

HISTORIC AND DESIGN REVIEW COMMISSION

October 21, 2015

Agenda Item No: 11

HDRC CASE NO: 2015-330
ADDRESS: 633 S ST MARYS
LEGAL DESCRIPTION: NCB 179 BLK LOT 19 (UNIVISION REDEVELOPMENT SUBD) 2014-NEW ACCT PER SPLIT PER PLAT 9658/137-142 FILED 9/5/2013
ZONING: D RIO-3
CITY COUNCIL DIST.: 1
APPLICANT: Nic Whittaker
OWNER: CRP-GREP Elan Riverwalk Owner LP
TYPE OF WORK: Signage
REQUEST:

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

1. Install a monument sign to be 15' – 4" in length and 4' – 9" in height totaling approximately 70 square feet in size. This signage is to read "AGAVE" on both the north and south sides and display the 633 on the east side and will feature a weathered steel face, fabricated cabinet with a galvanized metal perimeter frame and bull wire face panels containing dry stacked red sandstone.
2. Install a wall sign to be mounted flush within the existing wall surface at the Riverwalk Level. The sign is to be 7' – 11" in length, 2' – 4" in height totaling approximately 20 square feet in size. This signage is to read "AGAVE"
3. Install parking entrance identification signage to be 4' – 0" in height and 2' – 8" in width totaling approximately 11 square feet in size. This signage consists of the letter "P".

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.

UDC Section 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. This request was heard by the Historic and Design Review Commission on August 19, 2015, where commissioners had concerns over the proposed monument sign as well as the proposed painted garage signage and referred this request to the Design Review Committee. Since that time, the applicant has removed the proposed painted garage signage from the request.
- b. This request was reviewed by the DRC on September 22, 2015, where committee members commented on the monument sign's design, materials and lighting. Committee members recommended that the letters be solid with light coming from behind to produce a halo effect.
- c. The applicant has proposed to install a monument sign to be 15' – 4" in length and 4' – 9" in height totaling approximately 70 square feet in size. This signage is to read "AGAVE" on both the north and south sides and display

the 633 on the east side and will feature a weathered steel face, fabricated cabinet with a galvanized metal perimeter frame and bull wire face panels containing dry stacked red sandstone. Each letter will be back lit by LED's to provide a halo lighting effect. The proposed materials and lighting are consistent with the UDC Section 35-678(c)(1) regarding materials and lighting however, the applicant has proposed for this signage to be 70 square feet. The UDC states that signage is to not exceed 50 square feet unless additional square footage is approved. Staff finds that the applicant's proposed signage requesting additional square footage is appropriate.

- d. At the Riverwalk level, the applicant has proposed to install a wall sign to be mounted flush within the existing wall surface at the Riverwalk Level. The sign is to be 7' – 11" in length, 2' – 4" in height totaling approximately 20 square feet in size. This signage is to read "AGAVE". The sign will be constructed of custom glazed waterjet cut tiles inserted into board formed concrete to be flush with the surface of the wall. The applicant has not proposed for this signage to be lit. Per the UDC Section 35-681(c)(2), signs at the Riverwalk level must not be larger than 8 square feet. Staff recommends that the applicant reduce the size of this proposed signage to no more than 8 square feet. The applicant has not proposed for this signage to be lit.
- e. The applicant has proposed parking identification signage to be 4' – 0" in height and 2' – 8" in width totaling approximately 11 square feet in size. This signage consists of the letter "P". The letter will be made of 4" deep halo illuminated channel forms with aluminum faces and will be backlit by LED's. This is consistent with the UDC Section 35-678(c)(1).

RECOMMENDATION:

Staff recommends approval of items #1 through #4 with the following stipulations:

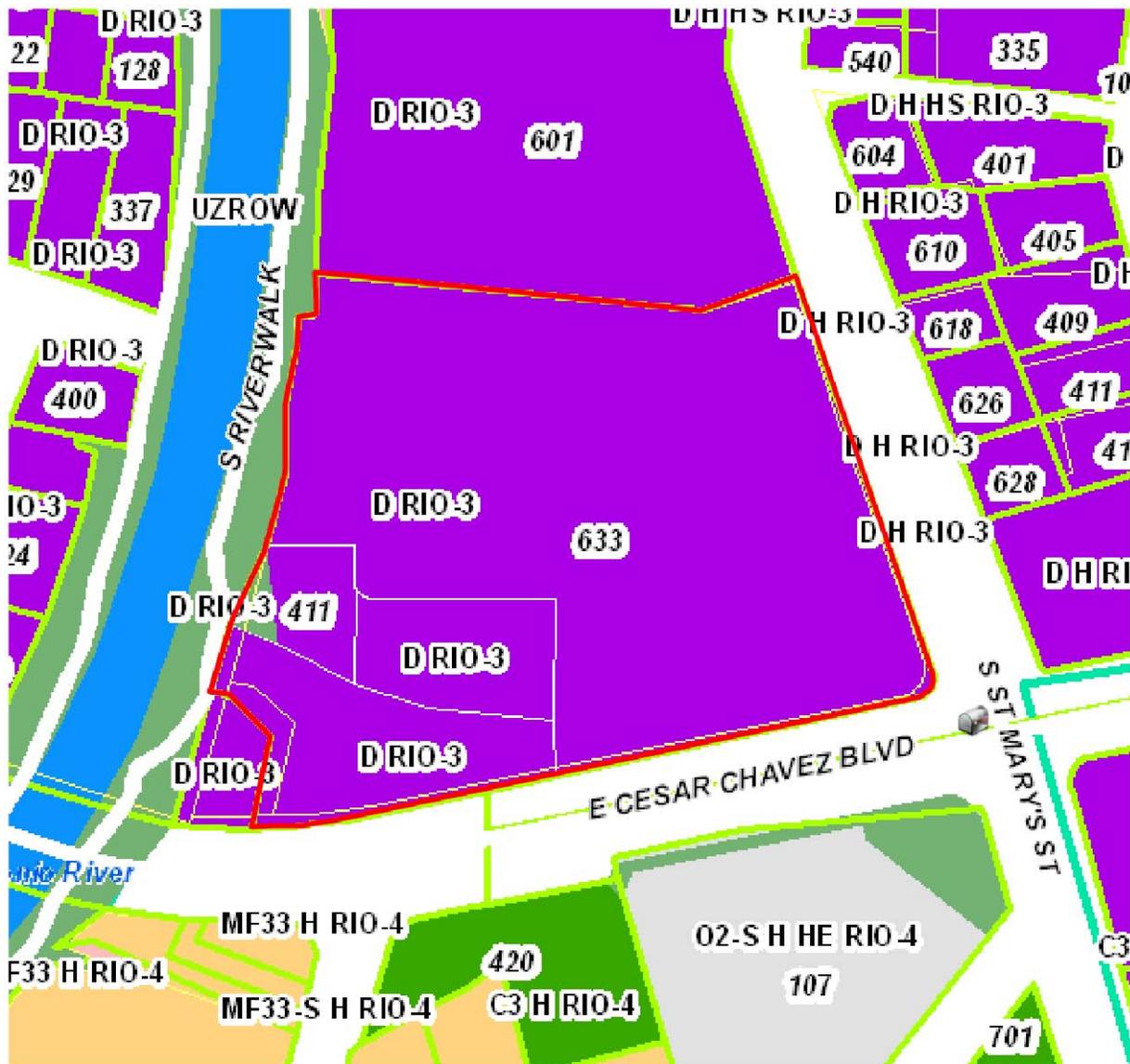
- i. That the applicant reduce the proposed Riverwalk level signage to no more than 8 square feet.

CASE COMMENT:

The interpretive element that was stipulated at conceptual approval shall be developed, approved and implemented prior to issuance of Certificate of Occupancy for the project. To accomplish this, the applicant will work with the Office of Historic Preservation to retain the services of a professional that will facilitate input from stakeholders (San Antonio Conservation Society, the Westside Preservation Alliance, Univision, the Nicholas family, and others) regarding the content of the interpretive panels. The interpretive element will include, at a minimum, 3 interpretive panels accessible by the public from the river level and/or the street level and integrated into the fencing or screening for the telecommunications yard where the tower is located. It should also include a public art component using materials from the site to the extent possible. The panels should include text and photographs similar in design to the interpretative panels already installed along the River Walk as part of the wayfinding initiative.

CASE MANAGER:

Edward Hall





N

Flex Viewer

Powered by ArcGIS Server

Printed: Aug 11, 2015

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CITY OF SAN ANTONIO
OFFICE OF HISTORIC
PRESERVATION

Historic and Design Review Commission
Design Review Committee
Report & Recommendation

DATE: 9/22/2015 HDRC Case# 2015-330

ADDRESS: 633 S ST MARYS Meeting Location: 1901 S ALAMO

APPLICANT: NIL WHITTAKER

DRC Members present: MICHAEL GUARDINO, BETTY FELDMAN, TIM LONE, DESIREE SALMON

Staff present: EDWARD HALL, KATIE TOTMAN

Others present: _____

REQUEST: INSTALLATION OF MONUMENT AND DIRECTIONAL SIGNAGE AT

633 S ST MARYS ALONG RIVERWALK, S ST MARYS AND ON SITE

COMMENTS/CONCERNS: MG: QUESTIONS REGARDING MONUMENT SIGN'S

LETTERING AND MATERIALS. QUESTIONS REGARDING CORNER DETAILING

AND STACKED. TC: LIGHTING SHOULD NOT PRODUCE AN INTERNALLY

ILLUMINATED SOURCE / EFFECT.

COMMITTEE RECOMMENDATION: APPROVE [] DISAPPROVE []
APPROVE WITH COMMENTS/STIPULATIONS:

the letters will be solid with the light coming
from behind

Charlotta M. [Signature]
Committee Chair Signature (or representative)

09/22/2015
Date

Agave Project Identification

663 South St. Mary's Street

San Antonio, Texas

22 September 2015



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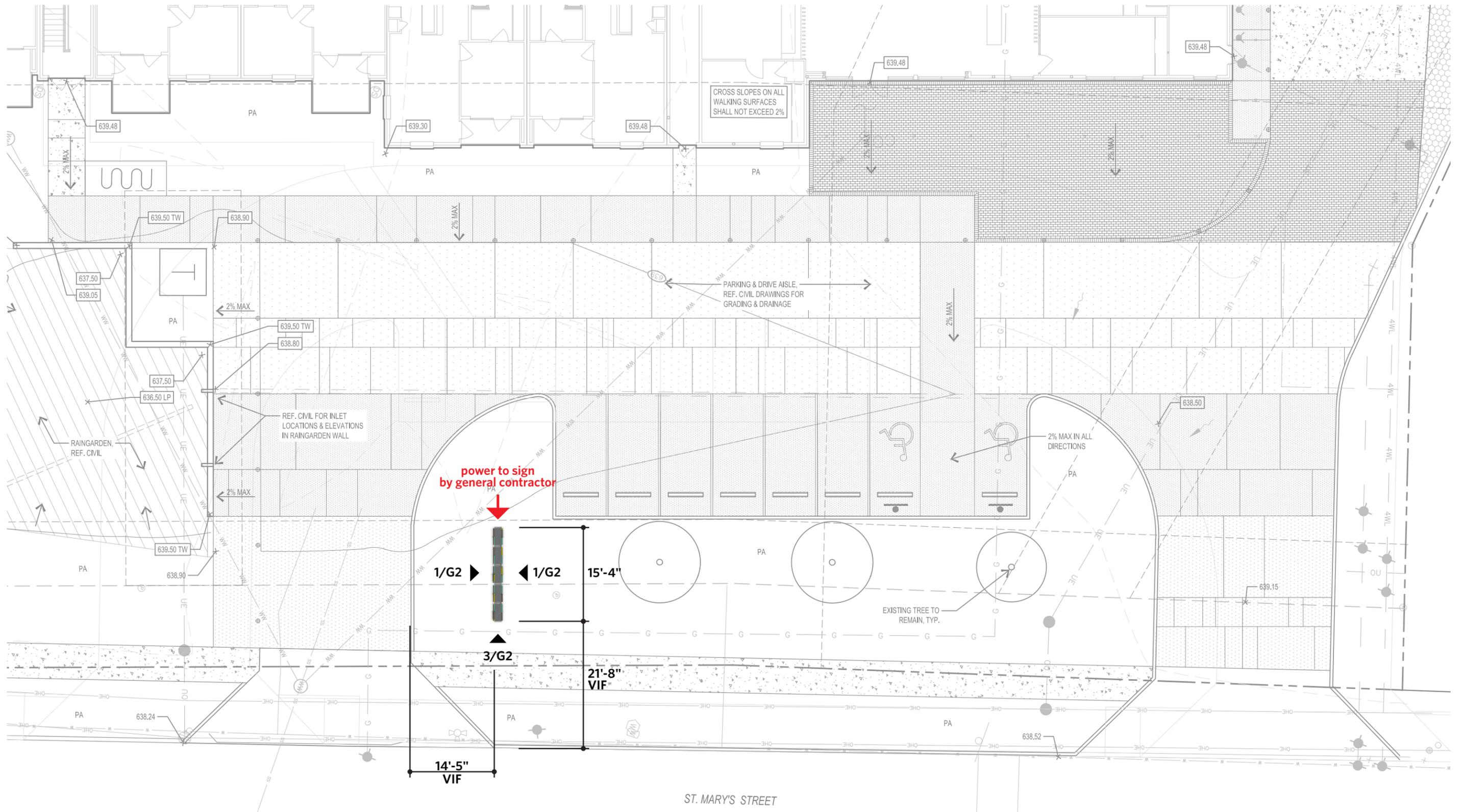
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PROJECT NAME/PROJECT CODE

Agave Signage and Graphics
14ASTER011

ISSUES/REVISIONS

02SEP2014	Design Review
19DEC2014	Design Review
21JAN2015	Design Review
11FEB2015	Construction Documentation
15APR2015	Bid Document
23JUN2015	Construction Documentation
05AUG2015	Garage Edits

28AUG2015	Design Review
22SEP2015	Design Review

PAGE TITLE / ELEMENT TYPE

Sign Location Plan

SHEET NUMBER

G2



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 21JAN2015 Design Review
 11FEB2015 Construction Documentation
 15APR2015 Bid Document
 23JUN2015 Construction Documentation
 05AUG2015 Garage Edits

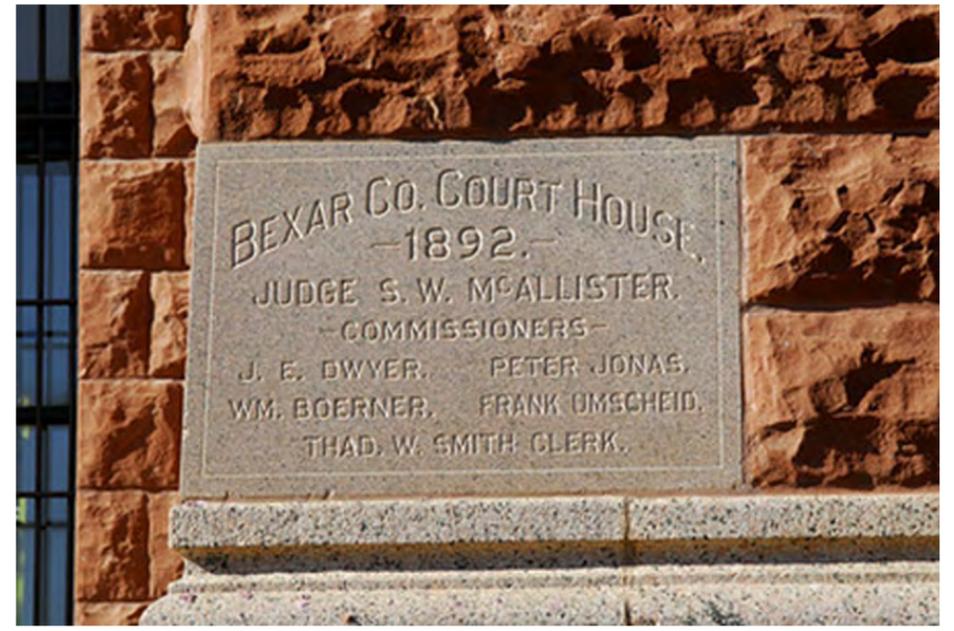
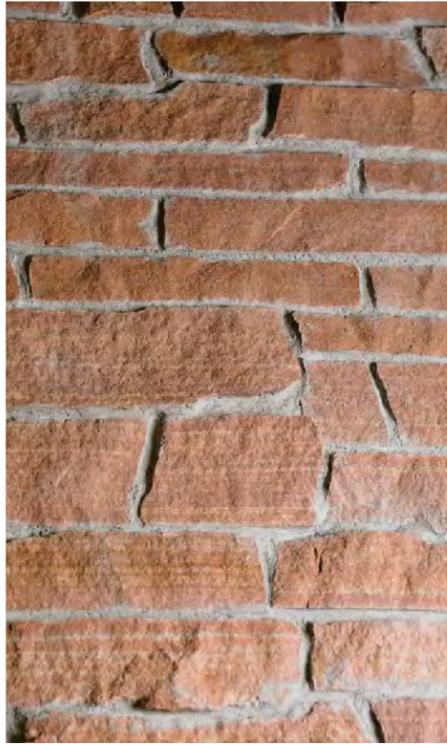
28AUG2015 Design Review
 22SEP2015 Design Review

PAGE TITLE / ELEMENT TYPE

Sign Context

SHEET NUMBER

G3



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PROJECT NAME/PROJECT CODE

Agave
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ISSUES/REVISIONS

02SEP2014 Design Review
19DEC2014 Design Review
21JAN2015 Design Review
11FEB2015 Construction Documentation
15APR2015 Bid Document
23JUN2015 Construction Documentation
05AUG2015 Garage Edits

28AUG2015 Design Review
22SEP2015 Design Review

PAGE TITLE / ELEMENT TYPE

Material Precedents
Red Sandstone

SHEET NUMBER

G4



1 Sign in Context
SCALE: NTS



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05AUG2015	Garage Edits

28AUG2015	Design Review
22SEP2015	Design Review

PAGE TITLE / ELEMENT TYPE

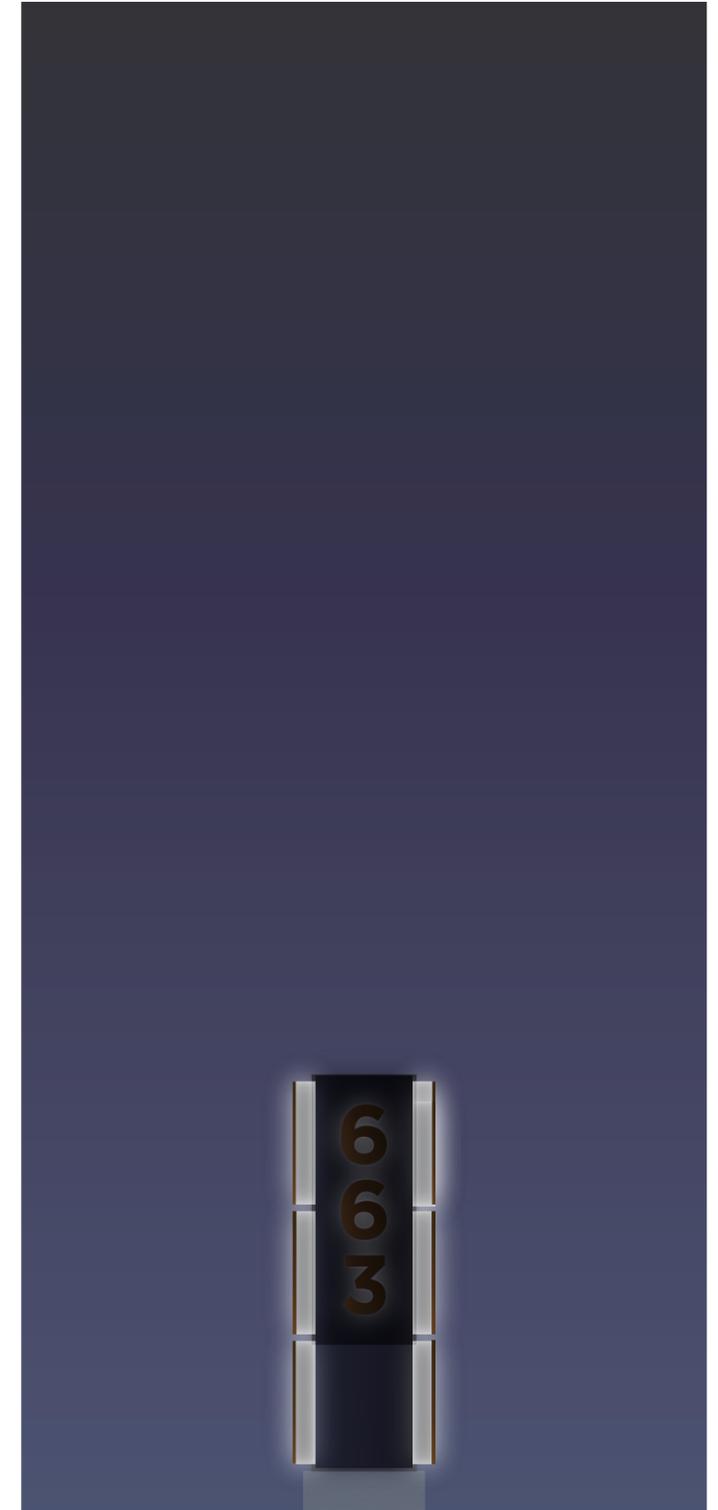
Sign in Context - Daytime

SHEET NUMBER

G6



1 Nighttime - Halo Illuminated Logo and Address Numerals
SCALE: 1/2"=1'-0"



2 End View
SCALE: 1/2"=1'-0"



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02SEP2014	Design Review
19DEC2014	Design Review
21JAN2015	Design Review
11FEB2015	Construction Documentation
15APR2015	Bid Document
23JUN2015	Construction Documentation
05AUG2015	Garage Edits

28AUG2015	Design Review
22SEP2015	Design Review

PAGE TITLE / ELEMENT TYPE

Sign in Context - Nighttime

SHEET NUMBER

G7



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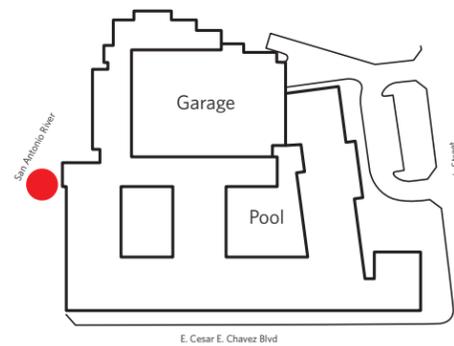
PROJECT NAME/PROJECT CODE
Agave Signage and Graphics
 14ASTER011

ISSUES/REVISIONS

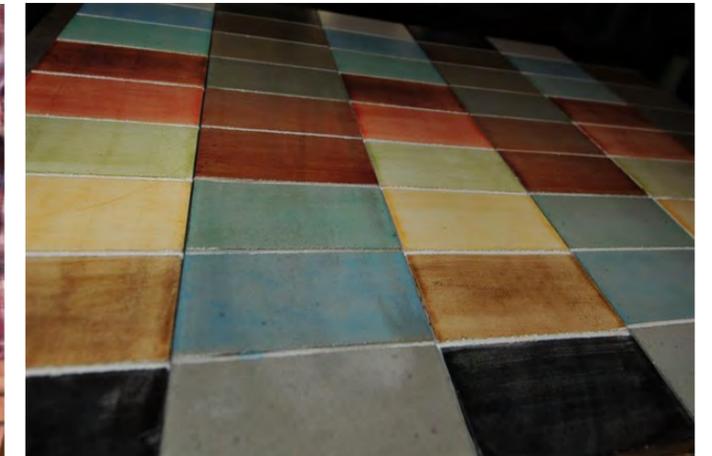
02SEP2014	Design Review
19DEC2014	Design Review
21JAN2015	Design Review
11FEB2015	Construction Documentation
14APR2015	Exterior Signage Review

PAGE TITLE / ELEMENT TYPE
Sign Type 100C: Site Identification
 Riverwalk Frontage

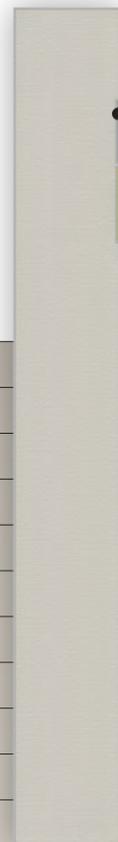
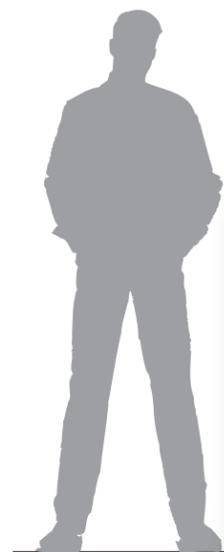
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G4



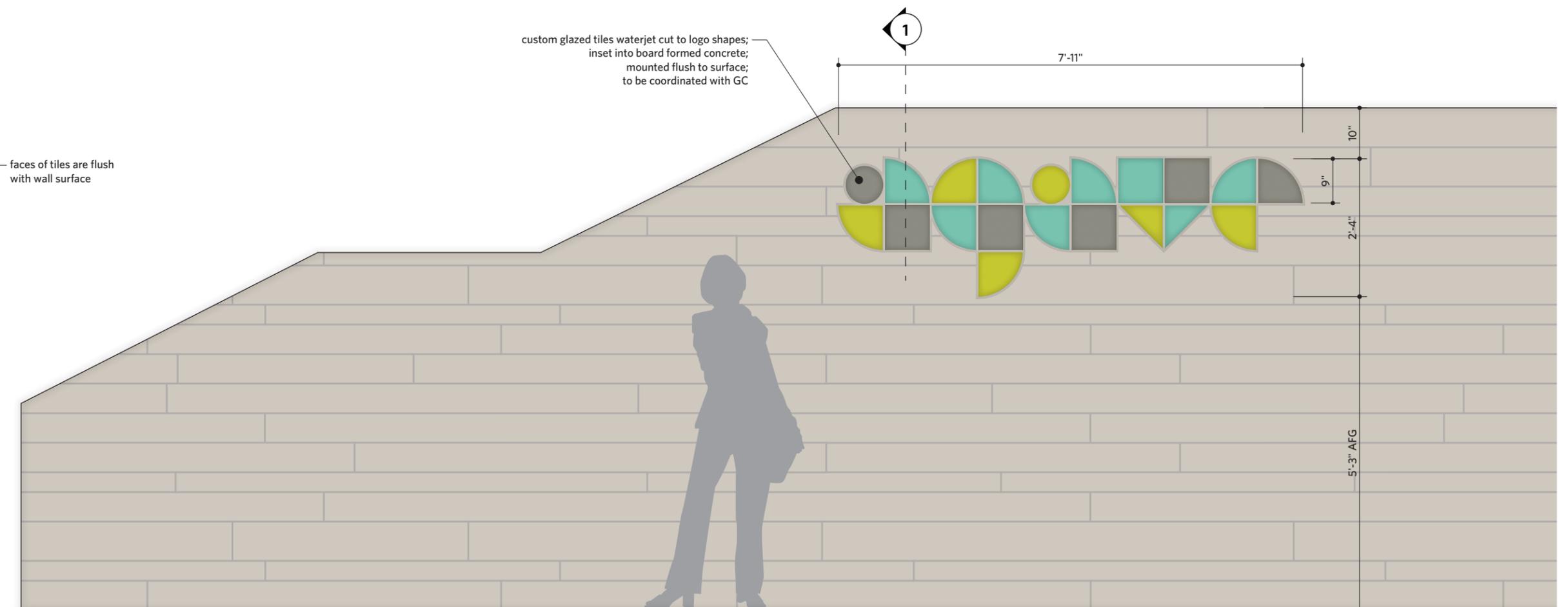
3 Sign Location
SCALE: NTS



4 Reference Images
SCALE: NTS



1 End View
SCALE: 1/2"=1'-0"



2 Elevation
SCALE: 1/2"=1'-0"



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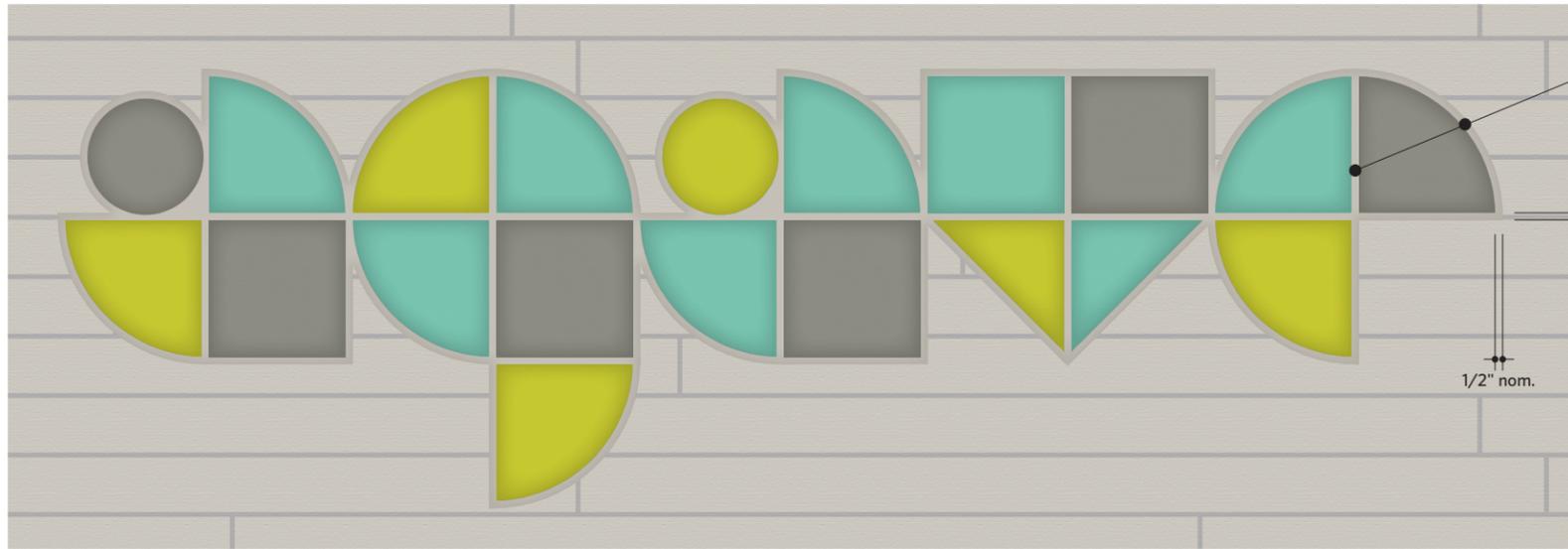
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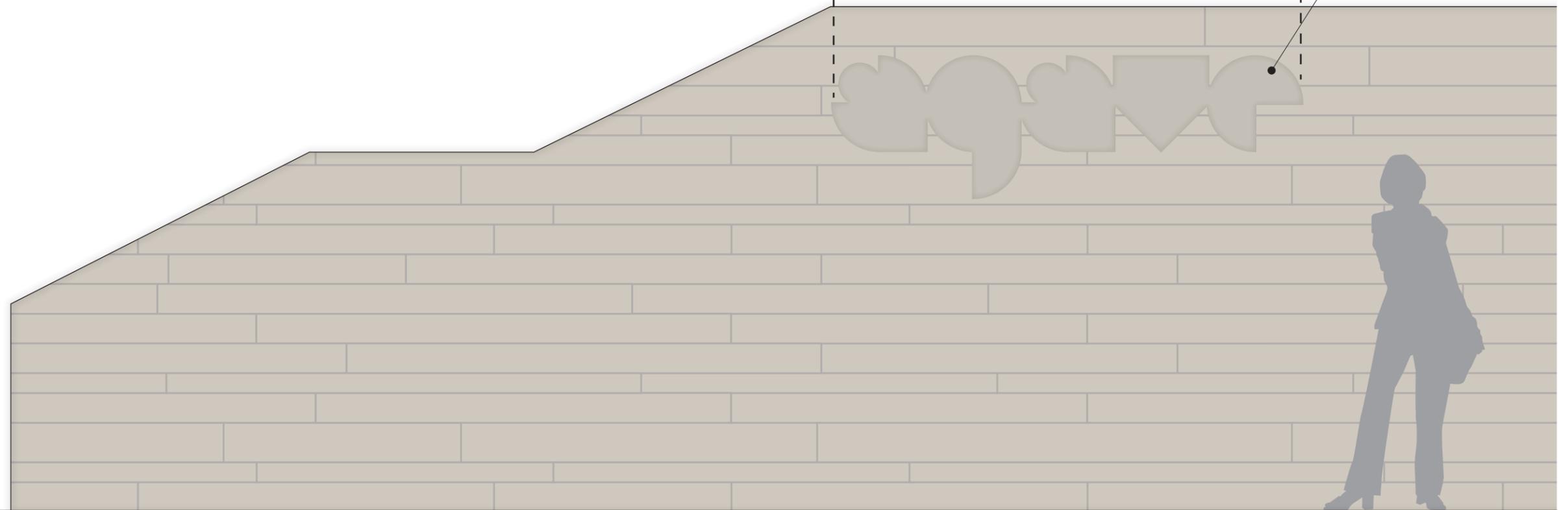
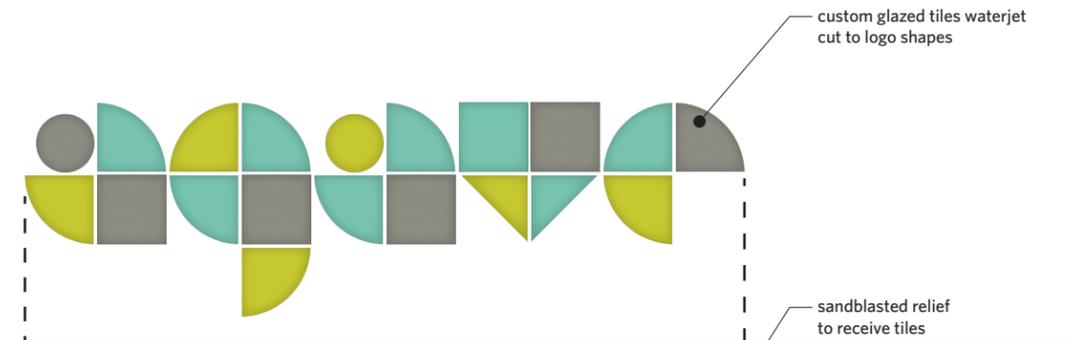
ISSUES/REVISIONS
02SEP2014 Design Review
19DEC2014 Design Review
21JAN2015 Design Review
11FEB2015 Construction Documentation
14APR2015 Exterior Signage Review

PAGE TITLE / ELEMENT TYPE
ST100C: Site Identification Riverwalk

SHEET NUMBER
G5



1 Detail
SCALE: 1"=1'-0"



2 Elevation Detail
SCALE: 1/2"=1'-0"



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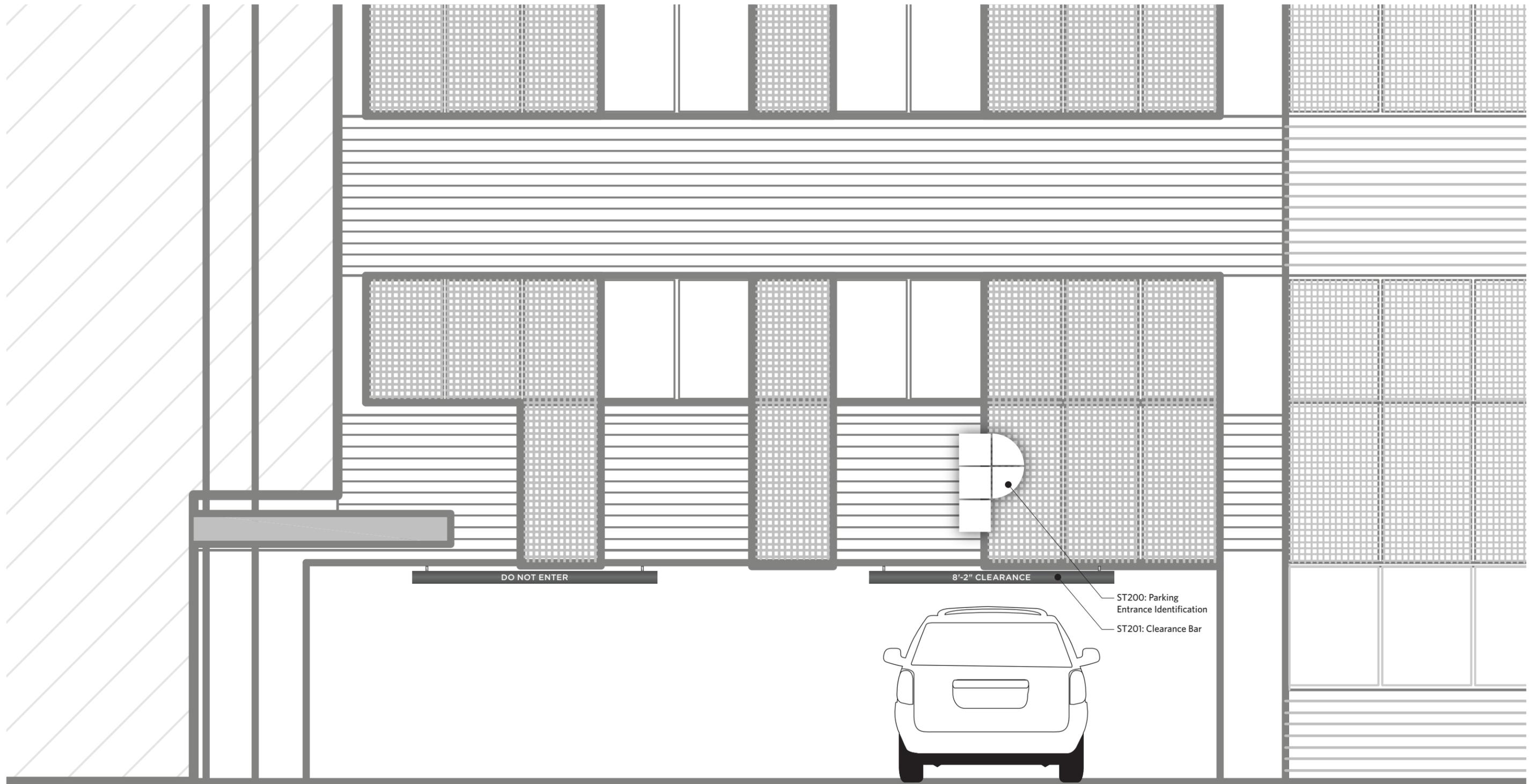
02SEP2014	Design Review
19DEC2014	Design Review
21JAN2015	Design Review
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14APR2015	Exterior Signage Review

PAGE TITLE / ELEMENT TYPE

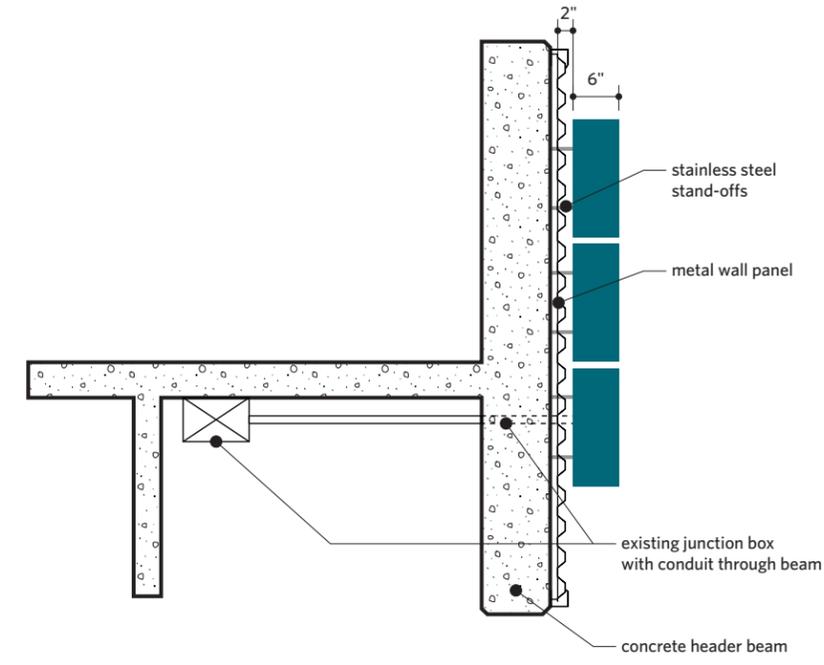
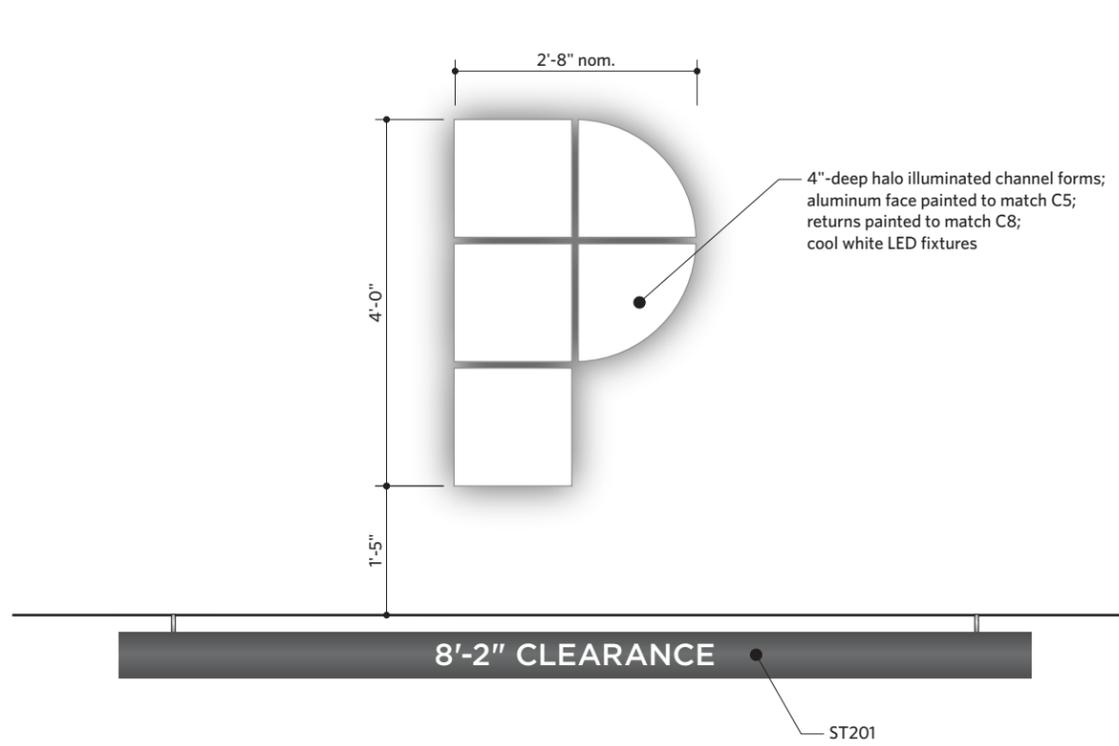
Sign Type 100C: Site Identification
Riverwalk

SHEET NUMBER

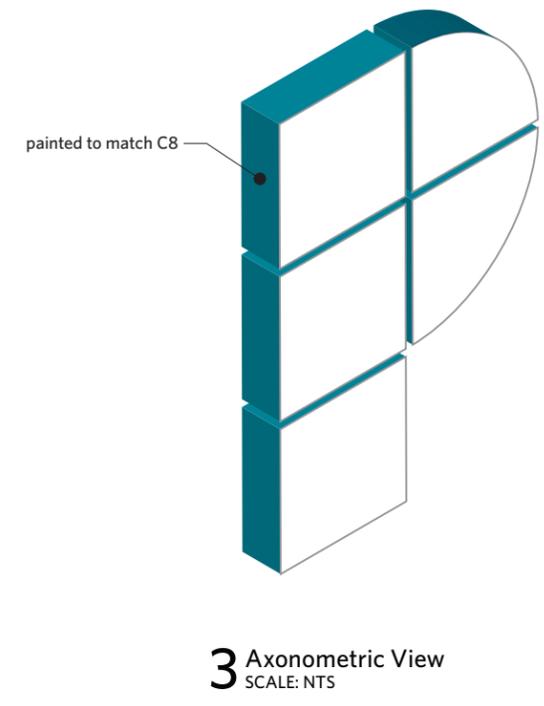
G6



1 Mounting Elevation at Parking Entrance
SCALE: 1/4"=1'-0"



2 Profile/Section
SCALE: 1/2" = 1'-0"



1 Mounting Elevation
SCALE: 1/2" = 1'-0"



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PAGE TITLE / ELEMENT TYPE
Sign Type 200: Parking Entrance Identification Detail

SHEET NUMBER

G9