

HISTORIC AND DESIGN REVIEW COMMISSION

April 06, 2016

Agenda Item No: 2

HDRC CASE NO: 2016-070
ADDRESS: 106 ALAMO PLAZA
LEGAL DESCRIPTION: NCB 151 BLK LOT 3, A1,A2,A3,A4,A5,A6,7,8,60,61, 62,63,65,A66&64 EXC SW 32 FT
ZONING: D H HS RIO-3
CITY COUNCIL DIST.: 1
DISTRICT: Alamo Plaza Historic District
LANDMARK: Joske's Dept Store
APPLICANT: Christian Oviatt
OWNER: New Rivercenter Mall, L.P.
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install one sign above the Blum Street entrance canopy to read "Battle for Texas: The Experience" as well as to install two groupings of three flags above the proposed signage. The applicant has proposed for the signage to consist of aluminum fabricated channel letters with acrylic faces, trim caps and vinyl overlays.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 6, Guidelines for Signage

1. General

A. GENERAL

- i. Number and size—Each building will be allowed one major and two minor signs. Total requested signage should not exceed 50 square feet.
- ii. New signs—Select the type of sign to be used based on evidence of historic signs or sign attachment parts along the building storefront where possible. Design signs to respect and respond to the character and/or period of the area in which they are being placed. Signs should identify the tenant without creating visual clutter or distracting from building features and historic districts.
- iii. Scale—Design signage to be in proportion to the facade, respecting the building's size, scale and mass, height, and rhythms and sizes of window and door openings. Scale signage (in terms of its height and width) to be subordinate to the overall building composition.

C. PLACEMENT AND INSTALLATION

- i. Location—Place signs where historically located and reuse sign attachment parts where they exist. Do not erect signs above the cornice line or uppermost portion of a facade wall, or where they will disfigure or conceal architectural details, window openings, doors, or other significant details.
- ii. Obstruction of historic features—Avoid obscuring historic building features such as cornices, gables, porches, balconies, or other decorative elements with new signs.
- iii. Damage—Avoid irreversible damage caused by installing a sign. For example, mount a sign to the mortar rather than the historic masonry.
- iv. Pedestrian orientation—Orient signs toward the sidewalk to maintain the pedestrian oriented nature of the historic districts.

D. DESIGN

- i. Inappropriate materials—Do not use plastic, fiberglass, highly reflective materials that will be difficult to read, or other synthetic materials not historically used in the district.
- ii. Appropriate materials—Construct signs of durable materials used for signs during the period of the building's

construction, such as wood, wrought iron, steel, aluminum, and metal grill work.

iii. Color—Limit the number of colors used on a sign to three. Select a dark background with light lettering to make signs more legible.

iv. Typefaces—Select letter styles and sizes that complement the overall character of the building façade. Avoid hard-to-read or overly intricate styles.

E. LIGHTING

i. Lighting sources—Use only indirect or bare-bulb sources that do not produce glare to illuminate signs. All illumination shall be steady and stationary. Internal illumination should not be used.

ii. Neon lighting—Incorporate neon lighting as an integral architectural element or artwork appropriate to the site, if used.

UDC Section 28-6. Definitions

Sign shall mean any object, device, display, structure, description, figure, painting, drawing, message, plaque, placard, poster, or thing or any part thereof, situated outdoors or indoors, that is designed or used to advertise, inform, identify, display, direct, or attract attention to anything by any means, including words, letters, figures, design, symbols, fixtures, colors, illumination or projected images. The foregoing enumeration of signs shall not be considered to be exclusive. The term "sign" shall include all other devices or structures as may reasonably be included under it; whether attached or unattached. This definition excludes all national or state flags, non-electric window displays, graffiti placed without the authority of the property's owner or representative, the official announcements or signs of government, and athletic scoreboards displaying no otherwise off-premises signage.

FINDINGS:

- a. Conceptual approval of the placement and square footage of signage at 849 E Commerce, 106 Alamo Plaza and the San Antonio River Lagoon was approved on October 17, 2012, as part of the Rivercenter Mall's master signage plan. Signage specifics including materials, square footage and placement were conceptually approved at that time. Currently, the applicant has proposed to install one new signs not included in the original approval above the canopy on both sides of the Blum Street entrance.
- b. To mitigate for the additional signage square footage that is being requested, the applicant has proposed to eliminate two previously approved signs noted in the master signage plan as sign Y9 which totals forty-four square feet. The location of this sign which was originally intended for use by IMAX has no relationship to the location of the currently proposed signage.
- c. This request was reviewed by the Design Review Committee on March
- d. Centered and directly above the "Shops at Rivercenter" signage at the Blum Street entrance, the applicant has proposed to install one new sign totaling 27.98 square feet. According to the Guidelines for Signage, 1.A.ii and iii., new signs should be based on evidence of historic signs and should be designed to respect and respond to the character and/or period of the area in which they are being placed. Additionally, signs should identify the tenant without creating visual clutter or a distraction from the historic façade and should be designed to be in proportion to the building's façade. Staff finds the applicant's proposal to be appropriately scaled and placed as to not detract from the historic façade.
- e. The Guidelines for Signage 1.C.i. notes that new signs should be placed in locations where signage would have historically been placed and that signage should not be placed where they will disfigure or conceal architectural details, window openings, doors or other significant details. Staff finds that the applicant's proposal is not obscuring any architectural features and is consistent with the Guidelines.
- f. Regarding signage materials, the applicant has proposed for the signage to consist of aluminum fabricated channel letters with acrylic faces, trim caps and vinyl overlays. The applicant has noted that the proposed signage is to be lit by white LED's. This proposal is consistent with the master signage plan.
- g. Above the proposed signage, the applicant has proposed to install two groups of three flags in existing flag mounts. These three flags are to be the Flag of Texas, a Mexican tri-color flag with the year 1824 inscribed in the middle and the "Come and Take It". The Mexican tri-color flag is commonly known as the Constitution Flag of 1824, the 1824 Flag of the Texas Revolution and the Alamo Flag. The "Come and Take It" originated immediately prior to the Battle of Gonzales; the first military engagement of the Texas Revolution. Historically, three flags have been flown in each mount. Per UDC Section 28, all national or state flags are not included in the definition of signage.

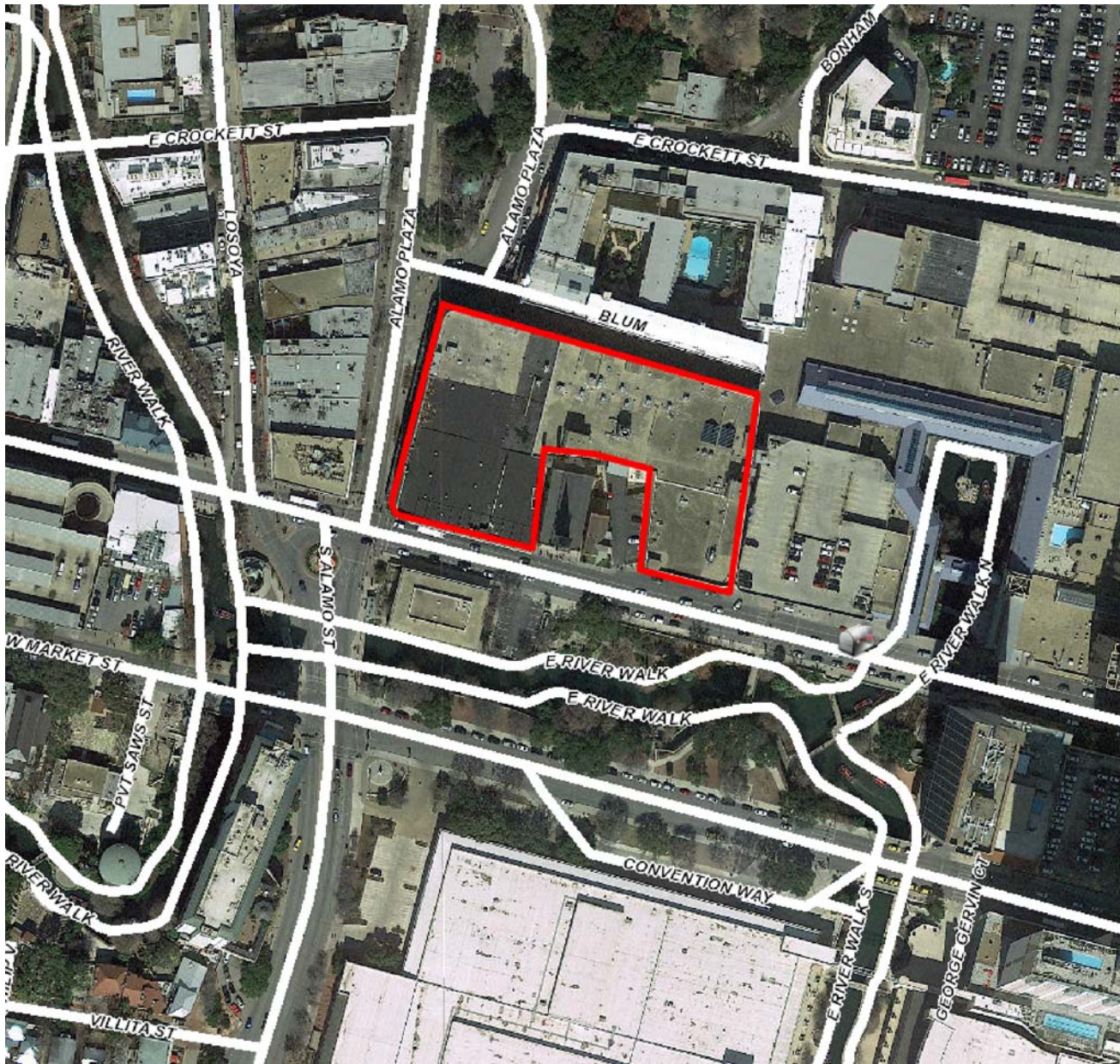
RECOMMENDATION:

Staff recommends approval based on findings a through g with the following stipulations:

- i. That the applicant remove the Dave & Buster's "Now Open" signage at the Blum Street Entrance prior to receiving a Certificate of Appropriateness for the signage of this request.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Feb 04, 2016

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Rivercenter Proposed Signage Masterplan Revision Blum Street Entrance

March 11, 2016

SHOPS AT RIVERCENTER

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



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5	Architectural Plan & Rendering of Proposed Changes

SHOPS AT RIVERCENTER

March 11, 2016

Ms. Shannon Shea Miller
Historic Preservation Officer
City of San Antonio
Office of Historic Preservation
1901 S. Alamo Street
San Antonio, TX 78304

Re: Application to Amend Signage Master Plan (SMP) to accommodate signage for, "Battle for Texas: The Experience" (BFTTE).

Dear Ms. Miller,

Enclosed herewith is our revised application for Final Approval of signage at our Blum Street entrance for our Tenant, Battle for Texas: The Experience (BFTTE). We met with the Design Review Committee on March 8th and addressed the concerns raised in the staff response to our application filed on February 12th.

This sign was not part of the original Signage Master Plan (Case# 2006-322). We seek approval for this sign and in exchange for eliminating a sign from the original SMP. The new signage would be placed above the canopy, centered on the Blum Street entrance to the Shops at Rivercenter. The BFTTE sign is less than 28 s/f. The sign we propose to eliminate from the SMP - (Y9) - is 44.00 s/f.

We believe this new signage is necessary for the success of our Tenant who will be a vibrant and important part of the Alamo Plaza revitalization. The Tenant specifically endeavored to design this signage so as to respect the historic façade and blend with the surrounding elements. They are using gold and bronze tones in keeping with the restoration color scheme.

The signage makes a strong brand expression in an understated design and does not overpower the historic façade. We ask that you give this application your thoughtful consideration and look forward to your comments.

With regards,



Christian E. Oviatt, CRX
General Manager
The Shops at Rivercenter

HDRC APPLICATION

Signage Master Plan Amendment (Case# 2006-322)

Response to Staff Recommendation dated March 02, 2016

Battle for Texas: The Experience

Blum Street entrance facing Alamo Plaza/Plaza de Valero

Applicant : New Rivercenter Mall, L.P.

Preparer: Christian E. Oviatt, GM

March 11th, 2016: March 11th, 2016

OVERVIEW: Applicant originally submitted for Final Approval on February 12th, 2016. The purpose of this memorandum is to address the specific concerns of staff in their review dated March 2nd, 2016.

FINDINGS:

- a. Applicant has revised the submission to a single sign centered on the entrance mounted atop the canopy.
- b. The February 12th submission offered up two signs in mitigation (Y9 & T12) but with only one sign currently being proposed, we are offering a single sign in mitigation that is twice the size of the sign proposed.
- c. The proposed sign is in scale with its surroundings and designed to complement not compete with the adjacent elements. Originally it was proposed to be in red and white but has been redesigned to utilize bronze and gold tones with the white. It does not obscure the adjacent grillwork or medallions and while not proven to be an historical location for signage, it is a logical placement given its conversion to a multi-tenant structure.
- d. As stipulated, the sign requested is not in the approved SMP. That said the appropriateness of the placement is subjective. Applicant agrees with staff's desire to avoid a cluttered presentation. However, we do not believe this single sign of reduced scale in muted tones consistent with the surrounding elements constitutes clutter.
- e. Applicant respectfully submits that the quality of the Tenant and historical/cultural nature of the use is worthy of consideration and weight in this otherwise subjective aspect of the decision. See also (d) and (e) herein above.
- f. Agreed.
- g. Applicant has eliminated the brand centric flag with "Heroes, Legends and Legacy" thereon in favor of the "Come and Take It" flag emblematic of the battle of the Alamo.
- h. Applicant has provided photographic proof of three flag emplacements dating to HemisFair in 1968. Going forward, applicant's plan is to utilize only two flags – Texas and United States – in all medallions other than the one above the Blum Street Entrance. Applicant believes that the three flags proposed are appropriate, culturally significant and add to the solemnity of the Tenant's exhibit.



Y9

"ALAMO IMAX" S/F ROST WALL DISPLAY

1/2" = 1'-0"

ONE (1) REQ'D - MANUFACTURE & INSTALL

44 SQ. FT.

8" DEEP ALUM. CABINET AND FACES PTD. MATTE BLACK.

TENANT SPECIFIC LOGO / COPY IS ROUTED OUT
& BACKED UP W/ SHO-THRU .187" THK. #2447 WHITE ACRYLIC
AND 1ST. SURFACE APPLIED 3M TRANSL. VINYL OVERLAYS.

"ALAMO, IMAX" - #3630-147 LT. EUROPEAN BLUE.

"THEATRE" - WHITE SHO-THRU

"———" - #3630-147 LT. EUROPEAN BLUE.

TEXAS GRAPHIC:

DIGITALLY PRINTED GRADIENT OVER CLEAR VINYL MEDIA
(PMS 1655 C ORANGE / PMS #123 C YELLOW)

NOTE: 1ST. SURFACE VINYL COLOR MAY VARY ACCORDING
TO TENANT'S LOGO DESIGN.

ACRYLIC IS TO BE SECURED TO THE FACE USING WELDED
STUDS, W/ WASHERS, LOCK NUTS, & SILICONE ADHESIVE.

ILLUMINATION: WHITE L.E.D.

CABINET MOUNTING:

FASTEN TO EXISTING WIRE MESH WALL
(USE NON-CORROSIVE HARDWARE)

CUSTOMER TO PROVIDE PRIMARY ELECTRICAL
(NOT INCLUDED BY CHANDLER SIGNS)

ELECTRICAL REQUIREMENTS

ONE 20 AMP 120V CIRCUIT REQUIRED

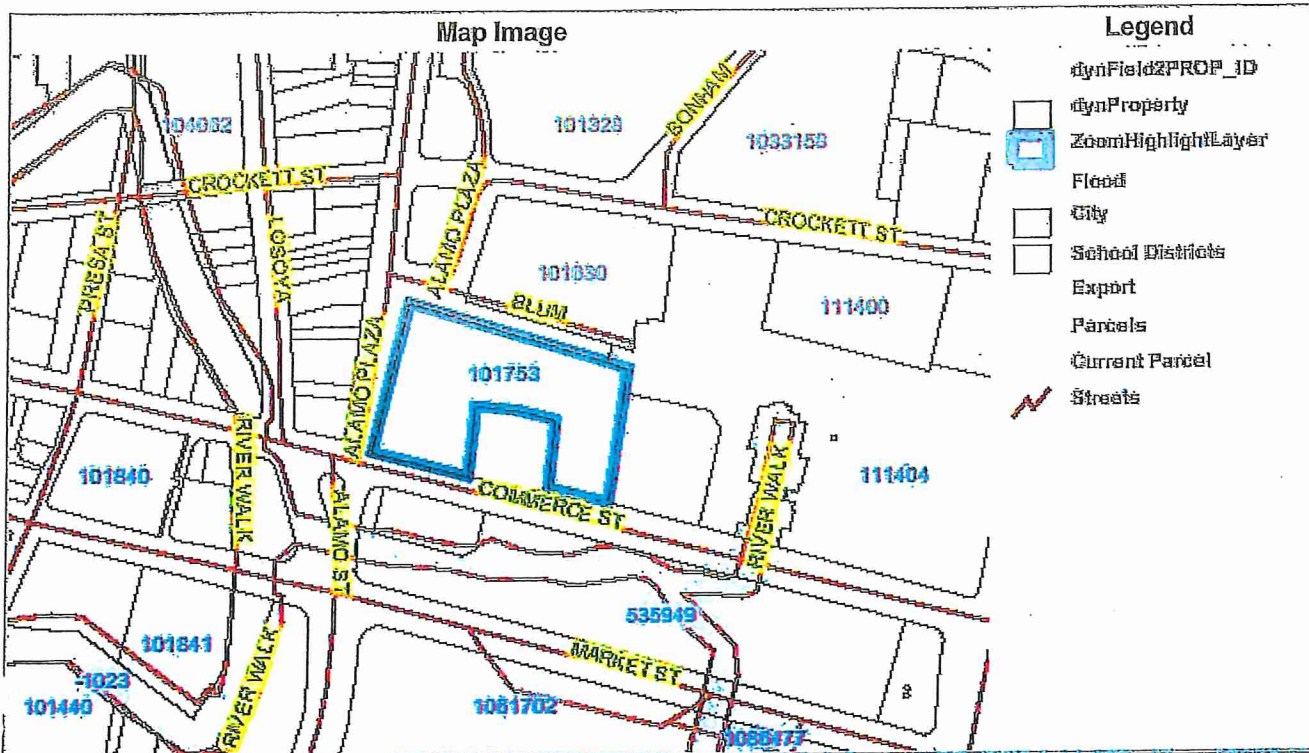
SURVEY REQUIRED TO DETERMINE
WALL STRUCTURE FOR MOUNTING.

ELIMINATED SIGN FROM
THE RIVERCENTER SIGNAGE MASTER PLAN

SHOPS AT
RIVERCENTER

Bexar CAD

Property Search Results > Property ID 101753 NEW RIVERCENTER MALL LP for Year 2012



Property Details

Account

Property ID: 101753
 Geo. ID: 00151-000-0010
 Type: Real
 Legal Description: NCB 151 BLK LOT 3, A1,A2,A3,A4,A5,A6,7,8,60,61, 62,63,65,A66&64 EXC SW 32 FT

Location

Address: 106 ALAMO PLAZA TX
 Neighborhood: NBHD code10011
 Mapsco: 616F5
 Jurisdictions: 06, 08, 09, 10, 11, 21, 57, CAD

Owner

Name: NEW RIVERCENTER MALL LP
 Address: % ASHKENAZY ACQUISITION CORP
 433 5TH AVE
 NEW YORK, NY 10016-2207

Property

Appraised Value: \$11,034,750

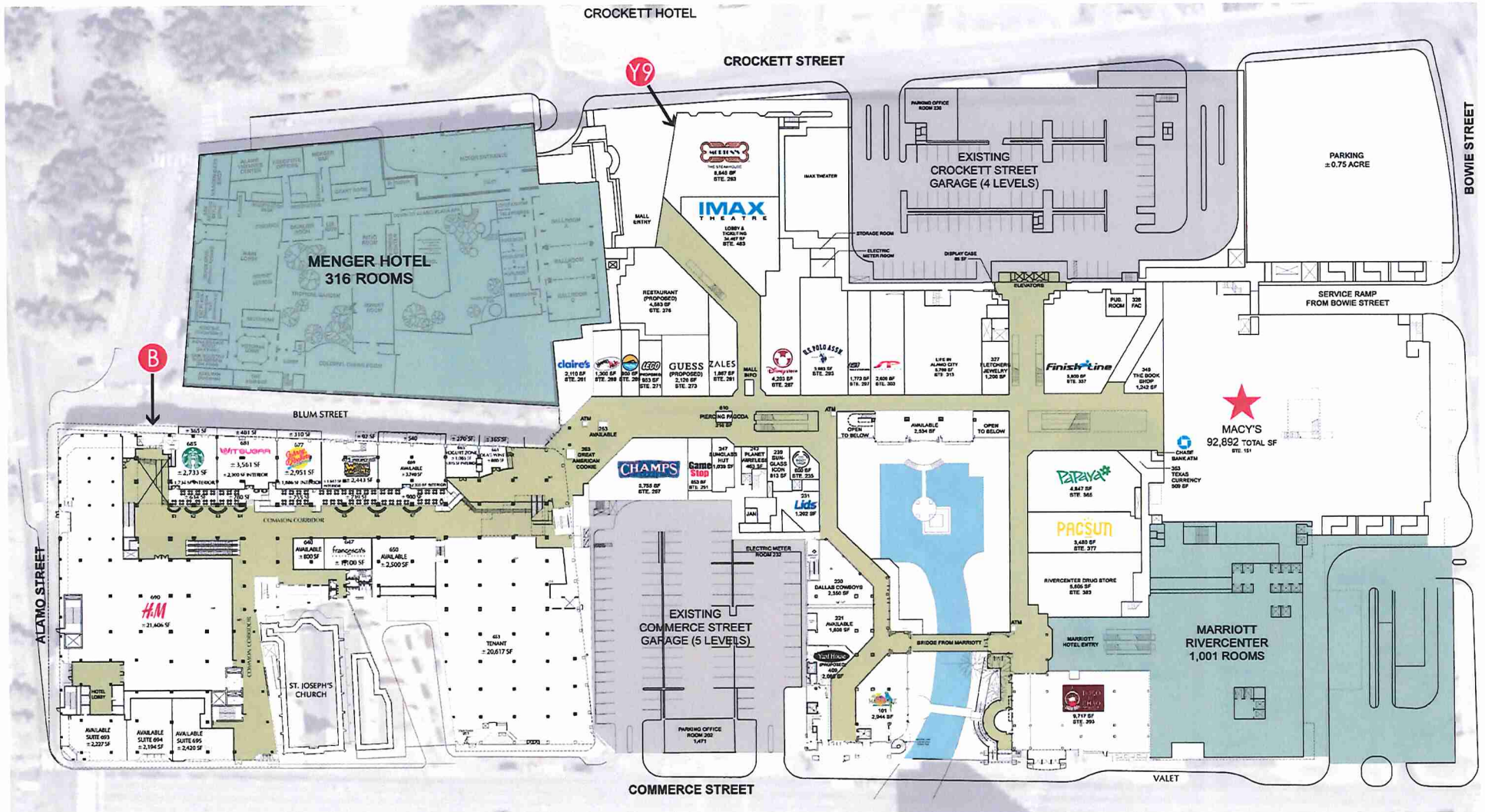
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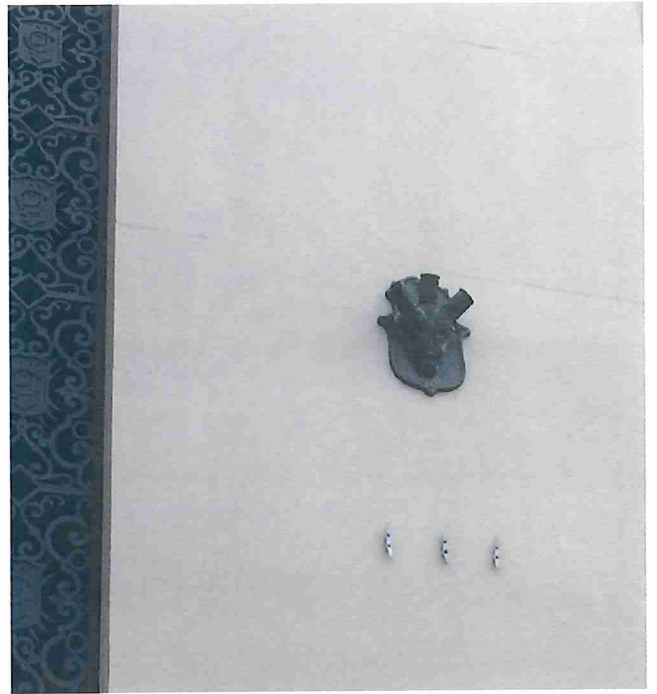
Street Level



Rivercenter Overall Plan
Street Level

SITE PLAN

SHOPS AT
RIVERCENTER



PRIOR TO CONSTRUCTION



CURRENT FACADE

EXISTING

SHOPS AT
RIVERCENTER



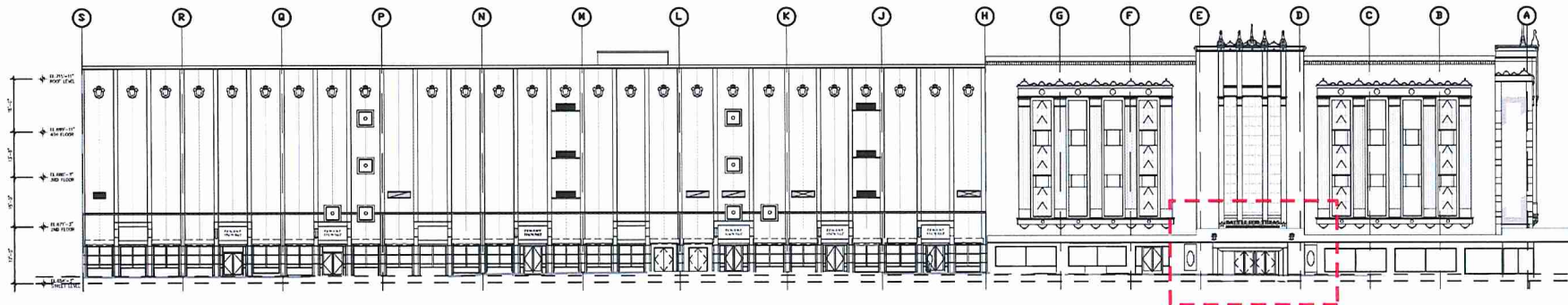
PREVIOUSLY PROPOSED - 02/12/2016

SHOPS AT
RIVERCENTER



CURRENTLY PROPOSED

SHOPS AT
RIVERCENTER



NORTH ELEVATION - BLUM STREET

SCALE: 1/32" = 1'-0"



ENLARGED VIEW

SCALE: 3/16" = 1'-0"

**BATTLE
FOR TEXAS**
THE EXPERIENCE

Design #	0612133AR8
Sheet	7 of 13
Location	RIVER CENTER MALL
Address	849 E. COMMERCE ST. SAN ANTONIO, TX 78205
Act. Rep.	STAN MACRUM
Coordinator	JAMIE MACRUM
Designer	J. GARCIA
Date	12/8/15
Approval / Date	
Client	
Sales	
Estimating	
Art	
Landlord	
Engineering	

REVISIONS:
 #1: 12/8/15 - "B" - ADD 3 OPTIONS FOR FCS LOGO LETTERS "B" - REVISED FOR NEW CUSTOMER PROVIDED ART. "C" - REDESIGNED 3 OPTIONS USING CUSTOMER PROVIDED ART.
 #2: 12/8/15 - DELETED SIGN "B" FROM SIGN PERSONAL LOCATED SIGN "C" TO SECOND TRIMMAY SLOT ON "C".
 #3: 12/8/15 - REMOVED OPTION 2 FOR "B" - REQUESTED DIFFERENT FROM ALL OTHER SIGNAGE.
 #4: 12/8/15 - ADDED "B" "C" CANOPY MOUNTED POLS ON FRAME & WIREWAYS.
 #5: 12/8/15 - REVISED COPY FOR "B" & "C" & ALL & NEED PHOTOS.
 #6: 12/8/15 - REPLACED SIGN "B" WITH LINEAR SIGN. REQUESTED OPTION 2 FOR "C".
 #7: 12/8/15 - ADDED LARGER OPTION 1 FOR SIGN "C". PHOTOS ALSO IN ELEVATION & PHOTO RENDERING.
 #8: 12/8/15 - LOCATED "BATTLE FOR TEXAS" SIGNAGE FROM "C" TO "B".

Chandler Signs
Brand Name: Chandler Signs

3201 Manor Way
214-952-2500
17211 San Pedro, Ste 300
214-952-2500
963 Baker Avenue, Ste 200
957-479-3679
2044 South Hill Point Circle
803-420-1100

Buffalo, TX 75235
Fax 214-952-2544
San Antonio, TX 78237
Fax 214-952-2544
Louisville, KY 40264
Fax 502-432-8933
Downers Grove, IL 60517
Fax 630-424-1180

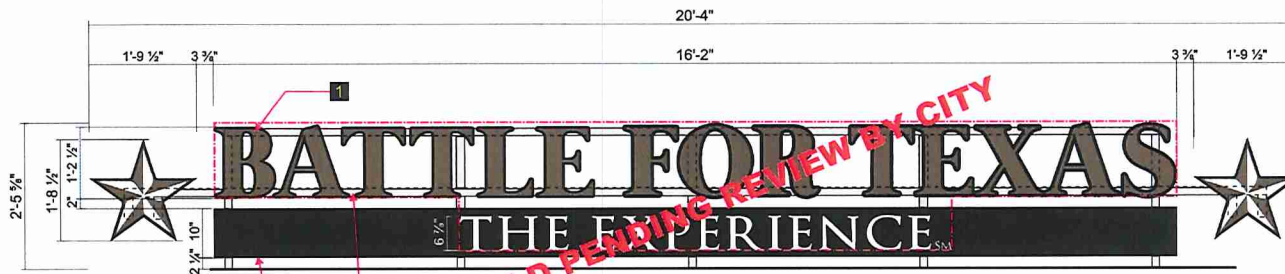
27 Waterfront Park Court
800-851-7932
P.O. Box 125, 204 Doral Drive
361-563-5399

Davenport, IA 52801
Fax 562-348-4734
Portland, ME 04106
Fax 207-643-4533
Vallejo, CA 94588
Fax 707-967-7033

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**FINAL ELECTRICAL
CONNECTION BY
CUSTOMER**

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH ARTICLE 610 OF THE NATIONAL ELECTRICAL CODE AND OTHER APPLICABLE CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN TO THE BUILDING STRUCTURE.



B BATTLE FOR TEXAS - PCL'S
(1) ONE REQUIRED TOTAL
27.98 SQ. FT.

1/2"=1'-0"

- 1 "STAR, BATTLE FOR TEXAS"**
(5" DEEP) ALUM. FABRICATED CHANNELS
WITH ACRYLIC FACES, TRIM CAPS AND
1ST. SURFACE APPLIED 3M VINYL OVERLAYS.

RETURNS & TRIM CAP : BLACK

FACES : #7328 WHITE ACRYLIC WITH
#3630-131 GOLD METALLIC TRANSL.
VINYL AND #3630-20 BLACK VINYL
PERIMETER BORDER.

ILLUMINATION : 7100K WHITE LED'S.

LED POWER SUPPLIES BEHIND BACKGROUND.

FLUSH MOUNTED - USE NON-CORROSIVE
FASTENERS.

- 2 "THE EXPERIENCE"**
(5" DEEP) ALUM. FABRICATED CABINET
PAINTED BLACK.

3/4" THK. CLEAR ACRYLIC COPY WITH 1ST.
SURFACE APPLIED #3630-20 WHITE TRANSL.
VINYL & 2ND. SURFACE APPLIED
WHITE DIFFUSER FILM.

ILLUMINATION : 7100K WHITE LED'S.

LED POWER SUPPLIES BEHIND BACKGROUND.

"SM" - #7725-10 WHITE VINYL (NON-LIT)

- 3 1.5" X 1.5" ALUM. TUBE FRAMEWORK**
-P.T.M. S.W. #6141 SOFTER TAN.

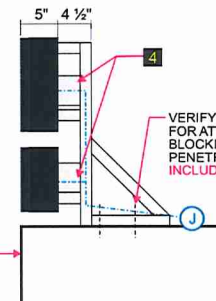
- 4 4" X 3" EXTRUDED ALUM. WIREWAYS**
-P.T.M. S.W. #6141 SOFTER TAN.

USE NON-CORROSIVE FASTENERS AND PROPERLY
WEATHER-PROOF ANY PENETRATIONS AT CANOPY.

G.C. IS TO PROVIDE PRIMARY ELEC. SERVICE TO EACH SIGN.

J DENOTES APPROXIMATE LOCATION OF J-BOX
PROVIDED BY CUSTOMER'S GC.

EXISTING CANOPY



SURVEY REQUIRED
VERIFY CANOPY CONSTRUCTION & BLOCKING FOR ATTACHMENT

**BATTLE
FOR TEXAS**
THE EXPERIENCE

Design #	0612133AR8
Sheet	8 of 13
Location	RIVER CENTER MALL
Address	849 E. COMMERCE ST. SAN ANTONIO, TX 78205
Act. Rep.	STAN MACRUM
Coordinator	JAMIE MACRUM
Designer	J. GARCIA
Date	12/8/15
Approval / Date	
Client	
Sales	
Estimating	
Art	
Landlord	
Engineering	

Revision / Date:

1. 12/8/15: "AS BUILT" ADDED 2 OPTIONS FOR LED LOGO LETTERS: "B" - REVISED FOR NEW CUSTOMER (PROVIDED ART) "T" - ASSIGNED 1 OPTION (BASIC CUSTOMER PROVIDED ART)

2. 12/8/15: DELETED SIGN "T" FROM SIGN (ORIGINAL LOCATED SIGN "T" TO SECOND TRIMMET SLICE ON "T")

3. 12/8/15: REMOVED OPTION 2 FOR "B" (ART) (REMOVED LETTERS FROM ALL OTHER SIGNAGE)

4. 12/8/15: ADDED "T" 8" CANOPY MOUNTED POLS ON FRAME & WIREWAYS

5. 12/8/15: REVISED COPY FOR #6 & #11, & ADDED PHOTOS

6. 12/8/15: REPLACED SIGN "B" WITH LINEAR SIGN (REMOVED OPTION 2 FOR "B")

7. 12/8/15: ADDED LARGER OPTION 1 FOR SIGN "T" (SHOWN ALSO IN ELEVATION & PHOTO RENDERING)

8. 12/8/15: LOCATED "BATTLE FOR TEXAS" SIGNAGE FROM "T" TO "T"

Chandler Signs
Brand Name Rights Here

3201 Manor Way 214-952-2080	Dallas, TX 75235 Fax 214-952-2944
17133 San Jose Blvd, Ste 200 214-349-3856	San Antonio, TX 78257 Fax 214-349-8734
963 Barker Avenue, Ste 200 863-479-3679	Lubbock, TX 79404 Fax 807-412-8113
2004 South Hill Point Circle 863-428-1180	Davenport, FL 33827 Fax 863-424-1180
37 Waterfront Plaza Court 868-851-7000	Davenport, FL 33834 Fax 214-349-8734
P.O. Box 128 708 Bernal Drive 261-543-2599	Portland, TX 78254 Fax 261-643-6333
1335 Park Center Drive, UNIT C 760-967-7000	Waco, TX 76781 Fax 760-967-7000

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**FINAL ELECTRICAL
CONNECTION BY
CUSTOMER**

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE NATIONAL ELECTRICAL CODE (NEC) AND OTHER APPLICABLE CODES. THE SIGN IS TO BE PROPERLY GROUNDING & BONDING OF THE SIGN TO THE MAIN BONDING SYSTEM.