

HISTORIC AND DESIGN REVIEW COMMISSION

April 01, 2015

Agenda Item No: 12

HDRC CASE NO: 2015-116
ADDRESS: 2800 BROADWAY
LEGAL DESCRIPTION: NCB 1055 BLK LOT 7 & SE IRR 292.30 FT OF 9 & NCB 3869 BLK 15 LOT 3, 17 & NW IRR 205.23 FT OF 18 2014 - MERGE PER CR #31995
ZONING: C3NA RIO-1
CITY COUNCIL DIST.: 2
APPLICANT: Mike Reiland/Budget Signs
OWNER: Doseum Childrens Museum
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to:

1. Install a monument sign at the corner of Broadway and Humphreys. The base for the monument sign will be limestone and will be approximately three (3) feet tall, one (1) foot wide and fifteen (15) feet long. Mounted on the limestone base will be 3.3 inch tall letters which read "San Antonio's Museum for Kids".
2. Mounted above this will be the featured sign for the museum which is approximately 8' – 6" at its widest point and approximately 5' - 0" at its tallest. The cabinets for the internally illuminated sign will be five (5) inches deep with one (1) inch aluminum retainers with no seems. The cabinets will be painted and feature returns with white 3/16" acrylic faces with applied translucent vinyl. The letters themselves will be reverse cut vinyl.
3. Install 6, double sided 3' – 0" wide by 9' – 0" tall opaque vinyl digitally printed banner signs that are to mounted on light poles at various locations throughout the Doseum campus.
4. Install three (3) perforated aluminum panels that are to be painted silver metallic. The first panel is measure approximately 14' – 0" in length and approximately 5' – 4" in height. Mounted on this panel in approximately 4' – 4" tall purple channel letters will be the word "LEARN". The second panel is to measure approximately 14' – 0" in length and approximately 4' - 4" in height. Mounted on this panel in approximately 2' – 6" tall green channel letters will be the word "EXPLORE". The third panel is to measure approximately 14' – 0" in length and approximately 4' – 9" in height. Mounted on this panel in approximately 2' – 9" tall channel letters will be the word "CREATE".
5. A signage master plan.

APPLICABLE CITATIONS:

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.

FINDINGS:

- a. This request was heard by the Design Review Committee on March 24, 2015. At that meeting, committee members expressed concern over the design of the monument sign, particularly the use of channel letters and the proposed lighting design.
- b. The applicant has proposed to install a monument sign at the corner of Broadway and Humphreys. The base for the monument sign will be limestone and will be approximately three (3) feet tall, one (1) foot wide and fifteen (15) feet long. Mounted on the limestone base will be 3.3 inch tall letters which read "San Antonio's Museum for Kids". Above this limestone base, the applicant has proposed to install the "THE DOSEUM" signage which is 8' – 6" at its widest point and approximately 5' – 0" at its tallest. The cabinets for the internally illuminated sign will be five (5) inches deep with one (1) inch aluminum retainers with no seems. The cabinets will be painted and feature returns with white 3/16" acrylic faces with applied translucent vinyl. The letters themselves will be reverse cut vinyl. Given the clash between the limestone base, the vinyl internally illuminated channel letter and the design of the primary structure on the site, staff finds that the proposed monument signage is not consistent with the UDC Section 35-678(c)(1). An aluminum sign with reverse lit channel letters would be more consistent with the three proposed perforated signs that are to read "LEARN", "EXPLORE" and "CREATE".
- c. Along Broadway and Humphreys the applicant has proposed to install 6 double sided 3' – 0" wide by 9' – 0" tall opaque vinyl digitally printed banner signs that are to be mounted on light poles at various locations throughout the Doseum campus. Each banner is to be at least ten (10) feet above street level. This proposal is consistent with the UDC in regards to sign design and placement 35-678(c). Due to the size of the site, staff finds that the request for additional signage is appropriate as specified in UDC Section 35-678(e)(1).
- d. The applicant has proposed to install three perforated aluminum signs that are to read "LEARN", "EXPLORE" AND "CREATE". These signs are designed to address Humphreys, are constructed of materials that are complementary of the primary structure. This is consistent with the UDC Section 35-678(c). Due to the size of the site, staff finds that the request for additional signage is appropriate as specified in UDC Section 35-678(e)(1).
- e. The applicant has provided a master signage plan that shows the placement of the above requested signage, directional signage and various site signage such as parking. This request for a master plan for signage is appropriate and consistent with the UDC. The applicant is responsible for complying with the UDC Section 35-678(f) in regards to additional signage that is allowed that is not included in the total signage area.

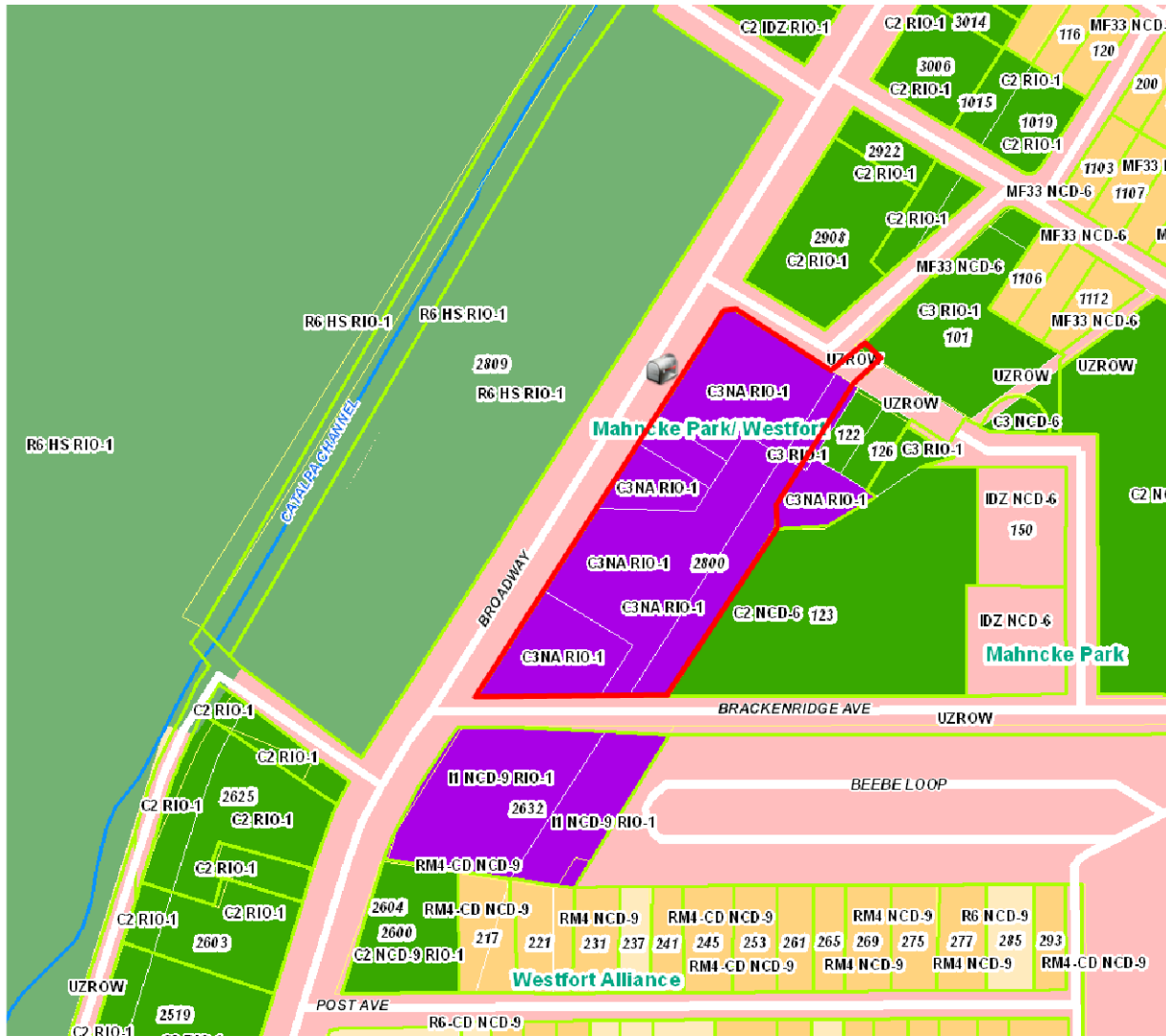
RECOMMENDATION:

Staff does not recommend approval of item #1 based on findings a and b. Staff recommends that the applicant consider an aluminum sign to be more consistent with the proposed perforated aluminum signs.

Staff recommends approval of items #2 through #5 as submitted based on findings c through e.

CASE MANAGER:

Edward Hall





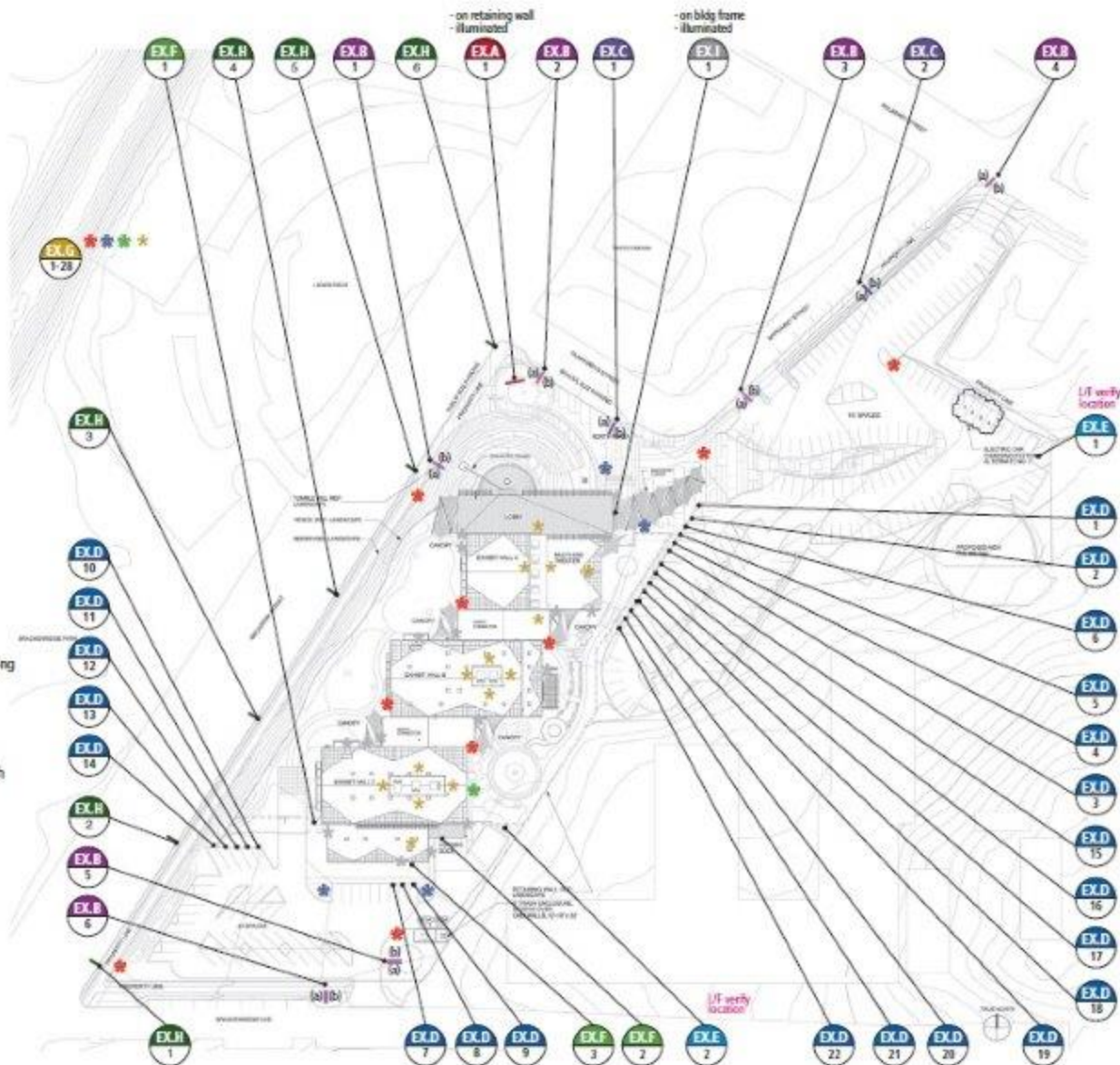
Flex Viewer

Powered by ArcGIS Server

Printed: Mar 24, 2015

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SIGN #:	SIGN MESSAGE:
EX.A-1	(side a) [The Do Seum logo] San Antonio's Museum for Kids
EX.B-1	(side a) → Visitor Parking (side b) ← Visitor Parking
EX.B-2	(side a) ↑ Visitor Parking (side b) "Do" come again soon!
EX.B-3	(side a) → Visitor Parking (side b) ← Visitor Parking
EX.B-4	(side a) ⇒ Visitor Parking (side b) ← Visitor Parking
EX.B-5	(side a) ⇒ Deliveries ← Visitor & Staff Parking (side b) "Do" come again soon!
EX.B-6	(side a) ← Visitor Parking ← Deliveries & Staff Parking (side b) → Visitor Parking → Deliveries & Staff Parking
EX.C-1	(sides a&b) [Bus stop pictogram] Bus Drop-off & Pick-up
EX.C-2	(sides a&b) [Bus stop pictogram] Bus Drop-off, Visitor Parking [text]
EX.D-1 thru EX.D-4	[accessible pictogram] Reserved Parking



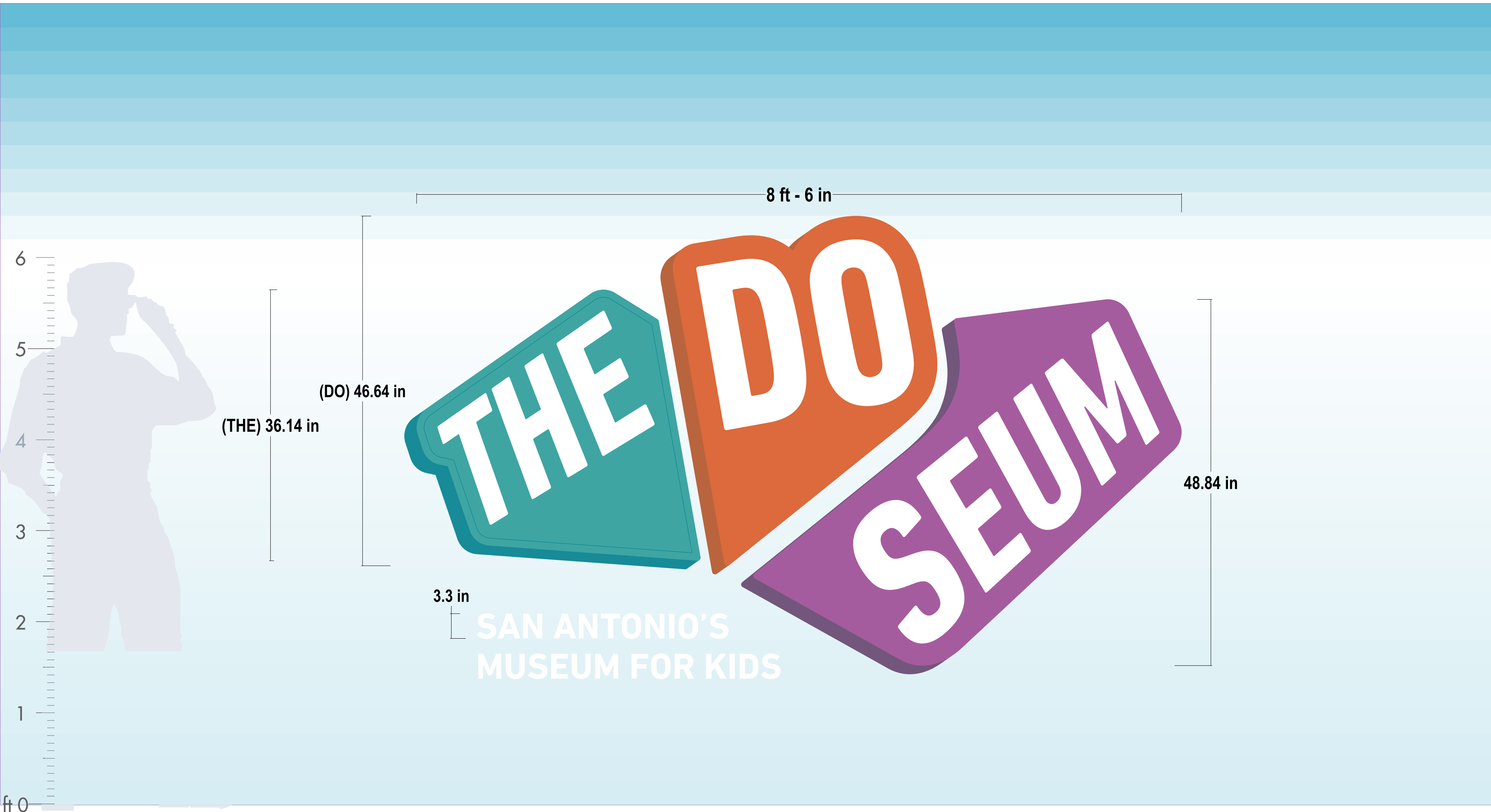
Location Plan & Message Schedule - Site / Exterior

Vanessa Lacoss Hurd /SACM
t. 201 212-4453
Trey Rabke /Lake Flato Architects
t. 210 227-3335

Date
October 14, 2014

Shoot
LPMS.Site

Sign Type EXA sign SPECS



SPECIFICATIONS-

Individual Cabinets
5" deep face lit illuminated cabinets
1" aluminum retainers (no seams)
Cabinets will be painted retainers and returns with white 3/16" acrylic faces with applied translucent vinyl
Letters will be reverse cut vinyl
Internally illuminated with Samsung white LEDs

Flat Cut Out Letters
3/4" aluminum letters painted white
Letter height - 3.3"
Flush welded stud mounted to the wall with silicone

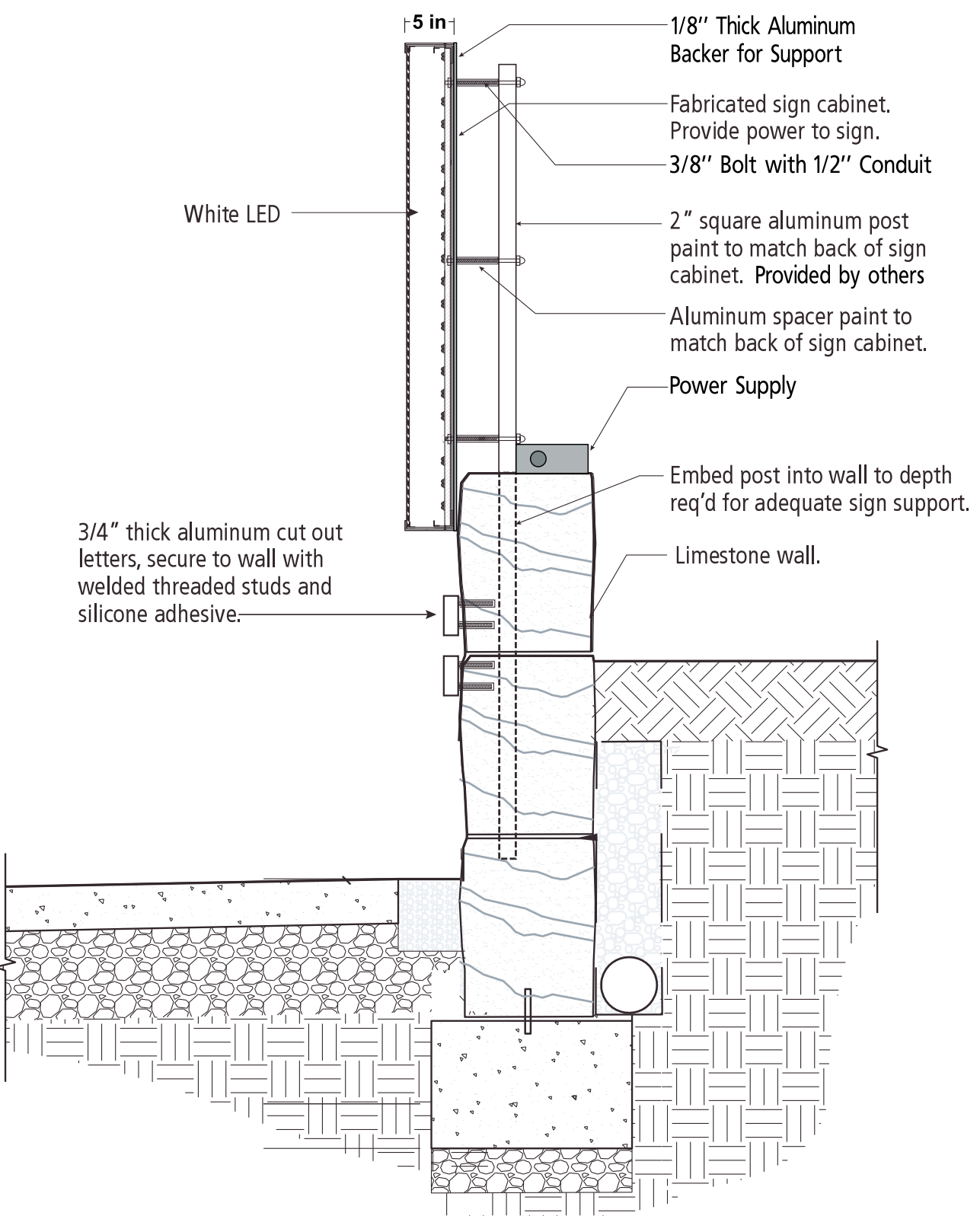
Illumination -
LEDs

GOQ Samsung
Size - 2-5/8" long x 5/8" wide x 1/4" +/- deep

Electrical Power - one 277 volt dedicated circuit located behind the wall provided by others

NOTE -
electrical jumps will be noticeable from the back of the sign
embed post and limestone wall done by others
engineer to determine post supports needed to mount cabinets
Pape Dawson to submit encroachment agreement
approximate weight - 150 lbs total

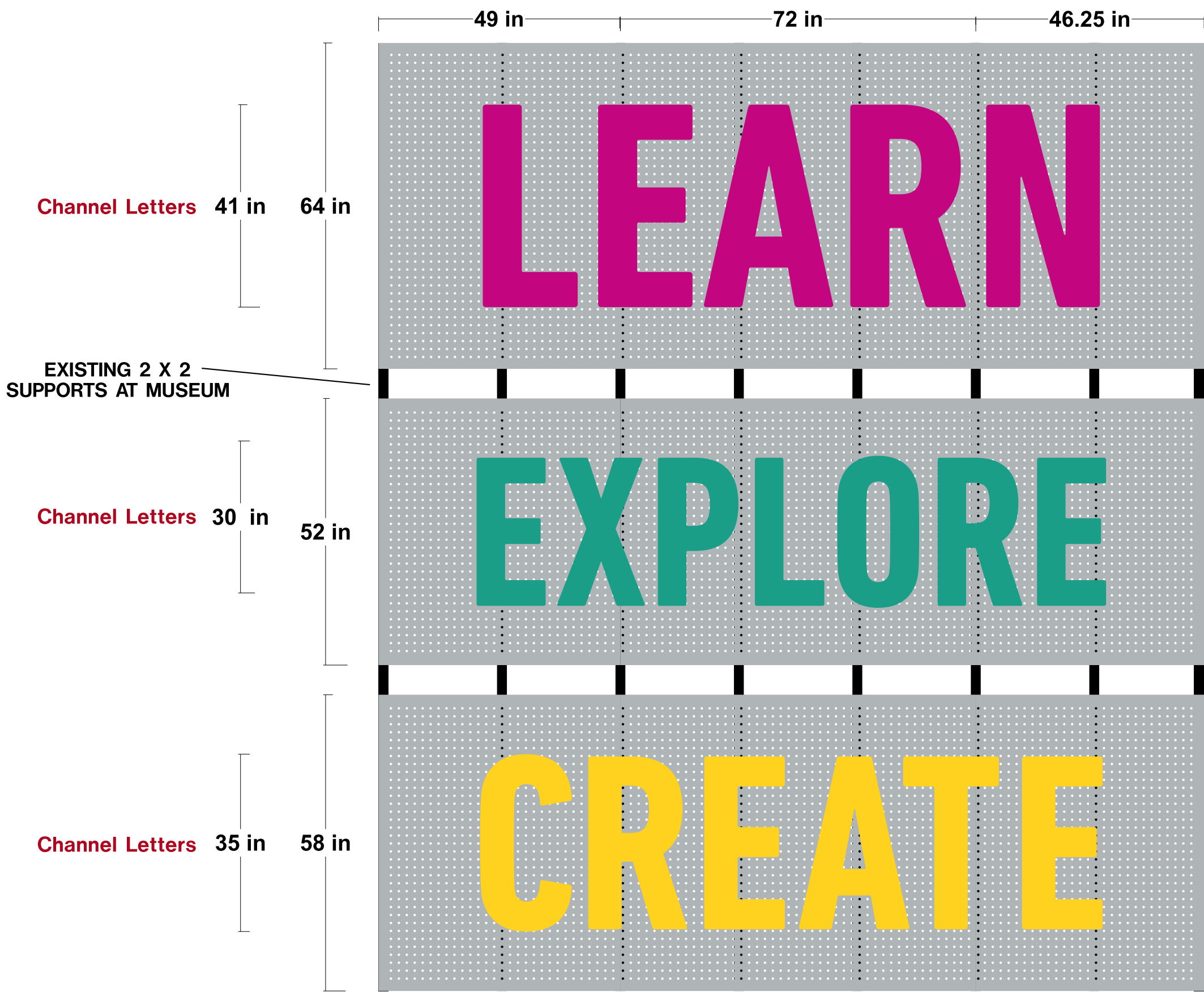
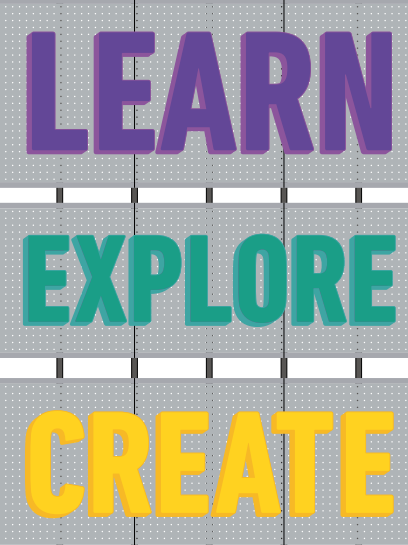
ENLARGED VIEW



	2801 WEST AVE SAN ANTONIO, TX 78201 (210)349-7446 FAX (210)342-9800 www.budsigns.com TSCL# 18746	CLIENT APPROVAL		Contact: KATHE WELDER kathe@budsigns.com MEMBER
		<input type="checkbox"/> APPROVED AS SUBMITTED <input type="checkbox"/> APPROVED AS NOTED <input type="checkbox"/> REVISE AND RESUBMIT	<div>•</div> <div>Client SignatureDate</div>	



LEARN
EXPLORE
CREATE



SPECIFICATIONS-

Perforated Panels
Custom aluminum 3/16" perforated panels painted silver metallic
1/2" holes spaced 1.6" center to center (see enlarged view for more details)
Perforated panels will have a 2" border with predrilled holes
Panels will be fastened with bolts to the steel frame
Steel frame provided by others

Individual Face Lit Channel Letters
5" deep individually mounted channel letters
LEARN 3'-5" tall purple letters
EXPLORE 2'-6" tall blue letters
CREATE 2'-11" tall yellow letters
All letters will be painted trim caps and returns with white 3/16" acrylic faces with applied translucent vinyl
Letters will be internally illuminated with Samsung white LEDs

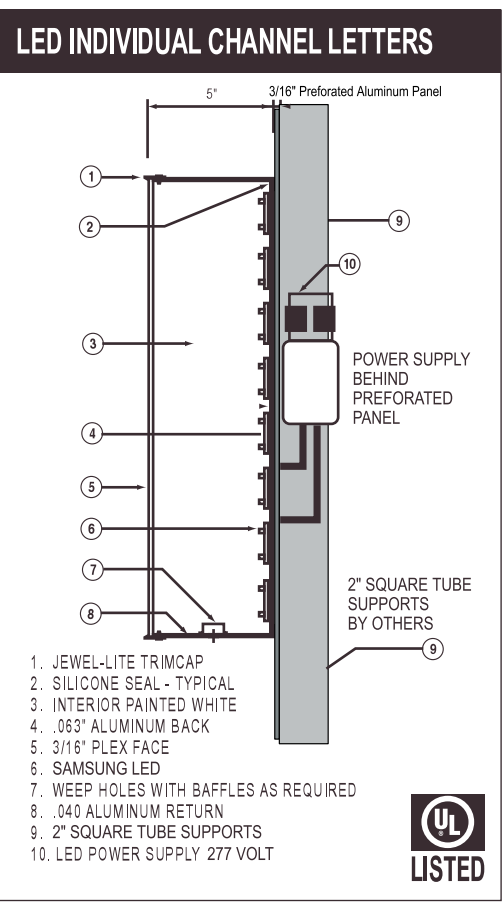
Illumination -
LEDs

GOQ Samsung
Size - 2-5/8" long x 5/8" wide x 1/4" +/- deep

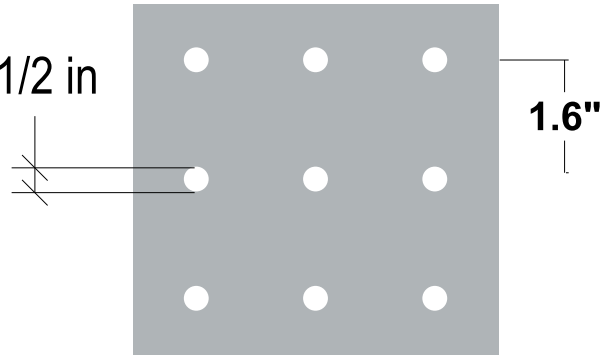
Electrical Power - one 277 volt dedicated circuit located behind the sign panels provided by others

NOTE -
electrical jumps will be noticeable since the panels are perforated
each panel section (LEARN, EXPLORE and CREATE) will have seams - 2 seams per section
translucent vinyl and paint colors TBD
Budget Signs will provide a prototype of the perforated panel for final approval
Budget Signs will field verify the steel framing prior to fabrication
approximate weight - 2,200lbs total

ENLARGED VIEW
SIDE VIEW



PERFORATED PATTERN



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TSCL# 18746

CLIENT APPROVAL

- ☐ APPROVED AS SUBMITTED
☐ APPROVED AS NOTED
☐ REVISE AND RESUBMIT

Client Signature _____ Date _____

Contact:

KATHE WELDER
kathe@budsigns.com



Diagram illustrating the dimensions and placement of a banner on a light pole. The banner is purple and features the text "SAN ANTONIO'S MUSEUM FOR KIDS" and the logo "THE DO SEUM". The dimensions shown are:

- 2'-6" (height of the banner)
- 9'-6" (height of the pole section above the banner)
- 26' (total height of the pole)
- 12'-10" (height of the pole section below the banner)
- 2" (width of the banner)

Will minimize spacing to allow bracket placement and maximize banner clearance to ground. 10' required.

NOT TO SCALE



Qty (6) double sides 18oz opaque vinyl digitally printed banners with 3" rod pockets at the top and bottom

Colors will be determined from digital print samples



NOT TO SCALE

Banner Saver light pole bracket system
Spring-load wind release bracket helping extend the life of the banner

BUDGET SIGNS TO FIELD SURVEY TO VERIFY 36" BRACKETS WILL BE SUFFICIENT FOR THE EXISTING LIGHT POLES



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☐ APPROVED AS SUBMITTED

☐ APPROVED AS NOTED

☐ REVISE AND RESUBMIT

Client Signature _____ Date _____

Date

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MEMBER



MEMBER