

HISTORIC AND DESIGN REVIEW COMMISSION

March 01, 2023

HDRC CASE NO: 2023-065
ADDRESS: 510 S ALAMO ST
LEGAL DESCRIPTION: NCB 13814 BLK 3 LOT 15 (HEMISFAIR SUBD)
ZONING: D, H, RIO-3
CITY COUNCIL DIST.: 1
DISTRICT: Hemisfair Historic District
APPLICANT: Antonio Sanchez
OWNER: Brent & Vera Deckard/CITY OF SAN ANTONIO
TYPE OF WORK: Signage
APPLICATION RECEIVED: February 13, 2023
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 monument sign on the west lawn, adjacent to S Alamo Street to feature an overall height of 3' – 6". The proposed sign will feature an aluminum sign cabinet with backlit acrylic sign faces. This sign will feature a total of thirty (30) square feet, including both sides.
2. Install two (2) window graphics in the side lite windows of the front door. These signs will feature four (4) square feet each.
3. Paint a mural on the northeast facade to feature an overall size of thirteen (13) square feet.
4. Paint a mural on the southeast façade to feature an overall size of eleven (11) square feet.
5. Install an A-frame sign, table umbrellas, and branded bunting.

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.

Unified Development Code Section 35-673. Site Design Standards

(3) Advertising on Street Furnishings.

- A. No commercial logos, trademarks, decals, product names whether specific or generic, or names of businesses and organizations shall be allowed on street furnishings.
- B. Product or business advertising is prohibited on all street furnishings.
- C. Notwithstanding the restrictions above, applications may be approved for purposes of donor or non-profit recognition.

Unified Development Code Section 35-678. Signs and Billboards in the River Improvement Overlay

(h) Sandwich Boards. Notwithstanding provisions of chapter 28-17, sandwich boards are permitted in river improvement overlay districts as on-premises signs provided permitting requirements of chapter 28, section 28-17 are met. A sandwich board shall:

- (1) Mean an A-frame or single panel double sided design for placement in front of the place of business.
- (2) Be no larger than two (2) feet wide and three (3) feet tall when extended.
- (3) Be prohibited on the pedestrian Riverwalk pathway.
- (4) Count towards overall signage and must be included in any signage requests

(k) Prohibited Signs. The following signs are prohibited:

- (1) Billboards, junior billboards, portable signs, and advertising benches;
- (2) Any sign placed upon a building, object, site, or structure in any manner so as to disfigure, damage, or conceal any window opening, door, or significant architectural feature or detail of any building;
- (3) Any sign or sign spinner which advertises commercial off-premises businesses, products, activities, services, or events unless otherwise allowed in this article;
- (4) Any sign which does not identify a business or service within the river improvement overlay district unless otherwise allowed in this article;
- (5) Any non-contributing sign which is abandoned or damaged beyond fifty (50) percent of its replacement value, including parts of old or unused signs. All remnants such as supports, brackets and braces must also be removed;
- (6) Any attachment to an already affixed sign which does not meet the provisions of the City Code;
- (7) Roof mounted signs, except in the cases of landmark signs or unless approved in accordance with standards set forth in subsections (b) and (c) of this section. Contributing roof mounted signs may be resurfaced with an approved certificate of appropriateness. The square footage of roof mounted signs shall be included in the total allowable signage for the building;
- (8) Pole-mounted cabinet signs and pylon signs;
- (9) Digital displays, digital and/or LED lighted signs, not to include LED light sources that do not meet the definition of a sign, with or without rotating, flashing lettering, icons or images.

Except as provided below:

- A. A public transportation agency may incorporate transit information signage into transit shelters, utilizing LED or digital technology, provided the signage is contained within or under the transit

shelter, and is limited to five (5) square feet of signage area, and one (1) sign per thirty (30) linear feet of pedestrian shelter.

B. A public transportation agency may incorporate transit information signage into a monument sign at transit stops, utilizing LED or digital technology, provided it is limited to five (5) square feet of signage area.

C. A public transportation agency may incorporate transit information signage into a monument sign at transit facilities (other than transit stops), utilizing LED or digital technology, provided it is limited to seven (7) square feet of signage area.

D. The historic preservation officer may impose additional restrictions on illumination to ensure that the character of signs are harmonious with the character of the structures on which they are to be placed and designated landmarks or districts in the area, provided that such restrictions are reasonably related to other conforming signs and conforming structures in the area, do not unreasonably restrict the amount of signage allowed by this section, and are in keeping with the intent of this section. Among other things, consideration shall be given to the location and illumination of the sign in relation to the surrounding buildings, the use of appropriate materials, the size and style of lettering and graphics, and the type of lighting proposed.

E. Digital displays, digital and/or LED lighted signs are authorized in conjunction with a temporary display for a permitted event if in accordance with chapter 28 of the City Code of San Antonio, Texas.

(10) Revolving signs or signs with a moving component.

(11) Any sandwich board which conflicts with the Americans with Disabilities Act, or which disrupts or interferes with pedestrian or other traffic.

(12) Any sign that obscures a sign display by a public authority for the purpose of giving instructions or directions or other public information.

(13) Any sign which consists of pennants, ribbons, spinners or other similar moving devices.

(14) Any sign, except official notices and advertisements, which is nailed, tacked, posted or in any other manner attached to any utility pole or structure or supporting wire, cable, or pipe; or to any tree on any street or sidewalk or to public property of any description.

(15) Moored balloons, wind jammers or other floating or inflated signs that are tethered to the ground or to a structure.

(16) Any permanent or temporary sign affixed to, painted on, or placed in or upon any parked vehicle, parked trailer or other parked device capable of being towed, which is parked so as to advertise the business to the passing motorist or pedestrian; and whose primary purpose is to provide additional on-site signage or is to serve the function of an outdoor advertising sign. Excluded from this are vehicles or equipment that are in operating condition, currently registered and licensed to operate on public streets with a valid inspection sticker, and actively used in the daily function of the business to which such signs relate; vehicles/equipment engaged in active construction projects; vehicles or equipment offered for rent to the general public and stored on-premises and otherwise allowed under applicable city ordinance.

FINDINGS:

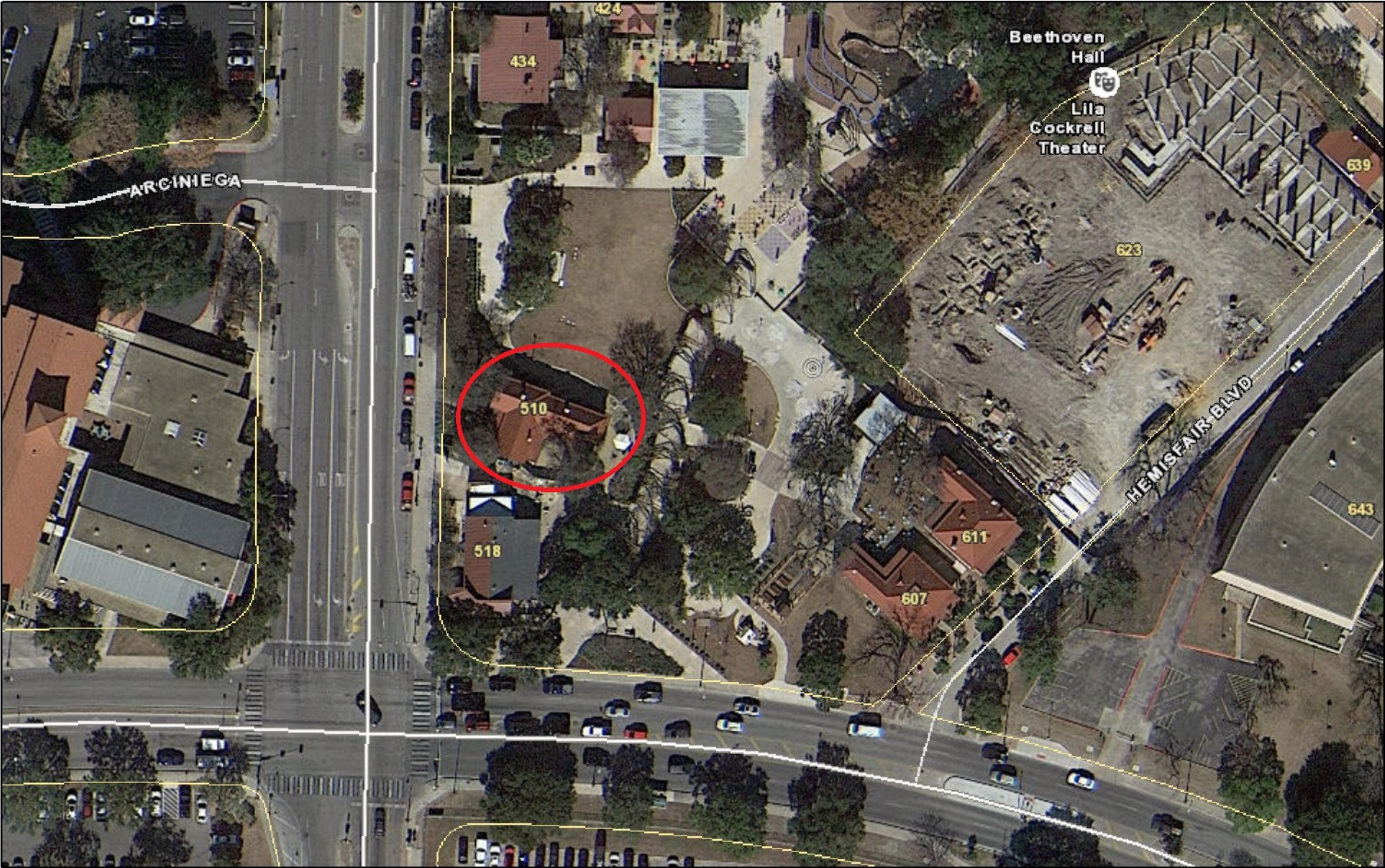
- a. The applicant is requesting a Certificate of Appropriateness for approval to install signage at 510 S Alamo, commonly known as the Pereida House, located at Hemisfair Park.
- b. **ALLOWABLE SIGNAGE** – The Historic Design Guidelines and Unified Development Code recommend one major and two minor signs per application, not to exceed fifty (50) square feet total. The Commission may approve additional signage and square footage.
- c. **MONUMENT SIGN** – The applicant has proposed to install one monument sign on the west lawn, adjacent to S Alamo Street to feature an overall height of approximately 3’ – 6”. The proposed sign will feature an aluminum sign cabinet with backlit acrylic sign faces. This sign will feature a total of thirty (30) square feet, including both sides. Generally, staff finds the proposed sign to be appropriate and consistent with the Guidelines for Signage regarding its placement and size. Staff finds that the sign should feature metal sign faces and that lighting should not result in a glowing cabinet face. Indirect lighting would be an appropriate solution.
- d. **WINDOW GRAPHICS** – The applicant has proposed to install two (2) window graphics in the side lite windows of the front door. These signs will feature four (4) square feet each. Staff finds the proposed window graphics to be appropriate and consistent with the Guidelines.

- e. MURALS – The applicant has proposed to paint murals on both the northeast and southeast facades to feature thirteen (13) and eleven (11) square feet each. Generally, staff finds the proposed murals to be appropriate. Both murals will be installed on previously painted, stucco facades.
- f. A-FRAME, TABLE UMBRELLAS, AND BRANDED BUNTING – The UDC Section 35-678 notes that A-Frame signs should not be larger than two (2) feet wide and three (3) feet tall and must be placed in front of the place of business. Additionally, the UDC states that signage and branding should not be included on table umbrellas and prohibits signage on elements such as pennants, ribbons, spinners or other similar objects. Staff finds that one A-Frame sign that features a size of 2'x3' and table umbrellas and bunting that does not feature signage and branding should be installed, consistent with the UDC.

RECOMMENDATION:

1. Staff recommends approval of item #1, the installation of a monument sign based on finding c with the following stipulation:
 - i. That the sign features metal sign faces and that the proposed lighting does not result in a glowing cabinet. Indirect lighting would be an appropriate solution.
2. Staff recommends approval of item #2, the installation of window graphics in the side lite windows, based on finding d, as submitted.
3. Staff recommends approval of item #3, a mural on the northeast façade, based on finding e, as submitted.
4. Staff recommends approval of item #4, a mural on the southeast facades, based on finding e, as submitted.
5. Staff recommends approval of item #5, the installation of an A-Frame sign, table umbrellas and bunting with the following stipulations:
 - i. That the proposed A-Frame sign feature a size of 2'x3'. Only one A-Frame sign is allowed per code.
 - ii. That the table umbrellas and bunting be free of signage and branding.

City of San Antonio One Stop



February 20, 2023



SCHEMATIC SIGNAGE PACKAGE

for

KÜNSTLER
TAP HAUS
AT HEMISFAIR

Prepared by Jamie Stolarski

Revised 02/15/2023

Signage and Material Precedents

Cabinet/Monument sign



Dimensional wall sign



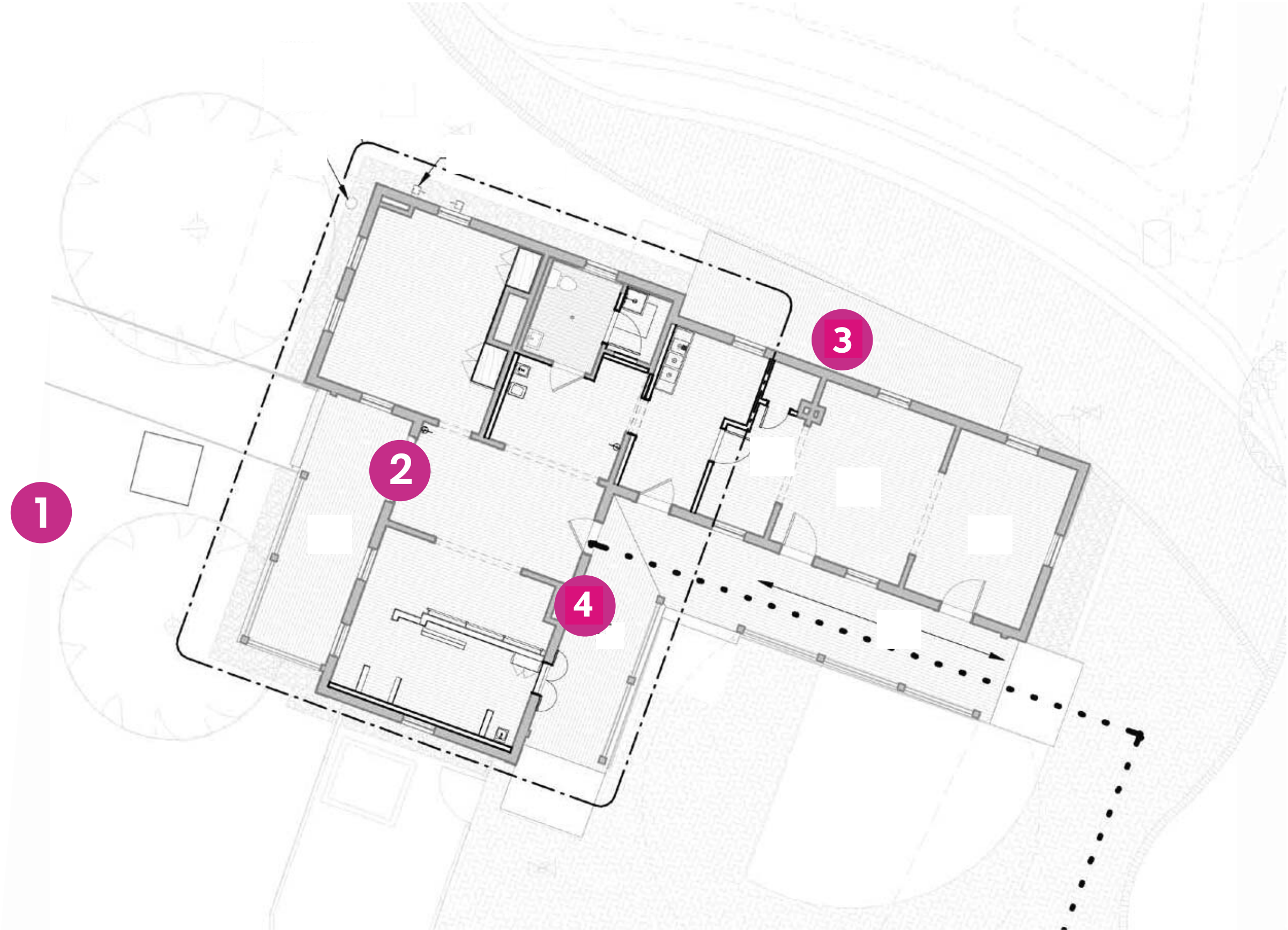
Hand-painted mural on stucco



Reverse gilded glass



Site Plan and Signage Areas

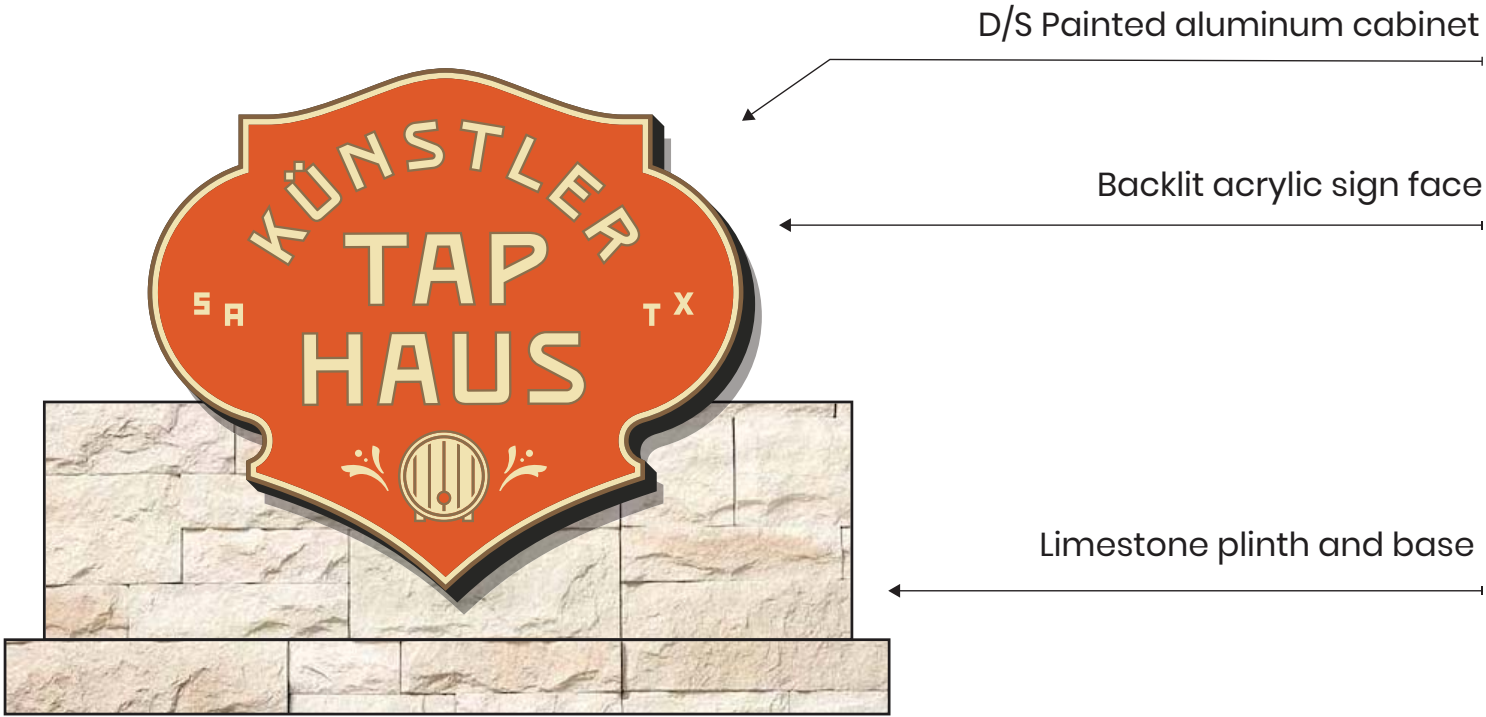


1. Alamo St. Sign

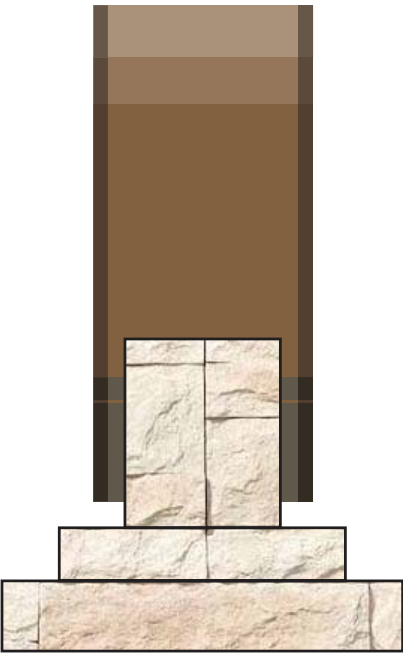
SIGNAGE AREA



72"



~6'w X 3.5'h X 1.5'd



PROFILE VIEW

2. Alamo St. Entrance Doorway Gilded Glass



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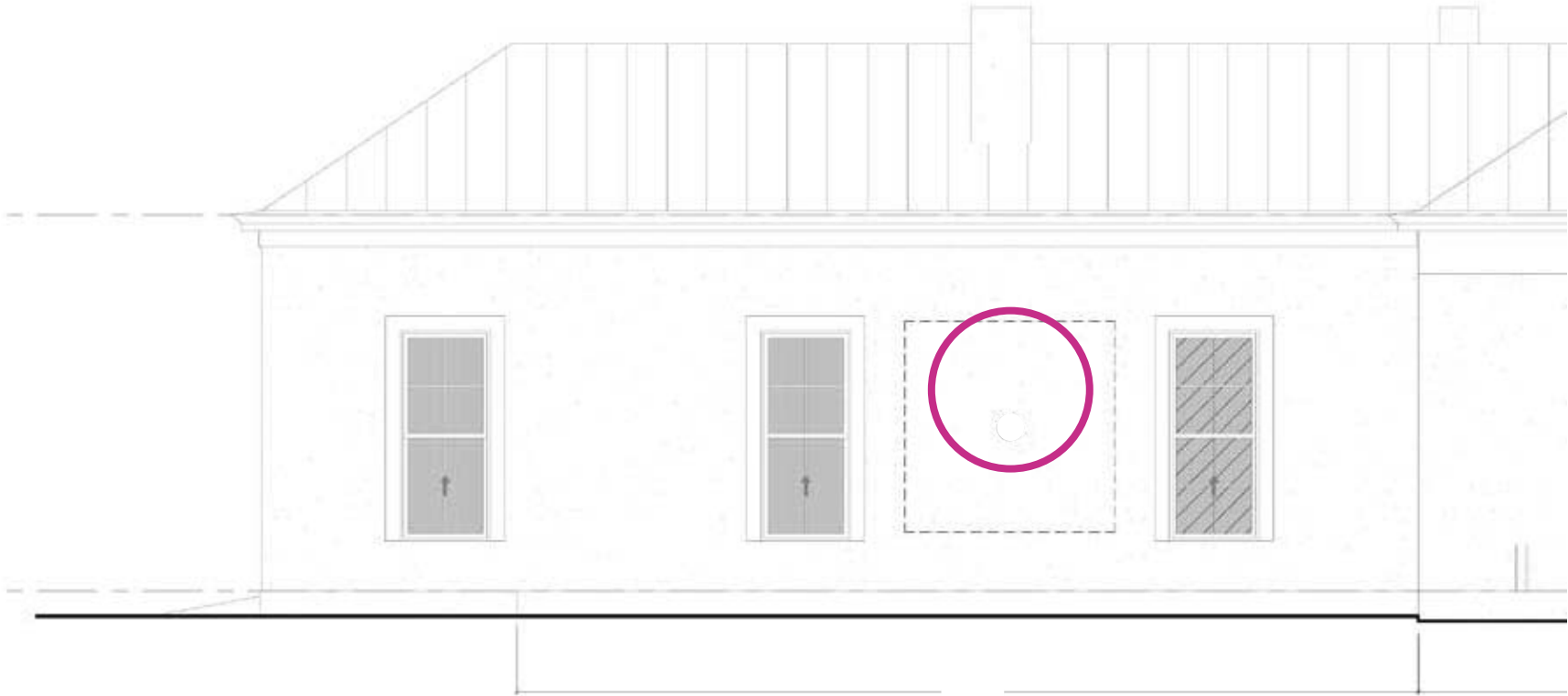
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3. North Lawn Wall Mural



4'w X 4'h

SIGNAGE AREA



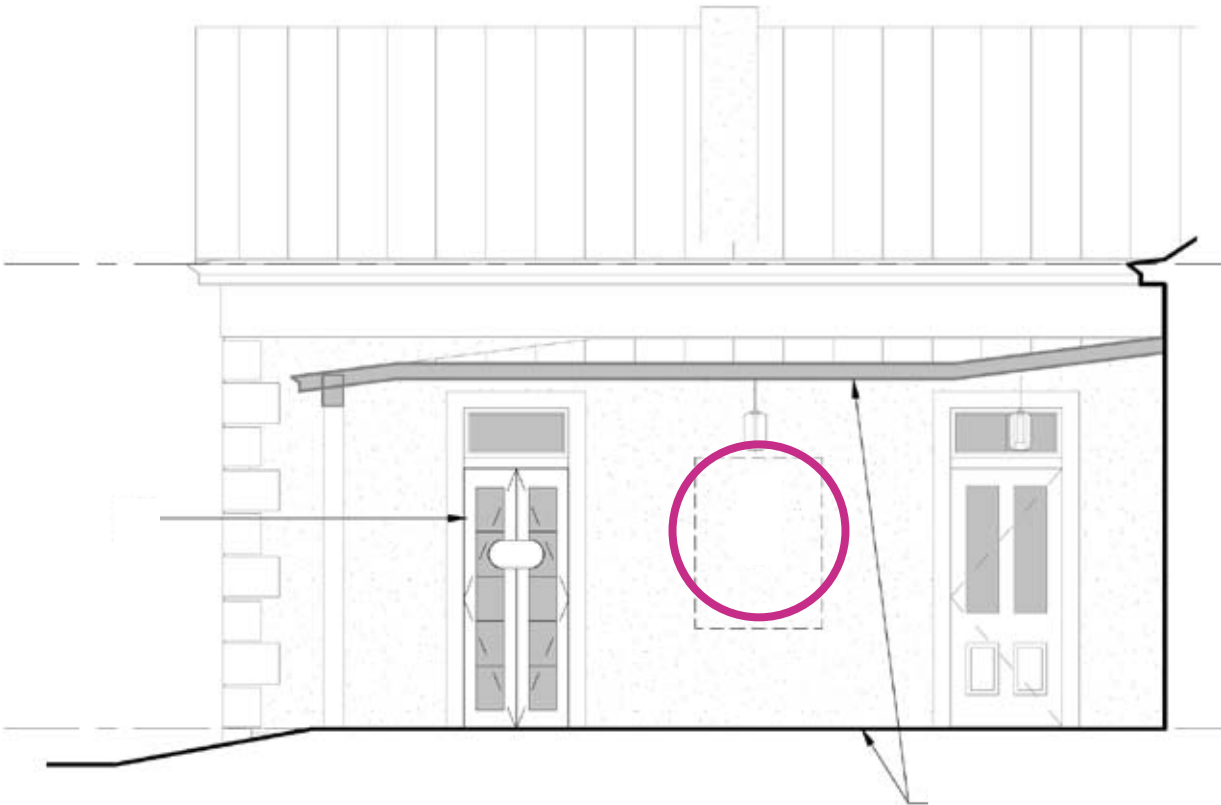
1 NORTHEAST EXTERIOR ELEVATION
1/4" = 1'-0"

4. Courtyard Wall Mural



4'w X 5'h

SIGNAGE AREA



2 SOUTHEAST EXTERIOR ELEVATION
1/4" = 1'-0"

Non Permanent: Street and Courtyard Wayfinding

Patterned or branded “Künstler Orange” table shades



Custom bunting



A-frame wayfinding signs



Flag



SIGNAGE SIZE

PROJECT / # Kuenstler Taproom at Hemisfair

DATE

February 16, 2023

SUBJECT Signage Square Footages

DISCUSSION

Below are the square footages for each proposed sign. Please refer to Kuenstler Signage Package for more details.

1. Alamo St. Sign (see page 4)
 - 15 sq ft - front side
 - 15 sq ft - back side
2. Alamo St. Entrance Doorway Gilded Glass (see page 5)
 - 4 sq ft - right sidelight
 - 4 sq ft - left sidelight
3. North Lawn Wall Mural (see page 6)
 - 13 sq ft
4. Courtyard Wall Mural (see page 7)
 - 11 sq ft