

HISTORIC AND DESIGN REVIEW COMMISSION

May 17, 2023

HDRC CASE NO: 2023-143
ADDRESS: 1123 SE MILITARY DR
LEGAL DESCRIPTION: NCB 7676 BLK LOT 38 (MISSION MERCADO)
ZONING: C-2, H
CITY COUNCIL DIST.: 3
DISTRICT: Mission Historic District
APPLICANT: Mark Walle/Dutch Bros
OWNER: Greg Vasquez/RBY 3 PROPERTY MANAGEMENT LLC
TYPE OF WORK: Signage
APPLICATION RECEIVED: May 04, 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 signage throughout the site and on the building's facades.

The applicant has noted a pylon sign in the application documents. This sign is prohibited by code within a local historic district and cannot be included in this request.

APPLICABLE CITATIONS:

Mission Historic District Design Manual, Guidelines for Signage

A. GENERAL

- i. Provision* — Signage in the Mission Historic District should adhere to the Historic Design Guidelines unless amended by the following provisions for signage in this section of the Mission Manual.
- ii. Sign types* — Use sign types that are appropriate to the character and context of the area principally along the Mission Historic District Primary Road Corridors. Sign types that are not listed as a preferred type in the table below will be considered on a case by case basis.

B. PAINTED SIGNS

- i. Paint Colors* — Brightly painted buildings are acceptable within the historic district in accordance with common cultural traditions but must be approved on a case by case basis. Provide the HDRC with a description of the design concept, drawings of the proposed painting, and color samples. Painting should express the historic district's regional cultural theme. Brightly painted buildings must have surfaces such as masonry or stucco capable of accommodating heavy layering of paint over time. In general, buildings with wood exteriors are not considered appropriate for heavy and repeated commercial painting.
- ii. Masonry Buildings* — Historic masonry buildings of brick or stone that are currently unpainted should not be painted. Signage can be painted onto masonry buildings that have been previously painted.
- iii. Lettering* — Painted content including lettering and graphics may be included in the overall painting scheme. The area of lettering and graphics should comply with the allowable size standards for wall mounted signs.
- iv. Murals* — Painted murals on the blank side walls of existing buildings are generally acceptable as a form of public art. Murals are similar to painted masonry signs and are a means of enlivening the streetscape. Painted buildings, signage, and murals should be painted by professional artists experienced in mural design and execution. Masonry paint specifically made for the building surfaces and exterior conditions should be used. Signage and branding within murals will contribute to the overall signage square footage.
- v. Painted Window Signs* — Painted window signs are acceptable within the historic district in accordance with common cultural and community traditions. Painted window signs should relate to the primary historic structure and/or existing branding in their color and art style. Painted window signs may include the business name, artful depictions of products and services, slogan branding, and/or seasonal decor. Painted window signs should be well maintained and reapplied as necessary. Signage and branding within windows will contribute to the overall signage square footage.

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.

D. LIGHTING

- i. Indirect Lighting* — Use of indirect or concealed lighting of sign surfaces where the source of lighting is not visible to observers is encouraged. Light fixtures providing indirect lighting to a sign surface, awning, or portion of the building may be observable and should be of high quality, for exterior use and exposure, and considered part of the overall design of the sign and the facade.
- ii. Surface Wall-Neon Lighting* — Surface wall mounted, projecting, and window neon signs are appropriate for use particularly when of high quality and artistic design. Neon lighting, when used, should be incorporated as an integral architectural element of the building.
- iii. Lighting of Freestanding Signs* — Externally light freestanding signs using landscape lighting or gooseneck lighting.

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 applicant is requesting a Certificate of Appropriateness for approval to install building and site signage on the previously approved new construction at 1123 SE Military, located within the Mission Historic District.
- b. PREVIOUS REVIEW – The proposed new construction at 1123 SE Military was approved by the Historic and Design Review Commission on May 3, 2023. At that hearing, the applicant postponed the request for review of signage.
- c. ALLOWABLE SIGNAGE – The Historic Design Guidelines and Unified Development Code recommends one major and two minor signs per application, not to exceed fifty (50) square feet total. The Commission may approve additional signage and square footage.
- d. WALL SIGNS (Text) – The applicant has proposed to install three (3) wall signs to read “Dutch Bros Coffee”. The proposed signs will feature internally illuminated cabinets and channel letters with acrylic faces. Each wall sign will feature approximately thirty (30) square feet in size. Per the Mission Design Manual and Historic Design Guidelines, signs should feature external or indirect lighting and should feature metal sign faces. Lighting should not result in internally glowing cabinets. Staff finds that the proposed signage should be amended to be consistent with the Guidelines and Mission Design Manual regarding design and lighting. Staff finds that signage should be reduced to one building façade.
- e. WALL SIGNS (Windmill) – The applicant has proposed to install three (3) cabinet signs in the shapes of windmills. The proposed signs will feature approximately eighteen (18) square feet each and will be internally illuminated with acrylic faces. Per the Mission Design Manual and Historic Design Guidelines, signs should feature external or indirect lighting and should feature metal sign faces. Lighting should not result in internally glowing cabinets. Staff finds that the proposed signage should be amended to be consistent with the Guidelines and Mission Design Manual regarding design and lighting. Staff finds that signage should be reduced to one building façade.
- f. MONUMENT SIGN – The applicant has proposed to install a monument sign to the immediate south of the proposed new construction. The proposed sign will feature an overall height of six (6) feet, an overall width of eight (8) feet, will feature a total size of ninety-six (96) square feet in size, including both sides, and will an aluminum sign face with back lit letters. The Mission Design Manual notes that monument signs should not exceed fifty (50) square feet in size, including both sides (five feet in width and height, per side), should not exceed five (5) feet in height and should be lit be indirect or concealed lighting. Staff finds the installation of the monument sign to be appropriate as there are no other proposed monument signs within this development; however, staff finds that the applicant should reduce the size of the proposed monument sign to be consistent with the Mission Design Manual.
- g. DIRECTIONAL/INCIDENTAL SIGNAGE – The applicant has proposed a number of both directional and incidental signage on site to include vehicular directional signage, menu boards and address numbers. Staff finds these signs to be appropriate.

RECOMMENDATION:

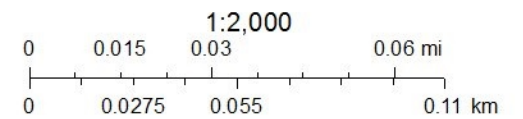
Staff recommends approval of the installation of signage with the following stipulations. Revised signage documents should be provided to OHP staff prior to the issuance of a Certificate of Appropriateness for signage and permitting.

- i. That the applicant reduce the proposed wall signage to feature signage on only one façade or reduce the overall size of signage to not exceed more than fifty (50) square feet, per façade. This would require amendments to signage as currently proposed for the right and front facades. All wall signage should feature metal sign faces with indirect or halo illumination.
- ii. That the applicant reduce the overall size of the monument sign to feature a height of no more than five (5) feet and no more than twenty-five (25) square feet per side.

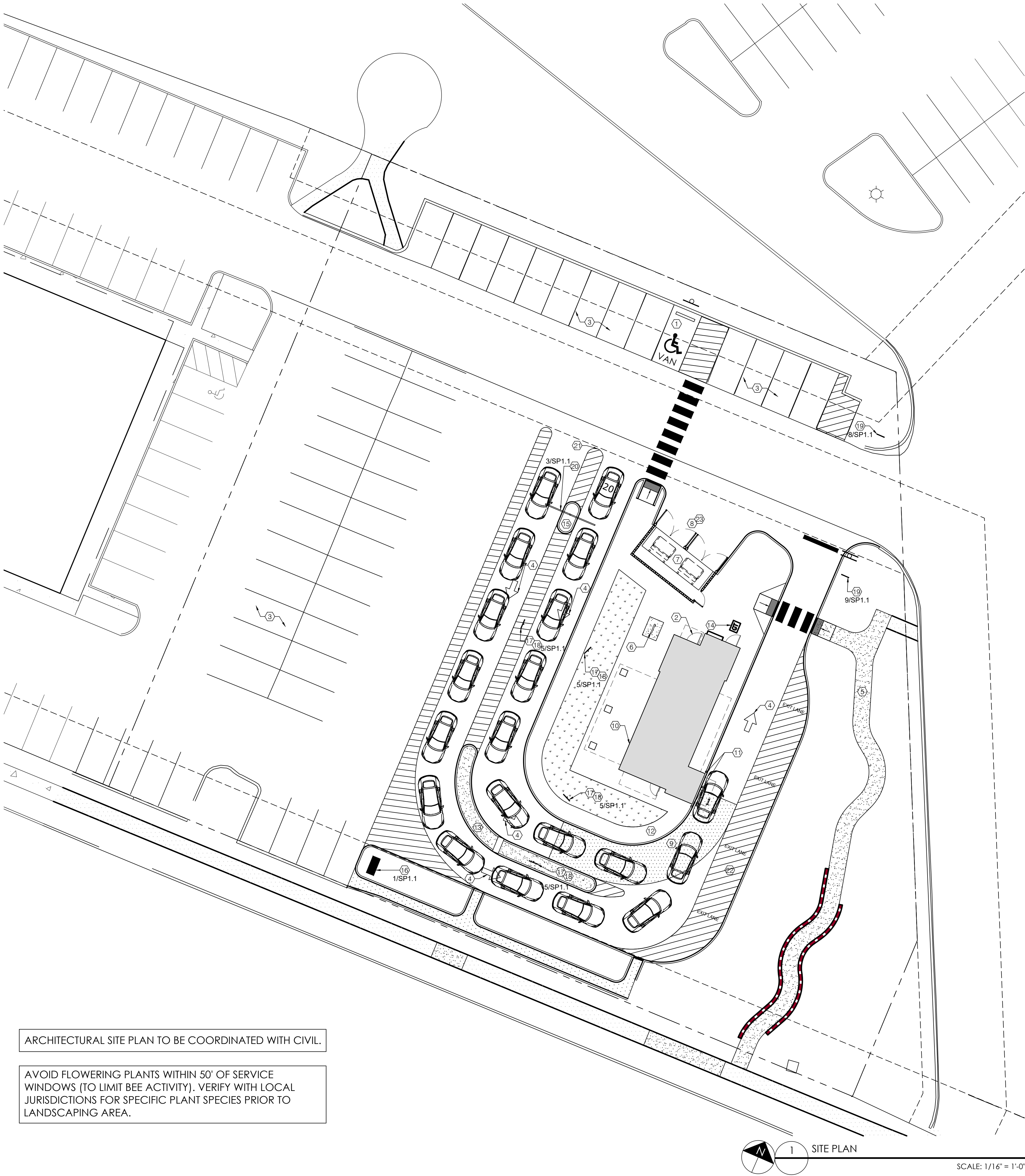
City of San Antonio One Stop



April 27, 2023



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SITE PLAN KEYNOTES:

1. ACCESSIBLE VAN PARKING STALL W/ ACCESSIBLE PARKING ONLY SIGN
2. ACCESSIBLE HARDWARE AND CLEARANCES REQUIRED
3. PARKING STALL, TYPICAL (18' X 9') OR AS REQUIRED BY LOCAL JURISDICTION
4. DIRECTIONAL PAINT, AS REQUIRED
5. ACCESSIBLE ROUTE FROM PUBLIC ROW
6. BIKE RACK LOCATION, AS REQUIRED BY LOCAL JURISDICTION
7. TRASH ENCLOSURE, 24'X12' MIN. OR AS REQUIRED BY LOCAL JURISDICTION, W/ LOCKING GATES. REFER TO SHEETS A9.0-A9.1 FOR DETAILS; COORD. W/ LOCAL REFUSE SERVICE PROVIDER FOR MIN. REQUIREMENTS AND CLEARANCES
8. TRASH LOADING ZONE. COORDINATE APPROACH AND ORIENTATION OF TRASH ENCLOSURE W/ LOCAL REFUSE SERVICE PROVIDER
9. CONCRETE PAD AT DRIVE-THRU WINDOW; DRIVE-THRU CONC. PAD: MIN. 60' IN LENGTH, UNLESS NOTED OTHERWISE
10. WALK-UP SERVICE WINDOW
11. 6" BOLLARD W/ DB BOLLARD COVERS, BOLLARD LOCATIONS VARY FOR INDIVIDUAL STORE DESIGNS; SEE FLOOR PLANS
12. CONC. "RUNNERS" SIDEWALK, MIN. 5' WIDE ON DRIVERS SIDE OF DRIVE AISLE
13. CONC. MEDIAN, MIN. 5' WIDE
14. PREFERRED GREASE INTERCEPTOR LOCATION, IF REQUIRED BY LOCAL JURISDICTION
15. PROVIDE 2" CONDUIT W/ PULL STRING TO CHRISTY BOX FOR FUTURE DRIVE-THRU SENSORS.
16. MONUMENT / POLE SIGN, BY OTHERS, FACING MAIN STREET, REFERENCE SHEET SP1.1
17. POLE MOUNTED STATIC BACKLIT LED MENU BOARD, BY OTHERS, PROVIDE POWER AND DATA IN WEATHERPROOF J-BOX, REFERENCE SHEET SP1.1
18. PROVIDE 2" CONDUIT W/ PULL STRING TO CHRISTY BOX, FOR FUTURE DIGITAL MENU BOARD UPGRADE
19. POLE MOUNTED DIRECTIONAL SIGNAGE, BY OTHERS, REFERENCE SHEET SP1.1
20. CLEARANCE BAR, BY OTHERS, REFERENCE SHEET SP1.1
21. PAINT STRIPING, 10' BEFORE AND AFTER CONCRETE MEDIAN, STRIPES: 4" WIDE, 24" O.C., SAFETY WHITE
22. EXIT LANE W/ STRIPPING, STRIPES 4" WIDE, 24" O.C., SAFETY WHITE
23. 20'-0" CONCRETE APRON AT TRASH ENCLOSURE. REF: A9.0



ARCHITECTURE • PLANNING • INTERIORS
8828 N. STEMMONS FREEWAY
SUITE 500
DALLAS, TX 75247
TEL: 214-922-8012
PROJECT NUMBER: 2235056



Project No: TX6402
Dutch Bros Coffee - New Freestanding Store
1123 SE Military Dr
San Antonio, TX 78214
for: Dutch Bros Coffee
110 SW 4th St.
Grants Pass, OR 97526

ISSUED FOR PERMIT
REVIEW AND
CONSTRUCTION:
02.20.2023

| REV. | DATE: | DESCRIPTION: |
|------|-------|--------------|
| | | |

SHEET NAME:

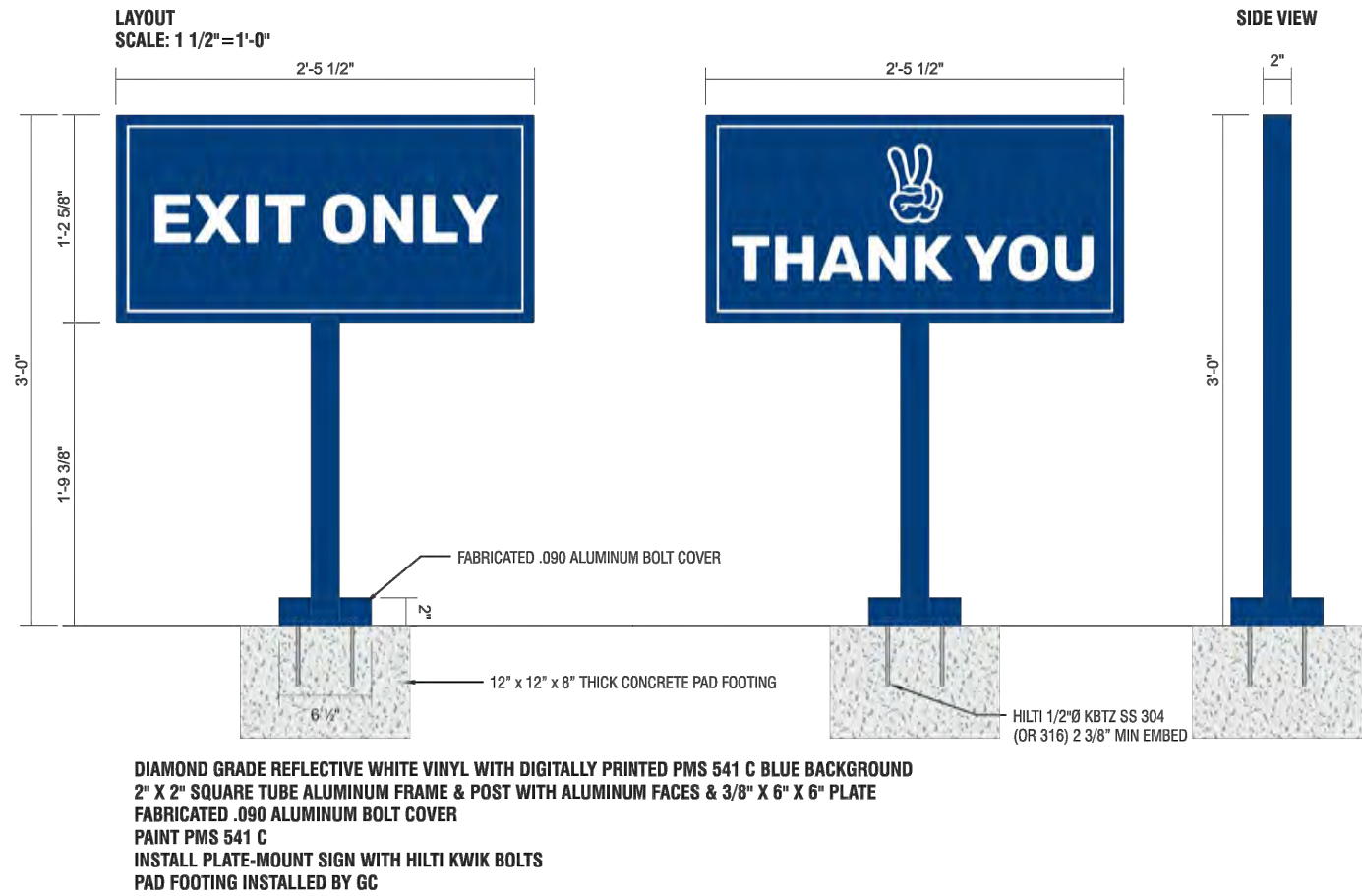
ARCHITECTURAL SITE
PLAN

SHEET NUMBER:

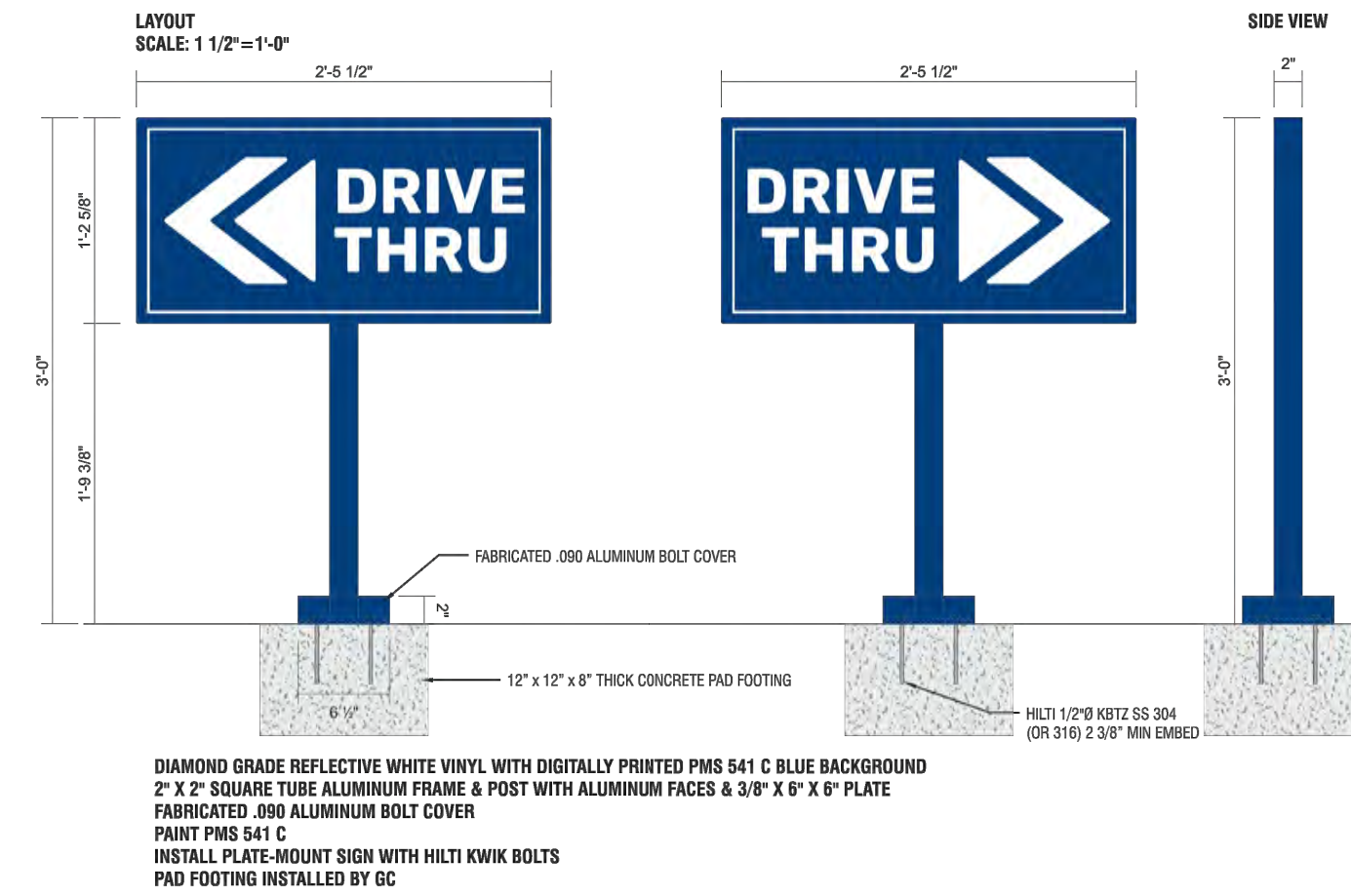
SP1.0

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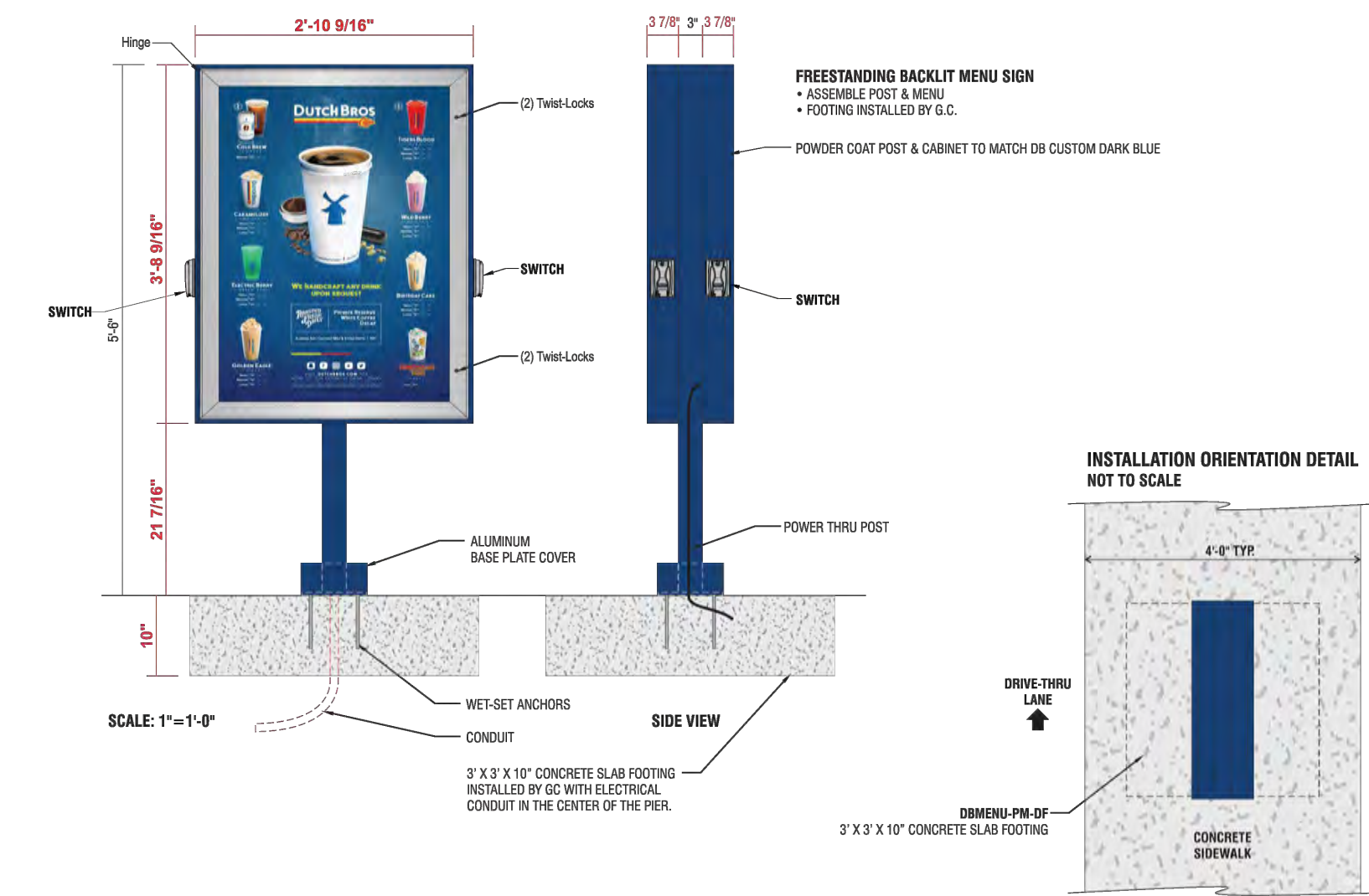
Notes: 1. MENU AND MONUMENT SIGNS BY OTHER. 2. FOOTINGS FOR SIGNS ARE TO BE VERIFIED BY LICENSED STRUCTURAL ENGINEER AND FOR LOCAL CODES SOIL CONDITIONS.



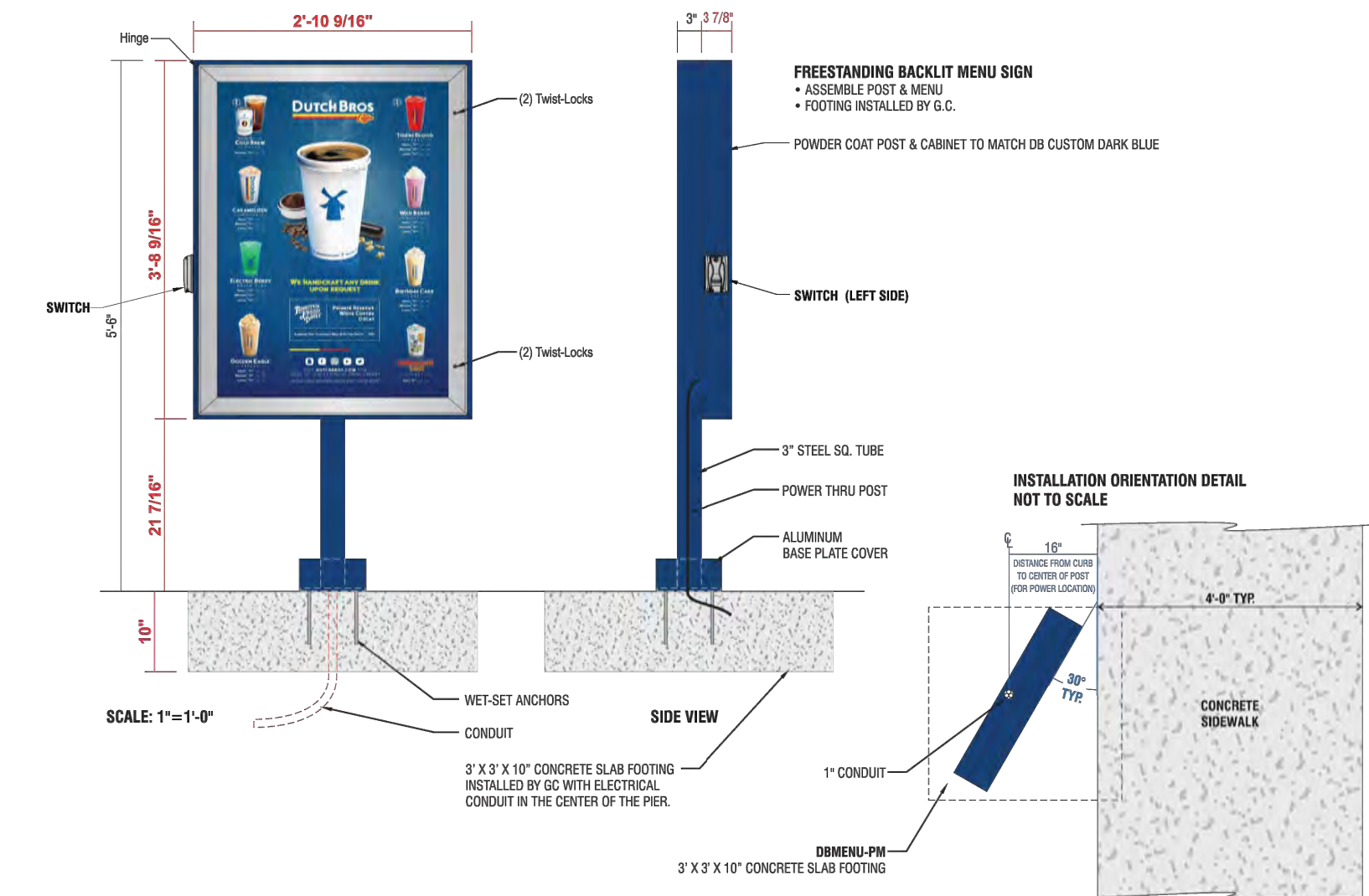
9 DIRECTIONAL SIGN BY OTHERS - REFERENCE ONLY
NOT TO SCALE



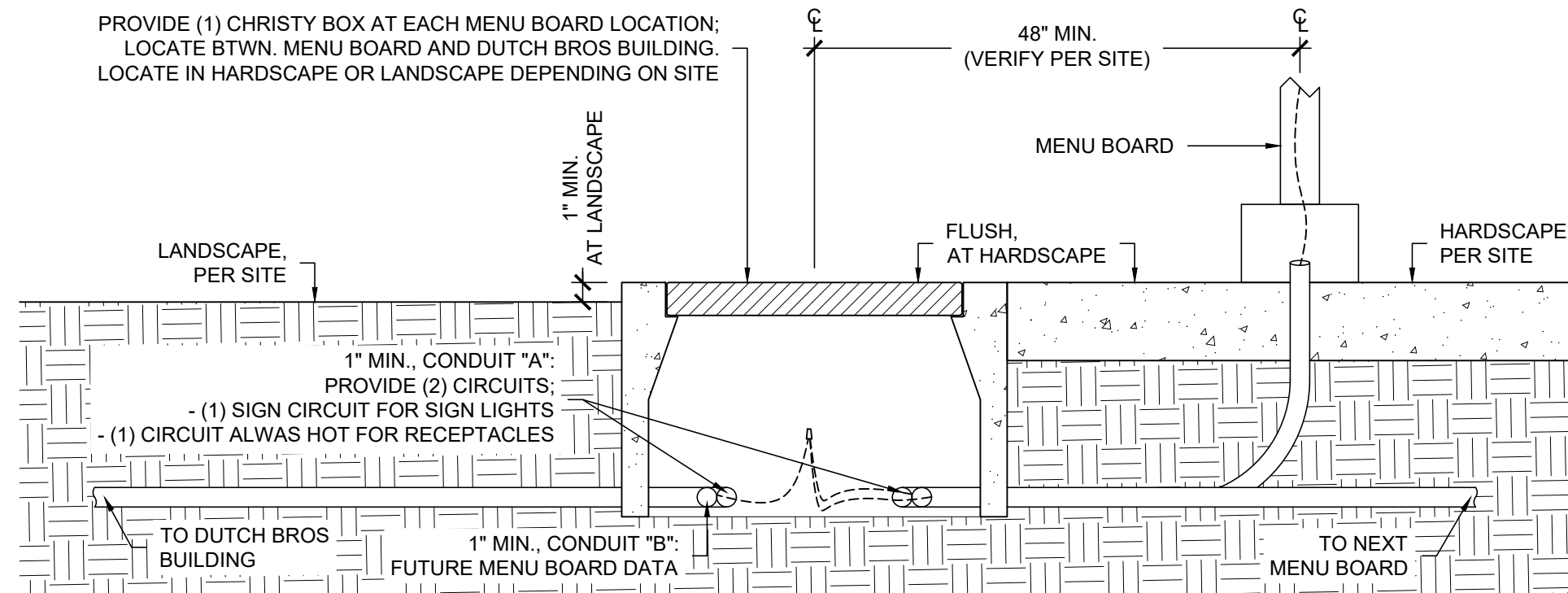
8 DIRECTIONAL SIGN BY OTHERS - REFERENCE ONLY
NOT TO SCALE



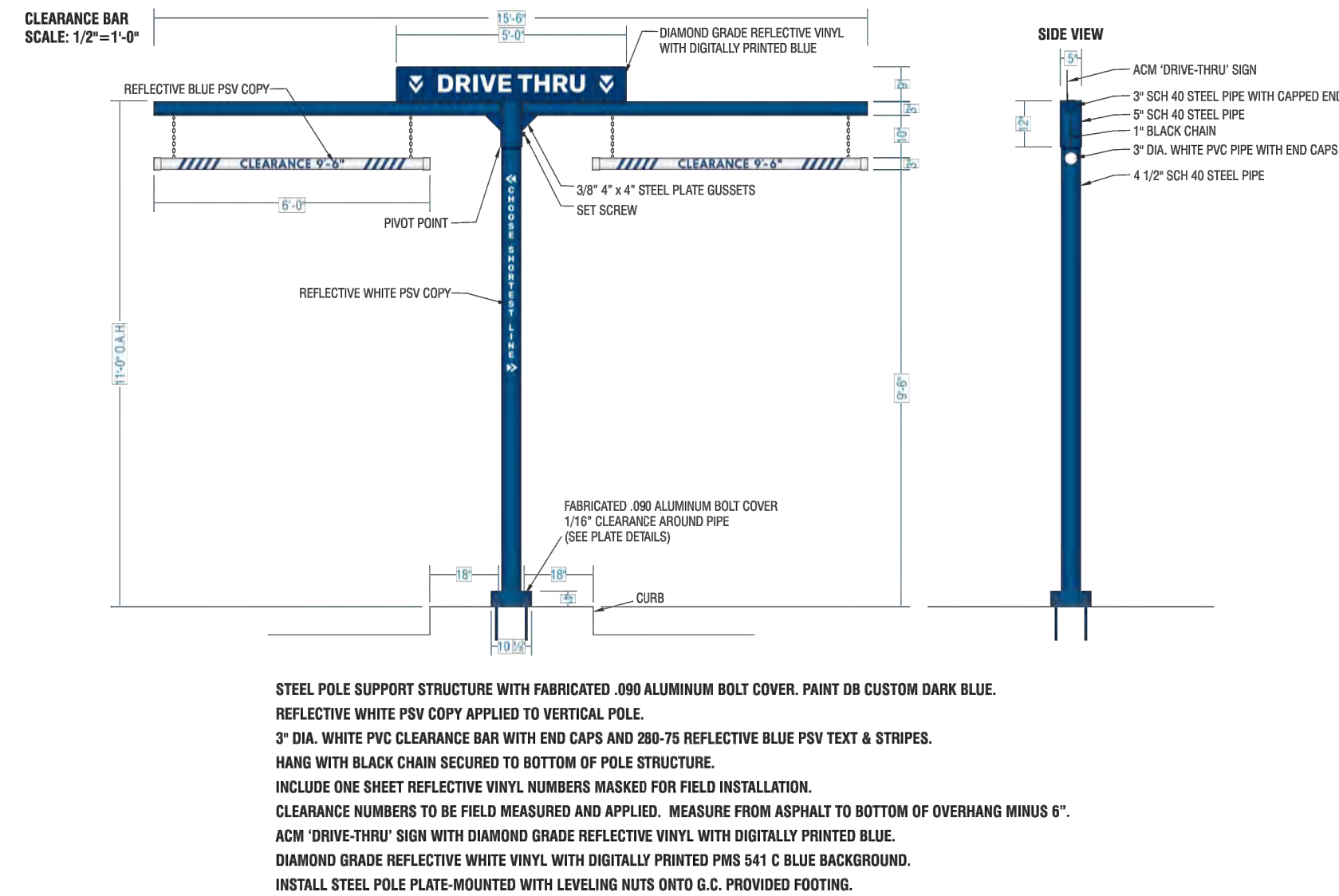
6 MENU BOARD - DOUBLE, BY OTHERS - REFERENCE ONLY
NOT TO SCALE



5 MENU BOARD - SINGLE, BY OTHERS - REFERENCE ONLY
NOT TO SCALE



4 MENU BOARD & CHRISTY BOX DETAIL - REFERENCE ONLY
NOT TO SCALE

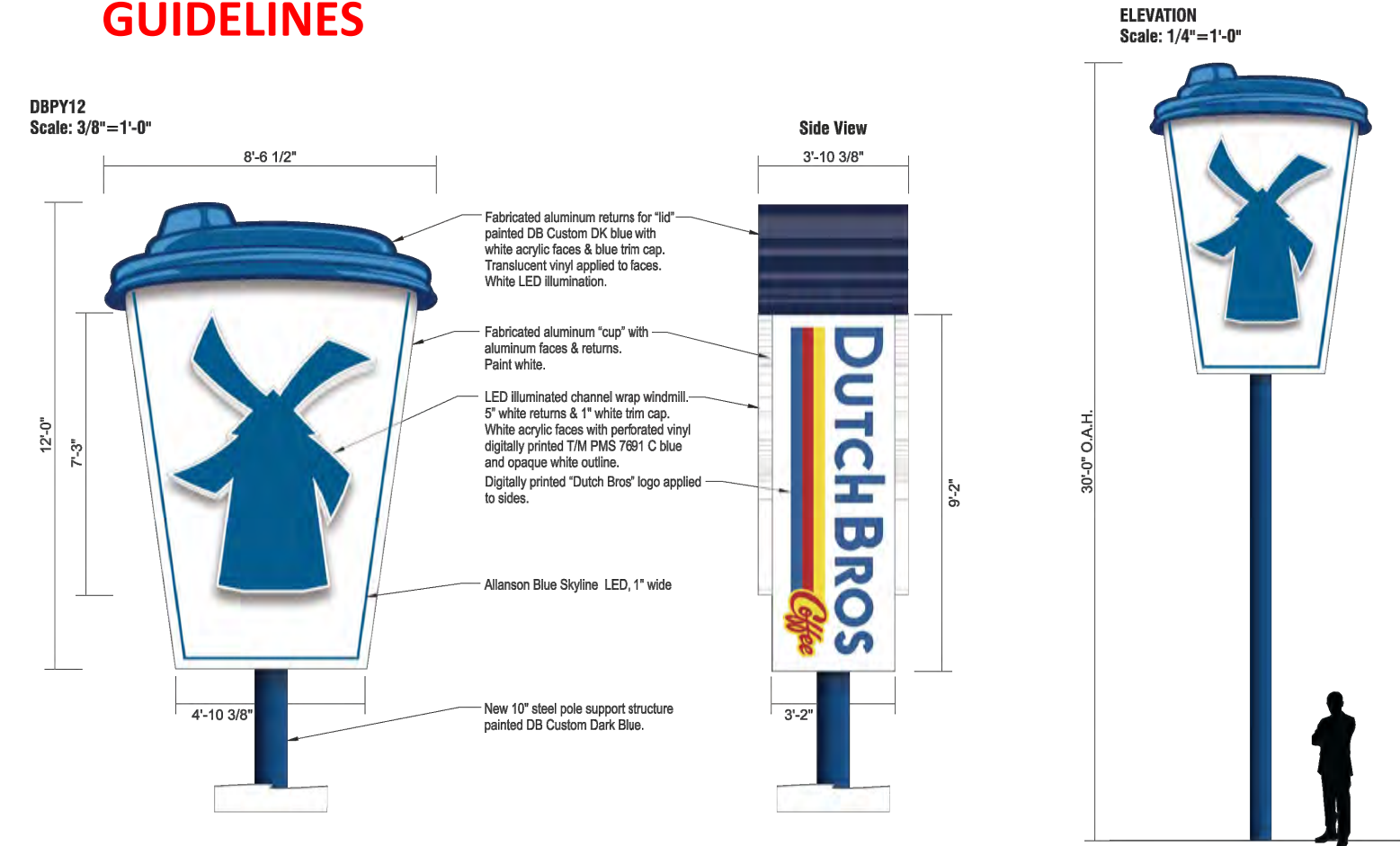


3 CLEARANCE BAR BY OTHERS - REFERENCE ONLY
NOT TO SCALE



2 MONUMENT SIGN BY OTHERS - REFERENCE ONLY
NOT TO SCALE

PYLON/POLE SIGNS ARE PROHIBITED BY THE GUIDELINES



1 PYLON SIGN PLAN BY OTHERS - REFERENCE ONLY
NOT TO SCALE



ARCHITECTURE • PLANNING • INTERIORS
8828 N. STEMMONS FREEWAY
SUITE 500
DALLAS, TX 75247
TEL: 214-922-8012
PROJECT NUMBER: 2235056



Project No: TX6402
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REV: DATE: DESCRIPTION:

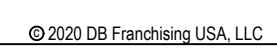
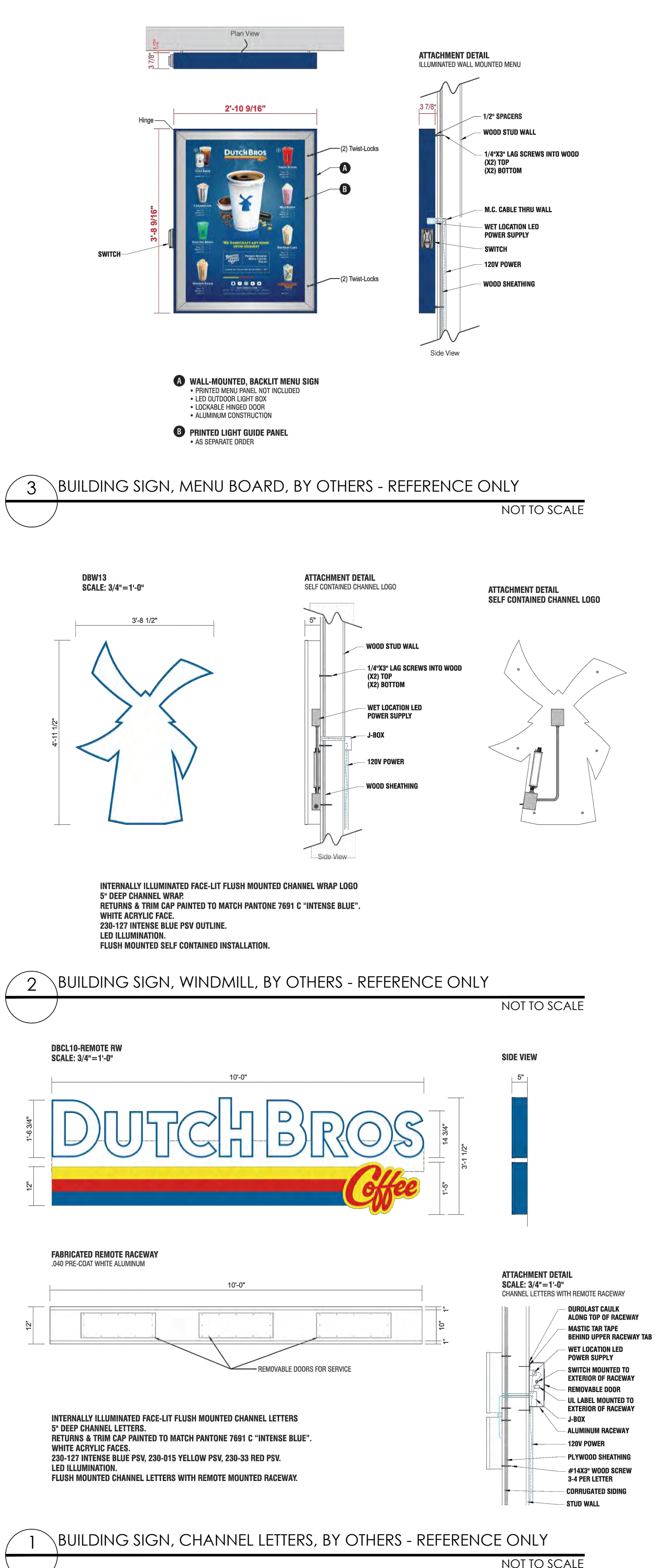
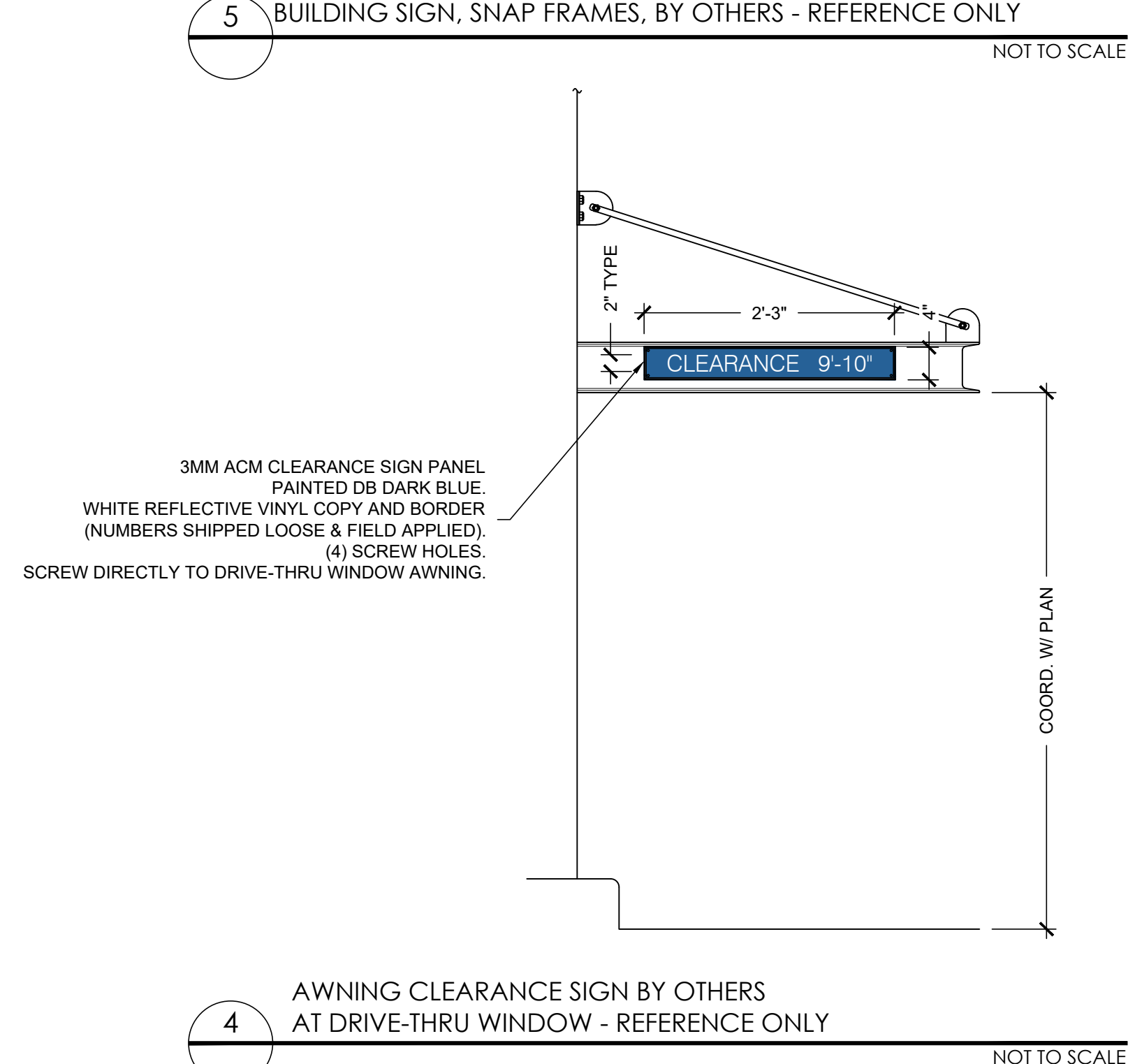
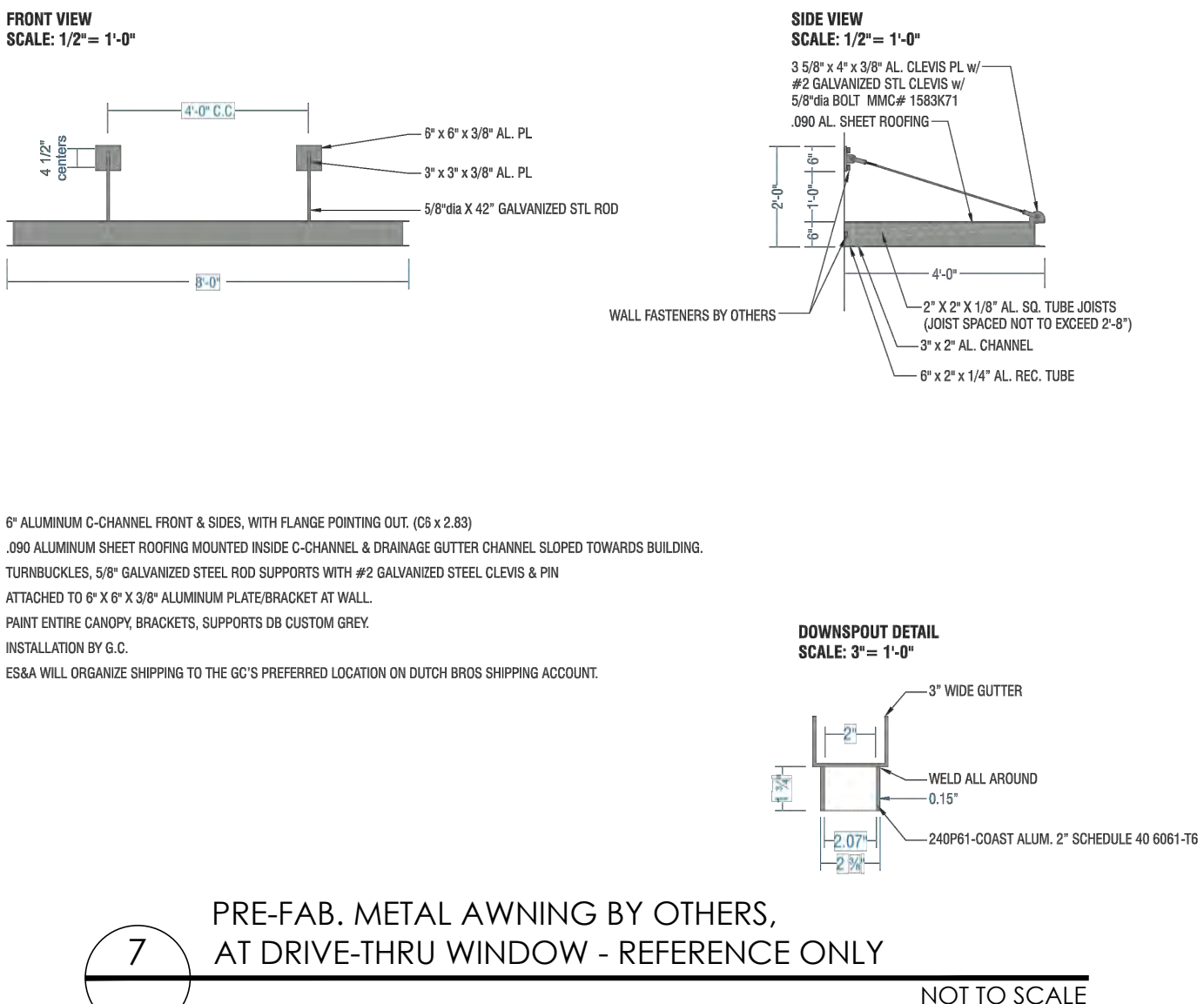
SHEET NAME:

SITE SIGNAGE
DETAILS

SHEET NUMBER:

SP1.1

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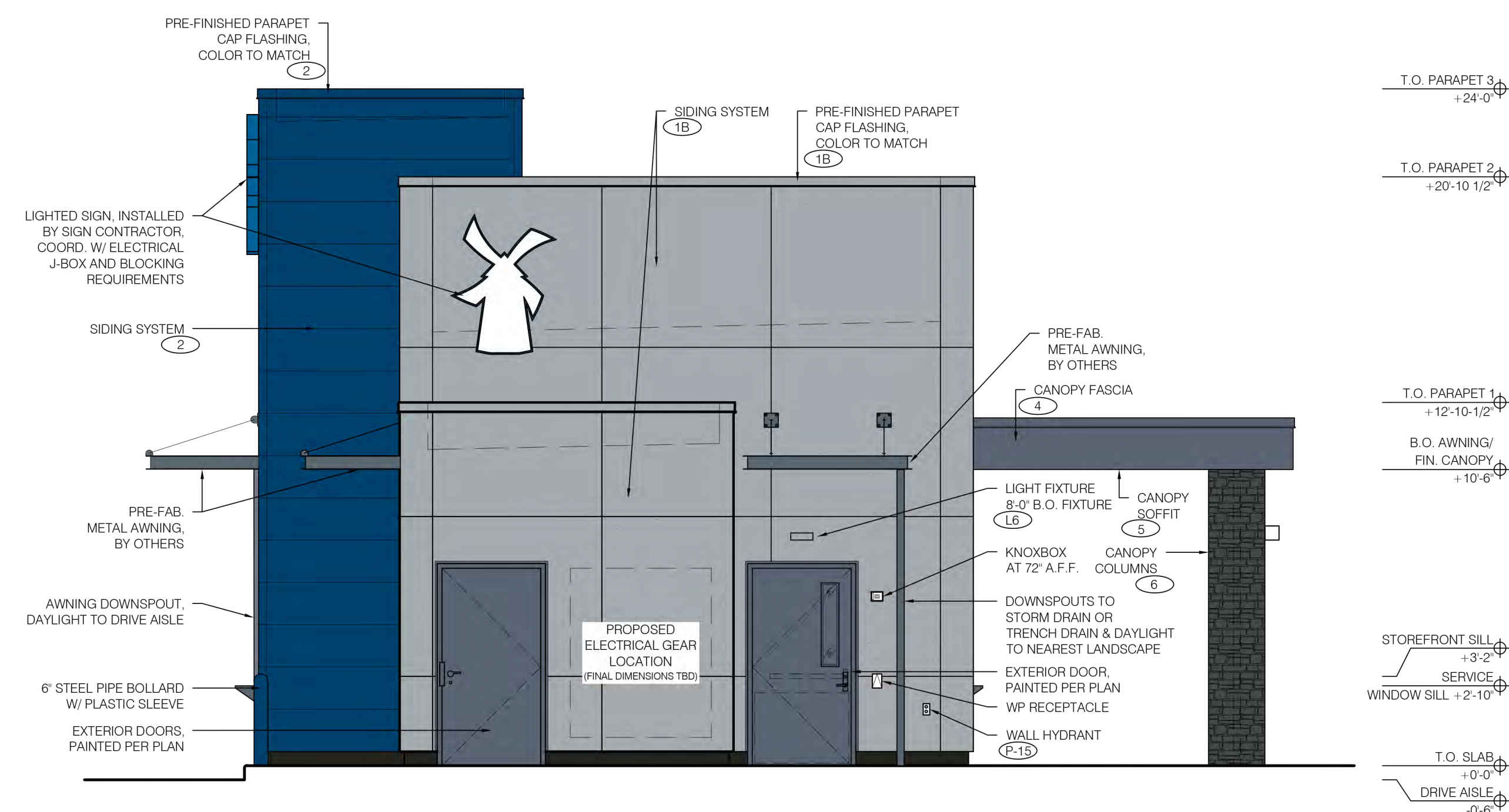


| EXTERIOR FINISH SCHEDULE - ALTERNATE w/ CANOPY | | | | |
|---|---------------------|------------------------------|--|-----------------------------------|
| ID TAG | MATERIAL | MANUFACTURER | MODEL | REMARKS |
| ZONE 1 (BODY) | | | | |
| 1A | STUCCO | DRYVIT | CCP-2 SYSTEM, SANDPEBBLE FINE E FINISH; REVEALS AS SHOWN | COLOR: BLDG DB DARK GRAY |
| 1B | STUCCO | DRYVIT | CCP-2 SYSTEM, SANDPEBBLE FINE E FINISH; REVEALS AS SHOWN | COLOR: BLDG DB LIGHT GRAY |
| ZONE 2 (TOWER) | | | | |
| 2 | FIBER CEMENT SIDING | NICHIHA | ILLUMINATION, AWP 1818 w/ MATCHING PANEL CORNERS | COLOR: BLDG DB BLUE |
| ZONE 3 (BASE) | | | | |
| 3 | STONE VENEER | ELDORADO STONE | CLIFFSTONE, BANFF SPRINGS | COLOR: PER MFR. |
| | STONE SILL | ELDORADO STONE | SNAPPED EDGE WAINSCOT SILL | COLOR: PEWTER |
| ZONE 4 (FRAMED CANOPY) | | | | |
| 4 | FASCIA | WESTERN STATES METAL ROOFING | T-GROOVE, 10" | 3 SIDES; COLOR: BLDG DB DARK GRAY |
| 5 | SOFFIT | HEWN ELEMENTS | NATURAL NORTHWESTERN SPRUCE | 1x8, T&G, 1/8" REVEAL |
| 6 | COLUMNS | ELDORADO STONE | CLIFFSTONE, BANFF SPRINGS | COLOR: PER MFR. |
| NOTE: GC TO PROVIDE 3"x2" SMOOTH DOWNSPOUTS, AND ALL NECESSARY ADAPTORS, AT AWNING AND CANOPY LOCATIONS; COLOR: BLDG DB DARK GRAY | | | | |

SIGNAGE & GRAPHICS TO BE PERMITTED SEPARATELY.

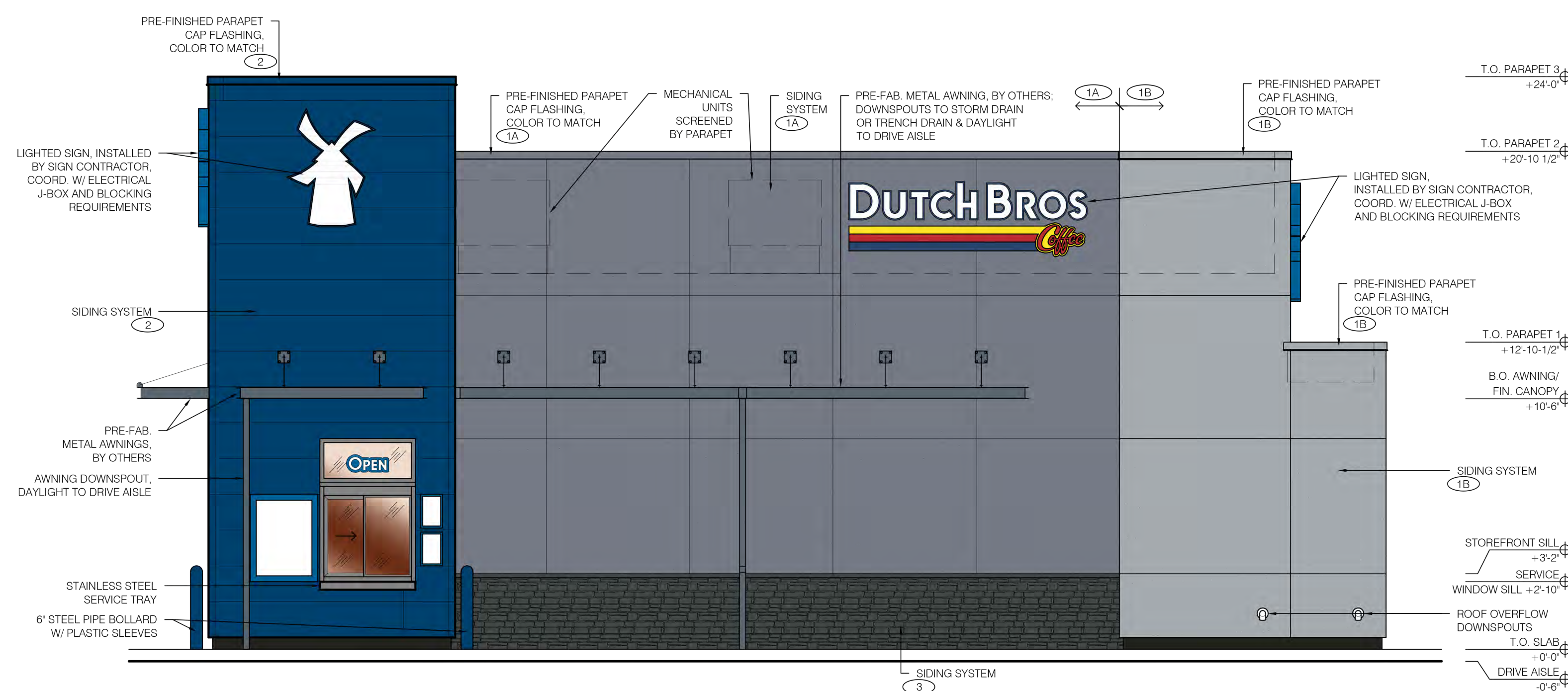


4 LEFT ELEVATION - DRIVE-THRU WINDOW

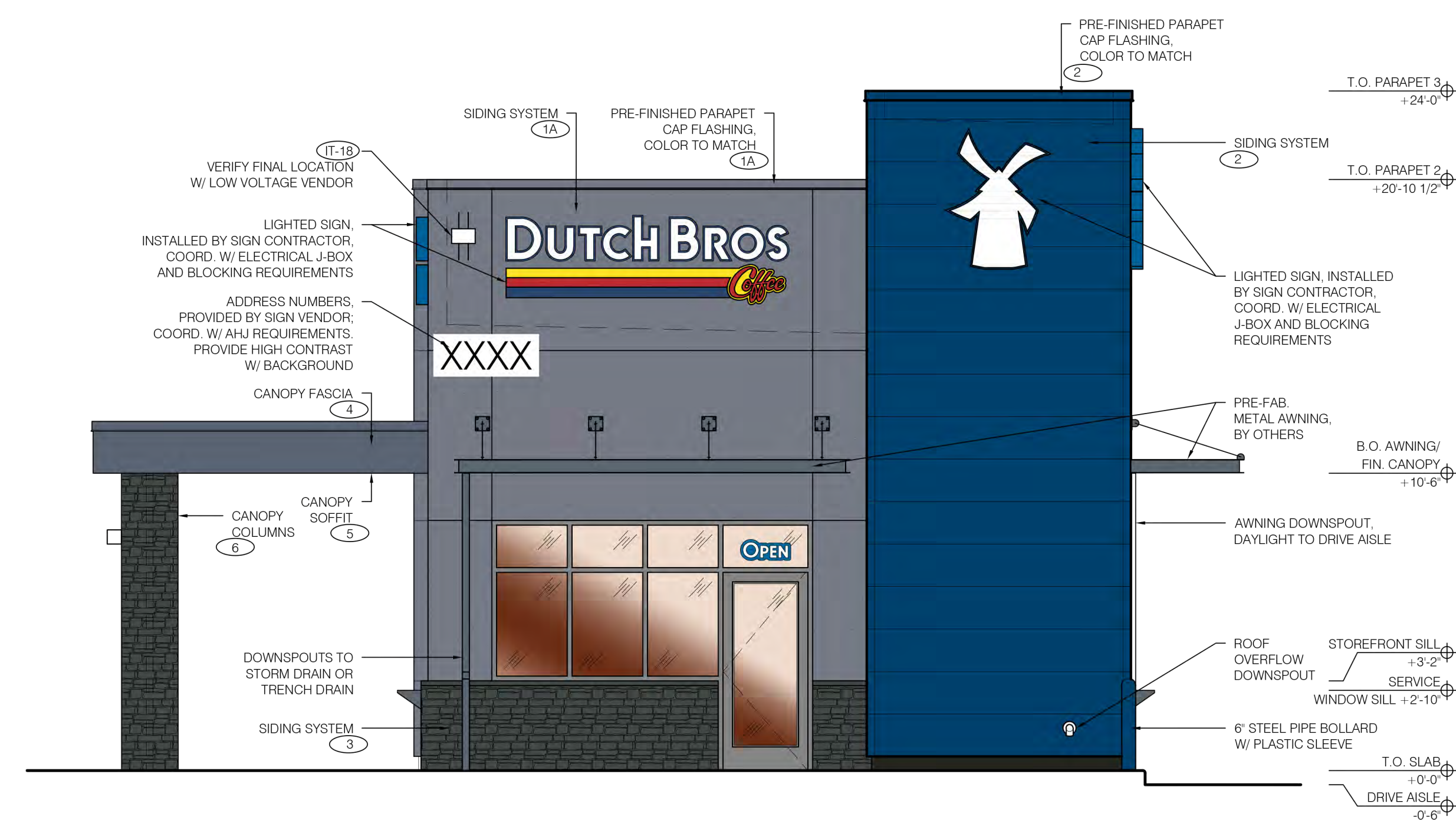


3 REAR ELEVATION

SCALE: 1/4" = 1'-0"



2 RIGHT ELEVATION - DRIVE-THRU WINDOW



1 FRONT ELEVATION

SCALE: 1/4" = 1'-0"