

HISTORIC AND DESIGN REVIEW COMMISSION

May 18, 2016

Agenda Item No: 9

HDRC CASE NO: 2016-164
ADDRESS: 3801 BROADWAY
LEGAL DESCRIPTION:
ZONING: R6 HS RIO-1
CITY COUNCIL DIST.: 2
LANDMARK: Brackenridge Park
APPLICANT: Jill Giles
OWNER: Marise McDermott/Witte Museum
TYPE OF WORK: Witte wayfinding sign package
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install a wayfinding and monument signage system for the Witte Museum.

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

- 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.

4. Freestanding Signs

A. GENERAL

- i. Appropriate usage*—Freestanding signs are most appropriate in locations where building forms are set back from the street, such as in areas where historic residences have been adapted for office or retail uses, or in commercial districts where they may be used to identify parking areas or other accessory uses.
- ii. Placement*—Place freestanding signs near the public right-of-way where they are clearly visible to passing pedestrians and motorists, a minimum of five feet from the street right-of-way and ten feet from all interior side lot lines. No freestanding sign should be placed in a manner that obstructs the pedestrian walkway.

B. DESIGN

- i. Height*—Limit the height of freestanding signs to no more than six feet.
- ii. Area*—The size of new signs should be appropriate within the historic context, and should not exceed 25 square feet on either side, for a total of 50 square feet. Appropriate size shall be determined by considering historic precedent, sign patterns within historic districts, and conditions specific to individual properties.
- iii. Structural supports*—Use subtle structural elements (in terms of their scale and mass) with historically compatible materials to support a freestanding sign.

UDC Section 35-678. Signs and Billboards in the RIO

(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.

(4) Freestanding Signs. Freestanding signs are allowed provided the sign does not interfere with pedestrian or vehicular traffic. Freestanding signs shall be perpendicular to the street, two-sided and no taller than six (6) feet. Freestanding signs shall not be located in the right-of-way.

FINDINGS:

- a. The applicant has proposed to install a wayfinding and monument signage system at the Witte Museum that is to include monument entrance signage, wayfinding signage for the museum and gate plaques. In total, the applicant has requested thirteen signs.
- b. According to the Guidelines for Signage 4.A.i. and ii., the proper usage and placement of freestanding signs are in areas that are set back from the street, in commercial districts and in areas that are pedestrian oriented that do not block the public right of way. The applicant has proposed locations that are in existing planting beds or are in locations that are not in the public right of way or areas of pedestrian traffic. This is consistent with the Guidelines.
- c. The applicant has proposed a total of thirteen signs that range from small plaque signs that are 1' – 4" by 1' – 8" to a large monument sign that is to be approximately 23 feet in length and six feet in height. The applicant has proposed free standing signs that include an overall height of between six feet and seven feet. Per the UDC Section 35-678 regarding Signs and Billboards in the RIO, freestanding signs are allowed provided the sign does not interfere with pedestrian or vehicular traffic, shall be perpendicular to the street, two-sided and no taller than six feet in height. While the UDC includes this provision, staff finds that the applicant's proposed overall height is appropriate in the context of a museum campus.
- d. According to both the UDC Section 35-678(e)(4) and the Guidelines for Signage, total requested signage should not exceed more than fifty total square feet, however, additional square footage may be approved given that signage does not interfere with the pedestrian experience. Given the size of the Witte Museum Campus, staff finds

that the proposed additional square footage is appropriate.

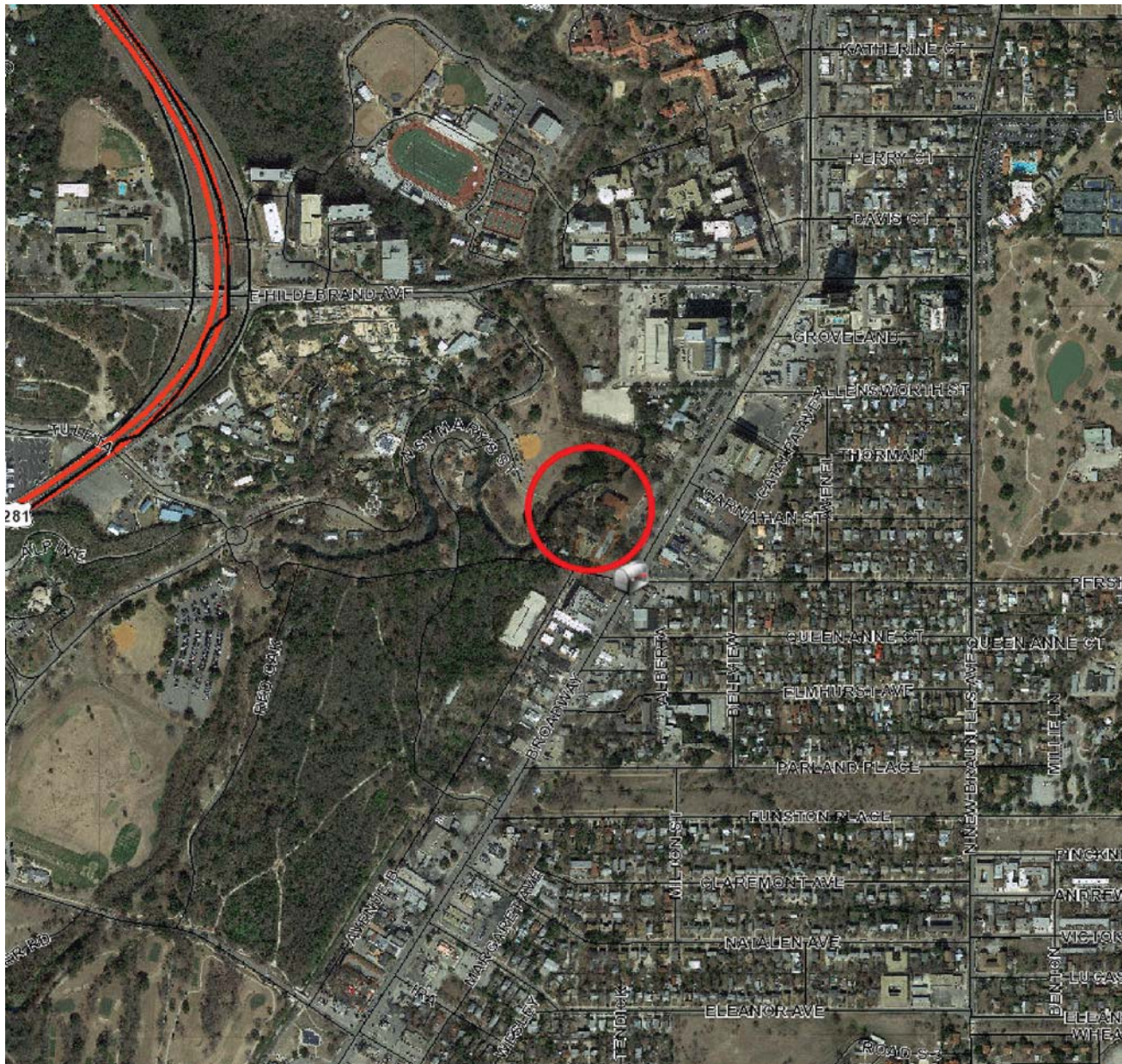
- e. The applicant has proposed materials consisting of copper letters, painted aluminum panels, blackened steel frames and letters, copper backers and corten steel. Staff finds each of these materials appropriate for the Witte Museum campus as well as consistent with the UDC.
- f. In regards to lighting, the applicant has noted that the only sign that will be lit is the monument sign that is to front Broadway. The applicant has noted that the proposed fixtures are to be located within inground housing boxes and will not be visible. Staff finds this lighting proposal appropriate.

RECOMMENDATION:

Staff recommends approval as submitted based on findings a through g.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed:May 11, 2016

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GILES-PARSCALE

HDRC Signage Description

29 February 2016

Witte Wayfinding and Monument Signage

P1

The Witte Museum
3801 Broadway St
San Antonio, TX 78209

Monument Entrance Sign

"Witte" copper sculptural letters

Approximate size 23'-4"L x 5'-10"H x 12"D

Letters to be affixed to stone low-wall, no sharp edges, heavy internal frame

"Museum" copper letters

Approximate size 12'-0"L x 9.5"H x 1"D

Letters to be affixed to face of stone low-wall, no sharp edges

Cor-ten Steel Wayfinding Signage

Cor-ten steel panels affixed to boulders with applied & powder coated letters.

1/8" cor-ten panels faces over tube steel frame

Approximate boulder size yet to be determined.

2x Wayfinding A: *Single faced, visible dim approx. 60"W x 24"H*

Sign to read "Witte Museum" with a directional arrow

2x "Entry" sign: *Single faced, visible dim approx. 30"W x 60"H*

Sign to read "drop off" and "Handicap Parking"

1x "Exit" sign: *Double faced, visible dim approx. 48"W x 30"H*

"Witte" Wayfinding Signage

1x Wayfinding: *6'-3" x 1'-4" - 1/2" thick aluminum panel over metal frame painted to match MP 27168 with Witte graphics*

Sign to read "Frost Gate" and "Tuleta Gate" with directional arrows

2x Parking Sign: *7'-6" x 2'-4" 1/4" thick aluminum panel between 2" x 2" metal frame painted to match MP 27168 with Witte graphics*

Sign to read "Parking" with a directional arrow

Gate Plaques

Blackened Steel frame, w/ applied blackened letters on patinated copper backer.

2x "Frost Gate"

Approximate size 1'-8"L x 1'-4"H

1x "Tuleta Gate"

Approximate size 1'-8"L x 1'-4"H

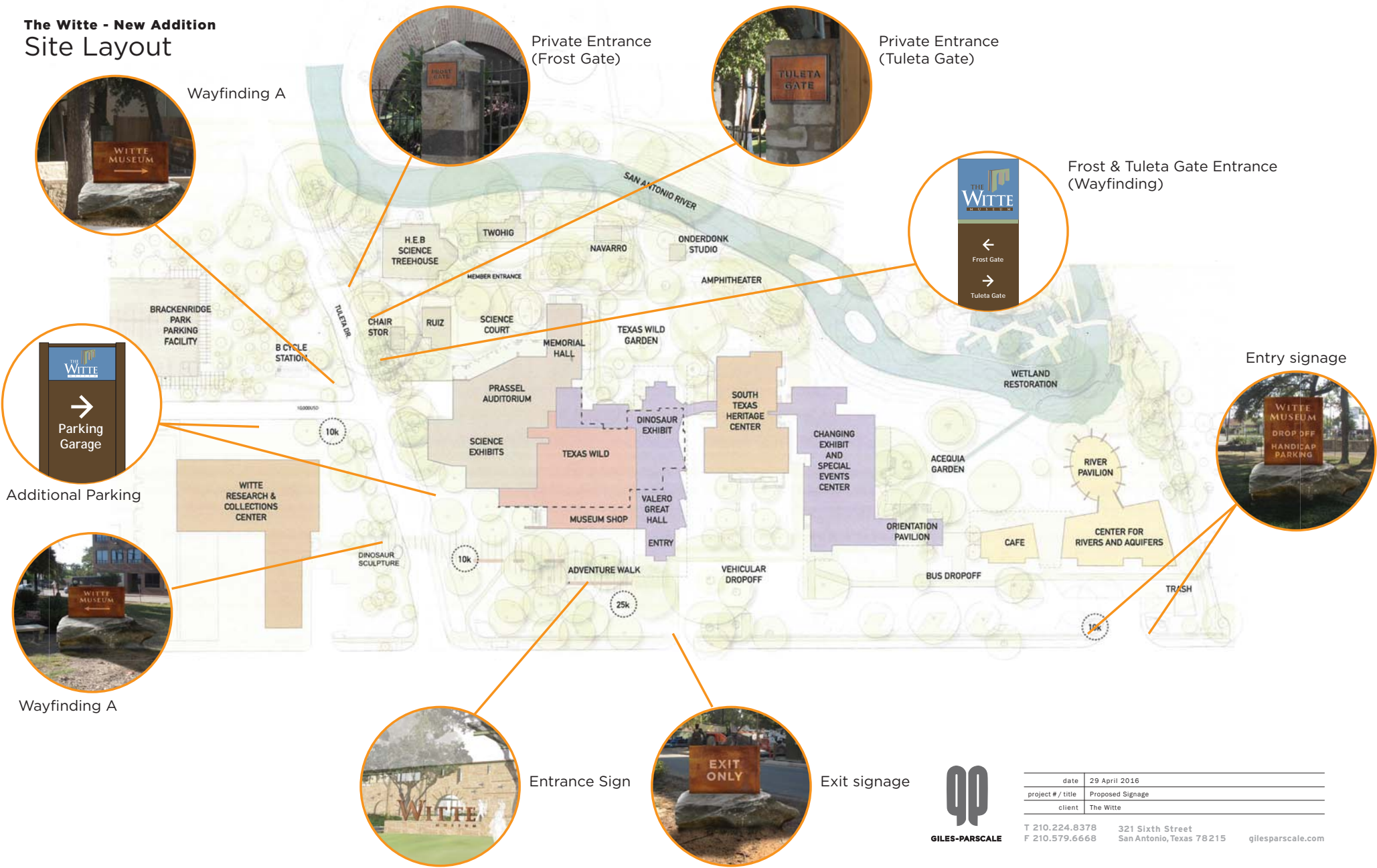
321 SIXTH STREET
SAN ANTONIO, TEXAS 78215

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f 210.579.6668

info@gilesparscale.com
www.gilesparscale.com

a digital agency

The Witte - New Addition Site Layout



GILES-PARSCALE

date	29 April 2016
project # / title	Proposed Signage
client	The Witte
T 210.224.8378	321 Sixth Street
F 210.579.6668	San Antonio, Texas 78215
	gilesparscale.com

The Witte - New Addition

Entrance Signage - Copper Witte

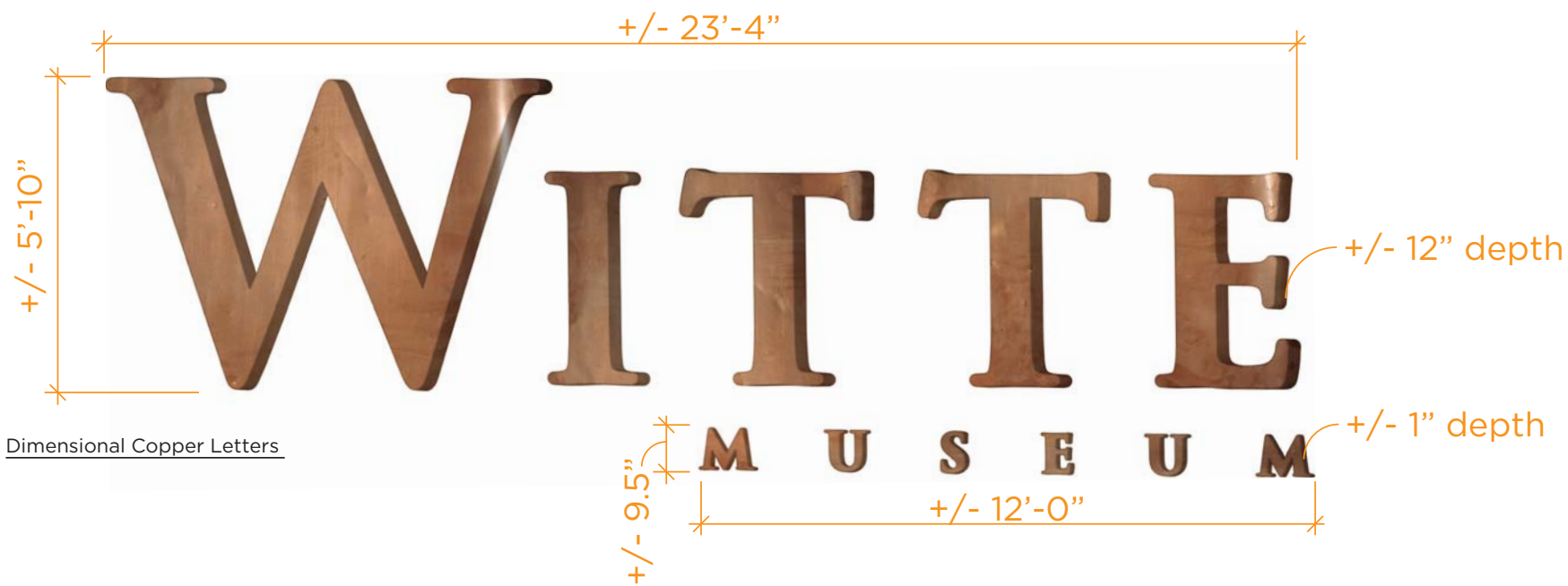


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T 210.224.8378	321 Sixth Street	gilesparscale.com
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The Witte - New Addition
Entrance Signage - Copper Witte

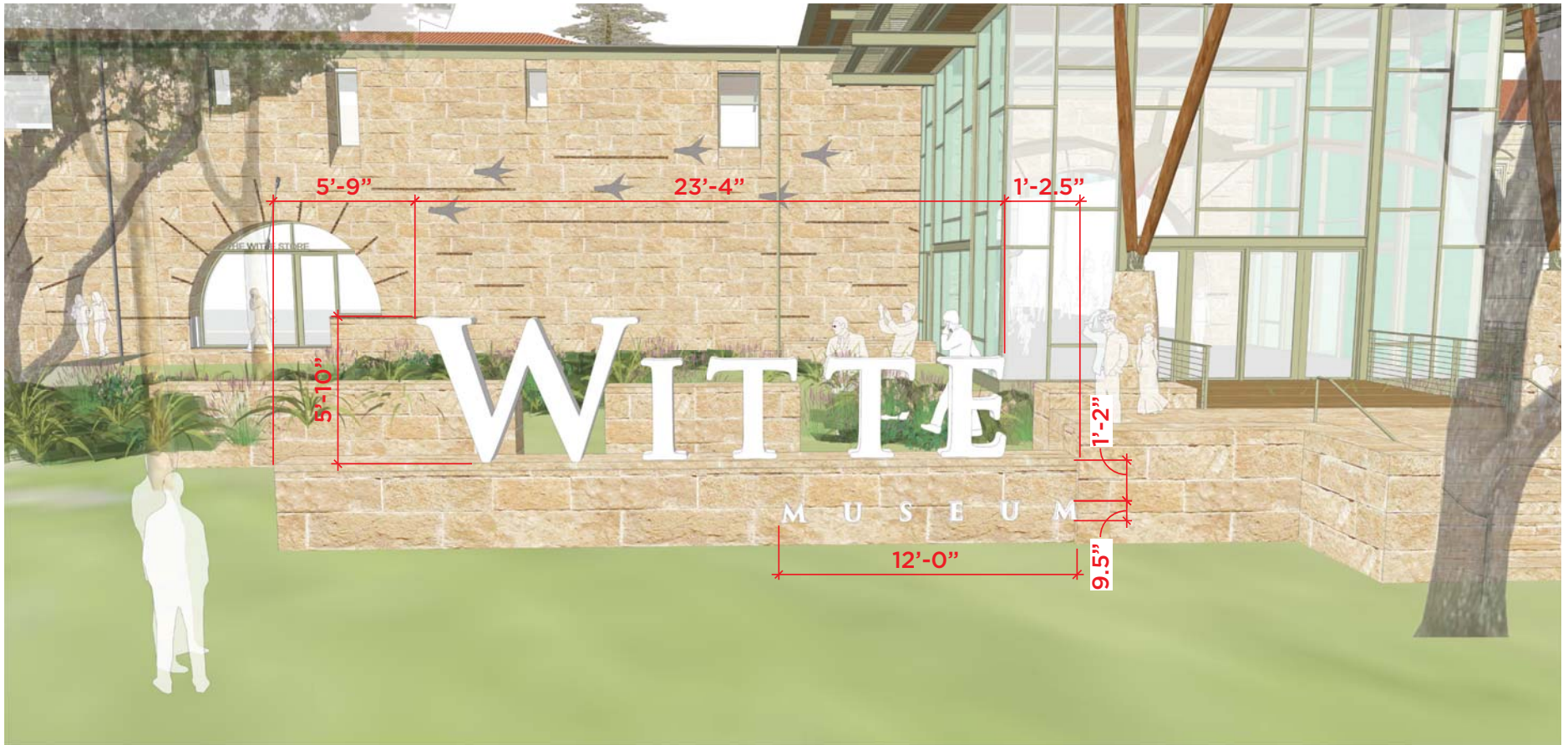


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Witte Museum Addition
Copper sign location

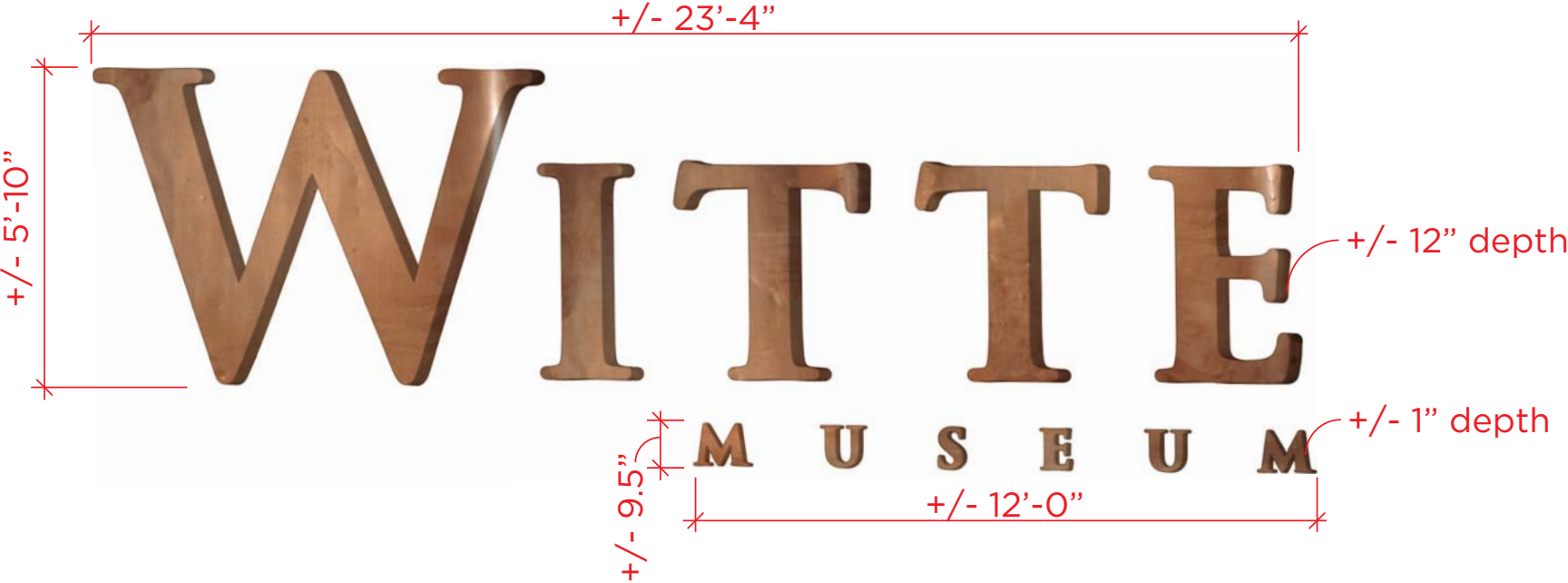


GILES-PARSCALE

date	29 April 2016
project # / title	Witte Signage Location
client	Witte Museum

T 210.224.8378 321 Sixth Street
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Witte Museum Addition
Copper sign location

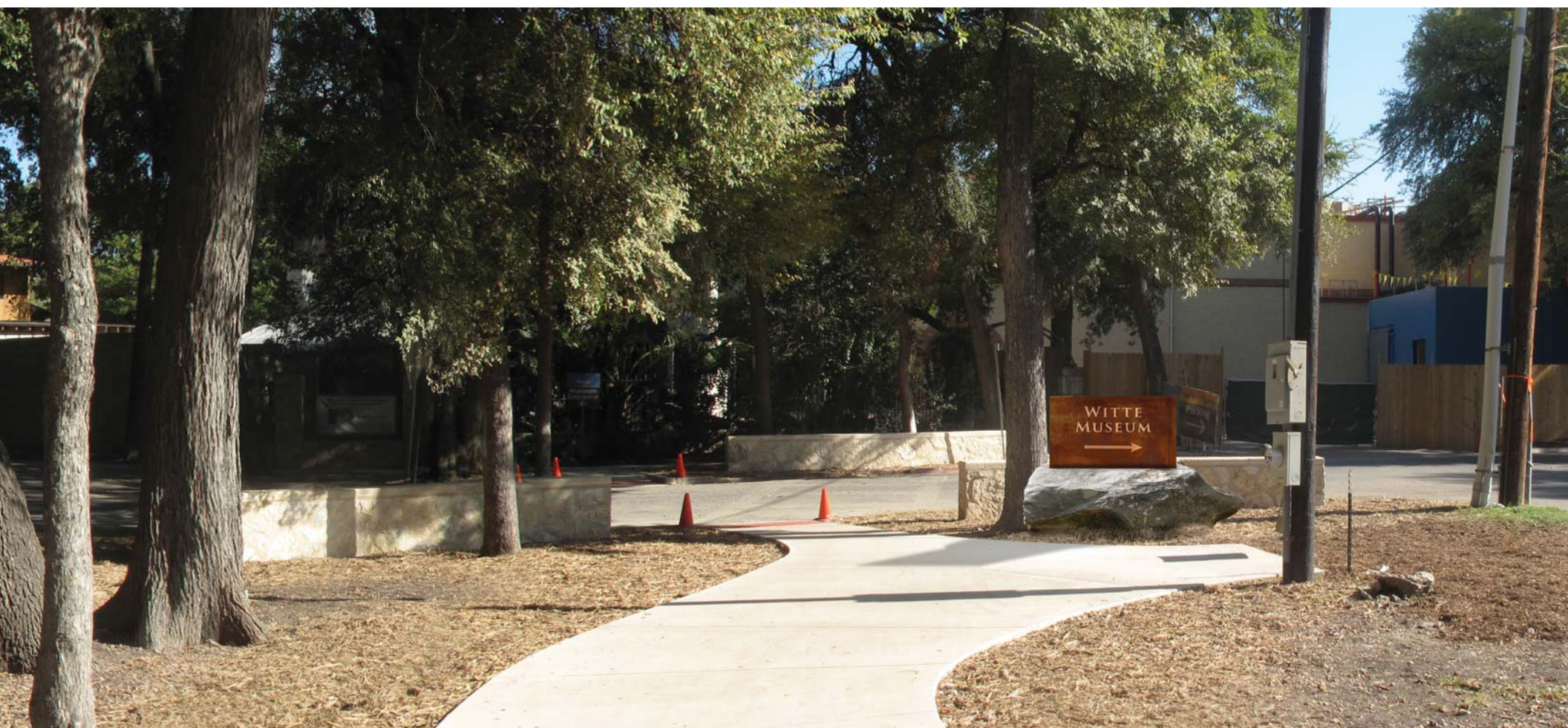


GILES-PARSCALE

date	29 April 2016
project # / title	Witte Signage Location
client	Witte Museum

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F 210.579.6668	San Antonio, Texas 78215	gilesparscale.com

The Witte - New Addition
Wayfinding Signage



GILES-PARSCALE

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client	The Witte

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The Witte - New Addition
Wayfinding Signage



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client	The Witte

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The Witte - New Addition
Wayfinding Signage



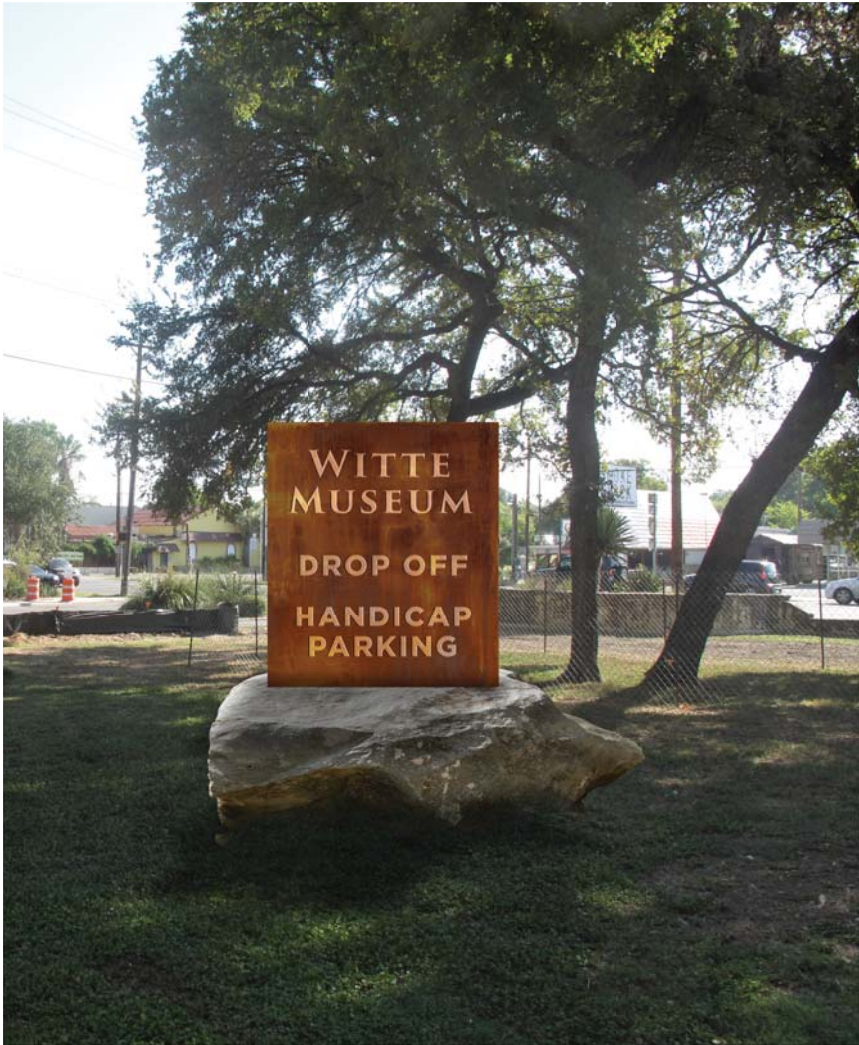
GILES-PARSCALE

date	29 April 2016
project # / title	Proposed Signage
client	The Witte

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The Witte - New Addition
Drop off/ Exit Signage

Note: Render location for representation only



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The Witte - New Addition
Typical Wayfinding Signage



Typical profile view



Typical Wayfinding Elevation



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The Witte - New Addition
Corten Steel Precedent Images



GILES-PARSCALE

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The Witte - New Addition
Entrance Plaques



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client	The Witte

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The Witte - New Addition
Tuleta Gate Plaque

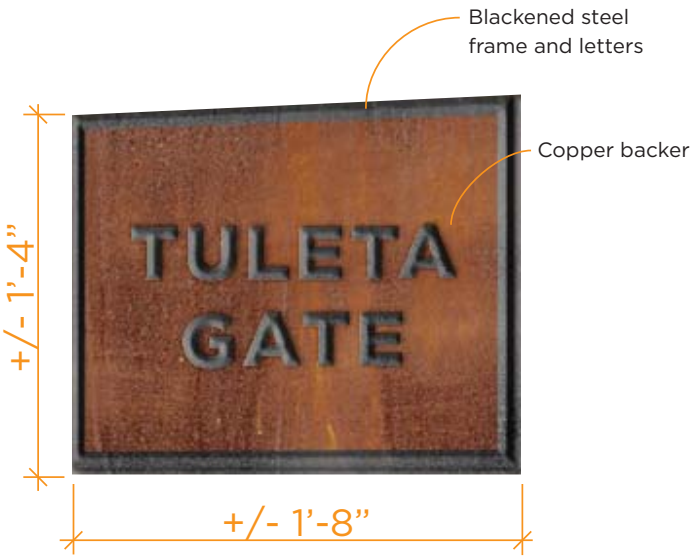


GILES-PARSCALE

date	29 April 2016
project # / title	Proposed Signage
client	The Witte

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F 210.579.6668 San Antonio, Texas 78215 gilesparscale.com

The Witte - New Addition
Frost and Tuleta Gate Plaques



GILES-PARSCALE

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The Witte - New Addition
Witte additional wayfinding typicals

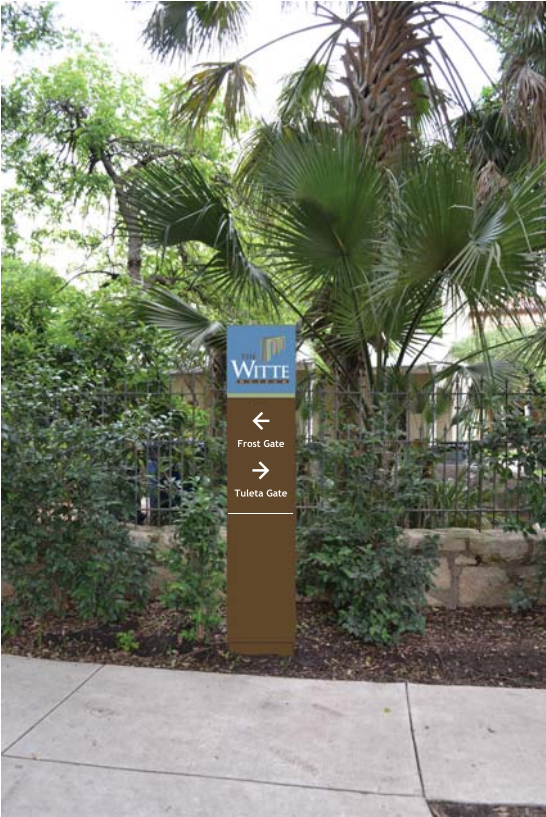
Note: Please see map for final signage location



Parking Sign Location A



Parking Sign Location B

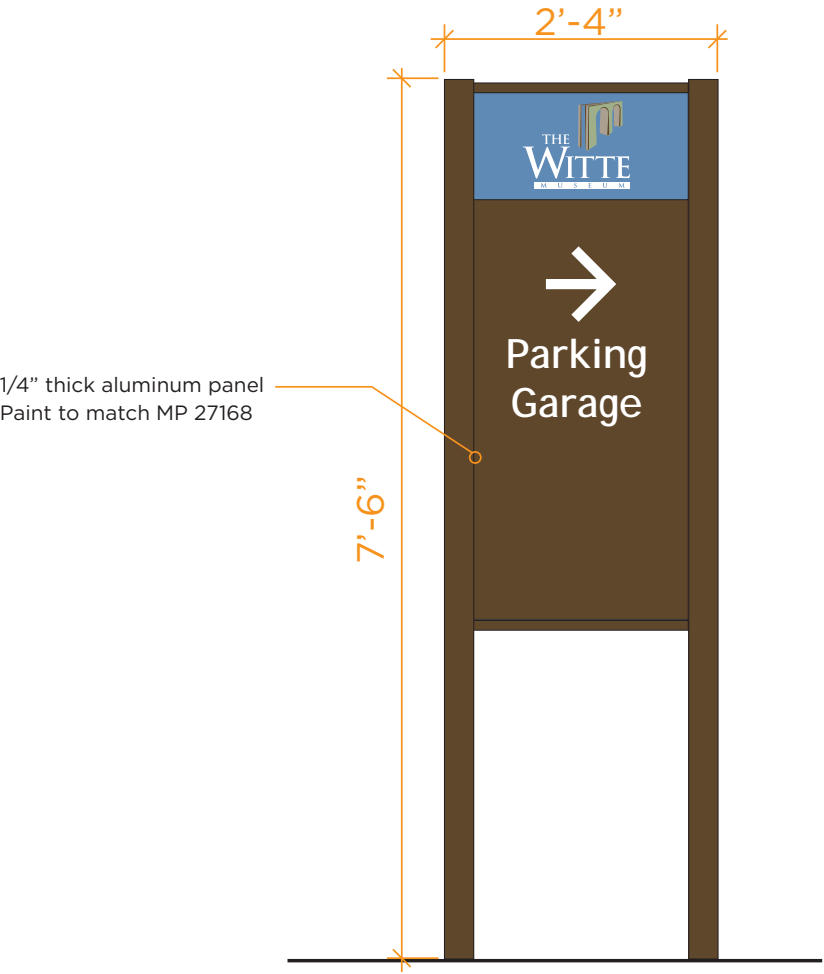
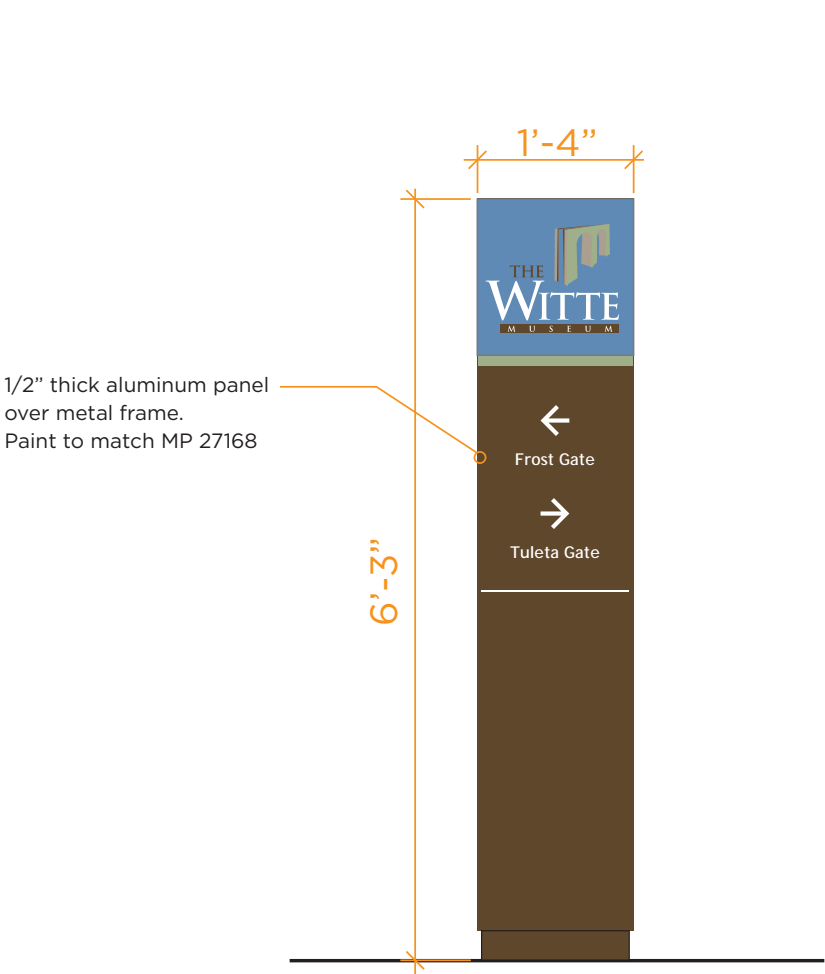


Witte Wayfinding

The Witte - New Addition

Witte additional wayfinding typicals

Note: Please see map for final signage location



GILES-PARSCALE

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T 210.224.8378 321 Sixth Street
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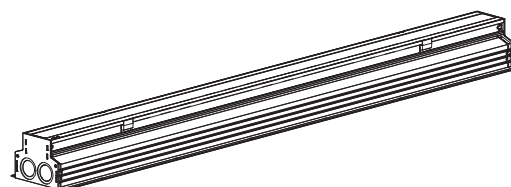
Client _____ Project name _____

Order# _____ Type _____ Qty _____

FEATURES AND BENEFITS

Physical :

- Aluminum optical chamber housing
- Anodized aluminum flush trim
- Polymer recycled PVC blackout housing
- Available in 1', 2', 3' or 4' sections
- Die cast aluminum end caps
- Stainless steel hardware
- Tempered glass lens
- Asymmetric wallwash, 10° x 10°, 10° x 60°, 30° x 60° or 60° x 60° optics
- 0°, 2.5°, 5° or 20° factory-set optical aiming options (not available for asymmetric wallwash)
- IP68 rated for up to 1' (30cm), not suitable for permanent immersion applications
- IK10 rated
- 1000kg max load, walk over only*



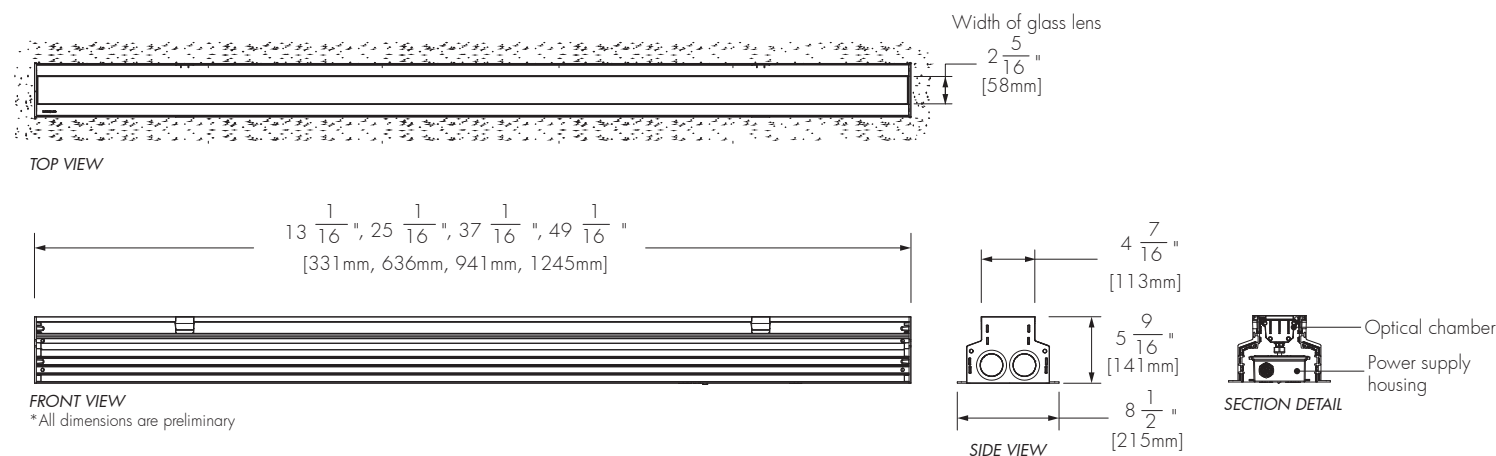
Performance :

- Lumen maintenance 80,000 hrs [L70 @ 25°C]
- Lumen maintenance 60,000 hrs [L70 @ 50°C]
- Lumen measurements comply with LM - 79 - 08 standard
- Resolution per foot or per fixture
- Operating temperatures: -40° C to 50° C [-40F to 122F]

4ft HO 4000K 0 degree tilt setting	Delivered Output [lm]	Intensity [peak cd]
10°x10°	3,932	16,137
10°x60°	3,668	10,138
30°x60°	4,035	5,317
60°x60°	3,845	3,062

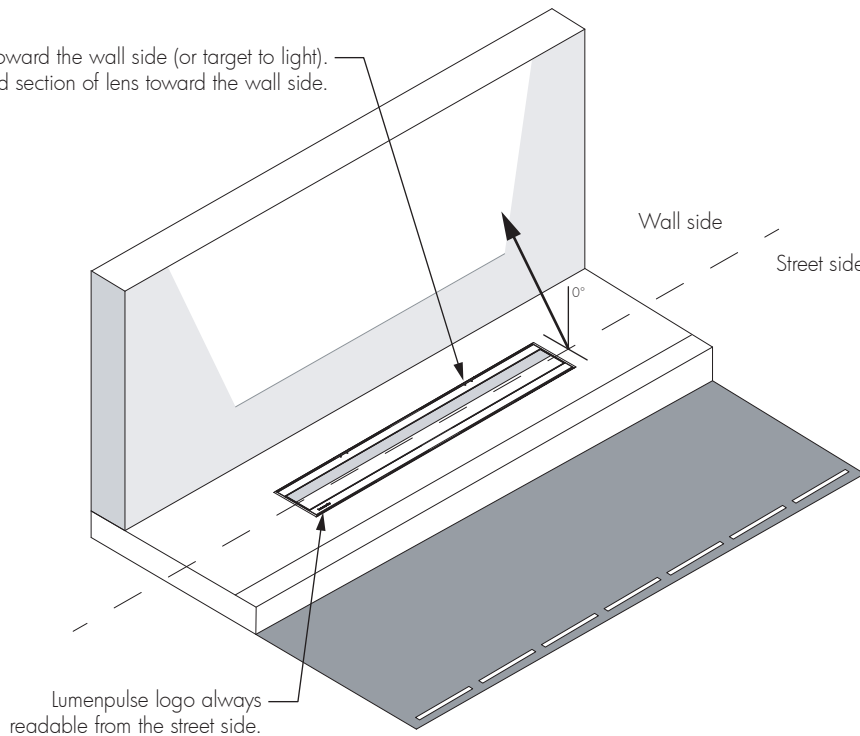
Electrical :

- Line voltage luminaire for 100 to 277V
- Power and data in 1 cable (#16-5)
- IP68 push-lock connectors
- 5W/ft version meets ASHRAE standards for linear lighting on building facades
- 8.5W/ft Regular Output version
- 15.25W/ft High Output version
- Dimming options: 0-10V, DALI, DMX, Lumentalk or Lutron® EcoSystem® enabled



*To meet 1000kg walk over resistance requirements, cement must support 100% of the exterior surfaces of the blackout.

OPTICAL CHAMBER ORIENTATION



ACCESSORIES

Order separately, refer to each item's specification sheet for ordering information

Control Systems:

- ITO2** Lumentouch is a wall mount DMX 512 controller keypad.
- LCU** Lumencue is a USB / mini SD DMX 512 controller.
- LID** LumenID is a diagnostic and addressing DMX 512 controller.
It must be specified on all DMX applications.
Refer to LID specification sheet for details.
- LTN** Lumentone is a simple pre-programmed DMX 512 controller with a push button rotary dial and live feedback.

Control Boxes:

- CBX** DMX/RDM control box.
Up to six power and data outputs to fixtures or fixture runs.
Ethernet enabled option.
Refer to CBX specification sheet for details.

Cables **(required)**:

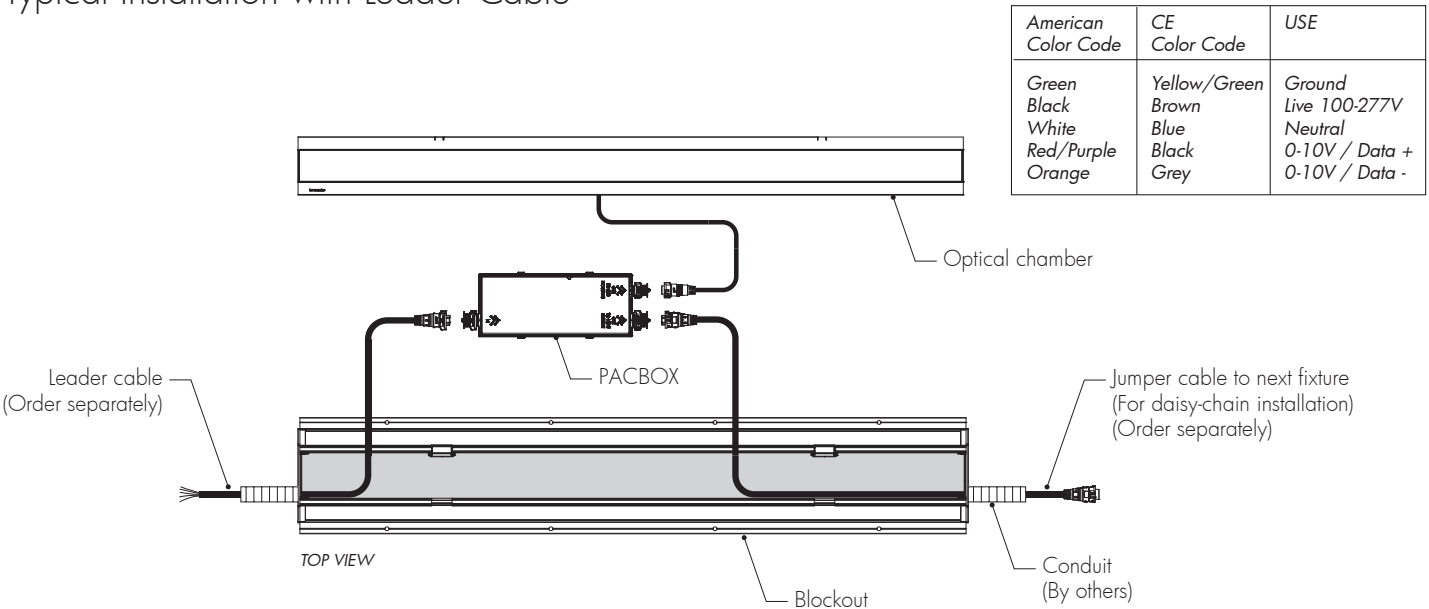
- LOILC** Leader Cable for Lumenfacade Inground; 10', 25' or 50' [3m, 7.6m or 15.2m] standard lengths
- LOIJC** Jumper Cable for Lumenfacade Inground; 2', 4' or 10' [0.6m, 1.2m or 3m] standard lengths

Inground Junction Box (optional):

- Lumenfacade Inground IP68 sealed junction box starter kit - **LOI-JBOX** order code.
*Use for stand alone fixtures and/or first of run fixtures

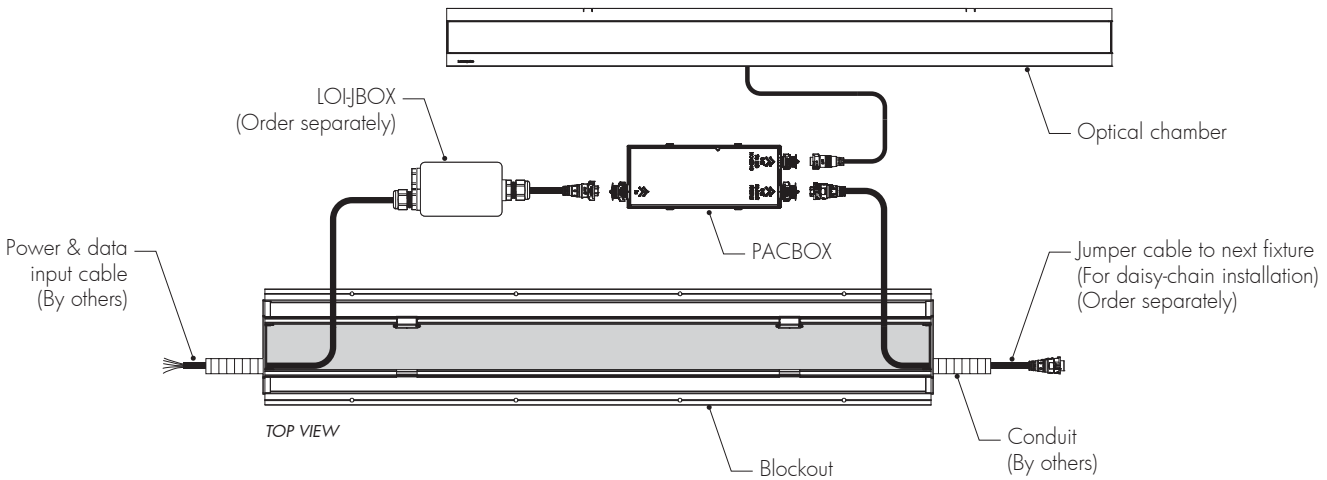
TYPICAL WIRING DIAGRAMS

Typical Installation with Leader Cable



Typical Installation with IP68 LOI-BBOX Accessory

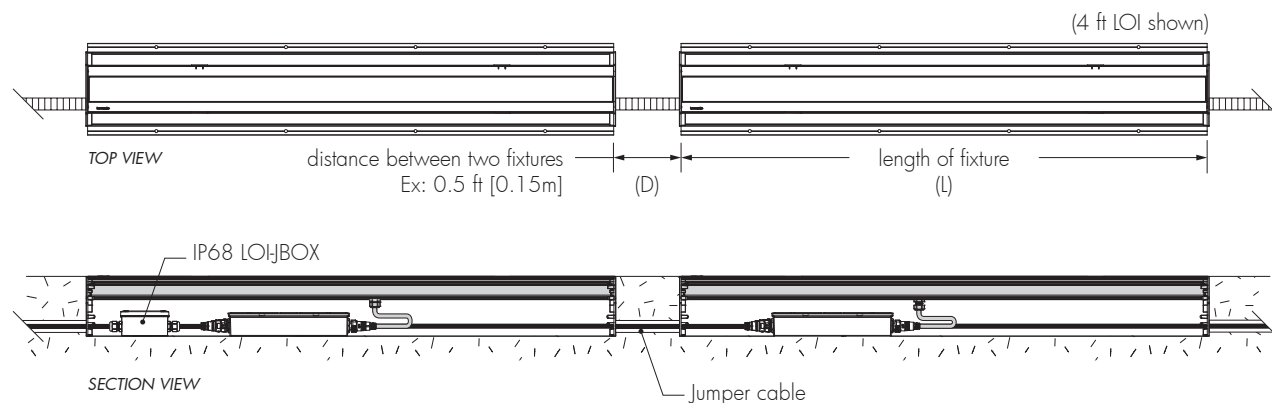
Cannot be used with 1ft LOI fixture



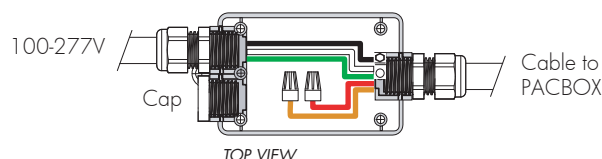
TYPICAL WIRING DIAGRAMS - continued

Non-Dimming or Lumentalk Dimming Version

1% minimum dimming value with Lumentalk dimming



IP68 LOI-JBOX Accessory - Wiring Detail



Jumper Cable Length Selection

Add the length of one fixture to the distance between two fixtures: $L + D$.

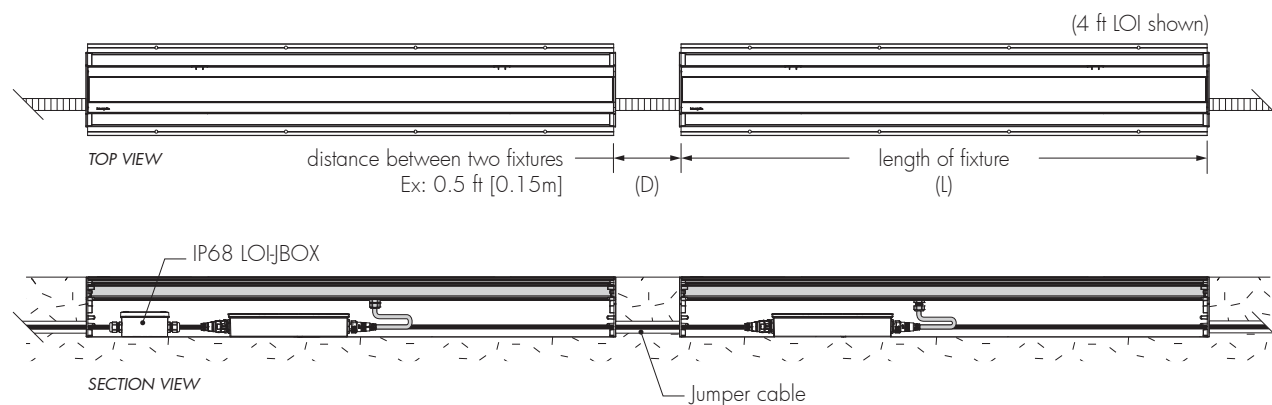
Ex: $L + D = 4.5\text{ft}$
[1.4m]

Order the next longest jumper cable available: **2', 4' or 10'**
[0.6m, 1.2m or 3m]

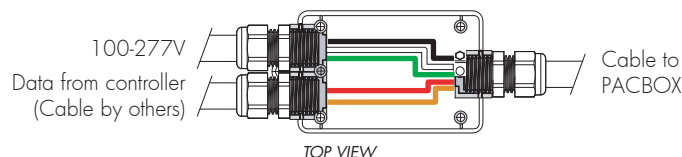
Therefore 10' [3m]
jumper cable required

Dimming Version (0-10V, DALI, EcoSystem®*)

10% minimum dimming value for 0-10V, 1% minimum dimming value for DALI, EcoSystem®



IP68 LOI-JBOX Accessory - Wiring Detail



Jumper Cable Length Selection

Add the length of one fixture to the distance between two fixtures: $L + D$.

Ex: $L + D = 4.5\text{ft}$
[1.4m]

Order the next longest jumper cable available: **2', 4' or 10'**
[0.6m, 1.2m or 3m]

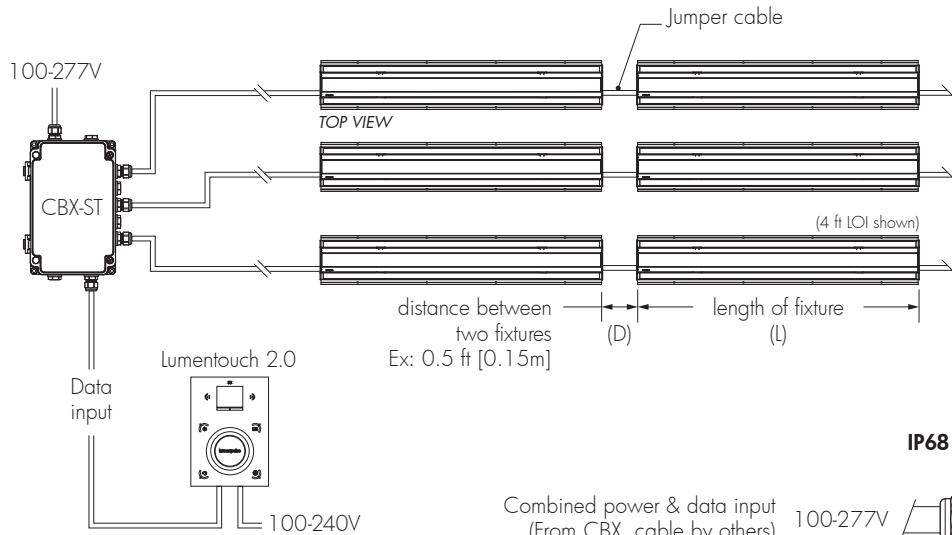
Therefore 10' [3m]
jumper cable required

*Each Lutron® EcoSystem® enabled fixture has its own address; for the example shown above, there are a total of 2 EcoSystem® addresses.

TYPICAL WIRING DIAGRAMS - continued

Star Layout (DMX Dimming)

1% minimum dimming value



Jumper Cable Length Selection

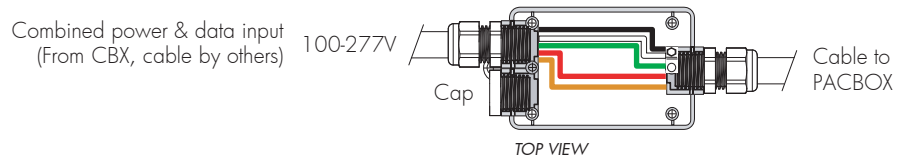
Add the length of one fixture to the distance between two fixtures: $L + D$.

Order the next longest jumper cable available: **2', 4' or 10'**
[0.6m, 1.2m or 3m]

Ex: $L + D = 4.5\text{ft}$ [1.4m]

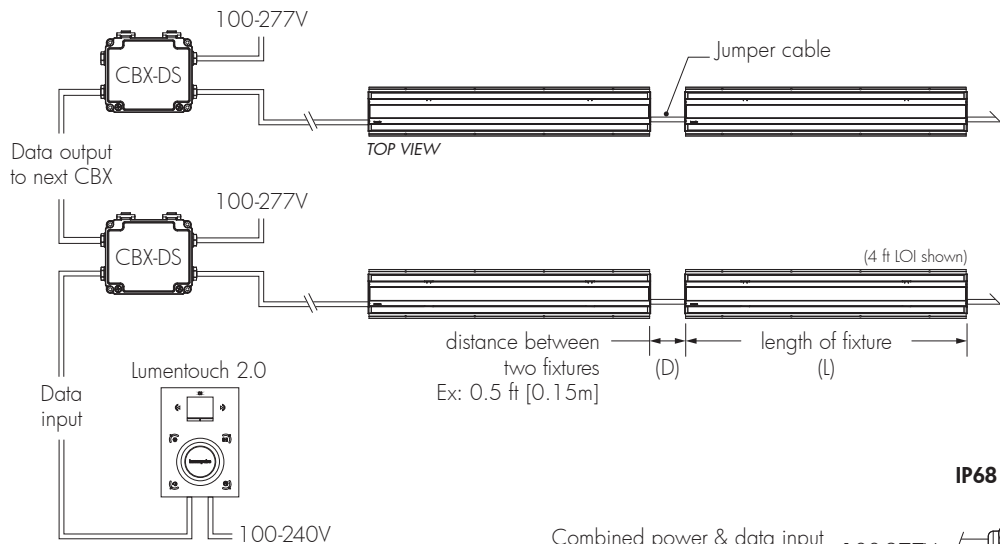
Therefore 10' [3m]
jumper cable required

IP68 LOI-JBOX Accessory - Wiring Detail



Daisy Chain Layout (DMX Dimming)

1% minimum dimming value



Jumper Cable Length Selection

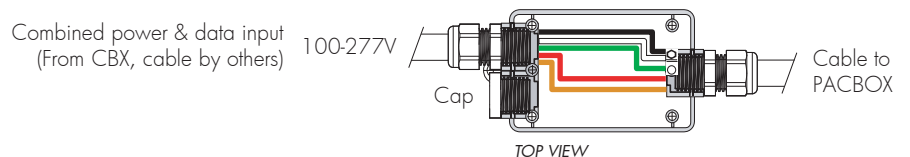
Add the length of one fixture to the distance between two fixtures: $L + D$.

Order the next longest jumper cable available: **2', 4' or 10'**
[0.6m, 1.2m or 3m]

Ex: $L + D = 4.5\text{ft}$ [1.4m]

Therefore 10' [3m]
jumper cable required

IP68 LOI-JBOX Accessory - Wiring Detail



HOW TO ORDER

LOI Select:	100/277	Select:	Select:	Select:	Select:	Select:	Select:	Select:
1	2	3	4	5	6	7	8	9

1

Housing:

LOI ASHRAE - lumenfacade™ Inground, 5W/ft ASHRAE compliant
LOI RO - lumenfacade™ Inground, Regular Output, 8.5W/ft
LOI HO - lumenfacade™ Inground, High Output, 15.25W/ft

A lumenfacade Inground fixture includes 1x optical chamber (LOIC), 1x power and control box (PACBOX) and 1x recessed blockout (RBO). The LOIC, PACBOX and RBO are provided according to the output/color, length and control configuration.

2

Voltage:

100/277 - 100-277 volts

3

Length:

12 - 13 1/16 inches (331mm)
24 - 25 1/16 inches (636mm)
36 - 37 1/16 inches (941mm)
48 - 49 1/16 inches (1245mm)

4

Colors and Color temperatures:

27K - 2700K
30K - 3000K
35K - 3500K
40K - 4000K
RD - Red (8-10 weeks lead time)
GR - Green (8-10 weeks lead time)
BL - Blue (8-10 weeks lead time)

5

Optics:

WW - Asymmetric Wallwash optic
10x10 - 10° x 10° *
10x60 - 10° x 60°
30x60 - 30° x 60°
60x60 - 60° x 60°

*For best results, use with HO fixtures. Contact factory for application support.

6

Tilt Setting:

Note: not for asymmetric wallwash

TS0 - 0 degrees
TS2.5 - 2.5 degrees
TS5 - 5 degrees
TS20 - 20 degrees
 Factory set. Cannot be adjusted in the field.

7

Optical Option:

INTL - Internal Louver

8

Control:

NO - No Dimming
LT - Lumentalk Dimming¹
DIM - 0-10V Dimming²
DMX 1FT - DMX Dimming, resolution per foot¹
DMX 1FX - DMX Dimming, resolution per fixture¹
DALI - DALI Dimming¹
ES - Lutron® EcoSystem® Enabled Dimming³

9

Option:

ASL - Anti-slip lens

Notes:

¹ 1% minimum dimming value.
² 10% minimum dimming value.
³ One EcoSystem® address per fixture length. 1% minimum dimming value.