

# HISTORIC AND DESIGN REVIEW COMMISSION

June 20, 2018

**HDRC CASE NO:** 2018-294  
**ADDRESS:** 108 AUDITORIUM CIRCLE  
**LEGAL DESCRIPTION:** NCB 412 BLK 5 LOT 13& 14 & W 58 FT OF S 5.55 FT OF 15  
**ZONING:** D, HE  
**CITY COUNCIL DIST.:** 1  
**APPLICANT:** Manuel Rubio/injoy  
**OWNER:** Paul Carter  
**TYPE OF WORK:** Mural location and placement  
**APPLICATION RECEIVED:** May 31, 2018  
**60-DAY REVIEW:** July 30, 2018

## REQUEST:

The applicant is requesting conceptual approval of mural size and placement on the west façade of the historic structure located at 106/108 Auditorium Circle. The design of the mural is not included in this review.

## APPLICABLE CITATIONS:

*UDC Section Division 5. – Public Art San Antonio (PASAS)*

The purpose of Public Art San Antonio (PASA) is to support a public process for incorporating artist services and artworks in the design of civic spaces and capital projects and to define the City of San Antonio's policies and guidelines for acquiring and commissioning art of the highest standards which shall enrich the quality of life for all residents and visitors of San Antonio.

The goals of Public Art San Antonio (PASA) are to create a better visual environment for the residents and visitors of San

Antonio, to integrate the design work of artists into the development of city eligible capital improvement projects, and to promote tourism and the economic vitality of the city through the enhancement of public spaces. Public Art San Antonio (PASA) serves the entire City of San Antonio as the public art program for all city departments, capital projects and public art initiatives, and is a division of the Office of Cultural Affairs (OCA). Public Art San Antonio (PASA) specifically seeks:

To encourage the selection of artists at the beginning stages of each project who can work successfully as members of the project design team, and to encourage collaboration among all arts and building disciplines;

To foster quality design and the creation of an array of artwork in all media, materials and disciplines that best respond to the distinctive characteristics of each project site and the community that it serves;

To select experienced artists who represent the diverse cultural landscape of San Antonio;

To encourage the selection of design enhancements that are accessible to the public and respect the historical resources and mobility of the citizenry;

To encourage artists, design enhancements and programs for open spaces, parks, infrastructure and facilities that contribute to neighborhood revitalization and enhance the quality and pride of neighborhoods in the city;

To encourage participation by citizens in the process of acquiring and commissioning of design enhancements;

To encourage the role of public art and design enhancements in enhancing economic development and cultural tourism;

To encourage the role of artists in the functional design of eligible capital improvement projects;

To exhibit art in designated city facilities for the enjoyment of the public and to heighten awareness and appreciation for local artists; and

To maintain and provide stewardship of the city public art and design enhancements collection.

*Sec. 35-651. - Eligible and Ineligible Public Art and Design Enhancements.*

(a) Eligible Public Art and Design Enhancements. It is the policy of the City of San Antonio that all public art and design enhancements commissioned or acquired through PASA are designed by an artist, craftsman or an artist or craftsman in collaboration with the project architect, landscape architect or engineer. Such artworks may include, but are not limited to the following:

(1) The incremental costs of infrastructure elements, such as sound-walls, utility structures, roadway elements and other items if designed by an artist or design team that includes an artist co-designer.

(2) Artistic or aesthetic elements of the overall architecture or landscape design if created by a professional artist or a design team that includes a professional visual artist.

(3) Earthworks, neon, glass, mosaics, photographs, prints, calligraphy, any combination of forms of media including sound, literary elements, film, holographic images, and video systems; hybrids of any media and new genres.

(4) Murals or portable paintings in any material or variety of materials.

(5) Sculpture: freestanding, wall supported, or suspended; kinetic and electronic in any material or combination of materials.

(6) Temporary artworks or installations, if such artworks serve the purpose of providing community and educational outreach purposes.

(7) Public art and design enhancements that are an integral part of architecture, landscape architecture, and landscape design.

(b) Ineligible Public Art and Design Enhancements. Public art and design enhancements that are mass produced or of standard manufacture, such as playground equipment, fountains or statuary elements, unless incorporated into an artwork by a project artist, or reproductions, by mechanical or other means, of original artwork, except in the case of film, video, photography, printmaking or other media arts.

(c) Specifically excluded from this section is artwork in the museum collection of the San Antonio Museum of Art and the Witte Museum.

*Historic Design Guidelines, Chapter 2, Guidelines for Exterior Maintenance and Alterations*

2. Materials: Masonry and Stucco

A. MAINTENANCE (PRESERVATION)

i. *Paint*—Avoid painting historically unpainted surfaces. Exceptions may be made for severely deteriorated material where other consolidation or stabilization methods are not appropriate. When painting is acceptable, utilize a water permeable paint to avoid trapping water within the masonry.

iv. *Cleaning*—Use the gentlest means possible to clean masonry and stucco when needed, as improper cleaning can damage the surface. Avoid the use of any abrasive, strong chemical, sandblasting, or high-pressure cleaning method.

**FINDINGS:**

- a. The applicant is requesting conceptual approval of mural size and placement on the west façade of the historic structure located at 106/108 Auditorium Circle. The design of the mural is not included in this review. This request was originally heard by the Historic and Design Review Commission on June 20, 2018, where it was referred to the Design Review Committee.
- b. DESIGN REVIEW COMMITTEE – This request was reviewed by the Design Review Committee on June 27, 2018. At that meeting, the committee suggested that the applicant return to the HDRC for conceptual approval of the specifics of the proposed mural. Additionally, the commission suggested that the applicant return with an elevation noting the proposed size of the mural as well as proposed size for signage within the proposed mural.
- c. SIGNAGE –The Historic Design Guidelines, Guidelines for Signage notes that each building will be allowed one major and two minor signs to total no more than fifty (50) square feet. Additional square footage and signage may be approved by the Historic and Design Review Commission.
- d. MURAL SIZE & LOCATION – The applicant has proposed to locate the mural on the west façade of the historic structure. The size of this façade is approximately 167 feet in length and 24 feet in height for a total square footage of 4,008. As noted in finding b, the recommended square footage for signage for each building is fifty (50) square feet per tenant. Staff finds that a mural in this location may be appropriate provided that no more than fifty (50) square feet of signage or advertising is included. Signage larger than fifty (50) square feet per tenant

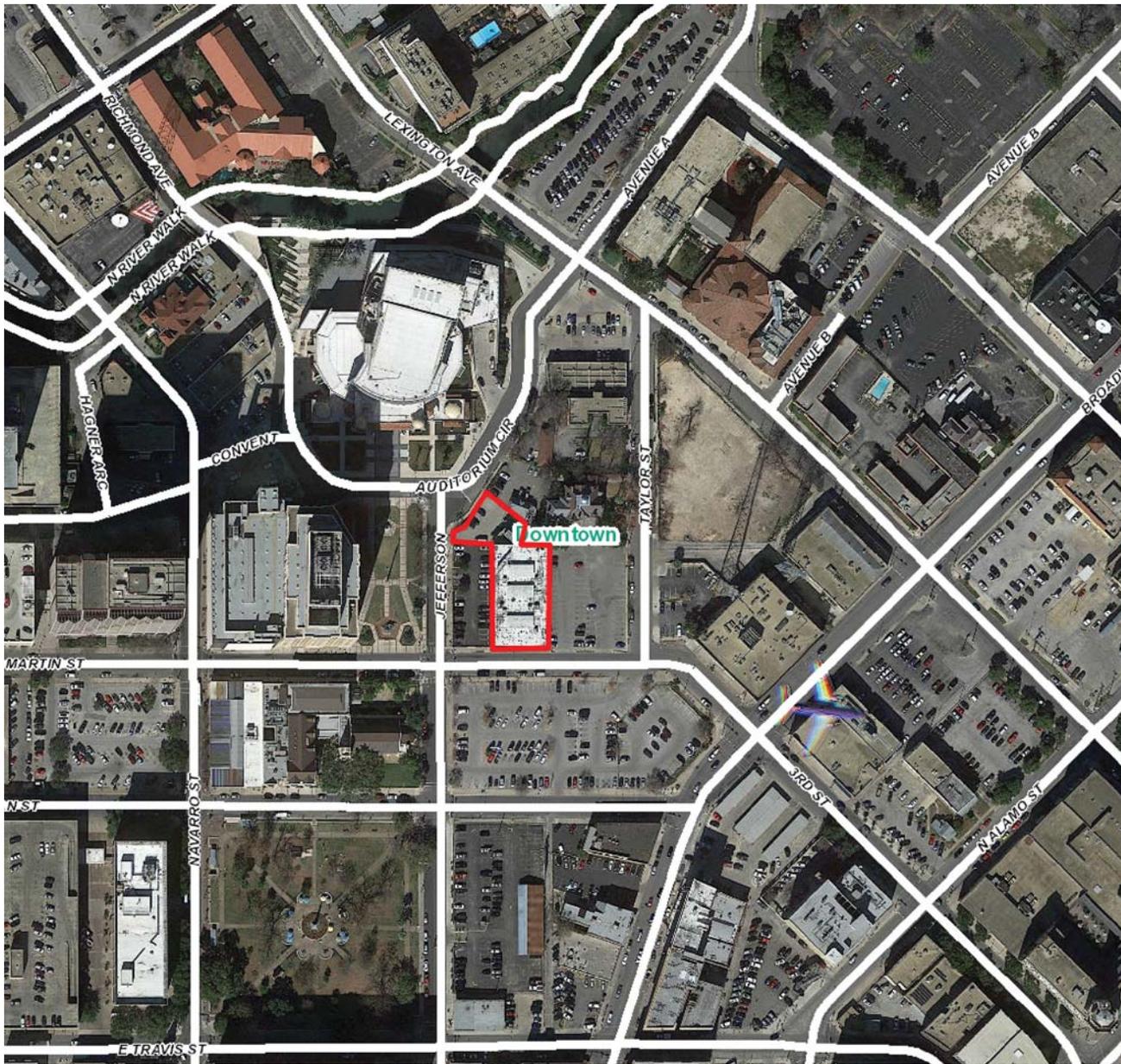
would not be appropriate. Staff finds that the applicant should indicate specific locations within signage prior to receiving conceptual approval.

**RECOMMENDATION:**

Staff finds that a mural in the proposed location is appropriate; however, signage or advertising should not exceed fifty (50) square feet per tenant. No off-premise advertising of any kind is allowed.

**CASE MANAGER:**

Edward Hall



## Flex Viewer

Powered by ArcGIS Server

Printed: Jun 13, 2018

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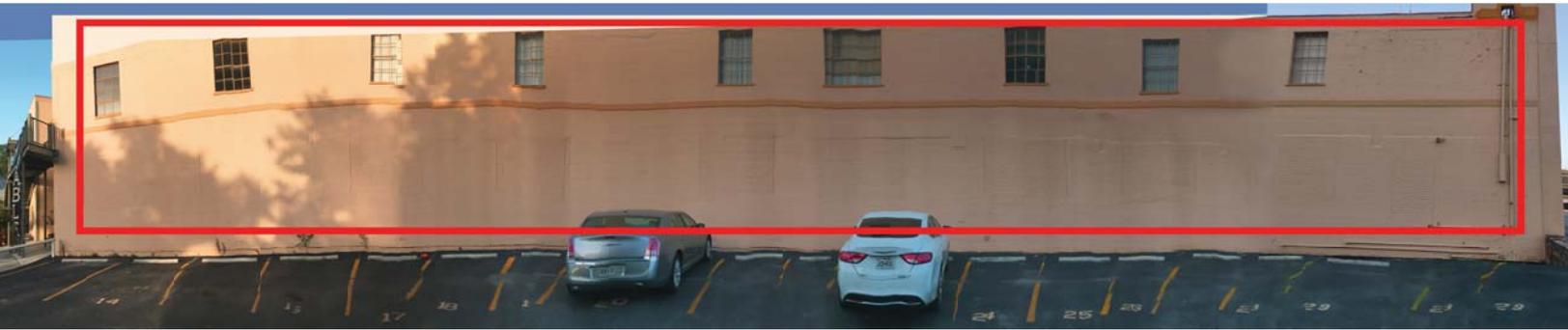
## Project Color SA // *Radius Building*

Prepared for: HDRC, July 18th 2018 Agenda

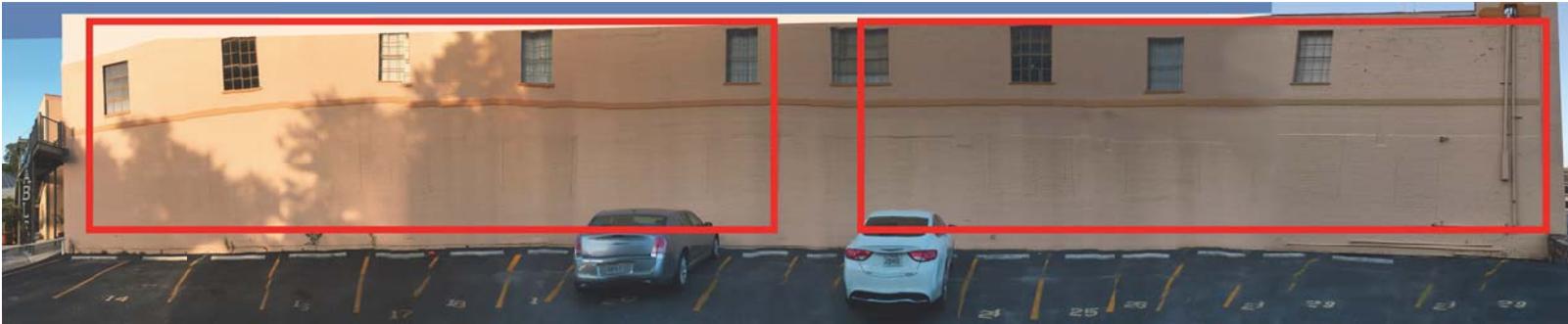
Prepared by: Manuel Rubio, Chief Operating Officer

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# Option #1



# Option #2





## EXECUTIVE SUMMARY

### Objective

To revitalize parking garages, barren sides of buildings, and eye-sore areas all throughout our city to visually entice locals and tourists both to enhance San Antonio's Downtown experience. Injoy is a curator of culture, created to further involvement between our city and its locals. Our initiative is to render residual delight through engagement, experience, and multi-media to reinterpret what our city can offer.

### Goals

- To beautify, elevate, and strengthen Auditorium Circle's curb appeal.
- Encourage more reason to explore SA by visually stimulating our locals and tourists through monthly re-occurring murals.
- To fascinate and enthuse our citizens to *want* to travel downtown to explore new facades all throughout San Antonio.
- Create awareness for all involved: San Antonio Arts Commission, Pharm Table, Brand Affiliate, Project Color SA, and The City of San Antonio

### Pharm Table

167' Ft Long x 24' Ft High

TOTAL SQAURE FOOTAGE: 4,008 Sq. Ft

Art will be in collaboration with Client, injoy Media, Proprietor, HDRC, San Antonio Public Arts Commission, and to abide by City overhead regulations. Certificate of Occupancy will be contracted between prospected Client and Proprietor to conciliate required on-premise definition for appropriate signage. Branding and by-products perceived on the wallscape will be available on-premise on behalf of the company currently displaying signage on the wall - entailing additional partnering with renting a section inside Pharm Table. Wallscape art must satisfy each party's approval: San Antonio Arts Commission, Proprietor, Brand Affiliate, Project Color SA, and The City of San Antonio.

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LEGEND

- COINCIDING COLORS REPRESENT IMAGE LONGEVITY
- BORDERED CELLS REMOVE/REPLACEMENT DAY

# 2018/2019

AUGUST 2018

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
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SEPTEMBER 2018

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30						

OCTOBER 2018

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NOVEMBER 2018

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DECEMBER 2018

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JANUARY 2019

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27	28	29	30	31		

<u>Installment</u>	<u>Replacement</u>
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August 24th	September 20th
September 22nd	October 20th
October 22nd	November 19th
November 21th	December 19th
December 21st	January 18th
January 20th	February 17th
February 19th	March 19th
March 21st	April 16th
April 18th	May 16th
May 18th	June 15th
June 17th	July 15th
July 17th	August 13th

FEBRUARY 2019

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24	25	26	27	28		

MARCH 2019

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APRIL 2019

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28	29	30				

MAY 2019

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JUNE 2019

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JULY 2019

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