

HISTORIC AND DESIGN REVIEW COMMISSION

December 02, 2015

Agenda Item No: 4

HDRC CASE NO: 2015-459
ADDRESS: 2425 BROADWAY
LEGAL DESCRIPTION: NCB 6296 BLK LOT 66 67 AND 68 TR 2205
ZONING: C2 RIO-1
CITY COUNCIL DIST.: 1
APPLICANT: Bobby Eicholz/Rialto Studio
OWNER: RSI Properties, Inc
TYPE OF WORK: Signage and exterior modifications
REQUEST:

The applicant is requesting conceptual approval to replace the existing aluminum storefront system as well as add additional signage to the structure.

APPLICABLE CITATIONS:

UDC Section 35-676. Alteration, Restoration and Rehabilitation

In considering whether to recommend approval or disapproval of an application for a certificate to alter, restore, rehabilitate, or add to a building, object, site or structure, the historic and design review commission shall be guided by the National Park Service Guidelines in addition to any specific design guidelines included in this subdivision.

- (a) Every reasonable effort shall be made to adapt the property in a manner which requires minimal alteration of the building, structure, object, or site and its environment.
- (b) The distinguishing original qualities or character of a building, structure, object, or site and its environment, shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features shall be avoided when possible.
- (c) All buildings, structures, objects, and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance are prohibited.
- (d) Changes that may have taken place in the course of time are evidence of the history and development of a building, structure, object, or site and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.
- (e) Distinctive stylistic features or examples of skilled craftsmanship, which characterize a building, structure, object, or site, shall be kept where possible.
- (f) Deteriorated architectural features shall be repaired rather than replaced, wherever possible. In the event replacement is necessary, the new material should reflect the material being replaced in composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of features, substantiated by historical, physical, or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.
- (g) The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building's materials shall not be permitted.
- (h) Every reasonable effort shall be made to protect and preserve archaeological resources affected by, or adjacent to, any project.
- (i) Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural or cultural material, and such design is compatible with the size, scale, color, material, and character of the property, neighborhood or environment.
- (j) Wherever possible, new additions or alterations to buildings, structures, objects, or sites shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the building, structure, object, or site would be unimpaired.

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. Conceptual approval is the review of general design ideas and principles (such as scale and setback). Specific design details reviewed at this stage are not binding and may only be approved through a Certificate of Appropriateness for final approval.
- b. The structure at 2425 Broadway was constructed circa 1950 and features characteristics of both International and Art Deco styles of architecture. While various modifications to the street facing façade have occurred over this structure's existence, unique and original architectural features still remain included the recessed entrance, terra cotta base and glass block, all of which the applicant has proposed to retain.
- c. Currently, an aluminum storefront system exists that the applicant has proposed to replace with a new, aluminum storefront system. In addition to replacing the existing storefront system, the applicant has proposed to eliminate the current double doors and install one single door. Staff finds this request appropriate and consistent with the UDC Section 35-610 regarding Alteration, Restoration, Rehabilitation and New Construction.
- d. The property currently features a freestanding sign at the northern edge of the property adjacent to the public right of way, which the applicant has proposed to retain. Regarding new signage, the applicant has proposed to install new signage within the recessed entrance reading "Rialto Studio" with smaller subtext and the property address, 2425. The applicant has provided a photographs of the original signage as well as signage that existed on the structure in 2000; both examples include signage above the recessed entrance and signage along the façade of the structure above the storefront system. Although the property currently features a freestanding sign, staff finds the addition of signage reading "Rialto Studio" above the recessed entrance would be appropriate and historically accurate. Staff recommends the applicant maintain the proposed address sign in the location proposed.

RECOMMENDATION:

Staff recommends conceptual approval based on findings a through d.

CASE MANAGER:

Edward Hall



Flex Viewer

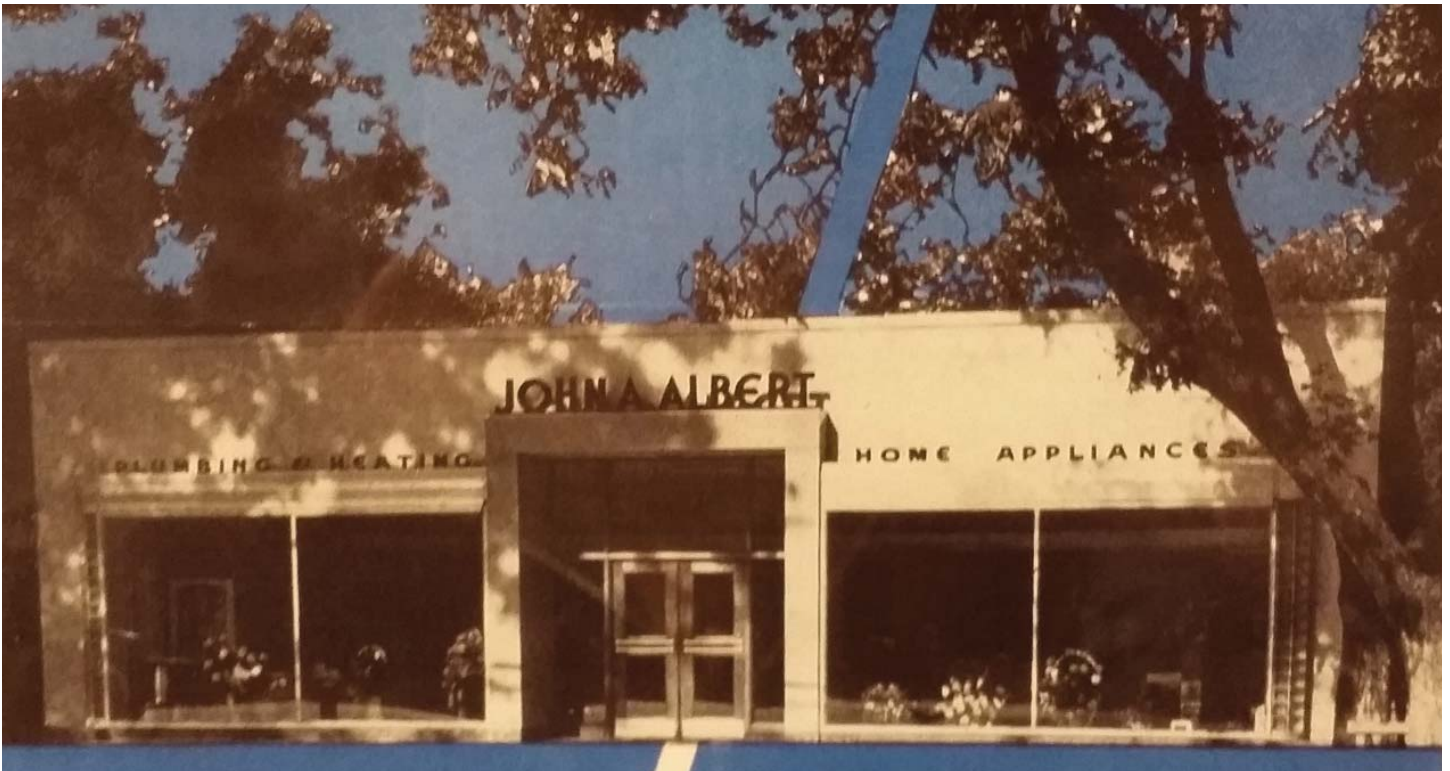
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HISTORIC & DESIGN REVIEW COMMISSION APPLICATION
RIALTO STUDIO, INC. RENOVATION

NOVEMBER 2015



Original Broadway Entrance



Broadway Entrance 2000

HISTORIC & DESIGN REVIEW COMMISSION

RIALTO STUDIO: Photos

NOVEMBER 2015



Existing Broadway Entrance



Existing Broadway Entrance, South



Existing Broadway Entrance, North

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RIALTO STUDIO: Photos

NOVEMBER 2015

Project Narrative

Date: 05 November 2015

Project: Rialto Studio

To: The Office of Historic Preservation Office
City of San Antonio
1901 South Alamo
San Antonio, Texas 78204

Attn: HDRC Staff

From: Bobby Eichholz

Scope of Work: Building facade improvements along Broadway

The building facade facing Broadway will be updated as a part of repairing termite and water damage. Located in the River Improvement Overlay District, the work contributes to the revitalization of commercial nodes within the district.

The proposed exterior improvements keep many original architectural details, retaining the character of the original structure. The windows and the doors will be replaced. The existing free standing sign along the northern edge of the property will remain.

Best regards,

Bobby Eichholz, Jr., ASLA
Partner



Proposed Broadway Entrance

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RIALTO STUDIO: Elevation

NOVEMBER 2015



Proposed Sign Detail

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RIALTO STUDIO: Sign Detail

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