

HISTORIC AND DESIGN REVIEW COMMISSION

December 06, 2023

HDRC CASE NO: 2023-461
ADDRESS: 1028 S ALAMO ST
LEGAL DESCRIPTION: NCB 935 BLK A LOT 4 & N IRR 9.5 FT OF 3 & S TRI 37.1 FT OF 5
ZONING: C-2, H
CITY COUNCIL DIST.: 1
DISTRICT: King William Historic District
APPLICANT: Patti Imbus/Britten Lift & Installation
OWNER: Mark Brooks/VIEJO SAN ANTONIO INC
TYPE OF WORK: Signage
APPLICATION RECEIVED: November 16, 2023
60-DAY REVIEW: January 15, 2024
CASE MANAGER: Edward Hall

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install signage at 1028 S Alamo, located within the King William Historic District. Within this request, the applicant has proposed the following:

1. Install one (1) set of reverse and indirectly lit channel letters on the front (S Alamo) facade. The proposed channel letters will feature 7' 6 1/4" in length, 2' – 3" in height for an overall size of approximately seventeen (17) square feet. The proposed sign will feature aluminum faces.

APPLICABLE CITATIONS:

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.

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:

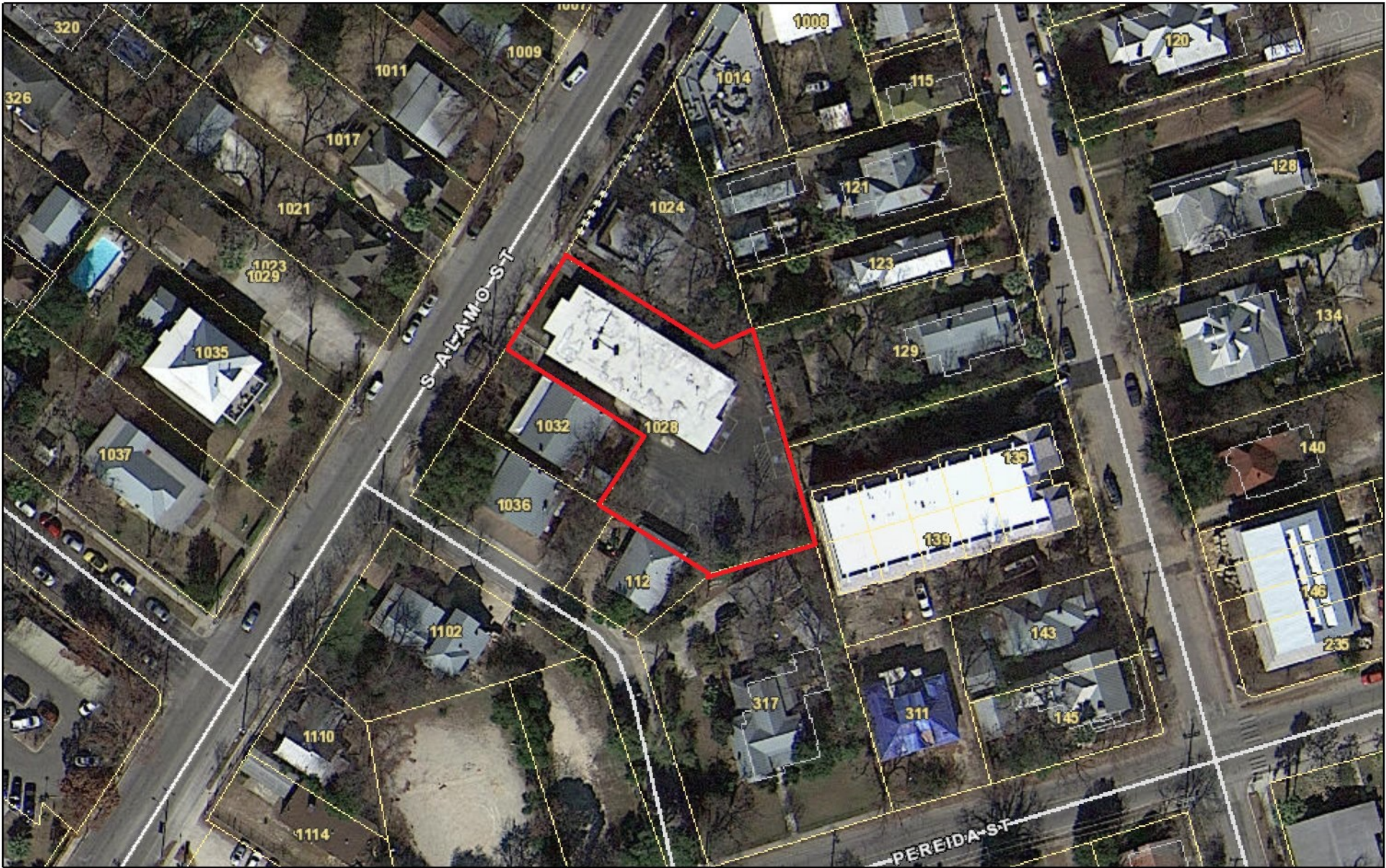
- a. The applicant is requesting a Certificate of Appropriateness for approval to install signage at 1028 S Alamo, located within the King William Historic District.
- b. ALLOWABLE SIGNAGE – The Unified Development Code recommends one major and two minor signs per application, not to exceed fifty (50) square feet total. The Commission may approve additional signage and square footage.
- c. WALL SIGN – The applicant has proposed to install one (1) set of reverse and indirectly lit channel letters on the front (S Alamo) facade. The proposed channel letters will feature 7’ 6 ¼” in length, 2’ – 3” in height for an overall size of approximately seventeen (17) square feet. The proposed sign will feature aluminum faces. Per the submitted sign documents, the sign will feature metal construction and indirect lighting. Staff finds the proposed sign to be appropriate and consistent with the Guidelines; however, staff finds that mounting elements should not be installed through brick, but rather through mortar joints.

RECOMMENDATION:

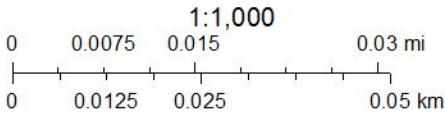
Staff recommends approval based on findings a through c, with the stipulation that mounting elements be installed through mortar joints and not through brick faces.

Future signage, if proposed, should be designed in a manner that does not result in the total square footage of signage on the property exceeding fifty (50) square feet.

City of San Antonio One Stop



November 28, 2023





LEGACY SIGNS OF TEXAS

CUSTOMER APPROVAL: Note: The colors depicted on this rendering may not match actual colors used on the finished display. Note: The proportion of signs shown on building and landscape area photos is an approximate representation.

PLEASE READ CAREFULLY: Before you OK this proof, please read your copy carefully and completely. Check for spelling errors and copy omissions. Any changes or alterations from the original instructions will be charged according to time and material.

FINAL PROOF APPROVAL: By signing this form I am approving the above described job and I hereby acknowledge that I have read and accept the proofing policy and Terms and Conditions of Legacy Signs of Texas. Please sign and return so that we may process your order.



CLIENT SIGNATURE: _____ DATE: _____

7923 E. McKinney St., Denton, TX 76208
O 817.431.5700 F 817.431.5799

UL E226292 TDLR - 18933

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**FINAL ELECTRICAL
CONNECTION BY
CUSTOMER**

THIS SIGN IS INTENDED TO BE INSTALLED
IN ACCORDANCE WITH ARTICLE 605 OF THE
NATIONAL ELECTRICAL CODE AND/OR OTHER
APPLICABLE LOCAL CODES. THIS INCLUDES
PROPER GROUNDING & BONDING OF THE SIGN.
SIGN WILL BEAR UL LABEL(S).



7923 E. McKinney St., Denton, TX 76208
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UL E226292 TDLR 18933

JOB DESCRIPTION	SIGN PACKAGE	DATE	BY	REV	
COMPANY OR JOB NAME	CITY VET_SAN ANTONIO	01.27.23	JR		
CUSTOMER CONTACT		01.27.23	JR	R1	
ADDRESS	1028 S ALAMO ST SAN ANTONIO, TX 78210	05.22.23	JR	R2	REVISE MONUMENT STYLE
PHONE		06.09.23	LN	R4	Scale and add storefront dimensions
EMAIL		11.09.23	LN	R5	Add Site plan
JOB#	230374	11.29.23	LN	R6	Remove goosenecks
SALESMAN	ROGER CHUNG				

PAGE
1

THE APPLICANT HAS REMOVED THE MONUMENT SIGN FROM THE CURRENT REQUEST.



Monument sign not included in CoA at this time,
needing additional information for permitting

A

PROPOSED FRONT ELEVATION

SCALE 1/4" = 1'

SURVEY REQUIRED BEFORE PRODUCTION



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B

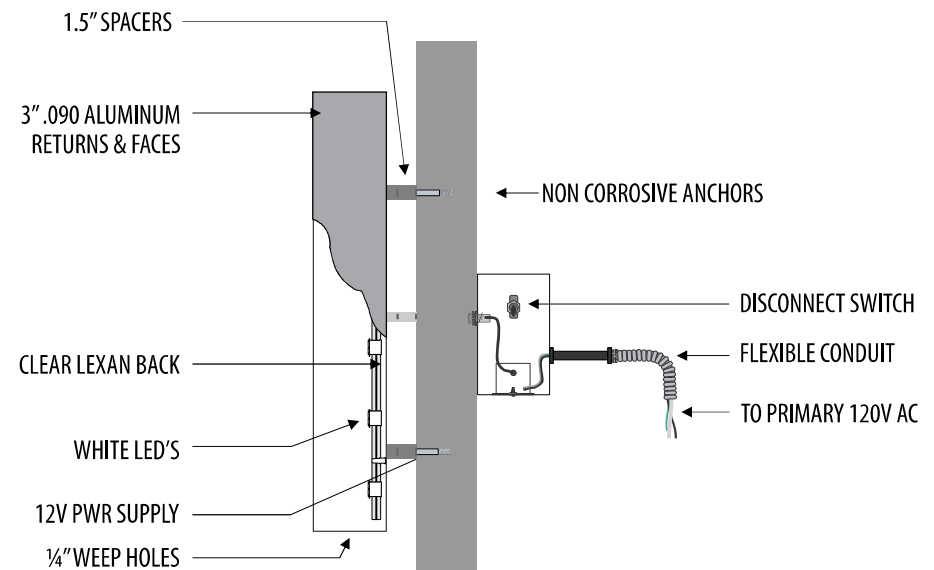
REVERSE CHANNEL LETTERS

SCALE: 1/2" = 1'

MANUFACTURE & INSTALL (1) ONE SET REVERSE CHANNEL LETTERS



NIGHT VIEW



REVERSE CHANNEL LETTERS DIRECT MOUNTED

ELECTRICAL NOTES

Sign Company DOES NOT provide primary electrical to sign.
Power to the sign must be done by a licensed electrical contractor or licensed electrician.

Each sign must have:

1. A minimum of one dedicated 120V 20A circuit
2. Junction box installed within 6 feet of sign
3. Three wires: Line, Ground, Neutral



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UL E226292 **BBB** **TDLR 18933**

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CUSTOMER CONTACT		01.27.23	JR	R1	
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