

HISTORIC AND DESIGN REVIEW COMMISSION

March 17, 2021

HDRC CASE NO: 2021-099
ADDRESS: 328 MARTINEZ ST
LEGAL DESCRIPTION: NCB 903 BLK LOT NE IRR 9.0 FT OF A
NCB 903 BLK LOT A EXC NE IRR 9.0 FT
ZONING: C-3,UZROW,H
CITY COUNCIL DIST.: 1
DISTRICT: Lavaca Historic District
APPLICANT: Rene Fernandez
OWNER: Carlos Mercado
TYPE OF WORK: Installation of an outdoor patio, fencing and landscaping installation,
signage, exterior alterations
APPLICATION RECEIVED: February 18, 2021
60-DAY REVIEW: Not applicable due to City Council Emergency Orders
CASE MANAGER: Stephanie Phillips
REQUEST:

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

1. Create an outdoor patio space atop an existing surface parking lot by adding stained concrete as a surface treatment.
2. Install a metal wrought fence around the patio measuring a maximum of 6' in height.
3. Install landscaping around the perimeter of the fencing.
4. Enlarge an exterior door leading onto the patio.
5. Install painted decal signage both primary facades (S Alamo and Martinez) totaling approximately 60 square feet.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 2, Exterior Maintenance and Alterations

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.

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 facade 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.

Historic Design Guidelines, Chapter 5, Guidelines for Site Elements

1. Topography

A. TOPOGRAPHIC FEATURES

- i. *Historic topography*—Avoid significantly altering the topography of a property (i.e., extensive grading). Do not alter character-defining features such as berms or sloped front lawns that help define the character of the public right-of-way. Maintain the established lawn to help prevent erosion. If turf is replaced over time, new plant materials in these areas should be low-growing and suitable for the prevention of erosion.
- ii. *New construction*—Match the historic topography of adjacent lots prevalent along the block face for new construction. Do not excavate raised lots to accommodate additional building height or an additional story for new construction.
- iii. *New elements*—Minimize changes in topography resulting from new elements, like driveways and walkways, through appropriate siting and design. New site elements should work with, rather than change, character-defining topography when possible.

2. Fences and Walls

A. HISTORIC FENCES AND WALLS

- i. *Preserve*—Retain historic fences and walls.
- ii. *Repair and replacement*—Replace only deteriorated sections that are beyond repair. Match replacement materials (including mortar) to the color, texture, size, profile, and finish of the original.
- iii. *Application of paint and cementitious coatings*—Do not paint historic masonry walls or cover them with stone facing or stucco or other cementitious coatings.

B. NEW FENCES AND WALLS

- i. *Design*—New fences and walls should appear similar to those used historically within the district in terms of their scale, transparency, and character. Design of fence should respond to the design and materials of the house or main structure.
- ii. *Location*—Avoid installing a fence or wall in a location where one did not historically exist, particularly within the front yard. The appropriateness of a front yard fence or wall is dependent on conditions within a specific historic district. New front yard fences or wall should not be introduced within historic districts that have not historically had them.
- iii. *Height*—Limit the height of new fences and walls within the front yard to a maximum of four feet. The appropriateness of a front yard fence is dependent on conditions within a specific historic district. New front yard fences should not be introduced within historic districts that have not historically had them. If a taller fence or wall existed historically, additional height may be considered. The height of a new retaining wall should not exceed the height of the slope it retains.
- iv. *Prohibited materials*—Do not use exposed concrete masonry units (CMU), Keystone or similar interlocking retaining wall systems, concrete block, vinyl fencing, or chain link fencing.

v. *Appropriate materials*—Construct new fences or walls of materials similar to fence materials historically used in the district. Select materials that are similar in scale, texture, color, and form as those historically used in the district, and that are compatible with the main structure. Screening incompatible uses—Review alternative fence heights and materials for appropriateness where residential properties are adjacent to commercial or other potentially incompatible uses.

C. PRIVACY FENCES AND WALLS

- i. *Relationship to front facade*—Set privacy fences back from the front façade of the building, rather than aligning them with the front façade of the structure to reduce their visual prominence.
- ii. *Location* – Do not use privacy fences in front yards.

5. Sidewalks, Walkways, Driveways, and Curbing

A. SIDEWALKS AND WALKWAYS

- i. *Maintenance*—Repair minor cracking, settling, or jamming along sidewalks to prevent uneven surfaces. Retain and repair historic sidewalk and walkway paving materials—often brick or concrete—in place.
- ii. *Replacement materials*—Replace those portions of sidewalks or walkways that are deteriorated beyond repair. Every effort should be made to match existing sidewalk color and material.
- iii. *Width and alignment*—Follow the historic alignment, configuration, and width of sidewalks and walkways. Alter the historic width or alignment only where absolutely necessary to accommodate the preservation of a significant tree.
- iv. *Stamped concrete*—Preserve stamped street names, business insignias, or other historic elements of sidewalks and walkways when replacement is necessary.
- v. *ADA compliance*—Limit removal of historic sidewalk materials to the immediate intersection when ramps are added to address ADA requirements.

B. DRIVEWAYS

- i. *Driveway configuration*—Retain and repair in place historic driveway configurations, such as ribbon drives. Incorporate a similar driveway configuration—materials, width, and design—to that historically found on the site. Historic driveways are typically no wider than 10 feet. Pervious paving surfaces may be considered where replacement is necessary to increase stormwater infiltration.
- ii. *Curb cuts and ramps*—Maintain the width and configuration of original curb cuts when replacing historic driveways. Avoid introducing new curb cuts where not historically found.

C. CURBING

- i. *Historic curbing*—Retain historic curbing wherever possible. Historic curbing in San Antonio is typically constructed of concrete with a curved or angular profile.
- ii. *Replacement curbing*—Replace curbing in-kind when deteriorated beyond repair. Where in-kind replacement is not be feasible, use a comparable substitute that duplicates the color, texture, durability, and profile of the original. Retaining walls and curbing should not be added to the sidewalk design unless absolutely necessary.

6. Non-Residential and Mixed Use Streetscapes

A. STREET FURNITURE

- i. *Historic street furniture*—Preserve historic site furnishings, including benches, lighting, tree grates, and other features.
- ii. *New furniture*—Use street furniture such as benches, trash receptors, tree grates, and tables that are simple in design and are compatible with the style and scale of adjacent buildings and outdoor spaces when historic furnishings do not exist.

B. STREET TREES

- i. *Street trees*—Protect and maintain existing street trees. Replace damaged or dead trees with trees of a similar species, size, and growth habit.

C. PAVING

- i. *Maintenance and alterations*—Repair stone, masonry, or glass block pavers using in-kind materials whenever possible. Utilize similar materials that are compatible with the original in terms of composition, texture, color, and detail, when in-kind replacement is not possible.

D. LIGHTING

- i. *General*—See UDC Section 35-392 for detailed lighting standards (height, shielding, illumination of uses, etc.).
- ii. *Maintenance and alterations*—Preserve historic street lights in place and maintain through regular cleaning and repair as needed.
- iii. *Pedestrian lighting*—Use appropriately scaled lighting for pedestrian walkways, such as short poles or light posts (bollards).

- iv. *Shielding*—Direct light downward and shield light fixtures using cut-off shields to limit light spill onto adjacent properties.
- v. *Safety lighting*—Install motion sensors that turn lights on and off automatically when safety or security is a concern. Locate these lighting fixtures as discreetly as possible on historic structures and avoid adding more fixtures than necessary.

7. Off-Street Parking

A. LOCATION

- i. *Preferred location*—Place parking areas for non-residential and mixed-use structures at the rear of the site, behind primary structures to hide them from the public right-of-way. On corner lots, place parking areas behind the primary structure and set them back as far as possible from the side streets. Parking areas to the side of the primary structure are acceptable when location behind the structure is not feasible. See UDC Section 35-310 for district-specific standards.
- ii. *Front*—Do not add off-street parking areas within the front yard setback as to not disrupt the continuity of the streetscape.
- iii. *Access*—Design off-street parking areas to be accessed from alleys or secondary streets rather than from principal streets whenever possible.

B. DESIGN

- i. *Screening*—Screen off-street parking areas with a landscape buffer, wall, or ornamental fence two to four feet high—or a combination of these methods. Landscape buffers are preferred due to their ability to absorb carbon dioxide. See UDC Section 35-510 for buffer requirements.
- ii. *Materials*—Use permeable parking surfaces when possible to reduce run-off and flooding. See UDC Section 35-526(j) for specific standards.
- iii. *Parking structures*—Design new parking structures to be similar in scale, materials, and rhythm of the surrounding historic district when new parking structures are necessary.

8. Americans with Disabilities Act (ADA) Compliance

A. HISTORIC FEATURES

- i. *Avoid damage*—Minimize the damage to the historic character and materials of the building and sidewalk while complying with all aspects of accessibility requirements.
- ii. *Doors and door openings*—Avoid modifying historic doors or door openings that do not conform to the building and/or accessibility codes, particularly on the front façade. Consider using a discretely located addition as a means of providing accessibility.

B. ENTRANCES

- i. *Grade changes*—Incorporate minor changes in grade to modify sidewalk or walkway elevation to provide an accessible entry when possible.
- ii. *Residential entrances*—The preferred location of new ramps is at the side or rear of the building when convenient for the user.
- iii. *Non-residential and mixed use entrances*—Provide an accessible entrance located as close to the primary entrance as possible when access to the front door is not feasible.

C. DESIGN

- i. *Materials*—Design ramps and lifts to compliment the historic character of the building and be visually unobtrusive as to minimize the visual impact, especially when visible from the public right-of-way.
- ii. *Screening*—Screen ramps, lifts, or other elements related to ADA compliance using appropriate landscape materials. Refer to Guidelines for Site Elements for additional guidance.
- iii. *Curb cuts*—Install new ADA curb cuts on historic sidewalks to be consistent with the existing sidewalk color and texture while minimizing damage to the historical sidewalk.

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 clutter and promote a unified appearance.

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 property located at 328 Martinez is a 1-story commercial block structure constructed circa 1920 with Spanish Eclectic influences. The structure features a stucco façade, raised parapet, and symmetrical front façade. The structure is contributing to the Lavaca Historic District.
- b. **PARKING LOT MODIFICATIONS** – The applicant has proposed to create an outdoor patio space atop an existing surface parking lot by adding stained concrete as a surface treatment. The surface parking lot is located to the north of the structure along its northern façade at the intersection of S Alamo and Martinez. Based on the submitted documents, the surface treatment would eliminate the white parking lines and create an even surface. Staff generally finds the proposal appropriate, but requires additional information on the specific surface treatment product and finish.
- c. **FENCING** – The applicant has proposed to install a metal fence around the new patio. Per the applicant, the fencing will be black wrought iron, in keeping with similar wrought iron fencing used at commercial businesses along S Alamo in the vicinity. Staff generally finds that a fully transparent wrought iron fence measuring no taller than 6 feet appropriate in this location, but requires specific information on the fencing design.

- d. LANDSCAPING – The applicant has proposed to install a landscaping buffer around the proposed fencing perimeter, between the fencing and the public right-of-way. Staff finds the request appropriate and eligible for administrative approval.
- e. DOOR MODIFICATIONS – The applicant has proposed to modify a door facing Martinez to be wider to accommodate a service door. Staff finds the request appropriate.
- f. SIGNAGE – The applicant has proposed two painted adhesive signs, with one facing S Alamo and one facing Martinez. The signage will include the business name along with the words “Southtown,” and “tapas, taps, wine.” The signage will feature two colors: red and black. The total square footage area as proposed is approximately 60 square feet. According to the Guidelines, a maximum of three signs measuring a total of 50 square feet are allowable per building. Signs should use a maximum of three colors. Staff finds that the painted decal signs are appropriate in terms of design, colors, materiality, and location, but finds that the signage should be reduced in sign overall to be a maximum of 50 square feet. If additional signage is proposed in the future, including freestanding or hanging signage, the currently proposed signage should be further reduced in square footage.

RECOMMENDATION:

Item 1, Staff recommends approval of the parking lot modifications based on finding b with the following stipulation:

- i. That the applicant submits final specifications for the concrete surface treatment to staff prior to the issuance of a Certificate of Appropriateness.

Items 2 and 3, Staff recommends approval of the fencing and landscaping based on findings c and d with the following stipulations:

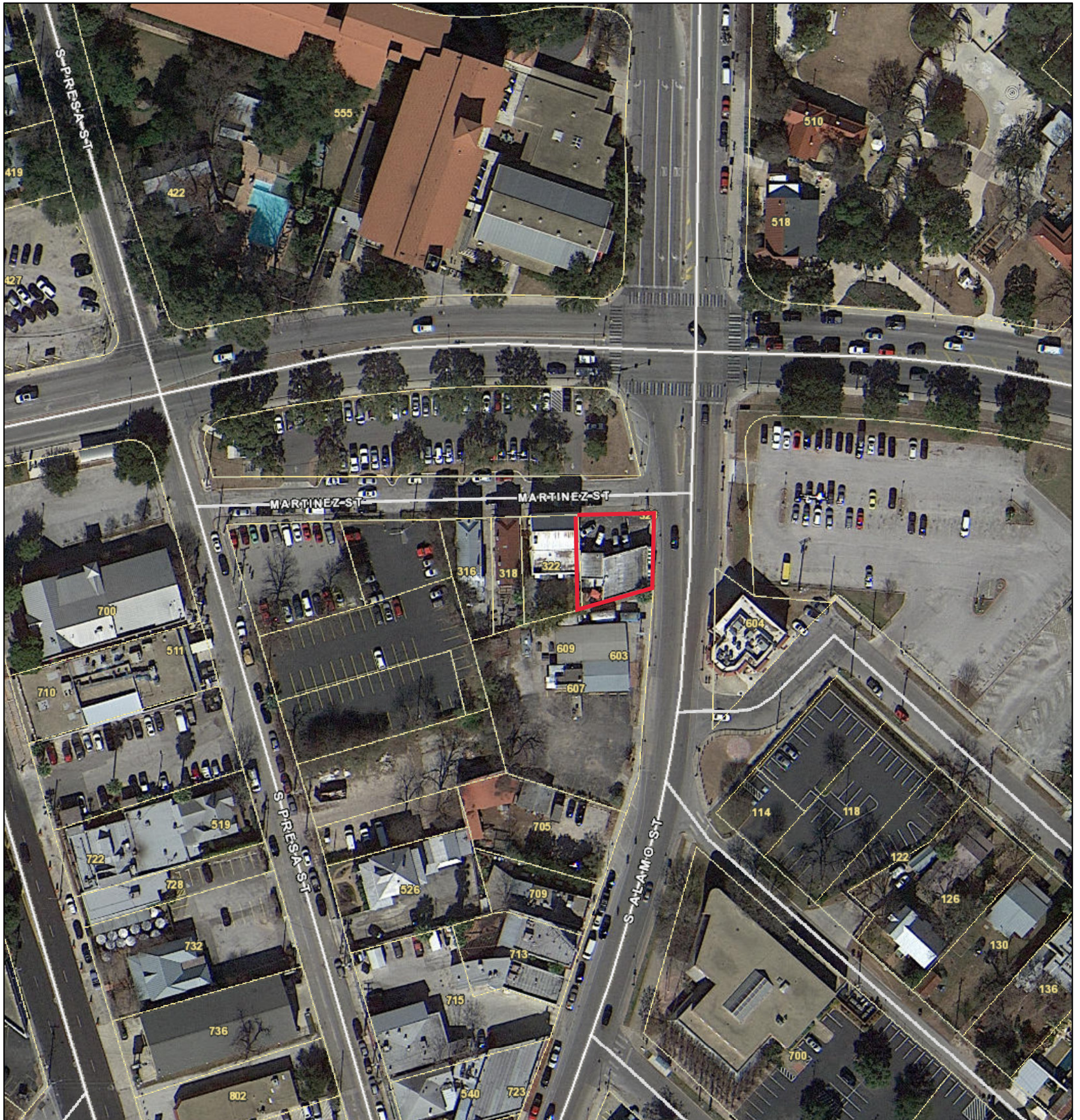
- i. That the applicant submits a final material specification and design for the proposed metal fencing to staff for review and approval prior to the issuance of a Certificate of Appropriateness.
- ii. That the fencing not exceed six feet in height and comply with UDC Section 35-514 for fencing.

Item 4, Staff recommends approval of the proposed door modification based on finding d.

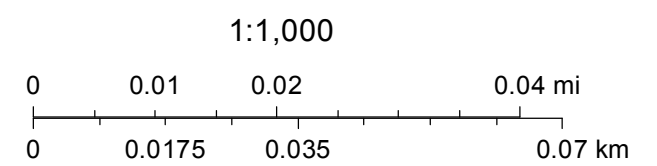
Item 5, Staff recommends approval of the proposed signage based on finding f with the following stipulations:

- i. That the overall signage area be reduced to a maximum of 50 square feet as noted in finding f. The applicant is required to submit updated signage drawings with dimensions to staff for review and approval prior to the issuance of a Certificate of Appropriateness. If additional signage is proposed in the future, the signs should be further reduced in square footage or number of signs to ensure total planned permanent signage does not exceed 50 square feet. Any new signage will require a new application.

City of San Antonio One Stop



March 12, 2021





2 HOUR
PARKING
7AM-6PM

Martinez

ONE WAY

BIKE LANE

FOR RENT
210-558-4747

SEE US ALONE
PARKING ONLY
VISITORS WILL
BE TOLDED

NO PARKING
EXCEPT FOR
EMERGENCY
VEHICLES
ONLY







603



2

1





MARTINEZ ST.

CURB LINE

SIDE WALK

SIDE WALK

Hola!
SOUTH TOWN
TAPAS • TAPS • WINE

SOUTH ALAMO ST

CURB LINE

PATIO AREA

BAR AREA

DINING AREA

- 1 Beer Cooler
- 2 Undercounter Ice Bin
- 3 Bar 3 Compartment Sink
- 4 Hand Sink
- 5 Draft Beer Cooler
- 6 Draft Beer Cooler
- 7 Refrigerated Prep Table
- 8 Hand Sink
- 9 Sushi Refrigerated Display
- 10 Hot Counter well
- 11 Dishwasher Machine
- 12 3 Compartment Sink
- 13 Counter Gas Grill
- 14 Counter Gas Griddle
- 15 6 Burner Gas Range
- 16 Refrigerated Chef's Base
- 17 Back Bar Refrigerator
- 18 Vertical Glass Refrigerator
- 19 Kitchen Hood
- 20 Walking Cooler
- 21 Chest Freezer

RestRoom

RestRoom

RestRoom

Walking Cooler

(20)

Back
Yard

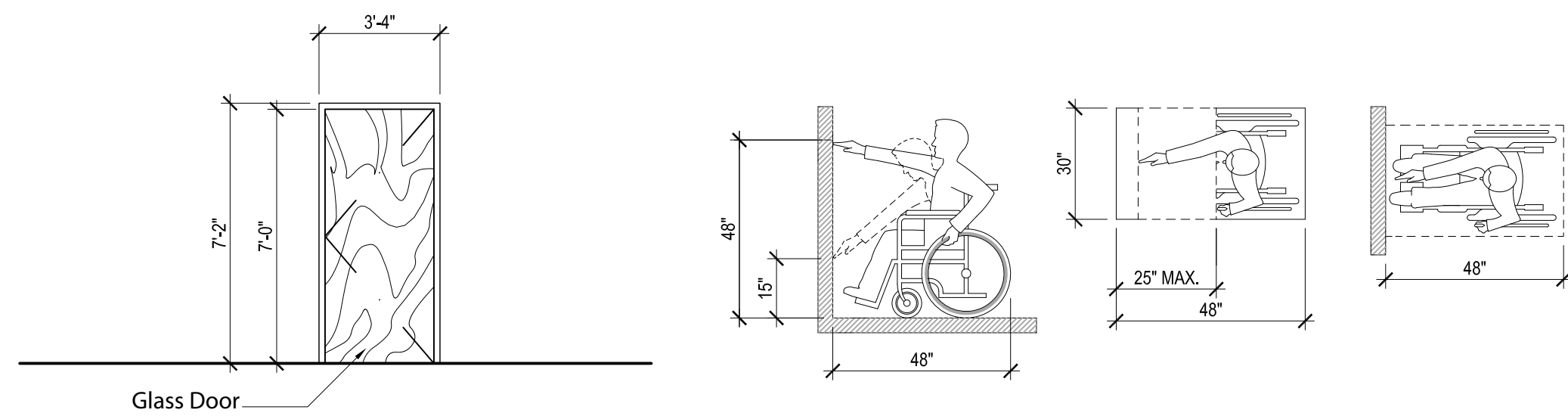
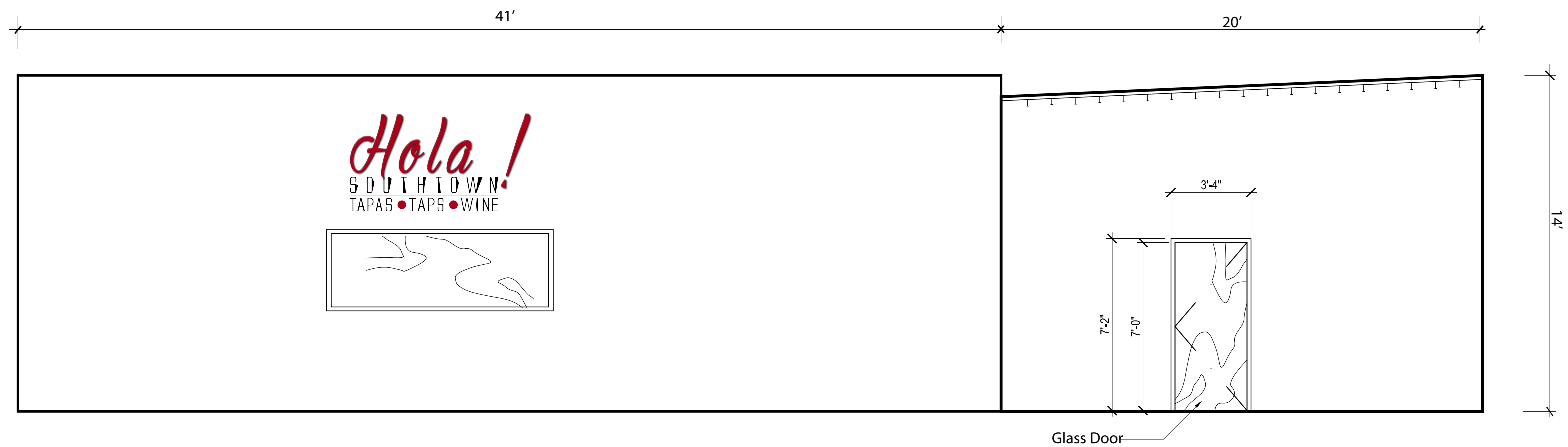
RestRoom

RestRoom

Mop
Sink

Office

Storage
Room



NORTH ELEVATION

1/4" = -1'0"

Hola!

SOUTH TOWN

TAPAS • TAPS • WINE