

HISTORIC AND DESIGN REVIEW COMMISSION

June 21, 2017

HDRC CASE NO: 2017-238
ADDRESS: 918 S ALAMO ST
LEGAL DESCRIPTION: NCB 949 BLK N PT 3 LOT 7
ZONING: C-2, HS
CITY COUNCIL DIST.: 1
DISTRICT: King William Historic District
LANDMARK: Wehrhahn House
APPLICANT: Corey Taylor/Image 360
OWNER: Eric Maloney
TYPE OF WORK: New Signage
REQUEST:

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

1. Install a free standing monument sign to feature MDO panels, laminated graphics and metal sign posts. The applicant has proposed for the sign to feature a width of sixty (60) inches and a height of seventy-two (72) inches.
2. Remove the front yard natural grass and install xeric materials including decomposed granite.

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.

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.

Historic Design Guidelines, Chapter 5, Guidelines for Site Elements

3. Landscape Design

A. PLANTINGS

- i. Historic Gardens*— Maintain front yard gardens when appropriate within a specific historic district.
- ii. Historic Lawns*—Do not fully remove and replace traditional lawn areas with impervious hardscape. Limit the removal of lawn areas to mulched planting beds or pervious hardscapes in locations where they would historically be found, such as along fences, walkways, or drives. Low-growing plantings should be used in historic lawn areas; invasive or large-scale species should be avoided. Historic lawn areas should never be reduced by more than 50%.
- iii. Native xeric plant materials*—Select native and/or xeric plants that thrive in local conditions and reduce watering usage. See UDC Appendix E: San Antonio Recommended Plant List—All Suited to Xeriscape Planting Methods, for a list of appropriate materials and planting methods. Select plant materials with a similar character, growth habit, and light requirements as those being replaced.

FINDINGS:

- a. The applicant has proposed to install a monument sign in the front yard at 918 S Alamo, a historic structure located within the King William Historic District. This particular block of S Alamo features commercial characteristics including building signage in the form of both monument and wall signage.
- b. **SIGNAGE** – The proposed signage is to feature MDO panels, laminated graphics and metal sign posts to feature a width of sixty (60) inches and a height of seventy-two (72) inches. Per the Guidelines for Signage 4., freestanding signs should be located near the public right of way, should not exceed six (6) feet in height and should not exceed more than twenty-five (25) square feet on each side for a total of fifty (50) square feet.
- c. **LAWN REMOVAL** – The front yard currently features xeric materials including decomposed granite. As of April 2016, natural grass existing in the front yard. The wholesale removal of the natural grass and installation of xeric plant materials has been completed without a Certificate of Appropriateness and is not consistent with the Guidelines for Site Elements 3.A.ii. Staff finds that natural grass should be reinstalled in the front yard.

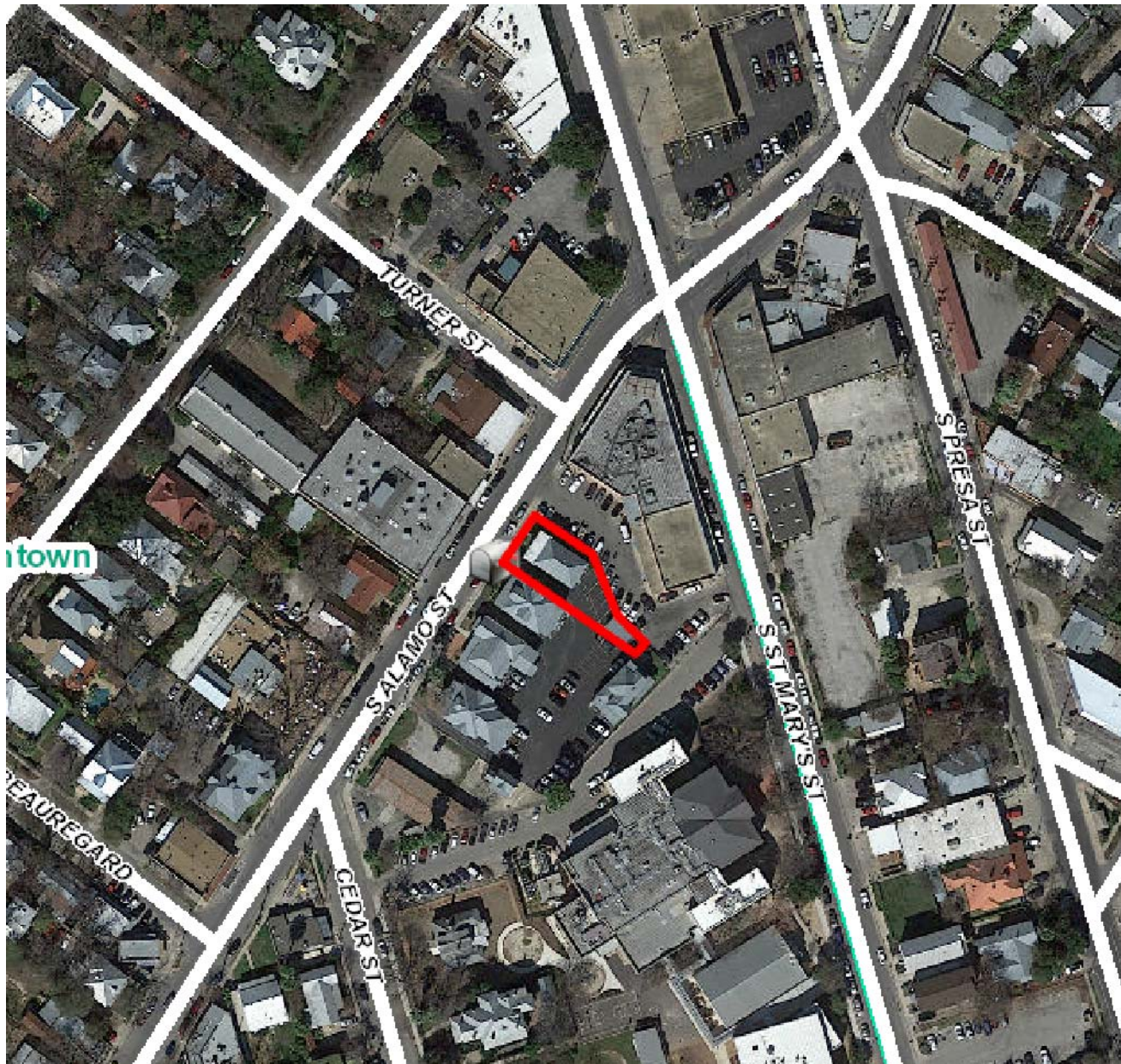
RECOMMENDATION:

Staff recommends approval of item #1, the proposed signage with the stipulation that the applicant reduce the overall square footage to not exceed fifty (50) square feet and a height that is not to exceed six (6) feet in height.

Staff does not recommend approval of item #2, the removal of the natural grass and installation of xeric landscaping materials. Staff recommends that the natural grass be installed.

CASE MANAGER:

Edward Hall



Flex Viewer

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Printed: May 22, 2017

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NOTICE OF HEARING
BRYNOR & DESIGN
REVIEW & EXAMINATION
ADDRESS: 101 S. ALAMO
REQUEST: [REDACTED]
HEARING DATE: [REDACTED] 201 [REDACTED] Time: 3:00 PM
FOR HEARING INFORMATION CONTACT
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ALL HEARING MEETINGS TAKE PLACE AT 101 S. ALAMO

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customer: Maloney Law Group

proof #: Permit date: 4/21/17 invoice #: 36132



material: Monument

size: 72"Hx60"W

sides: double

quantity: 1

Confirm correct spelling, grammar, size and color before approval. Please sign and return to Signs Now in order to begin production. We will provide up to two changes to the layout at no cost to the customer. Any additional layout changes required or made after approval will incur a \$20 charger per instance.

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