

HISTORIC AND DESIGN REVIEW COMMISSION

July 06, 2016

Agenda Item No: 29

HDRC CASE NO: 2016-230
ADDRESS: 1150 S ALAMO ST
LEGAL DESCRIPTION: NCB 931 BLK 1 LOT 23 THRU 25
ZONING: C3 H HS
CITY COUNCIL DIST.: 1
DISTRICT: King William Historic District
LANDMARK: Alamo Methodist Church
APPLICANT: Daniel Northcutt
OWNER: Greg Porter/AC 1150 S Alamo, LLC
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install 40 square feet of signage, including eight signs at 1150 S Alamo. This signage request includes:

1. One added 6' x 1.5' (9 square feet) graphic to existing front awning
2. One added 1.5' x 1.5' (2.25 square feet) graphic to existing side awning
3. Four added 2' x 6" (4 square feet) vinyl decals on four front windows
4. One wooden 5.5' x 4' (22 square feet) freestanding signage, 11 feet tall, in existing frame
5. One painted 4' x 9" (3 square feet) wood sign over the front door

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.

FINDINGS:

- a. The applicant is proposing signage at 1150 S Alamo, known as the historic Alamo Methodist Church, converted to a commercial use. The building was built circa 1915.
- b. Currently, no permanent signage exists except for a 11' tall freestanding metal frame with external lighting. The applicant received approval to temporarily hang two banners.
- c. The applicant is proposing to install eight (8) signs, totaling approximately 40 square feet of signage. According to the Guidelines for Signage 1.A., each building is allowed one major sign, and two minor signs totaling 50 square feet. Staff finds the signage area consistent with the Guidelines, but finds the number of signs not consistent.
- d. The applicant is proposing to install a 9 square foot graphic to existing front awning and a 2.25 square foot graphic to existing side awning. Staff finds the added awning signage consistent with the Guidelines for Signage, as the signs relate to the pedestrian scale and the signage area is within the allowable square footage.
- e. The applicant is proposing four vinyl window decals to be 1 square foot each to be mounted in the four window fronts along S Alamo St. According to the Guidelines for Signage 5, window signs should be located on the first floor, in high traffic pedestrian areas, and do not cover more than 30% of the window area. Staff finds these additional minor signs consistent in coverage and location and would not be highly visible from the public right-of-way.
- f. The applicant is proposing to install a wooden sign, 5.5' x 4' signage area in an existing freestanding frame standing 11' tall on a 2.3' retaining wall. Including the retaining wall, the signage stands 13.3' tall. According to the Guidelines for Signage, signs should be proportionated to building scale, oriented toward the sidewalk to maintain pedestrian oriented nature of the historic district, made of an appropriate material, and use a dark background with light lettering to make signs more legible. Staff finds the material and location of this sign consistent with the Guidelines, but finds the color inappropriate. Staff recommends that the applicant consider a dark background with light letters instead of a white background.
- g. The applicant is proposing one painted 4' x 9" (3 square feet) wood sign over the front door. Staff finds this additional sign repetitive and not consistent with the Guidelines for Signage. Staff recommends that if the applicant would like signage in that location, that the applicant consider a window decal of similar design and size of the other decals to be placed.
- h. Staff visited the site June 21, 2016, and found that the retaining wall 2.3' tall and creates a distinct difference between the street level and the patio at 1150 S Alamo.

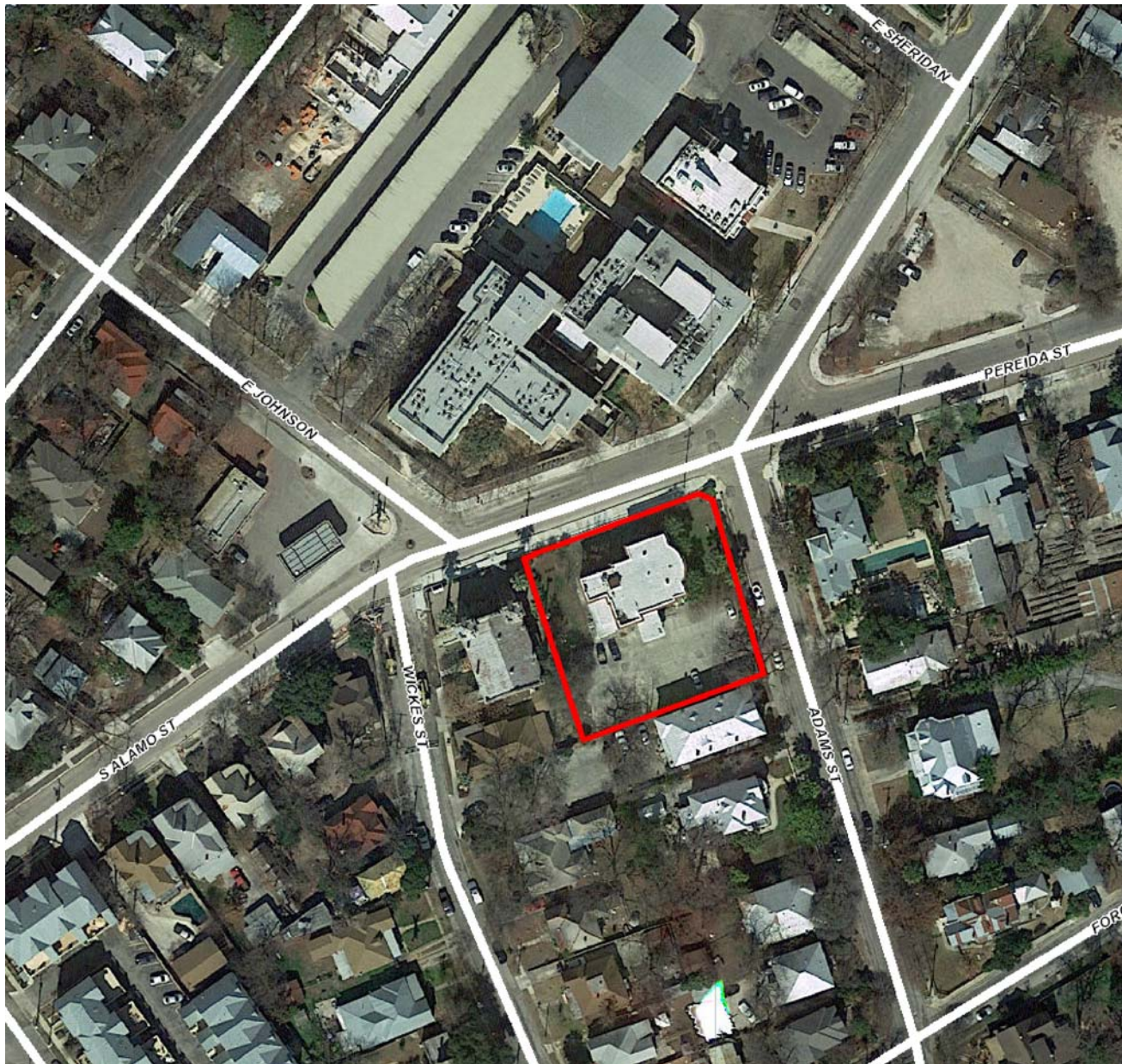
RECOMMENDATION:

Staff recommends approval of items #1 through #4 based on finding a through f with the stipulation that the applicant alter the color scheme to include a dark background and light letters, and submit the details to staff prior to receiving a Certificate of Appropriateness.

Staff recommends denial of item #5 based on finding g. Staff recommends that the applicant consider a window decal of similar design and size of the other window decals to be placed.

CASE MANAGER:

Lauren Sage



Flex Viewer

Powered by ArcGIS Server

Printed: Jun 20, 2016

The City of San Antonio does not guarantee the accuracy, adequacy, completeness or usefulness of any information. The City does not warrant the completeness, timeliness, or positional, thematic, and attribute accuracy of the GIS data. The GIS data, cartographic products, and associated applications are not legal representations of the depicted data. Information shown on these maps is derived from public records that are constantly undergoing revision. Under no circumstances should GIS-derived products be used for final design purposes. The City provides this information on an "as is" basis without warranty of any kind, express or implied, including but not limited to warranties of merchantability or fitness for a particular purpose, and assumes no responsibility for anyone's use of the information.

1150 S. Alamo
San Antonio, TX 78210

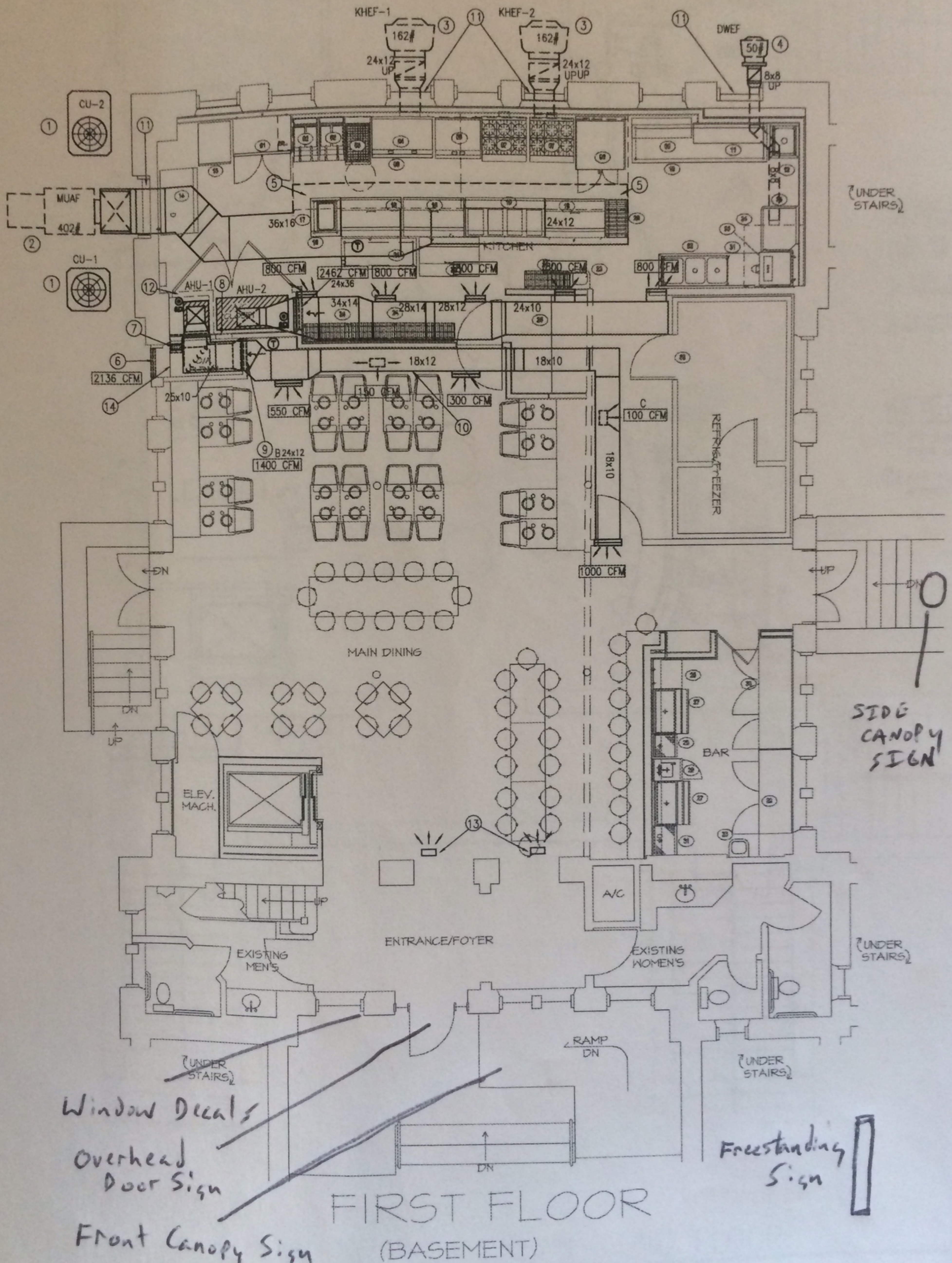
Permanent Signage Request

- 1) Front Signage (Canopy). Professionally printed "Frank" on front of main canopy. 6 foot x 1.5 foot (L x W)
- 2) Front Windows. Professional Vinyl Decals: Full Bar, Brunch, Lunch and Supper. Each decal is 2 foot x 6 inches (L x W)
- 3) Over Doorway. Professionally painted, wood sign. 4 foot x 9 inches (L x W)
- 4) Side Canopy. Professionally printed "F" on front of side canopy. 1.5 foot x 1.5 foot (L x W)
- 5) Exterior Freestanding Sign. Existing Frame. Professionally painted, wood sign. 5.5 foot x 4 foot

Photo's attached.

Contact:

Daniel Northcutt
512.940.4380
northcutt101@gmail.com





Frank's
HOT DOGS COLD BEER .COM
ESTABLISHED BY ARTHUR FRANK

LUNCH & DINNER
LATE NIGHT EATS
MONDAY THROUGH SUNDAY



St. John's
Church
6 4 '98



Frank
HOT GOOD COFFEES.COM

**LUNCH & DINNER
LATE NIGHT EATS
AND BR**

Frank
NOW OPEN!
JOIN US
UPSTAIRS
SEVEN DAYS A WEEK!
STUDIOSLABBER.COM

**UPSTAIRS
LOUNGE
NOW OPEN**

St. Alamo







S Alamo

Wickes

CURRENT
NEWS



1150
S ALAMO

S Alamo
1100 1200

Wickes
100 1100

STOP



Salamo
Historic District 1200
1100

Wickes

NO VIOLENCE
NO CRIME
I will be a...
If you don't like it, send it to me...
- Emily Dickinson

**UPSTAIRS
LOUNGE
NOW OPEN!**



S Alamo
1100 1200

Frank
HOT DOGS COLD BEER COM

**LUNCH & DINNER
LATE NIGHT EATS**

**SPURS, SIPS
& SAUSAGE!**
UPSTAIRS DINING OPEN FOR LUNCH AND DINNER!
COCKTAILS! CRAFT BEER! GOURMET SAUSAGE!
SPURS ON GIANT SCREEN! GAME DAY SPECIALS!

**SPURS, SIPS
& SAUSAGE!**
UPSTAIRS DINING
NOW OPEN



Wickes

100

FRANK

HOT DOGS • COLD BEER

1150



FRANK

HOT DOGS • COLD BEER



The image shows the exterior of a brick building housing a restaurant named 'Frank'. A large yellow awning extends over the entrance, featuring the restaurant's name in a stylized black font and the phrase 'HOT DOGS • COLD BEER' below it. Above the awning, three large windows display colorful stained glass art. The entrance itself is a white door with a decorative glass panel, flanked by two windows. To the left of the door is another window, and to the right are two more windows. Each of these four windows has a small sign above it: 'FULL BAR' on the left, 'BRUNCH' and 'LUNCH' in the middle-right, and 'SUPPER' on the far right. The address '1150' is visible above the door. The building is made of brown brick with a stone band above the awning. The ground in front is paved with red bricks, and there are black metal railings on either side of the entrance steps.

Frank.
HOT DOGS • COLD BEER

FULL BAR

1150

BRUNCH

LUNCH

SUPPER

