

## HISTORIC AND DESIGN REVIEW COMMISSION

April 06, 2016

Agenda Item No: 24

**HDRC CASE NO:** 2016-114  
**ADDRESS:** 3210 BROADWAY  
**LEGAL DESCRIPTION:** NCB 3862 BLK 8 LOT 1,9,10,11 (LAND ONLY),12 & E 25 FT OF 8  
**ZONING:** C2 RIO-1  
**CITY COUNCIL DIST.:** 2  
**APPLICANT:** Richard Montez  
**OWNER:** Richard Montez  
**TYPE OF WORK:** Signage  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install seven banners that are currently installed throughout the façade of the structure at 3210 Broadway.

### 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. The applicant has proposed to install seven banners on both the Broadway and Eleanor façade of the structure at 3210 Broadway. The applicant has noted the proposed sizes include three banners that are to be 4' x 10', one banner that is to be 3' x 10', one banner that is to be 3' x 13' and one banner that is to be 4' x 20'. Each of the previously mentioned banners have been illegally installed.
- b. Per the UDC Section 35-678(e), one major and two minor signs are permitted not to exceed fifty (50) square feet total. The property currently features a permanent sign reading "Tomatillos" that is approximately thirty-five square feet in size. The applicant's proposed banners total approximately 295 square feet. This additional square footage is not consistent with the Guidelines.
- c. In regards to the placement of the proposed banners, two are currently located above arched openings covering architectural brick molding. The UDC section 35-678(c)(3) states that signage shall not conceal architectural

features or details and should be limited to sizes that are in scale with the architecture and streetscape. The proposed banners do not comply with this section of the UDC and are not appropriate.

**RECOMMENDATION:**

Staff does not recommend approval based on findings a through c. Staff finds that the existing, permanent “Tomatillos” sign is appropriate and that all other signs should be removed.

**CASE MANAGER:**

Edward Hall



## Flex Viewer

Powered by ArcGIS Server

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Banner 3x10  
Banner 4x20

BACK

10<sup>feet</sup> x 3 1/2 feet

Tomatillos

Neon  
Sign

Banner  
Banner  
Banner

4x10 4x10 4x10

AWNINGS

Front

||

side

Banner  
Banner

3x13 3x8

ELENOR

Broadway







**FAJITA MONDAY**  
**1 LB. FAJITAS FOR TWO**  
**4PM-10PM**  
**\$15**  
*Tomatillos*

**HAPPY HOUR**  
*Tomatillos*  
**MON-FRI**  
**3PM-7PM**  
**ALL DAY SUNDAY**