

HISTORIC AND DESIGN REVIEW COMMISSION

April 19, 2023

HDRC CASE NO: 2023-102
ADDRESS: 1209 S ST MARY'S ST
LEGAL DESCRIPTION: NCB 2966 BLK 1 LOT 1, 2 3 & 4
ZONING: C-3NA, H
CITY COUNCIL DIST.: 1
DISTRICT: King William
APPLICANT: Mitsuko E Ramos
OWNER: 1209 S St Mary's Realty LTD.
TYPE OF WORK: Signage
APPLICATION RECEIVED: March 18, 2023
60-DAY REVIEW: Not applicable due to City Council Emergency Orders
CASE MANAGER: Bryan Morales

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install approximately 492 square feet of painted signage.

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.

FINDINGS:

- a. The property located at 1209 S St Mary's Street is a two-story commercial structure, fronting Stieren Street. The east elevation faces S St Mary's Street. The building is clad in precast concrete panels with purple and cream paint found throughout with minimal fenestration on all elevations. The building was constructed circa 1983 and is located within the King William Historic District.
- b. ALLOWABLE SIGNAGE (NUMBER OF SIGNS) – The Historic Design Guidelines for Signage 1.A.i. and Unified Development Code recommends one major and two minor signs per application. The Commission may approve additional signage. Staff finds the proposed signage exceeds the number of signs recommended by the Guidelines and UDC.
- c. ALLOWABLE SIGNAGE (SQUARE FOOTAGE) – The Historic Design Guidelines for Signage 1.A.i. and Unified Development Code recommends that overall signage no exceed fifty (50) square feet total. The Commission may approve additional square footage. Staff finds the proposed signage is larger in area than what is recommended by the Guidelines and UDC and totals approximately 492 square feet.

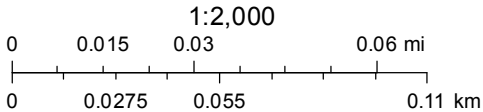
RECOMMENDATION:

Staff does not recommend approval to install 492 square feet of signage, based on findings a through c. A signage plan that meets Historic Design Guidelines regarding number of signs and total square footage may be eligible for administrative approval.

City of San Antonio One Stop



March 21, 2023



1209 S. St. Mary's St.



1209 S. St. Mary's St.



Paint exterior - See Rendering



Remove
Gate Door *
for
Emergency
Egress

Paint Light
Poles Dark
Gray

1209 S. St. Mary's St.

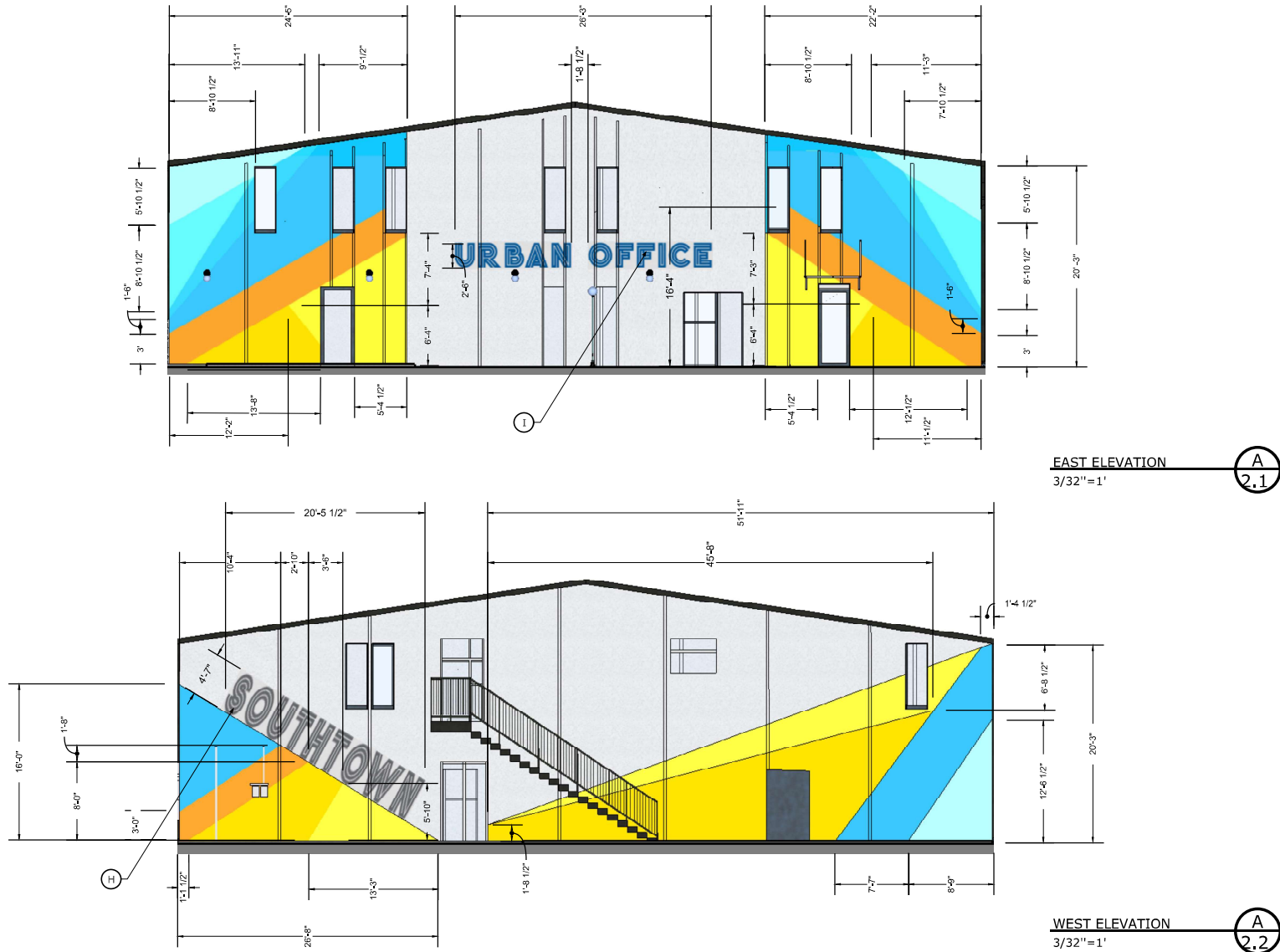
Remove Front Gate Doors:





Refer to A.01, A.02, A.03, and A.04 for Finish/Paint Callout.

A	B	C	D	E	F	G	H	I	J	K	L
SW 6785 Quench Blue	SW 6786 Cloudless	SW 9049 Sky Fall	SW 6795 Major Blue	SW 6890 Osage Orange	SW 6911 Confident Yellow	SW 6908 Fun Yellow	SW 7659 Gris	SW 6796 Blue Plate	SW 6993 BLACK OF NIGHT	SW 7757 HIGH REFLECTIVE WHITE	SW 7663 MONORAIL SILVER





Heights Venture

ARCHITECTURE • DESIGN

The graphic depicted is a design by others used at the request of Braun Enterprises. It may be protected under copyright and not usable without compensation to the original artist.

**BRAUN
ENTERPRISES**
REAL ESTATE DEVELOPMENT
be

