

HISTORIC AND DESIGN REVIEW COMMISSION

June 21, 2023

HDRC CASE NO: 2023-219
ADDRESS: 1032 S ALAMO ST
LEGAL DESCRIPTION: NCB 935 BLK A LOT S 46 FT OF W 100.48 FT OF 3
ZONING: C-2, H
CITY COUNCIL DIST.: 1
DISTRICT: King William Historic District
APPLICANT: Brenda Daraiseh/SANA Wellness & Health, LLC
OWNER: Brenda Daraiseh/SANA Wellness & Health, LLC
TYPE OF WORK: Temporary Signage
APPLICATION RECEIVED: May 18, 2023
60-DAY REVIEW: July 17, 2023
CASE MANAGER: Claudia Espinosa

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install two (2) temporary, 20-square-foot banners on the front porch for a six-month to one-year period.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 6, Guidelines for Signage

I. 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.

FINDINGS:

a. The primary structure located at 1032 S Alamo is a single-story property, constructed circa 1890 in the Folk Victorian style. The property first appears on the 1896 Sanborn Map. The structure features a side gable roof, with a covered full-width, 1-story porch with square columns and spindle work, four brick chimneys, and traditional four-over-four sashed wood windows with decorative ironwork. The structure is contributing to the King William Historic District.

b. TEMPORARY SIGNAGE – The applicant is requesting to install two (2) temporary, 20-square-foot banners on the front porch for up to one year. Per the UDC sec. 35-612(h), temporary signage is defined as a sign, banner, pennant, poster, or advertising display constructed of cloth, plastic sheet, cardboard, wallboard, or other like materials, not for display for a period longer than ninety (90) days and not permanently attached to a building or the ground. Staff finds this request to be inconsistent with the UDC; however, staff finds the installation of one (1) banner with a light background and dark letters for a six-month period to be generally appropriate.

RECOMMENDATION:

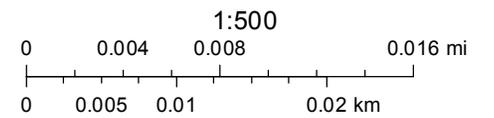
Staff recommends approval for the installation of the temporary signage based on finding b with the following stipulation:

i. That the applicant installs only one (1) banner featuring a light background with dark lettering for a period not to exceed six-months. The proposed messaging can be combined into a single banner.

City of San Antonio One Stop



June 15, 2023





1032

SANA
Wellness
& Health
Heal from Within
1032 South Alamo Street
(210) 927-2095
sanawellnesshealth.com



WARNING
Security 
Cameras In Use





The canvass or fabric banners will showcase our business offerings to provide additional information on services provided. We would like to have them hanging for at least 6 months to a year.



The canvass or fabric banners will showcase our business offerings to provide additional information on services provided. We would like to have them hanging for at least 6 months to a year.



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