

# HISTORIC AND DESIGN REVIEW COMMISSION

January 15, 2025

**HDRC CASE NO:** 2024-417  
**ADDRESS:** 237 W TRAVIS ST  
**LEGAL DESCRIPTION:** NCB 149 BLK LOT 17 ALAMO ACHIEVEMENT CENTER  
**ZONING:** D, H  
**CITY COUNCIL DIST.:** 1  
**APPLICANT:** Jeannine Quesada/Pinnacle Sign Team, Inc  
**OWNER:** Shelly Lugo/TRAVIS BUILDING LLC  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** December 10, 2024  
**60-DAY REVIEW:** February 08, 2025  
**CASE MANAGER:** Bryan Morales

## REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install signage at 237 W Travis St. Within this request, the applicant has proposed the following:

1. Install one (1), monument sign featuring internal and external illumination sign located within the property's courtyard. The proposed signage will feature an overall width of 2'6" and height of 6' including the existing concrete footer. The total size of the sign will be approximately 10.5 square feet.

## 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.

### 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.

### FINDINGS:

- a. The property located at 237 W Travis St first appears in the 1912 Sanborn Map as Sam Houston School No. 1 and is to the immediate east of San Pedro Creek. The commercial structure features a brick exterior, decorative dentils and pilasters, and an arched entry fronting W Travis St. This property is an individual landmark and located within RIO-7A and the Downtown Design Area.

- b. SIGNAGE (SIZE) – The applicant is requesting approval for signage approximately 10.5 sf in size including the existing concrete footer. 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 conforms to Guidelines.
- c. SIGNAGE (MATERIALS) – The applicant is requesting approval for three internally illuminated acrylic features, 1/2” corten steel backer panel, and four 3/16” brush aluminum panels. 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. Staff finds the use of corten steel and aluminum panels generally appropriate.
- d. SIGNAGE (COLORS) – The applicant is requesting approval to incorporate various colors within their signage to include, “raspberry,” “evening blue,” “brilliant green,” brush aluminum, rusted steel, black and white lettering, and the Lopez Salas Architects, Inc. logo. Signage 1.D.iii. states to limit the number of colors used on a sign to three and to select a dark background with light lettering to make signs more legible. Staff finds the amount of colors used should be simplified and does not conform to Guidelines.
- e. SIGNAGE (TYPEFACES) – The applicant is requesting approval to incorporate various typefaces within the requested signage. Signage 1.D.iv. states to select letter styles and sizes that complement the overall character of the building façade and to avoid hard-to-read or overly intricate styles. Staff finds the amount of typefaces used should be simplified and does not conform to Guidelines.
- f. SIGNAGE (LIGHTING) – The applicant is requesting approval for three internally illuminated acrylic features and external lighting. 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. Staff finds the use of external lighting generally conforms to Guidelines.

**RECOMMENDATION:**

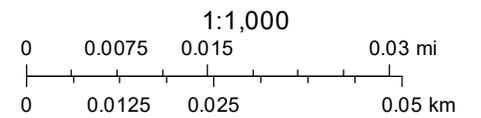
Staff does not recommend approval. The following modifications are necessary to conform with the design guidelines:

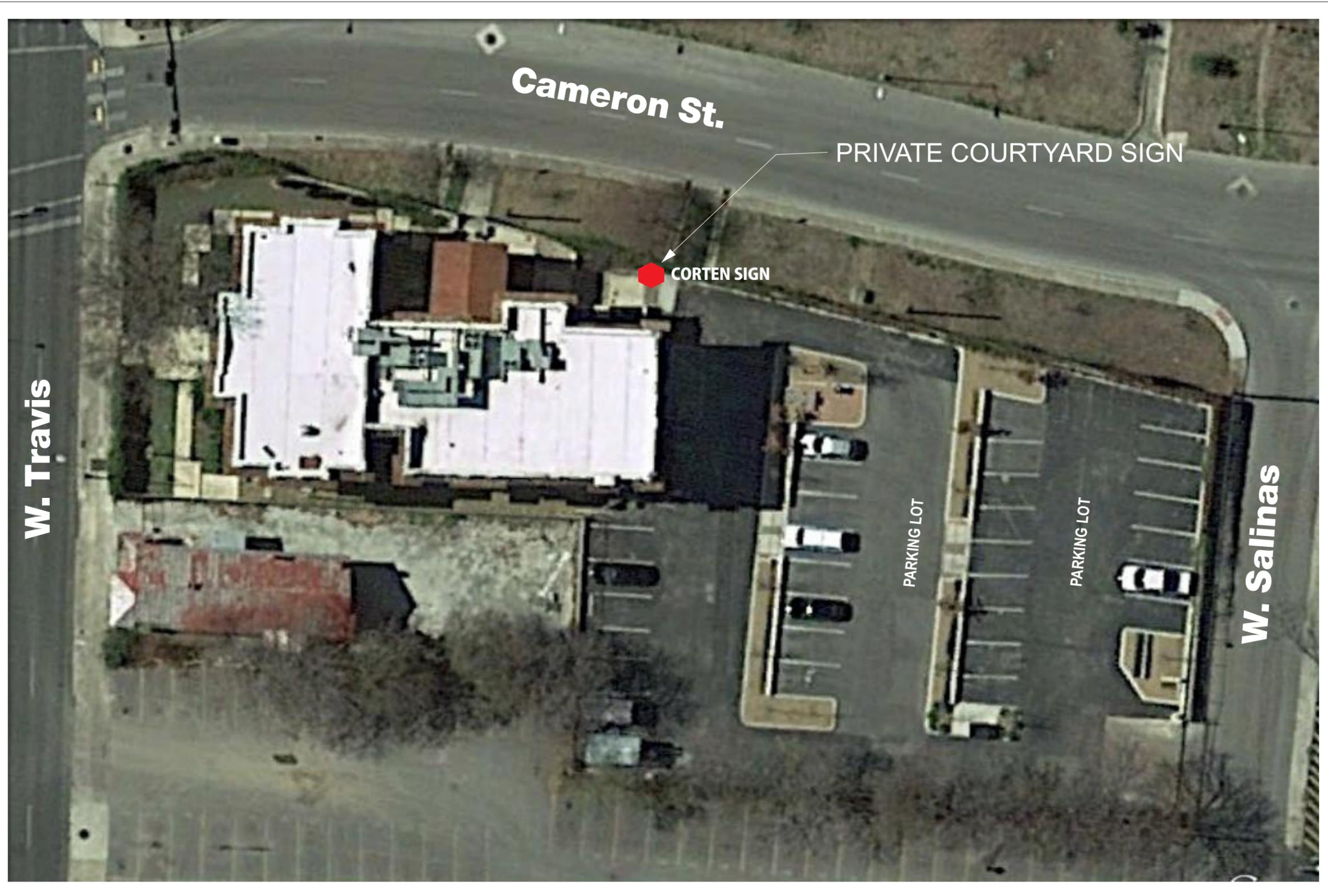
- i. That the applicant incorporate durable materials for the requested three acrylic features as noted in finding c.
- ii. That the applicant simplify the finishes and colors used on the sign to no more than three minus the business logo.
- iii. That the applicant simplify the typefaces on the sign as noted in finding e.
- iv. That the applicant use external lighting as noted in finding f.

# City of San Antonio One Stop



January 9, 2025





401 Isom Rd., Suite 410  
San Antonio, TX. 78216  
P: 210-349-9777  
F: 210-366-1788  
www.pinnaclesignteam.com  
Electrical Sign  
Contractor License #18777

Date: 7.30.21  
Client: Travis Collaborative Building  
Suite:  
Address: 237 W Travis  
City-State: San Antonio, TX  
Sales: MW Designs: GS

Revision - Date

- A) RV. 8/5/24 B) FB1 RV. 9/24/24
- B) RV. 8/23/24
- C) RV. 10/21/24**
- C) RV. 11/18/24**

Approved with changes as noted  Changes Needed

Signs will be manufactured with 120 Volts A/C. All Primary electrical service to the sign, and final connection thereof, is the responsibility of the buyer. All work is to be done in accordance with the purchase agreement attached hereto. In case of variance between the specifications of the purchase agreement and this drawing, the drawing shall prevail.

This drawing is property of Pinnacle Signs Team, Inc. Any use of it is prohibited without the consent of Pinnacle Sign Team, Inc.. We will be entitled to bring charges to any party that uses this drawing.

CLIENT:

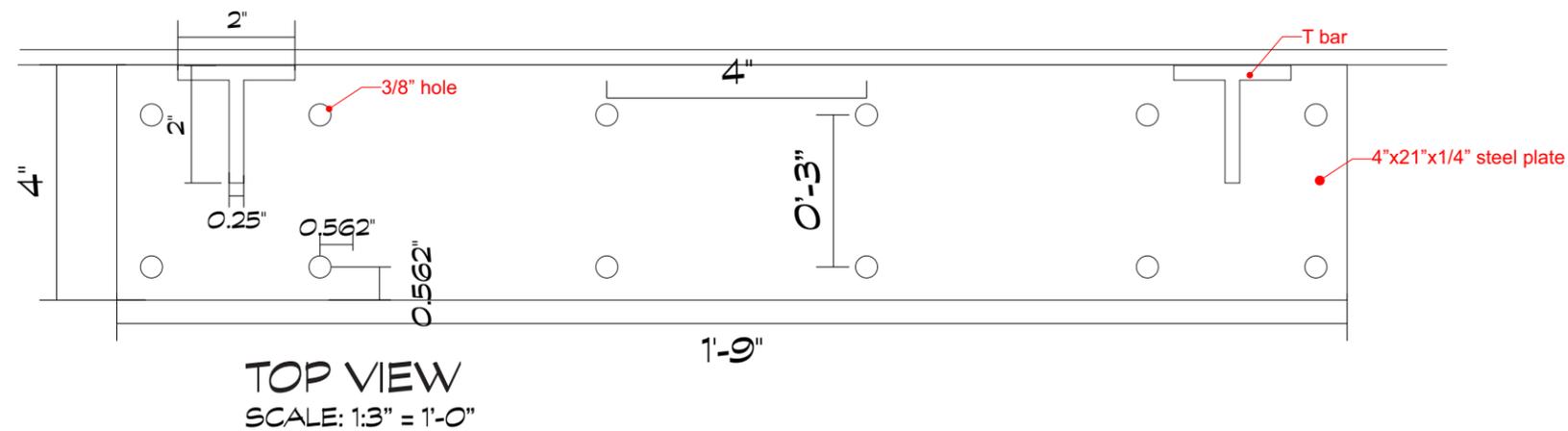
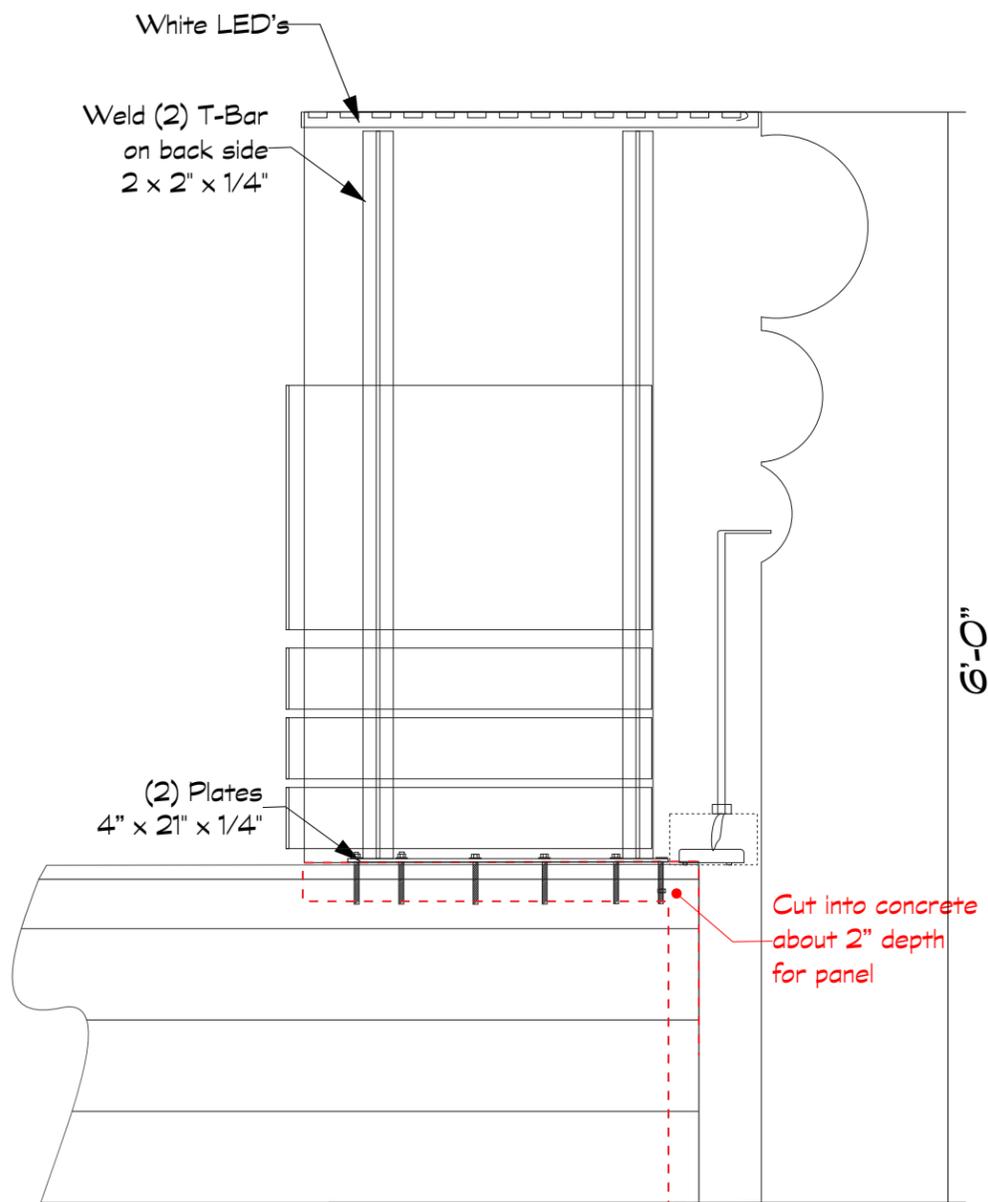
**TRAVIS**

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CUSTOMER APPROVAL  
 LANDLORD APPROVAL

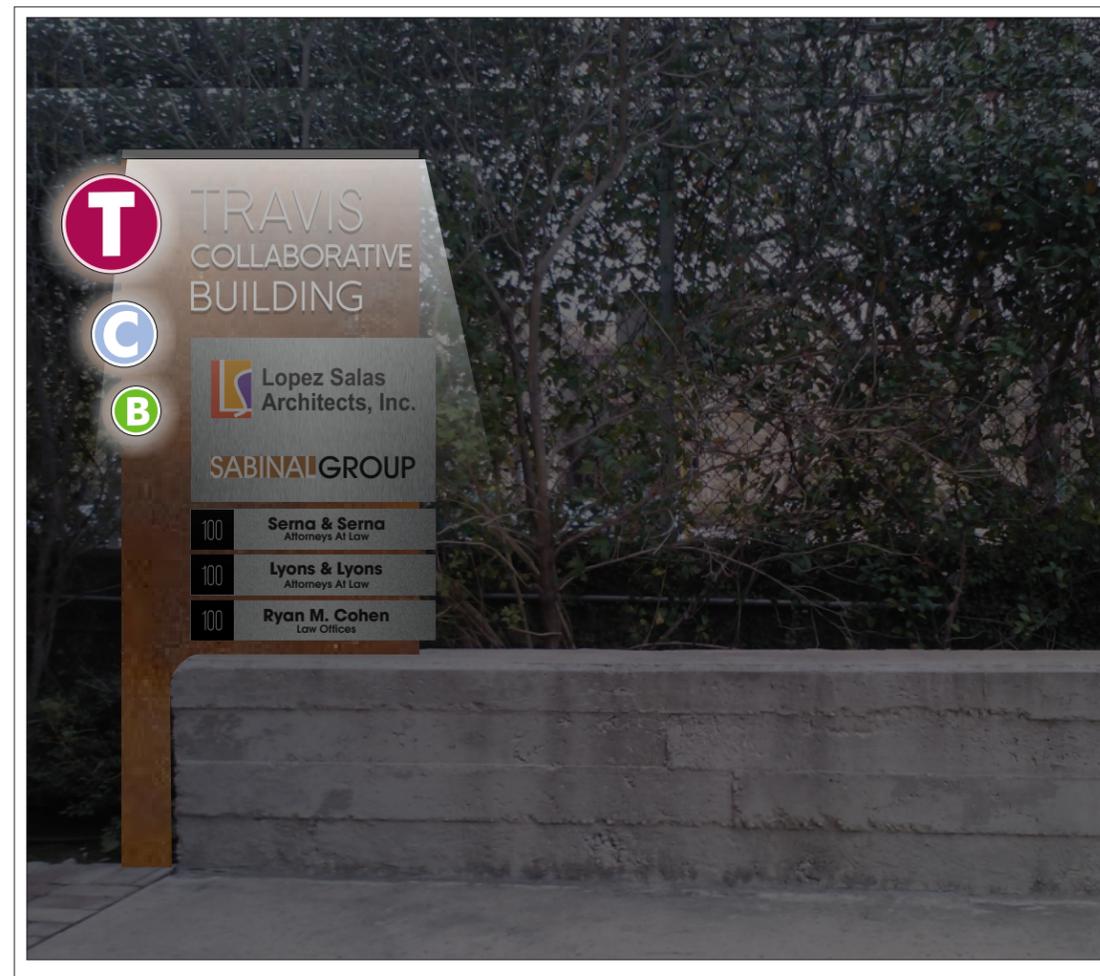
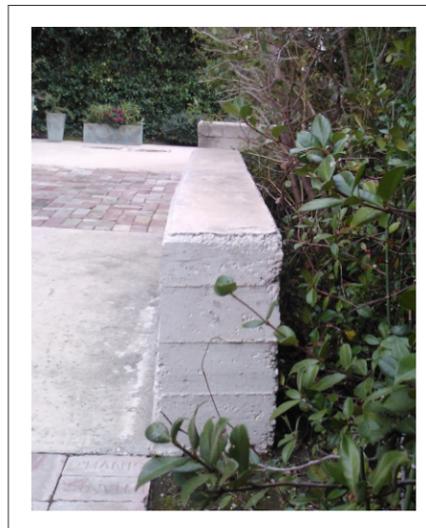
1 of 3 | 21159c





# PRIVATE COURTYARD SIGN

Cut existing steel plate  
add 2"x2" steel T bar,  
weld to backside and  
bolt to concrete structure



Existing Concrete Slabs

NOTE: Add a photo cell for signage



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Address: 237 W Travis  
City-State: San Antonio, TX  
Sales: MW Designs: GS

Revision - Date

- A) RV. 8/5/24
- B) RV. 10/21/24
- C) RV. 11/18/24

Approved with changes as noted  Changes Needed

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**TRAVIS**

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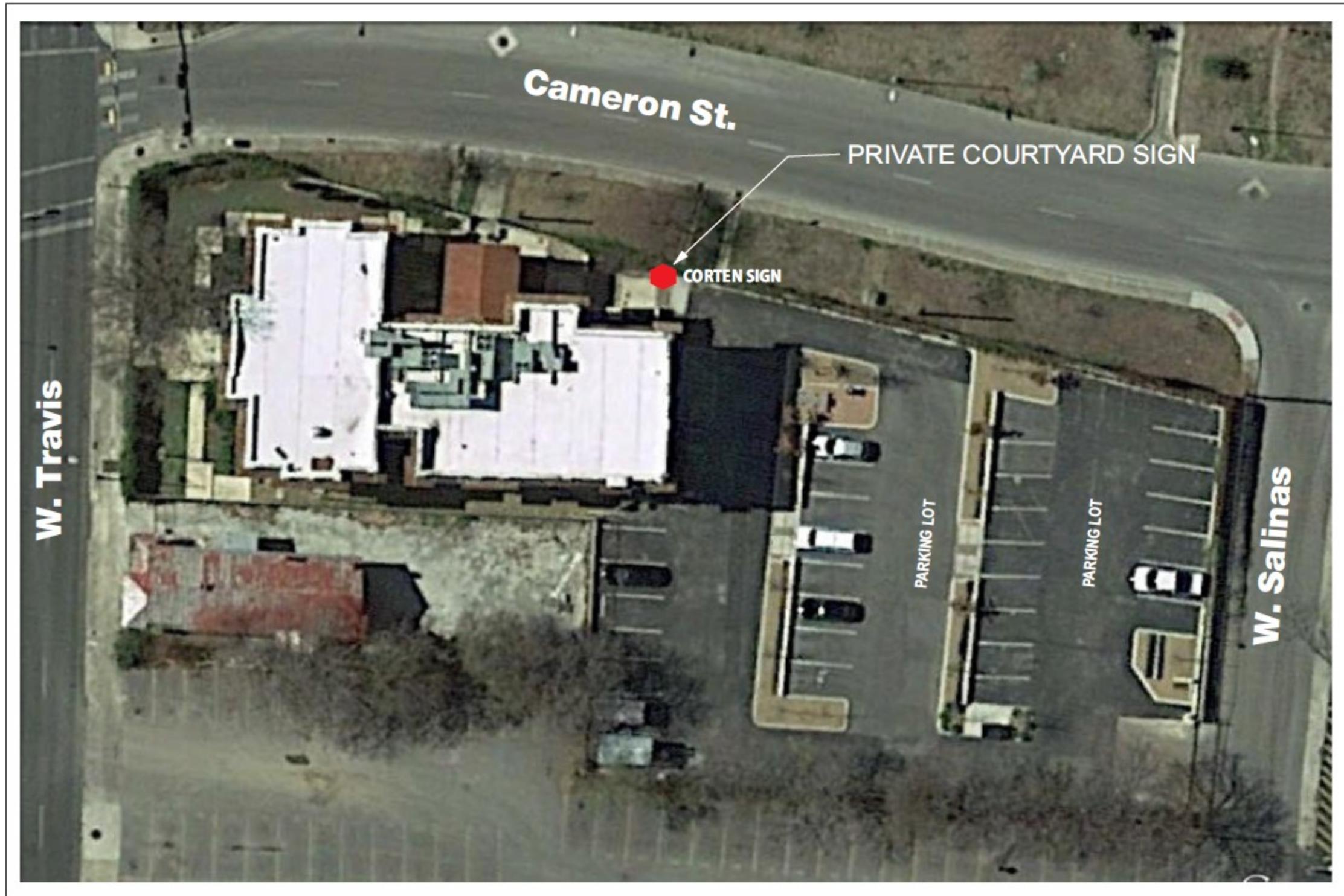
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Electrical Sign Contractor License #

Date: 7.30.21  
 Client: Travis Collaborative Building  
 Suite:  
 Address: 237 W Travis

Revision - Date

A) RV. 8/5/24 B) FBA 8/29/24  
 C) RV. 8/23/24  
 B) RV. 10/21/24  
 C) RV. 11/18/24

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 X LANDLORD APPROVAL

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Ask AI Assistant

Short on time? Ask for a quick summary



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