

HISTORIC AND DESIGN REVIEW COMMISSION

December 18, 2024

HDRC CASE NO: 2024-413
ADDRESS: 703 DOLOROSA
LEGAL DESCRIPTION: NCB 138 BLK LOT 13 AND 14
ZONING: D, H
CITY COUNCIL DIST.: 1
APPLICANT: Charles Gottsman/Aetna Sign Group
OWNER: Lori Jones/GOODWILL INDUSTRIES OF SA
TYPE OF WORK: Signage
APPLICATION RECEIVED: December 02, 2024
60-DAY REVIEW: January 31, 2025
CASE MANAGER: Bryan Morales
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install signage at 703 Dolorosa. Within this request, the applicant has proposed the following:

1. Install one (1), internally illuminated cabinet sign to read “ACADEMY & CAREER SERVICES” with the Goodwill logo to be located at the rear of the structure facing a parking lot. The proposed signage will feature an overall width of 7’11” and height of 4’7.5”. The total size of the sign will be approximately 37 square feet. This sign is identified as sign B in the application documents.
2. Install one (1), internally illuminated hanging cabinet sign to read “ACADEMY & CAREER SERVICES” with the Goodwill logo to be located under the awing running parallel to Dolorosa. The proposed signage will feature an overall width of 4’ and an overall height of 2’. The total size of the sign will be approximately 16 square feet. This sign is identified as sign C 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:

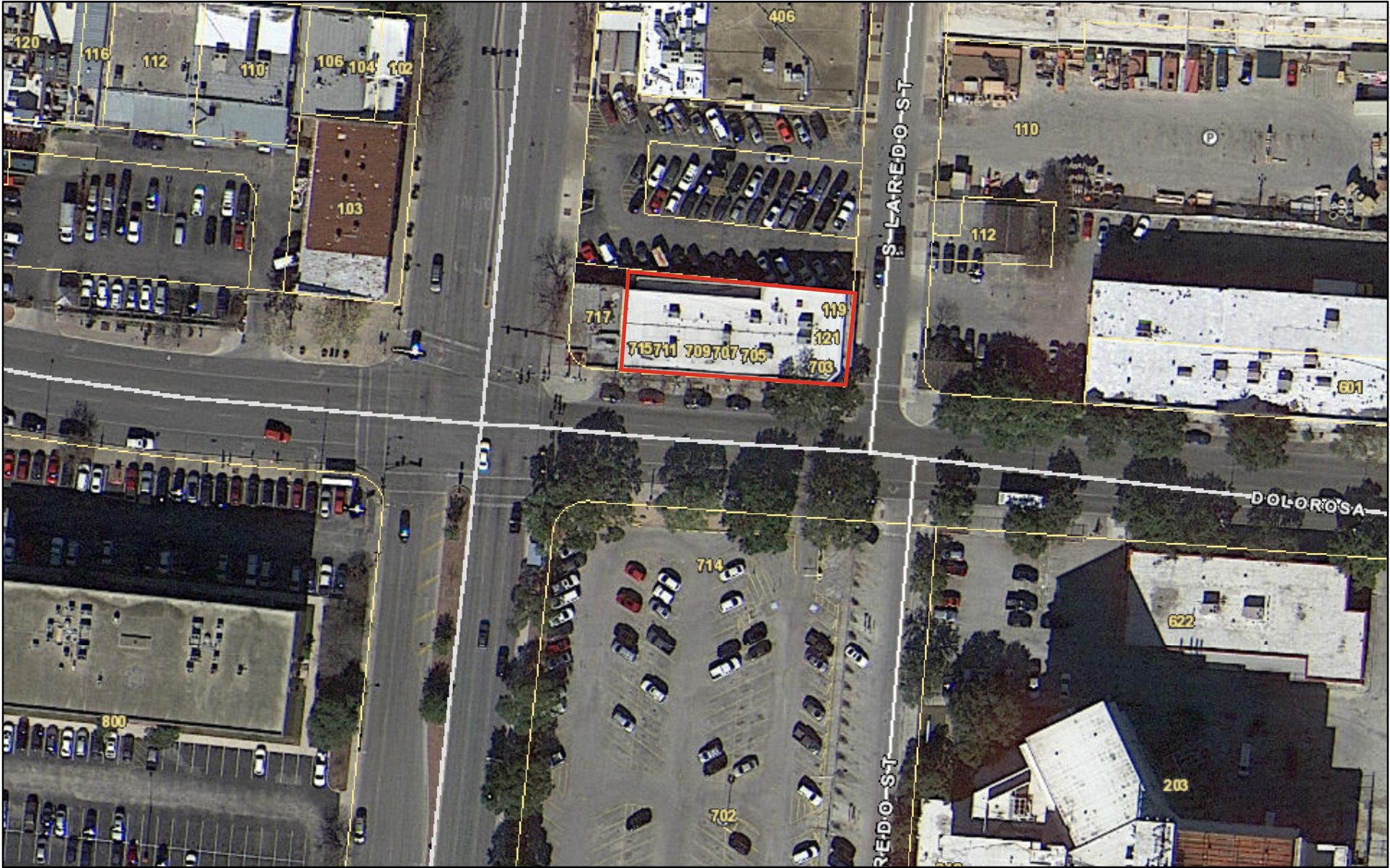
- a. The applicant is requesting a Certificate of Appropriateness for approval to install signage at 703 Dolorosa. The property is an individual landmark and was constructed c. 1928. This property is also located within the River Improvement Overlay, District 7B, and is located within Downtown Design District.
- b. ADMINISTRATIVE APPROVAL – The sign referenced in the applicant’s signage package as sign A is eligible for administrative approval is not part of this request.
- c. SIGNAGE (LOCATION) – The applicant has proposed to install two cabinet signs – one sign will be located on the rear façade facing an existing parking lot and the other sign will be hanging from the existing awning located at the front of the structure. Staff finds the location and placement of the proposed signage generally appropriate.
- d. SIGNAGE (SIZE) – The applicant is requesting approval for signage approximately 53 sf in total size not including the refaced sign measuring approximately 42 sf. The Historic Design Guidelines for Signage 1.A.i. states total requested signage should not exceed 50 square feet. Staff finds the total size of the proposed signage generally appropriate.
- e. SIGNAGE (MATERIALS) – The applicant is requesting approval for two internally illuminated acrylic signs. Signage 1.D.i. states to not use synthetic materials not historically used in the historic district. Signage 1.D.ii. states to 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. Staff finds the use of acrylic does not conform to Guidelines.
- f. SIGNAGE (COLORS) – The applicant is requesting approval for two cabinet signs featuring a white background and dark lettering. Signage 1.D.iii. states to select a dark background with light lettering to make signs more legible. Staff finds the color placement does not conform to Guidelines.
- g. SIGNAGE (LIGHTING) – The applicant is requesting approval for two internally illuminated acrylic signs. Signage 1.E.i. states to use only indirect or bare-bulb sources that do not produce glare to illuminate signs and internal illumination should not be used. Staff finds the use of internal illumination does not conform to Guidelines and that the proposed cabinet signs should feature an indirectly lit or halo lit lighting.

RECOMMENDATION:

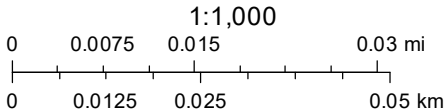
Staff recommends approval, based on findings a through g, with the following stipulations:

- i. That the proposed cabinet signs 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.
- iii. That the applicant incorporate a dark background with light lettering.

City of San Antonio One Stop



December 11, 2024



AETNA SIGN CO.

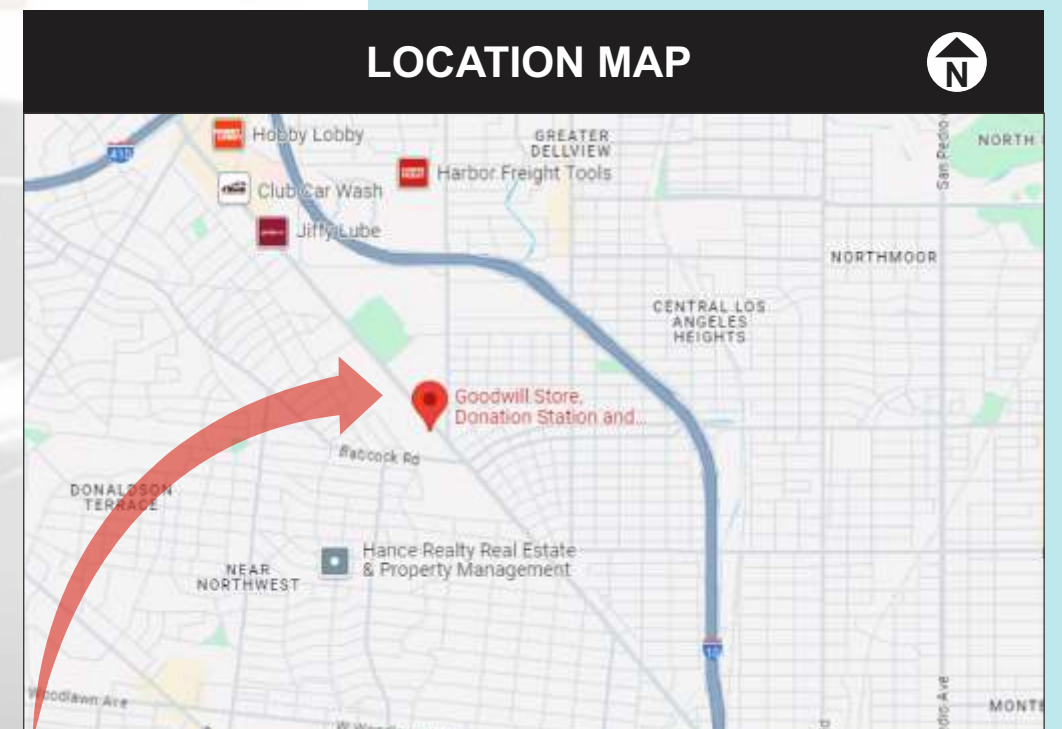


2438 FREEDOM DRIVE
SAN ANTONIO, TX 78217
PH: 210.826.2800

WWW.AETNASIGN.COM

Goodwill

703 Dolorosa
San Antonio, TX
78207



OVER 95 YEARS OF SIGNING THE BEST NAMES IN BUSINESS

A



SIDE 1



SIDE 2

REFACE / RETROFIT / REPAINT D/F CABINET

SCALE: 3/4" = 1'-0"

REMOVE & DISCARD TWO (2) FACES FROM D/F CABINET

REMOVE ALL INTERNAL LIGHTING COMPONENTS & RETROFIT TO WHITE LED'S

MFG. & INSTALL - TWO (2) NEW LEXAN FACES - 3M VINYL APPLIED

REPAINT CABINET RETURNS & RETAINERS BLACK



COLORS USED

- 3M 3630-167 BRIGHT BLUE
- BLACK



EXISTING

SCALE: 3/8" = 1'-0"



NIGHT VIEW



PROPOSED

SCALE: 3/8" = 1'-0"



2438 FREEDOM DRIVE + SAN ANTONIO, TX 78217 + PH: 210.826.2800

FAX: 210.477.2323 + WWW.AETNASIGN.COM + FOLLOW US ON 

CLIENT: Goodwill

ADDRESS: 703 Dolorosa

DRWG#: 8043.2

SALES REP: Jeanette

CITY: San Antonio, Texas

DATE: 09-27-24

DESIGNER: B. Davis

CLIENT APPROVAL:

COMPUTER FILE: art\drwg\misc\8043_Goodwill Dolorosa

REVISION HISTORY:

TSCL#18370

Unpublished Work. Aetna Sign Group, LTD. All rights reserved. This is an original drawing created by Aetna Sign Group, LTD. It is submitted for your personal use; however, it shall at all times remain the property of Aetna Sign Group, LTD. It may be used in connection with the project being planned for you by Aetna Sign Group, LTD., but not otherwise. © 2023 Aetna Sign Group, LTD.

B

COLORS USED

3M 3630-167 BRIGHT BLUE
BLACK

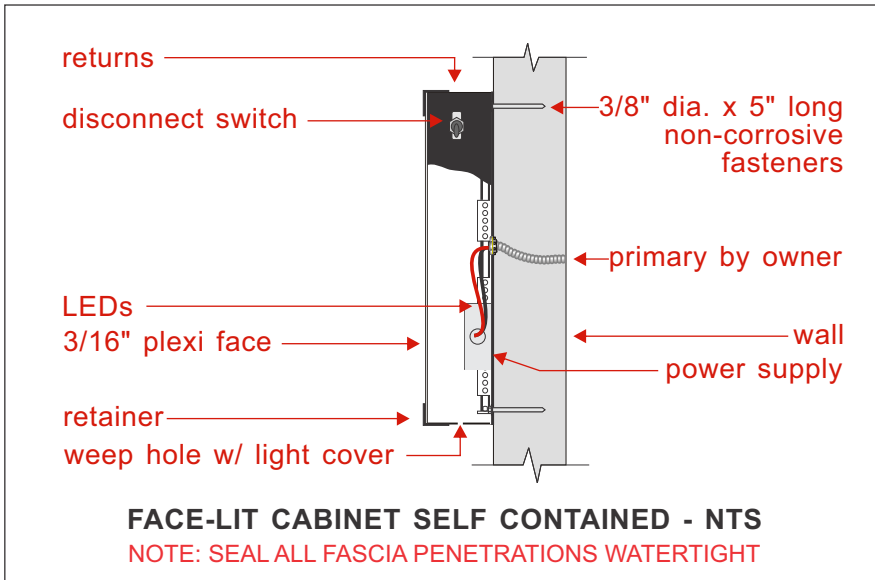


NIGHT VIEW

S/F CABINET

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

ONE (1) REQUIRED - MFG. & INSTALL
ALUM. FABRICATED CABINET W/ 5" RETURNS & 2" RETAINER - BLACK
INSIDE OF CABINET PTD. REFLECTIVE WHITE
WHITE LEXAN FACE W/ 3M VINYL APPLIED
INTERNALLY ILLUMINATED W/ WHITE LED'S
INSTALL FLUSH TO EXTERIOR



PROPOSED

SCALE: 1/8" = 1'-0"



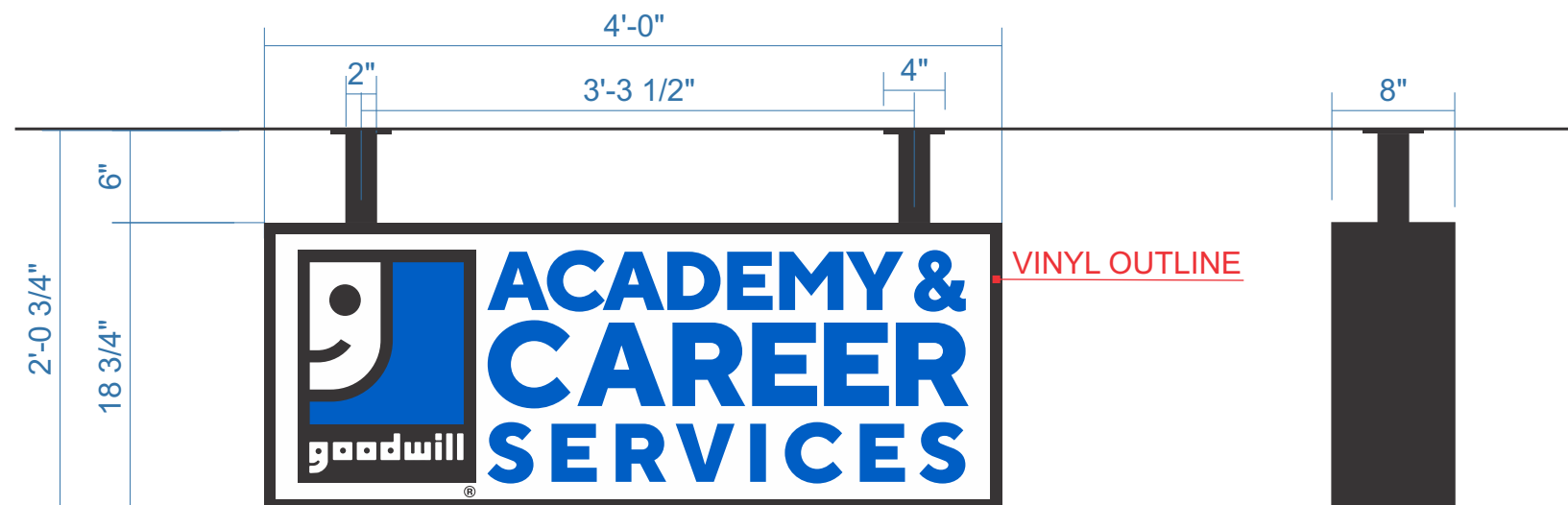
2438 FREEDOM DRIVE + SAN ANTONIO, TX 78217 + PH: 210.826.2800
FAX: 210.477.2323 + WWW.AETNASIGN.COM + FOLLOW US ON

CLIENT: Goodwill
ADDRESS: 703 Dolorosa
COMPUTER FILE: art\drwg\misc\8043_Goodwill Dolorosa
REVISION HISTORY:

DRWG#: 8043.2
SALES REP: Jeanette
TSCL#18370

CITY: San Antonio, Texas
DATE: 09-27-24
DESIGNER: B. Davis
CLIENT APPROVAL:

Unpublished Work. Aetna Sign Group, LTD. All rights reserved. This is an original drawing created by Aetna Sign Group, LTD. It is submitted for your personal use; however, it shall at all times remain the property of Aetna Sign Group, LTD. It may be used in connection with the project being planned for you by Aetna Sign Group, LTD., but not otherwise. © 2023 Aetna Sign Group, LTD.



3M 3630-167 BRIGHT BLUE
BLACK



NIGHT VIEW

D/F HANGING CABINET

SCALE: 1" = 1'-0"

ONE (1) REQUIRED - MFG. & INSTALL
ALUM. FABRICATED CABINET W/ 8" RETURNS & 1" TRIMCAP - BLACK
WHITE LEXAN FACE W/ 3M VINYL APPLIED
INTERNALLY ILLUMINATED W/ WHITE LED'S
INSTALL HANGING FROM AWNING STRUCTURE W/ 2" SQ. TUBE

SURVEY REQUIRED



PROPOSED SCALE: 1/4" = 1'-0"



PROPOSED SCALE: 1/4" = 1'-0"



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

CLIENT:	Goodwill	DRWG#:	8043.2	CITY:	San Antonio, Texas	DESIGNER:	B. Davis
ADDRESS:	703 Dolorosa	SALES REP:	Jeanette	DATE:	09-27-24	CLIENT APPROVAL:	
COMPUTER FILE: art\dwg\misc\8043_Goodwill Dolorosa		TSC#18370		<p>Unpublished Work. Aetna Sign Group, LTD. All rights reserved. This is an original drawing created by Aetna Sign Group, LTD. It is submitted for your personal use; however, it shall at all times remain the property of Aetna Sign Group, LTD. It may be used in connection with the project being planned for you by Aetna Sign Group, LTD., but not otherwise. © 2023 Aetna Sign Group, LTD.</p>			
REVISION HISTORY:							





Dolorosa
S Laredo

STOP

NEW! HERE



GO CHURCH



© 2022 Google

