

# HISTORIC AND DESIGN REVIEW COMMISSION

April 05, 2023

**HDRC CASE NO:** 2023-098  
**ADDRESS:** 4002 ROOSEVELT AVE  
**LEGAL DESCRIPTION:** NCB 7464 BLK 2 LOT 1 HARLANDALE MEMORIAL STADIUM SUBD.  
**ZONING:** I-1, H  
**CITY COUNCIL DIST.:** 3  
**DISTRICT:** Mission Historic District  
**APPLICANT:** Jennifer Starnes/Generation Signs, Inc.  
**OWNER:** Harlandale ISD  
**TYPE OF WORK:** Installation of a monument sign  
**APPLICATION RECEIVED:** March 15, 2023  
**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 install a monument sign at 4002 Broadway, the location of Harlandale Memorial Stadium.

## APPLICABLE CITATIONS:

*Mission Historic District Design Manual, Guidelines for Signage*

### 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.

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

### 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.

#### **FINDINGS:**

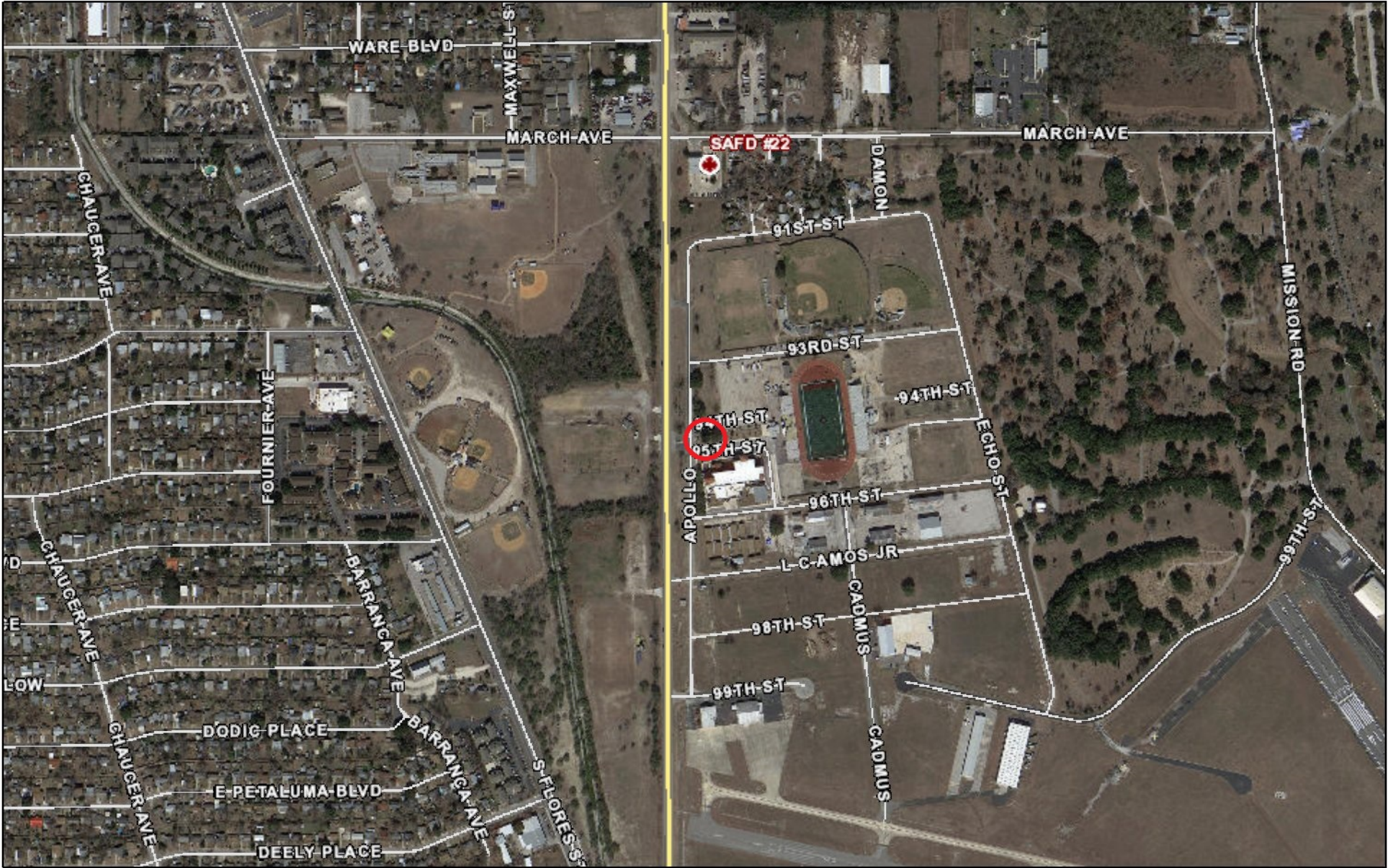
- a. The applicant is requesting a Certificate of Appropriateness for approval to install a monument sign at 4002 Broadway, the location of Harlandale Memorial Stadium. The proposed sign will be located at the northwest corner of an existing landscape island adjacent to the right of way at Apollo Street. Per the submitted signage documents, the proposed sign will feature an overall height of approximately 7’ – 6”.
- b. MONUMENT SIGN (Height) – The Mission Historic District Design Manual, Guidelines for Signage notes that monument signs should have a horizontal orientation, should be constructed with a decorative stone base, should feature no more than 50 square feet in sign area and should not exceed five (5) feet in height. Staff finds that the proposed monument sign should be reduced in height to be between the recommended five (5) feet in height and six (6) feet in height. The Historic District Guidelines, Guidelines for Signage permit up to six (6) feet in height.
- c. MONUMENT SIGN (Design) – The Mission Historic District Design Manual, Guidelines for Signage notes that monument signs should feature decorative, stone bases and should not feature backlighting. Given this sign’s location within the school campus, staff finds its all-aluminum construction and backlighting to be appropriate. Staff finds that the proposed sign will not negatively impact historic structures or resources within the vicinity.

#### **RECOMMENDATION:**

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

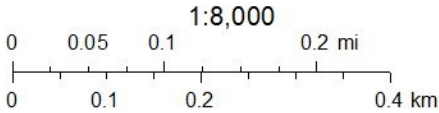
- i. That the total height of the sign be reduced to between five (5) and six (6) feet in height.
- ii. That digital sign components are not used at any time.

City of San Antonio One Stop



March 30, 2023

- Community Service Centers
- BCAD Parcels
- Pre-K Sites





INDIANS

10  
20  
30  
40  
50  
40  
30  
20  
10

COWBOYS



Harlandale  
Memorial Stadium

STEM Early College  
High School

Apollo St

93rd St

93rd St

95th St

95th St

Apollo St

Buto St

Buto St

96th St

96th St

536

Roosevelt Ave

Roosevelt Ave

Texas M3 Ranch

LITTLE  
COWBOYS  
FIELD

94th St

Bild

↑ Fußball  
6100

+





- ID Panel (Backlit)  
3' high x 9.42' wide
- Message Display  
GS6-32x140-19.8-RGB  
2.58' high x 9.42' wide
- Aluminum Shrouded  
Support Base  
2' high x 9.42' wide

PRODUCTION READY ARTWORK NEEDED FOR:

*H logo*

02/15/2023 (Rev 0) Concept Harlandale Sports Complex\_TX Entrance GS6-32x140-19.8-RGB (2)

**HARLANDALE SPORTS COMPLEX** SAN ANTONIO, TX

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