

HISTORIC AND DESIGN REVIEW COMMISSION

June 07, 2017

HDRC CASE NO: 2017-227
ADDRESS: 1118 S ALAMO ST
1414 S ALAMO ST
825 S ST MARYS
Corner of E Cesar E Chavez Blvd and S Alamo Street
LEGAL DESCRIPTION: NCB 934 BLK 5 LOT 10 (ST BENEDICTS SUBD)
NCB 738 BLK 1 LOT 5, 6 EXC NE TRI & SW TRI 14.5FT OF 1 & 2
ZONING: C-2, C-2NA, H RIO
CITY COUNCIL DIST.: 1
DISTRICT: King William Historic District
APPLICANT: Cherise Bell/King William Association
OWNER: Various property owners
TYPE OF WORK: Installation of way finding signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install four (4) way findings signage along S Alamo Street in the King William Historic District. The signs will be located at the corner of E Cesar E Chavez Boulevard and S Alamo Street, 825 S Alamo, 1118 S Alamo and 1414 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

- 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.

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.

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.

FINDINGS:

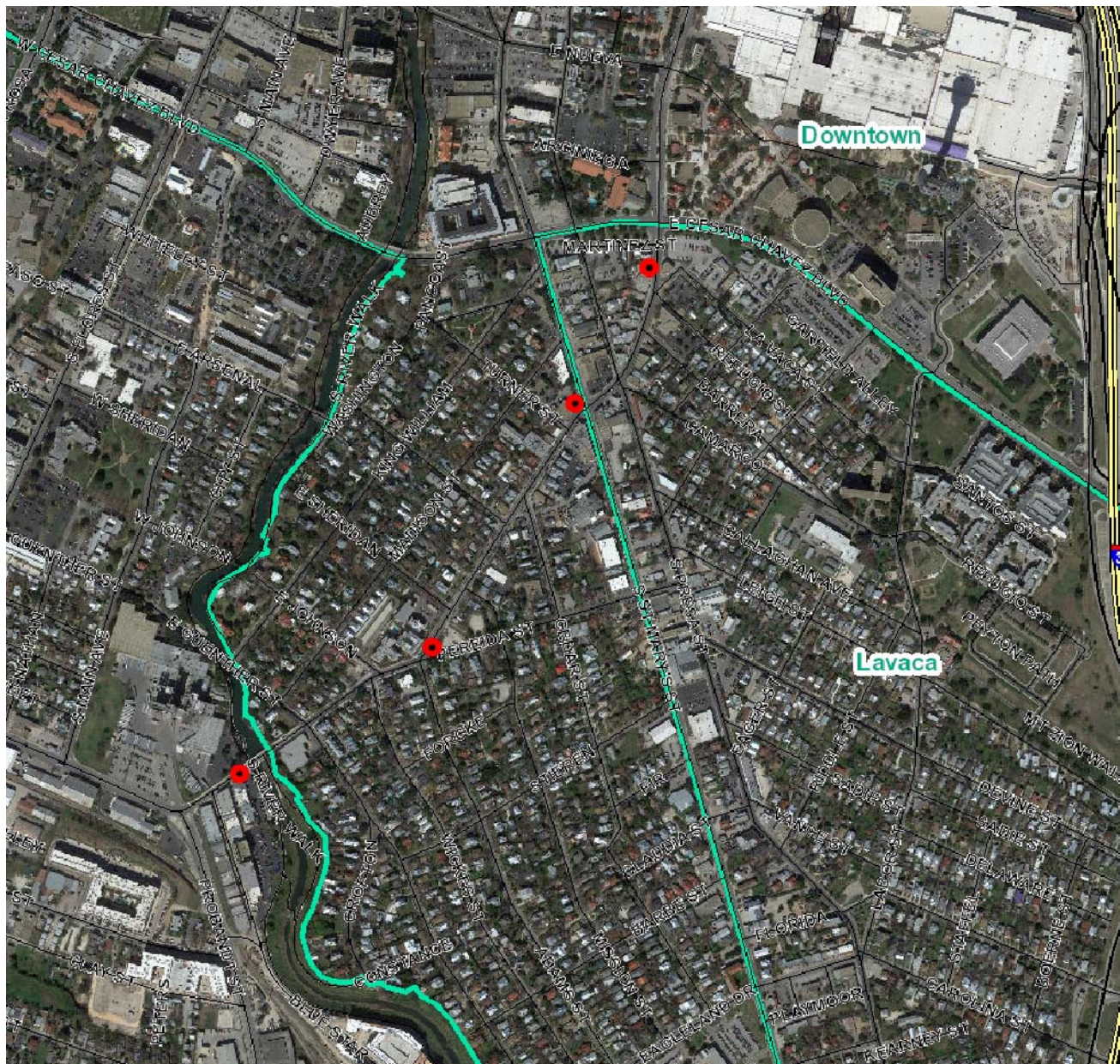
- a. The applicant is requesting a Certificate of Appropriateness for approval to install four (4) free standing directional signage along S Alamo Street in the King William Historic District. The proposed signs are for pedestrian wayfinding.
- b. **MATERIALS** – The proposed free standing signs are to include double sided metal signs with decorative starburst headers, corner cornice brackets and incised end fillers. Each sign is to be mounted on a square aluminum tube. The graphics will feature high-pressure laminate secured in metal track frames with tamper resistant hardware. The proposed signage is consistent with the Guidelines for Signage in regards to design and materials.
- c. **HEIGHT** – The Guidelines for Signage 4.A.i. notes that freestanding signs should not exceed six (6) feet in height. The applicant has proposed for the sign cabinet to not exceed six (6) feet in height; however, the decorative trim at the top of the sign cabinet adds an additional nine (9) inches of height for a total height of 6' – 9". Staff finds the additional height appropriate given that the height is a design element consistent with the design of the signs and will not be used for advertising.

RECOMMENDATION:

Staff recommends approval as submitted based on findings a through c.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

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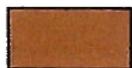
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KING WILLIAM CULTURAL ARTS DISTRICT

KingWilliamCulturalArtsDistrict.com



**PRELIMINARY
COLOR PALETTE**



BRONZE



COPPER PATINA
GREEN



LIGHT BRONZE



ANODIZED TIN



1'-10" +/- WIDTH

Decorative
trim 0'-9"

Sign cabinet
height 6'-0"

KING WILLIAM CULTURAL ARTS DISTRICT WAYFINDING SIGNAGE
KING WILLIAM HISTORIC DISTRICT, SAN ANTONIO, TEXAS
 APRIL 15, 2016 SCALE 3/4" = 1'-0"

FRONT ELEVATION (REAR SIMILAR)



First Sign @ Martinez Street Parking Lot



Public Right-of-Way

King William Cultural Arts District



Second Sign @ MPO - 825 S St Mary's St



Public Right-of-Way?
Pedestrian Counter

King William Cultural Arts District



Third Sign @ 1118 S Alamo St



Private Property

KWA has verbal agreement need written contract

KING
WILLIAM
CULTURAL
ARTS
DISTRICT



GOODYEAR