

HISTORIC AND DESIGN REVIEW COMMISSION

September 06, 2017

HDRC CASE NO: 2017-368
ADDRESS: 1007 S ALAMO ST
LEGAL DESCRIPTION: NCB 744 BLK 3 LOT E 45.3 FT OF 2 ARB A2
ZONING: C-3, H, HS
CITY COUNCIL DIST.: 1
DISTRICT: King William Historic District
LANDMARK: Kinsley House
APPLICANT: Julie Hasdorff
OWNER: Julie Hasdorff /John Convery
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install a new, freestanding sign in the front yard to replace the existing sign. The proposed sign will feature a height of approximately eight (8) feet and two signage panels.

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-stylel 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.

FINDINGS:

- a. The applicant has proposed to install signage at 1005/1007 S Alamo, the location of a two story, historic structure constructed circa 1915. This structure as well as many along S Alamo are currently used as commercial structures and feature free standing, front yard signage. The applicant has proposed to replace the existing, free standing sign with a new free standing sign to contain two, double sided sign panels and eight (8) feet in height. The applicant has proposed a sign to feature MDO treated wood with a clear over laminate.
- b. The Guidelines for Signage 4.B.i. notes that freestanding signs should not feature a height that exceeds fix (6) feet and should not feature more than twenty-five (25) square feet per side. The applicant has proposed signage to be eight feet in height and feature approximately. While the size and the materials of the proposed signage panels is appropriate and consistent with the Guidelines, the proposed height of the sign is not.

RECOMMENDATION:

Staff recommends approval based on findings a and b with the stipulation that the applicant reduce the height of the proposed sign to no more than six (6) feet in height.

CASE MANAGER:

Edward Hall



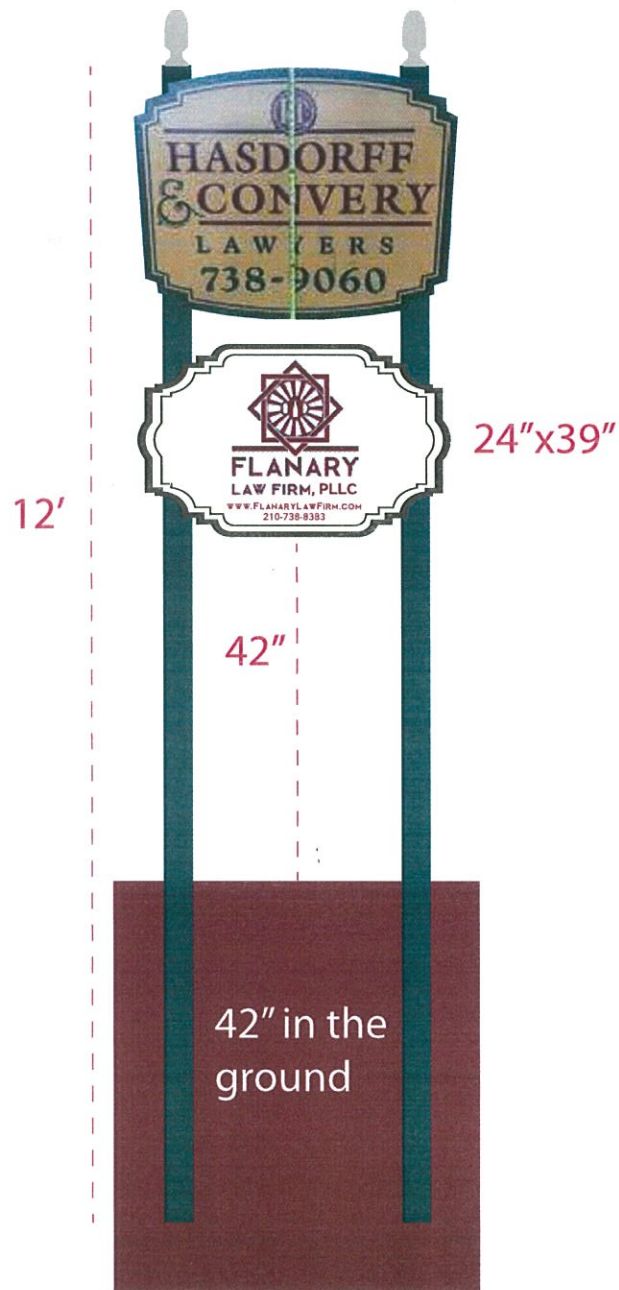
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