

HISTORIC AND DESIGN REVIEW COMMISSION

September 20, 2023

HDRC CASE NO: 2023-371
ADDRESS: 2602 N MAIN AVE
LEGAL DESCRIPTION: NCB 1704 BLK 12 LOT 14, 15 AND 16
ZONING: C-2, H
CITY COUNCIL DIST.: 1
DISTRICT: Monte Vista Historic District
APPLICANT: Brent Adcock/Republic Sign
OWNER: MADDALI REALTY LLC
TYPE OF WORK: Removal of historic signage
APPLICATION RECEIVED: September 01, 2023
60-DAY REVIEW: October 31, 2023
CASE MANAGER: Rachel Rettaliata

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to remove the existing corner cabinet sign.

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

2. Awning and Canopy Signs

A. GENERAL

i. *Appropriate usage*—Limit the use of awning and canopy signs to building forms that historically used awnings, most typically commercial storefronts and apartment buildings.

ii. *Placement*—Place signs on the awning or canopy valance, the portion that is parallel with the window.

iii. *Mounting*—Install awning hardware in a manner that does not damage historic building elements or materials.

B. DESIGN

i. *Materials*—Fabricate awnings using fire-resistant canvas in a color that is appropriate to the period of the building.

ii. *Shape*—Select awning shapes that reflect the door or window openings they cover. Limit valances to approximately eight to twelve inches in length.

iii. *Lettering and symbols*—Lettering should generally be placed on the valance portion of the awning.

C. LIGHTING

i. *Internal illumination*—Do not use internal illumination or other techniques that cause awnings to glow; however, illumination may be concealed in the awning to provide directional light to illuminate sidewalks or storefronts.

D. METAL CANOPIES

i. *Placement*—Do not mount new signs or letters on historic metal canopies in a manner that destroys or conceals historic materials.

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.

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.

5. Window Signs

A. GENERAL

- i. *Location*—Limit the use of window signs to first floor windows where they may be readily viewed by pedestrians.
- ii. *Appropriate building types*—Use window signs in high traffic pedestrian areas, such as on commercial storefronts or other buildings that have been adapted for non-residential use.
- iii. *Historic signage*—Retain historic window signage if it reflects a historic building name, owner, or early business.

B. DESIGN

- i. *Window coverage*—Do not cover more than 30 percent of the window area with signage.
- ii. *Opacity*—Do not use window signs constructed of opaque materials that obscure views into and out of windows, either partially or completely.
- iii. *Prohibited window signs*—Do not use paper signs, banners, or graphic films that adhere to the exterior of window glazing.
- iv. *Symbols and lettering*—Incorporate lettering, symbols, and other design elements that reflect the type of business or institution at the location to increase a sign’s impact.
- v. *Temporary signs and banners*—Place temporary signs in a manner that is appropriate for the building scale and style, as allowed by UDC sec. 35-612(i).

FINDINGS:

- a. The primary structure located at 2602 N Main is a 1-story commercial structure first constructed circa 1920 and is commonly known as Laurel Heights Pharmacy. The structure first appears on the 1931 Sanborn Map and originally featured brick cladding, a tile roof parapet, and a storefront awning but has been significantly

modified. The existing structure is rectangular in plan and features stucco cladding, vertical concrete coursing featuring large, exposed aggregate, exposed aggregate concrete paneling on the front façade, a front façade storefront system, and minimal fenestration. The building features a vertical internally-illuminated cabinet sign installed on the southwest corner of the building at the intersection of N Main and E Mistletoe.

- b. SIGN REMOVAL – The applicant is requesting to remove the existing internally-illuminated cabinet sign located at the southwest corner that reads, “Laurel Heights Pharmacy Rx.” The applicant has not submitted a request for permanent replacement signage at this time and has requested to install temporary signage. Guideline 1.B.i for Signage states that historic signs, such as ghost signs or other signs characteristic of the building’s or district’s period of significance, should be preserved whenever possible. Staff finds that the existing signage likely dates to the 1960s or 1970s and is characteristic of the existing iteration of the historic building. Staff finds the request inconsistent with the Guidelines.

RECOMMENDATION:

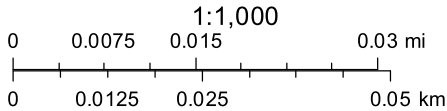
Staff does not recommend approval based on findings a through b. The refacing of the existing sign would be eligible for administrative approval.

City of San Antonio One Stop



September 15, 2023

— User drawn lines





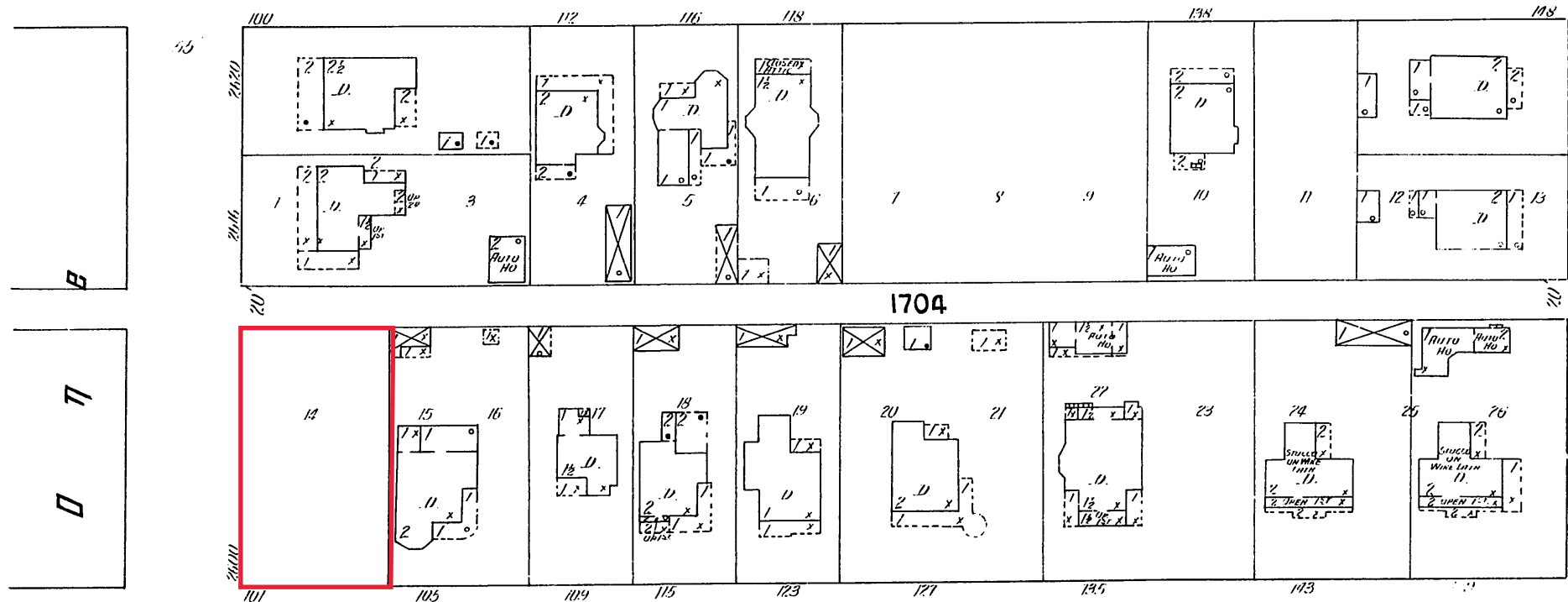




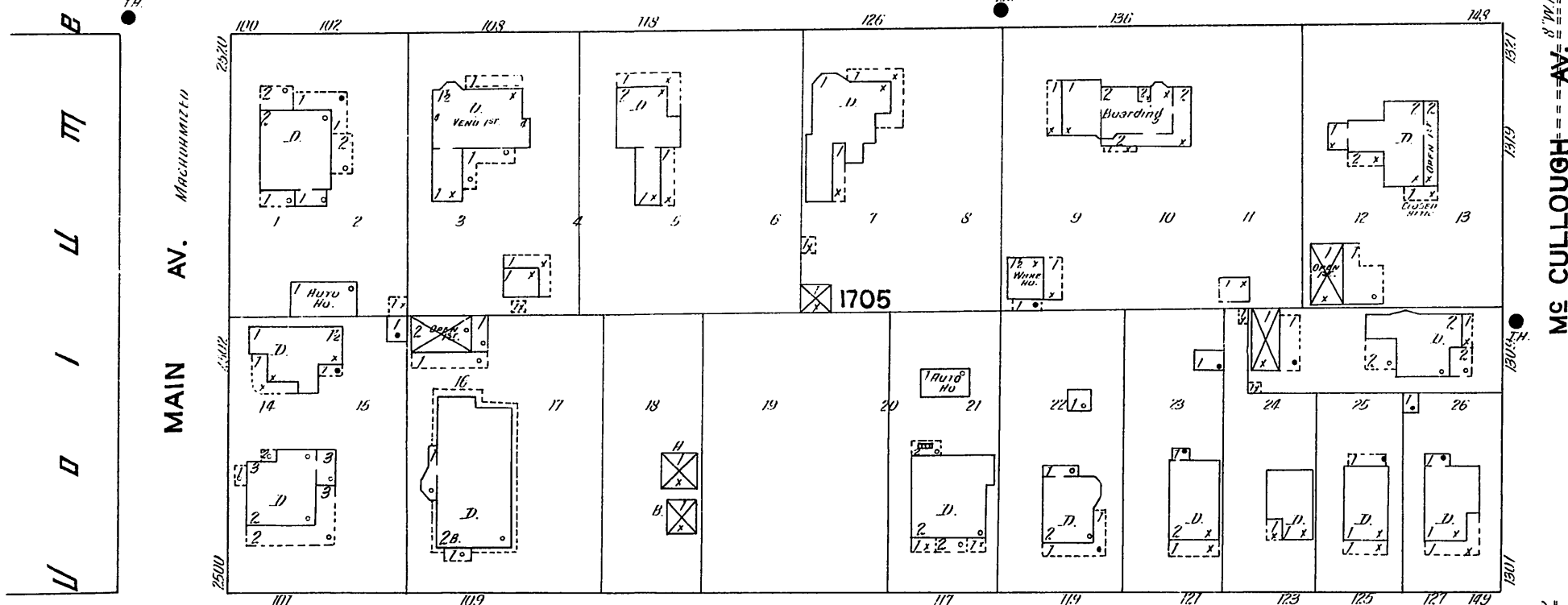


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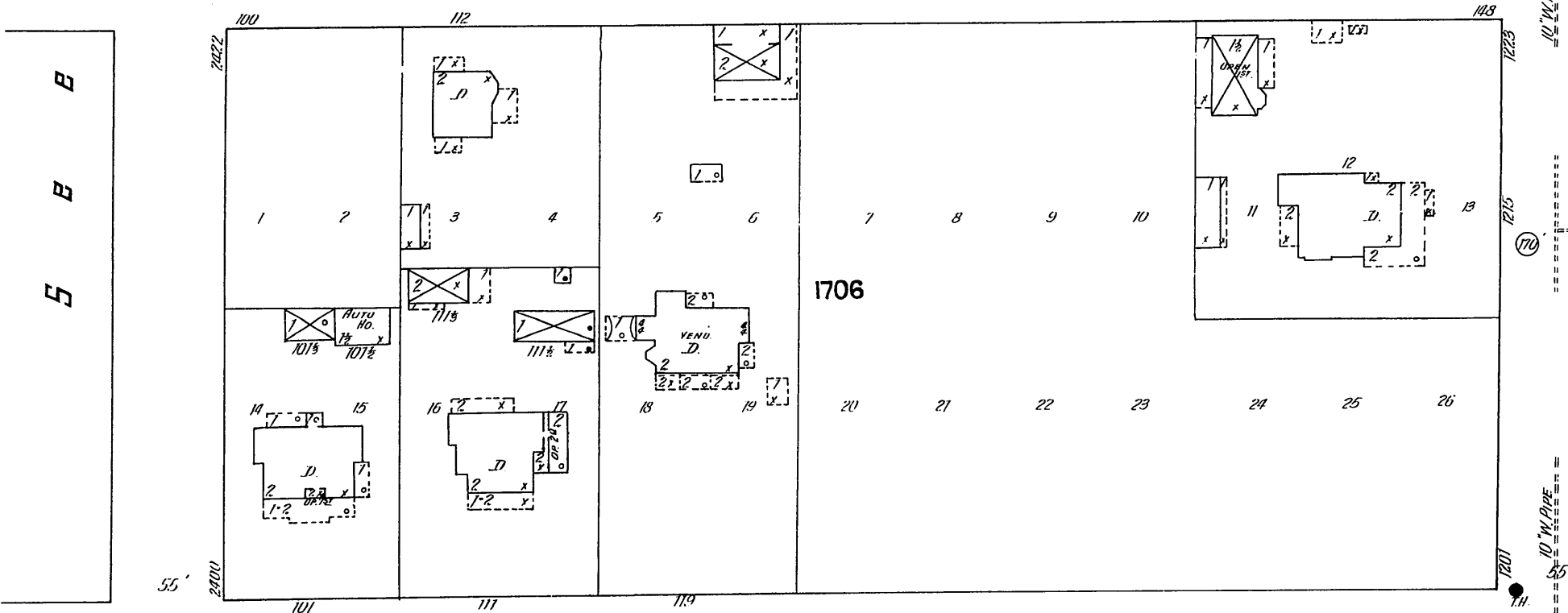
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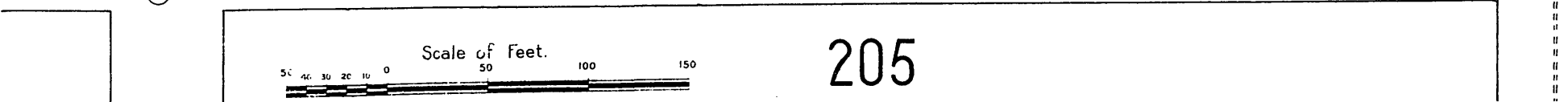
E. MISTLETOE AV. Macadamized



E. WOODLAWN AV. Macadamized

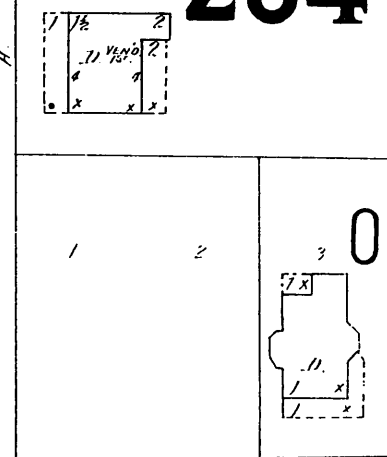


E. CRAIG PL. Macadamized

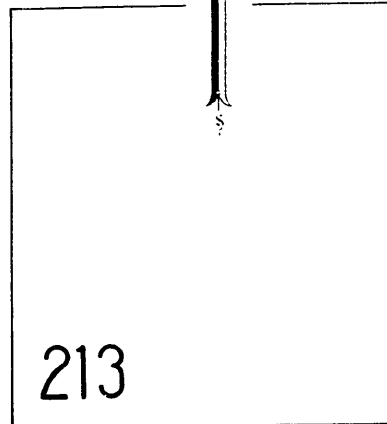
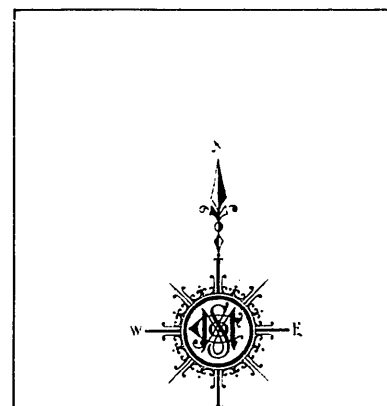


San Antonio, Vol. 2

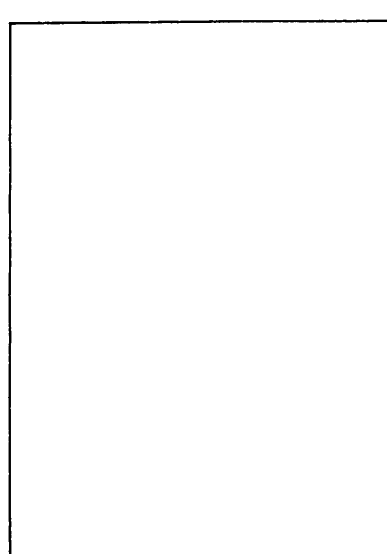
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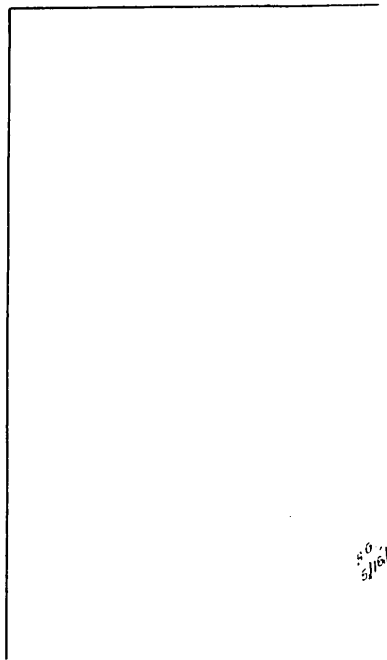
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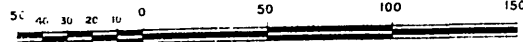
BROAD AV.



LAYER ST.



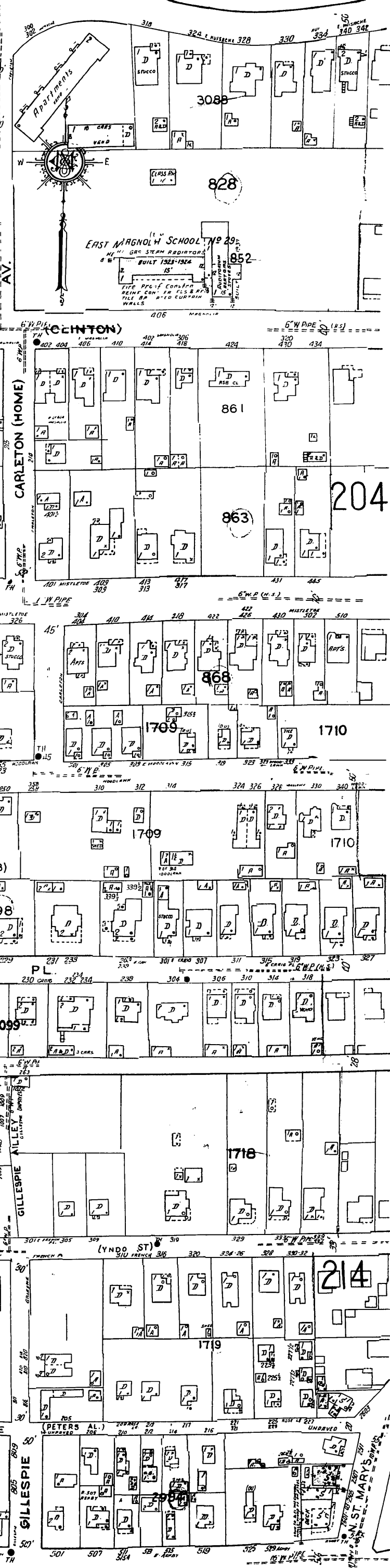
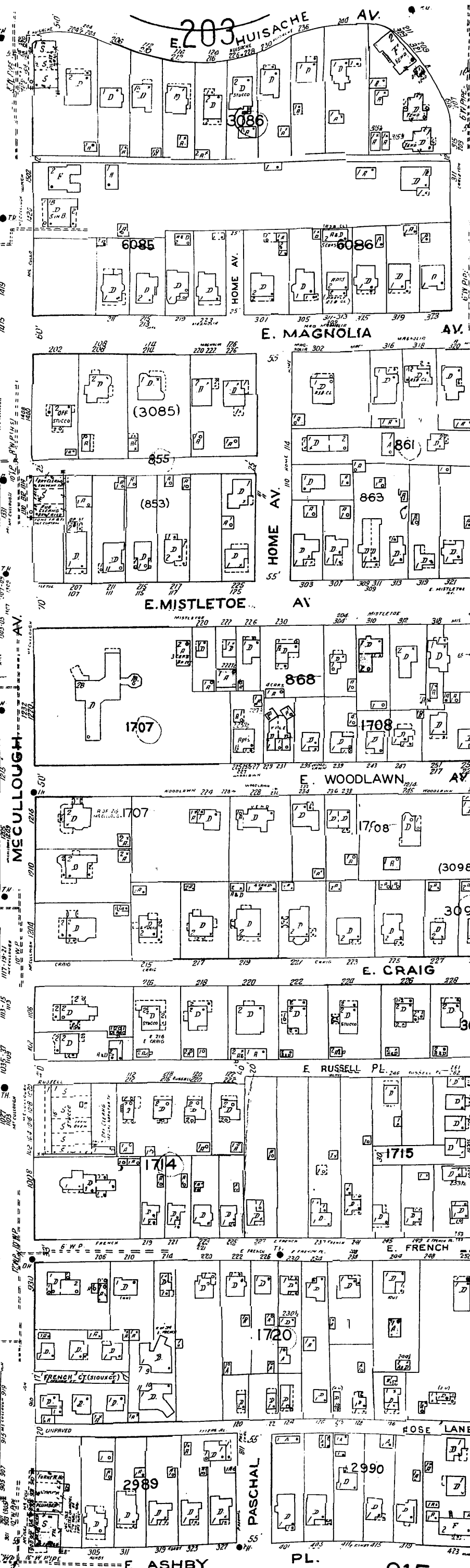
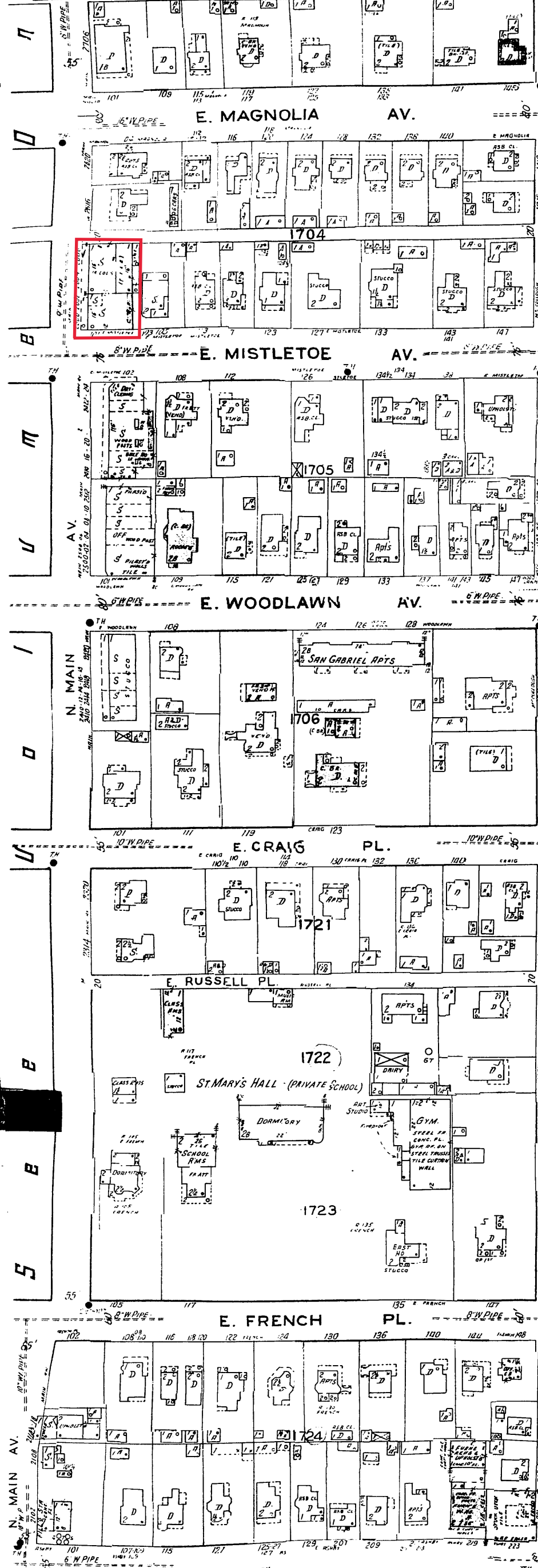
Scale of Feet.



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SCALE 100 FT. TO INCH



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2602 N Main San Antonio TX

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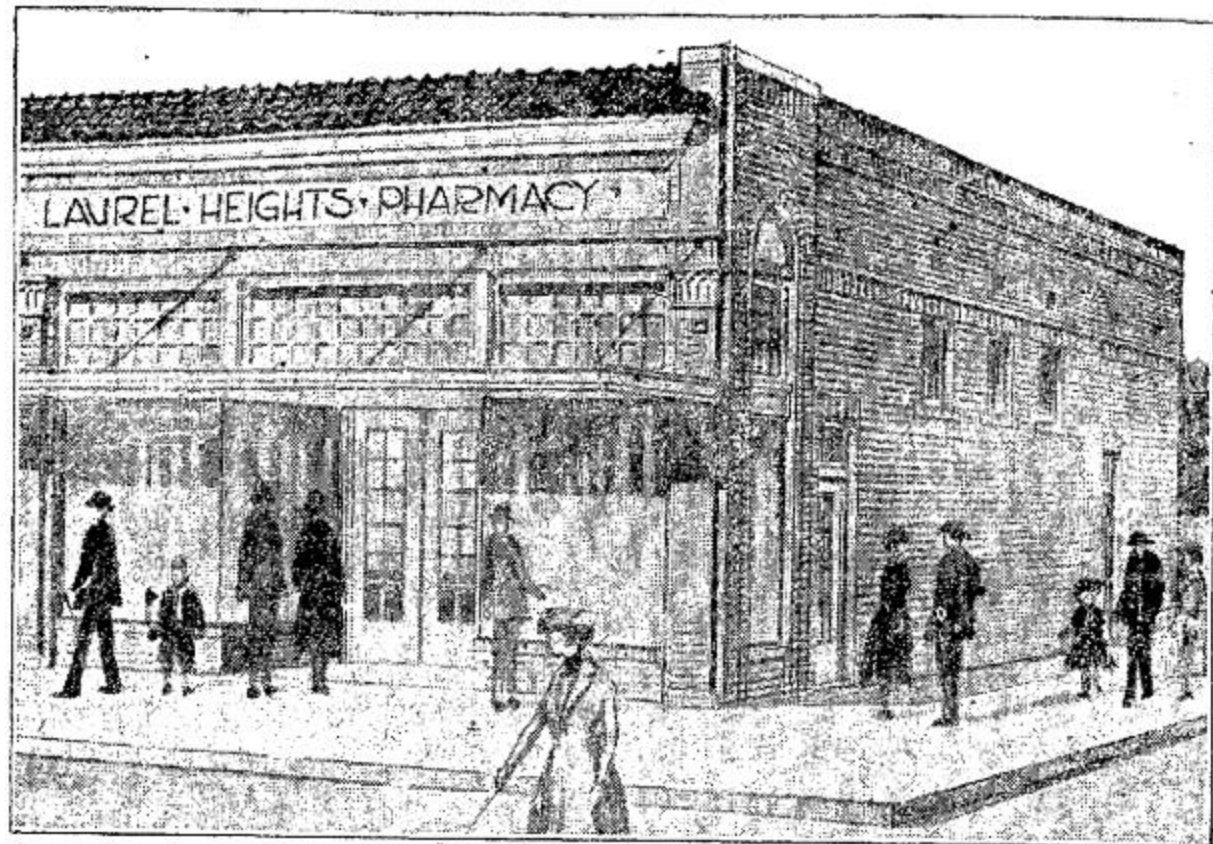
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© OpenStreetMap, © NETRonline

GRAND OPENING LAUREL HEIGHTS PHARMACY

GILMORE BUILDING, CORNER MISTLETOE AND MAIN AVENUE



FIXTURES BY MAILANDER & COMPANY, WACO.

FOUNTAIN BY BISHOP-BABCOCK CO.

SOLE SELLING AGENTS, SAN ANTONIO DRUG COMPANY

**Laurel Heights Pharmacy
Will Open For Business
Saturday Morning at 9**

The new home of the Laurel Heights Pharmacy, on the corner of Mistletoe and Main Avenue, will swing open its doors to the public Saturday morning, June 9. The store will be one of the most up-to-date and one of

the finest Drug Stores in the city.

L. D. Gilmore, sole owner of the Laurel Heights Pharmacy has spared no expense to make his store one of the most modern and best equipped in this city or southwest.

The fixtures were made to order for Mr. Gilmore, by Mailander & Co. of Waco, and are the most modern to be had. They cover the entire wall space of the store and are glassed buffet style with a marble base.

One of the best and most complete stocks in the city will be

carried by the Laurel Heights Pharmacy, Mr. Gilmore said.

In the eight years that Mr. Gilmore has owned the Laurel Heights Pharmacy he has proven himself a good business man as well as one of the best pharmacists in these parts.

When he took over the Laurel Heights Pharmacy many of his friends told him he was on his way to starvation. Several had tried their luck at the old stand but found that it was not easy to serve the people in the suburbs.

Mr. Gilmore took over the

place and made his motto the "Store of Better Service." Soon his business grew and he was able to increase his stock and add a few more to his payroll. At the close of his seventh year in the old stand his business had increased so much that he was

forced to look for a larger and more modern home.

In a statement made by Mr. Gilmore he said that in the new home a much faster and better grade of service would be given his many friends and customers who have made the change possible.

I have been in many places but the last 8 years that I have been on Laurel Heights I believe I have met more people that seem to take an interest in my business and make me want to build it up to the best that I possible can, Mr. Gilmore said.

"perfect flavour"

YOUR desire for candies with a perfect flavour is satisfied by these

By L. D. GILMORE
May I take this opportunity to thank my many friends who have been so kind to me during my eight years in business on Laurel Heights. I also wish to thank them for making it possible for me to have the new store which I will open for them Saturday.

I wish to say to my many customers that when in the new home service will be our password and the home of the Laurel Heights Pharmacy belongs to the people of Laurel Heights. We will be more than glad to accommodate you in any way. Let your needs be heard and we will be only too glad to serve you with the best service in the city.

Bring the kiddies on opening day to get free Frozen Joes. The Southwestern Specialty Company and the Alamo Industry will give every child that attends the opening a large heaping chocolate-covered cone full of ice cream. The Frozen Joes, as they are called, are making a big hit with the kiddies.

The wholesale dealers have made it possible for us to have samples for everyone on opening day. Souvenirs will be given everyone that attends the opening of San Antonio's finest suburban drug store.

Insist on



Temporary Banner
To Be Installed







2 Angle



