

## HISTORIC AND DESIGN REVIEW COMMISSION

October 4, 2023

**HDRC CASE NO:** 2023-374  
**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 Historic District  
**APPLICANT:** Carrie Barry | Comet Signs  
**OWNER:** 1209 S St Mary's Realty LTD.  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** September 11, 2023  
**60-DAY REVIEW:** November 10, 2023  
**CASE MANAGER:** Bryan Morales

### REQUEST:

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

1. Install one 64 square-foot internally illuminated cabinet sign with push thru acrylic letters.
2. Install one 112 square-foot reverse-lit channel letter 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.

### 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 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. SIGNAGE (NUMBER OF SIGNS) – The applicant is requesting to install two wall mounted signs on the primary structure. 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 number of signs generally appropriate.
- c. SIGNAGE (SQUARE FOOTAGE) – The applicant is requesting to install approximately 176 square feet of total signage. 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 total square feet of the signage generally appropriate due to the size of the structure.
- d. SIGNAGE (MATERIALS) – The applicant is requesting to install two wall mounted signs made of acrylic. Signage 1.D.i. states to not use plastic, fiberglass, highly reflective materials that will be difficult to read, or other synthetic materials not historically used in the district. Staff finds the use of acrylic for this request generally appropriate.
- e. SIGNAGE (ILLUMINATION) – The applicant is requesting to install one internally-lit sign and one reverse-lit channel letter sign. Signage 1.E.i. states to use only indirect or bare-bulb sources of light that do not produce glare to illuminate signs and that internal illumination should not be used. Signage 3.C.iv. states to avoid using internally-illuminated, wall-mounted channel letters for new signs unless historic precedent exists and that reverse channel letters may be permitted. Staff finds the installation of the internally-illuminated sign and reverse-lit channel letter sign generally appropriate.

**RECOMMENDATION:**

Staff recommends approval of items 1 and 2 based on findings a through e.



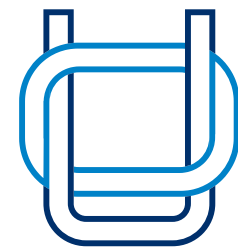
City of San Antonio One Stop



September 29, 2023

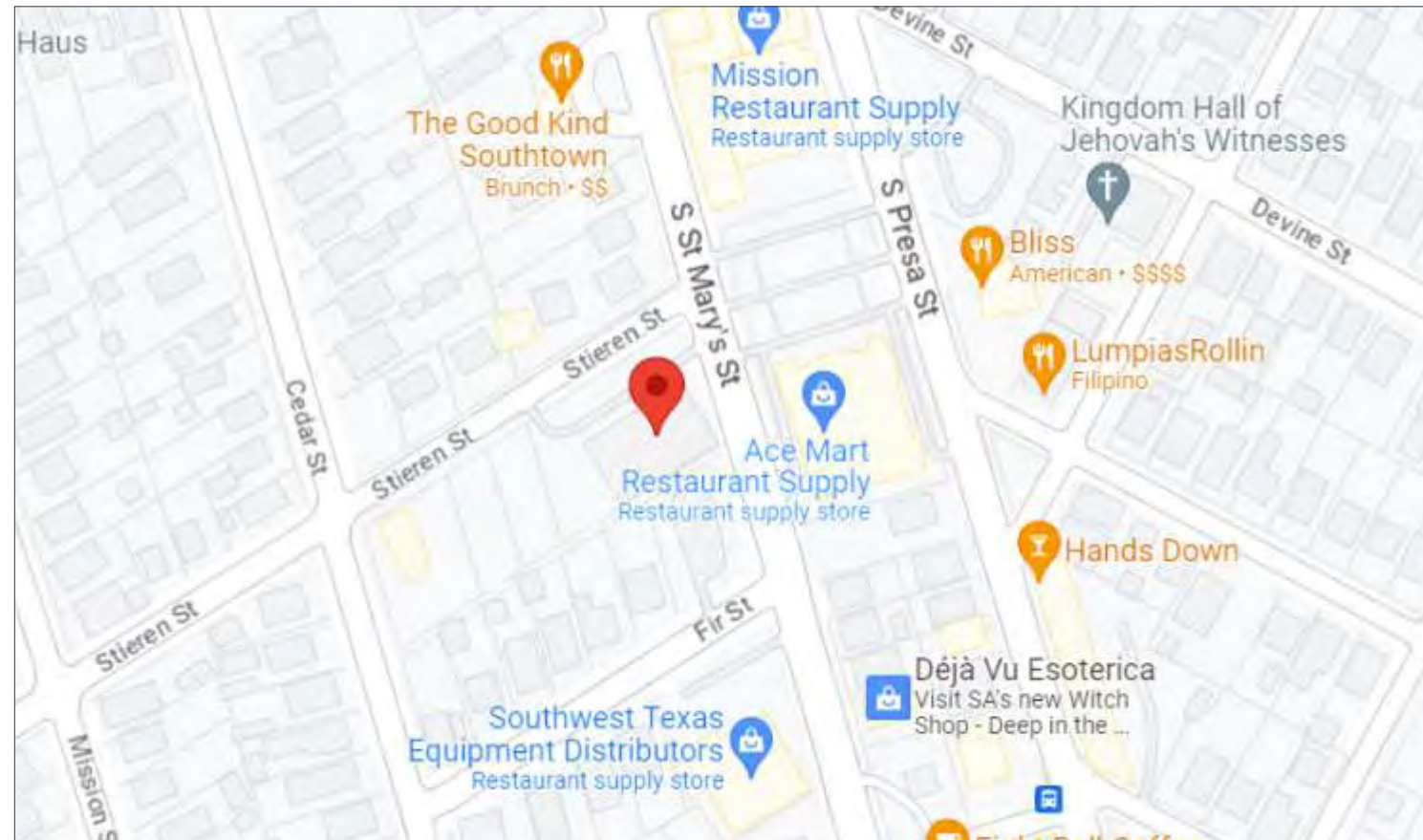






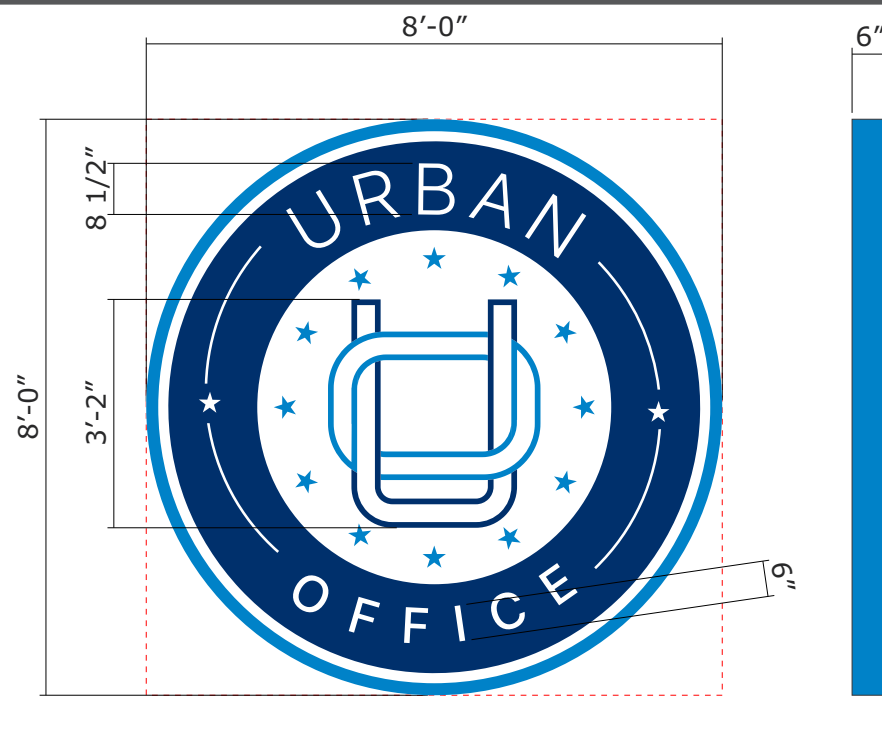
# URBAN OFFICE

## Sign Package



**1209 ST MARY'S ST SAN ANTONIO, TX 78210**





- SCOPE OF WORK:**  
FABRICATE AND INSTALL S/F INTERNALLY ILLUMINATED CABINET WITH ROUTED OUT FACES BACKED WITH PUSH THRU ACRYLIC
- ANGLE FRAMED CABINET MASKED AND PAINTED [C2] AND [C3] W/ ROUTED OUT FACE BACKED W/ 1/2" THK. WHITE PUSH THRU ACRYLIC W/ 1ST SURFACE [C1], [C2], AND [C3] DIGITALLY PRINTED VINYL W/ UV LAM.
  - DIGITALLY PRINTED GRAPHICS W/ UV LAM APPLIED TO CABINET FACE TO MATCH [C1], [C2], AND [C3]
  - ANCHOR BOLTED TO FACADE

**DETAILED SURVEY REQ. PRIOR TO FAB.**

C1

PMS 294C

C2

PMS PROCESS BLUE

C3

WHITE

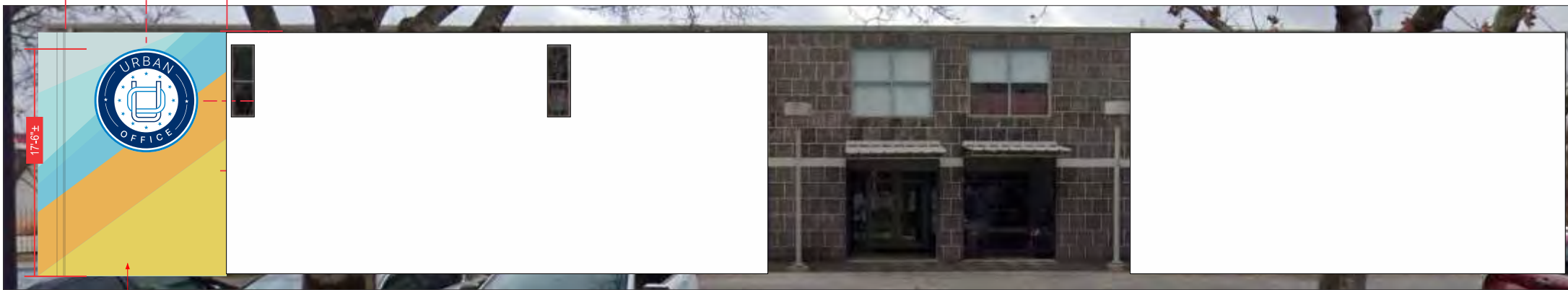


ILLUMINATED VIEW

**A** INTERNALLY ILLUMINATED WALL SIGN  
QTY: ONE (1)  
64 SQFT  
Scale: 3/8" = 1'-0"



EXISTING



PROPOSED

ELEVATION PAINTING BY OTHERS

Scale: 3/32" = 1'-0"

CUSTOMER APPROVAL

APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

©2023 Comet Signs

Job Name:



☒ Proposal Drawing  
☐ Final Drawing

Client: Urban Office  
Location: 1209 St Mary's St  
San Antonio, TX 78210  
Salesperson: Maggie Star  
Prj. Mngr.: Brian Leslie  
Date: 8/30/2023  
Designer: Chris Brazell  
File Name: 72755-R2-Urban  
Office-St Mary St SA-Sign  
Pkg.cdr

Proposal #: 72755  
Job #: n/a

Revisions (M/D/Y)-(initials): desc.



A Comet SIGNS COMPANY

TDLR #: 18010  
MET #: E113766  
1130 Rutherford, Suite 180  
Austin, TX 78753  
(512) 374-9300



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☐ Final Drawing

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A  COMPANY

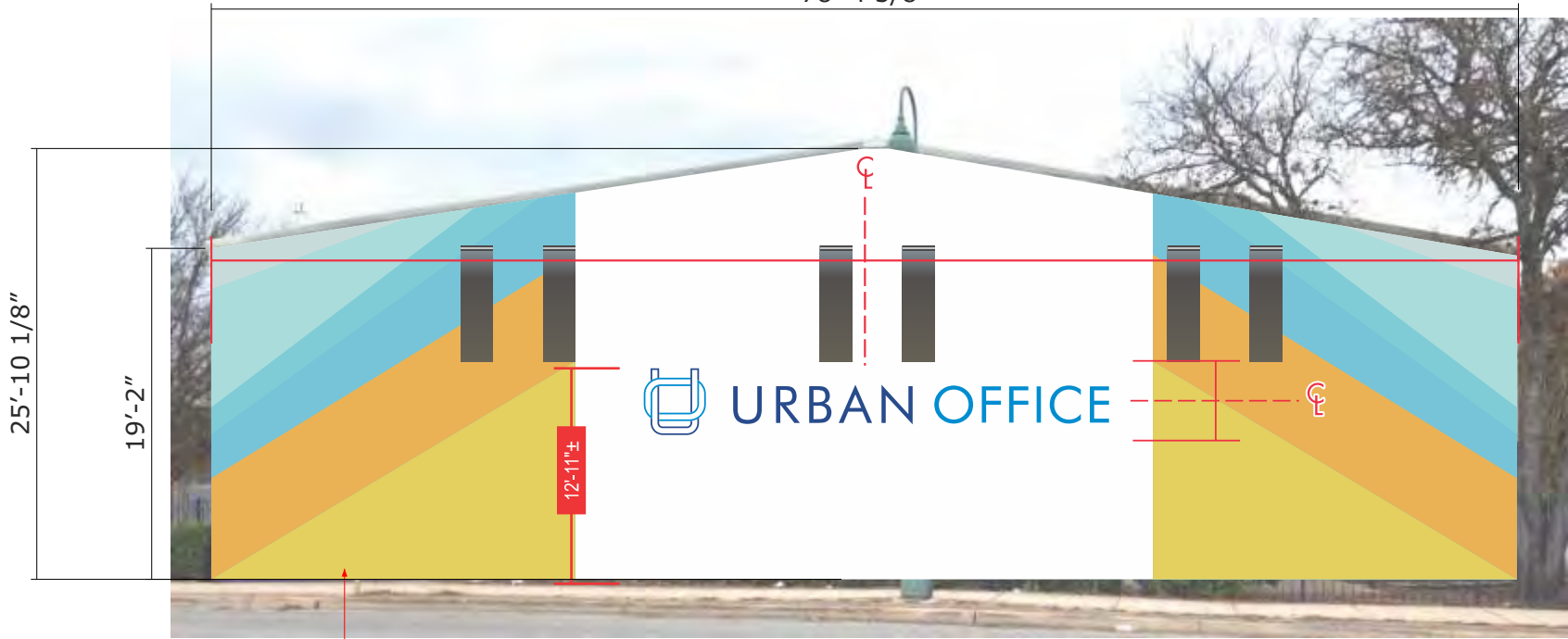
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78'-4 3/8" **EXISTING**



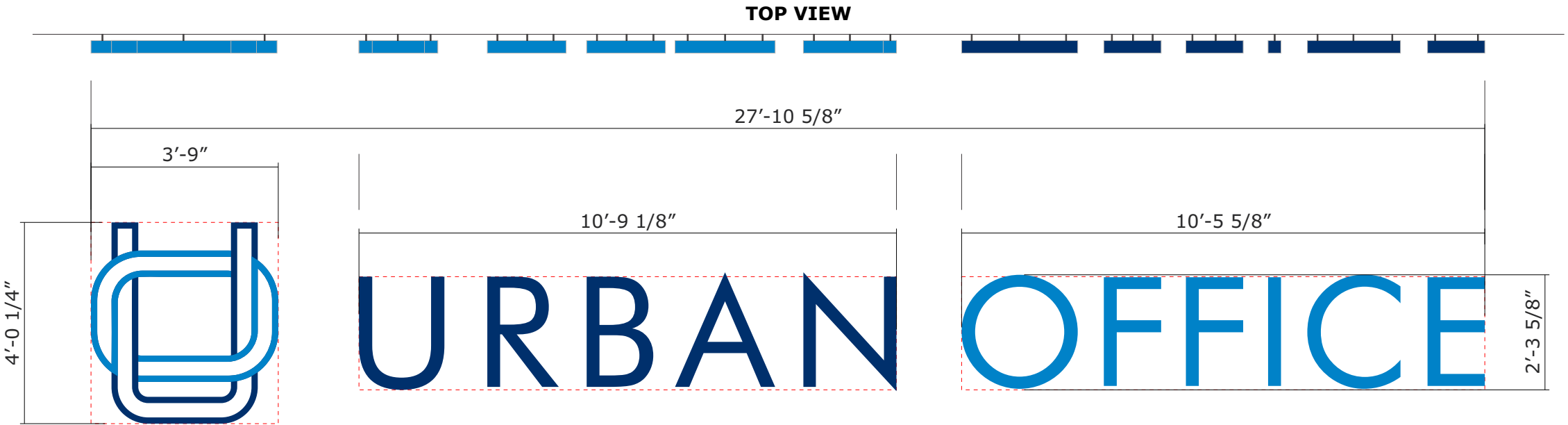
**PROPOSED**

**ELEVATION**

Scale: 3/32" = 1'-0"

CUSTOMER APPROVAL

APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_ / \_\_\_\_ / \_\_\_\_



B

INDIVIDUALLY MOUNTED REV-LIT CHANNEL LETTERS

63 SQFT

QTY: ONE (1)

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

SCOPE OF WORK:

FABRICATE AND INSTALL INDIVIDUALLY MOUNTED REV-LIT CHANNEL LETTERS

URBAN OFFICE

- 3" DEEP REV-LIT CHANNEL LETTERS PAINTED TO MATCH [C1] AND [C2]. INTERNALLY ILLUMINATED W/ WHITE LEDS. MOUNTED 1.5" OFF FACADE.

ICON

- 3" DEEP REV-LIT CHANNEL LETTERS PAINTED TO MATCH [C1] AND [C2]. INTERNALLY ILLUMINATED W/ WHITE LEDS. MOUNTED 1.5" OFF FACADE.

DETAILED SURVEY REQ. PRIOR TO FAB.



CUSTOMER APPROVAL

APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

ILLUMINATED VIEW



PMS 294C



PMS  
PROCESS  
BLUE

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