

HISTORIC LANDMARK COMMISSION

July 12, 2022

HLC CASE NO: HST22-249
LEGAL DESCRIPTION: CITY BLOCK 1004, LOT 77 & E 140.7 LOT 3 (B,C,D,I,J, & M), ACRES .727
ADDRESS: 111 W San Antonio
CITY COUNCIL DIST.: 5
HISTORIC DISTRICT: Downtown
APPLICANT: Molly Swisher, NB Signs and Design
OWNER: West San Antonio 111 LLC
PRESENTER: Katie Totman, Historic Preservation Officer

REQUEST:

The applicant is requesting a Certificate of Alteration to install two (2) internally illuminated cabinet signs at the east/rear facing entrance of 111 W San Antonio.

APPLICABLE CITATIONS:

Code of Ordinances, Chapter 66 – Historic Preservation

Sec. 66-57. Alteration certificates for alteration or new construction affecting landmarks or historic districts.

No person shall carry out any exterior alteration, restoration, reconstruction, new construction, removal or relocation of any city designated historic landmark or on any property within a city designated historic district which may affect the appearance and cohesiveness of any historic landmark or any property within a historic district without first obtaining an alteration certification authorizing the change.

Sec. 66-58. Criteria for approval of an alteration certificate.

In considering an application for an alteration certificate, the commission shall be guided by any adopted design guidelines, and where applicable, the following from the secretary of the interior's standards for the rehabilitation of historic buildings. Any adopted design guidelines and secretary of the interior's standards shall be made available to the property owners of historic landmarks or within historic districts.

- (1) Every reasonable effort shall be made to adapt the property in a manner which requires minimal alteration of the building, structure, object, or site and its environment.
- (2) The distinguishing original qualities or character of a building, structure, object, or site and its environment shall not be destroyed when possible. The removal or alteration of any historic material or distinctive architectural features should be avoided when possible.
- (3) All buildings, structures, objects, and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged.
- (4) Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, object, or site and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.
- (5) Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure, object, or site shall be kept where possible.
- (6) Deteriorated architectural features shall be repaired rather than replaced, wherever possible. In the event replacement is necessary, the new material shall reflect the material being replaced in composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of features, substantiated by historical, physical, or pictorial evidence rather

than on conjectural designs or the availability of different architectural elements from other buildings or structures.

- (7) The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building materials shall not be undertaken.
- (8) Every reasonable effort shall be made to protect and preserve archeological resources affected by, or adjacent to, any project.
- (9) Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural, or cultural material, and such design is compatible with the size, scale, color, material, and character of the property, neighborhood, or environment.
- (10) Wherever possible, new additions or alterations to buildings, structures, objects, or sites shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the building, structure, object, or site would be unimpaired.

FINDINGS:

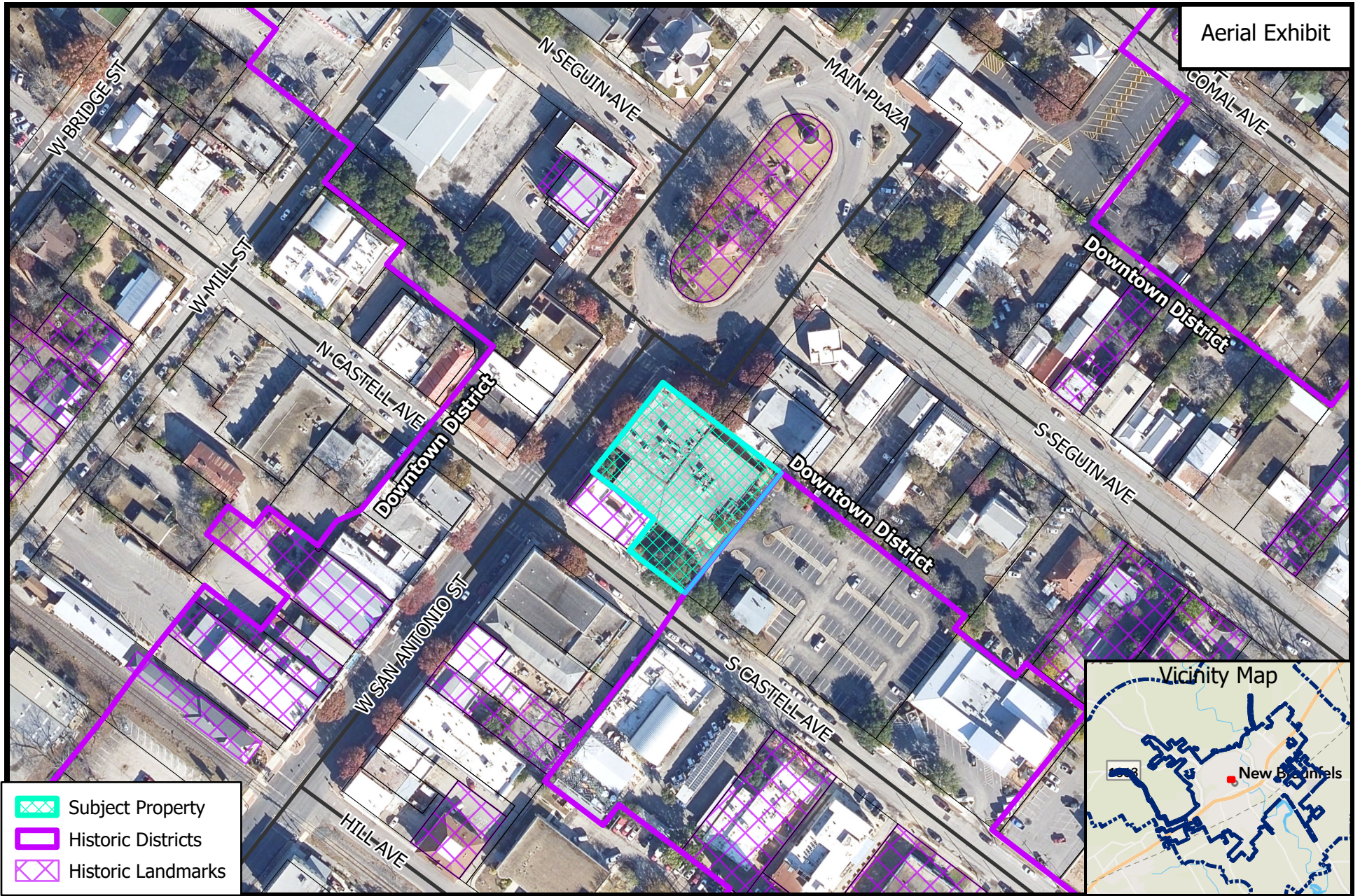
- a. The building 111 W San Antonio Street was constructed ca. 1980 according to a historic resources survey conducted in 2008. Historic aerials indicate that the rear of the building where the signs are proposed to be installed was constructed between 1983 and 1985.
- b. **SIGNAGE** – The applicant is proposing to install two (2) wall signs on an existing entrance cover located at the rear/east side of the building. This area facing an existing parking lot and is not immediately visible from the primary right of way, which is W San Antonio Street.
- c. **APPLICABLE CRITERIA AND STAFF COMMENTS**

(9) Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural, or cultural material, and such design is compatible with the size, scale, color, material, and character of the property, neighborhood, or environment. *Given that the building is not of historic age and the size and location of the signs is compatible with the size of the building, staff finds that the signs are consistent with Criteria 9.*

(10) Wherever possible, new additions or alterations to buildings, structures, objects, or sites shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the building, structure, object, or site would be unimpaired. *The installation of the signs is reversible, and their installation will likely not permanently alter the area in which they will be installed. Staff finds that the request to install the signs is consistent with Criteria 10.*

RECOMMENDATION:

Staff recommends approval based on findings a through c.





SIGN 1 - 20" x 150"

SIGN 2 - 20" x 134"





Make more
what matters

Make more
what matters

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what matters

111
W San Antonio

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PROOF
DETAILS





Reliance Realty

20" tall

150" wide

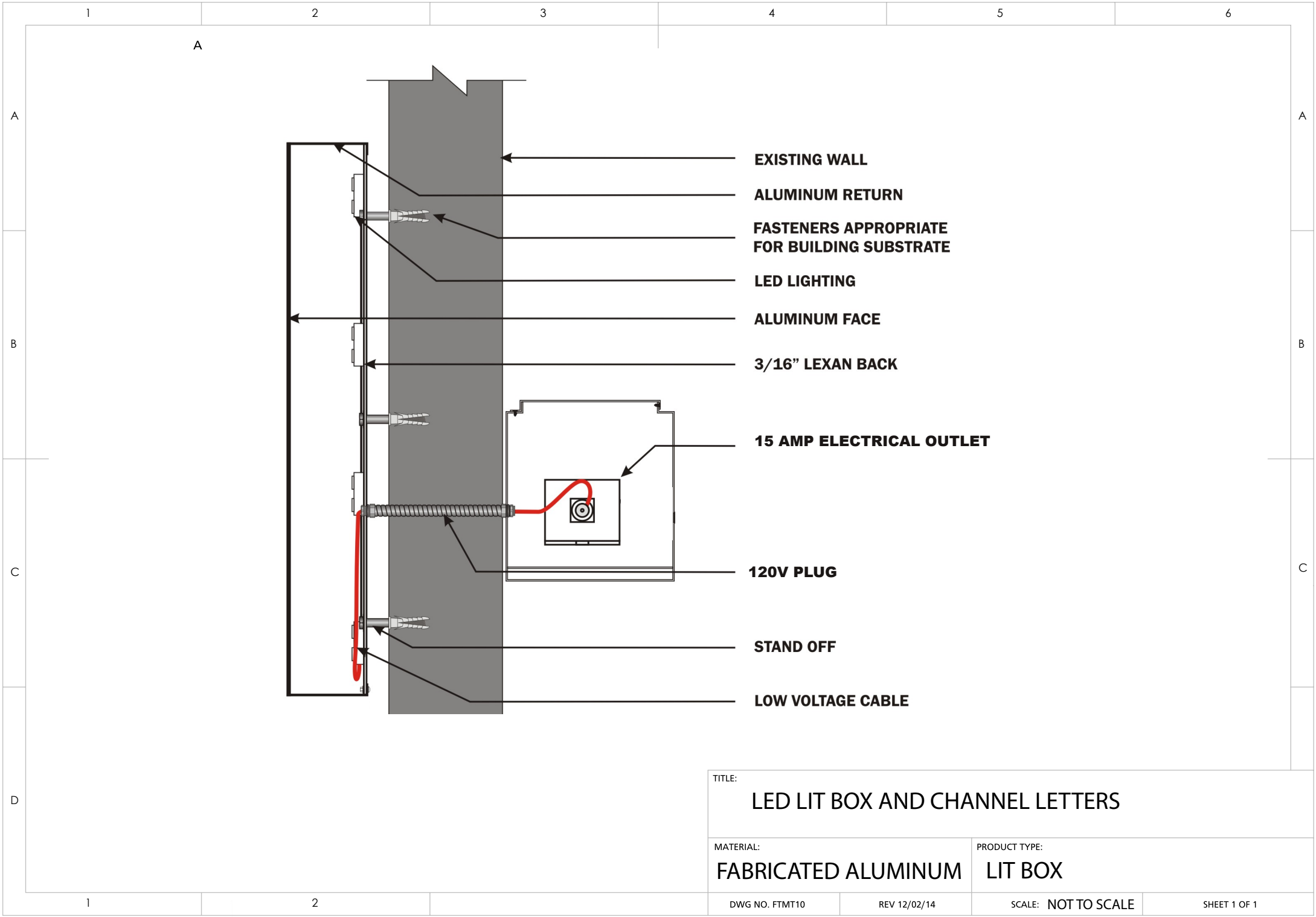
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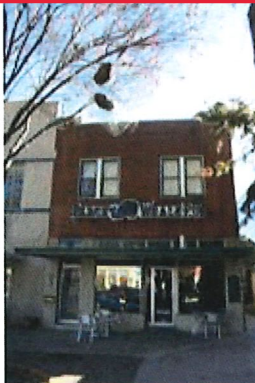
Inventory - New Braunfels Historic Resources Survey of 2008



Address	193 W SAN ANTONIO ST	PIDN 47
Common Name	Jacob Schmidt Building	
Year Built	1922	
Original Use	COMMERCE/TRADE: Business	
Current Use	COMMERCE/TRADE: Professional	
Stylistic Influence	AMERICAN MOVEMENT: Commercial Style	
Building Form	Two-Part Commercial Block	
NRHP Assessment	Eligible Property: Contributing Resource	
NR Criteria	☒ A ☒ B ☒ C ☐ D	
☐ Individual	☒ District	New Braunfels Original Town Lots



Address	111 W SAN ANTONIO ST	PIDN 48
Common Name	Chase Bank	
Year Built	ca. 1980	
Original Use	COMMERCE/TRADE: Financial	
Current Use	COMMERCE/TRADE: Financial	
Stylistic Influence	NO STYLE	
Building Form	Rectangular	
NRHP Assessment	Not Eligible Property: Non-Contributing Resource	
NR Criteria	☐ A ☐ B ☐ C ☐ D	
☐ Individual	☒ District	New Braunfels Original Town Lots



Address	367 MAIN PLAZA	PIDN 49
Common Name	Charles Schumann Saloon	
Year Built	1924	
Original Use	COMMERCE/TRADE: Specialty Store	
Current Use	COMMERCE/TRADE: Restaurant	
Stylistic Influence	AMERICAN MOVEMENT: Commercial Style	
Building Form	Two-Part Commercial Block	
NRHP Assessment	Eligible Property: Contributing Resource	
NR Criteria	☒ A ☐ B ☐ C ☐ D	
☐ Individual	☒ District	New Braunfels Original Town Lots



Address	343 MAIN PLAZA	PIDN 50
Common Name		
Year Built	ca. 1925	
Original Use	RECREATION/CULTURE: Theater	
Current Use	COMMERCE/TRADE: Professional	
Stylistic Influence	MODERN MOVEMENT: Moderne	
Building Form	Two-Part Commercial Block	
NRHP Assessment	Eligible Property: Contributing Resource	
NR Criteria	☒ A ☐ B ☐ C ☐ D	
☐ Individual	☒ District	New Braunfels Original Town Lots