

## HISTORIC AND DESIGN REVIEW COMMISSION

April 6, 2022

**HDRC CASE NO:** 2022-165  
**ADDRESS:** 102 HEIMAN  
**LEGAL DESCRIPTION:** NCB 679 BLK 1 LOT N IRR 65 FT OF 9  
**ZONING:** D  
**CITY COUNCIL DIST.:** 1  
**DISTRICT:** St Paul Square  
**APPLICANT:** Brandon Ewing/Signarama (Downtown San Antonio)  
**OWNER:** EXECUTIVE REAL ESTATE GROUP LLC  
**TYPE OF WORK:** Temporary signage  
**APPLICATION RECEIVED:** March 08, 2022  
**60-DAY REVIEW:** Not applicable due to City Council Emergency Orders  
**CASE MANAGER:** Jessica Anderson

### REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install a temporary real estate sign 5'x20' and attached to the brick exterior with bolts at 102 Heiman, located within the St Paul Square historic district.

### APPLICABLE CITATIONS:

*Unified Development Code, Section 35-612 – Signs and Billboards*

#### (f) Allowable Signs Not Included in the Total Signage Area.

- (1) Parking lot signs identifying entrances and exits to a parking lot or driveway, but only when there is one-way traffic flow. No more than one (1) sign shall be permitted for each driveway entrance or exit, and no corporate or business logos shall be permitted. Additionally, parking lot signs to identify divisions of the parking lot into sections and to control vehicular traffic and pedestrian traffic within the lot provided that no corporate or business logos shall be permitted. Signs approved under this category shall not be included in the total allowable signage per structure.
- (2) Dates of erection, monumental citations, commemorative tablets, insignia of local, state or federal government, and like when carved into stone, concrete or similar material or made of bronze, aluminum or other permanent type construction and made an integral part of the structure. The maximum size of such sign shall be thirty-two (32) square feet. Signs approved under this category shall not be included in the total allowable signage per structure.
- (3) Information signs of a public or quasi-public nature identifying or locating a hospital, public building, college, parking area, historic area or district, major tourist attraction or similar public or quasi-public activity; and also including signs identifying restrooms or other facilities relating to such places or activities. Signs approved under this category shall not be included in the total allowable signage per structure.
- (4) Incidental signs, including signs designating business hours, decals, street numbers, credit card acceptance and the like provided that the signs are not freestanding, the total of all such signs shall not exceed four (4) square feet for each business, and the signs are non-illuminated. Incidental signs shall not be included in the total allowable signage per structure.
- (5) Real estate signs, advertising the sale, rental or lease of the premises or part of the premises on which the signs are displayed. The maximum sign area shall be eight (8) square feet.

*Unified Development Code, Section 35-678*

#### (j) Allowable Temporary Signs.

If approved, the area of temporary signs shall not be included in the general allowable area for the specified property. No more than one (1) temporary sign will be allowed at any given time. Temporary signs may be approved administratively, shall be non-illuminated, and limited to the following types:

- (1) Construction signs, including those which identify the architects, engineers, contractors and other individuals or firms involved with the construction. Such signs shall be removed upon issuance of a certificate of occupancy. The maximum area of such signs shall be thirty-two (32) square feet, and no more than one (1) sign shall be permitted for each street frontage.

- (2) Political campaign signs announcing the candidates seeking public political office and other information pertinent thereto.
- (3) Signs advertising only the name, time, and place of any fair, festival, bazaar, education seminar or similar event, when conducted by a public agency or for the benefit of any civic, fraternal, religious or charitable cause provided that all such signs shall be removed within twenty-four (24) hours after the last day of the event to which they pertain. The maximum sign area shall be thirty-two (32) square feet.
- (4) Grand opening signs shall be permitted provided that such signs shall not be displayed for more than ten (10) days and the maximum size shall not exceed thirty-two (32) square feet.
- (5) Seasonal decorations displayed between November 20 and January 10, and during the official designated Fiesta time period. Such decorations shall not display the name of a business or shopping center, nor the words "open," "sale," "vacancy" or other similar words or phrases related to the business activity on the premises.
- (6) Change of business name banners/hoods/covers over existing building mounted and freestanding signs while new signs are being manufactured, provided that such sign or signs shall not be displayed for more than eight (8) weeks and shall not exceed the sign area that they are replacing or covering.
- (7) Yard sale signs in a residential district provided that such signs shall be displayed only on the day of the event and on the property holding the event. The maximum sign area shall be eight (8) square feet.
- (8) Special exhibition signs for museums and art galleries provided that the signs are limited to one (1) sign for each building used primarily as a museum or art gallery, the sign shall be placed on the building no earlier than seven (7) days before and removed within twenty-four (24) hours after the last day of the exhibition to which it pertains. Additionally, the maximum signage area per building shall be two hundred (200) square feet, unless additional square footage is approved.
- (9) Promotional signs not exceeding six (6) square feet advertising special events or promotions provided that the signs are properly placed on the property or on the inside of windows and such signs are removed within twenty-four (24) hours after the promoted event is over. Promotional signs may be approved for up to five (5) events per calendar year, with no more than thirty (30) days a year total approved for all qualifying signs or events per property.
- (10) Any special purpose sign not covered above provided that it is removed within thirty (30) days from the date of approval unless otherwise specified. If within the specified period the applicant feels there is a continued need for the special purpose sign the applicant may file a new application to request additional display time. Nongovernmental banners and flags, excluding flags included as elements of an overall streetscape or design plan, are considered special purpose signs under the provisions of this section and are appropriate for advertising and decoration only during special events or celebrations. No permanent advertising may be handled in this way.
- (11) The director of downtown operations may provide written authorization for one (1) approved symbol, logo, or sign to be temporarily placed on chartered watercraft for special events. The sign shall not exceed eight (8) square feet.
- (12) Temporary construction screening shall provide for safe pedestrian access along exposed construction sites. These screens can be temporary art and use graphics to enhance the screen. Such screens shall not use chain link in RIO-3. Temporary construction screens shall contain a project sign which shall not exceed thirty-two (32) square feet. Such project sign shall include the project name, project architect, consultants, general contractor, principal use, and project start and end time.
- (13) Temporary displays are authorized if in accordance with chapter 28 of the City Code of San Antonio, Texas.

### *Historic Design Guidelines, Chapter 6, Guidelines for Signage*

#### 1. GENERAL

##### 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.

#### **FINDINGS:**

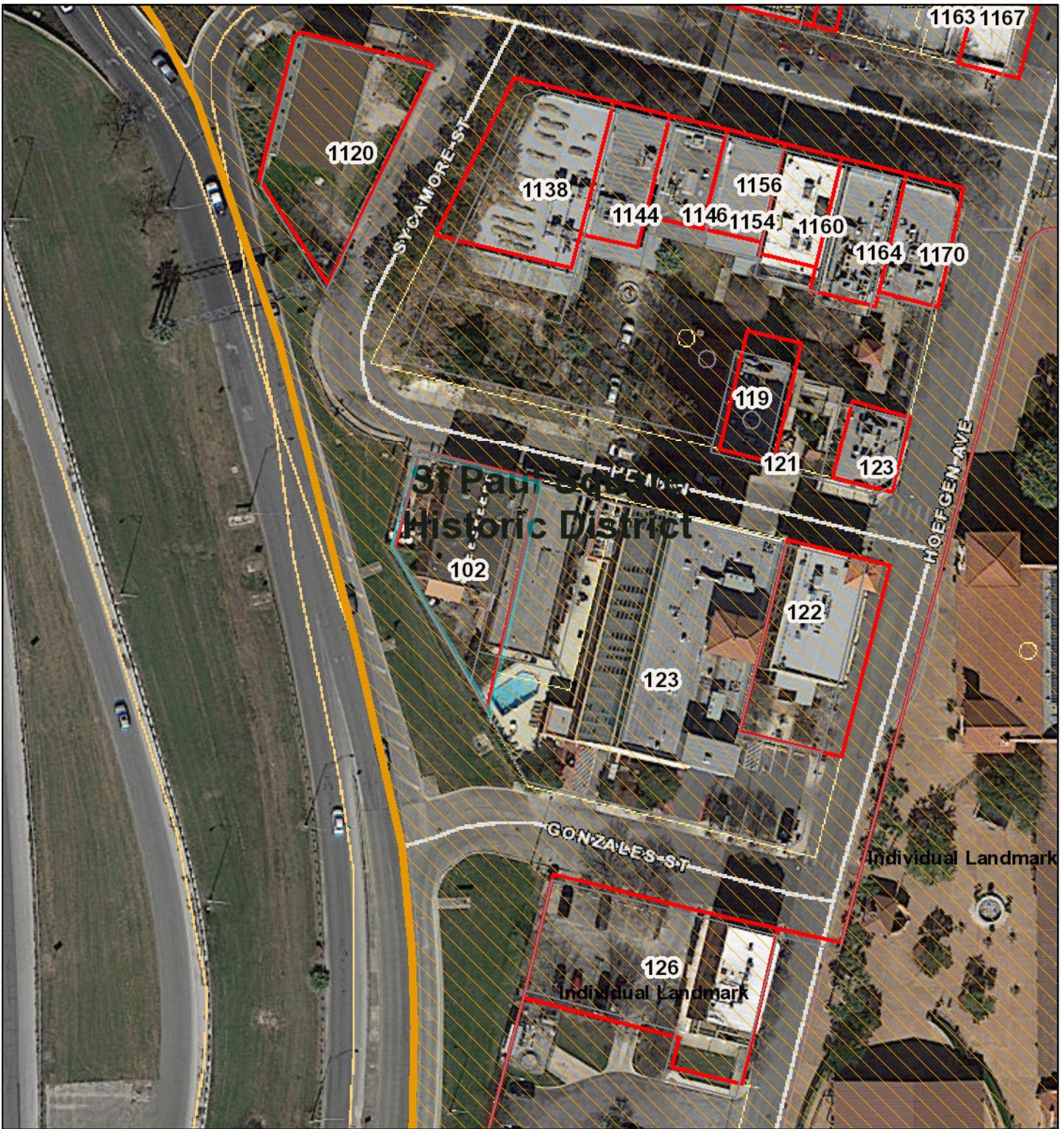
- a. The applicant is requesting a Certificate of Appropriateness for approval to install a temporary real estate sign 5'x20' and attached to the brick exterior with bolts at 102 Heiman, located within the St Paul Square historic district. The proposed signage would face west, toward I-37.
- b. ALLOWABLE SIGNAGE: The UDC Section 35-612(f)(5) and Section 35-678(f)(5) both limit the size of real estate signs to eight (8) square feet. The UDC permits thirty-two (32) square feet for construction signs. Guideline 6.1.D.i suggests choosing a dark background with light lettering to make signs more legible.
- c. WALL BANNERS: The applicant has proposed to install one (1) real estate banner on the west façade of the building to read “FOR LEASE – Executive Real Estate Group – J.E. Aranda 512-750-5690.” The proposed sign will feature an overall width of 5’x20’. As noted in finding b, the UDC recommends real estate signs of only eight (8) square feet in size; however, given the size of the building and its adjacency to the highway, staff finds that additional square footage up to 32 square feet is appropriate.

**RECOMMENDATION:**

Staff recommends approval based on findings a through c with the following stipulations:

- i. That the wall-mounted real estate signage not exceed 32 square feet overall.
- ii. That the signage feature a dark background with white letters.
- iii. That the real estate signage be removed once the vacancy is filled.

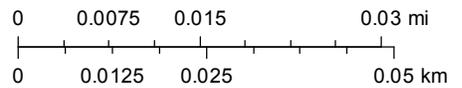
# City of San Antonio One Stop

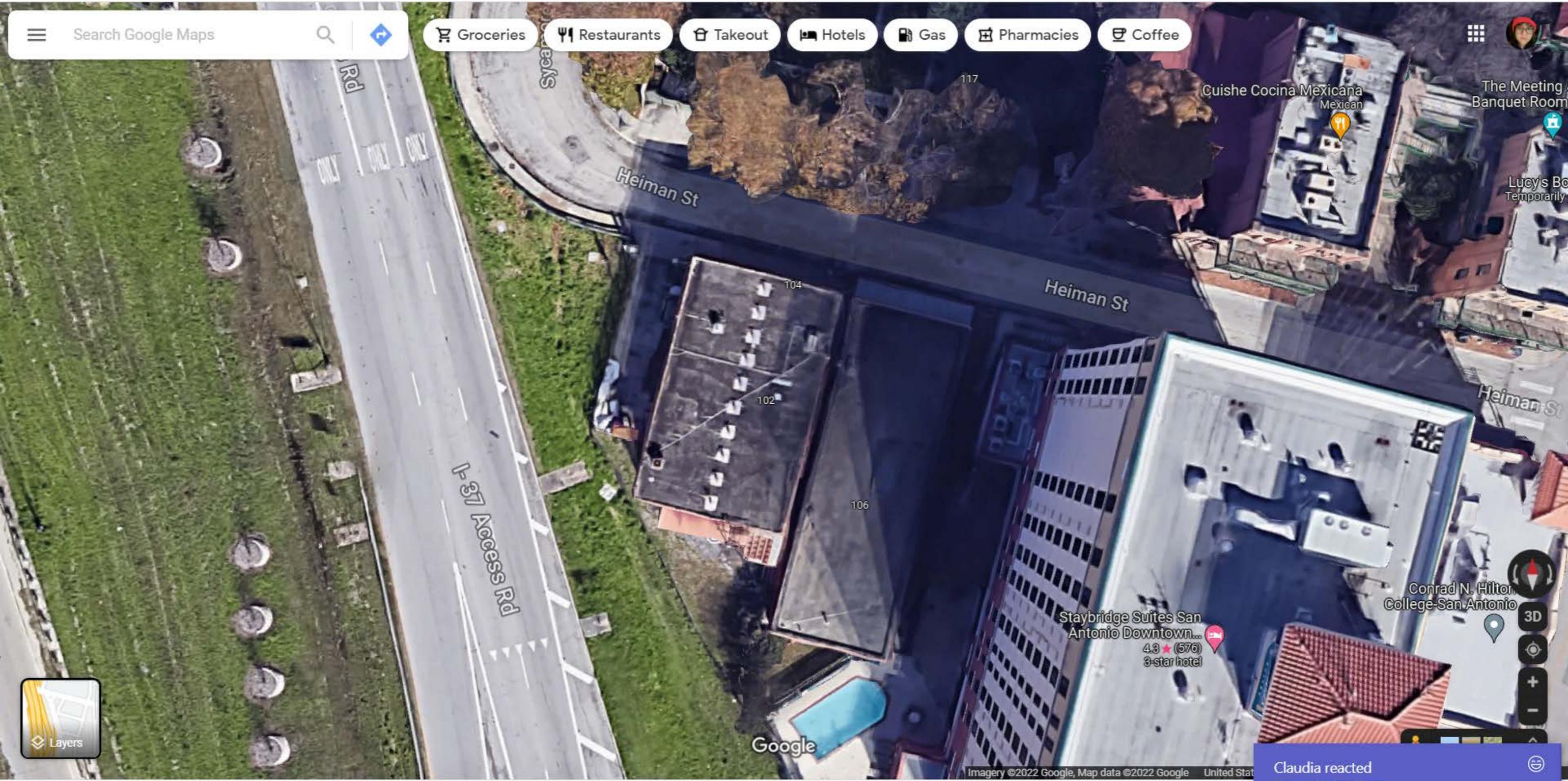


April 1, 2022

1:1,000

- |  |                           |  |                          |
|--|---------------------------|--|--------------------------|
|  | CoSA Addresses            |  | Recorded Plats           |
|  | Community Service Centers |  | Preliminary Plats        |
|  | Pre-K Sites               |  | Historic Landmark Sites  |
|  | CoSA Parcels              |  | Historic Districts       |
|  | BCAD Parcels              |  | CoSA City Limit Boundary |





Claudia reacted  
Design Review Team

Search Google Maps

Groceries Restaurants Takeout Hotels Gas Pharmacies Coffee



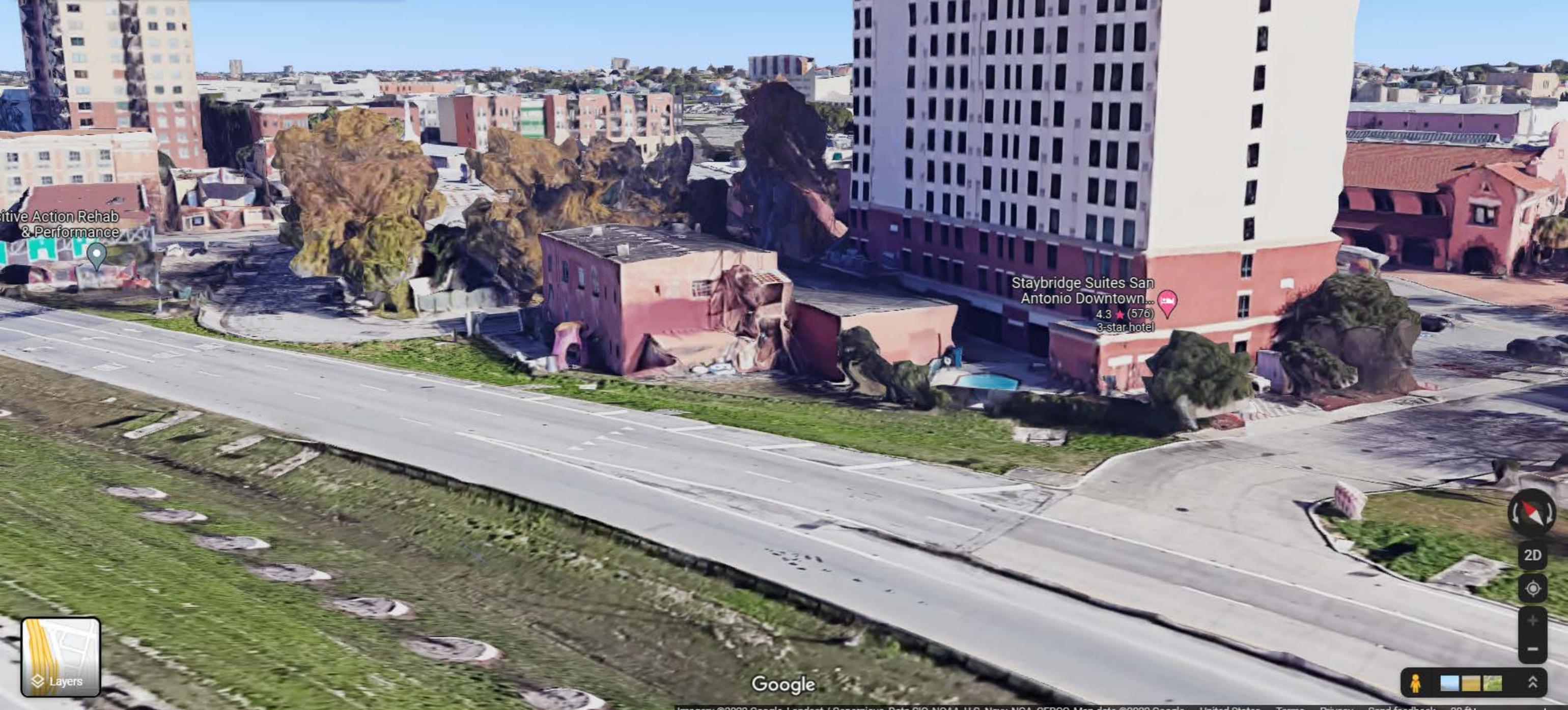
Search Google Maps

Groceries Restaurants Takeout Hotels Gas Pharmacies Coffee



Search Google Maps

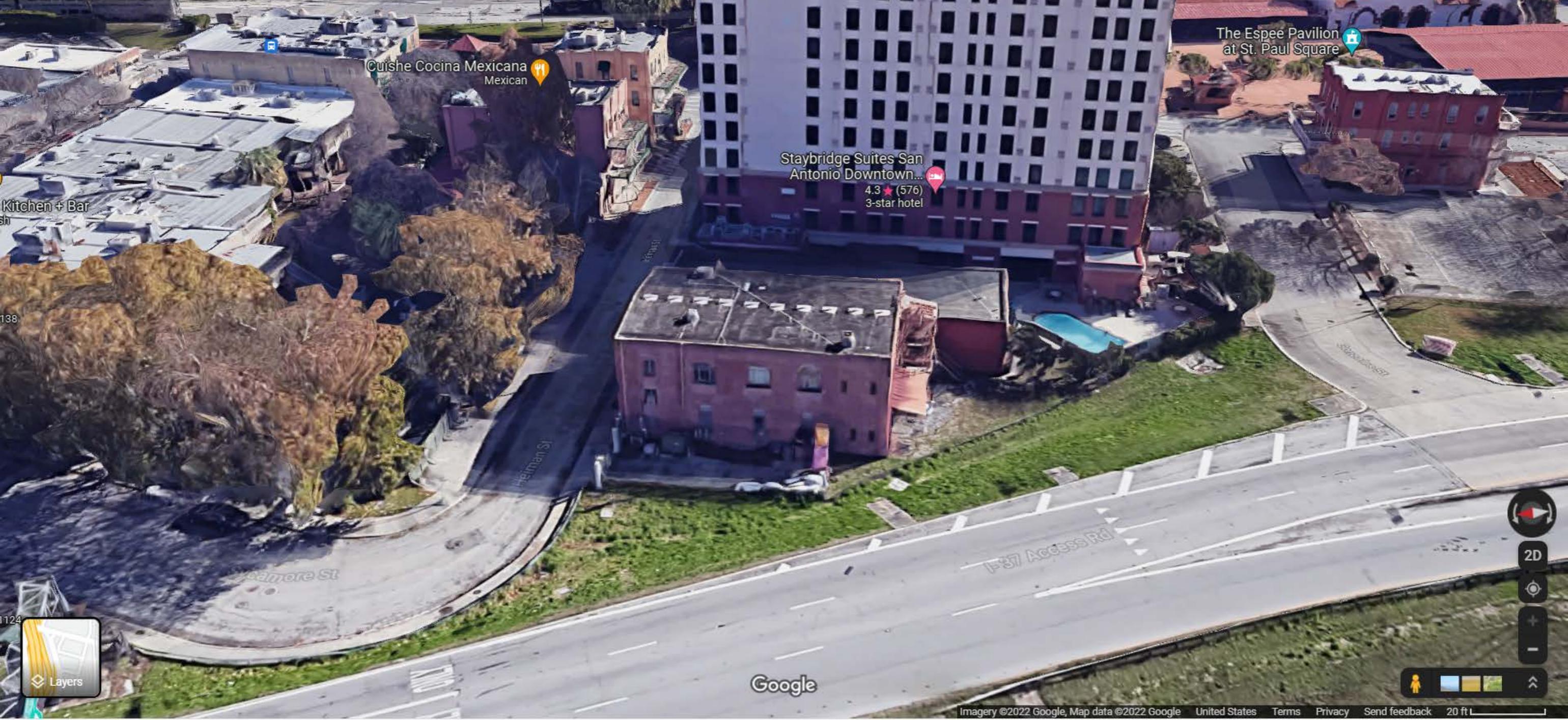
Groceries Restaurants Takeout Hotels Gas Pharmacies Coffee



Google

Search Google Maps

Groceries Restaurants Takeout Hotels Gas Pharmacies Coffee



**TYPE 1**

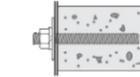
**DIGITAL PRINT  
BANNER**

SCALE: 1" = 12"

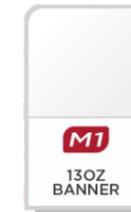
QUANTITY: 1

MANUFACTURE AND INSTALL

- 1** - BANNER :  
13OZ WHITE BANNER MATERIAL // WELDED HEM - ALL SIDES W/ GROMMETS
- 2** - GRAPHICS :  
DIGITAL PRINT GRAPHICS D1
- 3** - INSTALL :  
MOUNT TO BRICK EXTERIOR WITH REQUIRED HARDWARE



3/8" DIA. HILTI HIT ROD FOR USE WITH MASONRY AND BRICK WITH Hy20 ADHESIVE EMBED A MIN. OF 3 3/8"



GROMMETS



WASHERS



TYPE: 1 | SIGN ELEVATION | FRONT VIEW

Client: EXECUTIVE REAL ESTATE GROUP  
 Address: 102 HEIMAN ST  
 Location: SAN ANTONIO, TX 78215  
 Sales: SM Designer: PV

CLIENT SIGNATURE:

X



This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

This design proposal will remain the exclusive property of Signarama until approved and accepted through purchase by client named directly on drawing and may not be duplicated by other parties or design fee will apply. Up to TWO revisions with your purchase. Additional revisions cost \$45 each. Your order will be processed upon receipt of this artwork approval.

Revision:

- RO- DRAWING CREATED
- R1 - SHOW BANNER SMALLER ON BUILDING -PV
- R2 - REVISE DIMENSIONS -PV
- R3 - REVISE DIMENSIONS -PV
- R4 - ADD SCREWS AND WASHERS -PV

R4: 3/10/22

PRF-24222

Sheet: 1 of 2

PAGE SIZE 11" X 17"



**FOR LEASE**  
 Executive Real Estate Group  
 J.E. Aranda 512-750-5690

**DIMENSIONS SHOWN  
 ARE APPROXIMATE**

TYPE: 1 | SIGN ELEVATION | PROPOSED VIEW

Client: EXECUTIVE REAL ESTATE GROUP  
 Address: 102 HEIMAN ST  
 Location: SAN ANTONIO, TX 78215  
 Sales: SM Designer: PV

CLIENT SIGNATURE:

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R4: 3/10/22

PRF-24222

Sheet: 2 of 2

PAGE SIZE 11" X 17"