

# HISTORIC AND DESIGN REVIEW COMMISSION

January 17, 2024

**HDRC CASE NO:** 2023-191  
**ADDRESS:** 1223 S ALAMO ST  
**LEGAL DESCRIPTION:** NCB 750 BLK 9 LOT 6  
**ZONING:** C-1, H  
**CITY COUNCIL DIST.:** 1  
**DISTRICT:** King William Historic District  
**APPLICANT:** Daniel Cruz  
**OWNER:** CONWAY WILLIAM & CONWAY JESSICA  
**TYPE OF WORK:** Construction of a solid fence parallel to Madison Street, installation of artificial turf  
**APPLICATION RECEIVED:** May 10, 2023  
**60-DAY REVIEW:** July 09, 2023 (Requested postponement by applicant to January 17, 2024)  
**CASE MANAGER:** Edward Hall

## REQUEST:

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

1. Install a wood fence measuring approximately six (6) feet in height parallel to the right of way along Madison Street.
2. Install artificial turf throughout the rear yard, facing Madison Street.

## 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.

### 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.

### FINDINGS:

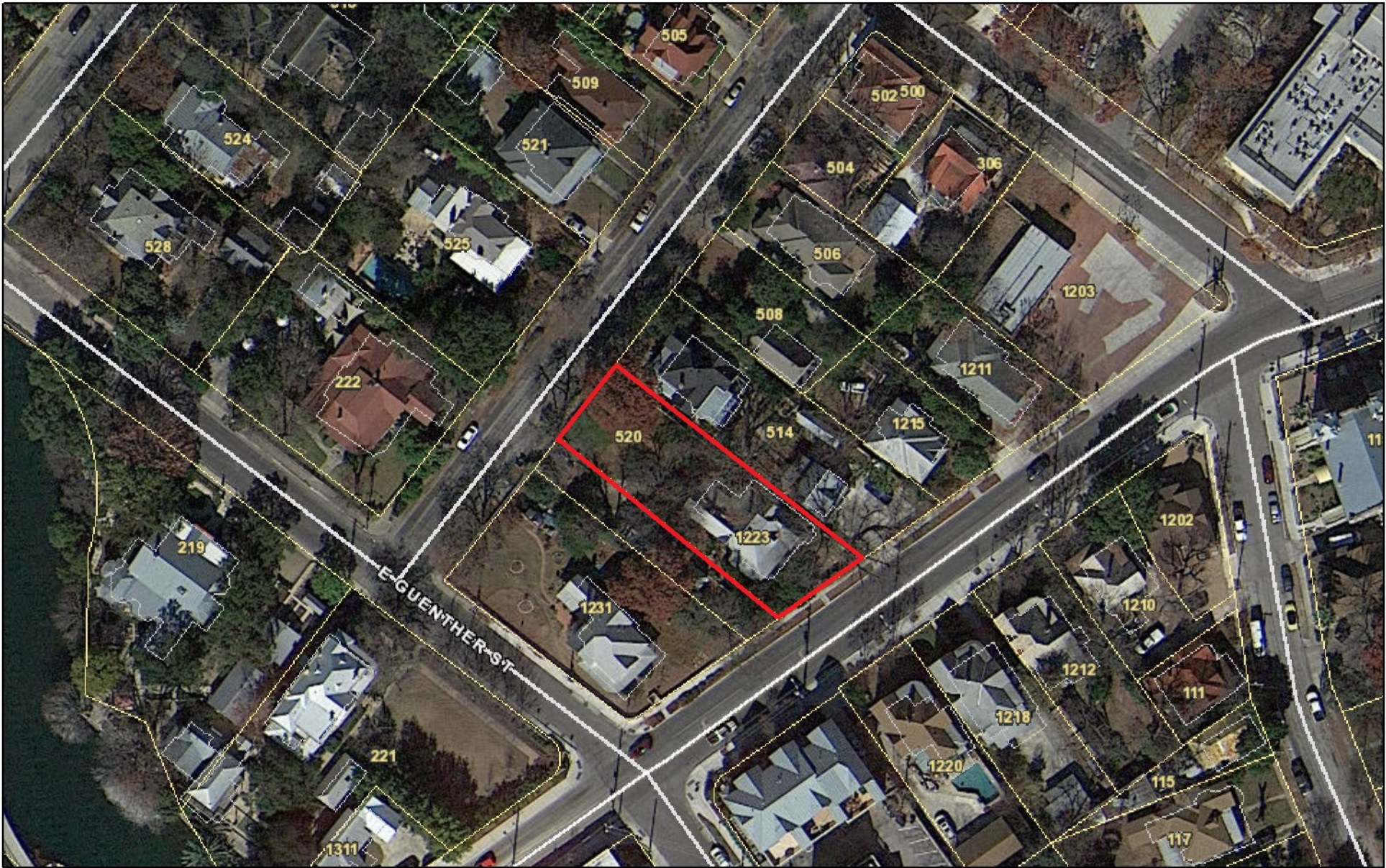
- a. The historic structure located at 1223 S Alamo was constructed circa 1905 in the Folk Victorian style and is found on the 1912 Sanborn Map. The lot features frontage to both S Alamo and Madison Street. At this time, the applicant is requesting a Certificate of Appropriateness for approval to install a wood fence measuring approximately six (6) feet in height parallel to the right of way along Madison Street and to replace the existing lawn with artificial turf.
- b. LOT CONFIGURATION – As noted in finding a, the lot at 1223 S Alamo features frontage to both S Alamo Street and Madison Street. On Madison Street, the lot to the immediate north, 514 Madison Street, features frontage to Madison. A wrought iron fence with a brick base has been in place parallel to Madison Street at 1223 S Alamo.
- c. PREVIOUS REVIEW/VIOLATION (Fencing) – At the June 01, 2022, Historic and Design Review Commission hearing, the Commission denied a request to install a six (6) foot tall privacy fence parallel to Madison Street. Staff’s recommendation at that time was for the applicant to retain the existing, front yard fence (wrought iron) or explore alternative options to meet the Guidelines for front yard fencing. A solid fence featuring approximately forty-eight (48) inches in height was installed parallel to Madison Street in April 2023, without a Certificate of Appropriateness. This request proposes an additional two (2) feet of a wood lattice element would be added atop the existing, unapproved fence.
- d. PREVIOUS REVIEW/VIOLATION (Artificial Turf) At the July 20, 2022, Historic and Design Review Commission hearing, the Commission denied a request to replace the existing, rear yard landscaping with artificial turf. Staff’s recommendation at that time was for the applicant to maintain at least fifty (50) percent of the existing lawn and incorporate native and xeric landscaping materials.
- e. FENCING – The Guidelines for Site Elements 2.B. notes that new fences and walls should appear similar to those used historically within the district in terms of their transparency, scale and character. Additionally, the Guidelines note that the height of fences within the front yard should be limited to four (4) feet in height and that privacy fencing should not be located within front yards. As noted in finding b, this lot features frontage to Madison Street. Solid fencing of any height if not found historically fronting Madison Street. Staff finds that fencing, such as the existing wrought iron fence, should be maintained as this fencing is consistent with historic examples found within the district.
- f. ARTIFICIAL TURF – The applicant is requesting to replace the existing lawn in the Madison -facing yard with artificial turf. The Historic Design Guidelines for Site Elements 3.A.ii advise to avoid fully removing and replacing traditional lawn areas with impervious hardscape, and that historic lawn areas should never be reduced by more than 50%. Staff finds the use of artificial turf in replacement of grass lawn to be inconsistent with the guidelines. Incorporation of native plantings and mulched beds where appropriate would be an alternative to reduce watering and maintenance requirements of the yard.

### RECOMMENDATION:

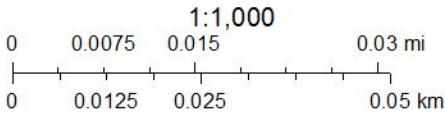
- 1. Staff does not recommend approval of item #1, fencing, based on findings a, b, c and e. Staff recommends that the existing wrought iron fence be maintained in place.
- 2. Staff does not recommend approval of item #2, artificial turn installation, based on findings a and f. Staff recommends that the applicant maintain a natural lawn by at least 50%, and incorporate native and xeriscaping landscaping elements.



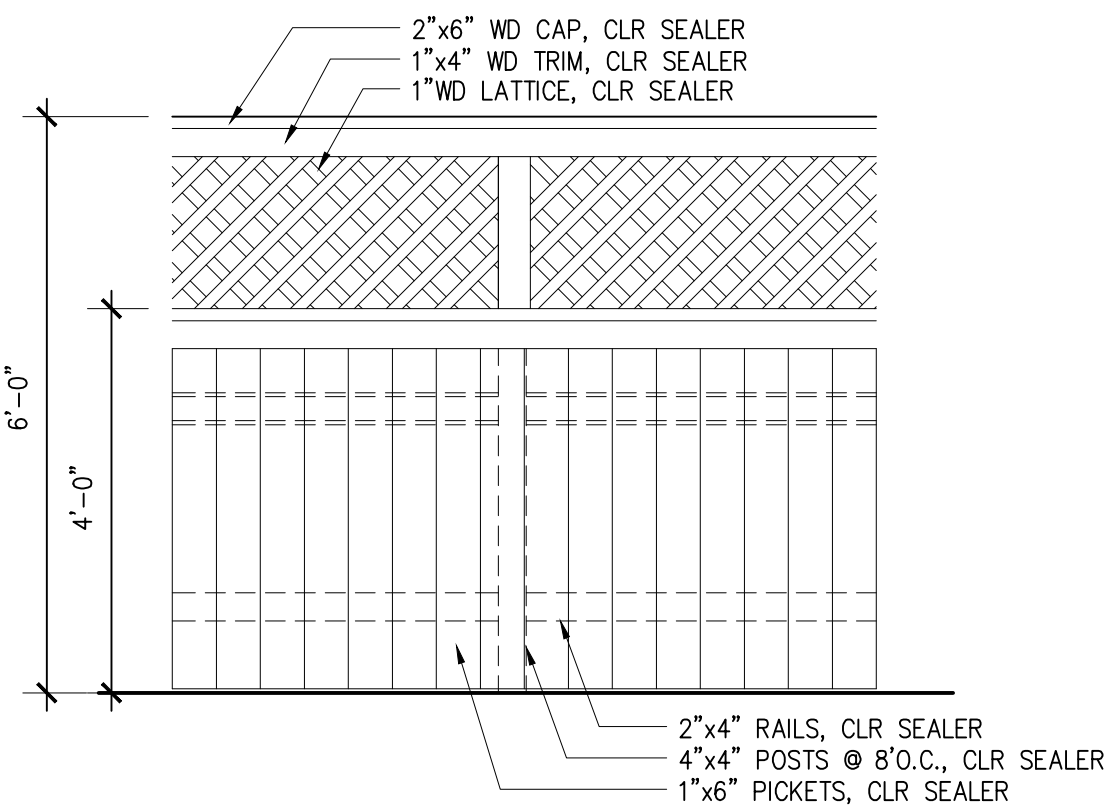
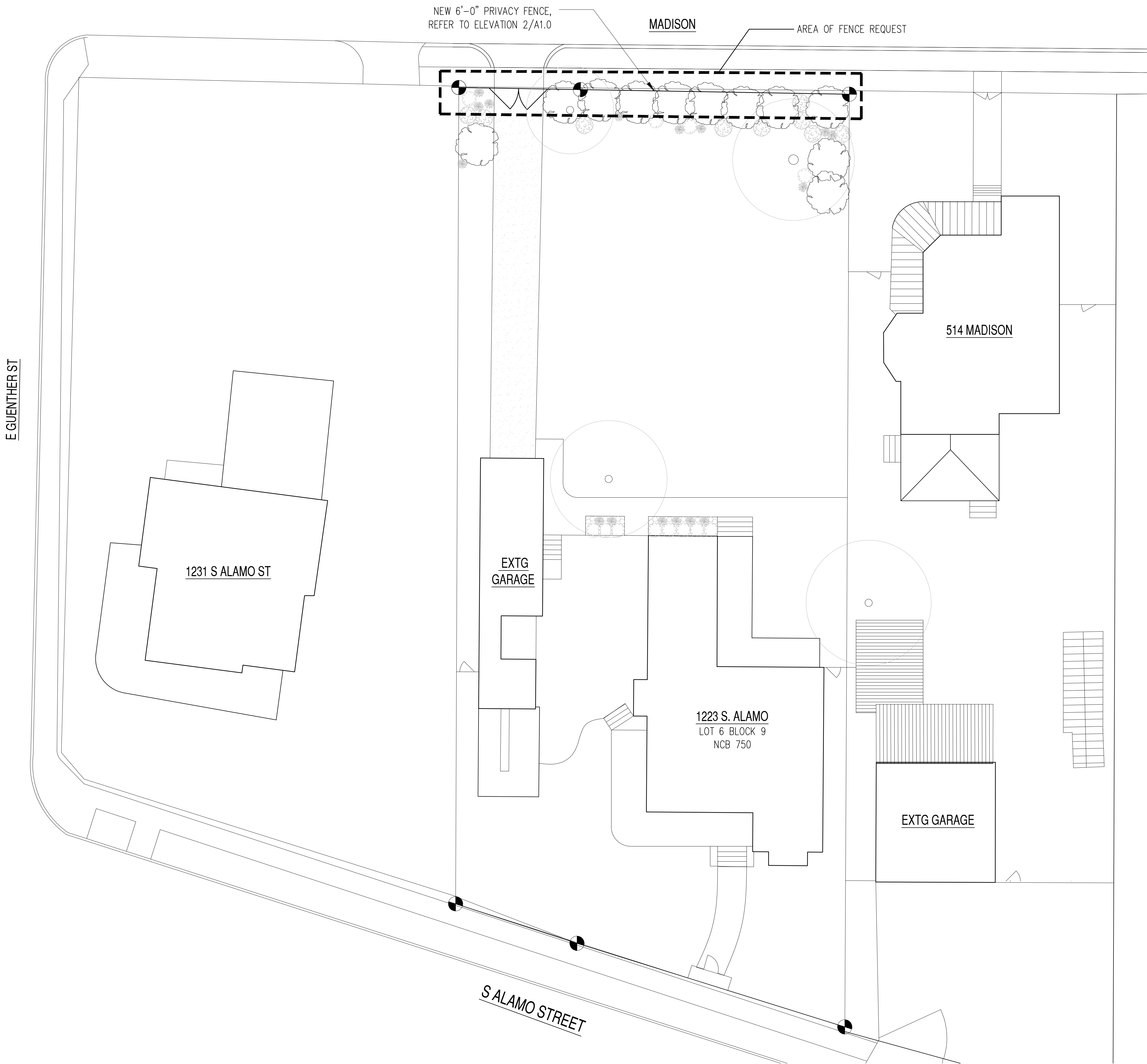
City of San Antonio One Stop



January 5, 2024







2 ELEVATION: 6'-0" WOOD PRIVACY FENCE  
SCALE: 1/2" = 1'-0"

1 SITE PLAN: PROPOSED  
SCALE: 3/32" = 1'-0"

| DATE  | ISSUED FOR |
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| DESIGN COOP   |            |
| Tel: 210.883.5509<br>Fax: 210.883.5509<br>Email: info@designcoop.com<br>PO BOX 99046<br>San Antonio, TX 78209 |            |
| 1223 S. ALAMO<br>SAN ANTONIO, TEXAS   |            |
| DRAWN: IK   |            |
| CHECKED: BCF  |            |
| APPROVED:   |            |
| DATE: MAY 10, 2023  |            |
| SHEET NO.<br>SITE PLAN  |            |
| A1.0  |            |















































