

HISTORIC AND DESIGN REVIEW COMMISSION

February 02, 2022

HDRC CASE NO: 2022-029
ADDRESS: 123 ALAMO PLAZA
LEGAL DESCRIPTION: NCB 145 BLK LOT 8 & N E 6 FT X 78 FT OF 9
ZONING: D, H, RIO-3
CITY COUNCIL DIST.: 1
DISTRICT: Alamo Plaza Historic District
APPLICANT: Chakeyia Smith/southwest sign group inc dba apex sign group
OWNER: KIRKPATRICK JOINT VENTURE
TYPE OF WORK: Signage
APPLICATION RECEIVED: January 05, 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 an open face channel letter sign to rear "¡VIVA! SA. TX." to feature an overall size of 3' – 0" in height and 13' – 4 ½" in width. The proposed signage will be illuminated by LED lights that are to appear as neon tubing. The total size of this sign element is approximately forty (40) square feet.
2. Install an aluminum panel sign beneath the primary sign that will read "GIFTS FROM THE HEART OF TEXAS". This signage element will not be illuminated and will feature an overall size of 0' – 10" in height and 13' – 9" in width for a total size of approximately 12 square feet.

Not included in this signage request is the existing blade sign, which will be refaced.

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 wall signs at 123 Alamo Plaza, located within the Alamo Plaza Historic District. Hanging canopy signs and blade signs are most commonly found on the block face.
- 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. The applicant has proposed to install an open face channel letter sign to rear "¡VIVA! SA. TX." to feature an overall size of 3' – 0" in height and 13' – 4 ½" in width. The proposed signage will be illuminated by LED lights that are to appear as neon tubing. The total size of this sign element is approximately forty (40) square feet. The Guidelines for Signage 1.A. note that the type of sign to be used should be based on evidence of historic signs or sign attachment parts along the building storefront where possible. Signs should be designed 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. As noted in finding a, hanging canopy signs and blade signs are found most commonly on this block of Alamo Plaza. Staff finds that a blade sign would be most appropriate.
- d. The applicant has proposed to install an aluminum panel sign beneath the primary sign that will read "GIFTS FROM THE HEART OF TEXAS". This signage element will not be illuminated and will feature an overall size of 0' – 10" in height and 13' – 9" in width for a total size of approximately 12 square feet. As noted in finding a and c, a hanging blade sign would be most appropriate at this location, per the Guidelines.

RECOMMENDATION:

Staff does not recommend approval of items #1 and #2. Staff recommends that the applicant install a blade sign, as noted in finding c and d.

City of San Antonio GIS
Copy right 1-27-2022



La Tienda

DO NOT
ENTER



La Tienda

DO NOT
ENTER



OLD TIME
PHOTOS

OLD TIME
PHOTO
THINK ABOUT THE OLD

PAT
O'BRIEN'S



Hilton





¡VIVA! SA.TX.

329 Alamo Plaza, San Antonio, TX, 78205

SIGN A	VIVA!, SA.TX.
Type:	Channel letters/ Remote with FCOs
Illumination:	Internally Illuminated LED
Square Footage:	47.87



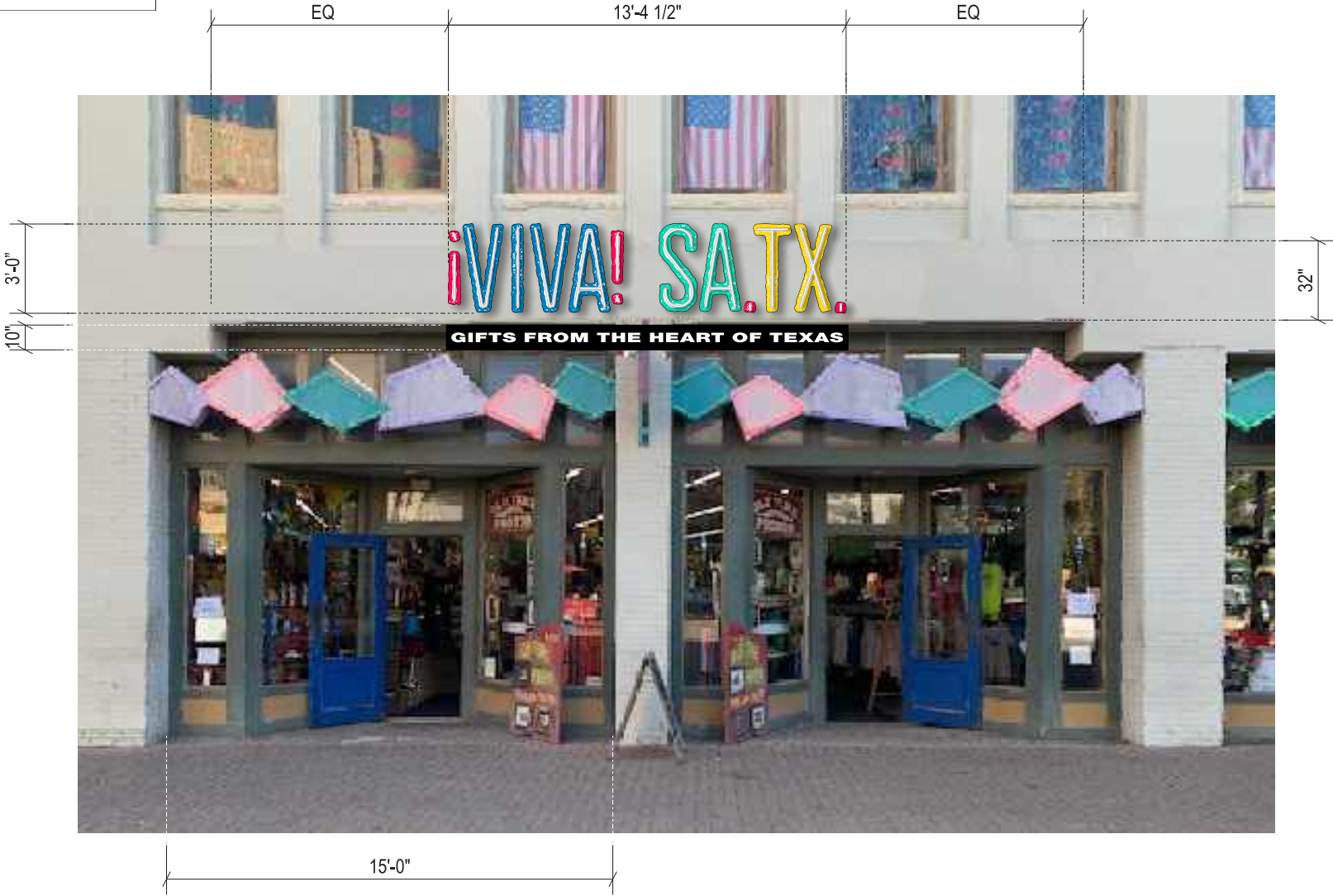
This rendering is the property of Southwest Signs, Inc. It is for the exclusive use of Southwest Signs, Inc. and the party for which it was intended; the requestor. It is an unpublished original drawing not to be distributed, reproduced or exhibited without the explicit consent of Southwest Signs, Inc. Please contact your Account Manager for questions regarding this statement.

Viva! SA TX
329 Alamo Plaza
San Antonio, TX, 78205

Project ID#: 129365
Project Mgr: Chakeyia S.
Designer: Josh D.
Created on: 12/01/2021

REVISION	R1 12/17/21 JD - Removed options, added examples

SIGN A	VIVA!, SA.TX.
Type:	Channel letters/ Remote with FCOs
Illumination:	Internally Illuminated LED
Square Footage:	47.87



Front Elevation (East)
 Scale: 3/16" = 1'-0"



Existing



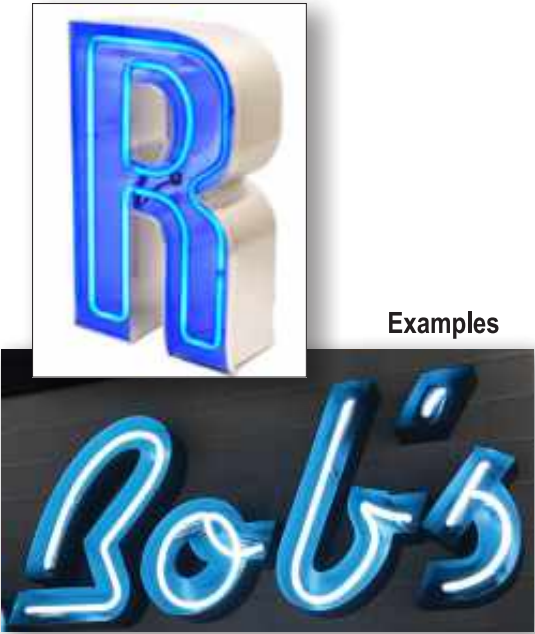
This rendering is the property of Southwest Signs, Inc. It is for the exclusive use of Southwest Signs, Inc. and the party for which it was intended; the requestor. It is an unpublished original drawing not to be distributed, reproduced or exhibited without the explicit consent of Southwest Signs, Inc. Please contact your Account Manager for questions regarding this statement.

Viva! SA TX
 329 Alamo Plaza
 San Antonio, TX, 78205

Project ID#: **129365**
 Project Mgr: Chakeyia S.
 Designer: Josh D.
 Created on: 12/01/2021

REVISION	R1 12/17/21 JD - Removed options, added examples

SIGN A	VIVA!, SA.TX.
Type:	Channel letters/ Remote with FCOs
Illumination:	Internally Illuminated LED
Square Footage:	47.87



Examples

Electrical Detail:

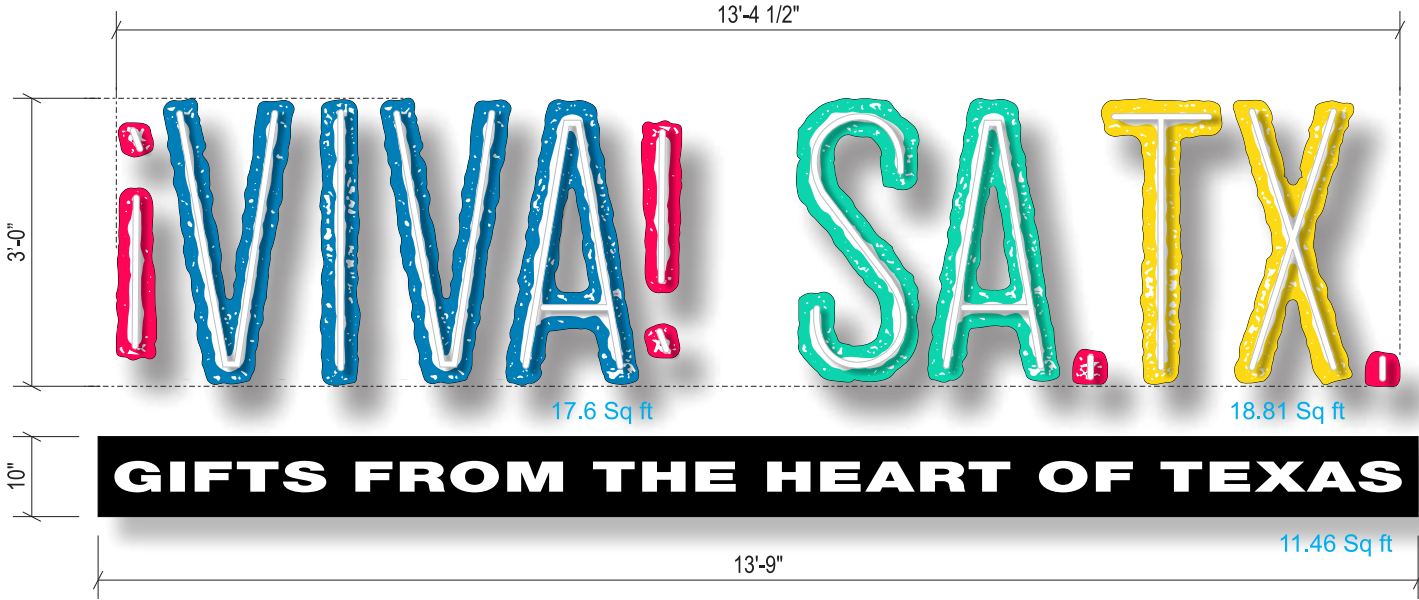
White LEDs
(X) 60w Power Supplies
Total Amps: X.XX
(1) 20 amp 120V Circuit Req.



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



Sign Layout Detail

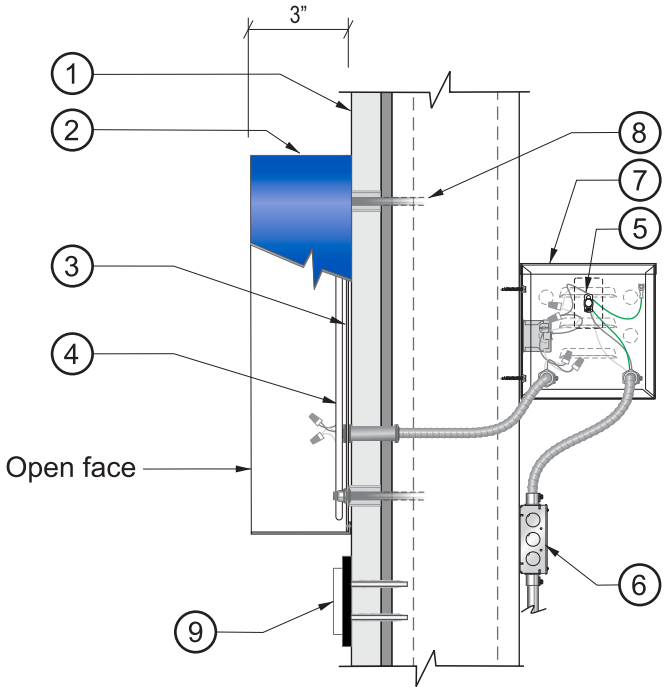
Scale: 1/2" = 1'-0"

Specifications: Open Face Channel Letters

1. Existing Facade: To be determined
2. 0.040" Aluminum letter returns painted to match color specs.
3. .125" ACM backs (pre-finished white) painted to match color specs, fastened to returns. Backs to have applied white vinyl graphics.
4. Contour LED (to mimic neon look).
5. Disconnect switch UL Outdoor rated toggle type w/ neoprene boot per NEC 600-6
6. Primary electrical feed in UL conduit / customer supplied UL junction box
7. Power Supplies within UL enclosure (removable lid), 1/4" x 1" min screws
8. Mounting Hardware to suit
9. .125" thick flat cut out aluminum copy on aluminum panel, PTM color key. Pin-mounted flush to facade w/ silicone (min 3 per letter)

COLOR SPECS

- | | | | |
|--|-------|--|--------|
| | White | | Blue |
| | Black | | Green |
| | Red | | Yellow |



Section @ LED Channel Letter

Scale: N.T.S.



This rendering is the property of Southwest Signs, Inc. It is for the exclusive use of Southwest Signs, Inc. and the party for which it was intended; the requestor. It is an unpublished original drawing not to be distributed, reproduced or exhibited without the explicit consent of Southwest Signs, Inc. Please contact your Account Manager for questions regarding this statement.

Viva! SA TX
329 Alamo Plaza
San Antonio, TX, 78205

Project ID#: **129365**
Project Mgr: Chakeyia S.
Designer: Josh D.
Created on: 12/01/2021

REVISION R1 12/17/21 JD - Removed options, added examples