

## HISTORIC AND DESIGN REVIEW COMMISSION

January 16, 2019

**HDRC CASE NO:** 2019-012  
**ADDRESS:** 115 E TRAVIS ST  
**LEGAL DESCRIPTION:** NCB 120 BLK 1 LOT A1 & A2  
**ZONING:** D, HE  
**CITY COUNCIL DIST.:** 1  
**LANDMARK:** Milam Building  
**APPLICANT:** Beverly Baldwin/Alamo Architects  
**OWNER:** WWG WOBMISA, LTD  
**TYPE OF WORK:** Signage, awning installation and installation of a street staircase  
**APPLICATION RECEIVED:** January 02, 2019  
**60-DAY REVIEW:** March 03, 2019  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install various architectural elements and signage at the Milam Building. Within this request, the applicant has proposed the following:

1. Install new retractable fabric awnings as well as replicate the historic copper awning about the proposed fabric awnings on each façade.
2. A master signage plan that includes exterior tenant signage.
3. Install a blade sign that will be similar to the historic blade sign.
4. Construct an open grate steel stair between the eighteenth and twenty-first floors on the east elevation.

### APPLICABLE CITATIONS:

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

#### 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.

## **FINDINGS:**

- a. The historic structure at 115 E Travis Street was constructed in 1928 and is commonly known as the Milam Building. The historic structure was designed by George Willis in the Art Deco style. At this time, the applicant has proposed many scopes of work that are to reintroduce historic elements to the structure as well as signage and a steel egress stair. Many elements including rehabilitative scopes of work, canopy installation and signage have been approved administratively.
- b. **AWNINGS** – The applicant has proposed to install new retractable fabric awnings as well as replicate the historic copper awning about the proposed fabric awnings on each façade. The proposed fabric awnings will be similar to those that existing historically. The proposed copper awning will match the one remaining copper cover. Staff finds this to be appropriate and consistent with the Guidelines.
- c. **TENANT SIGNAGE** – The applicant has proposed locations for tenant signage, currently in the transom openings of each storefront. This is atypical of a location that is consistent with the Guidelines; however, the applicant has provided historic photos noting signage in the transom openings. Each tenant sign should not exceed fifty (50) square feet, should be constructed of metal and should be feature indirect or reverse/back lighting. Internally illuminated channel letters are not to be used. All tenant signage should feature the same size.
- d. **BLADE SIGN** – On the Travis Street façade, the applicant has proposed to install a blade sign that will be similar to the historic blade sign. The proposed sign will not feature the lettering “Cafeteria” or the girl that existed on the original sign. Staff finds the reintroduction of this sign to be appropriate and consistent with the Guidelines. The proposed sign should feature materials and lighting that are consistent with the Guidelines. Internal illumination that results in a glowing cabinet or glowing letters should not be used.
- e. **STEEL STAIR** – The applicant has proposed to construct an open grate steel stair between the eighteenth and twenty-first floors on the east elevation. The proposed stair will feature a profile, materials and detailing to match the existing fire escapes. Staff finds the proposed stair to be appropriate.

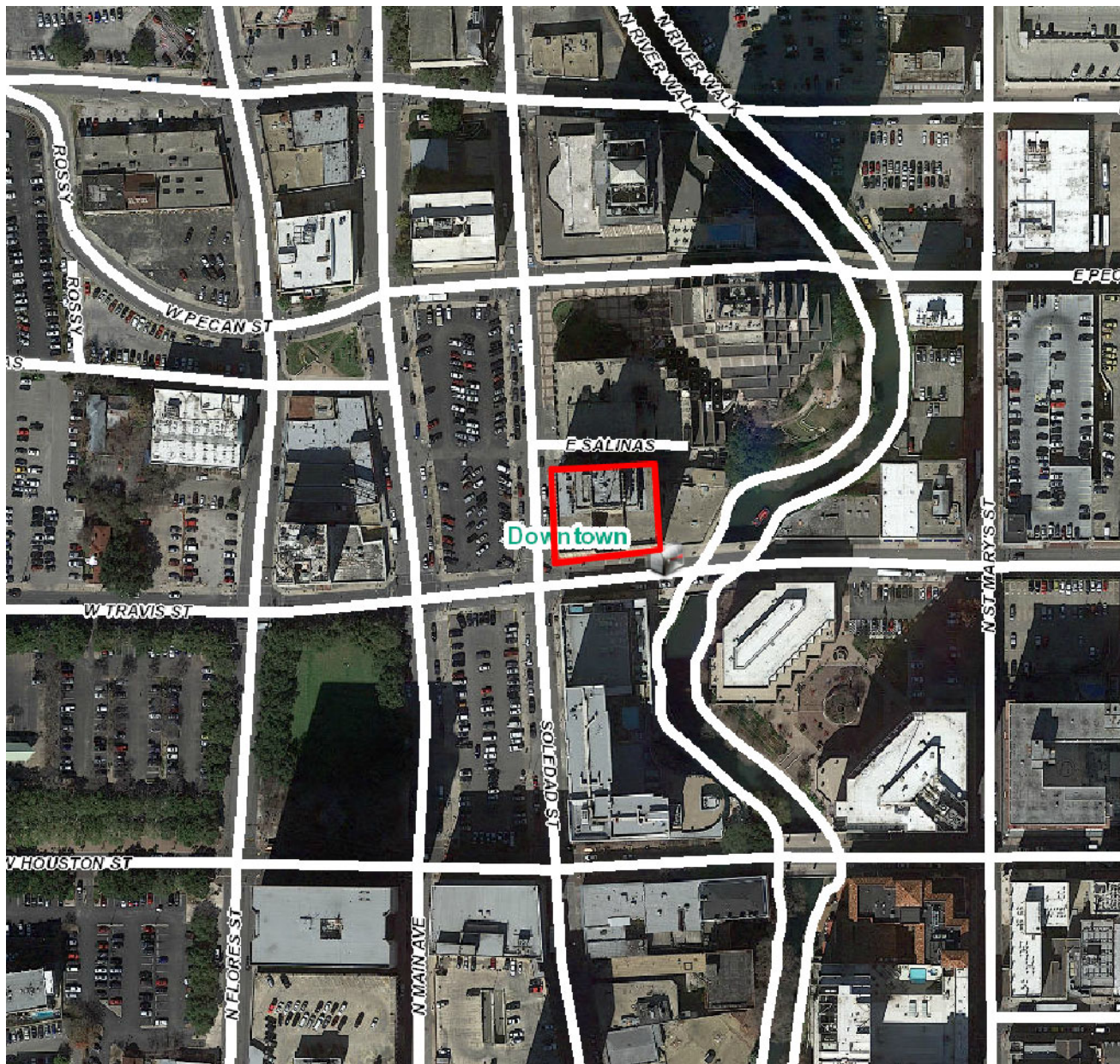
## **RECOMMENDATION:**

Staff recommends approval of item #1 through #4 based on findings a through e with the following stipulations:

- i. That the proposed tenant signage not exceed fifty (50) square feet, be constructed of metal and feature indirect or back lighting. All signs should match in size and be located above the existing transom openings.
- ii. That the proposed blade sign feature metal and lighting that does not result in a glowing cabinet or glowing letters. The blade sign should feature a shape similar to the historic sign.

## **CASE MANAGER:**

Edward Hall



## Flex Viewer

Powered by ArcGIS Server

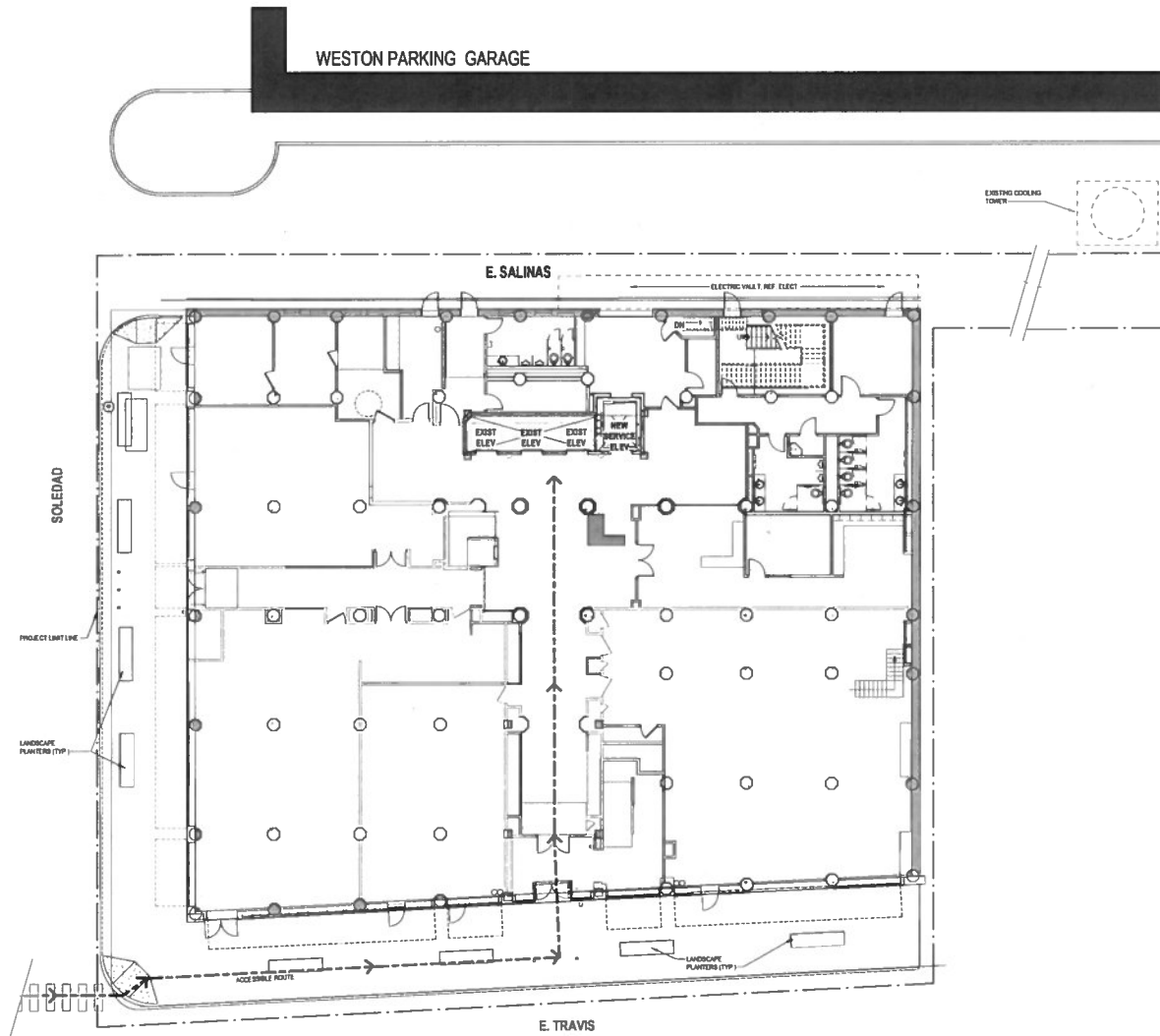
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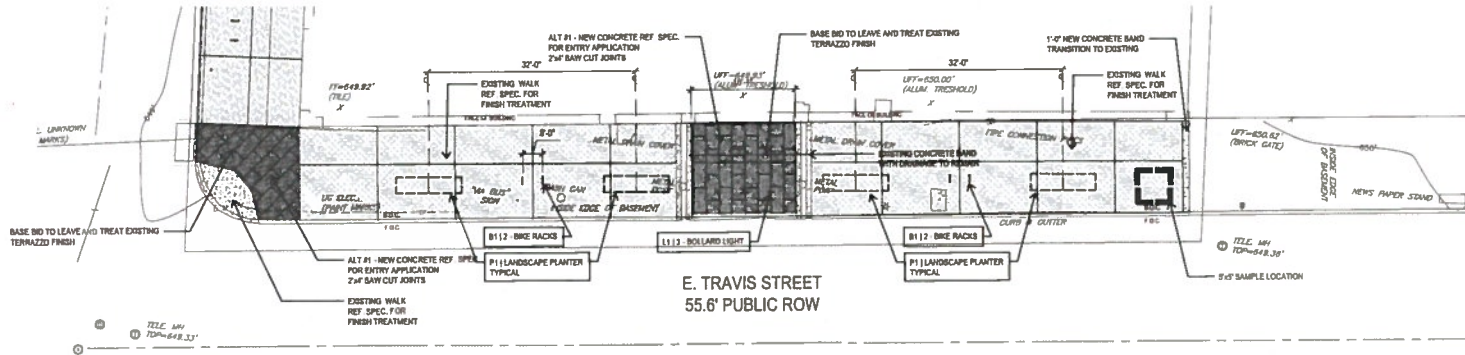
HISTORIC IMAGES

**MILAM BUILDING RENOVATION**  
 115 E TRAVIS STREET, SAN ANTONIO, TEXAS  
 JANUARY 2, 2019



SITE PLAN

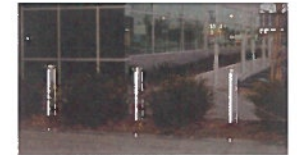
**MILAM BUILDING RENOVATION**  
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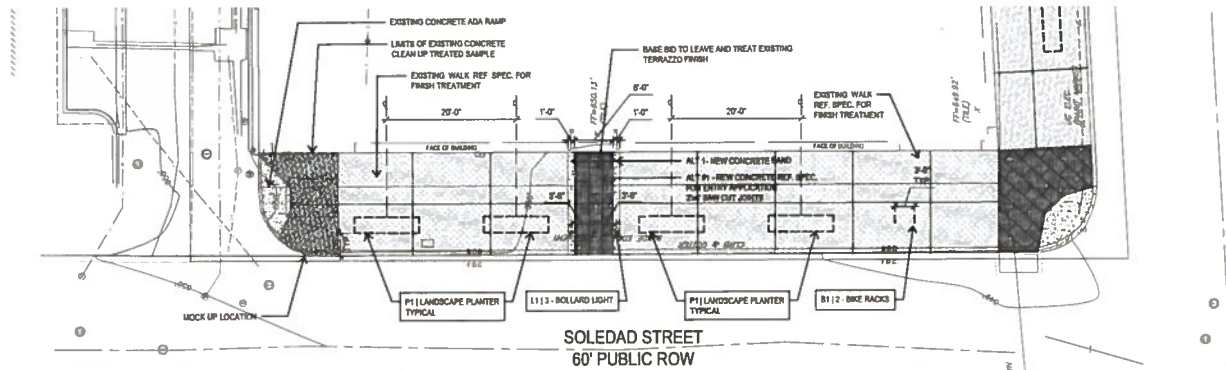
TRAVIS STREET



FIBERGLASS REINFORCED  
CONCRETE PLANTERS



DECORATIVE BOLLARDS



SOLEDAD STREET

## SIDEWALK IMPROVEMENTS

**MILAM BUILDING RENOVATION**  
115 E TRAVIS STREET, SAN ANTONIO, TEXAS  
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BUILDING ELEVATION LOOKING NORTH

**MILAM BUILDING RENOVATION**  
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**Alamo**  
architects

**MP**  
STUDIO



BUILDING ELEVATION LOOKING EAST

**MILAM BUILDING RENOVATION**  
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JANUARY 2, 2019

**A**lamo  
architects

**MP**  
STUDIO

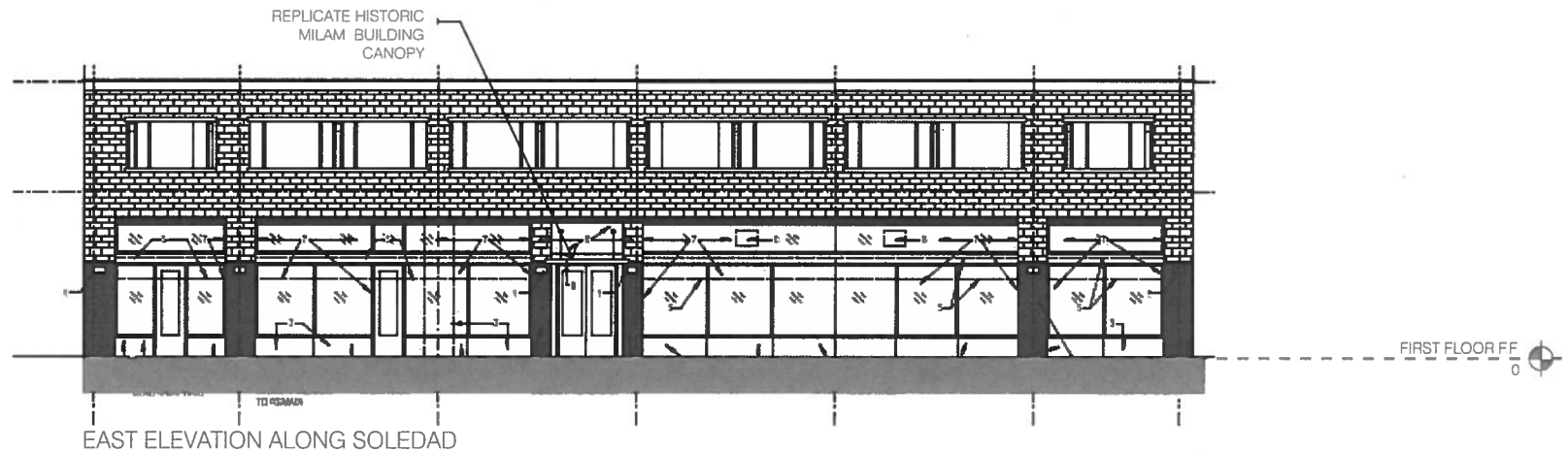
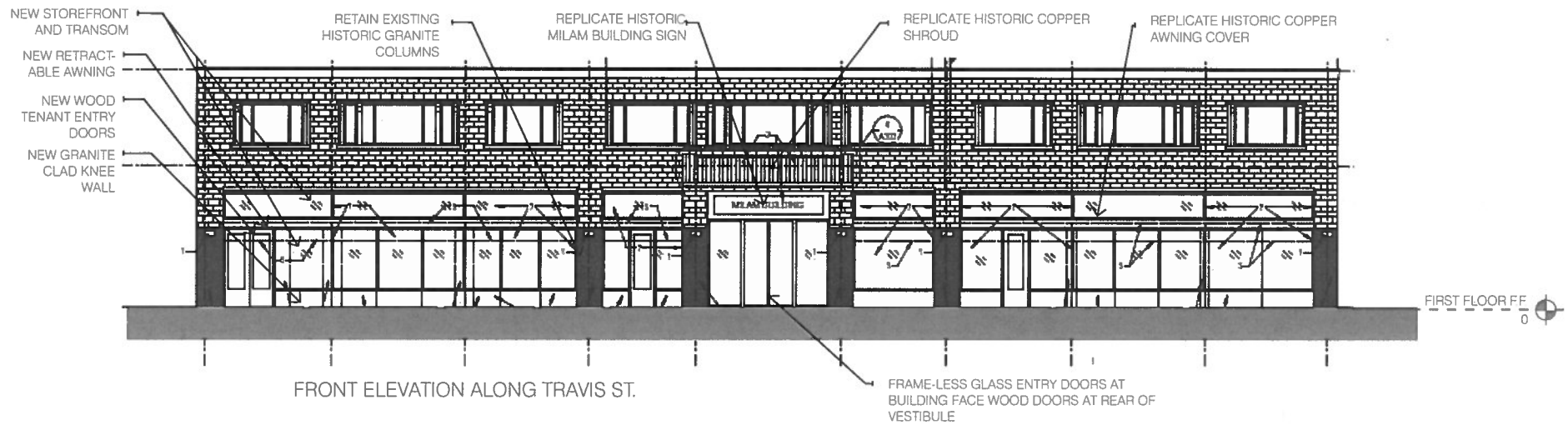


BUILDING PERSPECTIVE LOOKING NORTHEAST

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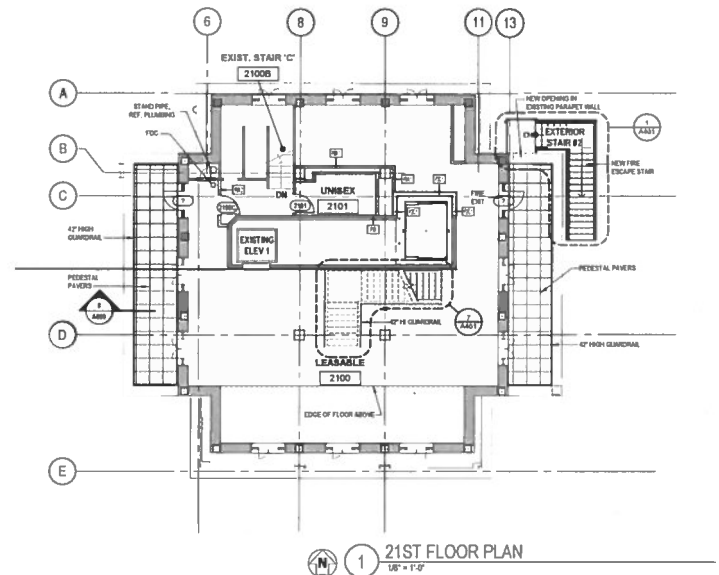
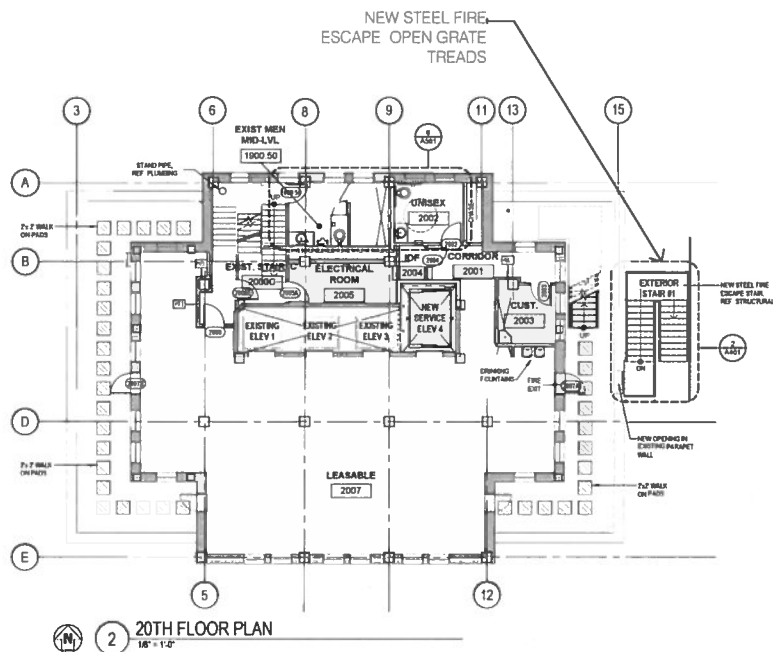
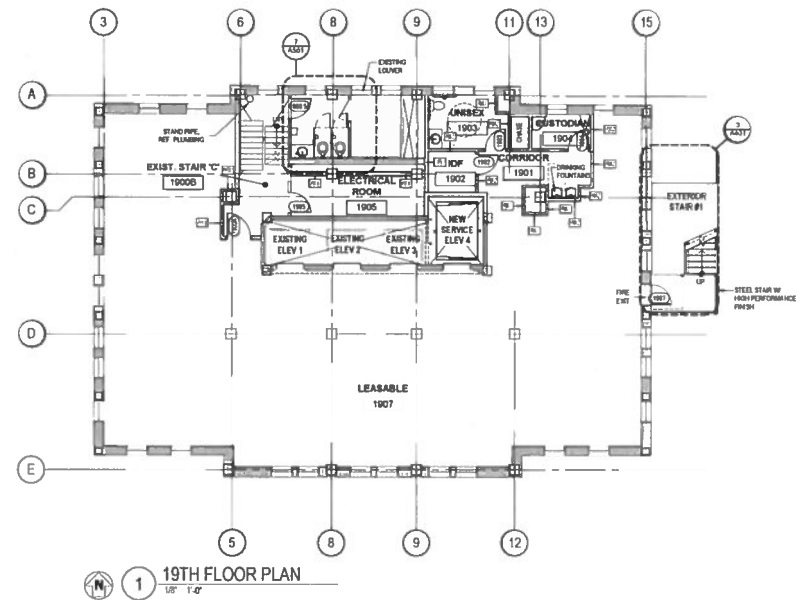
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BUILDING ELEVATIONS AT GROUND FLOOR

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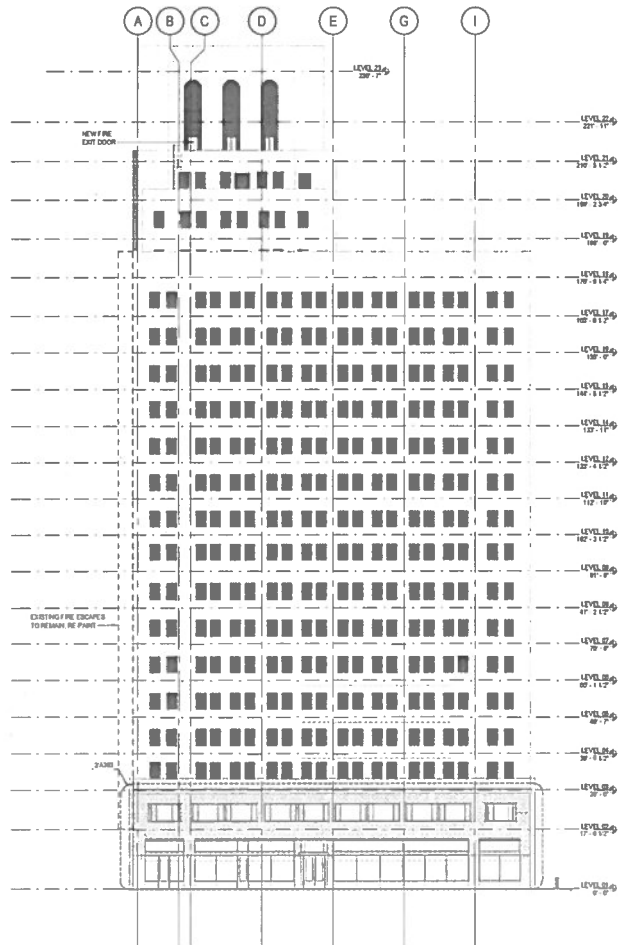


## NEW FIRE ESCAPE PLAN

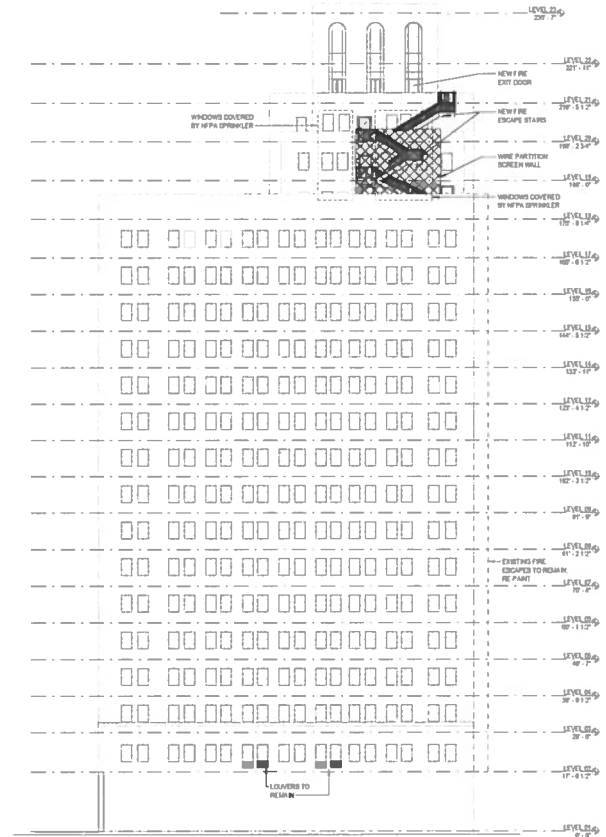
**MILAM BUILDING RENOVATION**  
115 E TRAVIS STREET, SAN ANTONIO, TEXAS  
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# ELEVATION NOTES:

1. CLEAN ALL EXTERIOR BRICK AS SPECIFIED. (ADD-ALT)
2. CLEAN ALL EXTERIOR CAST STONE AS SPECIFIED.
3. PATCH, PAIR AND REPAINT EXTERIOR CAST STONE AS SPECIFIED. (ADD-ALT)
4. PATCH, PAIR AND REPAINT EXTERIOR BRICK AS SPECIFIED. (ADD-ALT)
5. SEAL WINDOWS IN PLACE PER DETAILS. SEE SHEET A204.
6. REPLACE BROKEN OR MISSING GLASS TO MATCH EXISTING.
7. CLEAN AND PAINT ALL EXISTING AND NEW EXTERIOR BUILDING COMPONENTS INCLUDING, BUT NOT LIMITED TO FIRE SCAPES, WINDOWS, LOUVERS, BRACKETS, MOODS AND FRAMES, EXCLUDING COPPER ELEMENTS.



2 EXTERIOR ELEVATION - WEST  
1/8" = 1'-0"



1 EXTERIOR ELEVATION - EAST  
1/8" = 1'-0"

## BUILDING ELEVATIONS

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HISTORIC COPPER AWNING COVER



HISTORIC COPPER SHROUD AND SIGN LETTERS



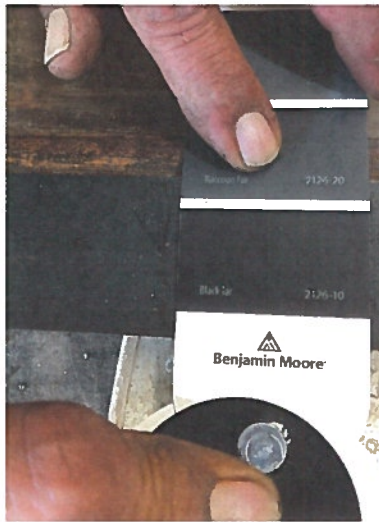
RETRACTABLE AWNING TYPE  
COLOR: DARK GREEN



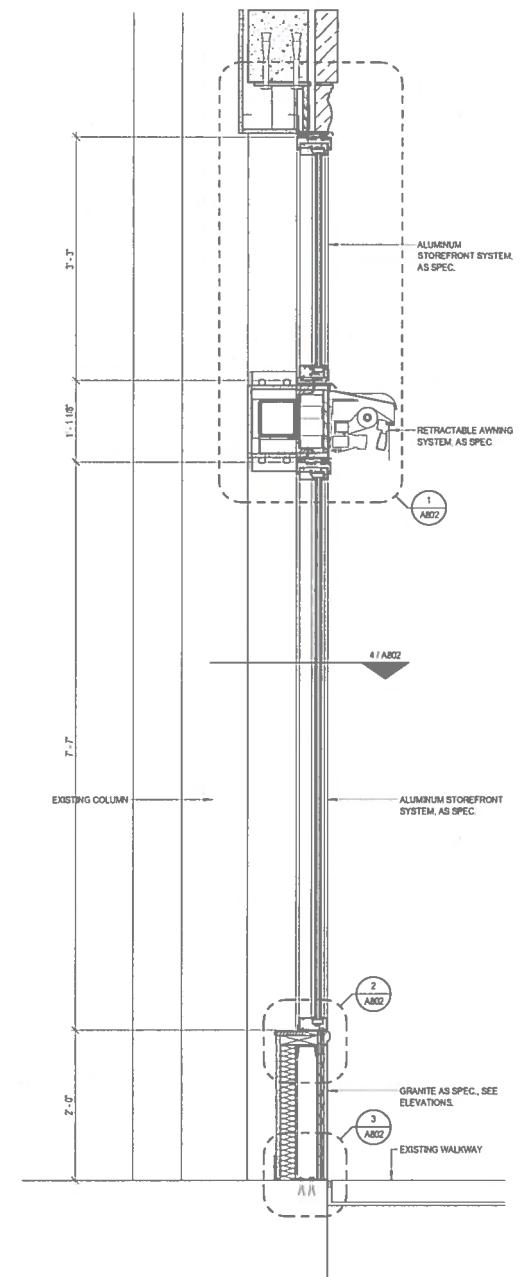
HISTORIC GRANITE



WOOD TENANT ENTRY DOORS AND  
BRONZE ALUMINUM STOREFONT



NEW WINDOW PAINT TO MATCH  
HISTORIC COLOR. BENJAMIN MOORE  
BLACK TAR 2126-10



STOREFRONT SECTION

## MATERIAL PALETTE

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