

HISTORIC AND DESIGN REVIEW COMMISSION

July 19, 2017

HDRC CASE NO: 2017-336
ADDRESS: 709 S ALAMO ST
LEGAL DESCRIPTION: NCB 903 BLK LOT A47 & S 12 FT OF A44
ZONING: C-2 IDZ, HS
CITY COUNCIL DIST.: 1
DISTRICT: Lavaca Historic District
LANDMARK: Seale Dry Goods Co
APPLICANT: Rene Fernandez
OWNER: Bertex Real Estate Holdings, Inc
TYPE OF WORK: Signage, patio construction and painting
REQUEST:

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

1. Construct a rear patio at the rear of the historic structure and an existing patio.
2. Paint the historic structure a bright yellow.
3. Install window cling signage on the primary entrance double doors. The clings are 15.5 inches in width and 52.5 inches in height and read “Azuca Sabor Latino”.
4. Install wall signage on the front façade to read “Restaurant” to be neon lit and feature 10 inches in height and 7’ – 5” in length.
5. Install wall signage on the front façade to read “Bar – Latino” to be neon lit and to feature 10 inches in height and 10’-4” in length.
6. Install a free-standing sign to the north (right) of the primary entrance to feature internal illumination, 11 feet in height and twenty-nine inches in width.
7. Install two wall sconces on each side of the storefront system.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 2, Guidelines for Exterior Maintenance and Alterations

2. Materials: Masonry and Stucco

A. MAINTENANCE (PRESERVATION)

i. Paint—Avoid painting historically unpainted surfaces. Exceptions may be made for severely deteriorated material where other consolidation or stabilization methods are not appropriate. When painting is acceptable, utilize a water permeable paint to avoid trapping water within the masonry.

iv. Cleaning—Use the gentlest means possible to clean masonry and stucco when needed, as improper cleaning can damage the surface. Avoid the use of any abrasive, strong chemical, sandblasting, or high-pressure cleaning method.

10. Commercial Facades

A. MAINTENANCE (PRESERVATION)

i. Character-defining features—Preserve character-defining features such as cornice molding, upper-story windows, transoms, display windows, kickplates, entryways, tiled paving at entryways, parapet walls, bulkheads, and other features that contribute to the character of the building.

ii. Windows and doors—Use clear glass in display windows. See Guidelines for Architectural Features: Doors, Windows, and Screens for additional guidance.

iii. Missing features—Replace missing features in-kind based on evidence such as photographs, or match the style of the building and the period in which it was designed.

iv. Materials—Use in-kind materials or materials appropriate to the time period of the original commercial facade when making repairs.

B. ALTERATIONS (REHABILITATION, RESTORATION, AND RECONSTRUCTION)

- i. New features*—Do not introduce new facade elements that alter or destroy the historic building character, such as adding inappropriate materials; altering the size or shape of windows, doors, bulkheads, and transom openings; or altering the façade from commercial to residential. Alterations should not disrupt the rhythm of the commercial block.
- ii. Historical commercial facades*—Return non-historic facades to the original design based on photographic evidence. Keep in mind that some non-original facades may have gained historic importance and should be retained. When evidence is not available, ensure the scale, design, materials, color, and texture is compatible with the historic building. Consider the features of the design holistically so as to not include elements from multiple buildings and styles.

Historic Design Guidelines, Chapter 3, Guidelines for Additions

2. Massing and Form of Non-Residential and Mixed-Use Additions

A. GENERAL

- i. Historic context*—Design new additions to be in keeping with the existing, historic context of the block. For example, additions should not fundamentally alter the scale and character of the block when viewed from the public right-of-way.
- ii. Preferred location*—Place additions at the side or rear of the building whenever possible to minimize the visual impact on the original structure from the public right of way. An addition to the front of a building is inappropriate.
- iii. Similar roof form*—Utilize a similar roof pitch, form, and orientation as the principal structure for additions, particularly for those that are visible from the public right-of-way.
- iv. Subordinate to principal facade*—Design additions to historic buildings to be subordinate to the principal façade of the original structure in terms of their scale and mass.
- v. Transitions between old and new*—Distinguish additions as new without distracting from the original structure. For example, rooftop additions should be appropriately set back to minimize visibility from the public right-of-way. For side or rear additions utilize setbacks, a small change in detailing, or a recessed area at the seam of the historic structure and new addition to provide a clear visual distinction between old and new building forms.

B. SCALE, MASSING, AND FORM

- i. Height*—Limit the height of side or rear additions to the height of the original structure. Limit the height of rooftop additions to no more than 40 percent of the height of original structure.
- ii. Total addition footprint*—New additions should never result in the doubling of the historic building footprint. Full-floor rooftop additions that obscure the form of the original structure are not appropriate.

3. Materials and Textures

A. COMPLEMENTARY MATERIALS

- i. Complementary materials*—Use materials that match in type, color, and texture and include an offset or reveal to distinguish the addition from the historic structure whenever possible. Any new materials introduced to the site as a result of an addition must be compatible with the architectural style and materials of the original structure.
- ii. Metal roofs*—Construct new metal roofs in a similar fashion as historic metal roofs. Refer to the Guidelines for Alternations and Maintenance section for additional specifications regarding metal roofs.
- iii. Other roofing materials*—Match original roofs in terms of form and materials. For example, when adding on to a building with a clay tile roof, the addition should have a roof that is clay tile, synthetic clay tile, or a material that appears similar in color and dimension to the existing clay tile.

B. INAPPROPRIATE MATERIALS

- i. Imitation or synthetic materials*—Do not use imitation or synthetic materials, such as vinyl siding, brick or simulated stone veneer, plastic, or other materials not compatible with the architectural style and materials of the original structure.

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.

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 facade 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.

4. Freestanding Signs

A. GENERAL

i. Appropriate usage—Freestanding signs are most appropriate in locations where building forms are set back from the street, such as in areas where historic residences have been adapted for office or retail uses, or in commercial districts where they may be used to identify parking areas or other accessory uses.

ii. Placement—Place freestanding signs near the public right-of-way where they are clearly visible to passing pedestrians and motorists, a minimum of five feet from the street right-of-way and ten feet from all interior side lot lines. No freestanding sign should be placed in a manner that obstructs the pedestrian walkway.

iii. Number—Limit the number of freestanding signs per platted lot to one, unless the lot fronts more than one street, in which case, one sign is allowed on each street on which the lot has frontage.

iv. Monument signs—Do not use —suburban-style monument signs or electronic messaging signs not historically found in San Antonio's historic districts.

B. DESIGN

i. Height—Limit the height of freestanding signs to no more than six feet.

ii. Area—The size of new signs should be appropriate within the historic context, and should not exceed 25 square feet on either side, for a total of 50 square feet. Appropriate size shall be determined by considering historic precedent, sign patterns within historic districts, and conditions specific to individual properties.

iii. Structural supports—Use subtle structural elements (in terms of their scale and mass) with historically compatible materials to support a freestanding sign.

5. Window Signs

A. GENERAL

i. Location—Limit the use of window signs to first floor windows where they may be readily viewed by pedestrians.

ii. Appropriate building types—Use window signs in high traffic pedestrian areas, such as on commercial storefronts or other buildings that have been adapted for non-residential use.

iii. Historic signage—Retain historic window signage if it reflects a historic building name, owner, or early business.

B. DESIGN

i. Window coverage—Do not cover more than 30 percent of the window area with signage.

ii. Opacity—Do not use window signs constructed of opaque materials that obscure views into and out of windows, either partially or completely.

iii. Prohibited window signs—Do not use paper signs, banners, or graphic films that adhere to the exterior of window glazing.

iv. Symbols and lettering—Incorporate lettering, symbols, and other design elements that reflect the type of business or institution at the location to increase a sign's impact.

v. Temporary signs and banners—Place temporary signs in a manner that is appropriate for the building scale and style, as

allowed by UDC sec. 35-612(i).

FINDINGS:

- a. The structure at 709 S Alamo was constructed circa 1910 and is first found on the 1912 Sanborn Map. The structure features a brick façade with a castellated parapet wall on the street façade and a wood storefront system featuring a recessed entrance. The structure originally featured both a front and rear canopy. At this time, the applicant has proposed to construct a rear patio addition, install signage and paint the façade, all of which have been completed without a Certificate of Appropriateness and proper permits. Office of Historic Preservation Staff notified the applicant on October 18, 2016, that a Certificate of Appropriateness was needed for the proposed scope of work.
- b. REAR PATIO – The rear of the primary historic structure currently features an addition. The applicant has proposed a covered patio at the rear of the previously constructed rear patio to feature an overall height of approximately 11’ – 6” and a trapezoidal footprint that features an extension past the side wall planes of the historic structure.
- c. REAR PATIO – Per the Guidelines for Additions 2.A., new additions should be in keeping with the existing, historic context of the block, should be located at the rear of the historic structure, should utilize a similar roof form, should be subordinate to the principle façade of the historic structure and should feature a transition between the old and the new. Generally, the proposed patio addition is consistent with the Guidelines.
- d. PAINTING – Per the Guidelines for Exterior Maintenance and Alterations, 2.B., surfaces that were historically unpainted should not be painted. The façade was previously cleaned and all existing paint had been removed. Staff does not find the painting of the façade to be appropriate.
- e. SIGNAGE – The Guidelines for Signage 1.A. notes that each building will be allowed one major and two minor signs. A total requested size for requested signage should not exceed fifty (50) square feet. New signs should be based on evidence of historic signs, should be designed to respond to the character and/or period of the area in which they are being placed and should identify the tenant without creating clutter or distracting from building features and historic districts. Additionally, signage should be designed in proportion to the façade, respecting the building’s size, scale and mass and rhythms and sized of window and door openings.
- f. WINDOW CLINGS – The applicant has proposed to install window cling signage on the primary entrance double doors. The clings are 15.5 inches in width and 52.5 inches in height and read “Azuca Sabor Latino” for a total square footage of approximately 5.7 square feet. Generally, staff finds the proposed window clings to be minor in nature and appropriate for the proposed location.
- g. WALL SIGNAGE – Above the transom windows and below the cornice line and parapet wall, the applicant has proposed to install wall signage on the front façade to read “Restaurant” to be neon lit and feature 10 inches in height and 7’ – 5” in length. This block of S Alamo features structures that feature blade signs, window clings and small wall signs. There is no historic example of signage to this size or design on this block. While the size is appropriate for the structure, staff does not find the location nor the lighting source, neon, to be appropriate. Additionally this signage does not directly identify the business housed in the historic structure. Staff finds that the signage should be removed.
- h. WALL SIGNAGE – Above the transom windows and below the cornice line and parapet wall, the applicant has proposed to install wall signage on the front façade to read “Bar – Latino” to be neon lit and to feature 10 inches in height and 10’-4” in length. This block of S Alamo features structures that feature blade signs, window clings and small wall signs. There is no historic example of signage to this size or design on this block. While the size is appropriate for the structure, staff does not find the location nor the lighting source, neon, to be appropriate. Additionally this signage does not directly identify the business housed in the historic structure. Staff finds that the signage should be removed.
- i. FREESTANDING SIGNAGE – To the north (left) of the historic structure, the applicant has proposed to install a free-standing sign to the north (right) of the primary entrance to feature internal illumination, 11 feet in height and twenty-nine inches in width. Per the Guidelines for Signage, 4.B.i., freestanding signs should not exceed 6 feet in height. The proposed signage is inconsistent with the Guidelines.
- j. WALL SCONCES – To the right and left of the storefront system, the applicant has proposed to install two wall sconces that are twenty inches in width, twenty-two inches in height and extrude from the wall ten inches. Per the Guidelines for Exterior Maintenance and Alterations 5.B.iii., new light fixtures should be installed in a manner which does not distract from the façade of the building, should be installed in a manner that does not damage the historic façade, should be unobtrusive in design and should not rust or stain the building. Staff finds the proposed

sconces to be inconsistent with the Guidelines due to their location and size.

RECOMMENDATION:

Staff recommends approval of item #1, the construction of a rear patio, as submitted based on findings b and c.

Staff recommends approval of item #3, the installation of window cling signage, as submitted based on finding f.

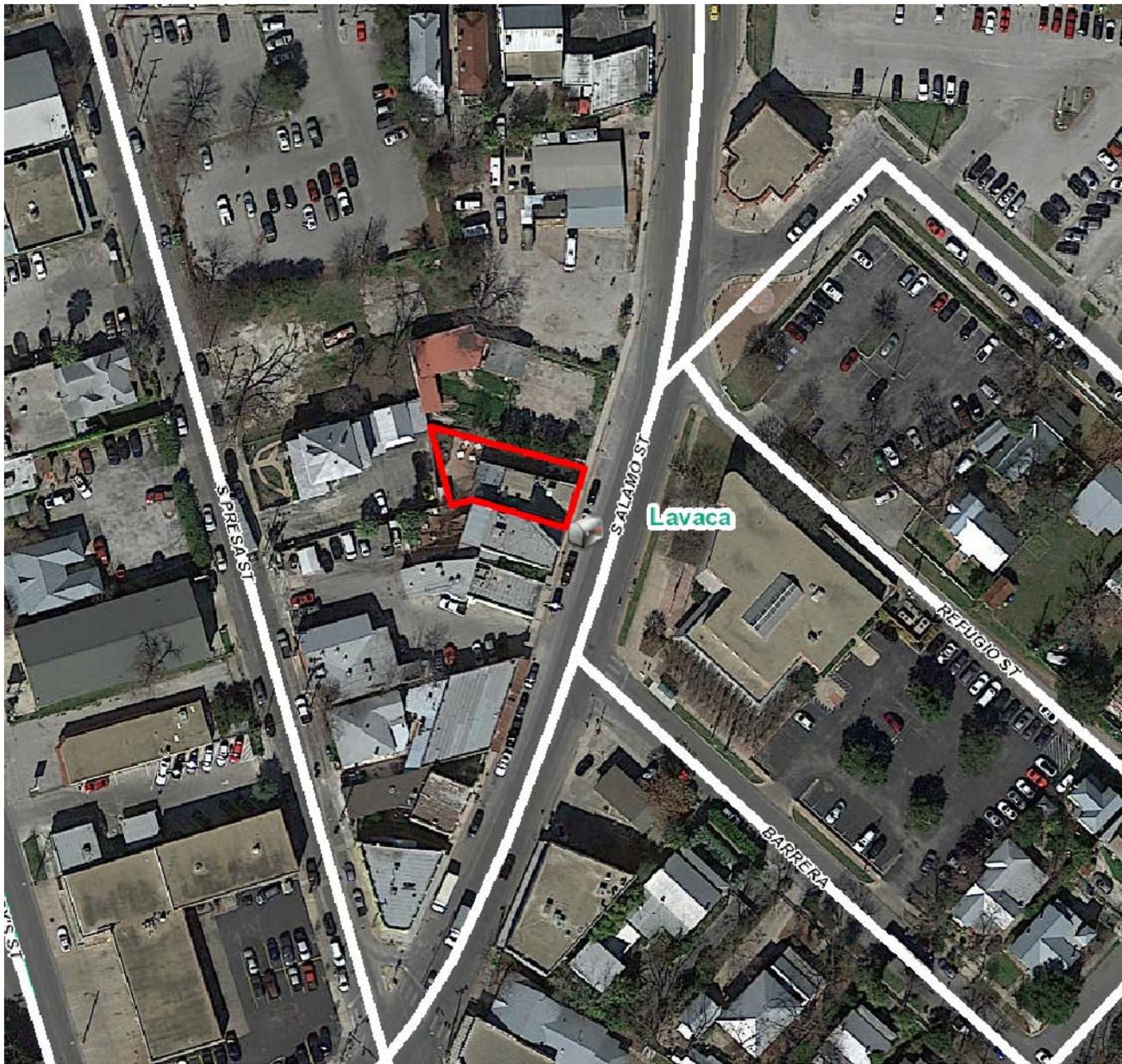
Staff does not recommend approval of items #2 and #4 through #7 based on findings d and f through j. Staff recommends the applicant remove the inappropriate wall sconces, remove the existing paint color and return to brick to its unpainted state and install signage that is consistent with the Guidelines and this block of S Alamo.

CASE MANAGER:

Edward Hall

CASE COMMENT:

The above requested rear addition, signage, painting and wall lighting were installed without a Certificate of Appropriateness. The post work application fee has not been paid.



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Flex Viewer

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Printed: Jul 10, 2017

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APRIL 2016 PHOTO



INNER

Hour 4 to 7
DAILY !!!
Cocktails

SALSA BAND
SUNDAYS AND SATURDAYS
12:00 PM TO 2:00 AM

Music Dining !!!

PIZZA

PIZZERIA



CITY of SAN ANTONIO
NOTICE of HEARING
HISTORIC & DESIGN
REVIEW COMMISSION

ADDRESS: **DRUM**

REQUEST: **Historic, Cultural, and Arts District**

HEARING DATE: **July 8, 2015** Time: **3:00 PM**
FOR MORE INFORMATION CONTACT
(214) 207-0035

ALL PUBLIC MEETINGS TAKE PLACE AT ONE S. ALAMO





HOME

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BAR LATTIN

709



HOME OF

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BAR LATINA

SABOR
LATINO

OPEN ALL EVENING
DANCE MUSIC
DAILY FROM 5:00 PM
TO 11:00 PM
LIVE PERFORMANCES
ON WEDNESDAY

PA
PRIVAT
POLICIA
AT PUNTO



PA
PRIV
VIOLATORS
AT VEHIC

1912 SANBORN MAP

238

SOUTH 236

235

GOLIAD

237

MARTINEZ

S. ALAMO

244

S. ALAMO

S. PRESA

LAVACA

238

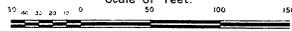
WATER

24

San Antonio No. 3



Scale of Feet.



Fire Dept. Station No. 12

Marquee Signage
((RESTAURANT))

Wide 10" Long 7'-5"

Marquee Signage
((BAR LATINO))

Wide 5" Long 10'-4"



WALL SCONCES
((EACH))

Wide 20"

Long 22"

Deep 10"



Door Sticker Signage

Wide 15.5"

Tall 52.5"



Unmounted Sign

Wide 29.0"

Tall 11'0"