

# HISTORIC AND DESIGN REVIEW COMMISSION

May 04, 2022

**HDRC CASE NO:** 2022-244  
**ADDRESS:** 115 ALAMO PLAZA  
**LEGAL DESCRIPTION:** NCB 145 BLK LOT 11 & 12  
**ZONING:** D, H, RIO-3  
**CITY COUNCIL DIST.:** 1  
**DISTRICT:** Alamo Plaza Historic District  
**LANDMARK:** Individual Landmark  
**APPLICANT:** Chakeyia Smith/Southwest Signs dba Apex Sign Group  
**OWNER:** ALAMO QUARTERS LTD  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** April 11, 2022  
**60-DAY REVIEW:** Not applicable due to City Council Emergency Orders  
**CASE MANAGER:** Edward Hall

## REQUEST:

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

1. Install one, internally illuminated channel letter sign on the front façade to feature an overall width of 11' – 6" and an overall height of 3' – 0" for a total size of approximately 34.50 square feet. While internally illuminated, the signage will feature a halo lighting effect. This sign will be installed on the Alamo Plaza façade.
2. Install one, internally illuminated cabinet blade sign to feature internal illumination to feature an overall width of 6' – 0" and an overall height of 28 ½" for a total size of approximately 26 square feet. The applicant has proposed a second option that features a slightly increased height for a total size of approximately 28 square feet. This signage will be installed on the Losoya façade.

## 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.

### 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 has proposed to install two signs at 115 Alamo Plaza; one to be installed on the Alamo Plaza façade and the other to be installed on the rear, Losoya Street façade.
- b. ALLOWABLE SIZE – The Guidelines for Signage 1.A. notes that signage per application should not exceed fifty (50) square feet. Additional signage may be approved by the Commission.

- c. WALL SIGN – The applicant has proposed to install one, internally illuminated channel letter sign on the front façade to feature an overall width of 11' – 6" and an overall height of 3' – 0" for a total size of approximately 34.50 square feet. While internally illuminated, the signage will feature a halo lighting effect. This sign will be installed on the Alamo Plaza façade. Generally, staff finds the proposed signage to be appropriate and consistent with the Guidelines for Signage.
- d. BLADE SIGN – The applicant has proposed to install one, internally illuminated cabinet blade sign to feature internal illumination to feature an overall width of 6' – 0" and an overall height of 28 ½" for a total size of approximately 13 square feet. The applicant has proposed a second option that features a slightly increased height for a total size of approximately 14 square feet. This signage will be installed on the Losoya façade. Staff finds the proposed size and location of the sign to be appropriate; however, the Guidelines for Signage recommend against internal illumination. Staff finds that a sign that is designed to feature indirect lighting or lighting that does not produce a glowing cabinet (such as routed letters that are illuminated) would be appropriate.

#### **RECOMMENDATION:**

- 1. Staff recommends approval of item #1, the installation of a wall sign as submitted based on finding c.
- 2. Staff recommends approval of item #2, the installation of a blade sign with the stipulation that the signage be modified to not feature a glowing cabinet, as noted in finding d. Indirect lighting, or lighting that only illuminated routed out letters would be appropriate. Plastic sign faces should be modified to feature metal, per the Guidelines.



1:1,000

0 0.0075 0.015 0.03 mi

0 0.0125 0.025 0.05 km





Be Kind & Rewind

115 Alamo Plaza, San Antonio, TX, 78205

SIGN A	Be Kind & Rewind
Type:	Individual channel letters/ Remote
Illumination:	Internally Illuminated LED
Square Footage:	34.50

SIGN B	Be Kind & Rewind
Type:	Individual D/F channel letter
Illumination:	Internally Illuminated LED
Square Footage:	13.09



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Be Kind & Rewind  
115 Alamo Plaza  
San Antonio, TX, 78205

Project ID#: 130133  
Project Mgr: Chakeyia S.  
Designer: Josh D.  
Created on: 02/14/2022

REVISION	R1	02/16/22	JD - Added Option 2
	R2	03/01/22	JD - Revised Option 1 to reverse lit
	R3	03/09/22	JD - Added options
	R4	03/16/22	JD - Added Sign B
	R5	04/08/22	JD - removed awning

<b>SIGN A</b>	Be Kind & Rewind
<b>Type:</b>	Individual channel letters/ Remote
<b>Illumination:</b>	Internally Illuminated LED
<b>Square Footage:</b>	34.50



Existing



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<b>SIGN A</b>	Be Kind & Rewind
<b>Type:</b>	Individual channel letters/ Remote
<b>Illumination:</b>	Internally Illuminated LED
<b>Square Footage:</b>	34.50

**NOTE: DRAWING IS FOR REPRESENTATIONAL PURPOSES ONLY. EXACT DIMENSIONS (FIELD SURVEY) REQUIRED PRIOR TO FABRICATION**

**COLOR SPECS**

- White
- Black
- Pink
- Polished silver

**Electrical Detail:**

- White LEDs
- (X) 60w Power Supplies
- Total Amps: X.XX
- (1) 20 amp 120V Circuit Req.

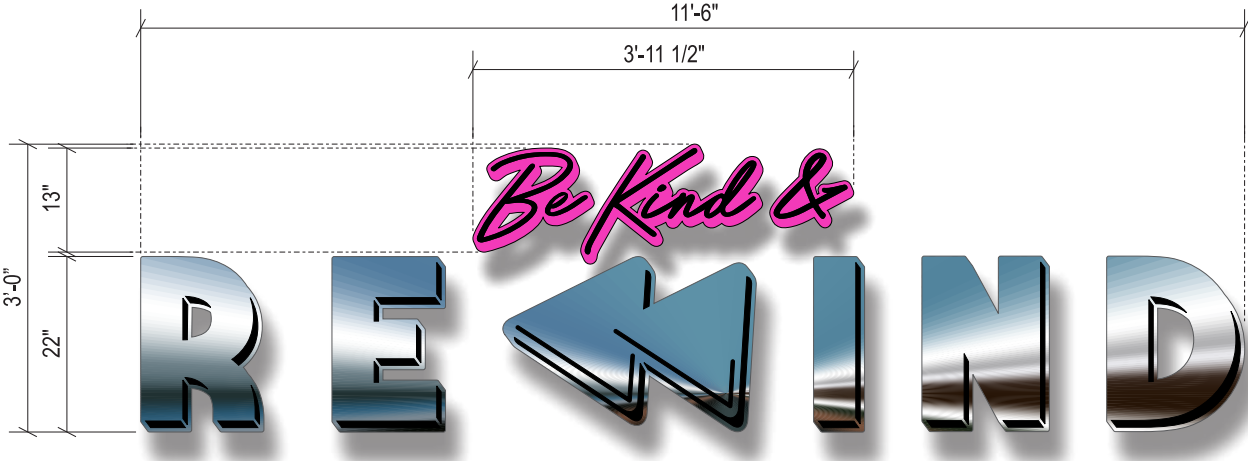


**General Notes:**

- This sign is to be installed in accordance with the requirements of Article 600 of the National Electrical Code.
- Grounded and bonded per NEC 600.7/NEC 250
  - Existing branch circuit in compliance with NEC 600.5, not to exceed 20 amps
  - Sign is to be UL listed per NEC 600.3
  - UL disconnect switch per NEC 600.6- required per sign component before leaving manufacturer. For multiple signs, a disconnect is permitted but not required for each section
  - The location of the disconnect switch after installation shall comply with article 600.6 (A) (1) per NEC

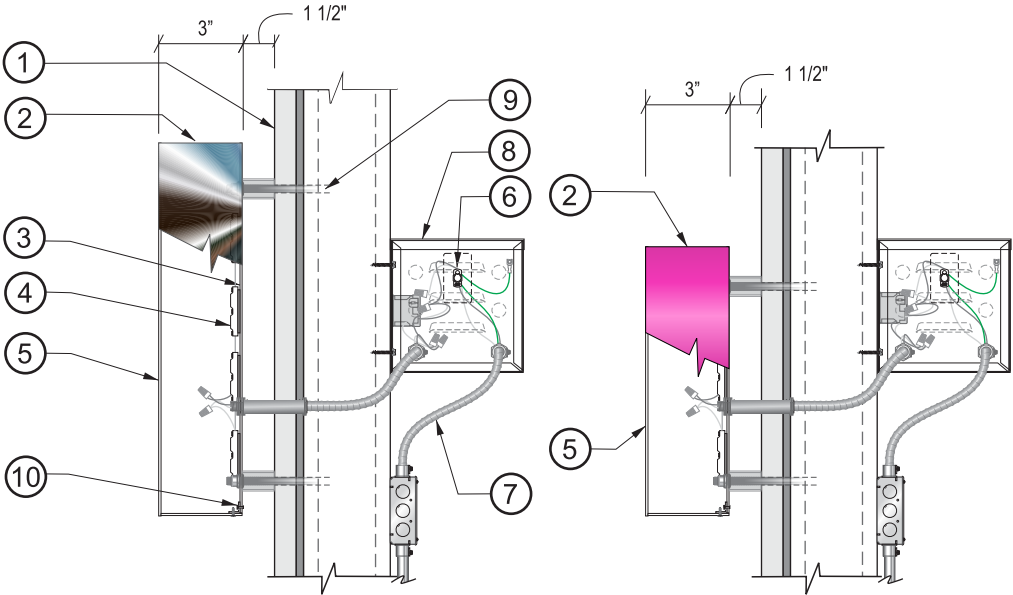
**Specifications: Channel Letters**

1. Existing Facade: To be determined
2. 0.063" Aluminum letter returns painted to match Matthews Black
3. 3/16" Clear lexan backs  
(interior of sign can painted ultra white for maximum illumination)
4. White LEDs
5. 0.125" Aluminum faces painted to match polished silver finish for "REWIND", PTM pink (TBD) for "Be Kind &" with applied black vinyl graphics.
6. Disconnect switch UL Outdoor rated toggle type w/ neoprene boot per NEC 600-6
7. Primary electrical feed in UL conduit / customer supplied UL junction box
8. Power Supplies within UL enclosure (removable lid)
9. 1 1/2" Sleeve spacers w/ mounting hardware to suit ptm facade
10. 1" x 0.0625" Aluminum angle pop-riveted to backs attached to returns via #8 counter sunk screws (ptm returns)



**Sign Layout Detail**

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



**Section @ Rev-lit Channel Ltr  
REWIND**

Scale: N.T.S.

**Section @ Rev-lit Channel Ltr  
Be Kind &**

Scale: N.T.S.



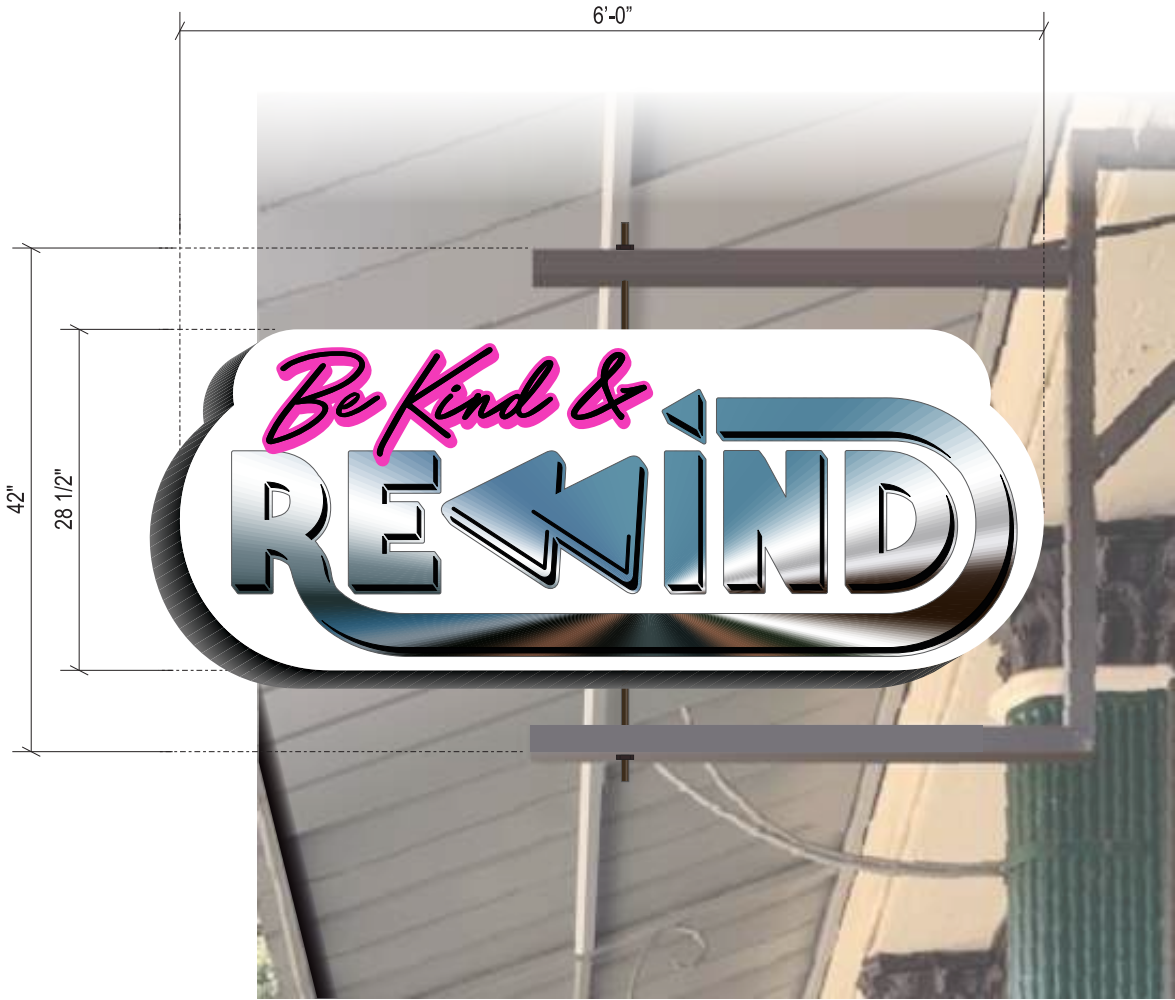
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**REVISION**  
R1 02/16/22 JD - Added Option 2  
R2 03/01/22 JD - Revised Option 1 to reverse lit  
R3 03/09/22 JD - Added options  
R4 03/16/22 JD - Added Sign B  
R5 04/08/22 JD - removed awning

SIGN B	Be Kind & Rewind	OPTION 1
Type:	Individual D/F channel letter	
Illumination:	Internally Illuminated LED	
Square Footage:	13.09	



**Sign Layout Detail**  
 Scale: 3/4" = 1'-0"



Existing



Night View



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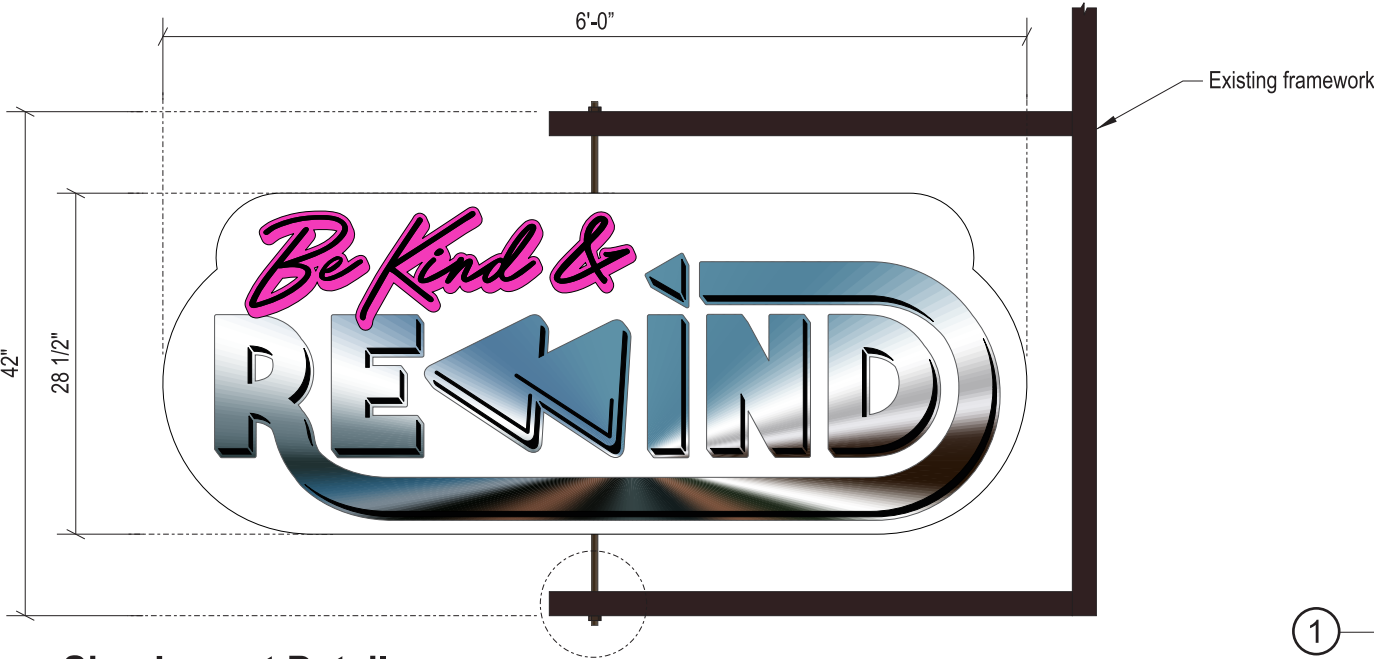


<b>SIGN B</b>	Be Kind & Rewind	<b>OPTION 1</b>
<b>Type:</b>	Individual D/F channel letter	
<b>Illumination:</b>	Internally Illuminated LED	
<b>Square Footage:</b>	13.09	

**NOTE: DRAWING IS FOR REPRESENTATIONAL PURPOSES ONLY. EXACT DIMENSIONS (FIELD SURVEY) REQUIRED PRIOR TO FABRICATION**

COLOR SPECS

- White
- Black
- Pink
- Polished silver



Sign Layout Detail

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



Existing Mounting Detail

Electrical Detail:

- White LEDs
- (X) 60w Power Supplies
- Total Amps: X.XX
- (1) 20 amp 120V Circuit Req.

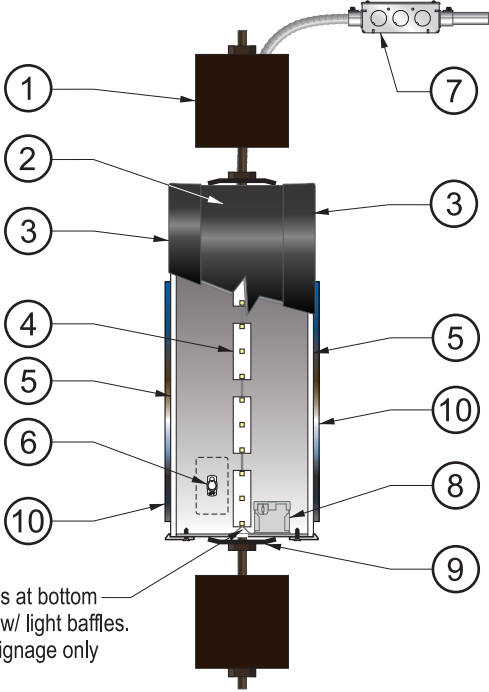


General Notes:

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  - The location of the disconnect switch after installation shall comply with article 600.6 (A) (1) per NEC

Specifications: D/F Channel Letter Cabinet

1. Existing 2" square steel tubing
2. 0.040" Aluminum letter returns painted to match black
3. 1"Jewelrite trimcap (Black) bonded to face, #8 pan head screws to returns  
360 white latex caulk to prevent moisture penetration.
4. White LEDs
5. 3/16" white acrylic faces with applied vinyl to match color key.
6. Disconnect switch UL Outdoor rated toggle type w/ neoprene boot per NEC 600-6
7. Primary electrical feed in UL conduit / customer supplied UL junction box
8. Power Supplies within UL enclosure (removable lid), 1/4" x 1" min screws
9. Mounting Hardware to suit ( mounting to mimic existing)
10. Aluminum overlay FCO copy reading " REWIND" to be secured to face and have applied black vinyl graphics. Copy to have a polished silver finish.



Section @ D/F Chl Ltr Cabinet

Scale: N.T.S.



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R1 02/16/22 JD - Added Option 2  
R2 03/01/22 JD - Revised Option 1 to reverse lit  
R3 03/09/22 JD - Added options  
R4 03/16/22 JD - Added Sign B  
R5 04/08/22 JD - removed awning

SIGN B	Be Kind & Rewind	OPTION 2
Type:	Individual D/F channel letter	
Illumination:	Internally Illuminated LED	
Square Footage:	14.08	



Sign Layout Detail  
Scale: 3/4" = 1'-0"



Existing



Night View



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<b>Type:</b>	Individual D/F channel letter	
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<b>Square Footage:</b>	14.08	

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- Black
- Pink
- Polished silver

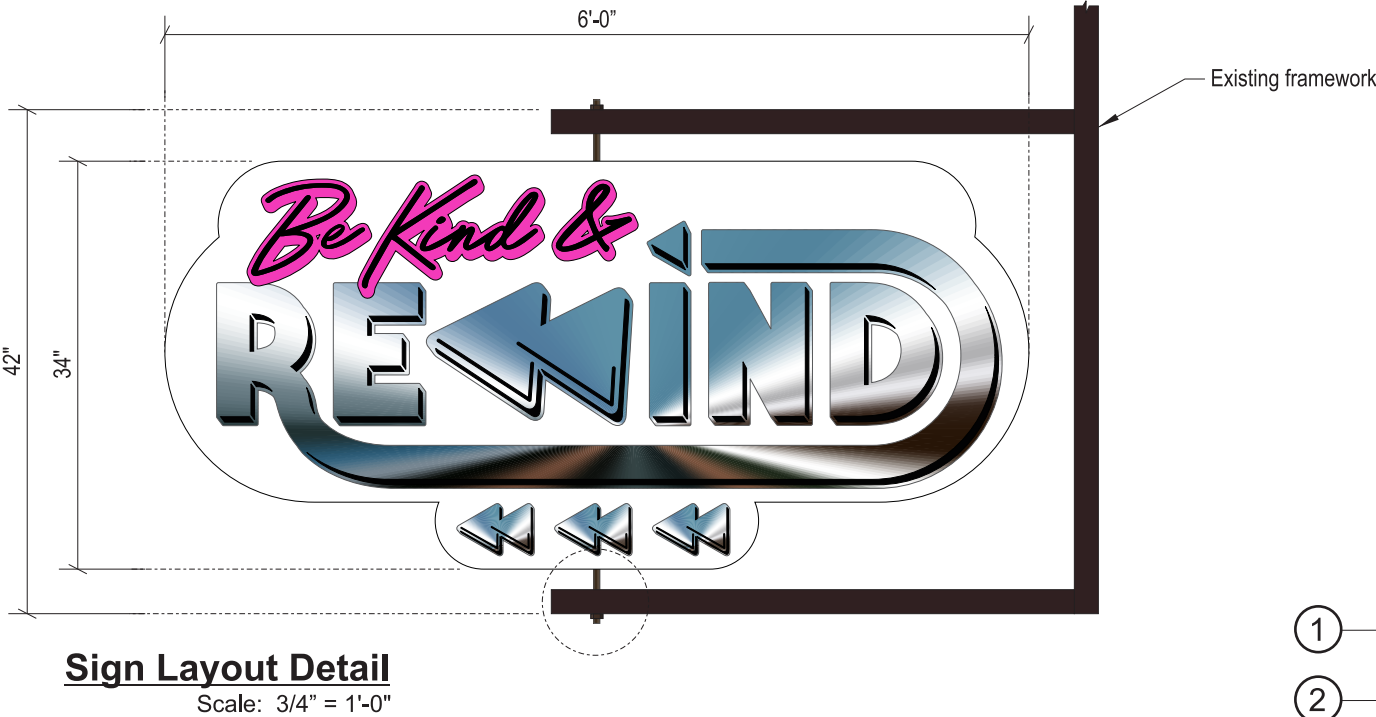
Electrical Detail:

- White LEDs
- (X) 60w Power Supplies
- Total Amps: X.XX
- (1) 20 amp 120V Circuit Req.



General Notes:

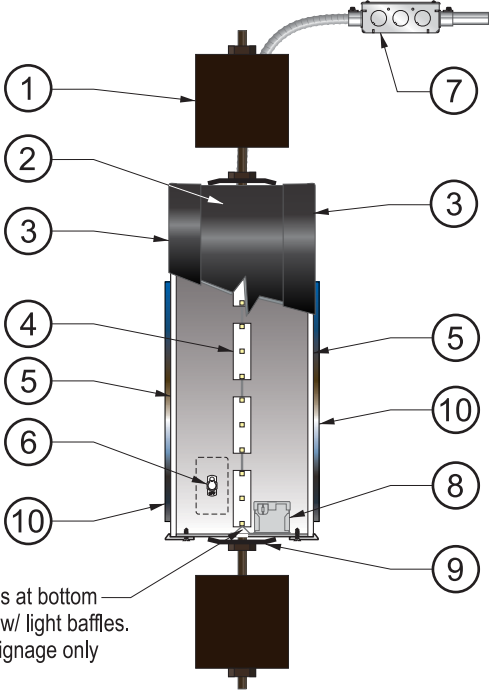
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Existing Mounting Detail

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10. Aluminum overlay FCO copy reading " REWIND" to be secured to face and have applied black vinyl graphics. Copy to have a polished silver finish.



Section @ D/F Chl Ltr Cabinet

Scale: N.T.S.



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