

HISTORIC AND DESIGN REVIEW COMMISSION

May 02, 2018

HDRC CASE NO: 2018-158
ADDRESS: 109 ALAMO PLAZA
LEGAL DESCRIPTION: NCB 145 BLK LOT 12 1/2
ZONING: D,HE
CITY COUNCIL DIST.: 1
DISTRICT: Alamo Plaza Historic District
LANDMARK: Scholz Palm Garden
APPLICANT: Paul Rodriguez/Luna Middleman
OWNER: Alamo Quarters, Ltd.
TYPE OF WORK: Exterior modifications, signage
APPLICATION RECEIVED: March 30, 2018
60-DAY REVIEW: May 29, 2018
REQUEST:

The applicant is requesting approval of a comprehensive signage package to include:

1. A fabric awning over a metal frame affixed above the existing transoms. The awning will feature decorative graphics and lettering to total approximately 11.8 square feet.
2. A projecting aluminum panel blade sign on the Alamo Plaza façade to measure approximately 9 square feet with a thickness of approximately 1.5 inches to be externally lit by gooseneck LED lamps.
3. Mosaic floor tiles at the recessed entrance.
4. Vinyl window graphics on the storefront on Alamo Plaza totaling approximately 5.28 square feet.
5. A projecting aluminum panel blade sign on the Losoya St façade to measure approximately 9 square feet with a thickness of approximately 1.5 inches to be externally lit by gooseneck LED lamps.
6. Vinyl window graphics on the rear entrance windows of the Losoya St façade to total approximately 15.05 square feet.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 2, Exterior Maintenance and Alterations

1. Materials: Woodwork

A. MAINTENANCE (PRESERVATION)

- i. *Inspections*—Conduct semi-annual inspections of all exterior wood elements to verify condition and determine maintenance needs.
- ii. *Cleaning*—Clean exterior surfaces annually with mild household cleaners and water. Avoid using high pressure power washing and any abrasive cleaning or striping methods that can damage the historic wood siding and detailing.
- iii. *Paint preparation*—Remove peeling, flaking, or failing paint surfaces from historic woodwork using the gentlest means possible to protect the integrity of the historic wood surface. Acceptable methods for paint removal include scraping and sanding, thermal removal, and when necessary, mild chemical strippers. Sand blasting and water blasting should never be used to remove paint from any surface. Sand only to the next sound level of paint, not all the way to the wood, and address any moisture and deterioration issues before repainting.
- iv. *Repainting*—Paint once the surface is clean and dry using a paint type that will adhere to the surface properly. See *General Paint Type Recommendations* in Preservation Brief #10 listed under Additional Resources for more information.
- v. *Repair*—Repair deteriorated areas or refasten loose elements with an exterior wood filler, epoxy, or glue.

B. ALTERATIONS (REHABILITATION, RESTORATION, AND RECONSTRUCTION)

- i. *Façade materials*—Avoid removing materials that are in good condition or that can be repaired in place. Consider exposing original wood siding if it is currently covered with vinyl or aluminum siding, stucco, or other materials that have not achieved historic significance.
- ii. *Materials*—Use in-kind materials when possible or materials similar in size, scale, and character when exterior woodwork is beyond repair. Ensure replacement siding is installed to match the original pattern, including exposures. Do not introduce modern materials that can accelerate and hide deterioration of historic materials. Hardiboard and other

cementitious materials are not recommended.

iii. *Replacement elements*—Replace wood elements in-kind as a replacement for existing wood siding, matching in profile, dimensions, material, and finish, when beyond repair.

6. Architectural Features: Doors, Windows, and Screens

A. MAINTENANCE (PRESERVATION)

- i. *Openings*—Preserve existing window and door openings. Avoid enlarging or diminishing to fit stock sizes or air conditioning units. Avoid filling in historic door or window openings. Avoid creating new primary entrances or window openings on the primary façade or where visible from the public right-of-way.
- ii. *Doors*—Preserve historic doors including hardware, fanlights, sidelights, pilasters, and entablatures.
- iii. *Windows*—Preserve historic windows. When glass is broken, the color and clarity of replacement glass should match the original historic glass.
- iv. *Screens and shutters*—Preserve historic window screens and shutters.
- v. *Storm windows*—Install full-view storm windows on the interior of windows for improved energy efficiency. Storm window may be installed on the exterior so long as the visual impact is minimal and original architectural details are not obscured.

B. ALTERATIONS (REHABILITATION, RESTORATION, AND RECONSTRUCTION)

- i. *Doors*—Replace doors, hardware, fanlight, sidelights, pilasters, and entablatures in-kind when possible and when deteriorated beyond repair. When in-kind replacement is not feasible, ensure features match the size, material, and profile of the historic element.
- ii. *New entrances*—Ensure that new entrances, when necessary to comply with other regulations, are compatible in size, scale, shape, proportion, material, and massing with historic entrances.
- iii. *Glazed area*—Avoid installing interior floors or suspended ceilings that block the glazed area of historic windows.
- iv. *Window design*—Install new windows to match the historic or existing windows in terms of size, type, configuration, material, form, appearance, and detail when original windows are deteriorated beyond repair.
- v. *Muntins*—Use the exterior muntin pattern, profile, and size appropriate for the historic building when replacement windows are necessary. Do not use internal muntins sandwiched between layers of glass.
- vi. *Replacement glass*—Use clear glass when replacement glass is necessary. Do not use tinted glass, reflective glass, opaque glass, and other non-traditional glass types unless it was used historically. When established by the architectural style of the building, patterned, leaded, or colored glass can be used.
- vii. *Non-historic windows*—Replace non-historic incompatible windows with windows that are typical of the architectural style of the building.
- viii. *Security bars*—Install security bars only on the interior of windows and doors.
- ix. *Screens*—Utilize wood screen window frames matching in profile, size, and design of those historically found when the existing screens are deteriorated beyond repair. Ensure that the tint of replacement screens closely matches the original screens or those used historically.
- x. *Shutters*—Incorporate shutters only where they existed historically and where appropriate to the architectural style of the house. Shutters should match the height and width of the opening and be mounted to be operational or appear to be operational. Do not mount shutters directly onto any historic wall material.

10. Commercial Facades

A. MAINTENANCE (PRESERVATION)

- i. *Character-defining features*—Preserve character-defining features such as cornice molding, upper-story windows, transoms, display windows, kickplates, entryways, tiled paving at entryways, parapet walls, bulkheads, and other features that contribute to the character of the building.
- ii. *Windows and doors*—Use clear glass in display windows. See Guidelines for Architectural Features: Doors, Windows, and Screens for additional guidance.
- iii. *Missing features*—Replace missing features in-kind based on evidence such as photographs, or match the style of the building and the period in which it was designed.
- iv. *Materials*—Use in-kind materials or materials appropriate to the time period of the original commercial facade when making repairs.

B. ALTERATIONS (REHABILITATION, RESTORATION, AND RECONSTRUCTION)

- i. *New features*—Do not introduce new facade elements that alter or destroy the historic building character, such as adding inappropriate materials; altering the size or shape of windows, doors, bulkheads, and transom openings; or altering the façade from commercial to residential. Alterations should not disrupt the rhythm of the commercial block.

ii. *Historical commercial facades*—Return non-historic facades to the original design based on photographic evidence. Keep in mind that some non-original facades may have gained historic importance and should be retained. When evidence is not available, ensure the scale, design, materials, color, and texture is compatible with the historic building. Consider the features of the design holistically so as to not include elements from multiple buildings and styles.

11. Canopies and Awnings

A. MAINTENANCE (PRESERVATION)

i. *Existing canopies and awnings*—Preserve existing historic awnings and canopies through regular cleaning and periodic inspections of the support system to ensure they are secure.

B. ALTERATIONS (REHABILITATION, RESTORATION, AND RECONSTRUCTION)

i. *Replacement canopies and awnings*—Replace canopies and awnings in-kind whenever possible.

ii. *New canopies and awnings*—Add canopies and awnings based on accurate evidence of the original, such as photographs. If no such evidence exists, the design of new canopies and awnings should be based on the architectural style of the building and be proportionate in shape and size to the scale of the building façade to which they will be attached. See UDC Section 35-609(j).

iii. *Lighting*—Do not internally illuminate awnings; however, lighting may be concealed in an awning to provide illumination to sidewalks or storefronts.

iv. *Awning materials*—Use fire-resistant canvas awnings that are striped or solid in a color that is appropriate to the period of the building.

v. *Building features*—Avoid obscuring building features such as arched transom windows with new canopies or awnings.

vi. *Support structure*—Support awnings with metal or wood frames, matching the historic support system whenever possible. Minimize damage to historic materials when anchoring the support system. For example, anchors should be inserted into mortar rather than brick. Ensure that the support structure is integrated into the structure of the building as to avoid stress on the structural stability of the façade.

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.

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.

3. Projecting and Wall-Mounted Signs

A. GENERAL

i. *Mounting devices*—Construct sign frames and panels that will be used to be attach signs to the wall of a building of wood, metal, or other durable materials appropriate to the building's period of construction.

ii. *Structural supports*—Utilize sign hooks, expansion bolts, or through bolts with washers on the inside of the wall depending upon the weight and area of the sign, and the condition of the wall to which it is to be attached.

iii. *Appropriate usage*—Limit the use of projecting and wall-mounted signs to building forms that historically used these types of signs, most typically commercial storefronts. To a lesser degree, these signage types may also be appropriate in areas where residential building forms have been adapted for office or retail uses, if sized accordingly.

B. PROJECTING SIGNS

- i. *Placement*—Mount projecting signs perpendicularly to a building or column while allowing eight feet of overhead clearance above public walkways.
- ii. *Public right-of-way*—Limit the extension of projecting signs from the building facade into the public right-of-way for a maximum distance of eight feet or a distance equal to two-thirds the width of the abutting sidewalk, whichever distance is greater.
- iii. *Area*—Projecting signs should be scaled appropriately in response to the building façade and number of tenants.

C. WALL-MOUNTED SIGNS

- i. *Area*—Limit the aggregate area of all wall-mounted signs to twenty-five percent of a building facade.
- ii. *Projection*—Limit the projection of wall-mounted signs to less than twelve inches from the building wall.
- iii. *Placement*—Locate wall signs on existing signboards—the area above the storefront windows and below the second story windows—when available. Mount wall signs to align with others on the block if an existing signboard is not available.
- iv. *Channel letters*—Avoid using internally-illuminated, wall-mounted channel letters for new signs unless historic precedent exists. Reverse channel letters may be permitted.

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 historic structure located at 109 Alamo Plaza is a 2 ½-story commercial block building constructed circa 1920. The building façade is a combination of cream brick and stucco and features a symmetrical storefront with a recessed entry and transom windows, a set of six ganged wood windows on the second story with transoms above each, and a decorative brick parapet with Italianate influences. The structure is an individual local landmark and is contributing to the Alamo Plaza Historic District.
- b. **OVERALL SIGNAGE PACKAGE** – The Historic Design Guidelines for Signage limit all proposed signage to a total of 50 square feet. A comprehensive signage plan was approved by the HDRC in 2012 for this structure that further restricts the total square footage. The Alamo Plaza-facing (front) façade of the building is limited to a total of 24 square feet and the Losoya-facing (rear) façade of the building is limited to a total of 20 square feet. The total signage per tenants will be limited to 3 separate signs. The submitted proposal features 26.08 square feet on the Alamo Plaza façade and 24.05 square feet on the Losoya St façade. While several of the individual sign elements are appropriate in material, scale, and dimensions, staff finds that the overall proposal needs to be simplified and reduced to be consistent with the Guidelines and appropriate for this significant corridor.
- c. **AWNING** – The applicant has proposed to install a metal canopy with a fabric canvas awning above the first floor doors and transoms. The canvas awning will be a maroon red color and will feature white lettering and graphics to total approximately 11.8 square feet of signage. The proposed awning will completely conceal the existing transoms and signband. According to the Historic Design Guidelines, new canopies and awnings should be based on evidence of the original, such as photographs. The proposed awning configuration is not historically common. Adjacent storefront buildings on Alamo Plaza are largely characterized by flat, projecting canopies affixed to buildings with tie rods. Staff finds that a flat, projecting canopy matching the dimensions of the existing signband

would be more appropriate.

- d. **FRONT PROJECTING SIGN** – The applicant has proposed to install a projecting sign on the southern edge of the storefront. The sign will be adjacent to the proposed awning. The sign will be a diamond shape and feature the business name, product information, and an ice cream cone. The field color will be a maroon color with white and yellow lettering and brown, pink, green, and black for the ice cream cone. The sign will be constructed of an aluminum panel to measure approximately 4.5 square feet on either side for a total of 9 square feet with a thickness of approximately 1.5 inches. The sign will be externally lit by a gooseneck LED lamp. According to the Historic Design Guidelines, projecting signs should be minimally intrusive to the structure and be appropriate in scale. Staff finds that the general location, scale, material, and illumination strategy for this sign is appropriate.
- e. **FLOOR MOSAIC** – The applicant has proposed to install a mosaic tile floor at the recessed entrance of the storefront. The tiles will be black and white and feature the logo for the business. The use of mosaic tile is common in the district and for storefronts within the downtown vicinity. Staff finds the proposal appropriate.
- f. **FRONT WINDOW GRAPHICS** – The applicant has proposed to install white vinyl window graphics on the storefront glazing. The graphics on the doors will feature the business name and logo and the graphics on the windows will list the products available. The applicant has not yet provided specific square footage amounts. 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 generally finds the proposed window signage appropriate and consistent with the Guidelines.
- g. **REAR PROJECTING SIGN** – The applicant has proposed to install a projecting sign on the Losoya St façade. The sign will match the graphics, configuration, dimensions, colors, and lighting strategy as the front projecting sign. The sign will be constructed of an aluminum panel to measure approximately 4.5 square feet on either side for a total of 9 square feet with a thickness of approximately 1.5 inches. The sign will be externally lit by a gooseneck LED lamp. According to the Historic Design Guidelines, projecting signs should be minimally intrusive to the structure and be appropriate in scale. Staff finds that the general location, scale, material, and illumination strategy for this sign is appropriate.
- h. **REAR WINDOW GRAPHICS** – The applicant has proposed to install white vinyl window graphics and digital print graphics on the rear entrance doors fronting Losoya St. The graphics on the doors will feature the business name and logo and the graphics on the transom windows will feature product photos to include ice cream and chocolates. The total square footage for these graphics will measure 15.05 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 white vinyl graphics appropriate and consistent with the previously-approved signage plan, but finds the product photos to be inconsistent with the Guidelines and inappropriate for the structure.

RECOMMENDATION:

Staff does not recommend approval at this time based on findings a through h. Staff recommends the following modifications prior to the applicant resubmitting to the HDRC:

- i. That the applicant reduces the total signage package to less than 24 square feet on the Alamo Plaza façade and less than 20 square feet on the Losoya St façade to comply with the previously approved 2012 Master Signage Plan as noted in finding c. The submitted proposal eclipses this total. While several of the individual sign elements are appropriate in material, scale, and dimensions, staff finds that the overall proposal needs to be simplified and reduced to be consistent with the Guidelines and appropriate for this significant corridor.
- ii. That the applicant proposes a flat projecting metal awning affixed to the structure with tie rods that matches the dimensions of the existing signband as noted in finding d in lieu of the proposed canvas awning.
- iii. That the applicant removes the transom decals on the Losoya St side to be more consistent with the Historic Design Guidelines as noted in finding h.

CASE MANAGER:

Stephanie Phillips



Flex Viewer

Powered by ArcGIS Server

Printed: Apr 11, 2018

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Alamo Plaza



IMAX at AMC

DAVE & BUSTERS

FOODRUCKERS

Pat O'Brien's

Alamo Plaza



HOLIDAY
SEASONS

Adonado

VAPOR
SHOP



LOSOYA ST FACADE



HDRC CONCEPTUAL APPROVAL PROJECT NARRATIVE

Date: March 30, 2018 (Rev. 4/24/18)

Developed by: Paul Rodriguez – Luna Middleman Architects

**RE: Kilwins Chocolates
109 Alamo Plaza
San Antonio, TX
Luna Middleman Project No. 18009**

PROJECT SCOPE

The project scope consists of an interior finish-out of a previous Subway restaurant to a Kilwins Chocolates. The majority of the work will be to the interior. Below is a detailed description of exterior work.

SIGNAGE:

- Ice Cream Cone projecting blade sign externally lit with LED lamps. One for each entrance on Alamo Plaza and Losoya Street.
- Awning to be fabric Sunbrella 4631 Burgundy, over a metal frame, with signage on valance, externally lit with Gooseneck LED lamps on Alamo Plaza.
-
- White vinyl window graphics in storefront windows on both Alamo Plaza and Losoya Street.
- Pictorial window graphics in high windows on Losoya Street, for visibility from Riverwalk.
- Signage total square footage proposed: Alamo Plaza 21.58 (24 is allowed) and Losoya Street 19.55 (20 is allowed).

EXTERIOR FAÇADE:

There is damage to the existing wood around the front door and window sills along Alamo Plaza. The intent is to patch and repair to original condition and paint. The new paint colors are depicted in the enclosed renderings and will be:

- Field Color: Sherwin Williams - SW 6114 Bagel
- Trim in Sherwin Williams - SW 7006 Extra White and Sherwin Williams - SW 6258 Tricorn Black.

ENTRY DOORS:

The existing entry doors on the Alamo Plaza side are loose and security is an issue. The general contractor will check to see if the door hardware can be replaced and fix the issue. Otherwise the intent is to replace the existing doors with wood doors to match the original. We are proposing custom Black and White mosaic tile with the Kilwins Logo in recessed storefront exterior, as depicted in the renderings.

GLAZING:

The intent is to leave the existing glazing intact and patch and repair existing trim and mullions as necessary.

LOUVER VENT:


As part of the interior finish-out work, we are installing a new Type II Hood above a gas stove which will be used to melt confectionery ingredients. The heat needs to be exhausted and the existing space does not have a chase through the second floor to the roof. We are proposing an 18"x18" louver vent on the façade above the awning on Alamo Plaza. The vent will be powdered coated and painted Sherwin Williams - SW 6114 Bagel (the same color of the surrounding area) to blend into wall. The vent is only to exhaust heat and vapor, not grease of any kind.

END OF NARRATIVE

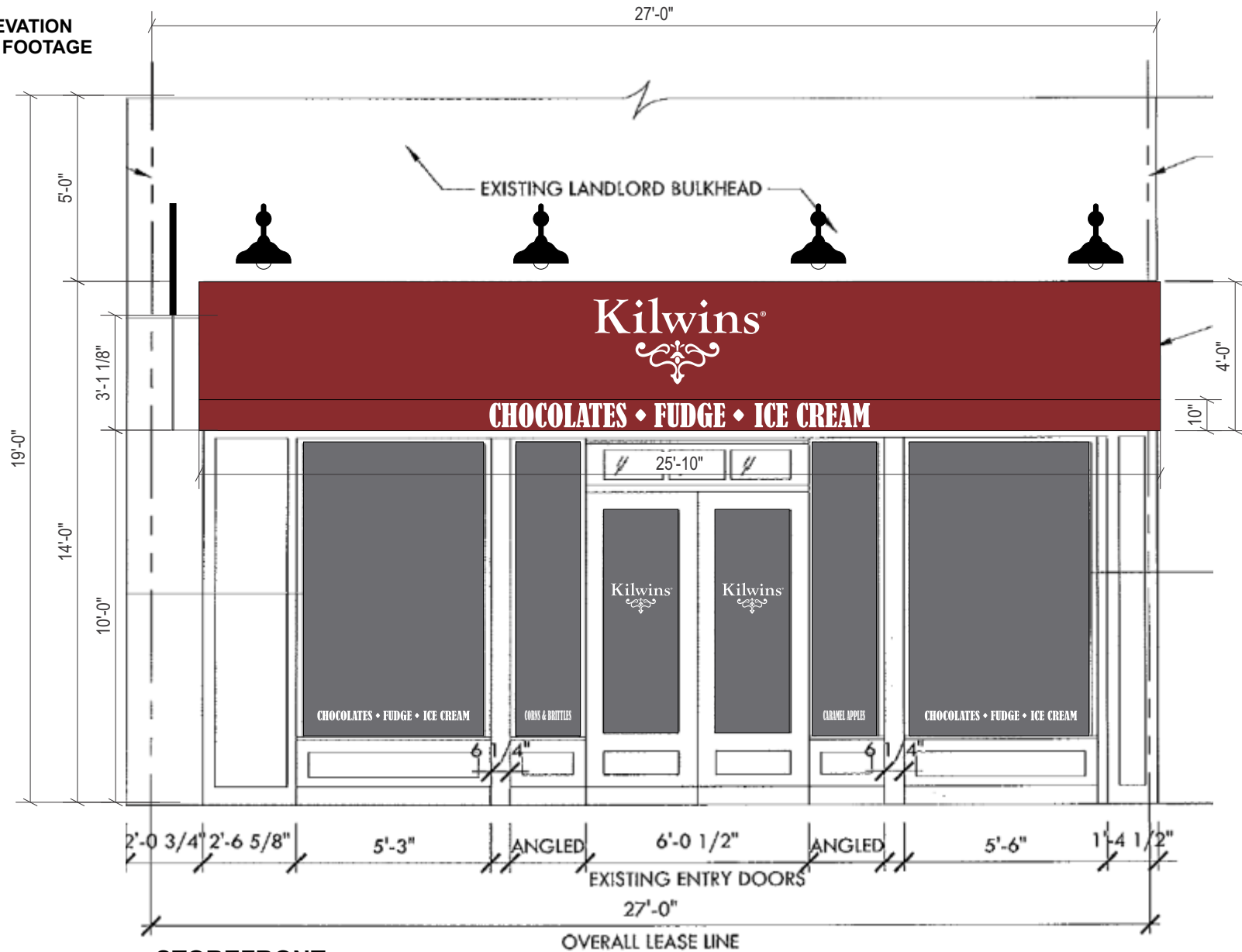
FRONT ELEVATION
TOTAL SQ. FOOTAGE
21.58



STOREFRONT

 <p>210.684.3221 apexsigngroup.com</p>	<p><small>This rendering is the property of Southwest Signs, Inc. It is for the exclusive use of Southwest Signs, Inc. and the party for which it was intended, the requestor. It is an unpublished original drawing not to be distributed, reproduced or exhibited without the explicit consent of Southwest Signs, Inc. Please contact your Account Manager for questions regarding this statement.</small></p>	<p>Kilwins Chocolates Franchise, Inc 109 Alamo Palza San Antonio, TX 78205</p>	<p>Project ID#: 115329 Project Mgr: Brenda B. Designer: DR Created on: 11/10/2018</p>	<div>REVISION</div> <p>R1 3/29/18 DR- Update awning & window graphics R2 3/29/18 DR- update window vinyl & mosaic tiles R3 4/17/18 DR- update storefront, reduce blade R4 4/20/18 DR- maximize recalculate square footage R5 4/23/18 DR- update per customer comments</p>
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FRONT ELEVATION
TOTAL SQ. FOOTAGE
21.58



STOREFRONT

SCALE: 1/4" = 1'-0"

pg 2 of 10



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Kilwins Chocolates Franchise, Inc
109 Alamo Palza
San Antonio, TX 78205

Project ID#: **115329**
Project Mgr: **Brenda B.**
Designer: **DR**
Created on: **11/10/2018**

REVISION

R1 3/29/18 DR- Update awning & window graphics
R2 3/29/18 DR- update window vinyl & mosaic tiles
R3 4/17/18 DR- update storefront, reduce blade
R4 4/20/18 DR- maximize recalculate square footage
R5 4/23/18 DR- update per customer comments

SIGN A	Awning
Type:	Awning w/ Vinyl Applied
Illumination:	Non Illuminated
Square Footage:	11.8 (Text & Graphics)

MFG. & INSTALL ONE (1)
NON ILLUMINATED AWNING

SUNBRELLA 4631 AWNING
MATERIAL W/ WHITE LETTERING
APPLIED

INSTALL TO STOREFRONT AS
INDICATED W/ NON-CORROSIVE
HARDWARE

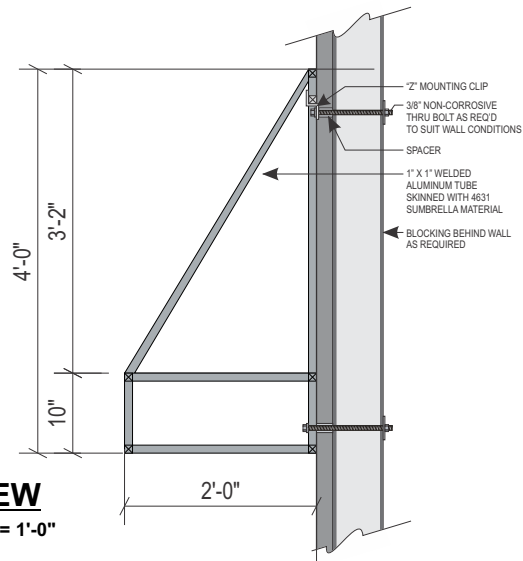


FACE VIEW

SCALE: 1/4" = 1'-0"

COLOR KEY

- 1 SW 7006 Extra White
- 2 Sunbrella 4631



END VIEW

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

SIGN B	D/F Blade Sign- Storefront
Type:	Alum. w/ Vinyl Applied
Illumination:	Externally Illuminated
Square Footage:	4.5

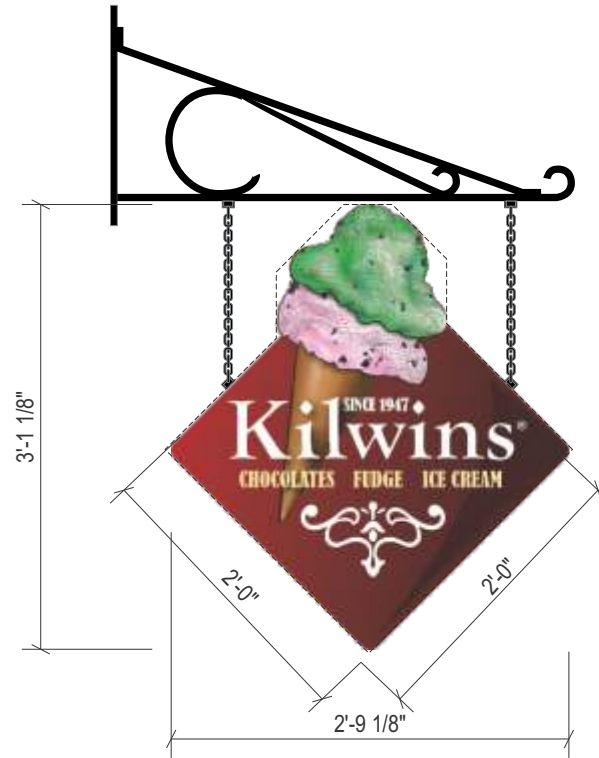
MFG. & INSTALL ONE (1)
D/F BLADE SIGN

.125" ALUM. PANEL W/ DIGITAL PRINT
APPLIED
1 1/2" THICK METAL FRAME,
PTD WHITE
EXTERNALLY ILLUMINATED

BRACKET HANG TO STOREFRONT
ACTUAL BRACKET & LIGHTING
METHOD TBD

COLOR KEY

- 1 SW 7006 Extra White (Returns)
- 2 CMYK Digital Print
- 3 SW 6258 Tricorn Black



BLADE- SIDE A

SCALE: 3/4" = 1'-0"



BLADE- SIDE B

SCALE: 3/4" = 1'-0"



REAR ENTRANCE



REAR ELEVATION
TOTAL SQ. FOOTAGE
19.55



REAR ENTRANCE

SCALE: 1/4" = 1'-0"



SIGN D	D/F Blade Sign- Storefront
Type:	Alum. w/ Vinyl Applied
Illumination:	Externally Illuminated
Square Footage:	4.5

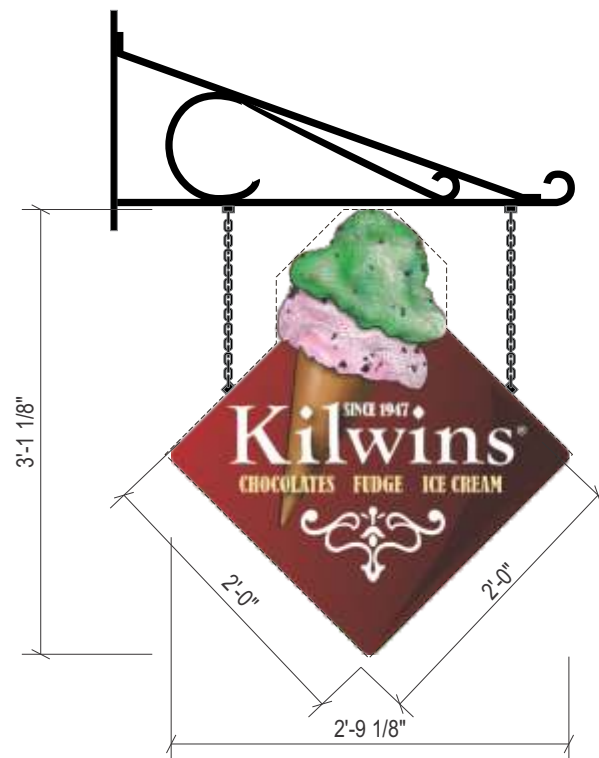
MFG. & INSTALL ONE (1)
D/F BLADE SIGN

.125" ALUM. PANEL W/ DIGITAL PRINT
APPLIED
1 1/2" THICK METAL FRAME,
PTD WHITE
EXTERNALLY ILLUMINATED

BRACKET HANG TO STOREFRONT
ACTUAL BRACKET & LIGHTING
METHOD TBD

COLOR KEY

- 1 SW 7006 Extra White (Returns)
- 2 CMYK Digital Print
- 3 SW 6258 Tricorn Black



BLADE- SIDE A

SCALE: 3/4" = 1'-0"



BLADE- SIDE B

SCALE: 3/4" = 1'-0"

SIGN E	Window Graphics- REAR
Type:	Vinyl
Illumination:	N/A
Square Footage:	15.05

MFG. & INSTALL ONE (1)
SET WINDOW VINYL GRAPHICS

WHITE VINYL &
DIGITAL PRINT GRAPHICS
APPLIED FIRST SURFACE AS
INDICATED

COLOR KEY

- 1 02 White
- 2 CMYK Digital Print



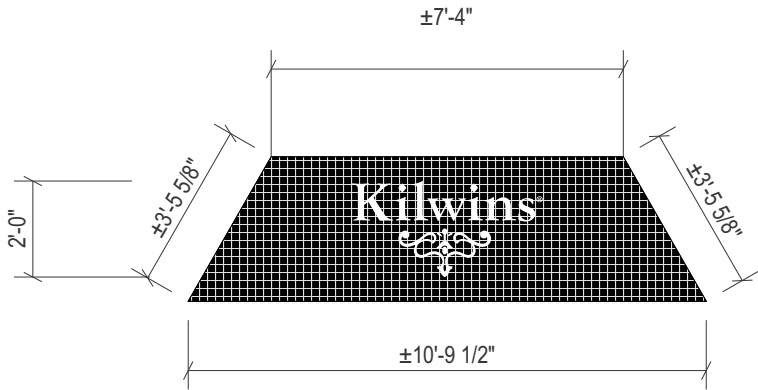
REAR ENTRANCE

SCALE: 1/4" = 1'-0"



SIGN F	Mosaic Tiles- Storefront
Type:	Tile
Illumination:	N/A
Square Footage:	00.0

ONE (1) SET MOSAIC TILES
BY OTHERS

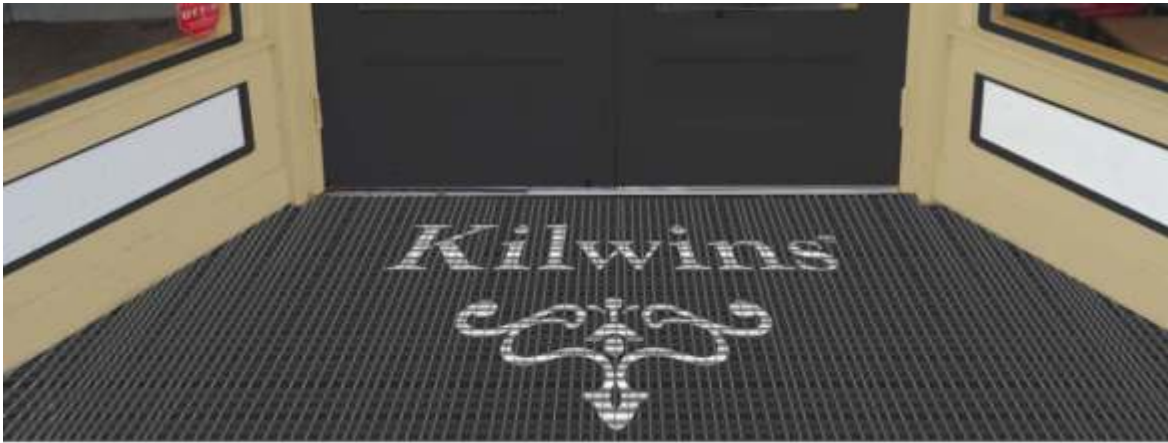


FRONT ENTRANCE

SCALE: 1/4" = 1'-0"

COLOR KEY

- 1 White
- 2 Black



Received by
mail
8/7/12

MASTER SIGN PLAN

FOR

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Submitted by:
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PURPOSE AND INTENT

The intentions of this Master Sign Plan is to promote consistency and enhance the compatibility of signs with the architectural and site design features as outlined by the Historic and Design Review Commission's Review Committee dated April, 2011.

Approved signage is intended to both identify the individual tenants within this business center while bringing consistency among the tenants while enhancing the character of Alamo Plaza and promoting a positive image of San Antonio to visitors.

Properties surveyed and included in this master plan include:



109 Alamo Plaza– Store front on Alamo Plaza and Losoya
San Antonio, TX 78205



111 Alamo Plaza Store Front on Alamo Plaza
San Antonio, TX 78205

Upon approval of this Master Sign Plan, Alamo Quarters. LTD will incorporate the following signage requirements as part of any lease agreement.

Alamo Plaza is San Antonio's most historic site. Signage in the Alamo Plaza area should respect and respond to the historic character of the district. The size, style and number of signs should be targeted to pedestrian and slow moving vehicular traffic.

Allowable signage for tenants will consist of the following:

- 1) One double-sided 24 in. x 48 in. hanging sign with metal sign brackets per storefront, installed above the sidewalk. Painted wood is the preferred material for hanging signs. When dibond or metal signs are used, the sign should have a thickness that is consistent with that of a wood sign.
- 2) Vinyl decals on store front windows and/or front door. Size and proportions of decals to be based on door or window size.
- 3) Total signage per tenants will be limited to three (3) separate signs. Total square footage of all signage must be less than the maximum allowable square footage established for each storefront. The total square footage of allowable signage for each tenant is as follows:

109 Alamo Plaza (Subway):

Alamo Plaza façade (main entrance):

Current: 13 sq. ft..

Proposed Maximum: 24 sq. ft.

Losoya façade (rear entrance):

Current: 11 sq. ft.

Proposed Maximum: 20 sq.. ft..

111 Alamo Plaza (New tenant):

Current: 12 sq. ft.

Proposed Maximum: 24 sq. ft.

113a Alamo Plaza (Grand Promenade)

Alamo Plaza façade (main entrance):

Current: 13 sq. ft.

Proposed Maximum: 24 sq. ft.

Losoya façade (rear entrance):

Current: 20 sq. ft.

CURRENT SIGNAGE

109 Alamo Plaza

Current occupant - Subway: Approximately 420 sq. ft. in façade - Store front on Alamo Plaza and Losoya, San Antonio, TX 78205

Alamo Plaza signage: 30 in x 48 in. double sided painted wood sign. Sign is installed on building facade with metal side brackets. Subway logo and company colors

Facade is approximately. 35 sq. ft. x 12 sq. ft.

No changes are necessary

