

## HISTORIC AND DESIGN REVIEW COMMISSION

October 06, 2021

**HDRC CASE NO:** 2021-373  
**ADDRESS:** 3215 ROOSEVELT AVE  
**LEGAL DESCRIPTION:** NCB 11918 BLK 14 LOT 9 J WEISS SUBD  
**ZONING:** C-1, H  
**CITY COUNCIL DIST.:** 3  
**DISTRICT:** Mission Historic District  
**APPLICANT:** DOUGLAS CAFFEY/EMPIRE CANOPY SIGN AND CONSTRUCTION  
**OWNER:** ROOSEVELT REALESTATE GROUP INC  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** July 27, 2021  
**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 at the fuel service station at 3215 Roosevelt. Within this request, the applicant has proposed the following:

1. Replace the existing pole sign with a monument sign to feature an overall height of five (5) feet in height and approximately six (6) feet in width for a total size of 60 square feet, including the base and both sides. The total square footage of signage panels equals fifty (50) square feet. The proposed signage will feature external illumination.
2. Install a signage fascia on each side of the existing fuel canopy. The signage fascia will rear “Sunoco” on the front (east) and left (west) elevations. The proposed signage fascia would feature a length of approximately thirty-six (36) feet on the east and west elevations and approximately 24’ – 6” on the north and south elevations. The application notes that the existing canopy flood lights may be used to illuminate the fascia signage.
3. Install signage and graphics on each existing fuel pump, totaling two (2) fuel pumps.

### APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 6, Guidelines for Signage

#### 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.

#### 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.

### *Mission Historic District Design Manual, Chapter 5, 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.

#### 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 wallmounted, 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

#### **FINDINGS:**

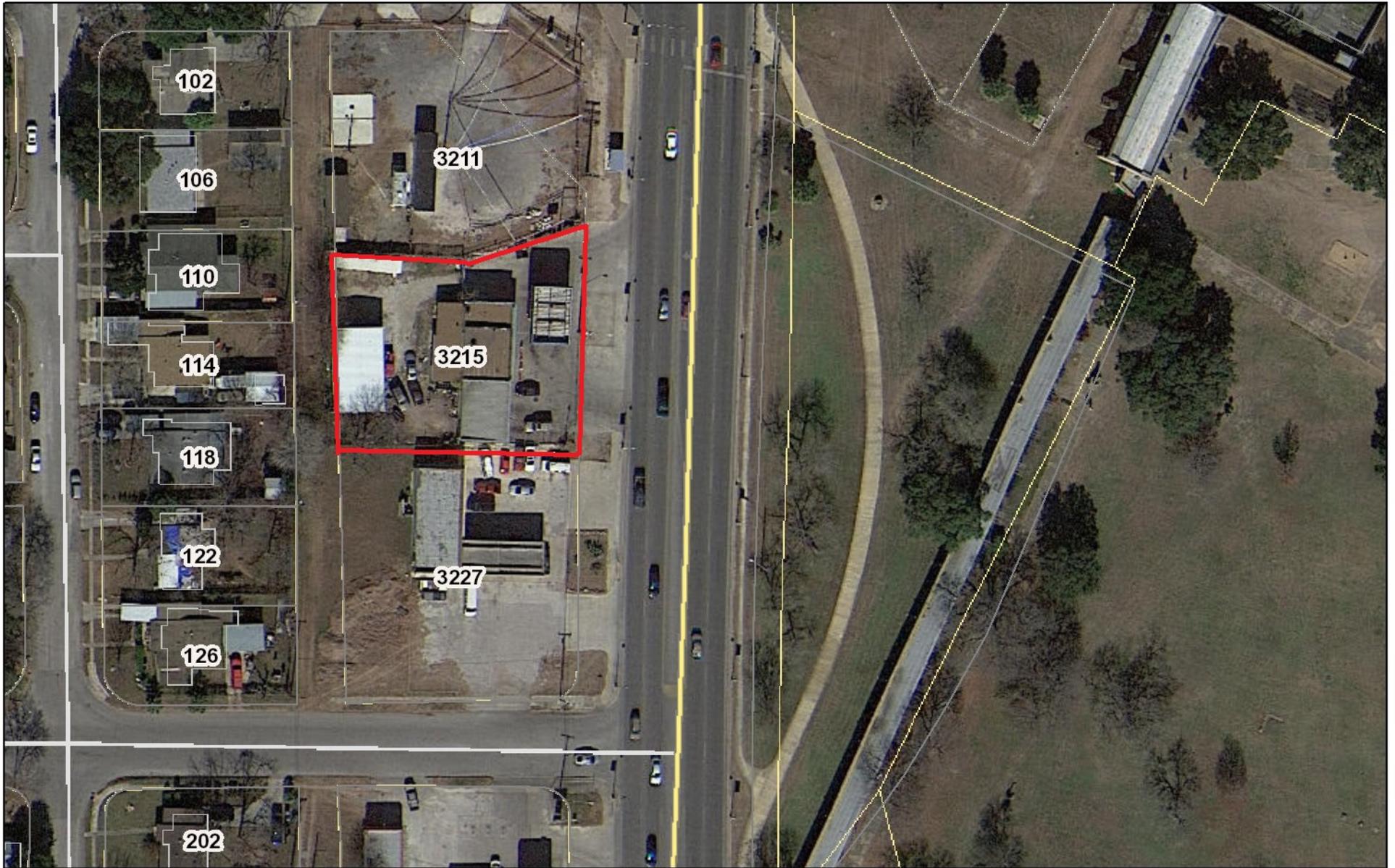
- a. The existing service station at 3215 Roosevelt Avenue is located within the Mission Historic District and is located across Roosevelt Avenue from Mission San Jose, a UNESCO World Heritage Site.
- b. ALLOWABLE SIGNAGE – The applicant has proposed signage to include a monument sign, fascia signage, and fuel pump signage. The Historic Design Guidelines recommend one major and two minor signs per application, not to exceed fifty (50) square feet total.
- c. EXISTING SIGNAGE – The property at 3215 Roosevelt currently features a number of signs, including a canopy sign on the building and a number of unapproved window graphics. Staff finds that all existing, non-approved signage should be removed.
- d. MONUMENT SIGN – The applicant has proposed to replace the existing pole sign with a monument sign to feature an overall height of five (5) feet in height and approximately six (6) feet in width for a total size of 60 square feet, including the base and both sides. The total square footage of signage panels equals fifty (50) square feet. The proposed signage will feature external illumination. Generally, staff finds the proposed signage to be appropriate and consistent with the Mission Historic District Design Manual; however, staff finds that each sign face should be metal. Plastic sign faces should not be installed.
4. FASCIA SIGNAGE – The applicant has proposed to install a fascia signage on each side of the existing fuel canopy. The fascia signage will rear “Sunoco” on the front (east) and left (south) elevations. The proposed signage fascia would feature a length of approximately thirty-six (36) feet on the east and west elevations and approximately 24’ – 6” on the north and south elevations. The application notes that the existing canopy flood lights may be used to illuminate the fascia signage. Staff finds that the proposed signage on the east and south elevations is in excess of that recommended by the Historic Design Guidelines. The fascia signage would feature approximately seventy (70) square feet of signage that reads “Sunoco”. Generally staff finds the proposed signage to be inconsistent with the Guidelines and Mission Manual as it exceeds the square footage recommended by the Guidelines. Staff finds that the proposed signage should be eliminated from the request. Painting the fascia in branded colors would be appropriate.
5. FUEL PUMP SIGNAGE – The applicant has proposed to install signage and graphics on each existing fuel pump, totaling two (2) fuel pumps. Given the small size of these signs and their limited visibility from distances off of the site, staff finds the proposed fuel pump signage to be appropriate provided that it is not internally illuminated.

#### **RECOMMENDATION:**

1. Staff recommends approval of item #1, the installation of a new monument sign based on finding c with the stipulation that the signage feature metal faces. Plastic faces should not be installed.
2. Staff does not recommend approval of item #2, the installation of fascia signage based on finding d. Staff recommends the proposed signage be eliminated. Painting the fascia in branded colors would be appropriate.
3. Staff recommends approval of item #3, fuel pump signage based on finding e with the stipulation that the signage is not internally illuminated.

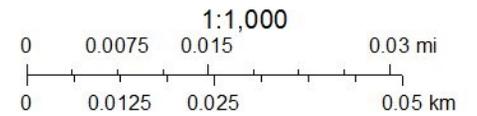
Staff recommends the removal of all existing signage, including window graphics, as noted in finding c.

# City of San Antonio One Stop



October 1, 2021

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

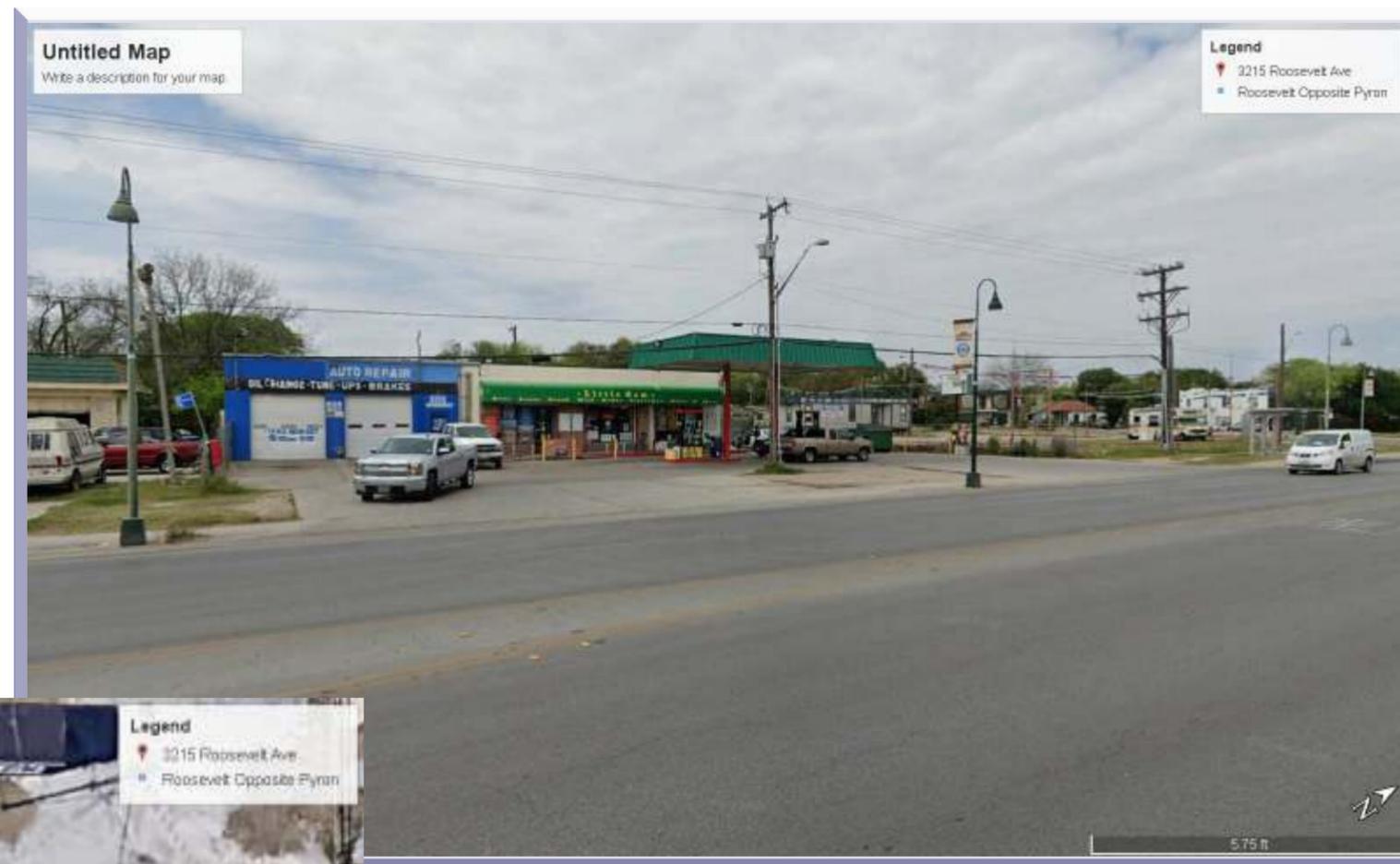




**3215 Roosevelt Ave.  
San Antonio, TX**

**FULL SITE SCOPE:**

- REMOVE OLD GROUND SIGN AND INSTALL NEW 5' MONUMENT
- REIMAGE GAS CANOPY WITH NEW SUNOCO IMAGE TO INCLUDE (2) NEW CANOPY SIGNS
- REIMAGE PUMPS TO SHOW SUNOCO IMAGE



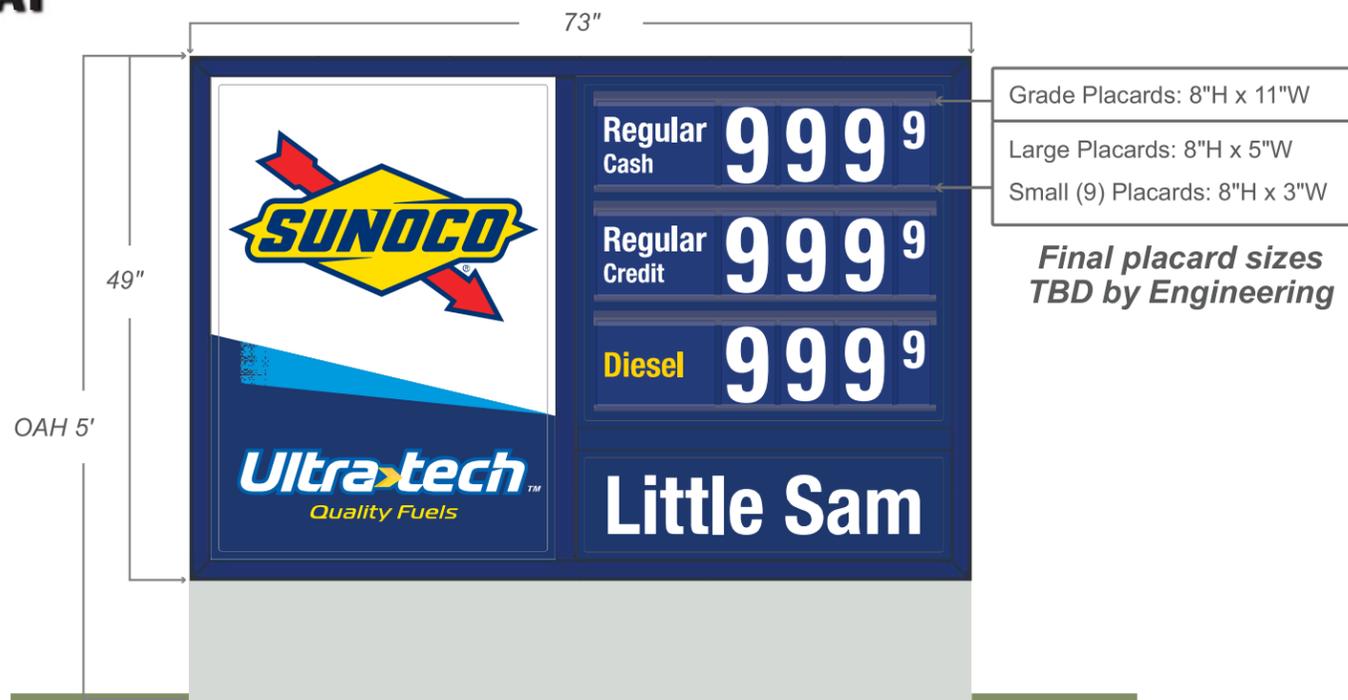


# Main ID Sign

SCOPE OF WORK:  
REMOVE EXISTING GROUND SIGN  
INSTALL (1) NEW, 5' OAH, NON ILLUMINATED  
MONUMENT SIGN WITH SKIRT (PROVIDED BY OTHERS)



DAY

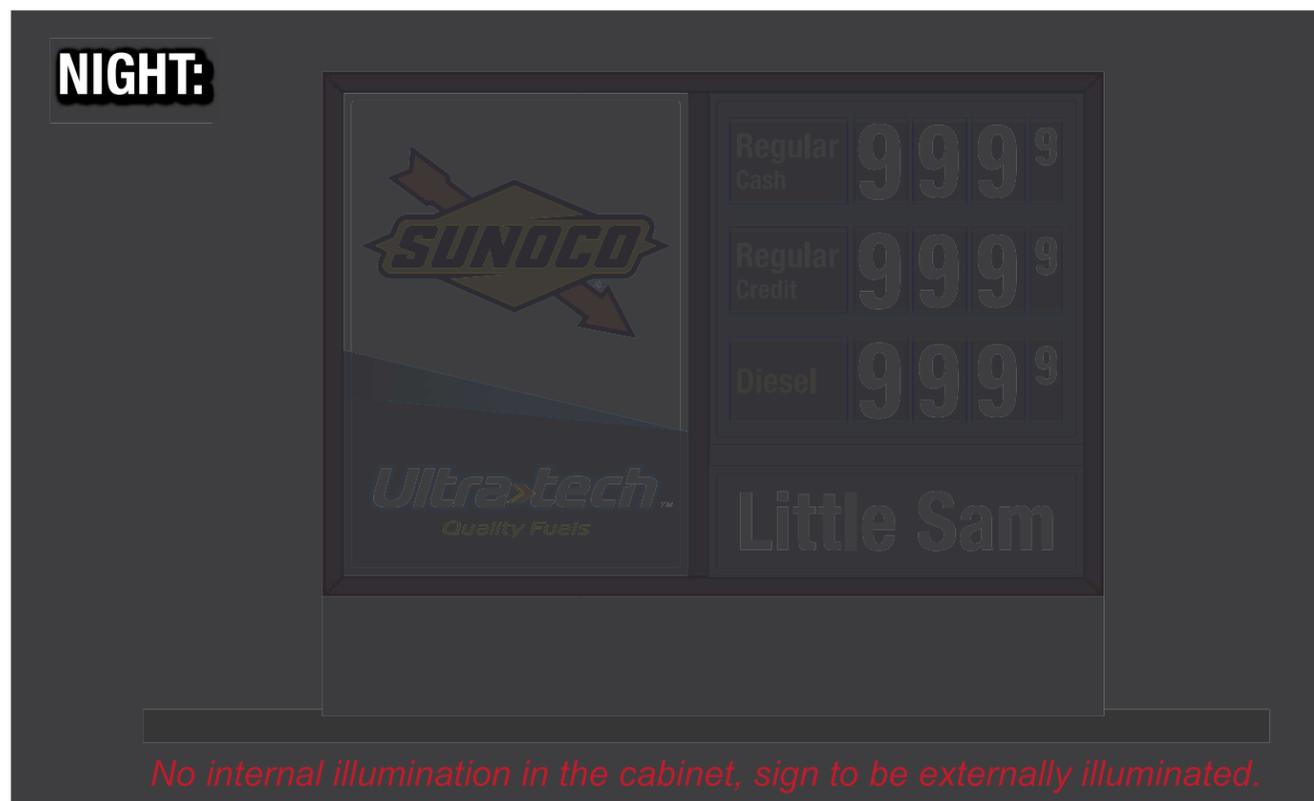


TOTAL SQUARE FOOTAGE 49.60 SQFT



TOTAL: 24.8 Sq. Ft.

NIGHT:





# Premium Gas Canopy

## 35'-11" x 24'-6" x 48" Qty: 2 columns

### Existing Gas Canopy



1 Front Elevation



2 Left Elevation

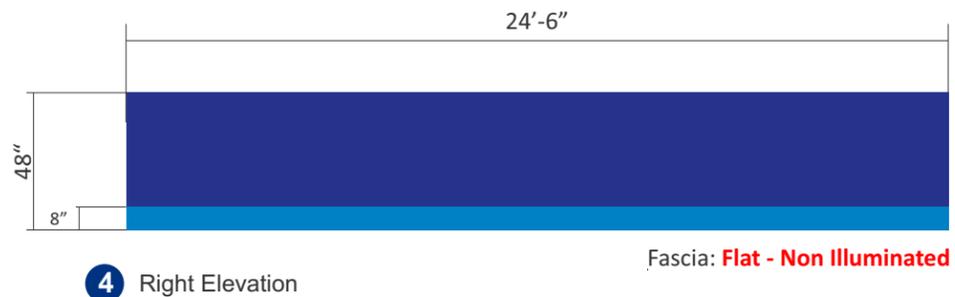
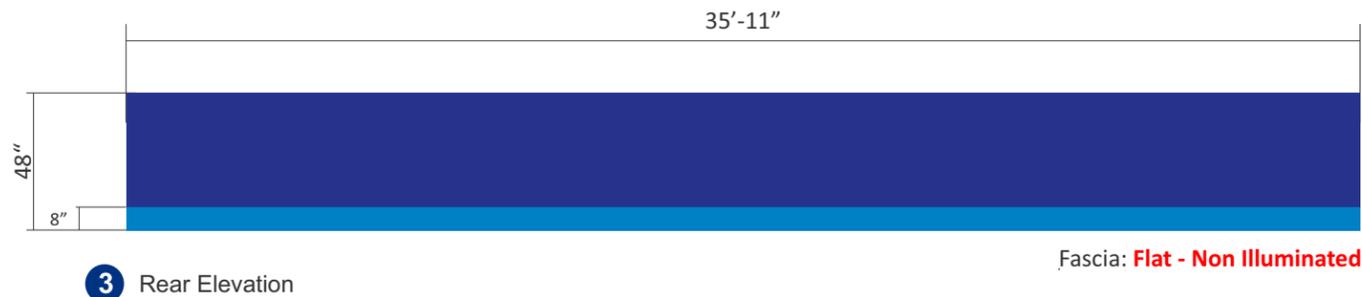
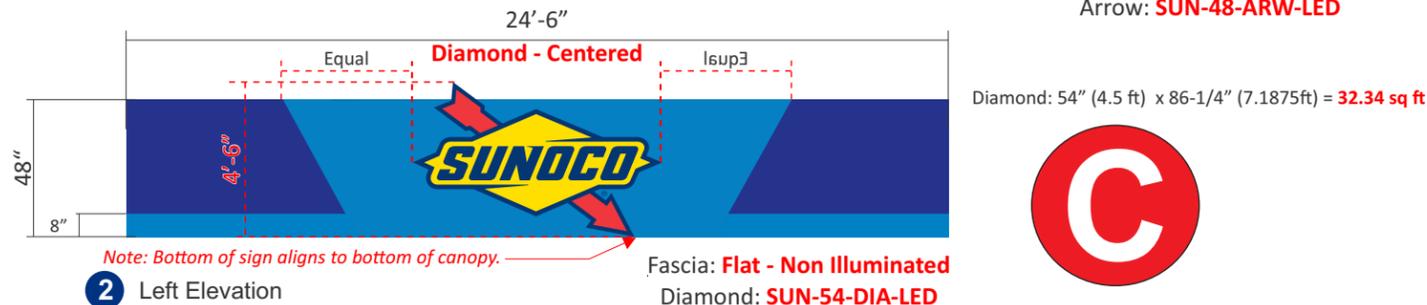
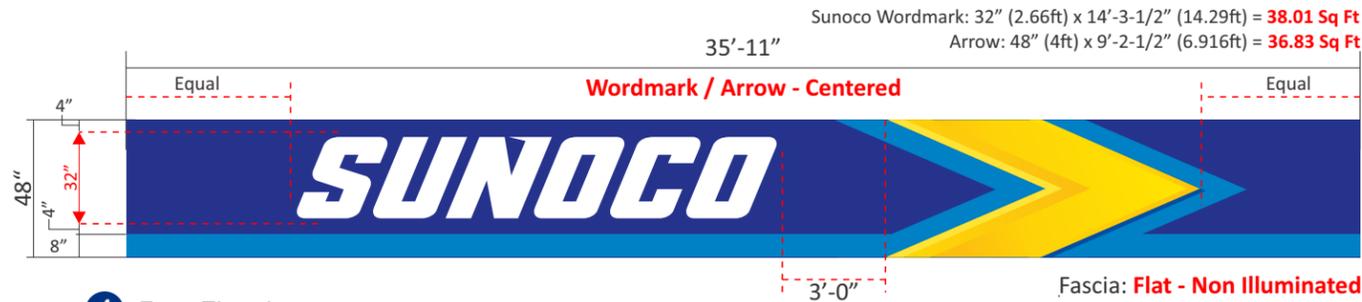


3 Rear Elevation



4 Right Elevation

### Flat - NON Illuminated Fascia



### Scope of Work:

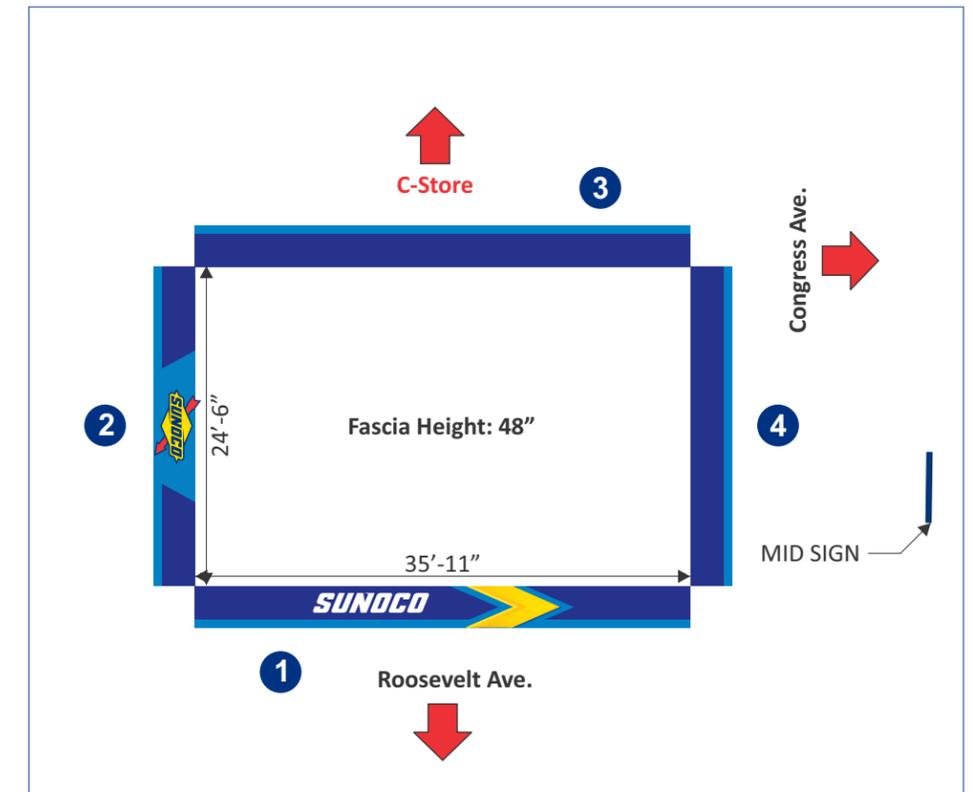
Remove and retain existing canopy mounted flood lights. Frame & install new 48" fascia. (Scope of work assumes new fascia will be installed over the existing sloped fascia with flashing)

New pre-imagined Sunoco Blue/Lt Blue fascia panels to be FLAT NON-ILLUMINATED on all elevations.

Install Qty: 1 Sunoco Wordmark Cloud Sign & Arrow on front elevation (Centered)

Install Qty: 1 Sunoco diamond on left elevation (Centered)

Re-install existing canopy mounted Flood Lights if approved by Sunoco.



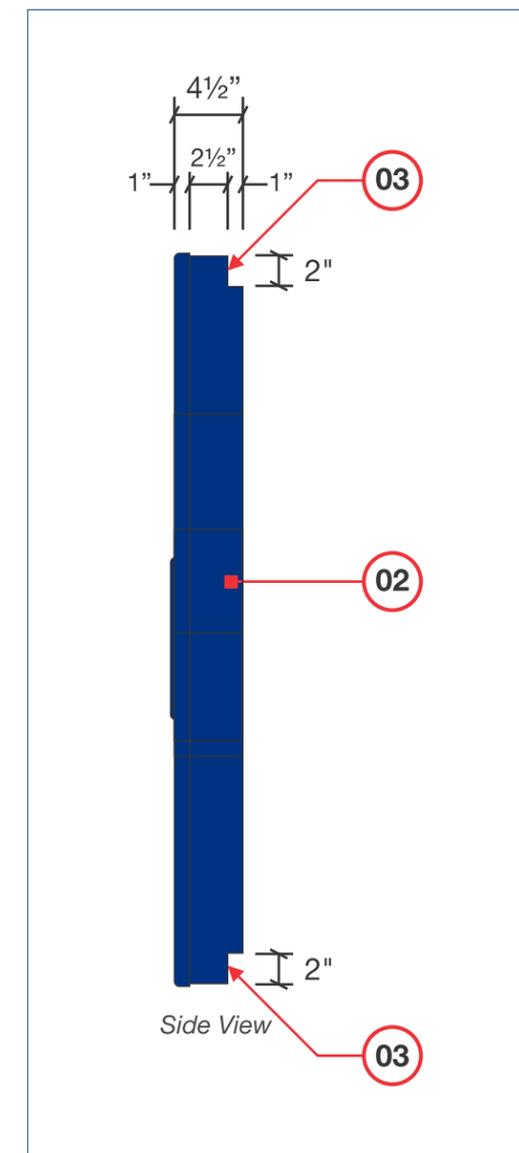
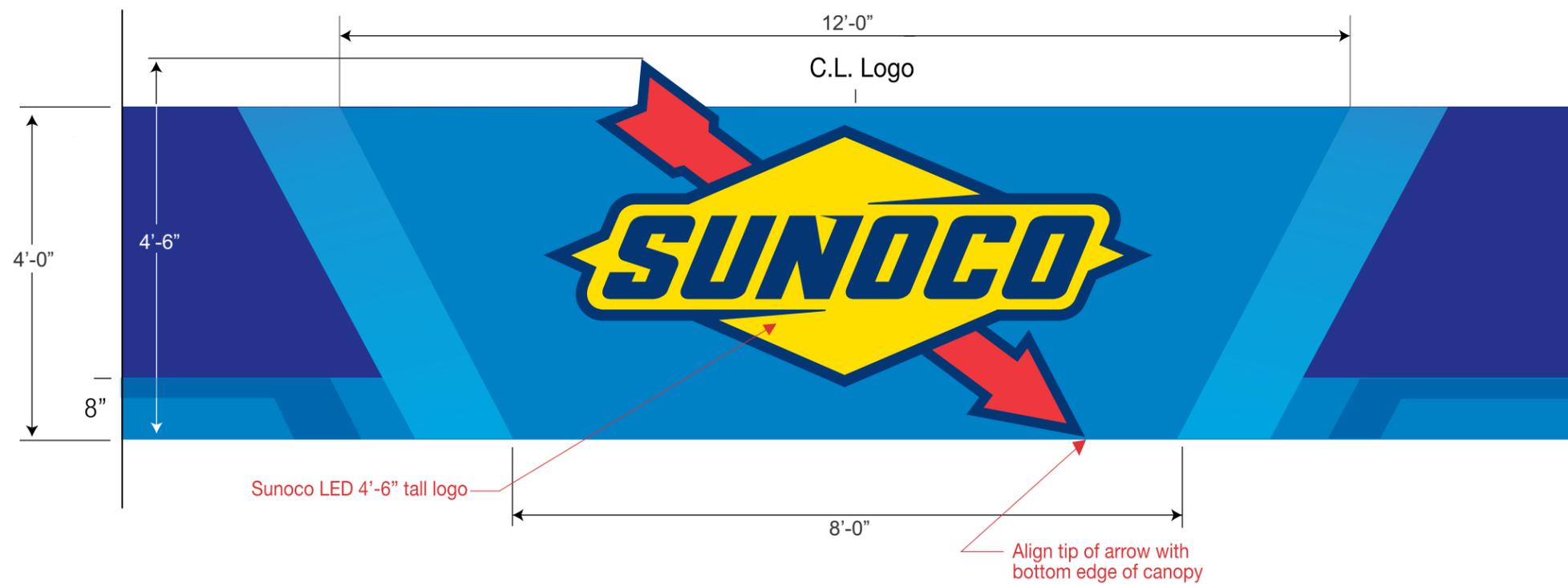




# Canopy Diamond Sign

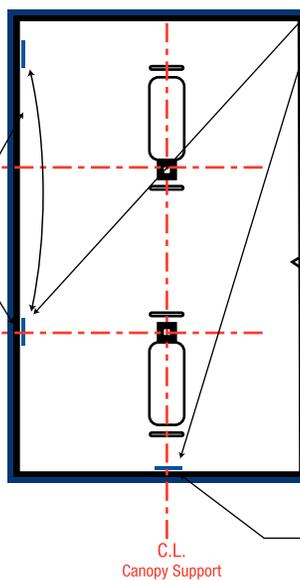


- 01** -Vacuum Formed Polycarbonate Face w/ 1/4" thk Embossed Logo (See Emboss Detail Below)
- 02** -Vacuum Formed Polycarbonate Opaque Backer w/ clear "window" around rear perimeter for Halo Lighting.
- 03** -Clear Halo Window around Rear Perimeter of sign





# CLEARANCE SIGNS & PUMP # SIGN SPECS



**Note:**  
**1. Canopy Clearance Sign should be positioned in the most visible sight lines for consumers entering the forecourt.**

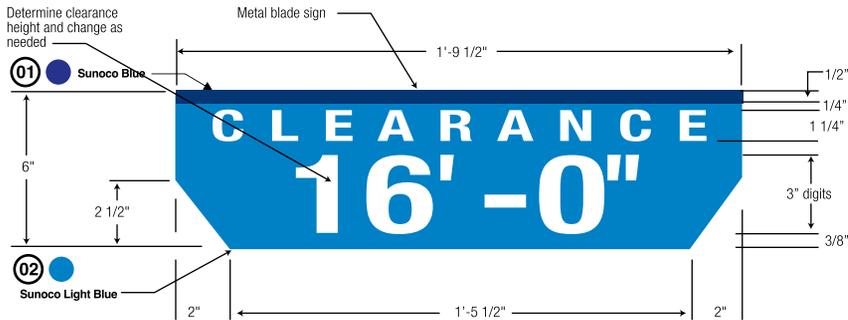
**2. Align off column as first priority. If that location does not provide adequate visibility, move to a position that does.**

**3. Do not position Clearance sign under a Sunoco word mark sign or Sunoco diamond sign when possible. Follow rules established on this sheet**

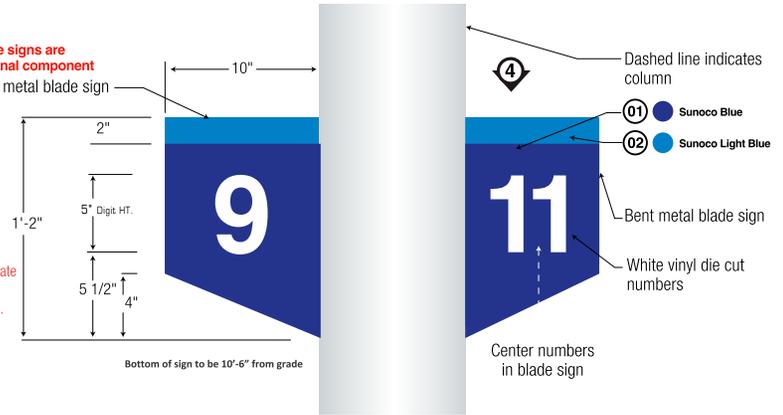
**4. (2) Clearance signs are typically used per canopy. If more are needed, seek approval from Sunoco reimage team**

Plan View - Location of sign

SCALE: 1 1/2" = 1'-0"



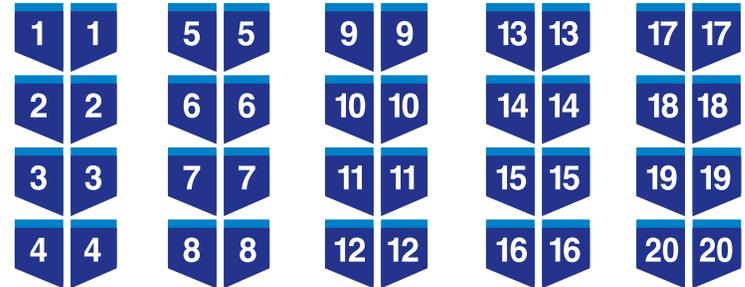
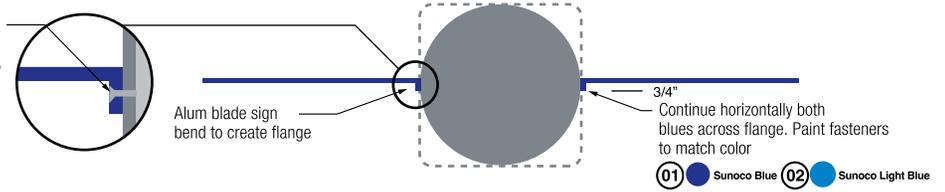
Blade signs are optional component  
 Bent metal blade sign



## Fuel Blade Sign (Optional)

Blade signs are not recommended for sites that have 5 or less dispensers. If site has 6 or more dispensers it is recommended to incorporate blade signs.  
 Flag signs are mounted on the canopy columns. Should be visible for both the consumer and C-Store.

All fasteners to be same color as blade, countersunk



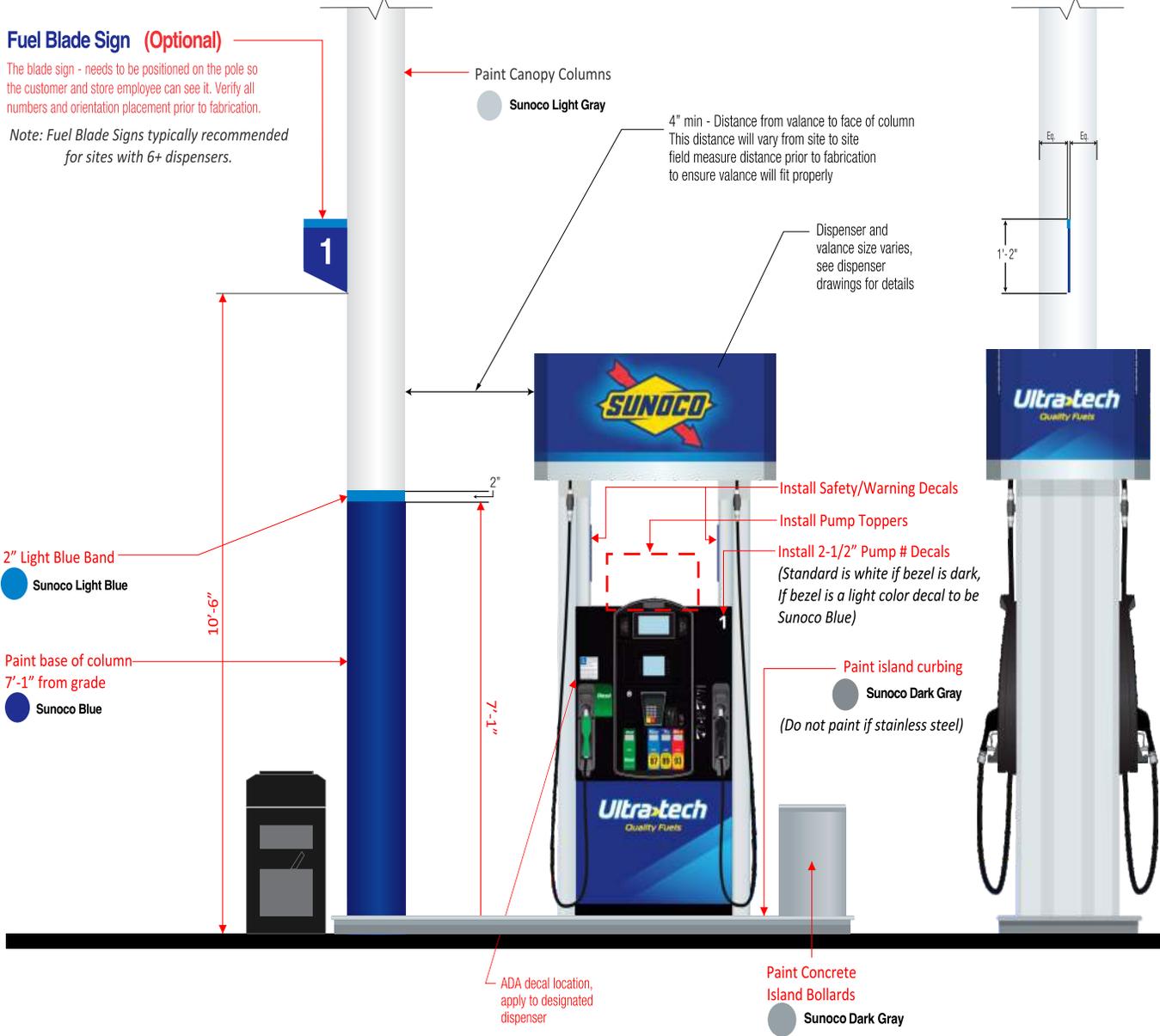


# Under Canopy Imaging

## Fuel Blade Sign (Optional)

The blade sign - needs to be positioned on the pole so the customer and store employee can see it. Verify all numbers and orientation placement prior to fabrication.

Note: Fuel Blade Signs typically recommended for sites with 6+ dispensers.



## Under Canopy Scope of Work:

Dispenser islands to be painted Sunoco Dark Gray (Qty: 2)

Top of Canopy columns to be painted Sunoco Light Gray w/ bottom 7'-1" from grade painted Sunoco Blue with 2" Light Blue Band (Qty: 2)

Concrete islands to be painted Sunoco Dark Gray (Qty: 2)

Fuel Blade Signs installed (Qty: 2 sets) - Optional

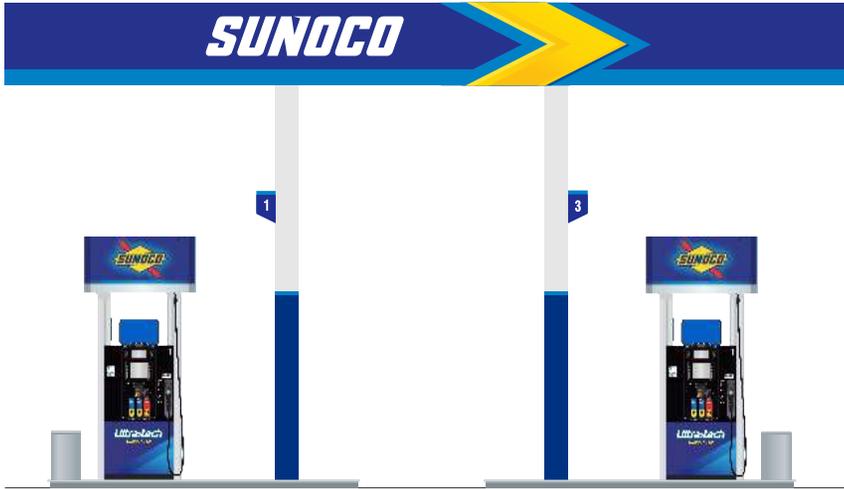
Install trashcans (1 per dispenser), pump # decals, regulatory decals etc.

Install Pump Toppers (1 per dispenser)

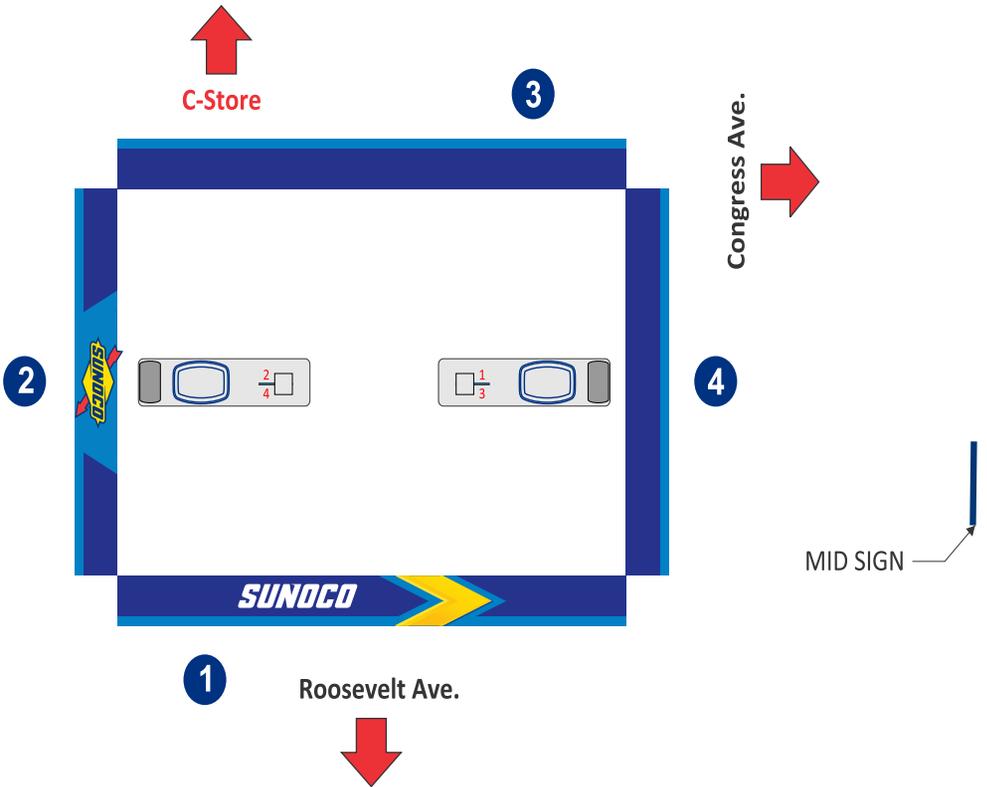
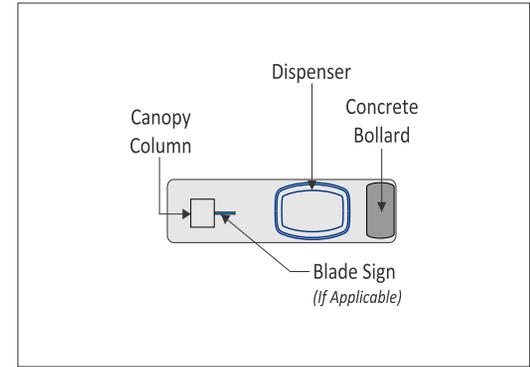
Site only has 2 dispensers - No POP Column Frames or Arrows to be installed.



# Under Canopy Imaging



## SITE KEY





# Dispenser Imaging

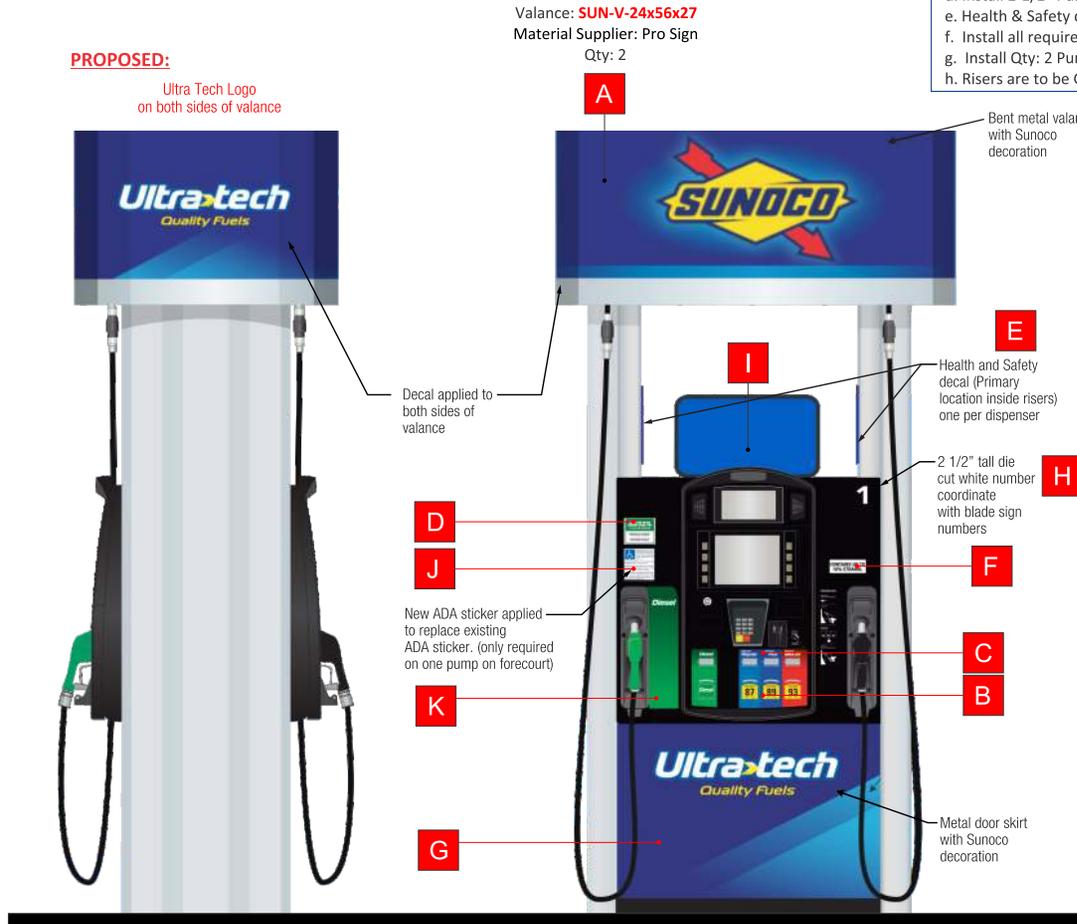
## Existing Dispensers Under Gas Canopy:



Gilbarco Advantage (3+0) with 87/89/Ds  
Qty = 2

## PROPOSED:

Ultra Tech Logo  
on both sides of valance



### Gas Dispenser Scope of Work:

- Site to receive new refurbished Gilbarco Encore 500S dispensers (Qty: 2 3+17).  
 Dispensers will need to be re-imaged to Sunoco image specs with materials supplied by LSI / ProSign to include:
- SUNOCO Valances provided by ProSign to be fitted on all dispensers (Qty: 2)
  - Install new Metal Door Skins (Qty: 2 set)
  - Install LSI provided PID/Octane/Crind Overlay decals (Qty: 2 set)
  - Install 2-1/2" Pump # Decal to dispenser crind/bezel.
  - Health & Safety decals (2 per dispenser) installed on inside risers
  - Install all required regulatory decals as needed (ethanol, low sulfur, ADA etc.)
  - Install Qty: 2 Pump Topper Frames
  - Risers are to be Gray or stainless steel.

### Required Dispenser Items:

- A** Valance
- B** Octane Decals
- C** Fuel Grade Decals (PIDs)
- D** ULSD Decal (If applicable)
- E** Health/Safety/Warning Decals
- F** Ethanol Decals
- G** Door Skirt
- H** 2-1/2" Pump # Decals
- I** Pump Topper
- J** ADA Decal
- K** Diesel Surround Overlay (If applicable)

**3215 ROOSEVELT AVE- EXISTING CONDITIONS**

EXISTING CANOPY STRUCTURE TO HAVE NEW IMAGE AND SIGNAGE:



3215 ROOSEVELT AVE- EXISTING CONDITIONS



3215 ROOSEVELT AVE- EXISTING CONDITIONS



3215 ROOSEVELT AVE- EXISTING CONDITIONS



**3215 ROOSEVELT AVE- EXISTING CONDITIONS**

EXISTING GROUND SIGN- TO BE REMOVED:



3215 ROOSEVELT AVE- EXISTING CONDITIONS



3215 ROOSEVELT AVE- EXISTING CONDITIONS



3215 ROOSEVELT AVE- EXISTING CONDITIONS

