

# HISTORIC AND DESIGN REVIEW COMMISSION

August 15, 2018

**HDRC CASE NO:** 2018-395  
**ADDRESS:** 713 S ALAMO ST  
**LEGAL DESCRIPTION:** NCB 903 BLK LOT A48 OR E PT OF 46  
**ZONING:** C-3, HS  
**CITY COUNCIL DIST.:** 1  
**DISTRICT:** Lavaca Historic District  
**LANDMARK:** Simms Building  
**APPLICANT:** Marsha Mahaffey  
**OWNER:** 713 S Alamo, LLC  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** August 01, 2018  
**60-DAY REVIEW:** September 30, 2018  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install two non-illuminated wall signs on the historic structures at 713 S Alamo.

## APPLICABLE CITATIONS:

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.

#### 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.

## 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.

### 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 has proposed to install two, wall mounted signs on the historic structures located at 713 S Alamo, located within the Lavaca Historic District. The two story historic structure is commonly known as the Simms Building. Within this application, the applicant has proposed to install two aluminum wall signs.
- b. **SIZE** – The applicant has proposed to install two wall signs, both to measure ten (10) feet in width and two (2) feet in height for a total size of twenty (20) square feet. The proposed sizes are consistent with the Guidelines.
- c. **MATERIALS** – The applicant has proposed aluminum signage panels for both signs to feature digitally printed graphics. The proposed materials are consistent with the Guidelines.
- d. **CHARACTER** – The applicant has proposed for the sign on the Simms Building (the two-story historic structure) to read “Jokesters 22 Pub N’ Grill – Sports Pub N’ Patio Lounge” to feature a white background with blue lettering. Staff finds that a dark background would be appropriate as apposed to the white background as noted in the Guidelines for Signage, 1.D.iii. Staff finds that the entire background should be blue with white lettering and that the proposed separate colored panels are inappropriate.
- e. **CHARACTER** – For the one story structure on the southern side of the lot, the applicant has proposed for the sign to read “Jokesters 22 Part II Dance N’ Comedy Club” to feature a blue background with white lettering. Staff finds the general design of this sign to be appropriate. Staff finds that the entire background should be blue with white lettering and that the proposed separate colored panels are inappropriate.
- f. **MOUNTING** – The applicant has noted that both signs are to be mounted within existing transom window openings. Previous signage at these locations existed above the transom windows on façade panels. Staff finds that location signage on these locations would be more appropriate than within transom openings. Signage should be mounted as to not damage historic masonry. Mounts should be mounted within mortar joints and not through the face of brick.

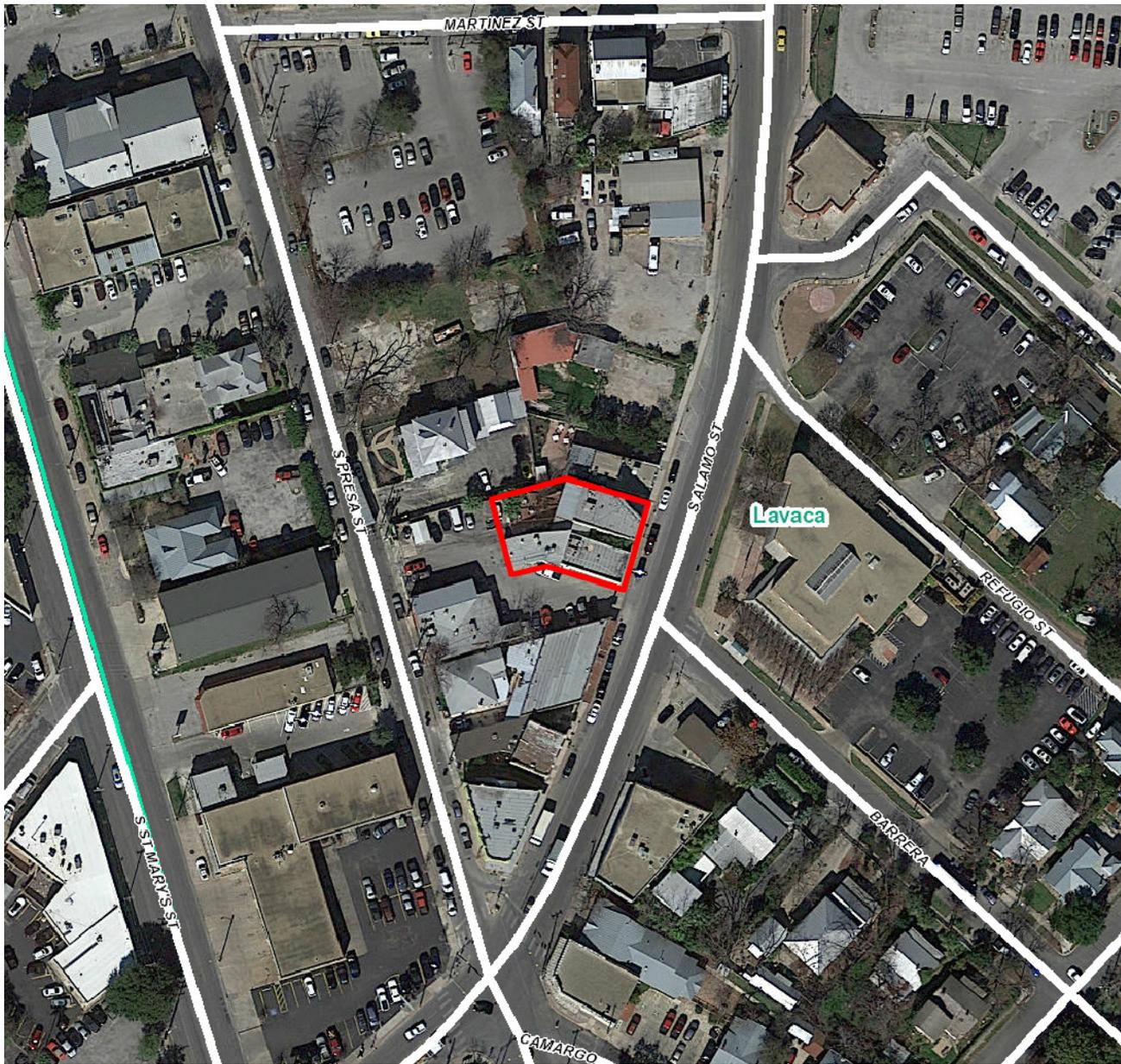
## RECOMMENDATION:

Staff recommends approval based on finding a through f with the following stipulations:

- i. That the proposed sign on the Simms Building feature a dark background as noted in finding d.
- ii. That both signs be mounted on existing signage panels rather than in the transom window openings as noted in finding f.
- iii. That mounting brackets be fixed to the building in a manner that does not result in damage to the brick as noted in finding f.
- iv. That both signs feature entire background of blue rather than separate colored backgrounds for the top and bottom portions of each sign.

**CASE MANAGER:**

Edward Hall



## Flex Viewer

Powered by ArcGIS Server

Printed: Aug 10, 2018

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PHOTO NOTING LOCATIONS OF EXISTING SIGNAGE (2014)



PHOTO NOTING LOCATIONS OF EXISTING SIGNAGE (2014)



Google



LOCATIONS OF PREVIOUS SIGNAGE

LOCATIONS OF PROPOSED SIGNAGE

N. Nemo St

**Written Narrative for Jokesters 22 Signage:**

Two non-illuminated aluminum panel wall signs. One reading "Jokesters 22 Pub 'N Grub - Sports Pub 'N Patio Lounge" and the other reading "Jokesters 22 Part II Dance 'N Comedy Club". Both are flat .125 aluminum faces (pre-finished white) with digital print graphics. Signs will be PMS blue #3005c and white.

**JOKESTERS**  
72

**PUB 'N GRUB**

- Proposal Drawing
- Final Drawing

Client: Jokester Pub 'N Grill  
 Location: 713 S Alamo, San Antonio, TX 78205  
 Salesperson: Chris Quante  
 P.O. M.D.C.:  
 Date: 6-19-18  
 Designer: David Gamez  
 File Name: 39731\_Jokesters  
 22 Pub N Grill R1  
 Proposal #: 39731  
 Job #:

Revisions  
 R1/7 9-18/0C. Rev. to 125 alum.  
 Permit by no lighting.

**Comet Signs**

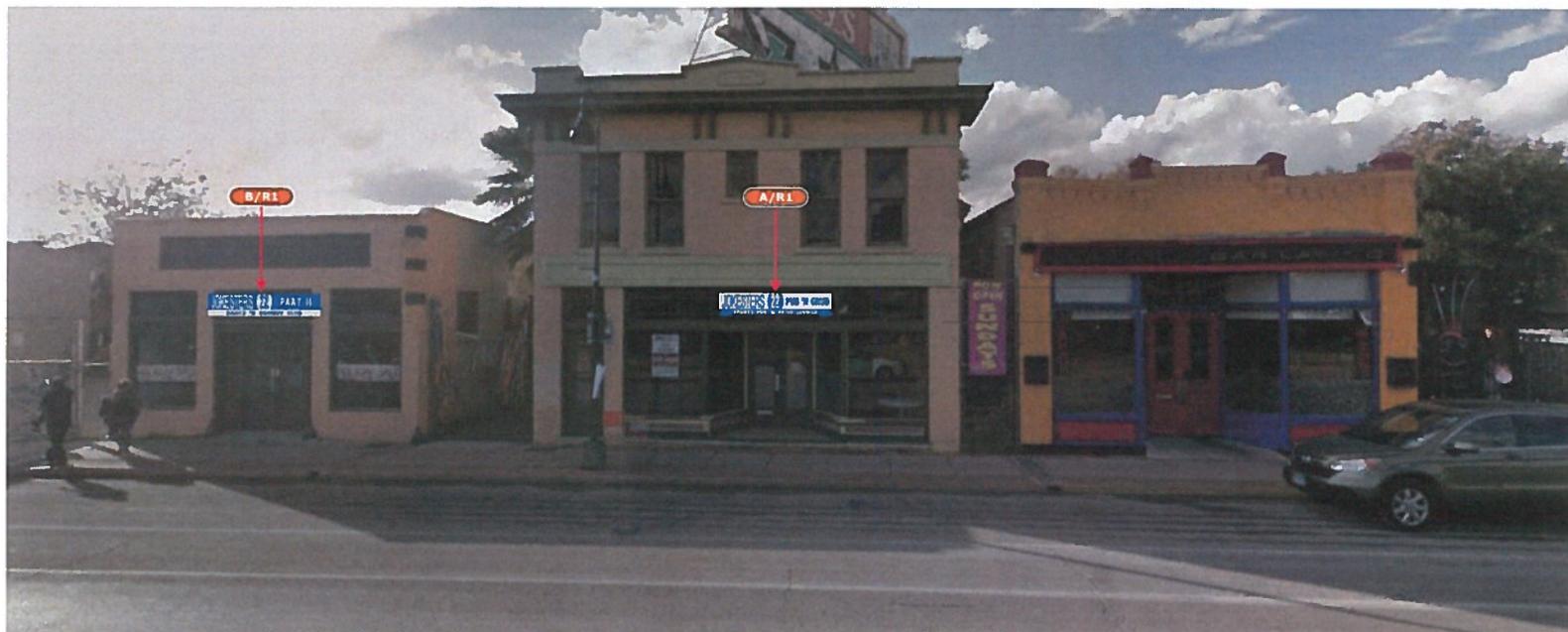
TDA #: 18010

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FRONT ELEVATIONS - DAY VIEW

Scale: 3/32"=1'-0"

# JOKESTERS 22 PUB 'N GRUB

- Proposal Drawing
- Final Drawing

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 Salesperson: Chris Quante  
 Prj. Mngr.:  
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 Designer: David Gamez  
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 22 Pub N Grill R1  
 Proposal #: 39731  
 Job #:

### Revisions

R1/7 9-18/DC Rev. to 125 alum. panel w/ no lighting.



TOLL #: 18010

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# JOKESTERS 22

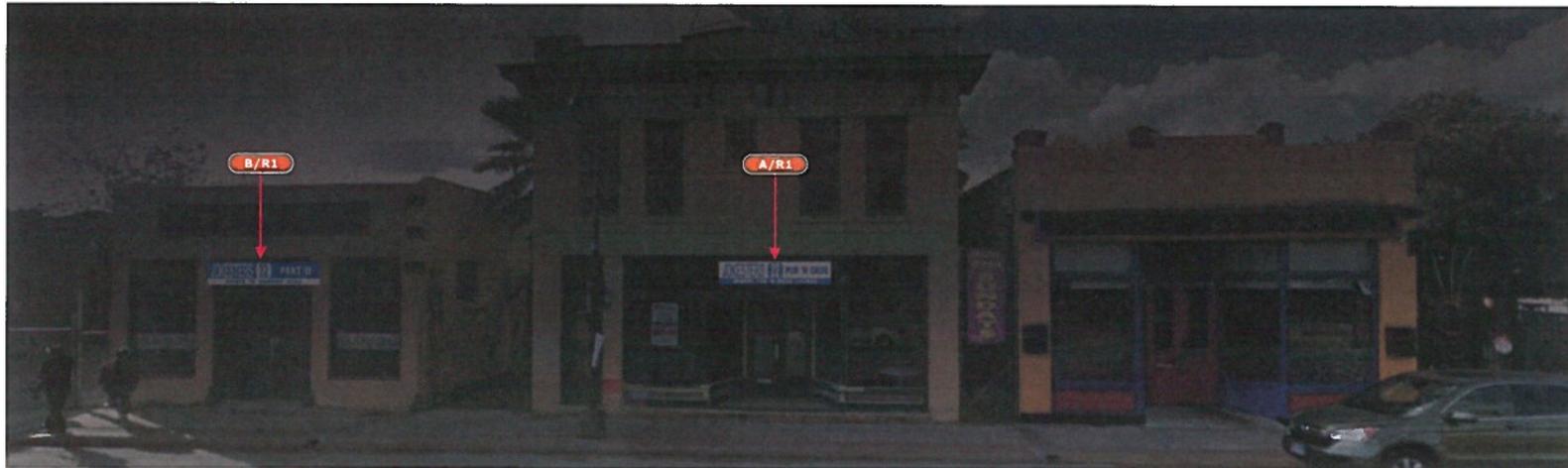
PUB 'N GRUB

- Proposal Drawing
- Final Drawing

Client: Jokester Pub 'N Grill  
 Location: 713 S Alamo, San Antonio, TX 78205  
 Salesperson: Chris Quante  
 Prj. Mngr.:  
 Date: 6-19-18  
 Designer: David Gamez  
 File Name: 39731 Jokesters 22 Pub N Grill R1  
 Proposal #: 39731  
 Job #:

### Revisions

R1/7-9-18/DG, Rev. to 125 alum. panel w/ no lighting.



FRONT ELEVATIONS - NIGHT VIEW

Scale: 3/32"=1'-0"

REVISION # 1



TDL #: 18010

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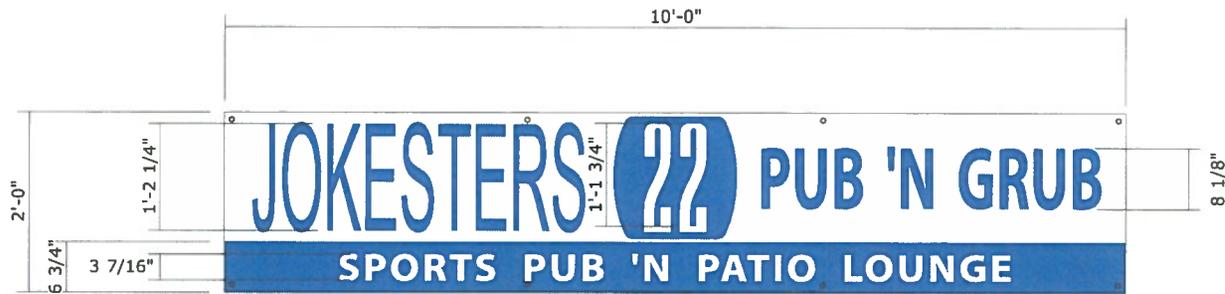
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**A/R1** S/F PAN PANEL  
QTY: 1

20.00 SQ. FT.

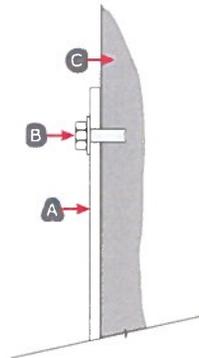
Scale: 3/4"=1'-0"

REVISION # 1

 PMS blue # 3005c.

 White.

Color description is for reference only.  
Samples provided upon request after order  
placement.



**A** Flat .125 aluminum face  
(pre-finished white) with  
digital print graphics.

**B** Fasteners to wall as  
required - touched up to  
match background color.

**C** Wall.

SECTION Scale: N.T.S.

REVISION # 1

**JOKESTERS**  
**22**  
**PUB 'N GRUB**

Proposal Drawing  
 Final Drawing

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Revisions  
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panel w/ no lighting.



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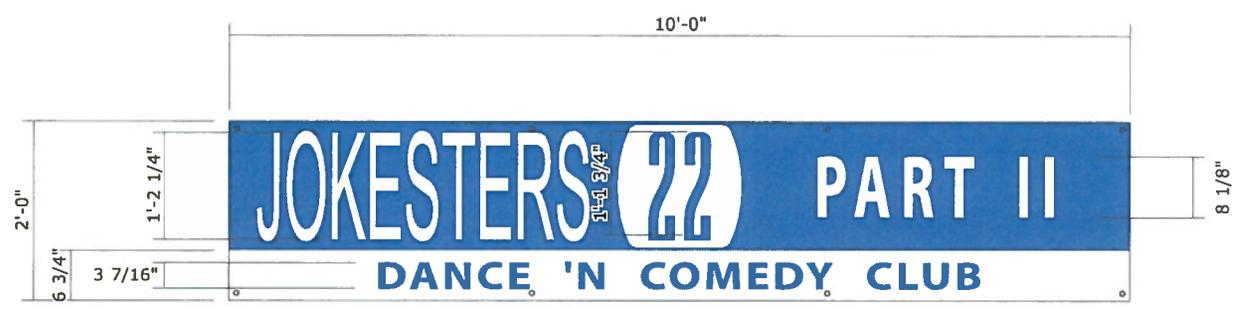
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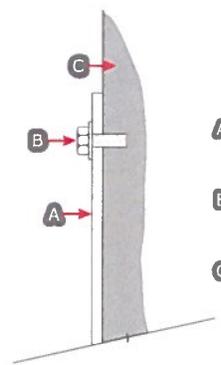


**B/R1** S/F PAN PANEL  
QTY: 1

20.00 SQ. FT.  
Scale: 3/4"=1'-0"  
**REVISION # 1**

 PMS blue # 3005c.  
 White.

Color description is for reference only.  
Samples provided upon request after order placement.



- A** Flat .125 aluminum face (pre-finished white) with digital print graphics.
- B** Fasteners to wall as required - touched up to match background color.
- C** Wall.

**SECTION** Scale: N.T.S.  
**REVISION # 1**

**JOKESTERS**  
22  
**PUB 'N GRUB**

Proposal Drawing  
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Job #:

**Revisions**  
R1/7-9-18/DC Rev. to .125 alum. panel w/ no lighting.

**Comet SIGNS**  
TDLA #: 18010

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