

HISTORIC AND DESIGN REVIEW COMMISSION

November 06, 2019

HDRC CASE NO: 2019-624
ADDRESS: 715 S ALAMO ST
LEGAL DESCRIPTION: NCB 903 BLK LOT W PT OF 46, N 56.6FT OF 14 OR A46
ZONING: C-3, H
CITY COUNCIL DIST.: 1
DISTRICT: Lavaca Historic District
APPLICANT: Gini Garcia
OWNER: Gini Garcia
TYPE OF WORK: Signage
APPLICATION RECEIVED: October 18, 2019
60-DAY REVIEW: December 17, 2019
CASE MANAGER: Huy Pham
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to:

1. Install signage onto the front fence gate
2. Install add a decal signage onto the front facade

APPLICABLE CITATIONS:

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.

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.

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.

FINDINGS:

- a. The primary historic structure at 715 S Alamo features an typical site configuration where the commercial storefront is approximately 100 feet from the vehicular and pedestrian entry onto the site from S Alamo. The structure is a simple brick masonry building with flat roof, often associated with industrial use.
- b. EXISTING SIGNAGE – At this time, the property features a vinyl banner sign at corner of the property and mounted to the front façade. Both of those non-conforming signs will be removed when a long-term signage plan is approved.
- c. GATE SIGN- The applicant has proposed to install a 135" wide and 66" tall sign mounted onto an existing chain-link gate at the right-of-way entrance into the property. The chain-link gate currently features incidental "Private

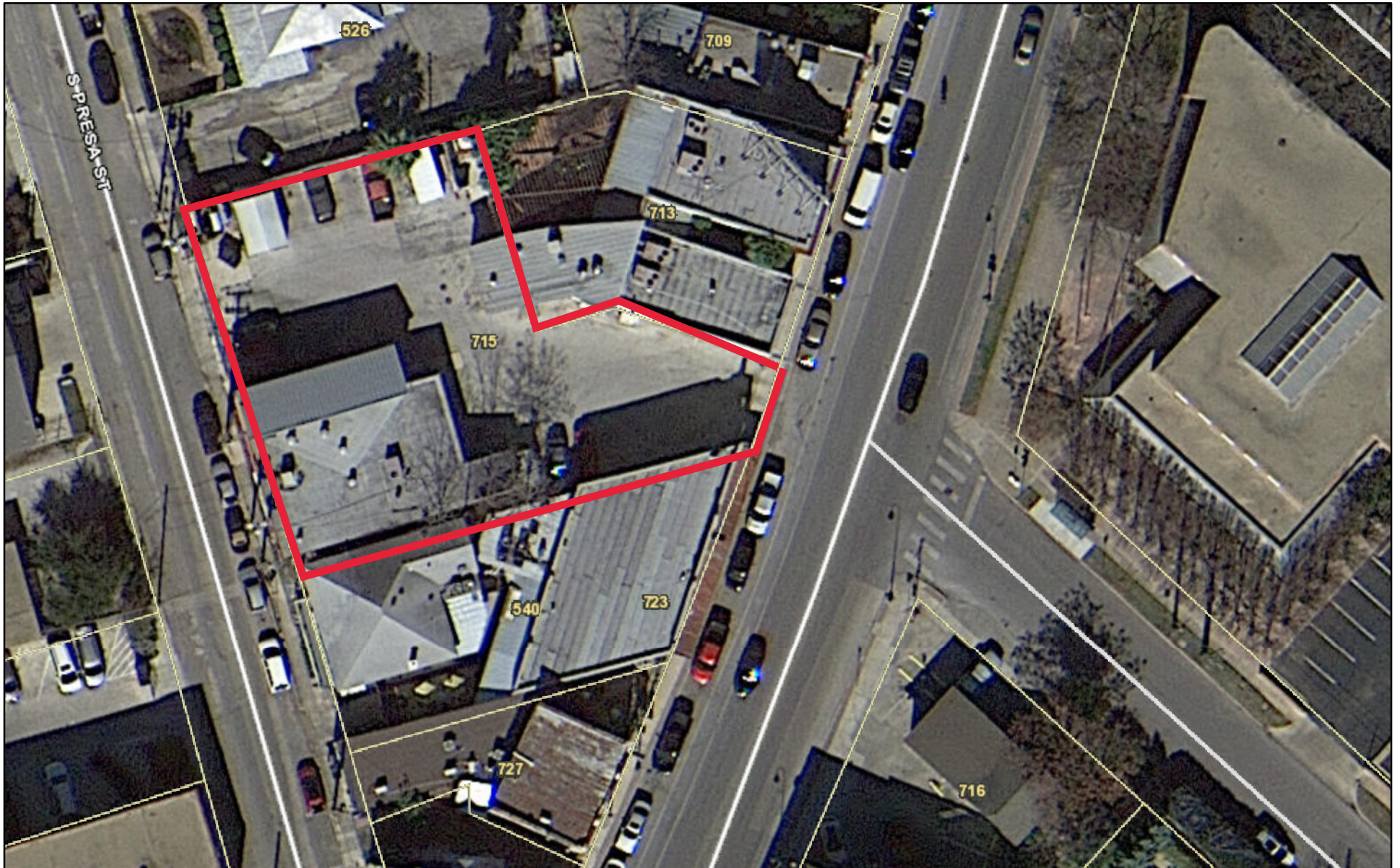
Parking” signage. While proposed sign exceeds the typically allowed total square footage of 50 square feet per the Guidelines for Signage 1.A.i., staff finds that the proposed signage would accommodate the atypical deep setback of the commercial storefront from right-of-way and reduce the visibility of the non-conforming chain-link gate. Per the Guidelines for Signage 1.D.i and ii, the sign should be constructed high quality material that relates to the historic structure and is maintained in good working condition so as to present a neat and orderly appearance per UDC. Sec. 35-612(n)(1).

- d. DECAL SIGN – The applicant has proposed to install a decal sign featuring approximately 20 square feet on the front façade masonry of the commercial structure. The façade has been already been painted and the proposed sign type, location, and size is typical to the historic pattern for signage of buildings of a similar style and context. Staff finds that the proposed decal sign is consistent with the Guidelines for Signage.

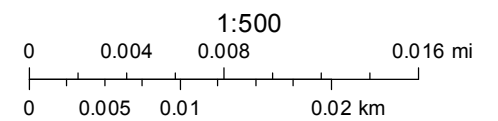
RECOMMENDATION:

Staff recommends approval of the two sign areas based on findings b through d with the stipulation that front gate sign should be constructed high quality material that relates to the historic structure and is maintained in good working condition so as to present a neat and orderly appearance per UDC. Sec. 35-612(n)(1).

715 S Alamo



October 16, 2019





La Frite Belgian Bistro

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Casa Margarita

Don Martin's Coffee Co

Bar America

715 South Alamo Street

Jokesters 22 Pub N' Grub

Enterprise Rent-A-Car

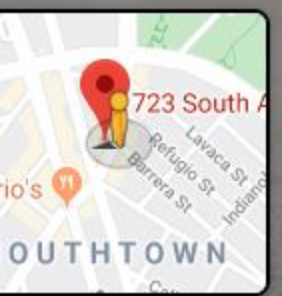
Francis Bogside

La Villita Inn

King W
Garden

Google







S St Mary's St

S St Mary's St

S St Mary's St

Madison

S St Mary's St

S Presa St

S Presa St

S Presa St

S Presa St

S Alamo St

S Alamo St

Refugio St

Refugio St

Barrera St

King William
Garden House

La Villita Inn

Enterprise Rent-A-Car

Goodyear Auto Service

Francis Bogside

Ojeda Richard F

Field Co. Loans

Don Martin's Coffee Co

Bar America

THE PIPE CORNER

Casa Margarita

Southtown Yoga Loft

La Frite Belgian Bistro

Squeezers

Jokesters 22 Pub N Grub

Azuca Nuevo Latino

United Way of
San Antonio and Bexar...

715 South Alamo Street

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