

HISTORIC AND DESIGN REVIEW COMMISSION

April 04, 2018

HDRC CASE NO: 2018-138
ADDRESS: 420 S ALAMO ST
LEGAL DESCRIPTION: NCB 13814 BLK 3 LOT 16 (HEMISFAIR SUBD)
ZONING: D, H, RIO-3
CITY COUNCIL DIST.: 1
DISTRICT: Hemisfair Historic District
APPLICANT: William Serrano-Franklin
OWNER: Hemisfair Park Public Facilities Corp., Hemisfair Park Public Facilities Corp.
TYPE OF WORK: Mural installation
APPLICATION RECEIVED: March 16, 2018
60-DAY REVIEW: May 15, 2018
REQUEST:

The applicant is requesting a Certificate of Appropriateness for the location of a Tricentennial Mural. The design of the mural is not included in this review.

APPLICABLE CITATIONS:

UDC Section Division 5. – Public Art San Antonio (PSAS)

The purpose of Public Art San Antonio (PASA) is to support a public process for incorporating artist services and artworks in the design of civic spaces and capital projects and to define the City of San Antonio's policies and guidelines for acquiring and commissioning art of the highest standards which shall enrich the quality of life for all residents and visitors of San Antonio.

The goals of Public Art San Antonio (PASA) are to create a better visual environment for the residents and visitors of San

Antonio, to integrate the design work of artists into the development of city eligible capital improvement projects, and to promote tourism and the economic vitality of the city through the enhancement of public spaces. Public Art San Antonio (PASA) serves the entire City of San Antonio as the public art program for all city departments, capital projects and public art initiatives, and is a division of the Office of Cultural Affairs (OCA). Public Art San Antonio (PASA) specifically seeks:

To encourage the selection of artists at the beginning stages of each project who can work successfully as members of the project design team, and to encourage collaboration among all arts and building disciplines;

To foster quality design and the creation of an array of artwork in all media, materials and disciplines that best respond to the distinctive characteristics of each project site and the community that it serves;

To select experienced artists who represent the diverse cultural landscape of San Antonio;

To encourage the selection of design enhancements that are accessible to the public and respect the historical resources and mobility of the citizenry;

To encourage artists, design enhancements and programs for open spaces, parks, infrastructure and facilities that contribute to neighborhood revitalization and enhance the quality and pride of neighborhoods in the city;

To encourage participation by citizens in the process of acquiring and commissioning of design enhancements;

To encourage the role of public art and design enhancements in enhancing economic development and cultural tourism;

To encourage the role of artists in the functional design of eligible capital improvement projects;

To exhibit art in designated city facilities for the enjoyment of the public and to heighten awareness and appreciation for local artists; and

To maintain and provide stewardship of the city public art and design enhancements collection.

Sec. 35-651. - Eligible and Ineligible Public Art and Design Enhancements.

(a) Eligible Public Art and Design Enhancements. It is the policy of the City of San Antonio that all public art and design enhancements commissioned or acquired through PASA are designed by an artist, craftsman or an artist or craftsman in collaboration with the project architect, landscape architect or engineer. Such artworks may include, but are not limited to the following:

- (1) The incremental costs of infrastructure elements, such as sound-walls, utility structures, roadway elements and other items if designed by an artist or design team that includes an artist co-designer.
- (2) Artistic or aesthetic elements of the overall architecture or landscape design if created by a professional artist or a design team that includes a professional visual artist.
- (3) Earthworks, neon, glass, mosaics, photographs, prints, calligraphy, any combination of forms of media including sound, literary elements, film, holographic images, and video systems; hybrids of any media and new genres.
- (4) Murals or portable paintings in any material or variety of materials.
- (5) Sculpture: freestanding, wall supported, or suspended; kinetic and electronic in any material or combination of materials.
- (6) Temporary artworks or installations, if such artworks serve the purpose of providing community and educational outreach purposes.
- (7) Public art and design enhancements that are an integral part of architecture, landscape architecture, and landscape design.

(b) Ineligible Public Art and Design Enhancements. Public art and design enhancements that are mass produced or of standard manufacture, such as playground equipment, fountains or statuary elements, unless incorporated into an artwork by a project artist, or reproductions, by mechanical or other means, of original artwork, except in the case of film, video, photography, printmaking or other media arts.

(c) Specifically excluded from this section is artwork in the museum collection of the San Antonio Museum of Art and the Witte Museum.

Historic Design Guidelines, Chapter 2, Guidelines for Exterior Maintenance and Alterations

2. Materials: Masonry and Stucco

A. MAINTENANCE (PRESERVATION)

i. *Paint*—Avoid painting historically unpainted surfaces. Exceptions may be made for severely deteriorated material where other consolidation or stabilization methods are not appropriate. When painting is acceptable, utilize a water permeable paint to avoid trapping water within the masonry.

iv. *Cleaning*—Use the gentlest means possible to clean masonry and stucco when needed, as improper cleaning can damage the surface. Avoid the use of any abrasive, strong chemical, sandblasting, or high-pressure cleaning method.

FINDINGS:

- a. The historic structure located at 420 S Alamo was constructed circa 1913 to replace the original structure, constructed as the Beethoven Maennerchor Hall in 1895 which was destroyed by fire. The applicant is requesting a Certificate of Appropriateness for the location of a proposed Tricentennial Mural. The design of the proposed mural has not been completed and is not a part of this request.
- b. Per the UDC Article 5, the purpose of Public Art San Antonio (PASA) is to support a public process for incorporating artist services and artworks in the design of civic spaces and capital projects and to define the City of San Antonio's policies and guidelines for acquiring and commissioning art of the highest standards which shall enrich the quality of life for all residents and visitors of San Antonio. Additionally, the goals of Public Art San Antonio (PASA) are to create a better visual environment for the residents and visitors of San Antonio, to integrate the design work of artists into the development of city eligible capital improvement projects, and to promote tourism and the economic vitality of the city through the enhancement of public spaces.
- c. **MURAL LOCATION** – The applicant has proposed to utilize twenty-four (24), previously enclosed window openings on the north façade. The previously enclosed windows span the entire north façade and are located on both the street and second levels. On the east elevation, the applicant has proposed to install the mural on the fly house to be painted directly on a plaster surface which will be applied to the building's masonry façade.
- d. **INSTALLATION** – While the Guidelines for Exterior Maintenance and Alterations 2.A.i. notes that historically

unpainted surfaces should not be painted, staff finds that the proposed east façade, facing Hemisfair Park is an appropriate location. Paint should be applied in a manner that does not cause damage to the existing masonry and can be removed without damaging the existing masonry.

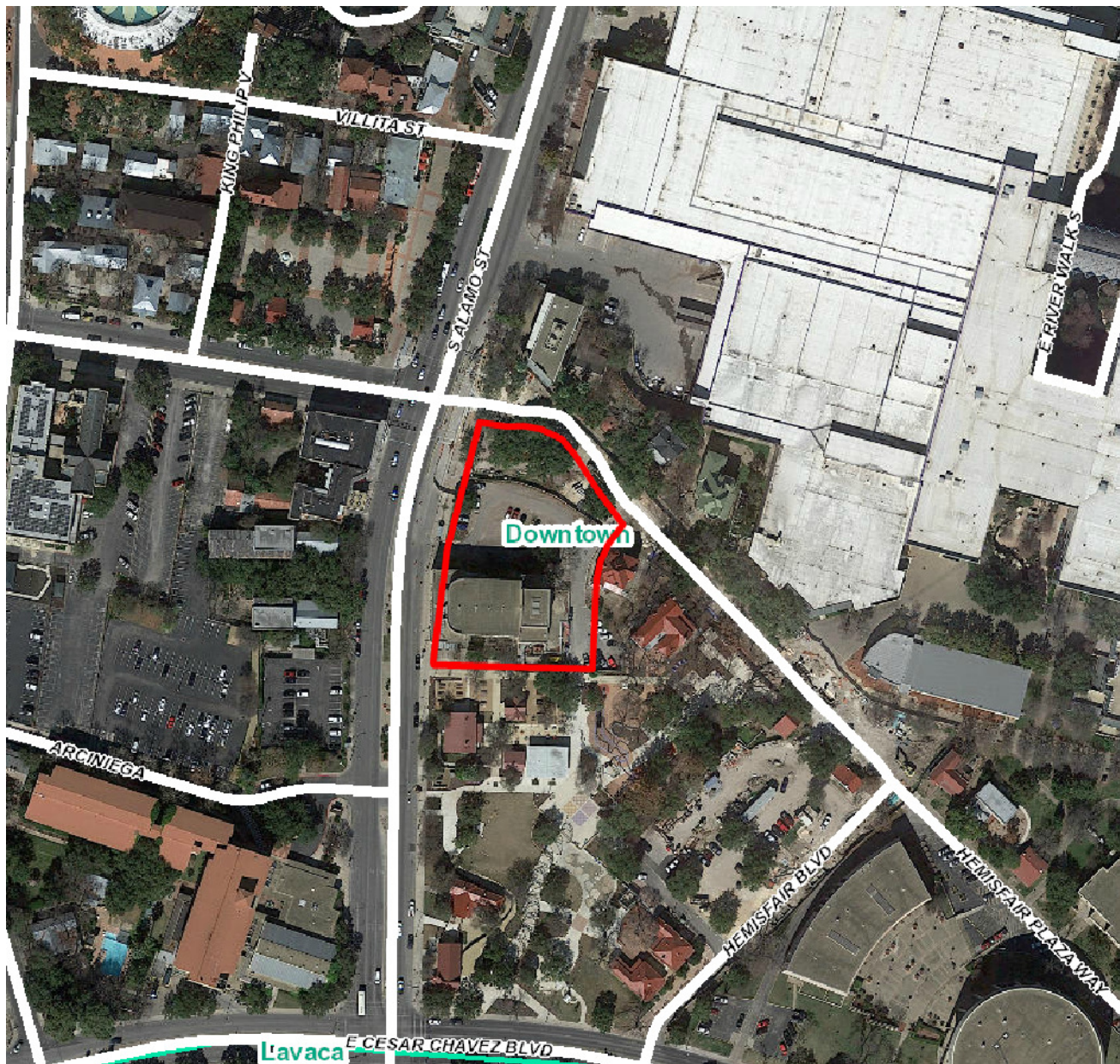
RECOMMENDATION:

Staff recommends approval of the location of the proposed mural with the following stipulations:

- i. That a water permeable paint and plaster are used to avoid trapping moisture within the masonry.
- ii. That paint and plaster be applied in a manner that can be removed without causing permanent damage to the masonry.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Mar 27, 2018

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St John's
Lutheran Church

The Fairmount

The Magik Theatre
Children's theater
in a historic venue

Yanaguana
Garden and
playground

Arciniega St

Marriott Plaza
San Antonio

San Antonio BCycle

Hemisfair Park
Playground

San Antonio Park
Police Headquarters

Hemisfair Boulevard



San Antonio BCycle

The Fairmount

420 South Alamo Street

Yanaguana
Garden and
playground

P South Alamo Lot

ound
park

S Alamo St

Public Art San Antonio, on behalf of The Magik Theater and the City of San Antonio's Department of Arts & Culture, is applying for approval of the location for a Tricentennial Mural. The artist for the project, Daniel Muñoz – also known as SAN – is one of Spain's leading contemporary street artists with murals in Puerto Rico, Spain, Italy, Thailand, and in the US. He was selected through the San Antonio Arts Commission's Curatorial Advisory Group and was approved by the San Antonio Art's Commission's Public Art Committee on March 6, 2018. This project proposes to install a mural onto the existing wood window coverings on the north façade of The Magik Theater. The mural will be done with outdoor paint and applied graphic treatment. The 32 window coverings can easily be replaced in the future if needed, minimizing the potential long-term impact to the building façade. The mural will be developed to observe Tricentennial events that reference the connection between San Antonio and Spain. To that end, the mural is projected to be completed by June to coordinate with a potential visit by a delegation from Spain. Ink and Movement, a global collective of cultural producers and project managers, and Luminaria will contribute logistical support for the project's production and installation. Signage for the project will be coordinated in the scope of project execution.

164 = 15

55-3

3/A-200

 $12' = 8''$

15-8

0-0

0-5-

SCALE 1/8" = 1'-0"

SCALE 1/8" = 1'-0"



THE
MAGIC
THEATRE





TEXAS
BKM-8934
TEXAS STATE UNIVERSITY

PILOT

GMC

Where
Stories
Come to
Life!

AGRI
CENTRAL



