

HISTORIC AND DESIGN REVIEW COMMISSION

March 20, 2024

HDRC CASE NO: 2024-088
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: February 27, 2024
60-DAY REVIEW: April 27, 2024
CASE MANAGER: Rachel Rettaliata

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install one (1) approximately 27-square-foot, double-sided aluminum sign featuring an approximately 2-square-foot logo mounted on a 6-foot-tall aluminum post structure with external illumination.

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 clutter and promote a unified appearance

2. Awning and Canopy Signs

A. GENERAL

- i. *Appropriate usage*—Limit the use of awning and canopy signs to building forms that historically used awnings, most typically commercial storefronts and apartment buildings.
- ii. *Placement*—Place signs on the awning or canopy valance, the portion that is parallel with the window.
- iii. *Mounting*—Install awning hardware in a manner that does not damage historic building elements or materials.

B. DESIGN

- i. *Materials*—Fabricate awnings using fire-resistant canvas in a color that is appropriate to the period of the building.
- ii. *Shape*—Select awning shapes that reflect the door or window openings they cover. Limit valances to approximately eight to twelve inches in length.
- iii. *Lettering and symbols*—Lettering should generally be placed on the valance portion of the awning.

C. LIGHTING

- i. *Internal illumination*—Do not use internal illumination or other techniques that cause awnings to glow; however, illumination may be concealed in the awning to provide directional light to illuminate sidewalks or storefronts.

D. METAL CANOPIES

- i. *Placement*—Do not mount new signs or letters on historic metal canopies in a manner that destroys or conceals historic materials.

3. Projecting and Wall-Mounted Signs

A. GENERAL

- i. *Mounting devices*—Construct sign frames and panels that will be used to 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.

4. Freestanding Signs

A. GENERAL

- i. *Appropriate usage*—Freestanding signs are most appropriate in locations where building forms are set back from the street, such as in areas where historic residences have been adapted for office or retail uses, or in commercial districts where they may be used to identify parking areas or other accessory uses.
- ii. *Placement*—Place freestanding signs near the public right-of-way where they are clearly visible to passing pedestrians and motorists, a minimum of five feet from the street right-of-way and ten feet from all interior side lot lines. No freestanding sign should be placed in a manner that obstructs the pedestrian walkway.
- iii. *Number*—Limit the number of freestanding signs per platted lot to one, unless the lot fronts more than one street, in which case, one sign is allowed on each street on which the lot has frontage.
- iv. *Monument signs*—Do not use —suburban-style monument signs or electronic messaging signs not historically found in San Antonio's historic districts.

B. DESIGN

- i. *Height*—Limit the height of freestanding signs to no more than six feet.
- ii. *Area*—The size of new signs should be appropriate within the historic context, and should not exceed 25 square feet on either side, for a total of 50 square feet. Appropriate size shall be determined by considering historic precedent, sign patterns within historic districts, and conditions specific to individual properties.
- iii. *Structural supports*—Use subtle structural elements (in terms of their scale and mass) with historically compatible materials to support a freestanding sign.

5. Window Signs

A. GENERAL

- i. *Location*—Limit the use of window signs to first floor windows where they may be readily viewed by pedestrians.
- ii. *Appropriate building types*—Use window signs in high traffic pedestrian areas, such as on commercial storefronts or other buildings that have been adapted for non-residential use.
- iii. *Historic signage*—Retain historic window signage if it reflects a historic building name, owner, or early business.

B. DESIGN

- i. *Window coverage*—Do not cover more than 30 percent of the window area with signage.
- ii. *Opacity*—Do not use window signs constructed of opaque materials that obscure views into and out of windows, either partially or completely.
- iii. *Prohibited window signs*—Do not use paper signs, banners, or graphic films that adhere to the exterior of window glazing.
- iv. *Symbols and lettering*—Incorporate lettering, symbols, and other design elements that reflect the type of business or institution at the location to increase a sign's impact.
- v. *Temporary signs and banners*—Place temporary signs in a manner that is appropriate for the building scale and style, as allowed by UDC sec. 35-612(i).

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.

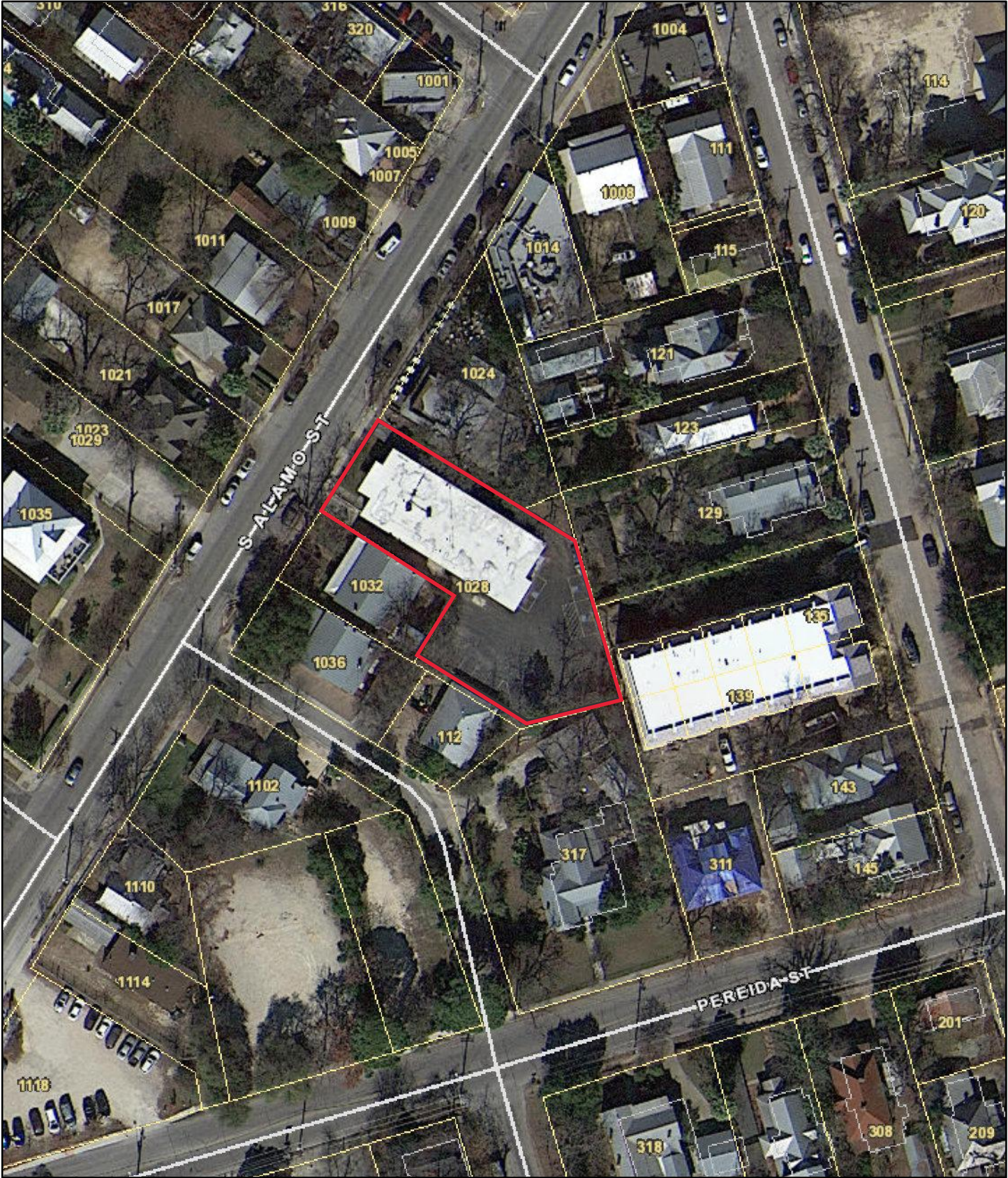
- b. ALLOWABLE SIGNAGE – The Unified Development Code (UDC) recommends one major and two minor signs per property, not to exceed fifty (50) square feet total. The Commission may approve additional signage and square footage.
- c. PREVIOUSLY APPROVED SIGNAGE – The applicant previously received HDRC approval on December 6, 2023, for the installation of one (1) set of reverse and indirectly lit channel letters on the front (S Alamo) façade. The previously approved signage totals 17 square feet. The HDRC approved the requested signage with the stipulation that future signage should not exceed fifty (50) square feet in total.
- d. FREESTANDING SIGN – The applicant has proposed to install one (1) approximately 27-square-foot, double-sided aluminum sign featuring an approximately 2-square-foot logo mounted on a 6-foot-tall aluminum post structure with external illumination. The total square footage for the proposed signage and the previously approved wall-mounted signage is 71 square feet. The applicant has proposed to install the signage on the south end of the front yard of the property, and it will be visible by northbound and southbound traffic along S Alamo Street. Additionally, Guideline 4.A.ii for Signage states that freestanding signs should be placed near the public right-of-way where they are clearly visible to passing pedestrians and motorists, a minimum of five (5) feet from the street right-of-way. According to Guidelines 4.B.i & 4.B.ii for Signage, the height of freestanding signs should be limited to no more than six feet and the size of new signs should not exceed 25 feet on either side for a total of 50 square feet. Guideline 4.B.iii for Signage states that subtle structural elements should be used (in terms of scale and mass) with historically compatible materials to support a freestanding sign. Staff finds that the sign should be modified to feature two posts to comply with the Historic Design Guidelines and that the total square footage of the freestanding sign should be reduced to not exceed 16 square feet per side, for a total of 32 square feet for the freestanding sign and an overall square footage of 49 square feet for the wall-mounted and freestanding signs.

RECOMMENDATION:

Staff recommends approval of the signage based on findings a through d with the following stipulations:

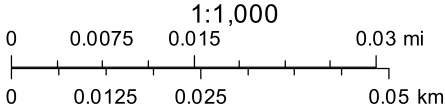
- i. That the applicant modifies the proposed signage to feature two posts and a more subtle design of historically compatible materials in order to comply with the Historic Design Guidelines and submits updated specifications to staff for review and approval prior to the issuance of a Certificate of Appropriateness based on finding d.
- ii. That the square footage of the proposed signage is reduced to not exceed 16 square feet for each side based on finding d. Updated signage specifications must be submitted to staff for review and approval prior to the issuance of a Certificate of Appropriateness.

City of San Antonio One Stop



March 15, 2024

— User drawn lines





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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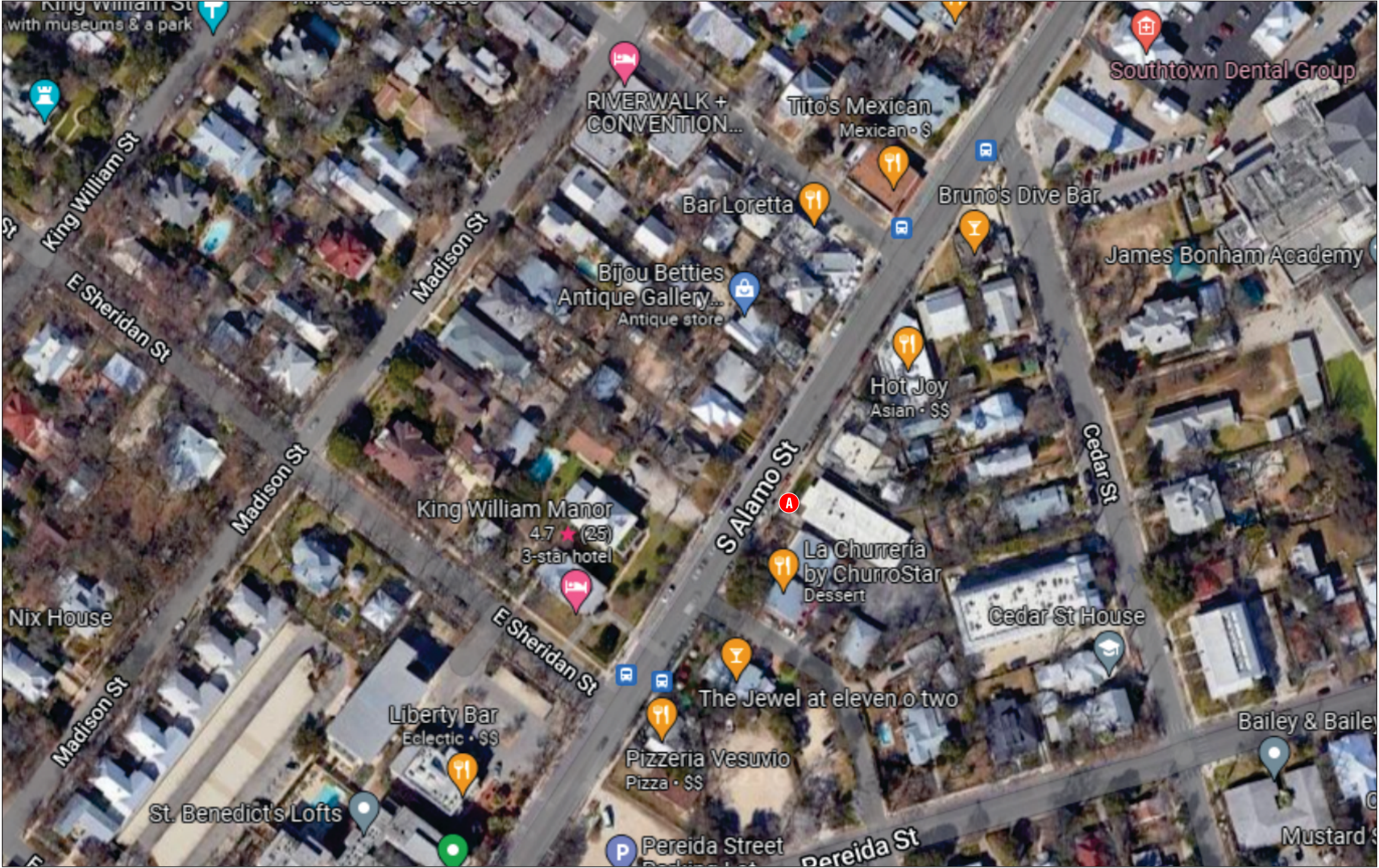
FINAL ELECTRICAL CONNECTION BY CUSTOMER

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH ARTICLE 600 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
O 817.431.5700 F 817.431.5799
UL E226292 BBB TDLR 18933

JOB DESCRIPTION	SIGN PACKAGE	DATE	BY	REV	
COMPANY OR JOB NAME	CITY VET_ SAN ANTONIO	12.28.23	CJR	R8	Added Mp paint color to letters
CUSTOMER CONTACT		01.18.24	CJR	R9	Added door vinyl measurements
ADDRESS	1028 S ALAMO ST SAN ANTONIO, TX 78210	02.20.24	LN	R10	Add new site plan. Add Monument back. Delete pages with Halo lit letters & door vinyl. (Letters & vinyl Completed)
PHONE					
EMAIL					
JOB#	230374				
SALESMAN	ROGER CHUNG				

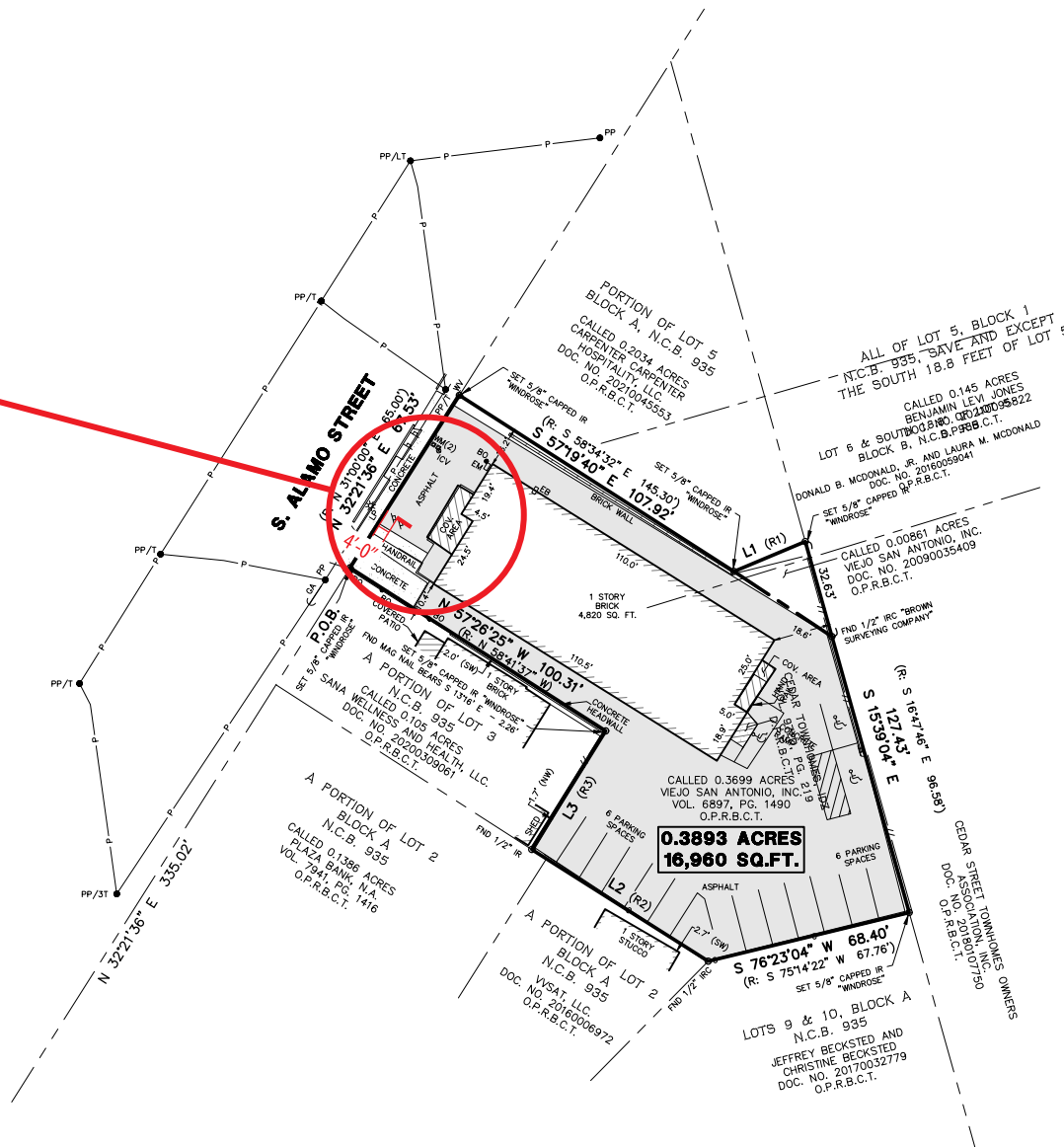
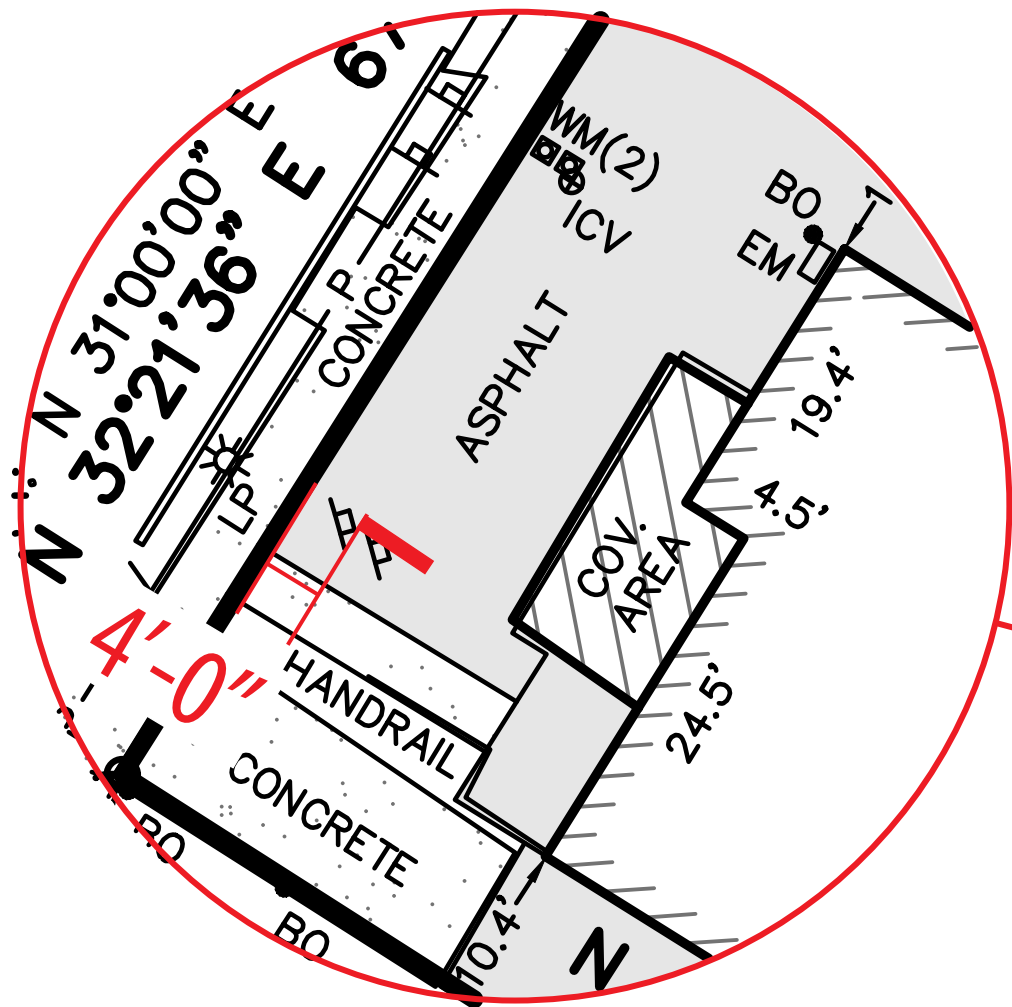


SITE MAP



7923 E. McKinney St., Denton, TX 76208
0 817.431.5700 F 817.431.5799
UL E226292  **TDLR 18933**

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SITE PLAN

SCALE: 1/64"=1'



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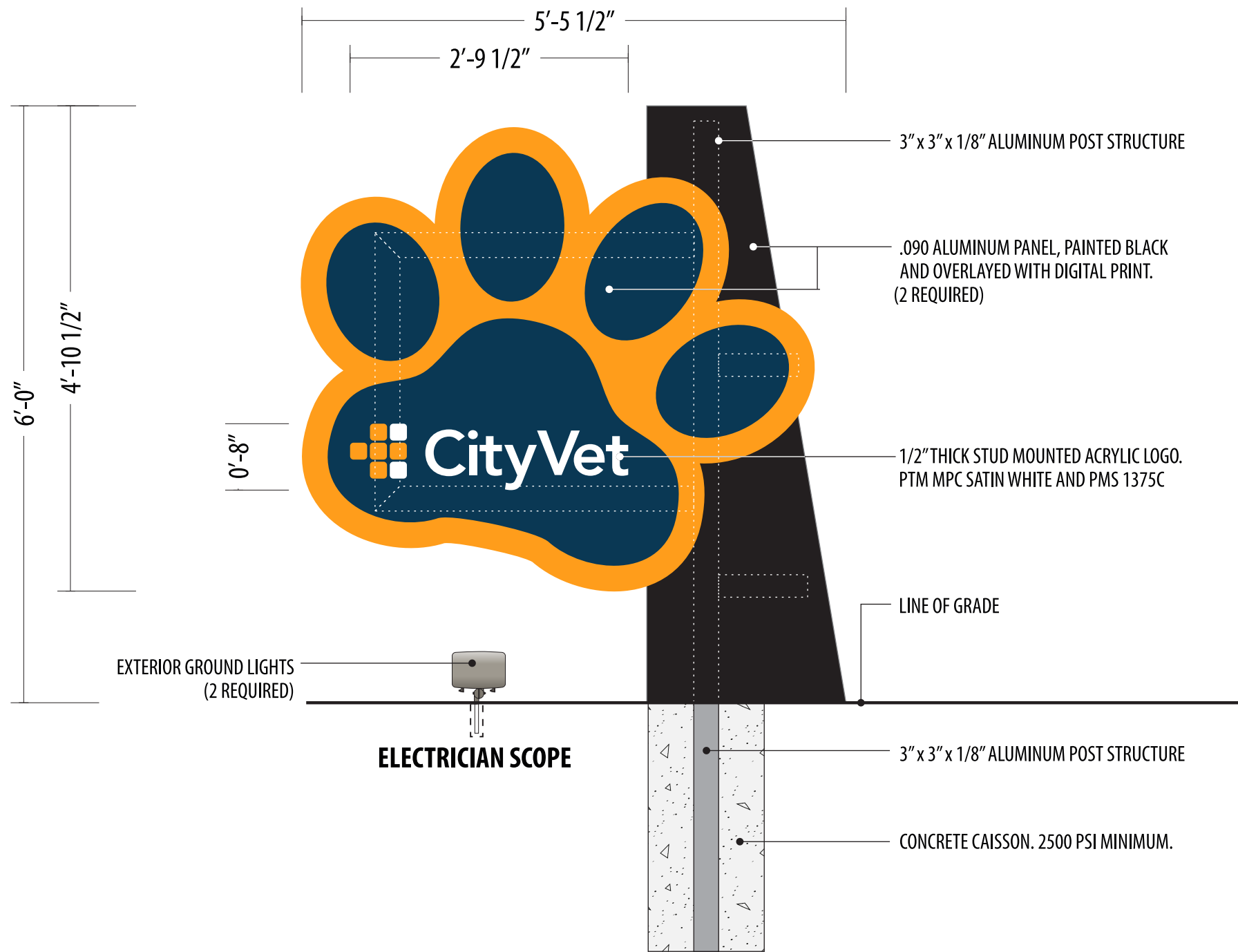


A

PROPOSED FRONT ELEVATION

SCALE:1/4" = 1'

SURVEY REQUIRED BEFORE PRODUCTION



A D/F FREESTANDING SIGN

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

28 SQFT

MANUFACTURE & INSTALL (1) ONE D/F FREESTANDING SIGN EXTERNALLY ILLUMINATED

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PHONE					
EMAIL					
JOB#	230374				
SALESMAN	ROGER CHUNG				

Mar 8, 2024 at 11:52:05 AM
1032 S Alamo St
San Antonio TX 78210
United States



CityVet

Mar 8, 2024 at 11:52:13 AM
1032 S Alamo St
San Antonio TX 78210
United States

1028
South Alamo

San Antonio Independent Living Services



S · A · I · L · S

Serving People
With Significant Disabilities

Tel: 210 281-1878

Hours: Monday thru Friday
8am - 5pm