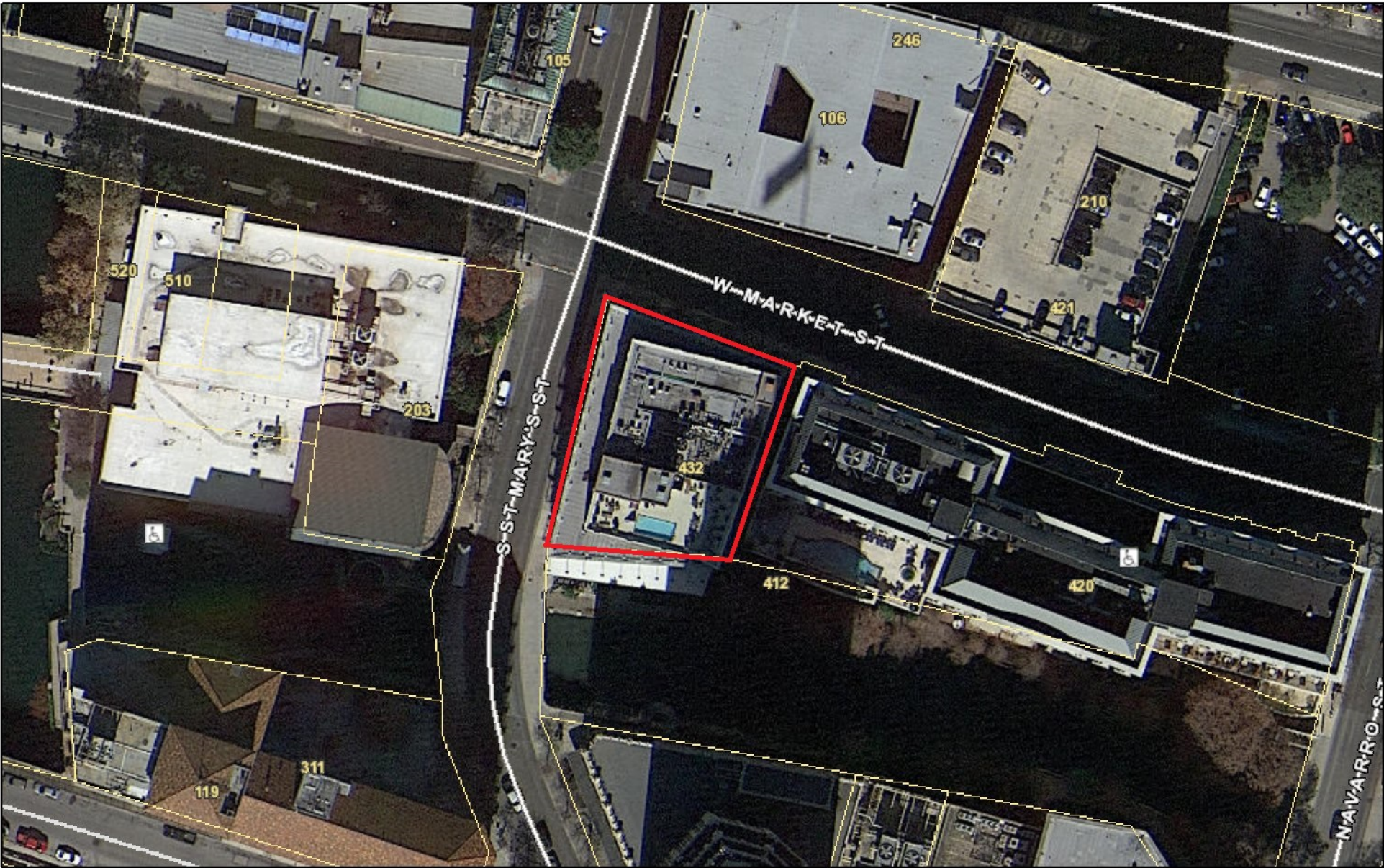
- a. The applicant is requesting a Certificate of Appropriateness for approval to install signage at 432 W Market Street. The property is an individual landmark, commonly known as the San Antonio Drug Company Building, and was constructed in 1919. This property is also located within the River Improvement Overlay, District 3, and is located within Downtown Design District.
- b. PREVIOUS SIGNAGE APPROVAL – An Administrative Certificate of Appropriateness was issued on March 21, 2024, to reface the existing signs on site, in-kind. These signs are referenced in the applicant’s site plan, but are not part of this request.
- c. CHANNEL LETTER SIGNS – The applicant has proposed to install three channel letter signs, all of which will be installed on the front entrance canopy, on W Market street. The proposed signs will each feature internally illuminated channel letters and will range from approximately 1.94 square feet to 13 square feet in size. Each of the proposed signs will be mounted to wireways, which will be mounted above the canopy. Generally, staff finds the location and placement of the proposed signage to be appropriate; however, staff finds that the proposed channel letters should be either be indirectly lit, or internally illuminated in a manner that does not result in a glare and results in dim lighting. The Guidelines for Signage E.i. notes that internal illumination should not be used and that lighting should not result in a glare.

## RECOMMENDATION:

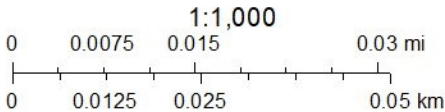
Staff recommends approval based on findings a through c with the following stipulations:

- i. That the proposed channel letter sign feature either indirect lighting or dim, internal lighting, if internal illumination is used.
- ii. That all signs feature lighting that does not result in a glare.

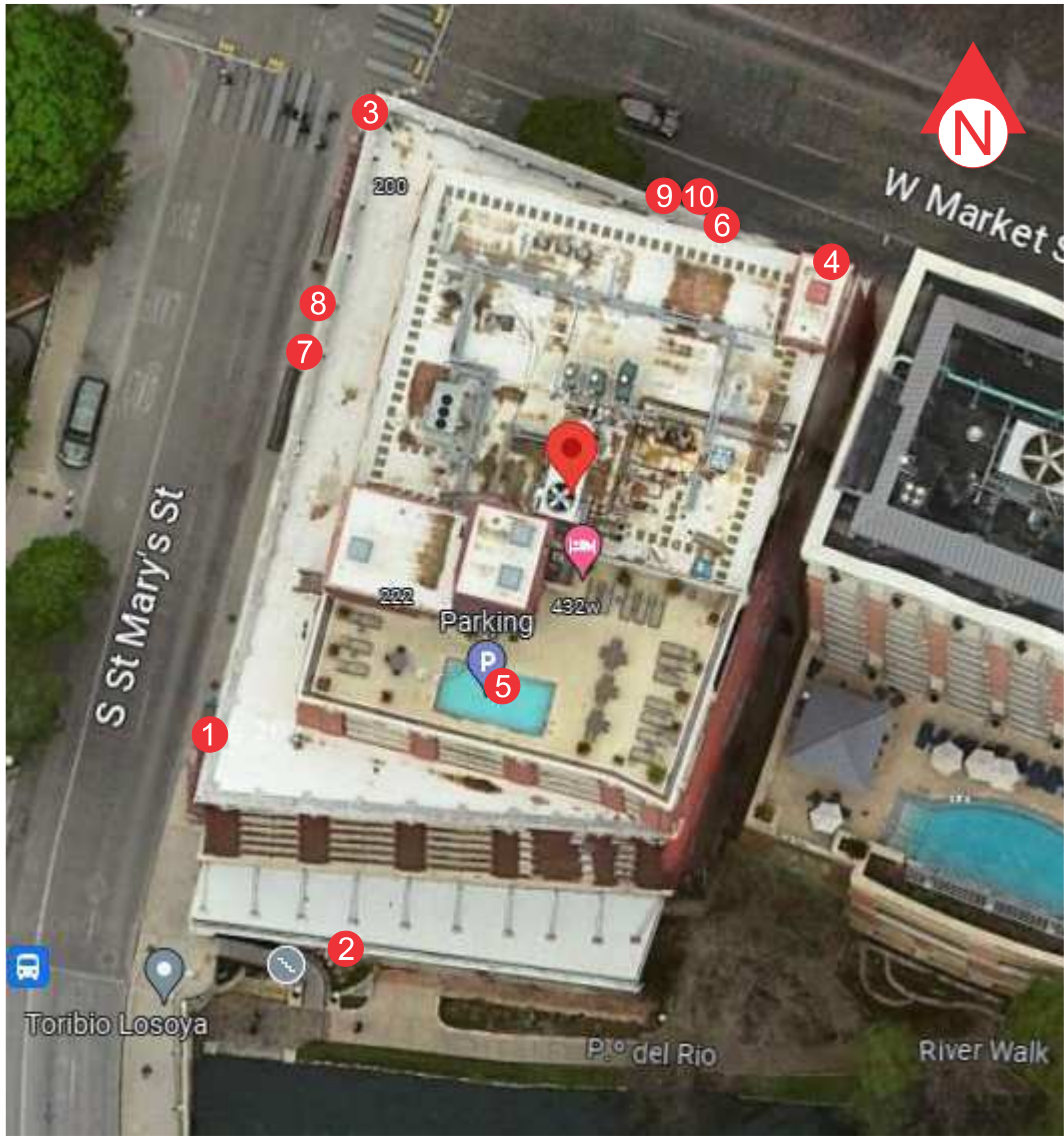
City of San Antonio One Stop



September 25, 2024



HOMEWOOD SUITES  
432 W MARKET ST  
SAN ANTONIO, TX 78205



EXISTING SIGNS:

- 1 EXISTING PIN MOUNT LETTERS
- 2 EXISTING HANGING SIGN
- 3 EXISTING BLADE SIGN
- 4 EXISTING PIN MOUNT LETTERS
- 5 EXISTING PIN MOUNT LETTERS
- 6 EXISTING PIN MOUNT LETTERS
- 7 EXISTING PIN MOUNT LETTERS
- 8 CANOPY CHANNEL LETTERS
- 9 CANOPY CHANNEL LETTERS
- 10 NO EXISTING SIGNAGE

PROPOSED SIGNS:

- 1 10" PIN MOUNT LETTERS
- 2 26" X 31" FACE REPLACEMENT
- 3 26'-0" X 6'-11 11/16"+/- BLADE SIGN
- 4 REMOVE AND DO NOT REPLACE
- 5 10" PIN MOUNT LETTERS  
(INSIDE PARKING GARAGE)
- 6 PARKING GARAGE ENTRANCE SIGN
- 7 PARKING GARAGE EXIT SIGN
- 8 10" EXIT LETTERS
- 9 10" ENTRANCE LETTERS
- 10 10" ILLUMINATED TRIMLESS LETTERS



EXISTING:  
12" TALL ENTRANCE LETTERS  
205" WIDE CANOPY



NOTE: PHOTO MAY NOT BE TO SCALE  
TECH SURVEY TO VERIFY AVAILABLE SPACE

PROPOSED:



GRAPHIC DETAIL  
SCALE: 1/2" = 1'-0"

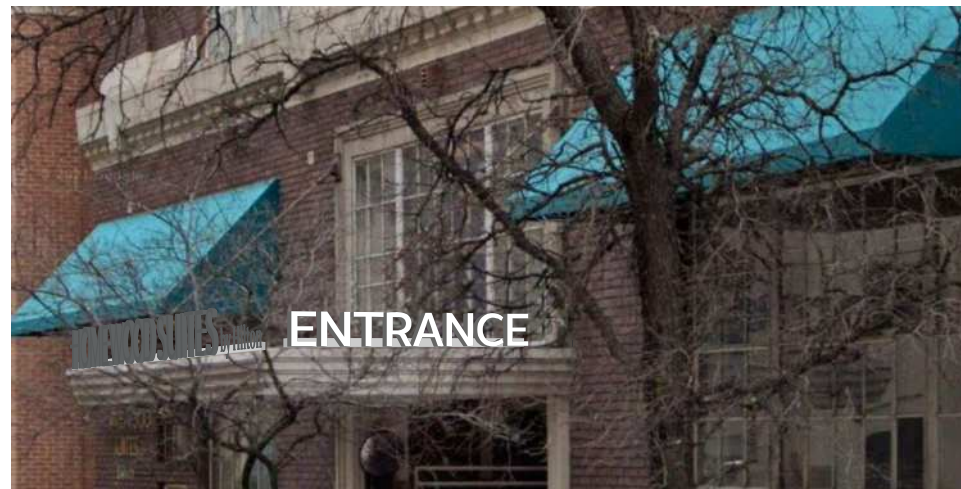


NIGHT VIEW - NTS

HOMEWOOD SUITES by Hilton

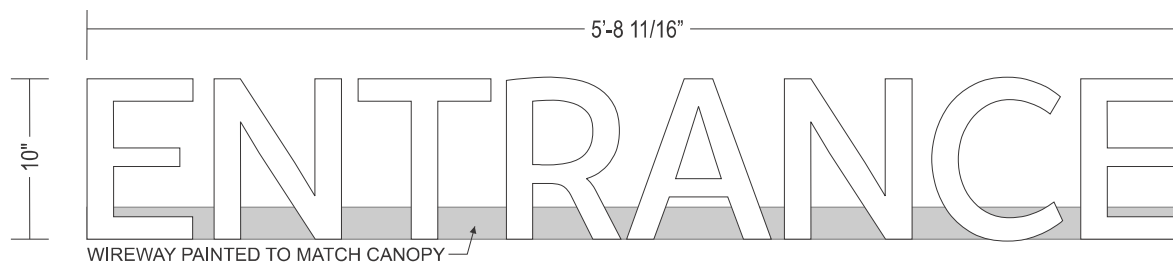


EXISTING:  
ENTRANCE CANOPY LETTERS  
105" WIDE CANOPY

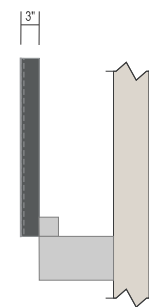


NOTE: PHOTO MAY NOT BE TO SCALE  
TECH SURVEY TO VERIFY AVAILABLE SPACE

PROPOSED:



GRAPHIC DETAIL  
SCALE: 1" = 1'-0"



Side Profile - NTS

NIGHT VIEW - NTS

ENTRANCE

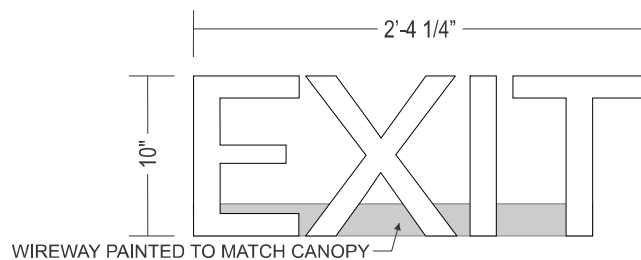


EXISTING:  
12" EXIT CANOPY LETTERS  
205" WIDE CANOPY

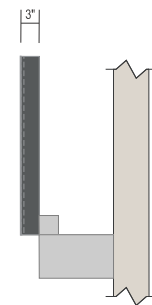


NOTE: PHOTO MAY NOT BE TO SCALE  
TECH SURVEY TO VERIFY AVAILABLE SPACE

PROPOSED:



GRAPHIC DETAIL  
SCALE: 1" = 1'-0"



Side Profile - NTS

NIGHT VIEW

EXIT