

HISTORIC AND DESIGN REVIEW COMMISSION

May 04, 2022

HDRC CASE NO: 2022-097
ADDRESS: 1440 SE MILITARY DR
LEGAL DESCRIPTION: NCB 11178 BLK LOT 167 (FIRSTMARK CREDIT UNION-AMENDING)
ZONING: C-3, H, RIO-6
CITY COUNCIL DIST.: 3
DISTRICT: Mission Historic District
APPLICANT: Kevin McClellan/Marmon Mok
OWNER: Rick Nelson/FIRSTMARK CREDIT UNION
TYPE OF WORK: Exterior modifications, signage, and fencing
APPLICATION RECEIVED: February 04, 2022
60-DAY REVIEW: Not applicable due to City Council Emergency Orders
CASE MANAGER: Edward Hall

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to:

1. Perform modifications to the existing structure including roof replacement, painting, the installation of new façade panels, the installation of stone banding, the installation of a new curtain wall system and storefront system, and exterior lighting.
2. Modify the existing monument sign by changing the shape and material profile. The sign will feature an overall height of approximately six (6) feet. The applicant has also proposed to modify a smaller ATM monument sign.
3. Install a channel logo wall sign to feature an overall width of 99.19 inches and an overall height of 77.27 inches. The sign will feature a face lit shoosh with a green vinyl face.
4. Install a channel letter wall sign on the west facade to feature an overall size of approximately 21.86 square feet. The sign will feature halo lighting. The sign is to read Firstmark Credit Union.
5. Install a channel wall letter sign on the north walkway facade to feature an overall size of approximately 24.14 square feet. The sign will feature halo lighting. The sign is to read Firstmark Credit Union.
6. Install a channel letter wall sign on the east façade drive thru to feature an overall size of approximately 24.14 square feet. The sign will feature halo lighting. The sign is to read Firstmark Credit Union.
7. Install three directional signs on site.
8. Install wood privacy fencing to feature six (6) feet in height along the west property line.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 6, Guidelines for Signage

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.

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.

Mission Historic District Design Manual, Chapter 5, Guidelines for Signage

A. GENERAL

- i. Provision* — Signage in the Mission Historic District should adhere to the Historic Design Guidelines unless amended by the following provisions for signage in this section of the Mission Manual.
- ii. Sign types* — Use sign types that are appropriate to the character and context of the area principally along the Mission Historic District Primary Road Corridors. Sign types that are not listed as a preferred type in the table below will be considered on a case by case basis.

C. FREESTANDING SIGNS

- i. Artistic Signs* — Consider using smaller signs, artistic signs, and signs that add to the architectural character of the building they serve. Exceptions to allowed materials, size, lighting, and mounting mechanism noted in this section of the Mission Manual may be considered based on the merit of the design of the artistic sign.
- ii. Post-and-panel and Flag-Mounted Signs* — Post-and-panel and flag-mounted signs are often appropriate for businesses with front lawns or landscape buffers between streetscapes and pedestrian walkways. These types of freestanding signs should feature wood posts and should be distinguished from generic metal pylon signs. Single-post signs should be displayed in a flagmount configuration and should be distinguished from centered pole signs. Both sides of these types of signs will contribute to the overall square footage of signage allotted per property.
- iii. Monument Signs* — Monument signage should have a horizontal orientation to reduce streetscape clutter; although vertical orientations are appropriate within scale to the adjacent building or development. Monumental signs are typically constructed with a base and a signage area attached or suspended perpendicular to base shafts or supports. The base should be constructed or faced with regionally-sourced sandstone or limestone of different shades and colors. The signage area may be fabricated in wood or metal. Lettering may be painted, carved or applied. Do not use suburban-style backlit monument signs or electronic messaging signs within historic contexts that are not historically found in San Antonio's historic districts.
- iv. Monument Sign Area* — For single tenant monument signs, no single sign shall exceed 50 square feet in total area (including structural components of the sign), both sides counted. For example, a single tenant monument sign may be five feet tall and five feet wide. A wider monument sign would require a reduction in overall height. Multi-tenant signs shall not exceed 80 square feet in total area using the same standards above. (see Figure 5.1 and 5.2)
- v. Height* — Freestanding signs should accommodate pedestrians in their height. Sign heights are limited by their types in the table below. Sign height is measured from grade to the highest feature on the entire sign structure.

D. LIGHTING

i. *Indirect Lighting* — Use of indirect or concealed lighting of sign surfaces where the source of lighting is not visible to observers is encouraged. Light fixtures providing indirect lighting to a sign surface, awning, or portion of the building may be observable and should be of high quality, for exterior use and exposure, and considered part of the overall design of the sign and the facade.

ii. *Surface Wall-Neon Lighting* — Surface wallmounted, projecting, and window neon signs are appropriate for use particularly when of high quality and artistic design. Neon lighting, when used, should be incorporated as an integral architectural element of the building.

iii. *Lighting of Freestanding Signs* — Externally light freestanding signs using landscape lighting or gooseneck lighting

FINDINGS:

- a. The applicant is requesting a Certificate of Appropriateness for approval to perform exterior modifications, install fencing and install signage at 1440 SE Military, located within both the Mission Historic District and the River Improvement Overlay. The property is bounded by SE Military Drive to the north, E Harding Boulevard to the south and Mission Road to the east.
- b. ALLOWABLE SIGNAGE – The applicant has proposed signage to install four new building signs and to modify the existing monument sign. The Historic Design Guidelines recommend one major and two minor signs per application, not to exceed fifty (50) square feet total. Give the size of the site and it having street frontage on three sides, staff finds that additional signage is appropriate.
- c. EXTERIOR MODIFICATIONS – The applicant has proposed to perform modifications to the existing structure including roof replacement, painting, the installation of new façade panels, the installation of stone banding, the installation of a new curtain wall system and storefront system, and exterior lighting. Generally, staff finds the proposed modifications to be appropriate and consistent with the UDC and Mission Historic District Design Manual.
- d. MONUMENT SIGN – The applicant has proposed to modify the existing monument sign by changing the shape and material profile. The sign will feature an overall height of approximately six (6) feet. The Mission Historic District Design Manual notes that monument signs should not exceed five (5) feet in height. Staff finds the proposed modifications to be appropriate provided the overall height of the proposed sign does not exceed five (5) feet and that the sign features non-plastic faces and indirect illumination. Staff finds the modification to the small ATM monument sign to be appropriate.
- e. WALL SIGN (Entrance) – The applicant has proposed to install a channel logo wall sign to feature an overall width of 99.19 inches and an overall height of 77.27 inches. The sign will feature a face lit shoosh with a green vinyl face. The total approximate size of the sign is 53 square feet. The Historic Design Guidelines, Guidelines for Signage and Mission Historic District Design Manual both note that signage should feature indirect illumination and should not feature plastic faces. Generally, staff finds the overall size of the proposed signage to be appropriate; however, staff finds that signage should feature metal construction with no plastic faces and indirect illumination.
- f. WALL SIGN (West Façade) – The applicant has proposed to install a channel letter wall sign on the west facade to feature an overall size of approximately 21.86 square feet. The sign will feature halo lighting. The sign is to read Firstmark Credit Union. The Historic Design Guidelines, Guidelines for Signage and Mission Historic District Design Manual both note that signage should feature indirect illumination and should not feature plastic faces. Generally, staff finds the overall size of the proposed signage to be appropriate; however, staff finds that signage should feature metal construction with no plastic faces and indirect illumination.
- g. WALL SIGN (North Walkway Façade) – The applicant has proposed to install a channel wall letter sign on the north walkway facade to feature an overall size of approximately 24.14 square feet. The sign will feature halo lighting. The sign is to read Firstmark Credit Union. The Historic Design Guidelines, Guidelines for Signage and Mission Historic District Design Manual both note that signage should feature indirect illumination and should not feature plastic faces. Generally, staff finds the overall size of the proposed signage to be appropriate; however, staff finds that signage should feature metal construction with no plastic faces and indirect illumination.
- h. WALL SIGN (East Façade Drive Thru) – The applicant has proposed to install a channel letter wall sign on the east façade drive thru to feature an overall size of approximately 24.14 square feet. The sign will feature halo lighting. The sign is to read Firstmark Credit Union. The Historic Design Guidelines, Guidelines for Signage and Mission Historic District Design Manual both note that signage should feature indirect illumination and

should not feature plastic faces. Generally, staff finds the overall size of the proposed signage to be appropriate; however, staff finds that signage should feature metal construction with no plastic faces and indirect illumination.

- i. DIRECTIONAL SIGNAGE – The applicant has proposed to install three (3) signs on site directing customers to parking, night deposits, vehicular exits, ATM's, parking, the lobby entrance and the drive thru. The signs will feature signage in the brand logo. All signs are to feature an overall height of five (5) feet. Two are to be double sided. Generally, staff finds this signage to be appropriate. All signage should feature metal faces, and if illuminated, should be indirectly lit.
- j. FENCING – The applicant has proposed to install wood privacy fencing to feature six (6) feet in height along the west property line. The fencing will screen an existing dumpster location and parking location from a neighboring property. Staff finds the proposed fencing to be appropriate and consistent with the Guidelines.

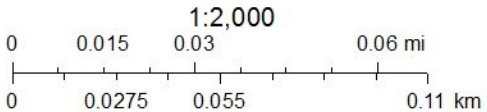
RECOMMENDATION:

- 1. Staff recommends approval of item #1, modifications to the existing building, as submitted, based on finding c.
- 2. - 7. Staff recommend approval of items #2 through #7 based on findings d through i with the following stipulations:
 - i. That the monument sign not exceed six (6) feet in height and feature indirect illumination and metal or masonry faces.
 - ii. That the proposed wall signs feature metal construction, do not feature plastic sign faces, and feature indirect illumination.
 - iii. That the proposed directional signage feature metal faces and indirect illumination, if lit.
- 8. Staff recommend approval of item #8, privacy fencing, with the stipulation that a final detail is submitted to OHP staff for review and approval.

City of San Antonio One Stop



April 29, 2022



FIRSTMARK | Mission Rd. Branch

EXTERIOR RENOVATIONS
5/4/2022

SITE PLAN (EXISTING)



EXISTING BUILDING MATERIALS



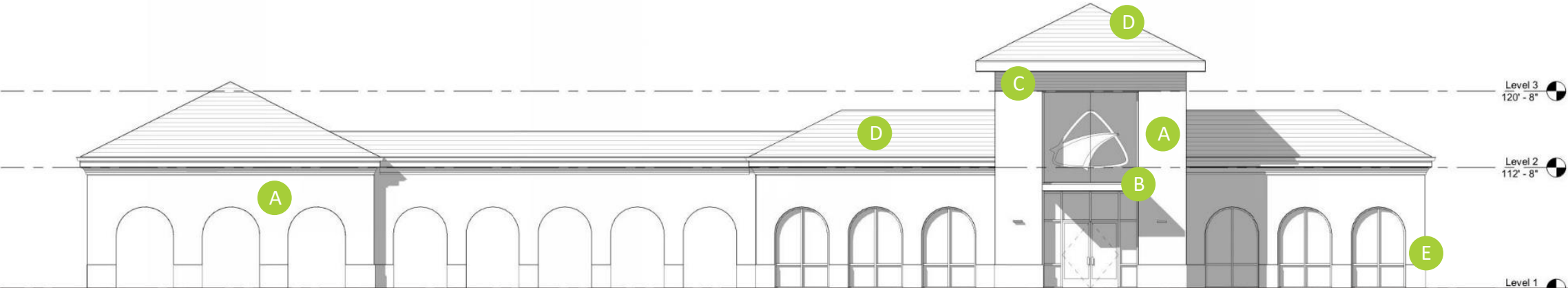
BUILDING MATERIALS

- NEW ROOF
- WOOD-LOOK METAL
- NEW PAINT
- NEW CURTAINWALL
- STEEL CANOPY
- STONE BAND

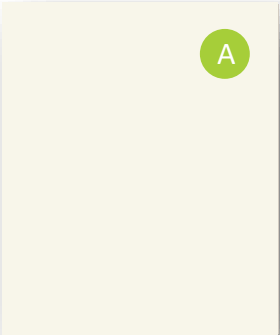


1. PAINT ENTIRE FACADE (11,500 SF)
2. REPLACE ALL EXTERIOR GLASS AND STOREFRONT (500 SF)
3. REPLACE ENTRY GLASS (200 SF)
4. ADD NEW STEEL CANOPY (50 SF)
5. RAISE ENTRY ROOF AND CEILING (800 SF)
6. ADD NEW EXTERIOR LIGHTING
7. ADD NEW SIGNAGE AND INTERIOR SIGNAGE
8. REROOF ENTIRE BUILDING (7,000 SF)

BUILDING MATERIALS



NORTH ELEVATION



FIELD PAINT
Sherwin Williams
SW7008 Alabaster



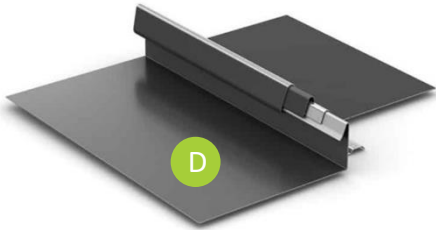
ACCENT PAINT
Sherwin Williams
SW7048 Urbane Bronze



KNOTWOOD
Knotwood
Chestnut



LIMESTONE
Austin Blend
Rough Chop



CURTAINWALL
Color to Match Existing

METAL ROOFING
Berridge CEE-Panel
Charcoal Grey



BUILDING SIGNAGE



THE EXISTING CREDIT UNION MONUMENT SIGN IS:
12' LONG X 7' TALL

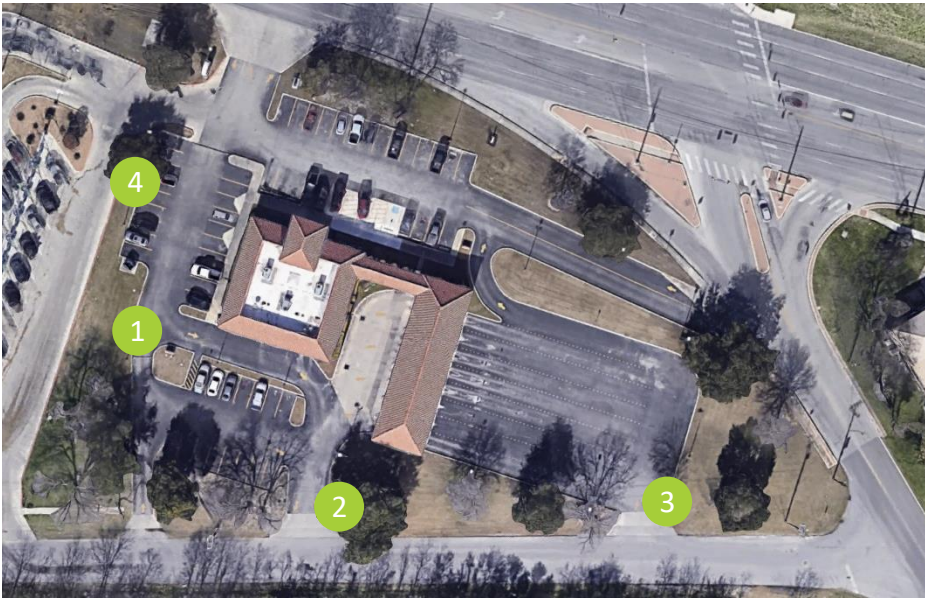
IT IS OUR HOPE TO KEEP THE SIGNAGE SIDE AND MODIFY THE SHAPE AND MATERIAL ONLY AS IS SHOWN HERE.



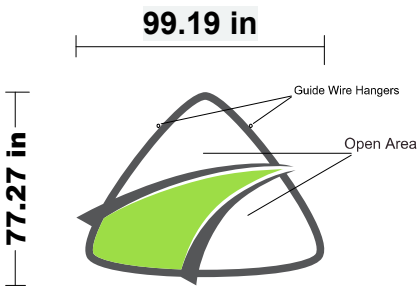
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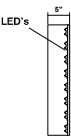
BUILDING SIGNAGE & FENCING



Interior Hanging Logo



SIDE VIEW
REVERSE CHANNEL
Non-Lit Logo
Face Lit Swoosh, Retainerless



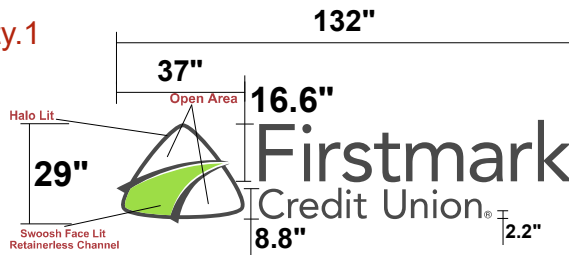
Hanging Channel Logo
(1) 77.25" (H) x 99.19" (W) x 5" Deep Non-Lit Channel Logo
Face and Sides Painted pms 418C
Open Areas Left and Right of Swoosh
"Swoosh" Facelit Channel, Retainerless Face
Translucent Vinyl to Match PMS 2291C, Center Triangular Swoosh
Mounted Hanging Guide Wires from Ceiling
On/Off Switch

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		<input type="checkbox"/> APPROVED AS SUBMITTED <input type="checkbox"/> APPROVED AS NOTED <input type="checkbox"/> REVISE AND RESUBMIT	Client Signature _____ Date _____	

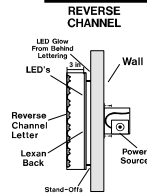
WEST ELEVATION SIGN 1



Qty. 1



SIDE VIEW



Logo: 29" x 37" = 2.4' x 3.1' = 7.4'sqft
Letters: 16.6" x 90" = 1.38' x 7.5' = 10.37'sqft
Small Letters: 8.8" x 67" = .73' x 5.58' = 4.09'sqft
Total = 21.86'sqft

SIGN 1: 3" Halo Lit Channel Lettering
Faces Painted PMS418C
Returns Painted PMS418C
Logo Face and Return Painted PMS418C, Swoosh Face Lit, Retainerless Channel
Translucent Vinyl to Match PMS2291C
White LED Illumination(Back Glow Behind Lettering & Logo)
Mounted w/Standoffs

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www.budsigns.com
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CLIENT APPROVAL

- ☐ APPROVED AS SUBMITTED
☐ APPROVED AS NOTED
☐ REVISE AND RESUBMIT

Client Signature

Date

Contact:

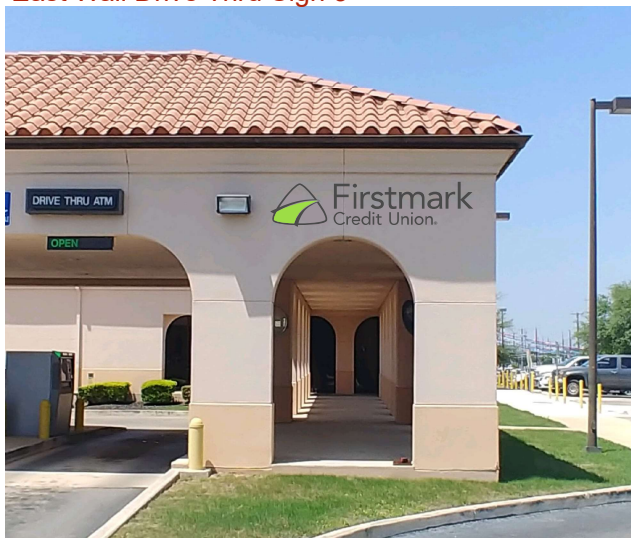
BRYAN HESTER
bryan@budsigns.com



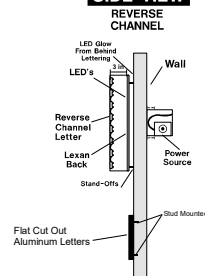
North Wall Walkway Sign 2



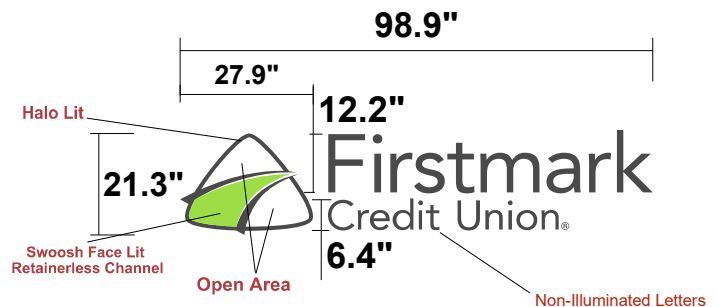
East Wall Drive Thru Sign 3



SIDE VIEW



Logo: 21.3" x 27.9" = 1.78' x 2.33' = 4.14'sqft
 Letters: 12.2" x 67.9" = 1.01' x 5.66' = 5.71'sqft
 Small Letters: 6.4" x 50.4" = .53' x 4.2' = 2.23'sqft
 Total = (2) 12.07'sqft = 24.14'sqft



Qty.2

SIGN 2 & 3: Halo Lit Channel Lettering and FCO Aluminum Letters
 3" Deep Halo Lit Channel Letters, Copy : "FirstMark"
 Faces Painted PMS418C
 Returns Painted PMS418C
 Logo Face and Return Painted PMS418C, Swoosh Face Lit, Retainerless Channel
 Translucent Vinyl to Match PMS2291C
 White LED Illumination(Back Glow Behind Lettering & Logo)
 Mounted w/Standoffs
 6.4" x 1/4" FCO Aluminum Letters Copy: "Credit Union"
 Painted PMS418C
 Stud Mounted

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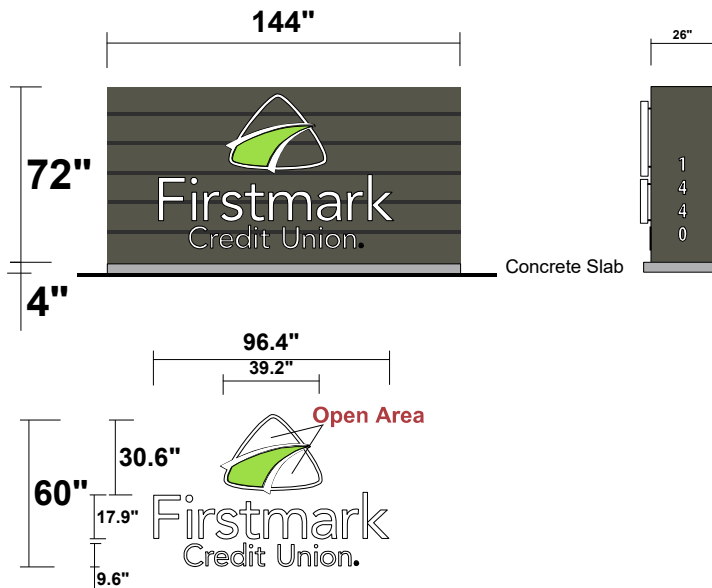
- ☐ APPROVED AS SUBMITTED
☐ APPROVED AS NOTED
☐ REVISE AND RESUBMIT

Client Signature

Date

Contact:
 BRYAN HESTER
 bryan@budsigns.com





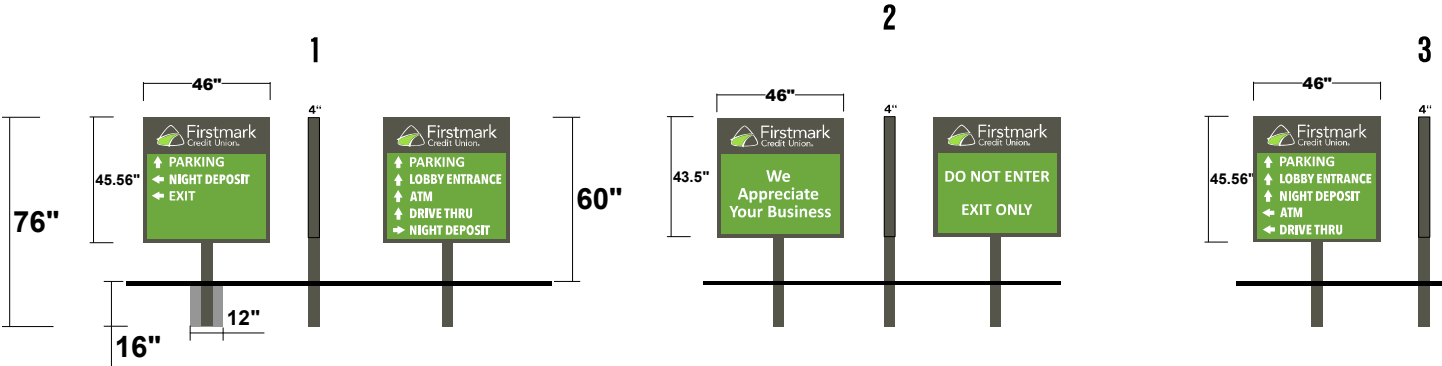
Logo: 30.6" x 39.2" = 2.55' x 3.27' = 8.33'sqft
 Letters: 17.9" x 96.44" = 1.49' x 8.03' = 11.97'sqft
 Small Letters: 9.06" x 71.46" = .76' x 5.96' = 4.53'sqft
 Total = 24.83'sqft / side

Monument :

(1) 72" (H) x 144"(W) x 26" Deep, Double Sided Aluminum Cabinet,
 Painted to Match Building Trim, SW-7016 Mindful Gray
 3" Deep Halo Lit Channel Letters, Copy : "FirstMark"
 Faces Painted White
 Returns Painted White
 Logo Face and Return Painted White, Swoosh Face Lit, Retainerless Channel
 Translucent Vinyl to Match PMS2291C
 White LED Illumination(Back Glow Behind Lettering & Logo)
 Mounted w/Standoffs
 6.4" x 1/4" FCO Aluminum Letters Copy: "Credit Union"
 Painted White
 Stud Mounted
 6" White HP Vinyl Address, Copy "1440"

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Directionals: Post and Panels



(2) 45.56" x 46" x 4" Non-Illuminated, Double Faced Aluminum Cabinet
(1) 43.5" x 46" x 4" Non-Illuminated, Double Face Aluminum Cabinets,
w/4x4 Post, Painted 418C, Green Back Ground is Painted Pantone 377C
Digital Print Green Swoosh, White Die Cut HP Vinyl Letters
16" x 12" Concrete Footer

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