

HISTORIC AND DESIGN REVIEW COMMISSION

October 18, 2017

HDRC CASE NO: 2017-518
ADDRESS: 401 S ALAMO ST
LEGAL DESCRIPTION: NCB 155 BLK 4 LOT S IRR 141.97 FT OF 6
ZONING: D,HE
CITY COUNCIL DIST.: 1
DISTRICT: La Villita Historic District
LANDMARK: Fairmount Hotel
APPLICANT: Davis Sprinkle/Sprinkle & Company Architects
OWNER: Elevated Entertainment LLC
TYPE OF WORK: Signage

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install the following multi-tenant signage totaling approximately 33 square feet:

1. Re-facing of existing awning canvas signage, totaling approximately 19 square feet.
2. Installation of two hanging signs, totaling approximately 12 square feet.
3. Installation of window decal signage, totaling approximately 2 square feet.

APPLICABLE CITATIONS:

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.

B. HISTORIC SIGNS

- i. *Preservation*—Preserve historic signs, such as ghost signs or other signs characteristic of the building's or district's period of significance, whenever possible.
- ii. *Maintenance*—Repair historic signs and replace historic parts in-kind when deteriorated beyond repair.

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.

F. PROHIBITED SIGNS

i. An abbreviated list of the types of signs prohibited within San Antonio's historic districts and on historic landmarks is provided below. Refer to UDC Section 35-612(j) and Chapter 28 of the Municipal Code for more detailed information on prohibited signs.

Billboards, junior billboards, portable signs, and advertising benches.

Pole signs.

Revolving signs or signs with a kinetic component.

Roof mounted signs, except in the case of a contributing sign.

Digital and/or LED lighted signs, not to include LED light sources that do not meet the definition of a sign.

Moored balloons or other floating signs that are tethered to the ground or to a structure.

Any sign which does not identify a business or service within the historic district or historic landmark.

Any non-contributing sign which is abandoned or damaged beyond 50 percent of its replacement value, including parts of old or unused signs.

Notwithstanding the above, signs designated as a contributing sign or structure by the historic preservation officer shall not be prohibited unless or until such designation is revoked.

G. MULTI-TENANT PROPERTIES

i. *Signage Plan*—Develop a master signage plan or signage guidelines for the total building or property.

ii. *Directory signs*—Group required signage in a single directory sign to minimize visual color and promote a unified appearance

2. Awning and Canopy Signs

A. GENERAL

i. *Appropriate usage*—Limit the use of awning and canopy signs to building forms that historically used awnings, most typically commercial storefronts and apartment buildings.

ii. *Placement*—Place signs on the awning or canopy valance, the portion that is parallel with the window.

iii. *Mounting*—Install awning hardware in a manner that does not damage historic building elements or materials.

B. DESIGN

i. *Materials*—Fabricate awnings using fire-resistant canvas in a color that is appropriate to the period of the building.

ii. *Shape*—Select awning shapes that reflect the door or window openings they cover. Limit valances to approximately eight to twelve inches in length.

iii. *Lettering and symbols*—Lettering should generally be placed on the valance portion of the awning.

C. LIGHTING

i. *Internal illumination*—Do not use internal illumination or other techniques that cause awnings to glow; however, illumination may be concealed in the awning to provide directional light to illuminate sidewalks or storefronts.

D. METAL CANOPIES

i. *Placement*—Do not mount new signs or letters on historic metal canopies in a manner that destroys or conceals historic materials.

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 401 S Alamo St, known as the Fairmount Hotel, is a designated landmark. The building, designed by prominent local architect Leo M. J. Diehlman, was constructed circa 1906 at the intersection of Bowie and Commerce and was relocated in 1985 to its present location on S Alamo. It is one of the few former small drummer hotels in San Antonio and features several elements of the Italianate commercial block style, including hood window moldings, header keystones, and a decorative brick cornice. An addition was constructed in 1986, and the building was designated on October 27, 1988 a part of a comprehensive ordinance that landmarked nearly 1,100 structures in San Antonio.
- b. **AWNING SIGNAGE** – The applicant has proposed to reface three existing canvas awning signs at the main Fairmount Hotel entrance. The proposed signage will feature black canvas with white lettering on each side. One canvas panel, facing S Alamo, will measure 20'-8" in width and 2'-8" in height. Two canvas panels facing north and south will measure 23'-8" in width and 2'-8" in height. The white lettering will total approximately 19 square feet. According to the Historic Design Guidelines, awning signs should be limited to structures that historically had them. The proposed signage will replace existing canvas panels, and the lettering style and placement mimics awning signage that had previously been installed on the structure. Staff finds the proposal consistent.
- c. **HANGING SIGNAGE** – The applicant has proposed to install two hanging signs on the first floor of the original structure's canopy. The signs will function as branding for Silo and Nonna. Each sign will hang 4'-0" from thin aluminum poles. The Silo sign will measure 1'-3 5/8" in height, approximately 4'-0" in width, and 8" in width, totaling approximately 6 square feet. The Nonna sign will measure approximately 1'-1" in height, 3'-9" in width, and 10" in width, totaling approximately 5.7 square feet. Each sign will be constructed of double faced aluminum cabinets. The Silo sign cabinet will be primed and painted black with a silver reveal and will feature routed out graphics with a push-through acrylic and vinyl overlay. The letters will be internally illuminated with white LEDs. The Nonna letters will be primed and painted red and will be reverse lit with white LEDs. The accent graphics will be reserve channel silver aluminum. According to the Historic Design Guidelines, signage should be limited to three colors, be placed in locations that do not obscure historic building elements, and use appropriate materials for the period of construction. Additionally, internal illumination should generally be avoided. The canopy where the proposed signage is located is illuminated at night by hanging lights. Staff finds the signage proportions, designs, and installation methods appropriate, but finds internally illuminated cabinets incongruous with the historic structure.
- d. **WINDOW SIGNAGE** – The applicant has proposed to install window and door decal signage along S Alamo and Nueva. The signage will function as branding for Nonna and Silo, as well as directional information for pedestrians. The decal square footage will total approximately two (2) square feet. According to the Historic Design Guidelines, window signage should be limited to the first floor and should not obscure views in and out of the windows. Additionally, the signage should reflect the type of business at a location to increase its impact. Staff finds the proposed window signage appropriate and consistent with the Guidelines.
- e. **SIGNAGE PLAN** – The total square footage of all proposed signage is approximately 33 square feet. Staff finds the proposed locations and sizes appropriate. The multitenant signage locations should remain consistent until an alternative, comprehensive signage plan is submitted.

RECOMMENDATION:

Staff recommends approval based on findings a through e with the following stipulations:

- i. That the proposed hanging signage be indirectly illuminated versus internally illuminated as noted in finding c. The cabinet depth should be reduced where feasible as a result of this change. The applicant must submit updated drawings and specifications to staff prior to receiving a Certificate of Appropriateness.

CASE MANAGER:

Stephanie Phillips



Flex Viewer

Powered by ArcGIS Server

Printed: Jul 07, 2017

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.









QUANTITY -(1) ONE



QUANTITY -(2) TWO

SCALE: 1/4" = 1'-0"
REFACE WITH BLACK CANVAS AWNING MATERIAL
WITH WHITE PAINTED COPY AND LOGO.



UL Listed

KELLER
CUSTOM SIGNS

1234 San Francisco • San Antonio, Tx. 78201
(210) 695-8767 • Fax: (210) 695-8760
www.kellercustomsigns.com



Sign Design Project For:

FAIRMONT HOTEL

401 So. Alamo Street
San Antonio, Texas

Date: 9.29.17

Customer Approval

Date: _____

THIS UNPUBLISHED DESIGN IS THE PROPERTY OF KELLER CUSTOM SIGNS & DESIGNS AND IS SUBMITTED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT WE ARE PLANNING FOR YOU. IT IS NOT TO BE MODIFIED, COPIED, REPRODUCED, EXHIBITED OR SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION WITHOUT WRITTEN PERMISSION OF KELLER CUSTOM SIGNS & DESIGNS. VIOLATION OF THE ABOVE, ENTITLES KELLER CUSTOM SIGNS & DESIGNS TO COLLECT FEES FOR ART AND STAFF TIME FROM THE CUSTOMER.

CLIENT ACKNOWLEDGEMENT

ALL SIGNS WIRED 120V UNLESS SPECIFIED OTHERWISE . . .

Sales Rep.: Corey

SCALE: 0/0" = 1'-0"



Dwg.#: **22182-A**



KELLER
CUSTOM SIGNS

1234 San Francisco • San Antonio, Tx. 78201
(210) 695-8767 • Fax: (210) 695-8760
www.kellercustomsigns.com



Sign Design Project For:

FAIRMONT HOTEL

401 So. Alamo Street
San Antonio, Texas

Date: 9.29.17

Customer Approval

Date: _____

THIS UNPUBLISHED DESIGN IS THE PROPERTY OF KELLER CUSTOM SIGNS & DESIGNS AND IS SUBMITTED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT WE ARE PLANNING FOR YOU. IT IS NOT TO BE MODIFIED, COPIED, REPRODUCED, EXHIBITED OR SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION WITHOUT WRITTEN PERMISSION OF KELLER CUSTOM SIGNS & DESIGNS. VIOLATION OF THE ABOVE, ENTITLES KELLER CUSTOM SIGNS & DESIGNS TO COLLECT FEES FOR ART AND STAFF TIME FROM THE CUSTOMER.

CLIENT ACKNOWLEDGEMENT

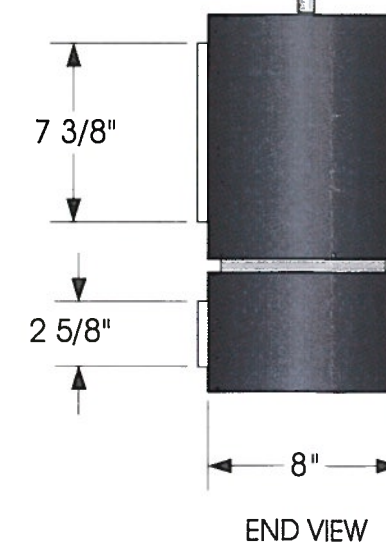
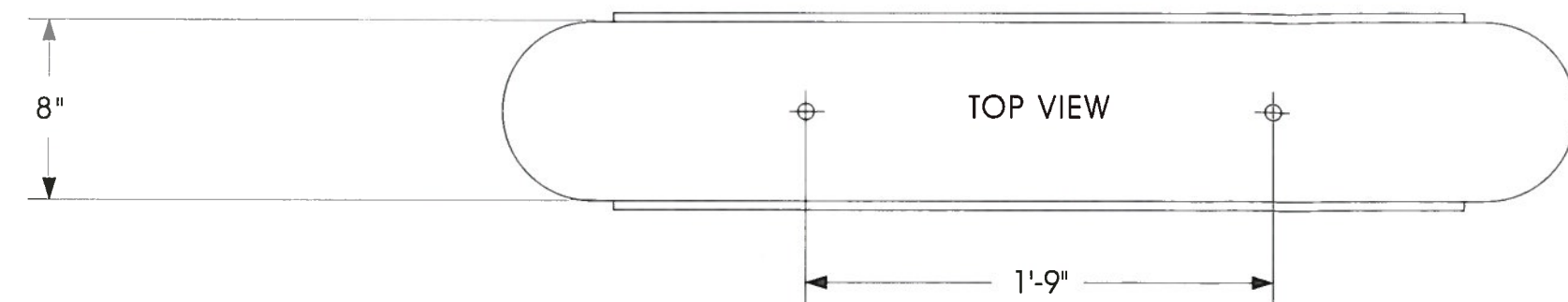
ALL SIGNS WIRED 120V UNLESS SPECIFIED OTHERWISE . . .

Sales Rep.: Corey

SCALE: 0/0" = 1'-0"



Dwg.#: **22182-B**



MANUFACTURE AND INSTALL (1) ONE DOUBLE FACE HANG MOUNT ALUMINUM SIGN.
ALUMINUM CABINET TO BE PRIMED AND PAINTED BLACK / SILVER REVEAL.
ROUTED OUT GRAPHICS WITH PUSH THRU ACRYLIC / 3M WHITE VINYL OVERLAY.
LED ILLUMINATION.

UL
Listed

KELLER
CUSTOM SIGNS

1234 San Francisco • San Antonio, Tx. 78201
(210) 695-8767 • Fax: (210) 695-8760
www.kellercustomsigns.com



Sign Design Project For:

SiLo
PRIME

401 So. Alamo
San Antonio, Texas

Date: 9.22.17 9.25.17
9.26.17

Customer Approval

Date: _____

THIS UNPUBLISHED DESIGN IS THE PROPERTY OF KELLER CUSTOM SIGNS & DESIGNS AND IS SUBMITTED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT WE ARE PLANNING FOR YOU. IT IS NOT TO BE MODIFIED, COPIED, REPRODUCED, EXHIBITED OR SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION WITHOUT WRITTEN PERMISSION OF KELLER CUSTOM SIGNS & DESIGNS. VIOLATION OF THE ABOVE, ENTITLES KELLER CUSTOM SIGNS & DESIGNS TO COLLECT FEES FOR ART AND STAFF TIME FROM THE CUSTOMER.

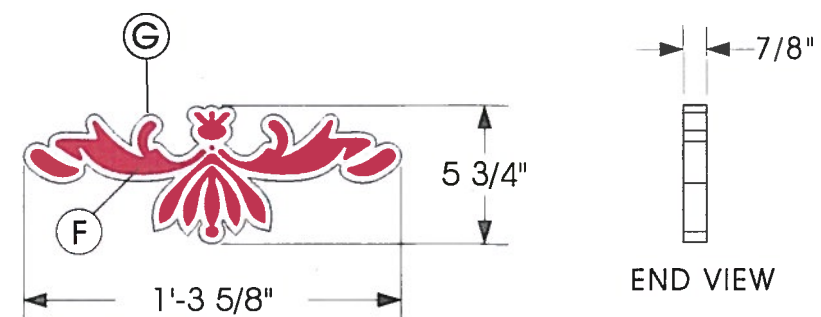
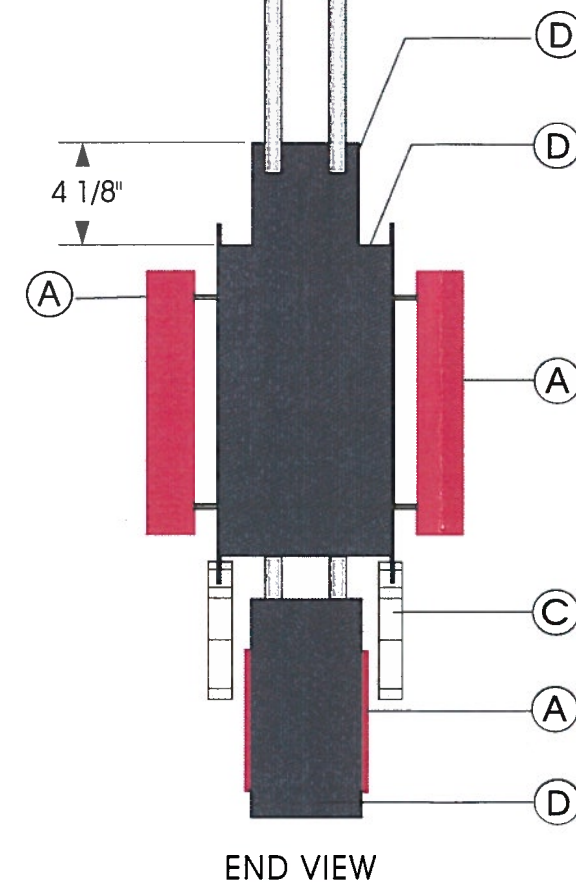
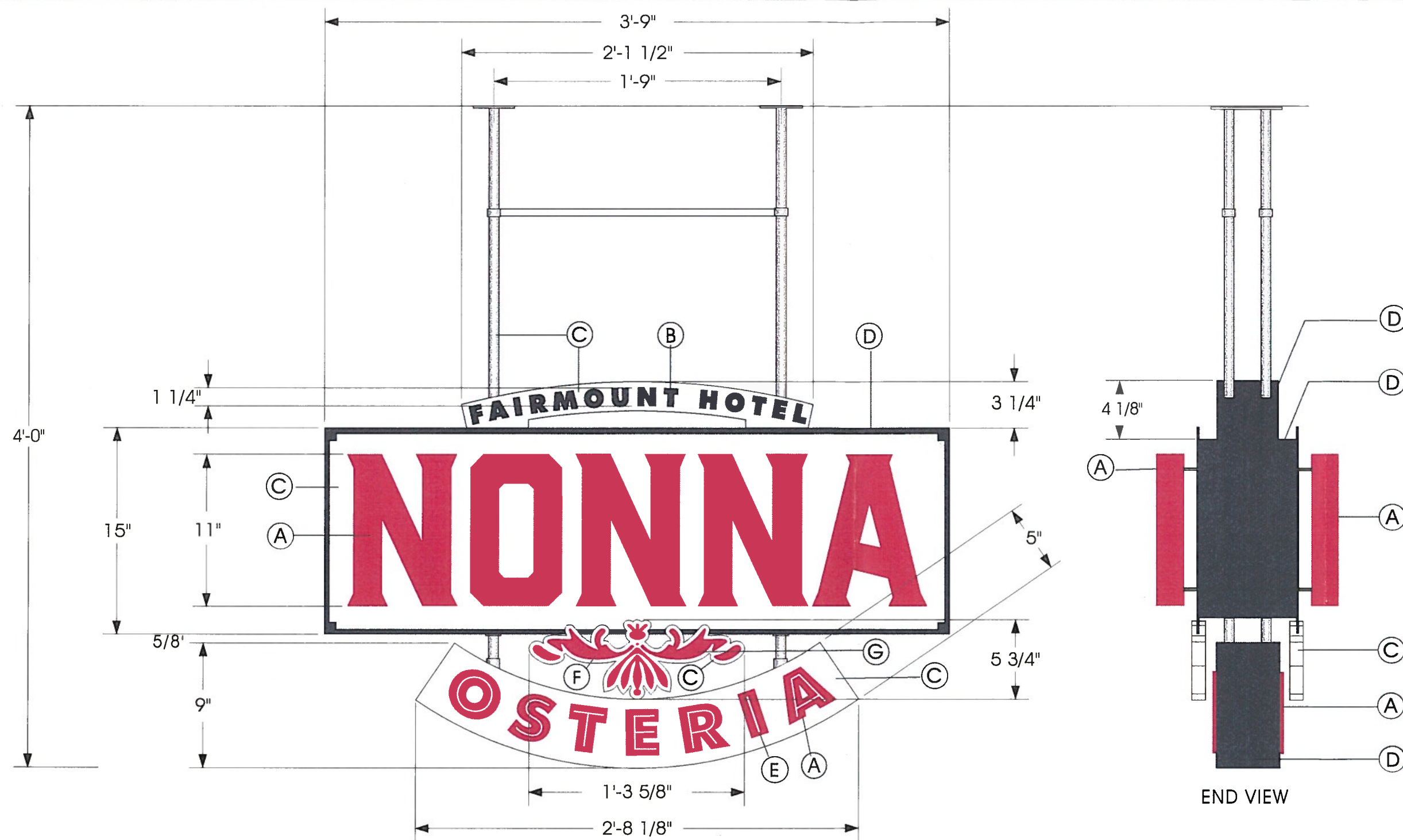
CLIENT ACKNOWLEDGEMENT

ALL SIGNS WIRED 120V UNLESS SPECIFIED OTHERWISE . . .

Sales Rep.: COREY

SCALE: 1 1/2" = 1'-0"

Dwg.#: **22176**



MANUFACTURE AND INSTALL (1) ONE DOUBLE FACE HANG MOUNT ALUMINUM SIGN.
 "NONNA" LETTERS TO BE REVERSE LIT (LED WHITE ILLUMINATION). . .
 LETTERS TO BE PRIMED AND PAINTED RED.
 1/2" THICK F.C.O." SINTRA" LETTERS READING "OSTERIA".
 A. RED
 B. BLACK VINYL
 C. MATTHEWS SILVER
 D. DK. GRAY
 E. WHITE VINYL STRIPES
 F. 3M #7725-63 RED VINYL
 G. ACCENT GRAPHICS: REVERSE CHANNEL MP SILVER ALUMINUM

KELLER
 CUSTOM SIGNS
 1234 San Francisco • San Antonio, Tx. 78201
 (210) 695-8767 • Fax: (210) 695-8760
 www.kellercustomsigns.com



Sign Design Project For:

NONNA
OSTERIA

401 So. Alamo Street
 San Antonio, Texas

Date: 9.7.17 9.29.17

Customer Approval

Date: _____

THIS UNPUBLISHED DESIGN IS THE PROPERTY OF KELLER CUSTOM SIGNS & DESIGNS AND IS SUBMITTED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT WE ARE PLANNING FOR YOU. IT IS NOT TO BE MODIFIED, COPIED, REPRODUCED, EXHIBITED OR SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION WITHOUT WRITTEN PERMISSION OF KELLER CUSTOM SIGNS & DESIGNS. VIOLATION OF THE ABOVE, ENTITLES KELLER CUSTOM SIGNS & DESIGNS TO COLLECT FEES FOR ART AND STAFF TIME FROM THE CUSTOMER.

CLIENT ACKNOWLEDGEMENT

ALL SIGNS WIRED 120V UNLESS SPECIFIED OTHERWISE . . .

Sales Rep.: Corey

SCALE: 1 1/2" = 1'-0"

Dwg.#: 22170



UL
Listed

KELLER
CUSTOM SIGNS

1234 San Francisco • San Antonio, Tx. 78201
(210) 695-8767 • Fax: (210) 695-8760
www.kellercustomsigns.com



Sign Design Project For:

SiLo
PRIME

401 So. Alamo
San Antonio, Texas

Date: 9.22.17 9.25.17
9.26.17

Customer Approval

Date: _____

THIS UNPUBLISHED DESIGN IS THE PROPERTY OF KELLER CUSTOM SIGNS & DESIGNS AND IS SUBMITTED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT WE ARE PLANNING FOR YOU.
IT IS NOT TO BE MODIFIED, COPIED, REPRODUCED, EXHIBITED OR SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION WITHOUT WRITTEN PERMISSION OF KELLER CUSTOM SIGNS & DESIGNS.
VIOLATION OF THE ABOVE, ENTITLES KELLER CUSTOM SIGNS & DESIGNS TO COLLECT FEES FOR ART AND STAFF TIME FROM THE CUSTOMER.

CLIENT ACKNOWLEDGEMENT

ALL SIGNS WIRED 120V UNLESS SPECIFIED OTHERWISE . . .

Sales Rep.: COREY

SCALE: 1 1/2" = 1'-0"

Dwg.#: **22176-PR**

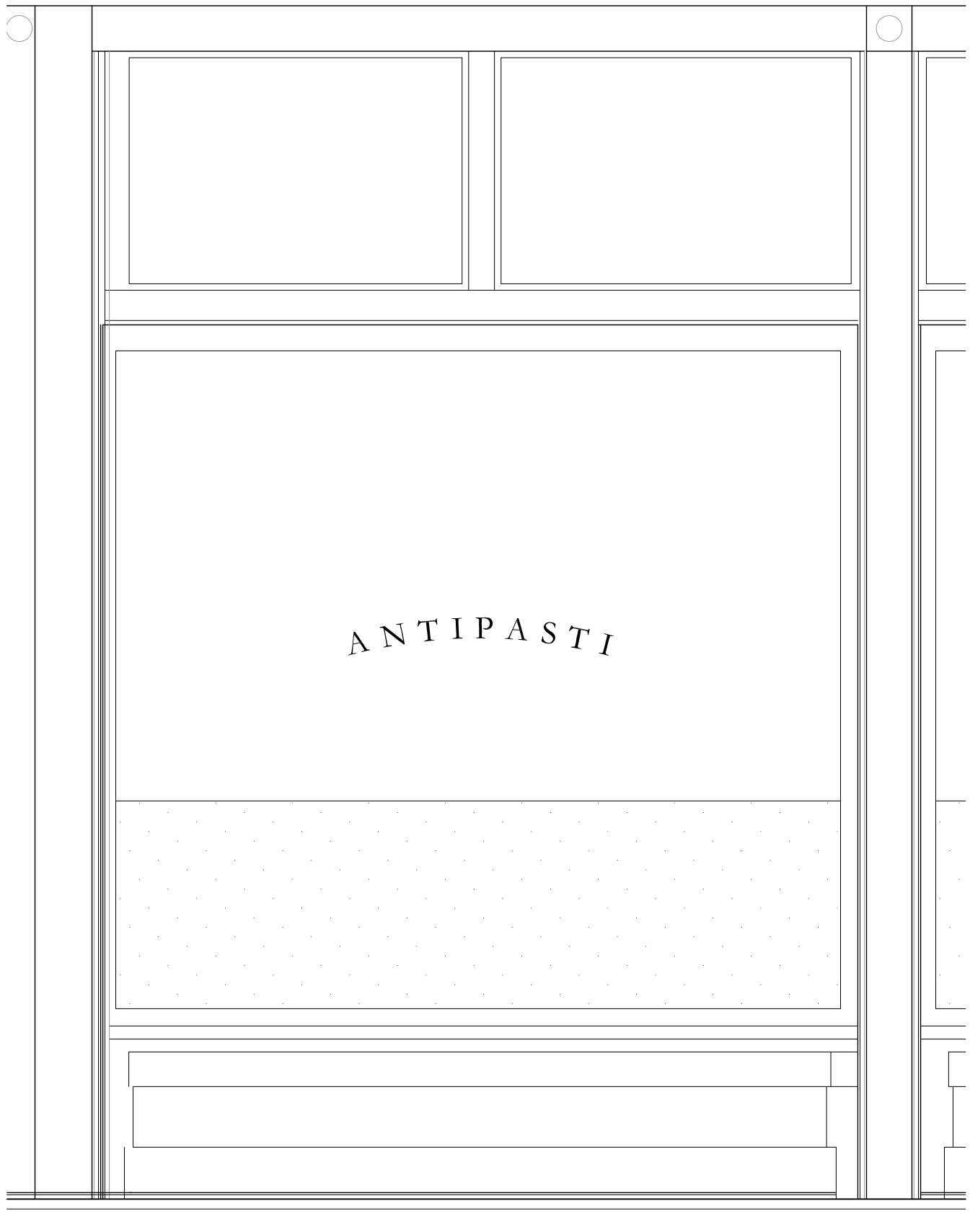


1

SILO AT THE FAIRMOUNT HOTEL STREET ELEVATION - E NUEVA

1/4" = 1'-0"

10.02.2017
SPRINKLE & CO. ARCHITECTS
506 Brooklyn
San Antonio, Texas 78215
Ph: 210.227.7722



1

SILO AT THE FAIRMOUNT HOTEL ENLARGED WINDOW SIGNAGE

3/4" = 1'-0"

10.02.2017
SPRINKLE & CO. ARCHITECTS
506 Brooklyn
San Antonio, Texas 78215
Ph: 210.227.7722



1 SILO AT THE FAIRMOUNT HOTEL STREET ELEVATION - SOUTH ALAMO

1/4" = 1'-0"

10.02.2017
SPRINKLE & CO. ARCHITECTS
506 Brooklyn
San Antonio, Texas 78215
Ph: 210.227.7722



MIMI CHENG'S

dumplings

**WINDOW SIGNAGE
EXAMPLE**