HISTORIC AND DESIGN REVIEW COMMISSION September 02, 2020

HDRC CASE NO: 2020-363

COMMON NAME: 847 E Ashby, 815 E Ashby **ADDRESS:** 875 E ASHBY PLACE

LEGAL DESCRIPTION: NCB 3053 BLK LOT E 169.12 FT OF 13, W IRR 42.38 FT 14, P-100 (0.142 AC)

& P-101 (0.3304 AC)

NCB 3053 BLK LOT 11, 12 & W 62.88 FT OF 13

ZONING: IDZ-3, RIO-2

CITY COUNCIL DIST.: 1

APPLICANT: Casey Britten/Britten Lift and Installation Services

OWNER: Michelle Southwell/875 EAST ASHBY PLACE LP

TYPE OF WORK: Temporary real estate and construction signage

APPLICATION RECEIVED: August 14, 2020

60-DAY REVIEW: Not applicable due to City Council Emergency Orders

CASE MANAGER: Edward Hall

REQUEST:

The applicant is requesting a Certificate of Appropriateness to install construction signage at 847 E Ashby Place, located within the River Improvement Overlay, District 2. Within this request, the applicant has proposed the following:

- 1. One (1) freestanding real estate sign to read "Embrey". The signage panel will feature ten (10) feet in height and twenty (20) feet in width, for an overall size of two hundred (200) square feet. The sign will be mounted eight (8) feet above grade, for an overall height of eighteen (18) feet.
- 2. Install three (3) real estate banners to the rear (north) façade of the Borden Building to read "Coming Soon", "The Creamery", "Luxury Living", "Retail & office", "Area Real Estate, LLC" and "Embrey". The proposed signs will feature overall widths of 45' 6", 27' 9", and 29' 4" for a total of 528 square feet.

APPLICABLE CITATIONS:

Unified Development Code, Section 35-612 – Signs and Billboards

- (f)Allowable Signs Not Included in the Total Signage Area.
 - (1)Parking lot signs identifying entrances and exits to a parking lot or driveway, but only when there is one-way traffic flow. No more than one (1) sign shall be permitted for each driveway entrance or exit, and no corporate or business logos shall be permitted. Additionally, parking lot signs to identify divisions of the parking lot into sections and to control vehicular traffic and pedestrian traffic within the lot provided that no corporate or business logos shall be permitted. Signs approved under this category shall not be included in the total allowable signage per structure.
 - (2)Dates of erection, monumental citations, commemorative tablets, insignia of local, state or federal government, and like when carved into stone, concrete or similar material or made of bronze, aluminum or other permanent type construction and made an integral part of the structure. The maximum size of such sign shall be thirty-two (32) square feet. Signs approved under this category shall not be included in the total allowable signage per structure.
 - (3)Information signs of a public or quasi-public nature identifying or locating a hospital, public building, college, parking area, historic area or district, major tourist attraction or similar public or quasi-public activity; and also including signs identifying restrooms or other facilities relating to such places or activities. Signs approved under this category shall not be included in the total allowable signage per structure.
 - (4)Incidental signs, including signs designating business hours, decals, street numbers, credit card acceptance and the like provided that the signs are not freestanding, the total of all such signs shall not exceed four (4) square feet for each business, and the signs are non-illuminated. Incidental signs shall not be included in the total allowable signage per structure.
 - (5)Real estate signs, advertising the sale, rental or lease of the premises or part of the premises on which the signs are displayed. The maximum sign area shall be eight (8) square feet.

(j)Allowable Temporary Signs.

If approved, the area of temporary signs shall not be included in the general allowable area for the specified property. No more than one (1) temporary sign will be allowed at any given time. Temporary signs may be approved administratively, shall be non-illuminated, and limited to the following types:

- (1) Construction signs, including those which identify the architects, engineers, contractors and other individuals or firms involved with the construction. Such signs shall be removed upon issuance of a certificate of occupancy. The maximum area of such signs shall be thirty-two (32) square feet, and no more than one (1) sign shall be permitted for each street frontage.
- (2)Political campaign signs announcing the candidates seeking public political office and other information pertinent thereto.
- (3)Signs advertising only the name, time, and place of any fair, festival, bazaar, education seminar or similar event, when conducted by a public agency or for the benefit of any civic, fraternal, religious or charitable cause provided that all such signs shall be removed within twenty-four (24) hours after the last day of the event to which they pertain. The maximum sign area shall be thirty-two (32) square feet.
- (4) Grand opening signs shall be permitted provided that such signs shall not be displayed for more than ten (10) days and the maximum size shall not exceed thirty-two (32) square feet.
- (5)Seasonal decorations displayed between November 20 and January 10, and during the official designated Fiesta time period. Such decorations shall not display the name of a business or shopping center, nor the words "open," "sale," "vacancy" or other similar words or phrases related to the business activity on the premises.
- (6) Change of business name banners/hoods/covers over existing building mounted and freestanding signs while new signs are being manufactured, provided that such sign or signs shall not be displayed for more than eight (8) weeks and shall not exceed the sign area that they are replacing or covering.
- (7)Yard sale signs in a residential district provided that such signs shall be displayed only on the day of the event and on the property holding the event. The maximum sign area shall be eight (8) square feet.
- (8)Special exhibition signs for museums and art galleries provided that the signs are limited to one (1) sign for each building used primarily as a museum or art gallery, the sign shall be placed on the building no earlier than seven (7) days before and removed within twenty-four (24) hours after the last day of the exhibition to which it pertains. Additionally, the maximum signage area per building shall be two hundred (200) square feet, unless additional square footage is approved.
- (9)Promotional signs not exceeding six (6) square feet advertising special events or promotions provided that the signs are properly placed on the property or on the inside of windows and such signs are removed within twenty-four (24) hours after the promoted event is over. Promotional signs may be approved for up to five (5) events per calendar year, with no more than thirty (30) days a year total approved for all qualifying signs or events per property.
- (10)Any special purpose sign not covered above provided that it is removed within thirty (30) days from the date of approval unless otherwise specified. If within the specified period the applicant feels there is a continued need for the special purpose sign the applicant may file a new application to request additional display time. Non-governmental banners and flags, excluding flags included as elements of an overall streetscape or design plan, are considered special purpose signs under the provisions of this section and are appropriate for advertising and decoration only during special events or celebrations. No permanent advertising may be handled in this way. (11)The director of downtown operations may provide written authorization for one (1) approved symbol, logo, or sign to be temporarily placed on chartered watercraft for special events. The sign shall not exceed eight (8) square feet.
- (12)Temporary construction screening shall provide for safe pedestrian access along exposed construction sites. These screens can be temporary art and use graphics to enhance the screen. Such screens shall not use chain link in RIO-3. Temporary construction screens shall contain a project sign which shall not exceed thirty-two (32) square feet. Such project sign shall include the project name, project architect, consultants, general contractor, principal use, and project start and end time.
- (13)Temporary displays are authorized if in accordance with chapter 28 of the City Code of San Antonio, Texas.

FINDINGS:

- a. The applicant is requesting a Certificate of Appropriateness to install construction signage at 847 E Ashby Place, located within the River Improvement Overlay, District 2. The proposed signage would face north, toward US Highway 281.
- b. ALLOWABLE SIGNAGE The UDC Section 35-612(f)(5) and Section 35-678(f)(5) both limit the size of real estate signs to eight (8) square feet. The UDC permits thirty-two (32) square feet for construction signs.
- c. FREESTANDING SIGN The applicant has proposed to install one (1) freestanding real estate sign to read "Embrey". The signage panel will feature ten (10) feet in height and twenty (20) feet in width, for an overall size of two hundred (200) square feet. The sign will be mounted eight (8) feet above grade, for an overall height of eighteen (18) feet. As noted in finding b, the UDC recommends real estate signs of only eight (8) square feet in size; however, given the size of the lot and the proposed development, staff finds that additional square footage is appropriate.
- d. WALL BANNERS The applicant has proposed to install three (3) real estate banners to the rear (north) façade of the Borden Building to read "Coming Soon", "The Creamery", "Luxury Living", "Retail & office", "Area Real Estate, LLC" and "Embrey". The proposed signs will feature overall widths of 45' 6", 27' 9", and 29' 4" for a total of 528 square feet.

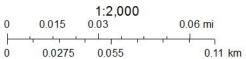
RECOMMENDATION:

Staff recommends approval based on findings a through d with the stipulation that all construction and real estate signage be removed at the issuance of the final Certificate of Occupancy for the new construction.

City of San Antonio One Stop



February 24, 2020



NEW PROJECT SITE SIGNAGE GUIDE IDENTITY GUIDELINES













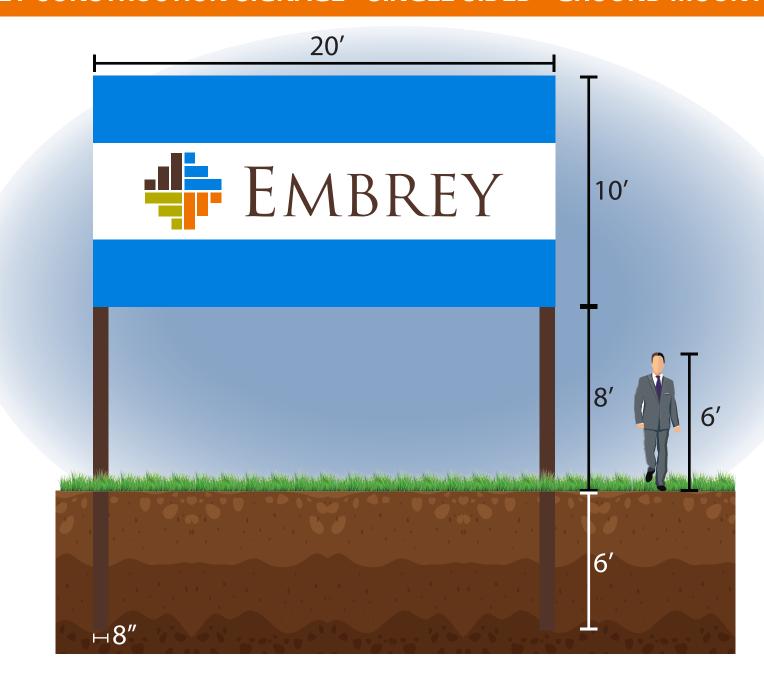


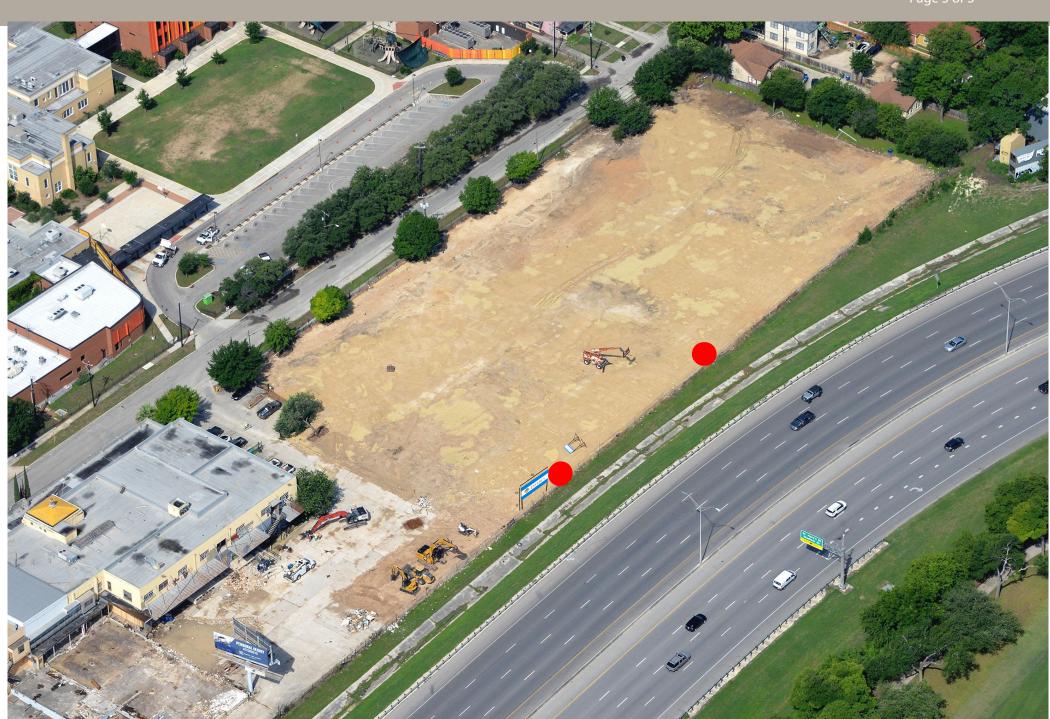


2897 NE Loop 410, Suite 101 San Antonio, TX 78218

office 210-655-3278 fax 210-655-7540 email 359@fastsigns.com

EMBREY CONSTRUCTION SIGNAGE - SINGLE SIDED - GROUND MOUNT









Image# 33 Date : 05.28.2020 Photo 888.542.0231

333

352



Luxury Living,

Retail & Office





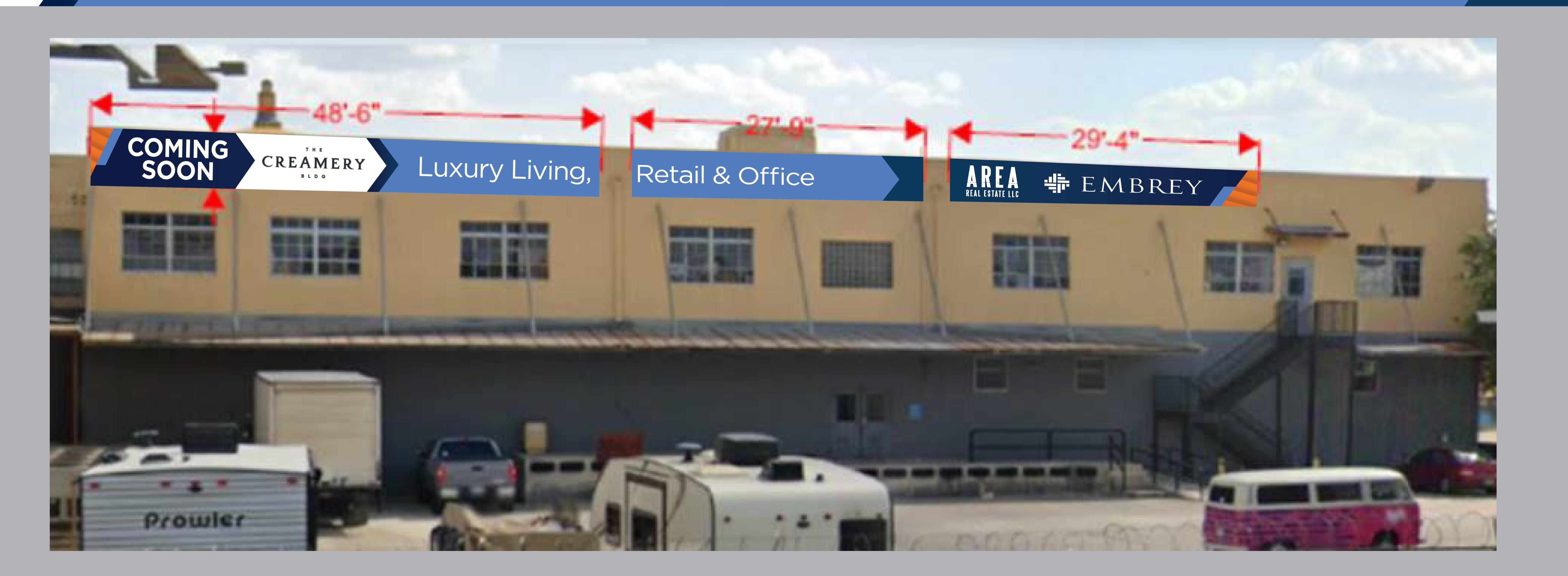
CREAMERY

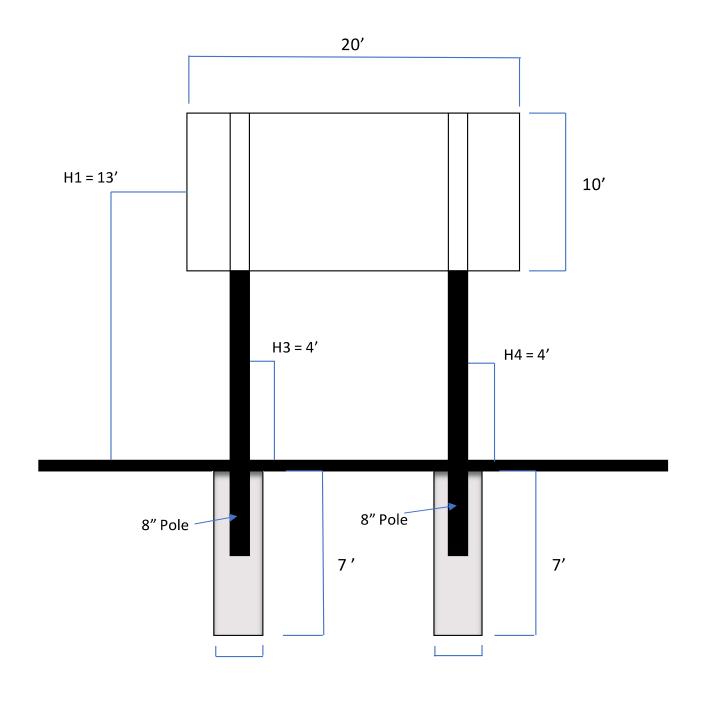
BLDG

Luxury Living, Retail & Office









Calculations as per TSA En

HTCL =
$$(200\text{sq.ft})*(13') + (5.33\text{sq.ft})*(4') + (5.33\text{sq.ft})*(210.66 \text{sq.})$$