

HISTORIC AND DESIGN REVIEW COMMISSION

July 01, 2015

Agenda Item No: 5

HDRC CASE NO: 2015-263
ADDRESS: 434 S ALAMO ST
LEGAL DESCRIPTION: NCB 13814 BLK 3 LOT NW IRR 585.34 FT OF 12 REMAINS - PLAT 9569/36//2014-SPLIT PER DEEDS 16485/42, 50, 61, 69,77 & 87 EX 12/18/13
ZONING: D H RIO-3
CITY COUNCIL DIST.: 1
DISTRICT: Hemisfair Historic District
APPLICANT: Dyal and Partners
OWNER: Hemisfair Park Area Redevelopment Corp
TYPE OF WORK: Wayfinding and donor recognition signage
REQUEST:

The applicant is requesting conceptual approval to:

Install a wayfinding and donor recognition master signage system for the Hemisfair Historic District Redvelopment. The first implementation of the master plan signage system will be as a part of the Yanaguana Garden project and will then become the district standard for wayfinding and donor recognition and will be used in all future phases of the Hemisfair Redevelopment.

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.

C. PLACEMENT AND INSTALLATION

- 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.

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.

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.

UDC Section 35-678. Signs and Billboards in the RIO

(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.

(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.

FINDINGS:

- a. According to the Guidelines for Signage 4.A.i. and ii., the proper usage and placement of freestanding signs are in areas that are set back from the street, in commercial districts and in areas that are pedestrian oriented that do not block the public right of way. The applicant's proposed locations are consistent with the Guidelines.
- b. The applicant has proposed a number of signs that range from 1' – 5" to 12' – 2" in height. Per the UDC Section 35-678 regarding Signs and Billboards in the RIO, freestanding signs are allowed provided the sign does not interfere with pedestrian or vehicular traffic, shall be perpendicular to the street, two-sided and no taller than six feet in height. To become consistent with this section of the UDC, staff recommends that the applicant amend the overall proposed height of the freestanding to no more than six feet in height at any location.
- c. According to both the UDC Section 35-678(e)(4) and the Guidelines for Signage, total requested signage should not exceed more than fifty total square feet, however additional square footage may be approved given that signage does not interfere with the pedestrian experience. Given the size of the Hemisfair District, staff finds that the proposed additional square footage is appropriate.
- d. The applicant has proposed materials of limestone, board form concrete, fabricated and perforated panels, wide flange steel beams, Yellow Pine or Western Red Cedar and steel wayfinding panels. Each of these proposed materials are consistent with the Guidelines for Signage 1.D.ii.
- e. The Guidelines for Signage 1.D.iii. states that the number of colors used on a sign should be limited to three. The

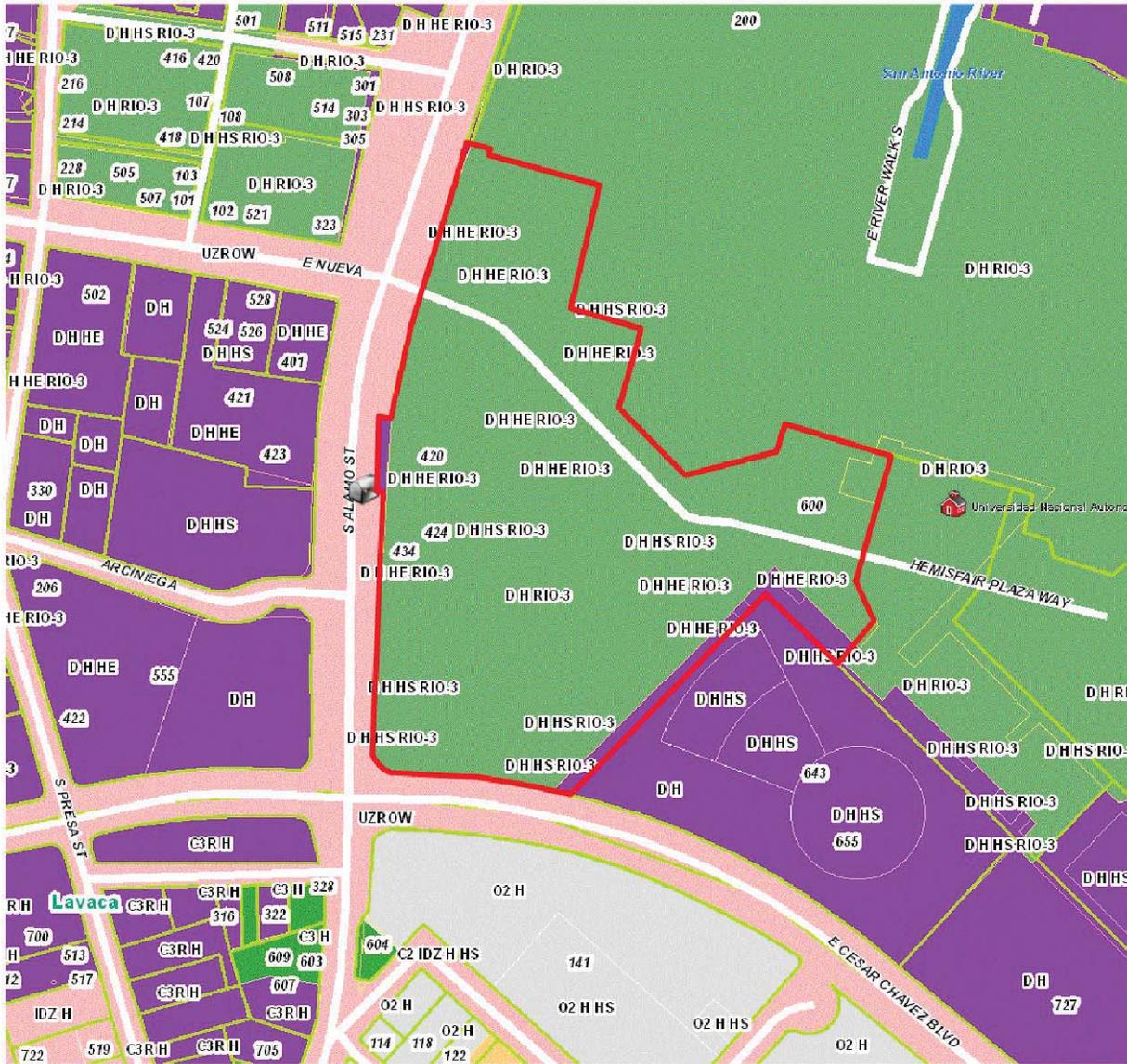
applicant has proposed four colors in the master signage plan; the original Hemisfair colors. On individual signage proposals, the applicant has not shown more than three colors together in a specific instance. Staff finds this proposal appropriate and consistent with the Guidelines.

RECOMMENDATION:

Staff recommends approval based on findings a through e with the stipulation that the applicant limit the height of all proposed signage to no more than six feet in height.

CASE MANAGER:

Edward Hall





Flex Viewer

Powered by ArcGIS Server

Printed: Jun 23, 2015

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Hemisfair Signage Concept Presentation 26 May 2015

Agenda

Reminder of our charge

Review of Refined Kit of Parts
Materials, Font, Colors

Wayfinding Signage System
Modular System

Donor Recognition System
Tiered System

Site Programming
Detailed Map of Hemisfair, Yanaguana

Discussion / Next Steps

Project Description

Hemisfair is the centerpiece of a city-wide effort to create a more vibrant downtown community. Specific goals for the development are to expand art and culture opportunities, offer attractions to area community, re-connect neighborhoods, and activate the public spaces to enhance the economic attractiveness of downtown San Antonio.

Our Charge

Design a Wayfinding and Donor system that utilizes materials and methods both familiar and utilitarian, with an aesthetic grounded in authenticity while being innovative and aging gracefully.

Kit of Parts

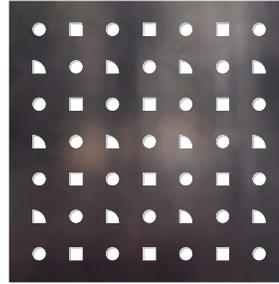
Material Palette



Limestone



Board Form Concrete



Fabricated /
Perforated Steel



Wide Flange with
Western Red Cedar



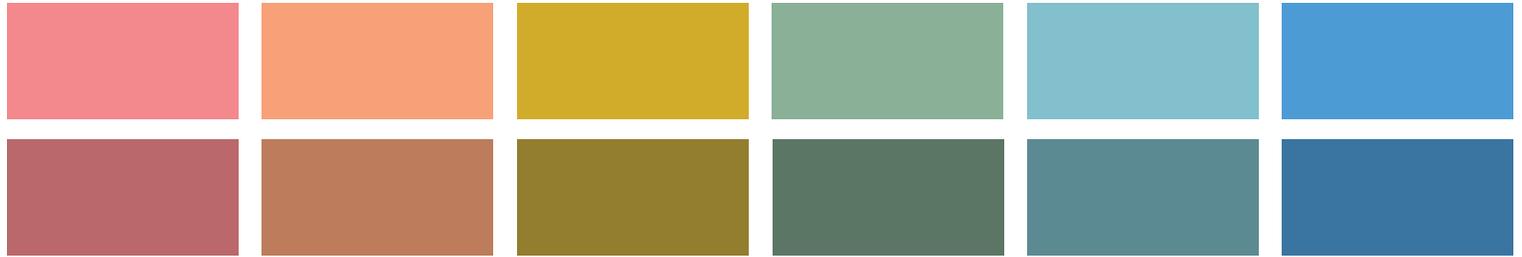
"Glue Lam" #2 Yellow
Pine or Western Red Cedar



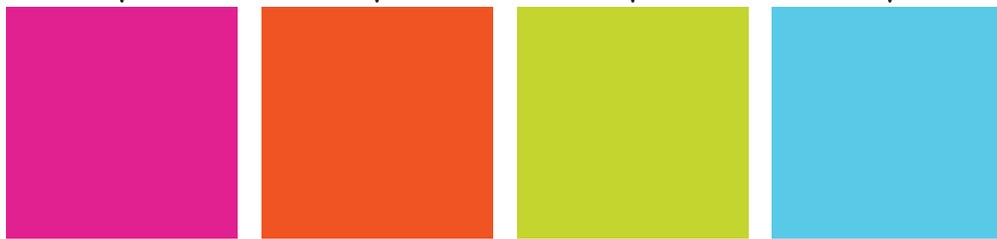
Steel Wayfinding
Panels

Color Palette

Current Brand Palette



Proposed Signage Palette



Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Medium, 30pt (all-caps usage only e.g. Donor Recognition)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

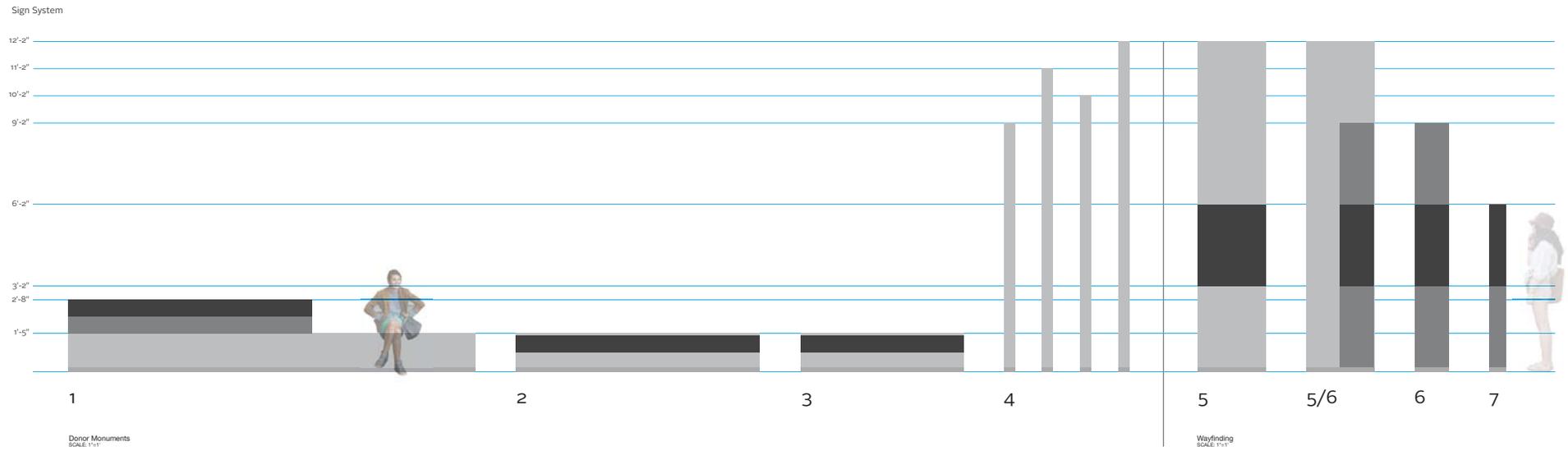
abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Gotham Narrow, Book, 30pt

Signage

Layout Module

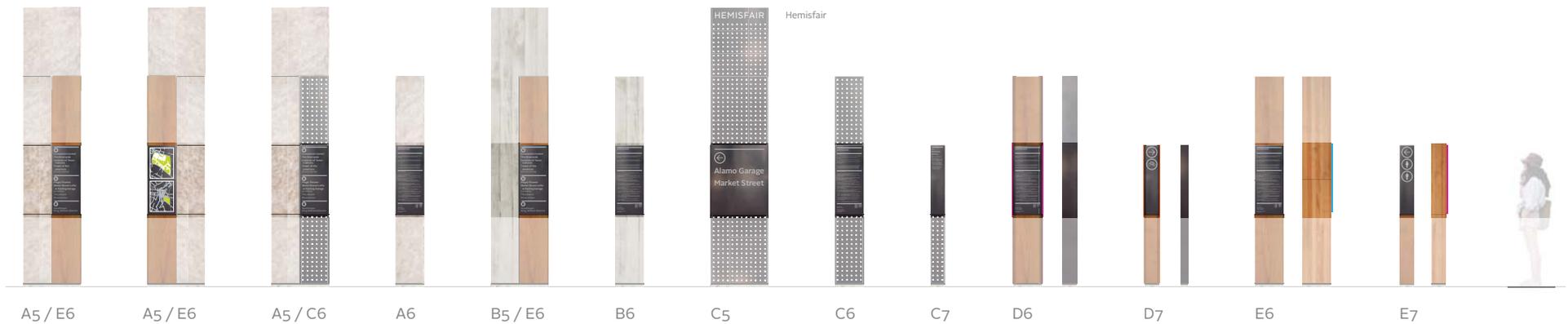


Signage Wayfinding

Materials
Concept



Steel Panels



Quarry Stone — Limestone, Sandstone



Reference Images



A5 / E6



A5 / E6 (Side View)



A5 / C6



A6

Board Form Concrete



Reference Images



Fabricated / Perforated Metal



Reference Images



Sign Top—push-through illuminated site identification



C5



C6



C7

Wide Flange with Wood Insert



Timber / Glue Lam



Reference Images



E6

Side View

E7

Side View

Signage Donor

Donor Signage Tier 1



A1 / C1

Side View

A1 / E1

Side View



B1 / C1

B1 / E1

Donor Signage Tiers 2 and 3

Tier 2: 3" Letter Height, +/- 9'-0" Sign Area



A1 / C1

Tier 3: 1" Letter Height, +/- 6'-0" Sign Area (2" Location Letter Height)



A1 / E1



Side View
Inset Beam in Stone



B1 / C1

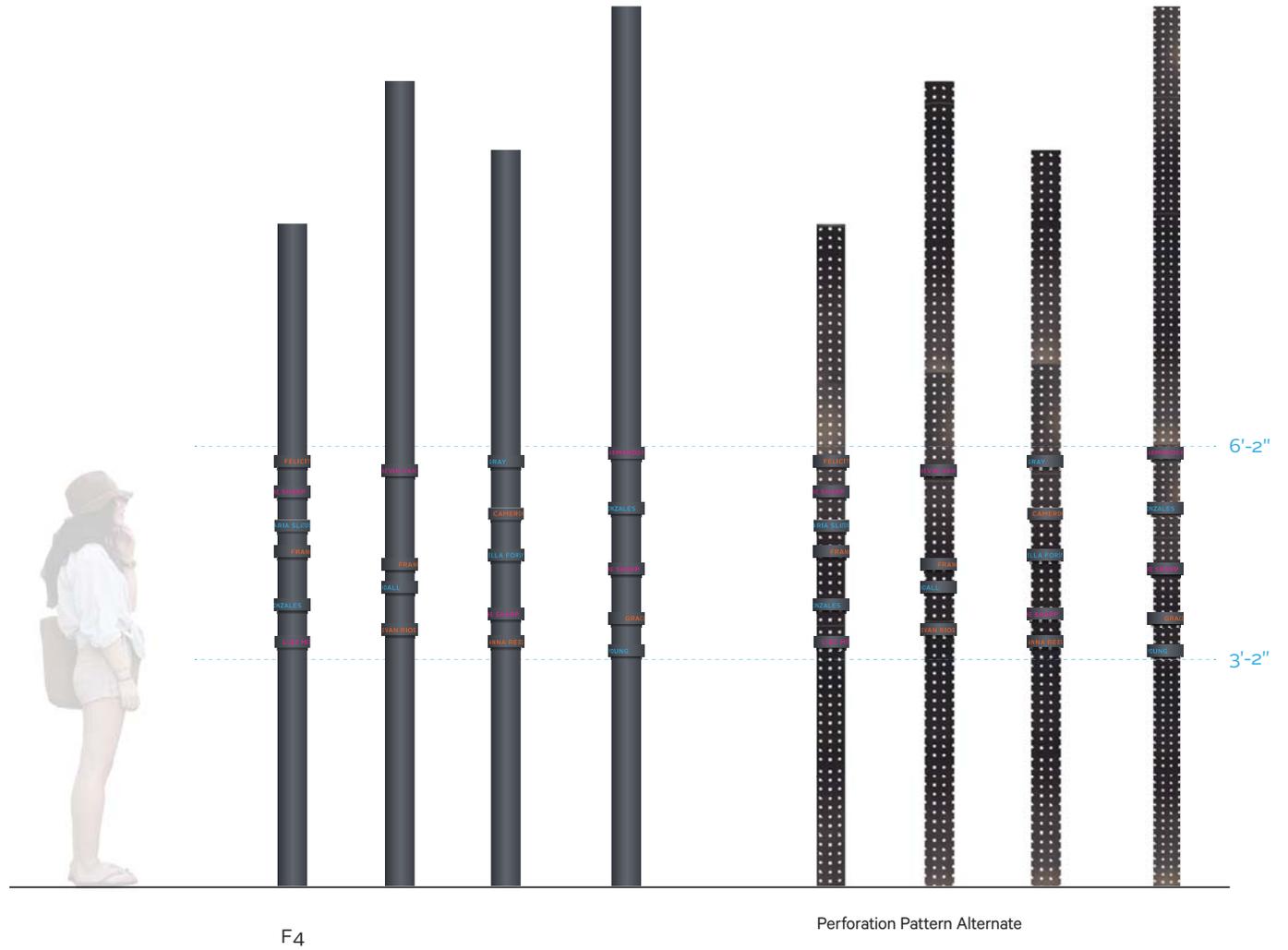
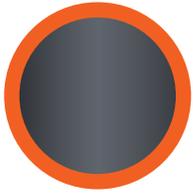


B1 / E1



Side View
Inset Beam in Stone

Consolidated Donor Recognition



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Kit of Parts

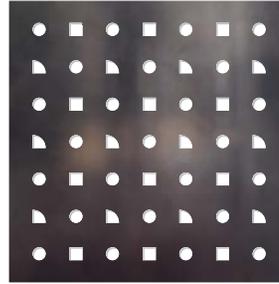
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Wide Flange with
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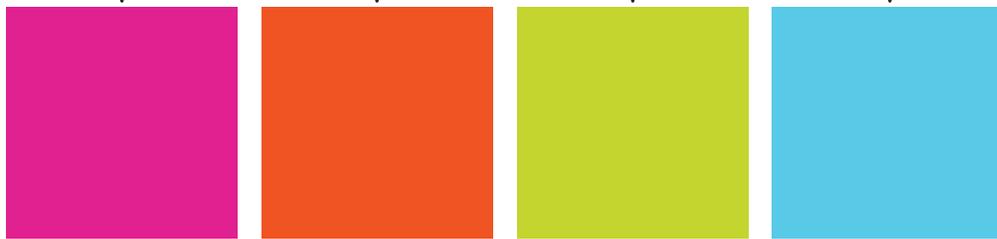
Steel Wayfinding
Panels

Color Palette

Current Brand Palette



Proposed Signage Palette



Typography

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abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Gotham Narrow, Book, 30pt

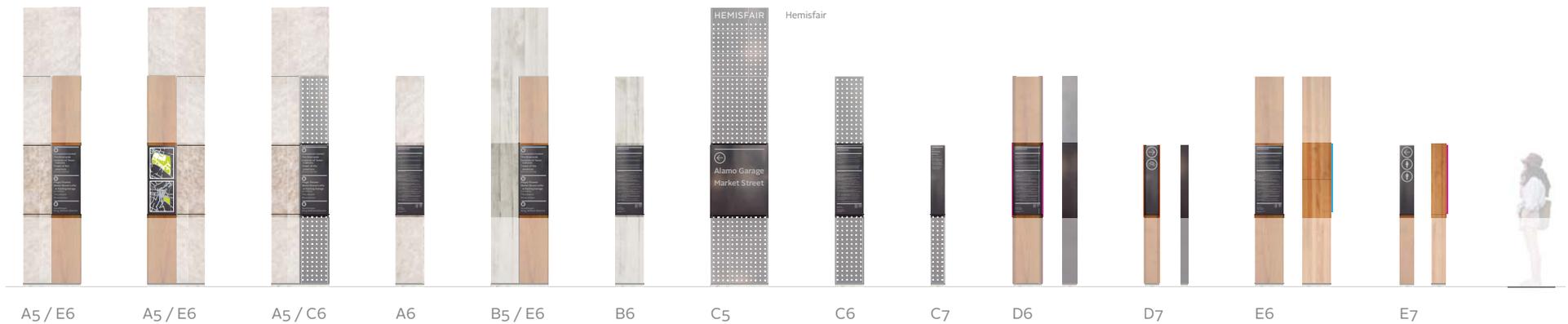
Signage

Signage Wayfinding

Materials
Concept



Steel Panels



Quarry Stone — Limestone, Sandstone



Reference Images



A5 / E6



A5 / E6 (Side View)



A5 / C6



A6

Board Form Concrete



Reference Images



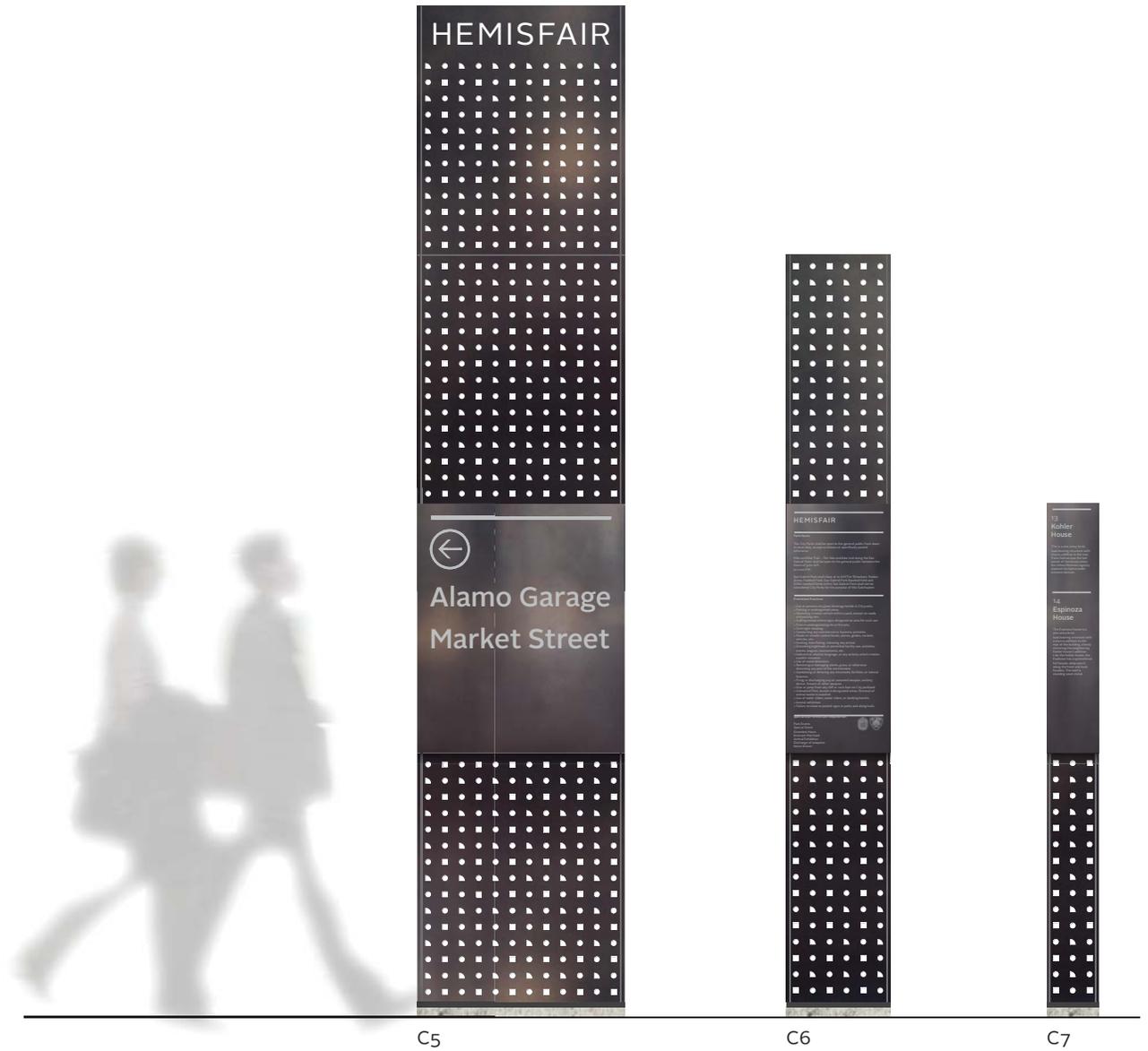
Fabricated / Perforated Metal



Reference Images

HEMISFAIR

Sign Top—push-through illuminated site identification



Wide Flange with Wood Insert



Timber / Glue Lam



Reference Images



E6

Side View

E7

Side View

Signage Donor

Donor Signage Tier 1



A1 / C1

Side View

A1 / E1

Side View



B1 / C1

B1 / E1

Donor Signage Tiers 2 and 3

Tier 2: 3" Letter Height, +/- 9'-0" Sign Area



A1 / C1

Tier 3: 1" Letter Height, +/- 6'-0" Sign Area (2" Location Letter Height)



A1 / E1



Side View
Inset Beam in Stone



B1 / C1



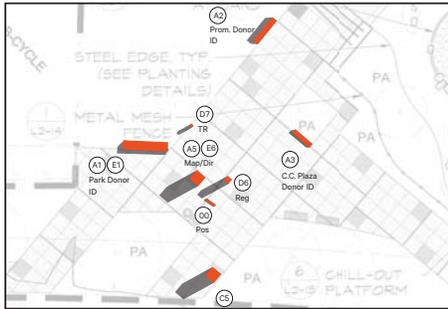
B1 / E1



Side View
Inset Beam in Stone

Signage Environments

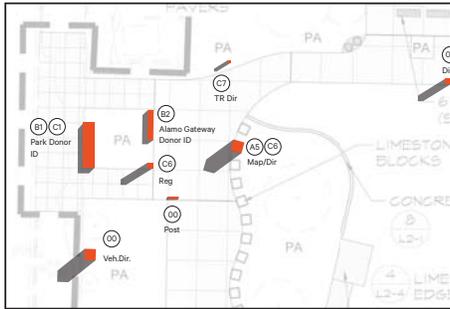
Yanaguana Garden



Key Plan



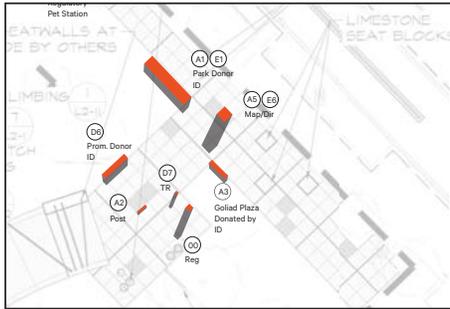
Alamo Gateway



Key Plan



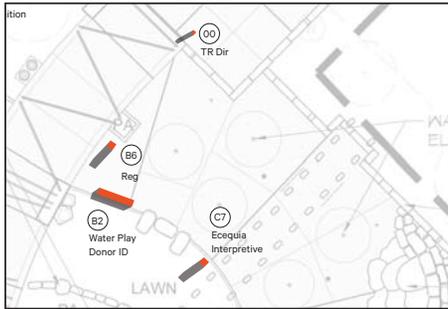
Goliad Plaza



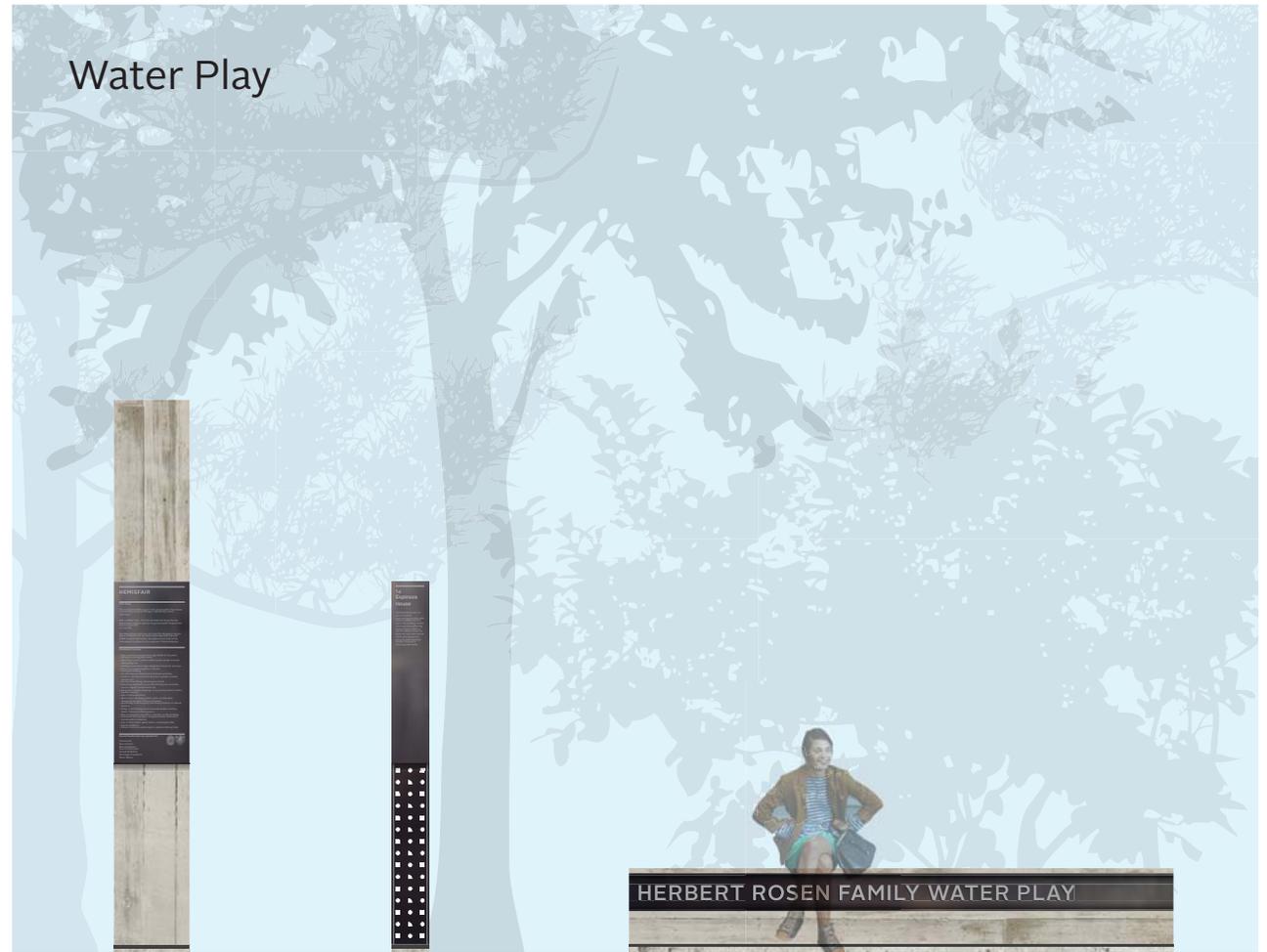
Key Plan



Water Play



Key Plan



B6

C7

B2

Ad Cabinets



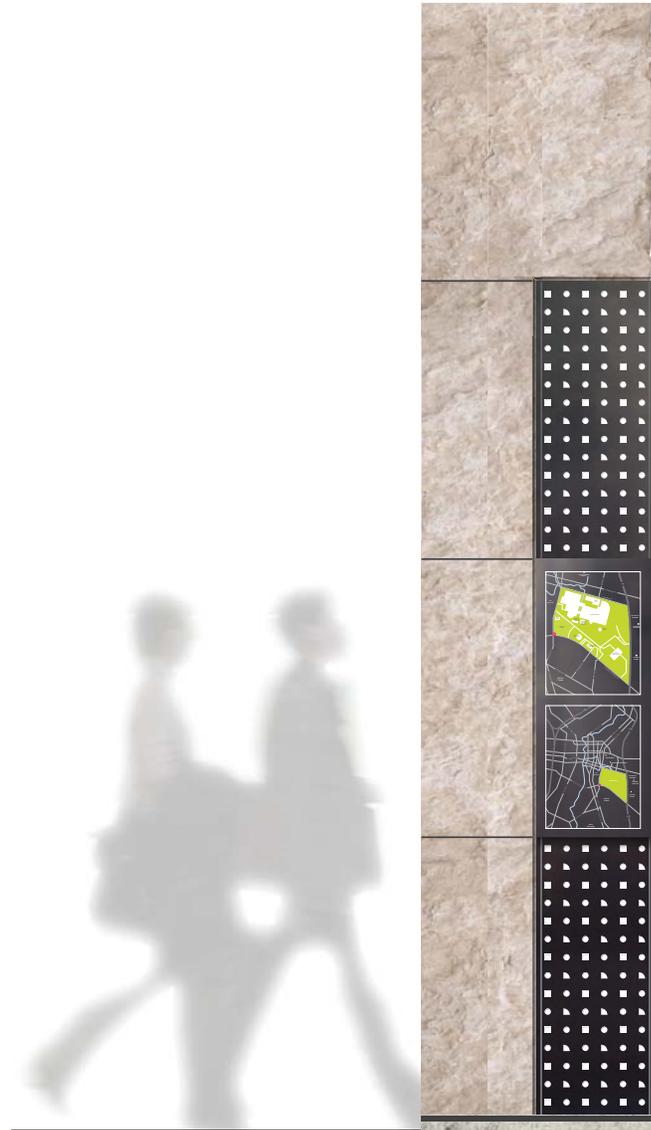
Reference Image - Return Detail

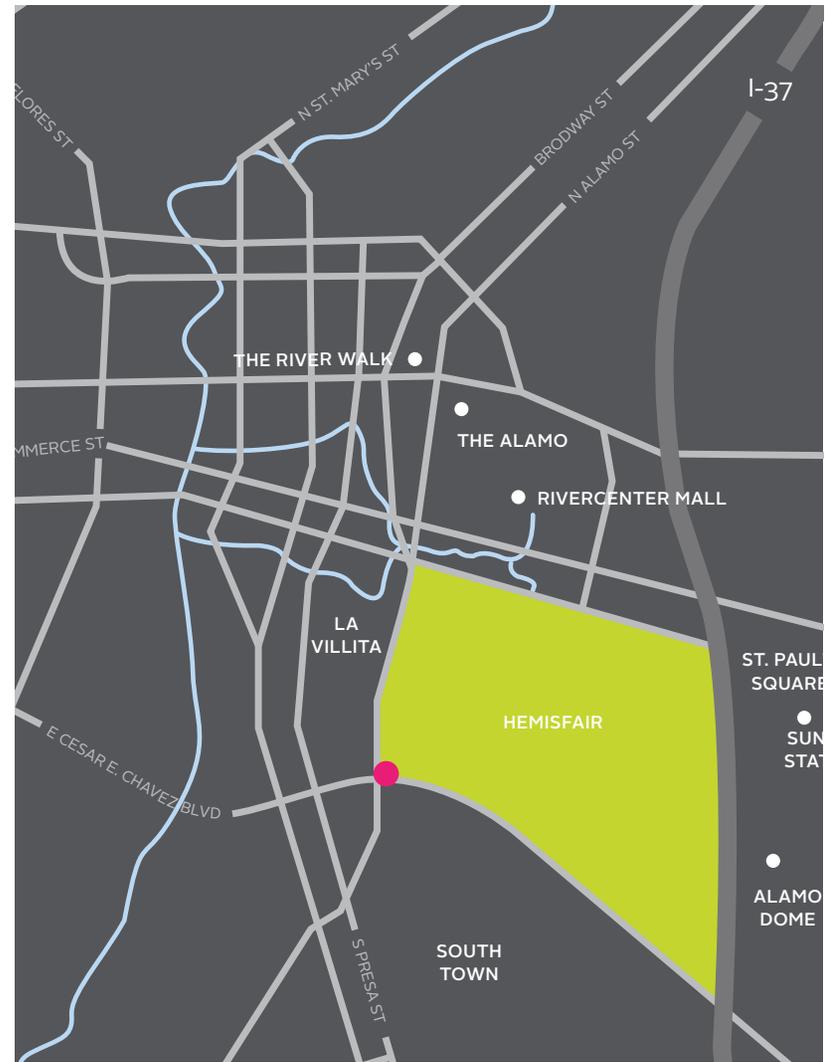
Reference Images

Map Style



Reference Images





Hemisfair Yanaguana Garden Programming 26 May 2015

Yanaguana Garden Programming

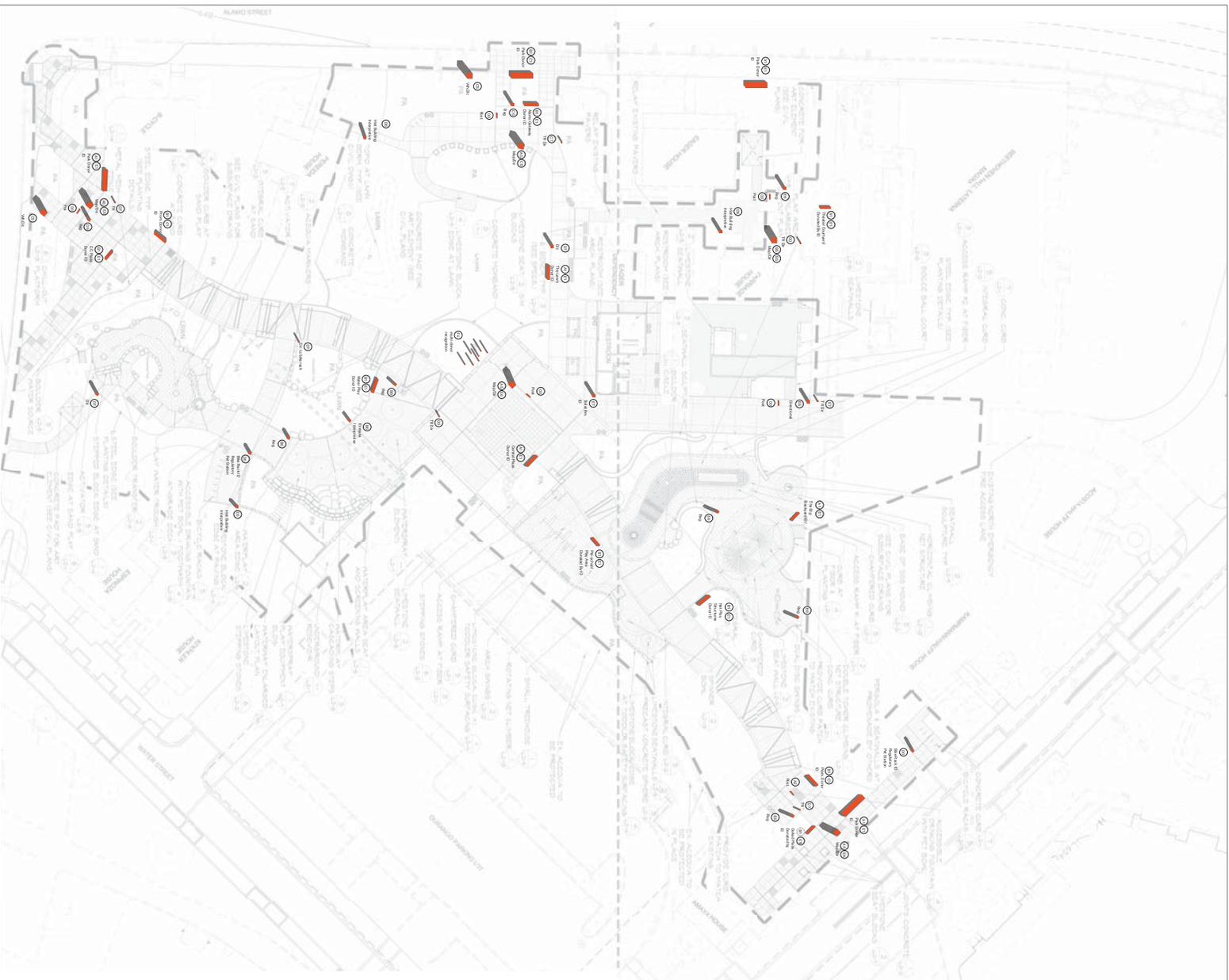


Section A1



Section A2





1 Garden Plan
 SCALE 1"=20'-0"
 Dyland Partners Design and Communication
 Hemetlar | Singapore Garden Programming 28 May 2015