

HISTORIC AND DESIGN REVIEW COMMISSION

October 04, 2017

HDRC CASE NO: 2017-496
ADDRESS: 849 E COMMERCE ST
LEGAL DESCRIPTION: NCB 1010 BLK 2 LOT 26 RIVERCENTER SUBD
ZONING: D, H, RIO-3
CITY COUNCIL DIST.: 1
APPLICANT: Kaufman & Killen, Inc
OWNER: New Rivercenter Mall II, LP
TYPE OF WORK: Amendments to the existing master signage plan
REQUEST:

The applicant is requesting a Certificate of Appropriateness to amend the existing master signage plan.

APPLICABLE CITATIONS:

UDC Section 35-673. – Site Design Standards

(i) Street Furnishings. Street furnishings are exterior amenities, including but not limited to, tables, chairs, umbrellas, landscape pots, wait stations, valet stations, bicycle racks, planters, benches, bus shelters, kiosks, waste receptacles and similar items that help to define pedestrian use areas. Handcrafted street furnishings are particularly important in San Antonio, and therefore this tradition of craftsmanship and of providing street furniture is encouraged.

(1) Prohibited Street Furnishings in Riverwalk Area. The following street furnishings are prohibited within the publicly owned portion of the Riverwalk area, whether or not the property is leased, and on the exterior of the riverside of buildings directly adjacent to the publicly owned portion of the river:

A. Vending machines.

B. Automatic teller machines.

C. Pay phones.

D. Photo booths.

E. Automated machines such as, but not limited to, penny crunching machines, blood pressure machines, fortune-telling machines, video games, animated characters and other machines that are internally illuminated, or have moving parts, or make noise, or have flashing lights.

F. Inanimate figures such as horses, kangaroos, bears, gorillas, mannequins or any such animal, cartoon or human figure. This section does not affect public art as defined in Appendix "A" of this chapter.

G. Monitors (i.e., television screens, computer screens, digital displays, and video boards) except those permitted as part of a performing arts center digital display monitor pursuant to a specific use authorization.

H. Speakers, except those permitted as part of a performing arts center digital display monitor pursuant to a specific use authorization.

UDC 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.

(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.

(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.

(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.

(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.

(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.

Sec. 35-681. - Signs on the Riverside of Properties Abutting the River.

This section governs all exterior signs on the riverside of public and private property abutting the San Antonio River and its extensions, and all interior signs hung within ten (10) feet of an exterior fenestration, or those signs intended to be read by exterior patrons on the riverside of a building.

(a) Character of Signs. Signs should respect and respond to the character of the historic Riverwalk area. The display of signs and other graphics on the riverside of property abutting the river shall not be permitted except as provided for in this article. 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.

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

(c) Standards for Signage.

(1) Proportion. 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.

(2) Size. The maximum allowable size for any sign on the riverside of property abutting the publicly owned Riverwalk and visible from the Riverwalk shall be eight (8) square feet. If a building surface is used for signage, the letters or design shall not exceed a surface area of eight (8) square feet. However, additional square footage may be approved, except in RIO-3, provided that the additional signage is in conformity, and does not interfere with, the pedestrian experience on the Riverwalk. The additional square footage shall be based upon the size and design of the site, setback from the river and shall be appropriate for the area in which it is being placed.

(3) Roof Top/Parapet Signs. No signs shall be displayed from the parapet or roof of any building unless designated by the historic preservation officer as a contributing structure.

(4) Signs for Riverwalk Business Only. No sign, visual display, or graphic shall be placed in the Riverwalk area unless it advertises a bona fide business conducted in, or on premises adjacent to the Riverwalk. Only buildings that have an entrance directly onto the Riverwalk may display a sign or graphic.

(5) Number of Signs. Only one (1) identification sign shall be allowed for each store, shop, restaurant, nightclub, or place of business in the Riverwalk area and fronting on the Riverwalk. In addition to a sign, establishments serving food or beverages may erect a menu board, which shall be used only for displaying menus.

(6) Illumination. Internally illuminated signs are prohibited. The light source for exterior illumination shall be steady light concealed by a hood or other acceptable method of indirect lighting. Flashing lights, rope lighting and exposed neon lights are prohibited.

(7) Materials. Signs may be constructed of wood, metal, glass. Lettering may be painted, stamped, etched, carved, applied metal or wood. Vinyl lettering may be permitted for interior signs provided it respects and responds to the character of the historic Riverwalk area.

FINDINGS:

- a. A master signage plan was approved by the Historic and Design Review Commission on October 17, 2012, for Rivercenter Mall. Signage included in the previously approved master signage plan included general locations, dimensions and lighting specifications for exterior signage throughout the mall property, including signage on the historic Joske's building, the parking garage and mall addition. At the September 6, 2017, Historic and Design Review Commission hearing, the applicant received approval to install additional blade signs on the parking garage, to install banners on the historic Joske's façade in a previously approved location, install window graphics

in three locations, install canopy signage in an existing location, construct an alley gateway with signage and install signage at an entrance along Blum Alley. The applicant's request to install roof parapet signage at the corners of E Commerce and S Alamo and S Alamo and E Crockett was denied.

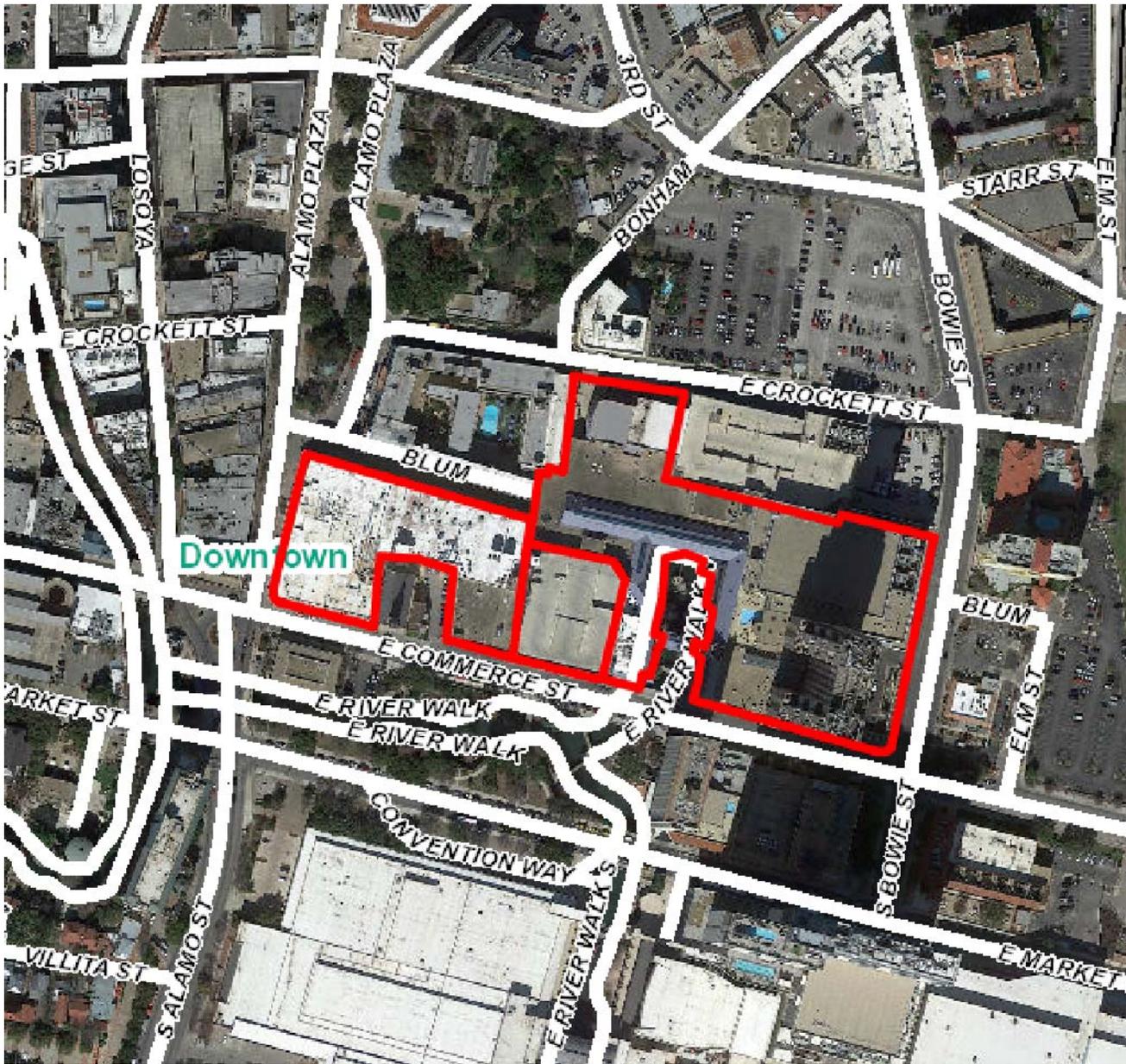
- b. At this time, the applicant has proposed to collocate signage on the building corners at both E Commerce and S Alamo and S Alamo and E Crockett. This signage would be located with signage for four existing tenants. Signage would remain within the decorative ornamentation as it currently exists. Staff finds this proposal appropriate given that it does not introduce signage on locations of the historic façade where signage does not currently exist.

RECOMMENDATION:

Staff recommends approval based on findings a and b with the stipulation that signage fabrication and installation matches that of the existing signs at these two locations.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Aug 31, 2017

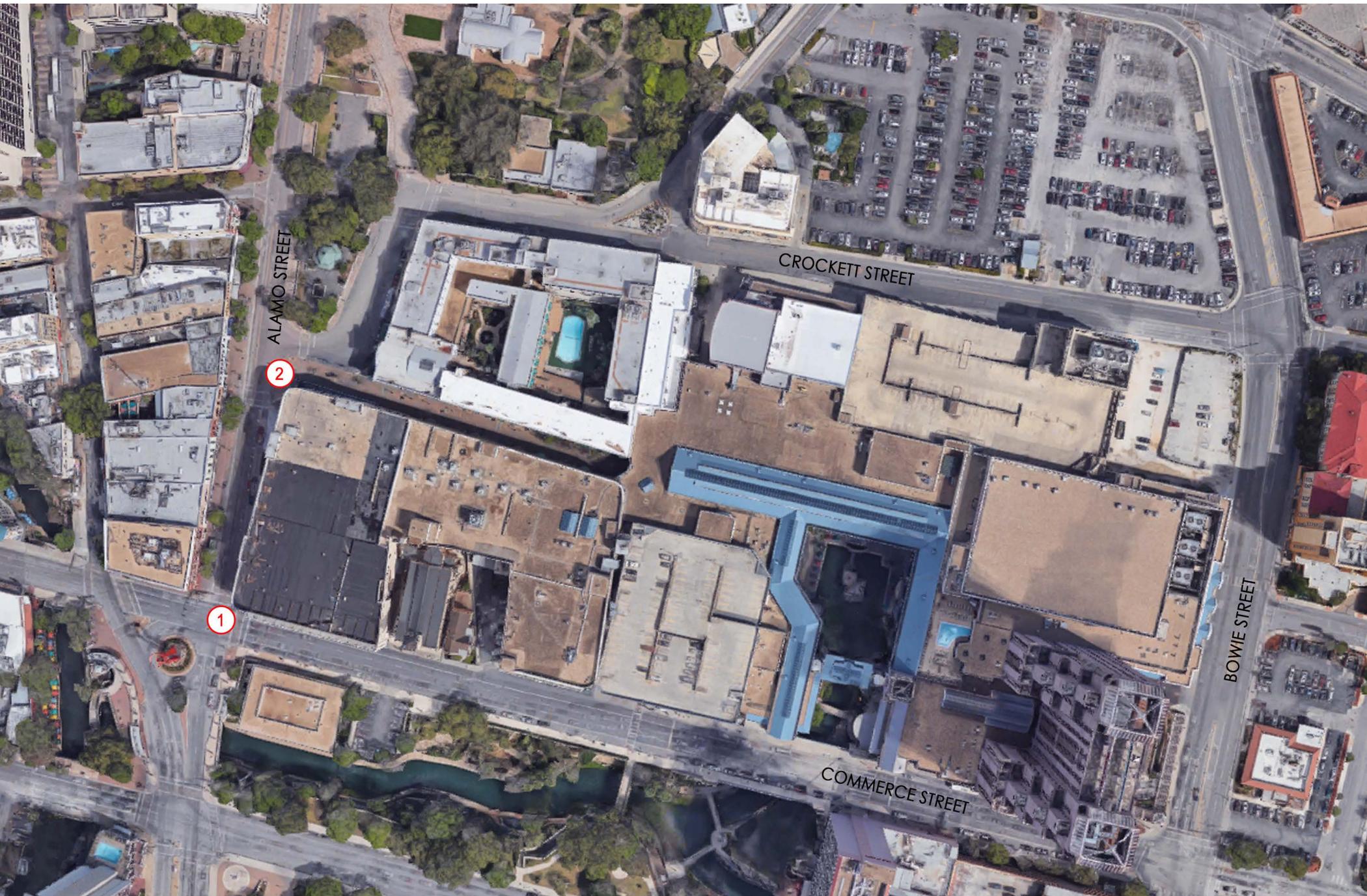
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Rivercenter Proposed Exterior MERLIN Signage (Joske's Building Corners)

SHOPS AT RIVERCENTER

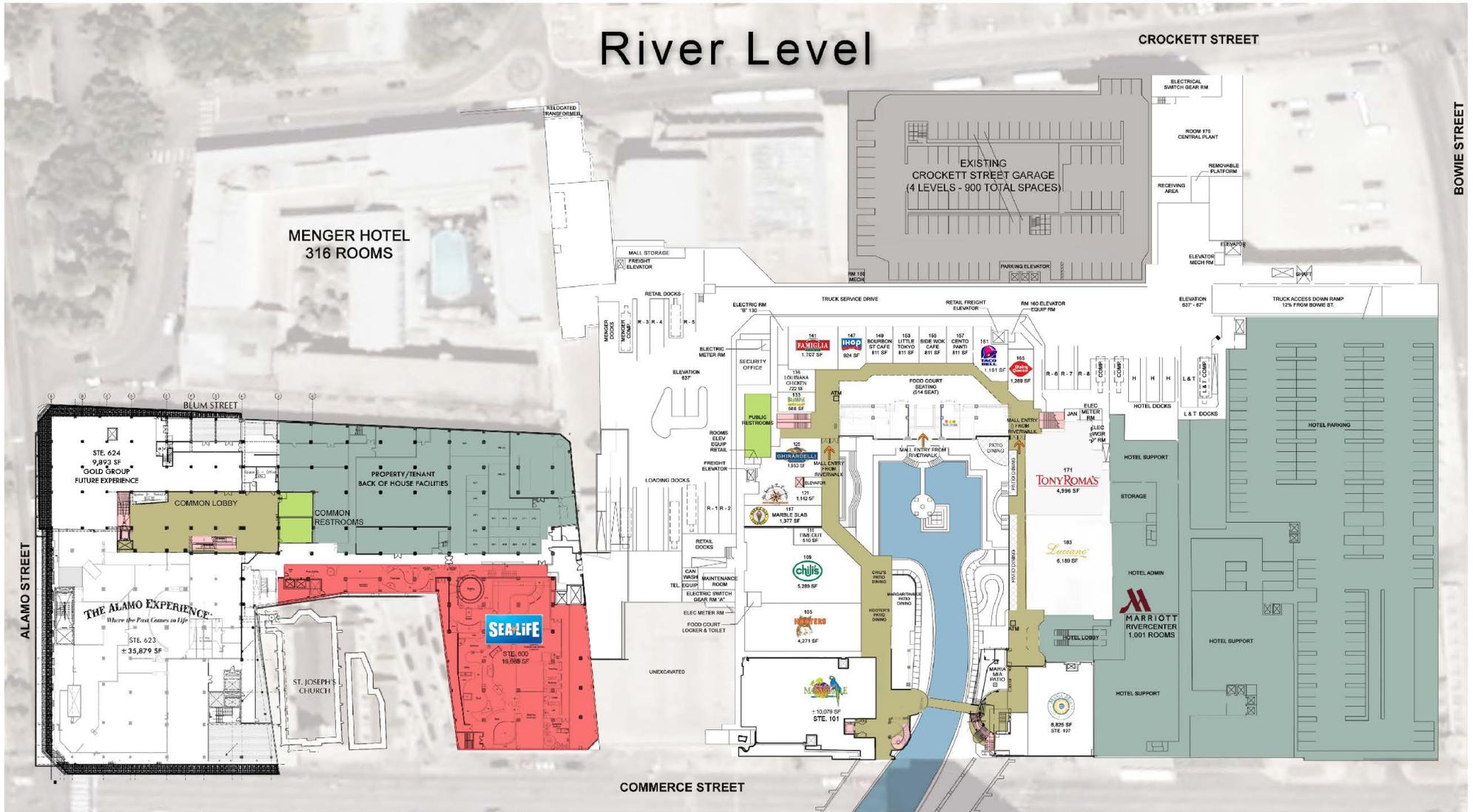
849 E. Commerce, Ste. 895
San Antonio, TX 78205





**SHOPS AT
RIVERCENTER**

River Level



Rivercenter Overall Plan River Level



GENERAL NOTE:
THE TENANT SHALL FIELD VERIFY ALL EXISTING CONDITIONS AND DIMENSIONS PRIOR TO ANY WORK AND SHALL BE RESPONSIBLE FOR ALL WORK AND MATERIALS FURNISHED BY GENERAL & SUB-CONTRACTORS.

Second Level



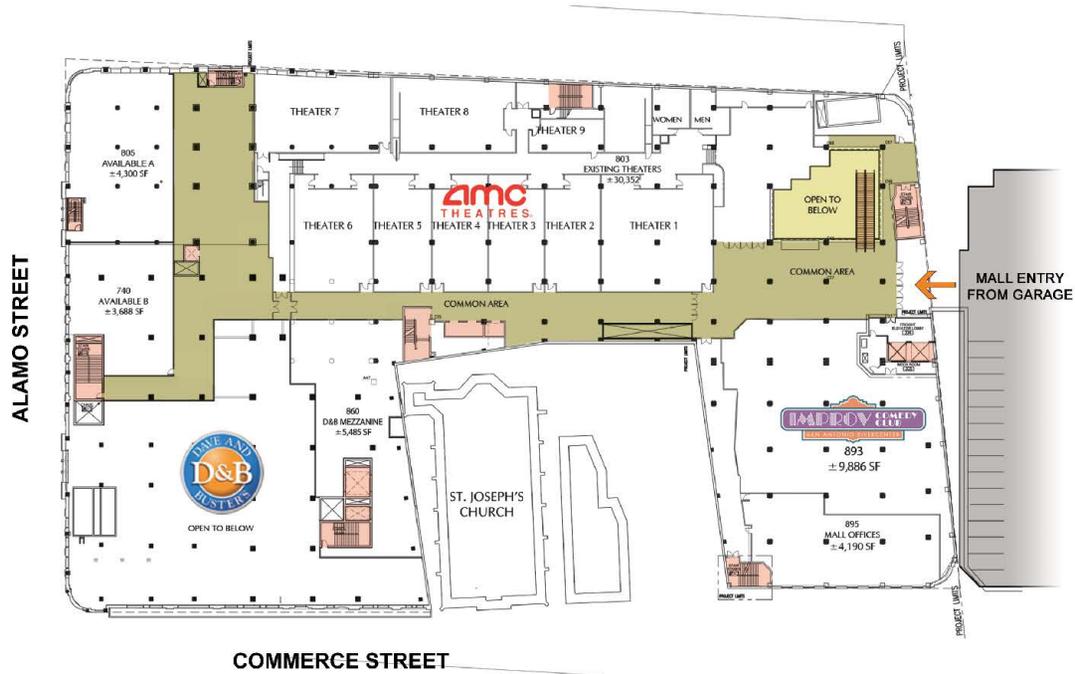
Rivercenter Overall Plan
Second Level



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ASHKENAZY ACQUISITION

SHOPS AT RIVERCENTER



GENERAL NOTE:
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Third Level



Fourth Level

Rivercenter Overall Plans



ASHKENAZY ACQUISITION

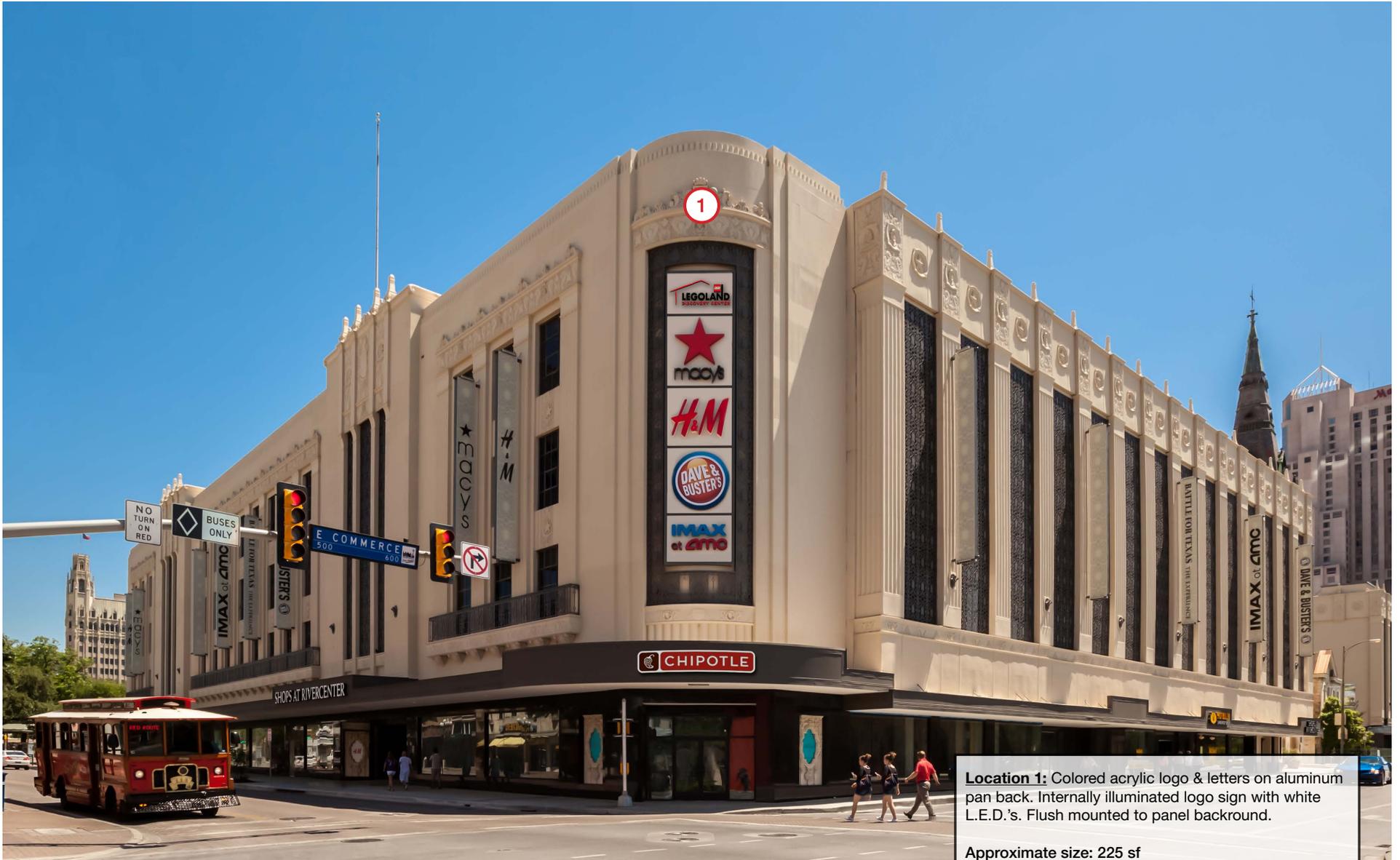
SHOPS AT RIVERCENTER



EXISTING

COMMERCE STREET / ALAMO STREET CORNER SIGN
LOCATION 1

**SHOPS AT
RIVERCENTER**



Location 1: Colored acrylic logo & letters on aluminum pan back. Internally illuminated logo sign with white L.E.D.'s. Flush mounted to panel background.

Approximate size: 225 sf

PROPOSED

COMMERCE STREET / ALAMO STREET CORNER SIGN
LOCATION 1

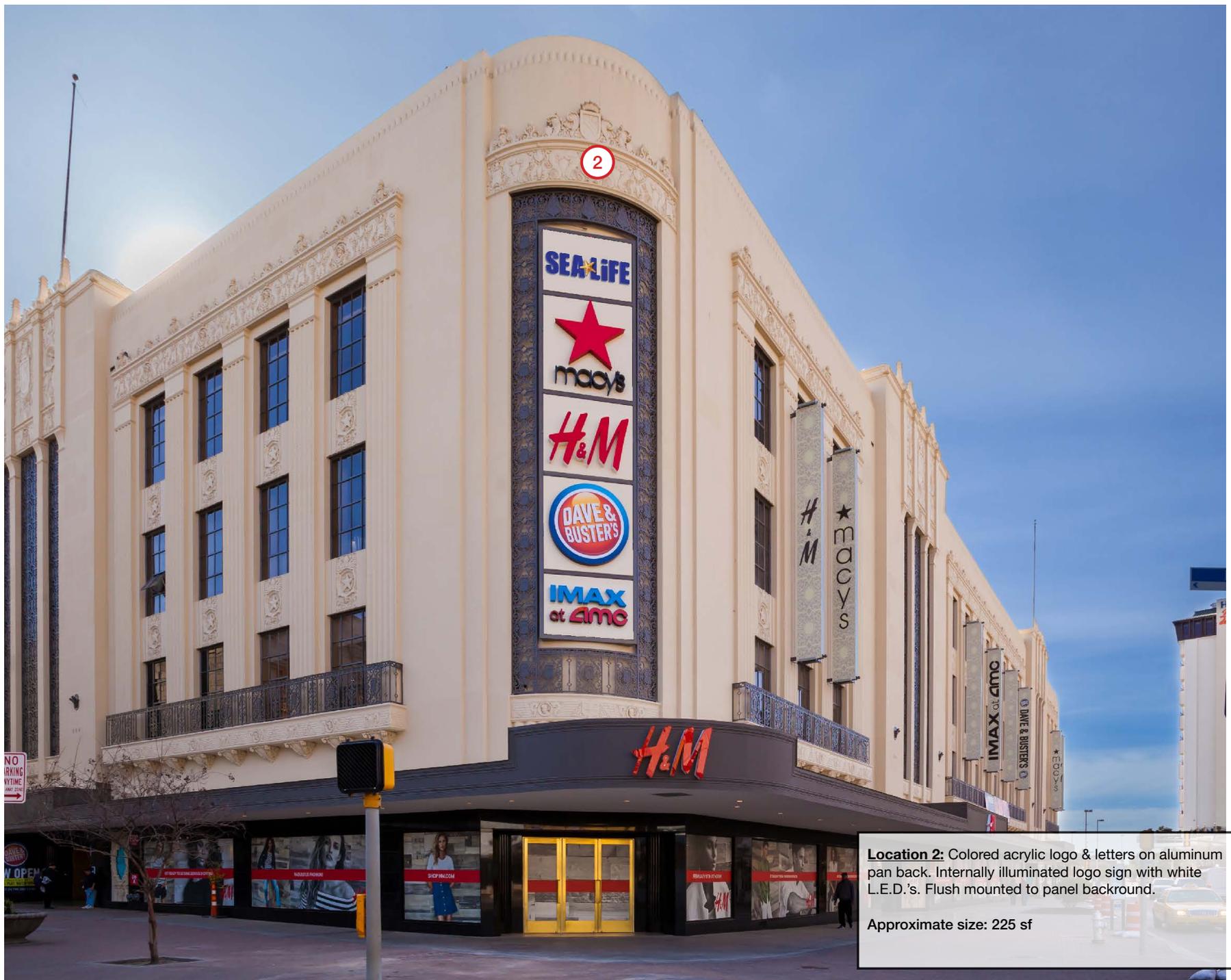
**SHOPS AT
RIVERCENTER**



EXISTING

ALAMO STREET / BLUM STREET CORNER SIGN
LOCATION 2

**SHOPS AT
RIVERCENTER**



Location 2: Colored acrylic logo & letters on aluminum pan back. Internally illuminated logo sign with white L.E.D.'s. Flush mounted to panel background.
Approximate size: 225 sf

PROPOSED

ALAMO STREET / BLUM STREET CORNER SIGN
LOCATION 2

**SHOPS AT
RIVERCENTER**