



CITY OF SAN ANTONIO OFFICE OF HISTORIC PRESERVATION

HISTORIC AND DESIGN REVIEW COMMISSION

COMMISSION ACTION

This is not a Certificate of Appropriateness and cannot be used to acquire permits

September 3, 2025

HDRC CASE NO: 2025-220
ADDRESS: 343 W HOUSTON ST
LEGAL DESCRIPTION: NCB 14486 BLK LOT N IRR 272.34 FT OF 2 LAND-ONLY ACCOUNT
APPLICANT: Conrad Martinez/RVK Architecture, Inc. - 1400 South Flores
OWNER: Lori Jones/Goodwill Industries - San Antonio - 343 W HOUSTON STREET
TYPE OF WORK: ADA improvements/modifications, Addition, Driveway/sidewalk, Exterior alterations, Exterior lighting, Fencing, Foundation/skirting, Landscaping/hardscaping/irrigation, Monument/plaque placement, New construction, Porch/Patio, Public artwork/mural, Retaining wall, Roofing, Signage, Repair and Maintenance, Painting, Window replacement/fenestration changes, Parking Lot, Site Furnishings, Utility Work, Door Replacement

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to:

1. Perform various site and landscaping scopes of work to include the installation of concrete planter walls, new accessible sidewalks and ramps, and wrought iron fencing around the existing commercial structure.
2. Install a series of pedestrian canopies on the east and west facades and install new facades materials at each primary entrance to include painted stucco, stone veneer, and tinted glass.
3. Install blue tinted glass throughout the structure.
4. Install murals on the existing, round corner façade towers. The proposed murals are identified in the signage documents as H1 and H2.
5. Install two (2), face lit cabinet signs to be located on the two round corner façade towers. The proposed signs will feature an overall heights of 19' – 5 3/5" and overall widths of 15' – 0" for a total size of 292.2 square feet each. These signs are identified as signs A1 and A2 in the application documents.
6. Install four (4), face lit channel letter signs to be located on each façade near the roof level. The proposed signs will read "Opportunity Center" and will feature an overall width of 59' – 6" and an overall height of 3' – 9" for a total size of 223.1 square feet. These signs are identified as signs B1, B2, B3, and B4.
7. Install one (1) flat cut letter sign on a concrete retaining wall facing S Santa Rosa to feature an approximate height of 3' – 8" and an approximate width of 6' – 6" for a total size of approximately 24 square feet. This sign will feature flat cut letters that will be painted black. This sign is identified as sign D.
8. Install one (1) internally illuminated channel letter sign on the west façade facing the intersection of S Santa Rose and E Houston. The proposed sign will feature an overall height of 1' – 9 1/2" and an overall width of 14' – 9". This sign is identified as sign E.
9. Install one (1) face lit cabinet sign on a proposed stone wall to face the intersection of S Santa Rose and E Houston. The proposed sign will feature an aluminum cabinet with vinyl faces. The proposed sign will feature 5' – 10" in height and 4' – 5 7/8" in width for a total size of approximately 26 square feet. This sign is identified as sign F.
10. Install one (1) externally lit cut out letter sign on a proposed stone wall near the vehicular entrance on E Houston. The proposed sign will feature a logo panel and cut out letters. The proposed sign will feature an overall size of approximately 70 square feet. This sign is identified as sign G.
11. Install one (1) externally lit cut out letter sign on a proposed retaining wall near the vehicular entrance on E Houston. This sign will be adjacent to the sign noted in request item 10, and will feature an overall width of 20' – 11" and an overall height of 18". The proposed sign is identified as sign I.

FINDINGS:

- a. The commercial structure at 343 W Houston was constructed in 1973 and features ten stories in height. The structure is located at the corners of S Santa Rosa and W Houston and features both surface and structured parking on site. This property is zoned Downtown and is located within the River Improvement Overlay, District 7A.
- b. ALLOWABLE SIGNAGE – The UDC Section 35-678(e)(1), notes that applicants may apply for up to three (3) signs total. Total signage for all applicants shall not exceed fifty (50) square feet unless the Historic and Design Review Commission recommends additional signs and/or total footage.
- c. SITE & LANDSCAPING – The applicant has proposed to perform various site and landscaping scopes of work to include the installation of concrete planter walls, new accessible sidewalks and ramps, and wrought iron fencing around the existing commercial structure. The applicant has proposed a series of retaining walls, site walls and wrought iron fencing elements that will extend around the perimeter of the commercial structure, parallel to both E Houston and N Santa Rosa. Generally, staff finds the proposed site and landscaping work to be appropriate; however, per the UDC Section 35-672(h), solid walls should not exceed forty-eight (48) inches in height, unless screening mechanical or service equipment. Staff finds that all solid wall elements proposed adjacent to the right of way should not exceed forty-eight (48) inches in height. All wall and fencing elements should not exceed six (6) feet in height total.
- d. TREE PRESERVATION & STREET TREES – The applicant has noted the preservation of street trees based on the submitted documents; however, staff is concerned regarding the introduction of fill at critical root zones. The applicant should make every effort to ensure that existing street trees are not negatively impacted by the proposed work on site.
- e. ENTRANCE / PEDESTRIAN CANOPIES – The applicant has proposed to install a series of pedestrian canopies on the east and west facades and install new facade materials at each primary entrance to include painted stucco, stone veneer, and tinted glass. Generally, staff finds the proposed canopies to be appropriate and consistent with the UDC Section 35-674.
- f. GLAZING TINT – The applicant has proposed to install blue tint on glazing throughout the structure. Currently, glass features a black tint. Staff finds the proposed glazing tint to be appropriate.
- g. MURALS – The applicant has proposed to install murals on the existing, round corner facade towers. The proposed murals are identified in the signage documents as H1 and H2. Staff finds the mural installations to be appropriate; however, they should not feature branding or signage elements. Should the murals incorporate branding or signage elements, they will be considered signage.
- h. CABINET SIGNS (A1 & A2) – The applicant has proposed to install two (2), face lit cabinet signs to be located on the two round corner facade towers. The proposed signs will feature an overall heights of 19' – 5 3/5" and overall widths of 15' – 0" for a total size of 292.2 square feet each. These signs are identified as signs A1 and A2 in the application documents. Generally, staff finds the proposed signage to be appropriate and consistent with the UDC; however, the sign should not produce a glare; an illumination level of six (6) Lux or greater at the property boundary.
- i. CHANNEL LETTER SIGNS (B1, B2, B3, & B4) – The applicant has proposed to install four (4), face lit channel letter signs to be located on each facade near the roof level. The proposed signs will read "Opportunity Center" and will feature an overall width of 59' – 6" and an overall height of 3' – 9" for a total size of 223.1 square feet. These signs are identified as signs B1, B2, B3, and B4. Generally, staff finds the proposed signage to be appropriate and consistent with the UDC; however, the sign should not produce a glare; an illumination level of six (6) Lux or greater at the property boundary.
- j. FLAT CUT LETTER SIGN (D) – The applicant has proposed to install one (1) flat cut letter sign on a concrete retaining wall facing S Santa Rosa to feature an approximate height of 3' – 8" and an approximate width of 6' – 6" for a total size of approximately 24 square feet. This sign will feature flat cut letters that will be painted black. This sign is identified as sign D. The applicant has not noted that this sign will be lit. Staff finds the proposed signage to be appropriate and consistent with the UDC.
- k. INTERNALLY ILLUMINATED CHANNEL LETTERS (E) – The applicant has proposed to install one (1) internally illuminated channel letter sign on the west facade facing the intersection of S Santa Rose and E Houston. The proposed sign will feature an overall height of 1' – 9 1/2" and an overall width of 14' – 9". This sign is identified as sign E. Generally, staff finds the proposed signage to be appropriate and consistent with the UDC; however, the sign should not produce a glare; an illumination level of six (6) Lux or greater at the property boundary.
- l. INTERNALLY ILLUMINATED CABINET SIGN (F) – The applicant has proposed to install one (1) face lit cabinet sign on a proposed stone wall to face the intersection of S Santa Rose and E Houston. The proposed sign will feature an aluminum cabinet with vinyl faces. The proposed sign will feature 5' – 10" in height and 4' – 5 7/8" in width for a total size of approximately 26 square feet. This sign is identified as sign F. Generally, staff finds the proposed signage to be appropriate and consistent with the UDC; however, the sign should not produce a glare; an illumination level of six (6) Lux or greater at the property boundary.
- m. CUT LETTER SIGN (G) – The applicant has proposed to install one (1) externally lit cut out letter sign on a proposed stone wall near the vehicular entrance on E Houston. The proposed sign will feature a logo panel and cut out letters. The proposed sign will feature an overall size of approximately 70 square feet. This sign is identified as sign G. Staff finds the proposed signage to be appropriate and consistent with the UDC.
- n. CUT LETTER SIGN (I) – The applicant has proposed to install (one) externally lit cut out letter sign on a proposed retaining wall near the vehicular entrance on E Houston. This sign will be adjacent to the sign noted in request item 10, and will feature an overall width of 20' – 11" and an overall height of 18". The proposed sign is identified as sign I. Staff finds the proposed signage to be appropriate and consistent with the UDC.
- o. VINYL FENESTRATION GRAPHICS – The applicant has proposed a vinyl graphics to be installed on fenestration, primarily at entrances. Staff finds these graphics to be appropriate.

p. ARCHAEOLOGY – The property is within the River Improvement Overlay and Downtown Design Area. In addition, the property is in close proximity to previously recorded archaeological site 41BX2640. Furthermore, the project area is likely traversed by or adjacent to the Segundo Acequia. Therefore, an archaeological investigation is required. The project shall comply with all federal, state, and local laws, rules, and regulations regarding archaeology, as applicable.

RECOMMENDATION:

Staff recommends approval of items #1 through #11, based on findings a through p, with the following stipulations:

- i. That all solid wall elements proposed adjacent to the right of way and at property lines should not exceed forty-eight (48) inches in height, as noted in finding c. Additionally, all fencing elements, regardless of location should not exceed six (6) feet in height.
- ii. That all internally illuminated signage be installed in a manner that does not produce a glare. Lighting shall be consistent with the UDC, and illumination levels should not exceed six (6) Lux at the property line.
- iii. That the proposed mural not feature branding or signage elements, as noted in finding f.
- iv. That every effort be made to ensure that existing street trees are not negatively impacted by the proposed work on site.
- v. ARCHAEOLOGY – An archaeological investigation is required. The project shall comply with all federal, state, and local laws, rules, and regulations regarding archaeology, as applicable.

COMMISSION ACTION:

Approved with staff's stipulations.

A handwritten signature in black ink, reading "Shanon Shea Miller". The signature is written in a cursive, flowing style.

Shanon Shea Miller
Historic Preservation Officer