

# HISTORIC AND DESIGN REVIEW COMMISSION

June 19, 2019

**HDRC CASE NO:** 2019-339  
**ADDRESS:** 3020 BROADWAY  
**LEGAL DESCRIPTION:** NCB 3866 BLK 12 LOT NW 100 FT OF 5&6  
**ZONING:** C-2, RIO-2  
**CITY COUNCIL DIST.:** 2  
**APPLICANT:** John Britten/Britten Lift and Installation  
**OWNER:** BACI PARTNERS LTD  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** June 04, 2019  
**60-DAY REVIEW:** August 03, 2019  
**CASE MANAGER:** Edward Hall  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install two (2), internally illuminated, channel letter signs on the existing structure at 3020 Broadway. The proposed signs will feature widths of 15' – 10" and heights of 7' – 10" for total sizes of approximately 124 square feet each. The proposed signs will feature acrylic faces. One sign will face Broadway (west) while the other will face Ira (north).

## APPLICABLE CITATIONS:

*Unified Development Code, Section 35-678 – Signs and Billboards in the RIO*

### (a) General Provisions.

(1) This section governs all exterior signs and all interior signs hung within ten (10) feet of an exterior fenestration, or those signs intended to be read by exterior patrons.

A. All signage within an RIO district shall conform to all city codes and must have approval of the historic preservation officer prior to installation.

B. Permits must be obtained following approval of a certificate of appropriateness.

C. No sign shall be painted, constructed, erected, remodeled, refaced, relocated, expanded or otherwise altered until it has been approved and a permit has been obtained from the development services department in accordance with the provisions of this section and applicable city code.

D. Signs, visual displays or graphics shall advertise only the business on the premises unless otherwise allowed in this section.

E. Temporary displays for permitted events are authorized if in accordance with chapter 28 of the City Code of San Antonio, Texas.

(2) When reviewing applications for signage the historic preservation officer and the historic and design review commission shall consider the visual impact on nearby historic resources.

A. Signs should respect and respond to the environment and landmark or district character in which constructed.

B. Signs should respect and respond to the river improvement overlay districts character and the historic Riverwalk.

C. The content or advertising message carried by permitted signs shall pertain to the business located on the same premises as the sign or to any otherwise lawful noncommercial message that does not direct attention to a business operated for profit, or to a commodity or service for sale, provided that signs erected on buildings with multiple businesses within shall pertain to any such business within.

(3) For signs with changeable message panels, the changeable message area of the sign shall not exceed twenty-five (25) percent of the total sign area, except for gasoline price signs which shall not exceed seventy-five (75) percent of the total sign area. Electronic changeable message boards shall be prohibited.

(4) The name of a business may be changed through the administrative approval process if the sign conforms to the provisions of this section, and if the color, size, and style of lettering, and illumination of the sign remain the same.

(5) Provisions under this section shall comply with chapter 28 of the City Code of San Antonio, Texas. In cases where provisions under this section are stricter or a sign is designated as a contributing structure, then this section shall control.

(6) Special consideration should be given to the character of the sign itself proposed in the application, and whether the proposed sign has inherently historic characteristics which may fall outside of the guidelines presented below but which would contribute to the historic district, landmark or area for which it is being proposed. Additionally, when reviewing applications for signage the historic preservation officer and the historic and design review commission shall consider the visual impact on nearby historic resources.

(7) Memorials, markers, naming rights of public property, and recognition of charitable donations given to the City of San Antonio shall be additionally governed by any formal action passed by city council.

(b) Sign Definitions. For signage definitions, refer to subsection 35-612(b) and chapter 28 of the City Code.

(c) Standards for Sign Design and Placement. In considering whether to recommend approval or disapproval of an application to construct or alter signage on a building, object, site, or structure in a river improvement overlay district, review shall be guided by the following standards in addition to any specific design guidelines approved by city council.

(1) Primary sign design considerations shall be identification and legibility. Size, scale, height, color and location of signs shall be harmonious with, and properly related to, the overall character of the district and structure. Sign materials shall be compatible with that of the building facade. Highly reflective materials that will be difficult to read are not permitted.

(2) Signs which describe, point, or direct the reader to a specific place or along a specific course, such as "entrance," "exit," and "disabled persons access," as well as government signs, shall be reviewed but shall not be included in total allowable signage area. Emergency signs shall be exempt from historic and design review commission approval.

(3) All graphic elements shall reinforce the architectural integrity of any building. Signs shall not disfigure, damage, mar, alter, or conceal architectural features or details and shall be limited to sizes that are in scale with the architecture and the streetscape. Emblems and symbols of identification used as principal structural or architectural design elements on a facade shall not be included in the total allowable signage per facade per structure when approved. Review shall be guided by the building's proportion and scale when such elements are incorporated.

(4) Graphics and signage may be illuminated by indirect, internal, or bare-bulb sources, providing that glare is not produced; by indirect light sources concealed by a hood or diffuser; by internal illumination with standard opal glass or other translucent material or with an equal or smaller light transmission factor. All illumination shall be steady and stationary. Neon lighting shall be permitted when used as an integral architectural element or artwork appropriate to the site. For purposes of this subsection, "Glare" shall mean an illumination level of six (6) Lux or greater at the property boundary. If internal illumination is used, it shall be designed to be subordinate to the overall building composition. Light fixtures should reflect the design period of the building on which they are placed. The use of ambient light from storefront or streetlights is encouraged.

(5) Signage requests for multi-tenant buildings must complement existing signage with regards to size, number, placement and design, unless such existing signage is not in conformity with regulations in this article. It is recommended that the building owner or their agent develop a master signage plan or signage guidelines for the total building or property. If a property has an approved master signage plan on file with the historic preservation officer, then applications for signage may be approved administratively at the discretion of the historic preservation officer provided that they comply with such master signage plan. Notwithstanding the above, signs may not exceed the maximum size and height limitation of signage contained in chapter 28, article 9.

(d) Proportion of Signs. For all signage, signage width and height must be in proportion to the facade, respecting the size, scale and mass of the facade, building height, and rhythms and sizes of window and door openings. The building facade shall be considered as part of an overall sign program but the sign shall be subordinate to the overall building composition. Additionally, signs shall respect and respond to the character and/or period of the area in which they are being placed.

(e) Number and Size of Signs.

(1) Number and Size. The historic and design review commission shall be guided in its decisions by the total number of businesses or services per building and the percentage of visible storefront occupied by each business or service. Applicants may apply for up to three (3) signs total. Total signage for all applicants shall not exceed fifty (50) square feet unless additional signs and/or additional total footage is approved. Additional square footage may be approved provided that the additional signage is in conformity with, and does not interfere with, the pedestrian experience on the Riverwalk. The additional square footage shall be based upon the size and scope of the site. Signs should reflect the type and speed of traffic they are meant to attract. Signs designed for pedestrians and drivers of slow moving cars should not be the same size as signs designed for highway traffic.

(2) Sign Area. The sign area shall be determined in the following manner:

A. Sign Areas. The area of a sign shall be computed on the actual area of the sign. Sign area shall be calculated as the area within a parallelogram, triangle, circle, semicircle or other regular geometric figure including all letters, figures, graphics or other elements of the sign, together with the framework or background of the sign.

The supporting framework of the sign shall not be included in determining sign area unless such supporting framework forms an integral part of the sign display, as determined by the historic preservation officer. If the sign is located on a decorative fence or wall, when such fence or wall otherwise meets these or other ordinances or regulations and is clearly incidental to the display itself, the fence or wall shall not be included in the sign area. In the cases of signs with more than one (1) sign face, including but not restricted to double-faced signs, back-to-back signs, overhanging signs, and projecting signs, each side of the sign shall be included in total allowable signage area.

B. Channel Letter Signs. For channel letter signs, the sign area shall be the smallest rectangle that will encompass the limits of the writing, including spaces between the letters. Each advertising message shall be considered separately.

(3) Building Identification Signs. An additional building identification sign may be placed on a building with multiple tenants, if the building name is not the same as the business(s) housed within and such sign is recommended for approval by the historic and design review commission. This type of sign is to identify a building as a destination, shall not exceed thirty-two (32) square feet, shall not be included in the total allowable signage area, and shall not include names of individual businesses.

(4) Freestanding Signs. Freestanding signs are allowed provided the sign does not interfere with pedestrian or vehicular traffic. Freestanding signs shall be perpendicular to the street, two-sided and no taller than six (6) feet. Freestanding signs shall not be located in the right-of-way.

A. Projecting Arm Signs. Signs hung from poles are allowed. Pole height shall not exceed six (6) feet and the pole diameter shall not exceed three (3) inches. Blade signs are not allowed to project over a sidewalk or other right-of-way.

(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. 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, publicly-owned parking area, historic area, 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, 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. Only one (1) sign will be permitted for each building for sale or lease that is adjacent to the Riverwalk. The sign is permitted to remain only while that particular building is for sale or the lease space is available.

(k) Prohibited Signs. The following signs are prohibited:

(1) Billboards, junior billboards, portable signs, and advertising benches;

(2) Any sign placed upon a building, object, site, or structure in any manner so as to disfigure, damage, or conceal any window opening, door, or significant architectural feature or detail of any building;

(3) Any sign or sign spinner which advertises commercial off-premises businesses, products, activities, services, or events unless otherwise allowed in this article;

(4) Any sign which does not identify a business or service within the river improvement overlay district unless otherwise allowed in this article;

(5) Any non-contributing sign which is abandoned or damaged beyond fifty (50) percent of its replacement value, including parts of old or unused signs. All remnants such as supports, brackets and braces must also be removed;

(6) Any attachment to an already affixed sign which does not meet the provisions of the City Code;

(7) Roof mounted signs, except in the cases of landmark signs or unless approved in accordance with standards set forth in subsections (b) and (c) of this section. Contributing roof mounted signs may be resurfaced with an approved certificate of appropriateness. The square footage of roof mounted signs shall be included in the total allowable signage for the building;

(8) Pole-mounted cabinet signs and pylon signs;

(9) Digital displays, digital and/or LED lighted signs, not to include LED light sources that do not meet the definition of a sign, with or without rotating, flashing lettering, icons or images.

Except as provided below:

A. A public transportation agency may incorporate transit information signage into transit shelters, utilizing LED or digital technology, provided the signage is contained within or under the transit shelter, and is limited to five (5) square feet of signage area, and one (1) sign per thirty (30) linear feet of pedestrian shelter.

B. A public transportation agency may incorporate transit information signage into a monument sign at transit stops, utilizing LED or digital technology, provided it is limited to five (5) square feet of signage area.

C. A public transportation agency may incorporate transit information signage into a monument sign at transit facilities (other than transit stops), utilizing LED or digital technology, provided it is limited to seven (7) square feet of signage area.

D. The historic preservation officer may impose additional restrictions on illumination to ensure that the character of signs are harmonious with the character of the structures on which they are to be placed and designated landmarks or districts in the area, provided that such restrictions are reasonably related to other conforming signs and conforming structures in the area, do not unreasonably restrict the amount of signage allowed by this section, and are in keeping with the intent of this section. Among other things, consideration shall be given to the location and illumination of the sign in relation to the surrounding buildings, the use of appropriate materials, the size and style of lettering and graphics, and the type of lighting proposed.

E. Digital displays, digital and/or LED lighted signs are authorized in conjunction with a temporary display for a permitted event if in accordance with chapter 28 of the City Code of San Antonio, Texas.

(10) Revolving signs or signs with a moving component.

(11) Any sandwich board which conflicts with the Americans with Disabilities Act, or which disrupts or interferes with pedestrian or other traffic.

(12) Any sign that obscures a sign display by a public authority for the purpose of giving instructions or directions or other public information.

(13) Any sign which consists of pennants, ribbons, spinners or other similar moving devices.

(14) Any sign, except official notices and advertisements, which is nailed, tacked, posted or in any other manner attached to any utility pole or structure or supporting wire, cable, or pipe; or to any tree on any street or sidewalk or to public property of any description.

(15) Moored balloons, wind jammers or other floating or inflated signs that are tethered to the ground or to a structure.

(16) Any permanent or temporary sign affixed to, painted on, or placed in or upon any parked vehicle, parked trailer or other parked device capable of being towed, which is parked so as to advertise the business to the passing motorist or pedestrian; and whose primary purpose is to provide additional on-site signage or is to serve the function of an outdoor advertising sign. Excluded from this are vehicles or equipment that are in operating condition, currently registered and licensed to operate on public streets with a valid inspection sticker, and actively used in the daily function of the business to which such signs relate; vehicles/equipment engaged in active construction projects; vehicles or equipment offered for rent to the general public and stored on-premises and otherwise allowed under applicable city ordinance. 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 applicant is requesting a Certificate of Appropriateness for approval to install two (2), internally illuminated, channel letter signs on the existing structure at 3020 Broadway. The proposed signs will feature widths of 15' – 10" and heights of 7' – 10" for total sizes of approximately 124 square feet each. The proposed signs will feature acrylic faces. One sign will face Broadway (west) while the other will face Ira (north).
- b. **SIZE** – The UDC Section 35-768(e)(1) notes that total signage for all applicants shall not exceed fifty (50) square feet unless additional signage and/or additional total footage is approved. Staff finds that both signs are inconsistent with the Guidelines, in regards to size. Staff finds that one sign, with reduced square footage that faces Broadway would be appropriate.

- c. DESIGN – As noted in finding a, the applicant has proposed internal illumination with acrylic faces. The UDC Section 35-678 notes that graphics and signage may be illuminated by indirect, internal, or bare-bulb sources, providing that glare is not produced. Staff finds that internal illumination may be appropriate provided that the intensity of the illumination does not produce a glare.
- d. EXISTING POLE SIGN – This lot features an existing pole sign which features the frame of an existing cabinet sign, and should be removed. Per the UDC Section 35-678(p)(3), the existing pole sign is both dilapidated and abandoned, and per the UDC, should be removed.

**RECOMMENDATION:**

Staff does not recommend approval of the proposed signage based on findings a through c. Staff recommends that the applicant propose signage with reduced square footage and illumination that does not produce a glare. Additionally, staff recommends that the existing, dilapidated pole sign be removed as a stipulation of any signage approval.



## LOCATION BRANDING DOCUMENT

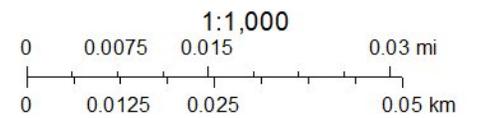
City/State: San Antonio, TX  
Address: 3020 Broadway St  
Creation Date: 01/04/19  
Revised: 01/07/19  
01/16/19  
02/04/19

# City of San Antonio One Stop



June 12, 2019

— User drawn lines



## Branding Summary

Ground Signs	Allowed by Code	Currently Installed	Current % Utilized	Proposed	Proposed % Utilized	Δ (%Delta)
Height (ft.):	0	0	NA	0	NA	00.0
Number:	0	0	NA	0	NA	00.0
Square Footage (ft.):	0	0	NA	0	NA	00.0
Wall Signs	Allowed by Code	Currently Installed	Current % Utilized	Proposed	Proposed % Utilized	Δ (%Delta)
Height (ft.):	NA	0	NA	5.83	NA	100.0
Number:	NA	0	0	2	NA	100.0
Square Footage (ft.):	443.86	0	0	208.54	47	100.0
Total Signage	Allowed by Code	Currently Installed	Current % Utilized	Proposed	Proposed % Utilized	Δ (%Delta)
Number:	NA	0	0	2	100%	100.0
Square Footage (ft.):	443.86	0	0	208.54	47%	100.0

% Delta is calculated: proposed signage / current signage  $\rightarrow$

## Ground Signs

Existing: 0

New: 0 Removed: 0

Net Total: 0

Tenant Panel Only  
Currently Installed?  Yes

## Wall Signs

Existing: 0

New: 2 Removed: 0

Net Total: 2

## Total Primary Signs

Existing: 0

New: 2 Removed: 0

Net Total: 2

\*Square footage of Globe and AT&T letters are calculated as two separate elements.

## Branding Rationale / Comments

Wall signs may not exceed 25% of the total square footage of the facade.

S1: 20'-0" x 48'-10" = 976.67 | 976.67 x 0.25 = 244.17 sq ft allowed

S2: 20'-0" x 39'-11 1/4" = 798.75 | 798.75 x 0.25 = 199.69 sq ft allowed



Revisions:	
Updated / AS / 01.07.19	X
X	X
X	X

File Location:	STND
Drive/Clients/	CSTM
<input type="checkbox"/> AS	<input type="checkbox"/> CR
<input type="checkbox"/> EN	

Date: 01/04/19

Designer: BM PM: AB

City/State: San Antonio, TX

Address: 3020 Broadway St

Drawing #

C60038

OE #

121426

Site

New building being erected on site



Revisions:	X
X	X
X	X
X	X

File Location:	STND	___
Drive/Clients/	CSTM	___
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Date:	01/04/19
Designer:	BM
PM:	AB

City/State:	San Antonio, TX
Address:	3020 Broadway St

Drawing #	C60038
OE #	121426

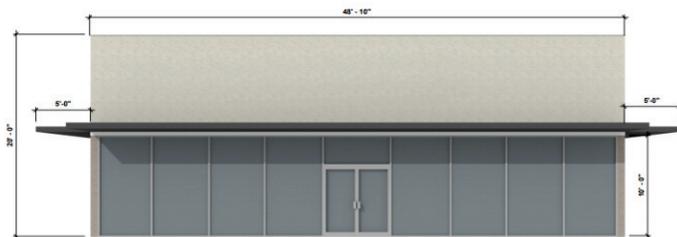
S1

# Remote Wired Illuminated Letterset on Backer Panel

## Installation Guidelines

- Install new remote wired illuminated letterset on 3" deep backer panel as shown
- **Note:** Backer panel provided by others

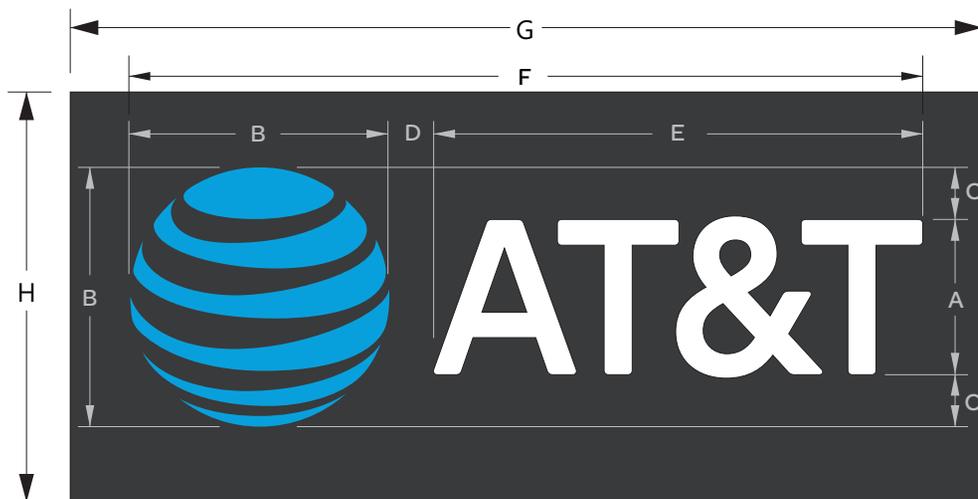
BEFORE



AFTER



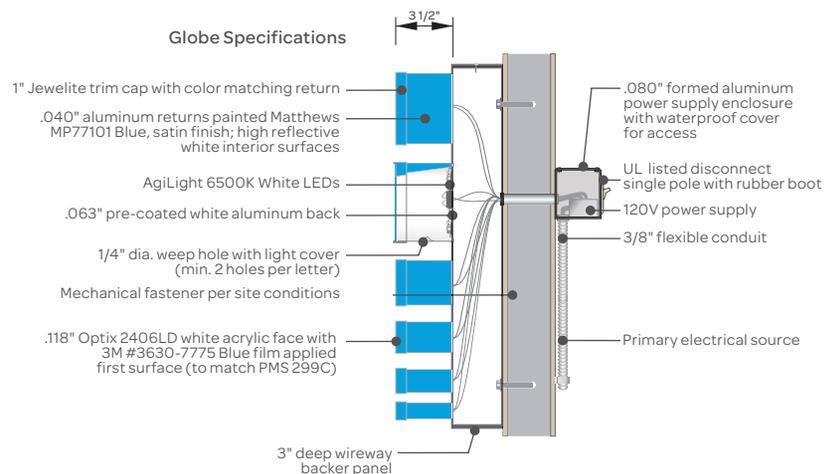
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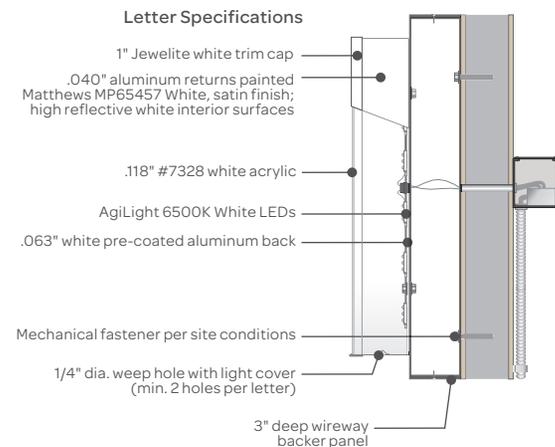
IL-Rmt-36-W\_60

A	B	C	D	E	F	G	H	sq. ft. (BxF)
3'-0"	5'-0"	1'-0"	10 5/16"	9'-5 9/16"	15'-3 13/16"	15' 10"	7' 10"	76.59

### Globe Specifications



### Letter Specifications



Revisions:	
Added backer panel / BM / 01.16.19	X
Revised backer panel to 3" deep / KB / 2.4.19	X
	X

File Location:	STND
Drive/Clients/	CSTM

AS CR EN

Date: 01/04/19

Designer: BM PM: AB

City/State: San Antonio, TX

Address: 3020 Broadway St

Drawing #

OE #

C60038-2

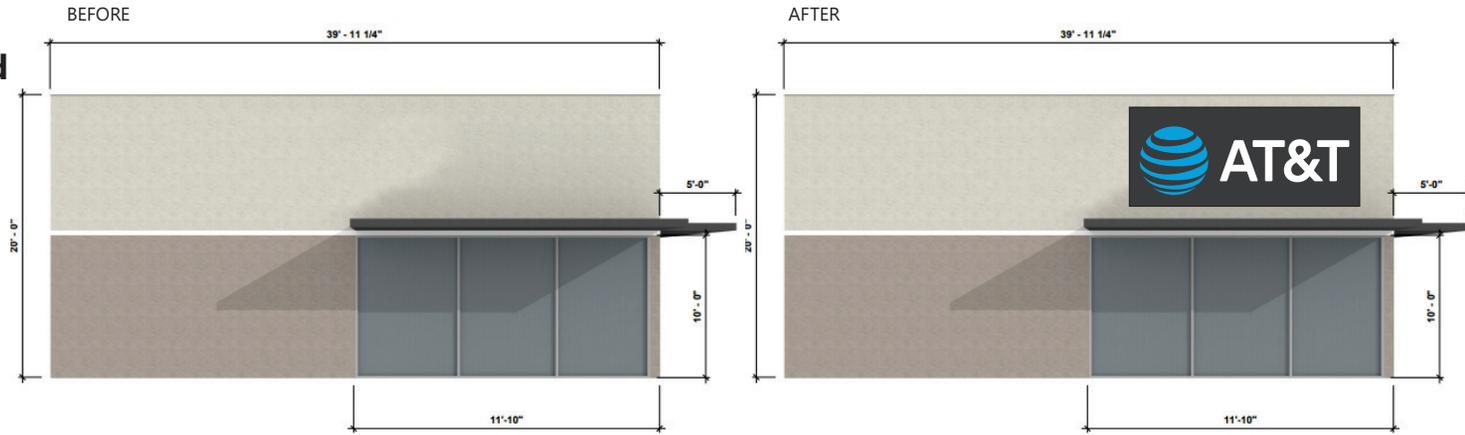
121426

S2

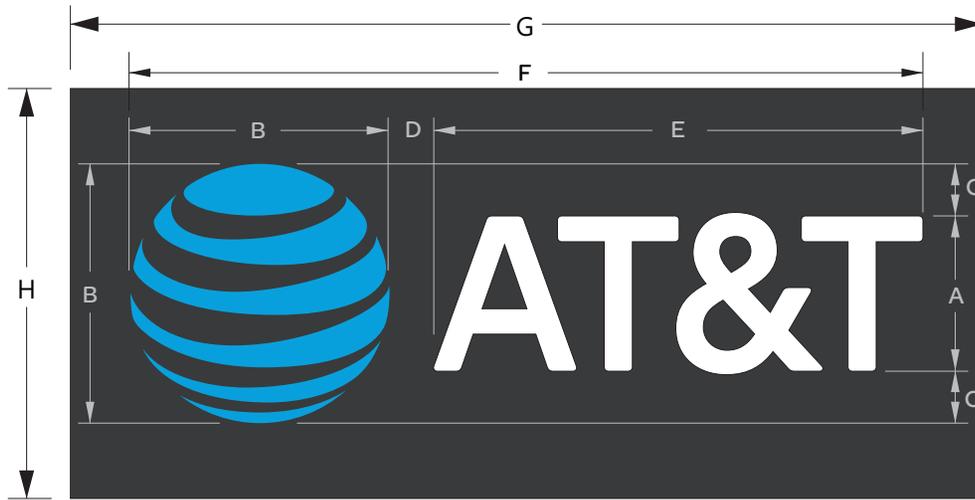
## Remote Wired Illuminated Letterset on Backer Panel

### Installation Guidelines

- Install new remote wired illuminated letterset on 3" deep backer panel as shown
- **Note:** Backer panel provided by others

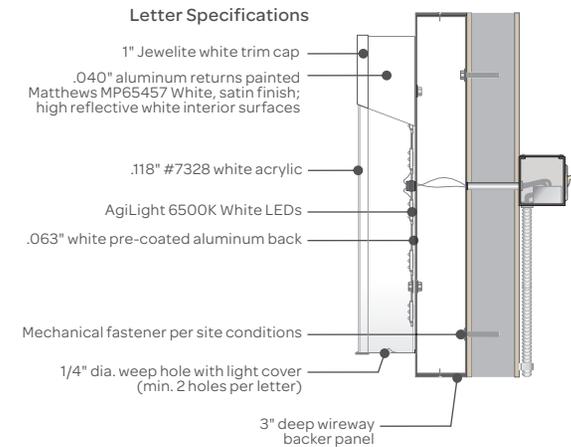
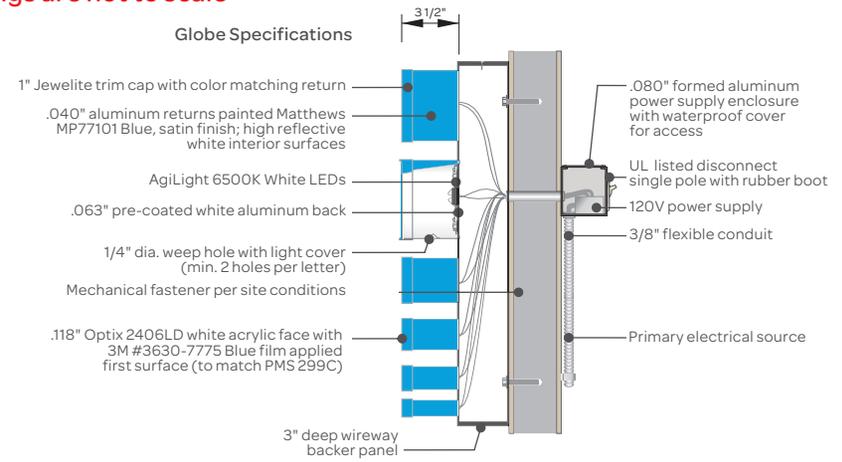


Drawings are not to scale



IL-Rmt-36-W\_60

A	B	C	D	E	F	G	H	sq. ft. (BxF)
3'-0"	5'-0"	1'-0"	10 5/16"	9'-5 9/16"	15'-3 13/16"	15' 10"	7' 10"	76.59

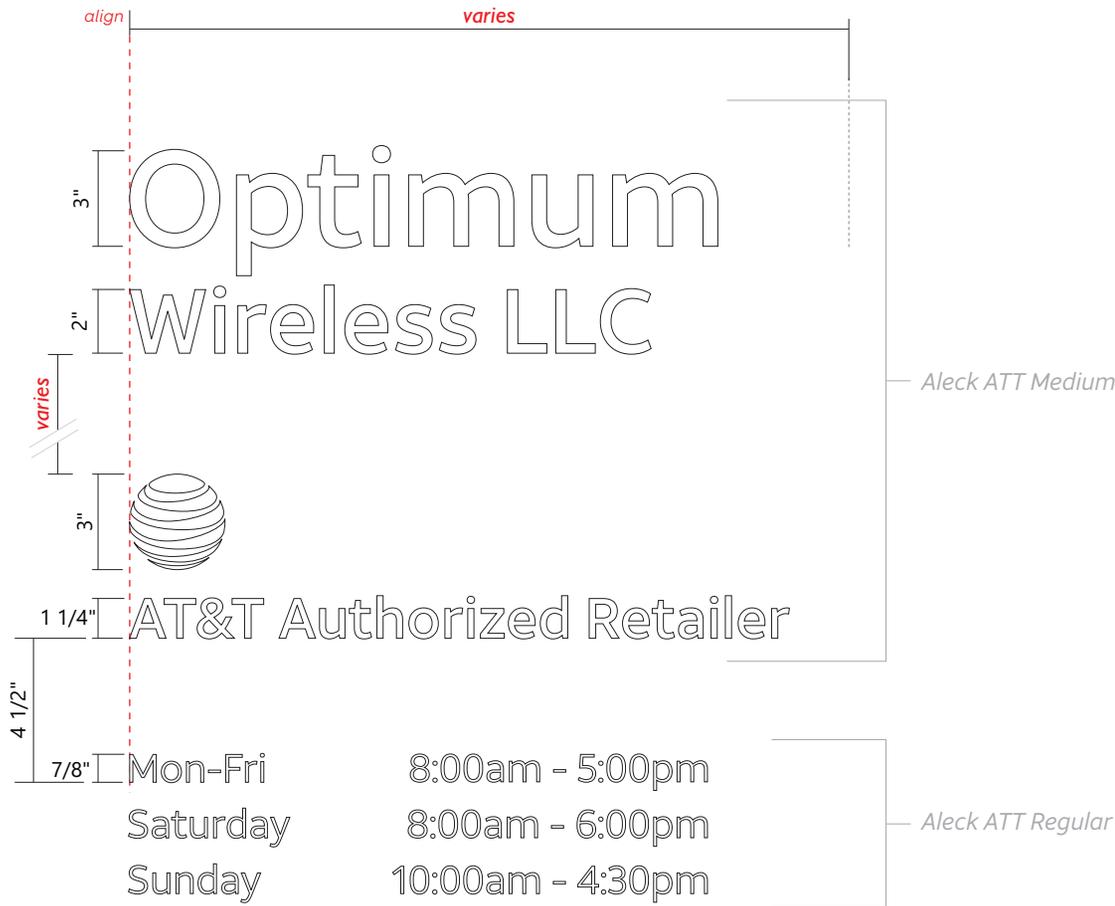


# S3

## Door Vinyl (First Surface)

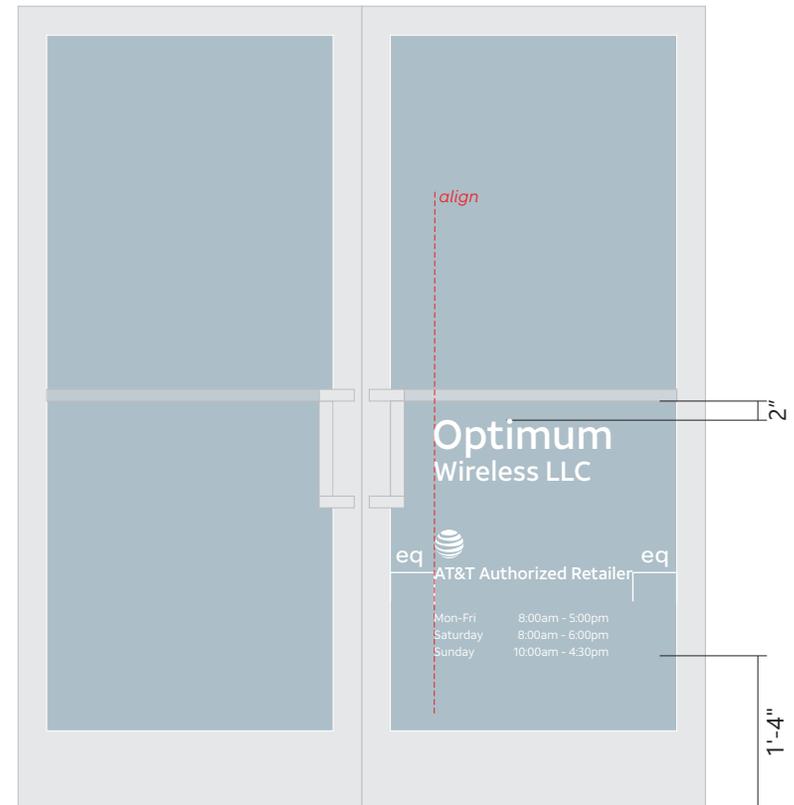
### Installation Guidelines

- Remove any existing vinyl, clean off any remaining residue
- Install new 3M #7725-10 White vinyl copy first surface
- Store hours and dealership name must be verified with site prior to manufacturing



Scale | 1:6

Note: For double door installation, install only on right-hand door



Scale | 1:20

Revisions:		
X		X
X		X
X		X
X		X

File Location:	STND	___
Drive/Clients/	CSTM	___
AS	CR	EN

Date:	01/04/19
Designer:	BM PM: AB

City/State:	San Antonio, TX
Address:	3020 Broadway St

Drawing #	C60038
OE #	121426