

# HISTORIC AND DESIGN REVIEW COMMISSION

June 01, 2016

Agenda Item No: 1

**HDRC CASE NO:** 2016-183  
**ADDRESS:** 1130 BROADWAY  
**LEGAL DESCRIPTION:** NCB 463 BLK 1 LOT 1 (1130 BROADWAY SUBD-AMENDING)  
**ZONING:** FBZ T6-1 RIO-2  
**CITY COUNCIL DIST.:** 1  
**APPLICANT:** Chase Hill/Argyle Residential  
**OWNER:** Argyle Residential  
**TYPE OF WORK:** Signage  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install one (1) blade sign at 1130 Broadway. This sign is to be 24' – 0" in height and 4' – 0" in width for a total size of approximately 192 square feet that is to read "RIVERA".

## 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 one (1) blade sign to be 24' – 0" in height and 4' – 0" in width for a total size of approximately 190 square feet. Per the UDC Section 35-678(e)(1), total signage for all applicants shall not exceed fifty (50) square feet unless additional signs and/or total square footage is approved. The applicant has proposed a blade sign of approximately 190 square feet to be located along Broadway. Given the mass of the building and its approximate height of seventy (70) feet, staff finds the applicant's proposed signage appropriate for both the overall size of the building and Broadway.
- b. The applicant has proposed for the sign to be face lit channel letters with LED lighting to be diffused by translucent acrylic faces, feature an aluminum cabinet and be mounted by steel brackets. These materials are consistent with the UDC Section 35-678 in regards to signage in the River Improvement Overlay.

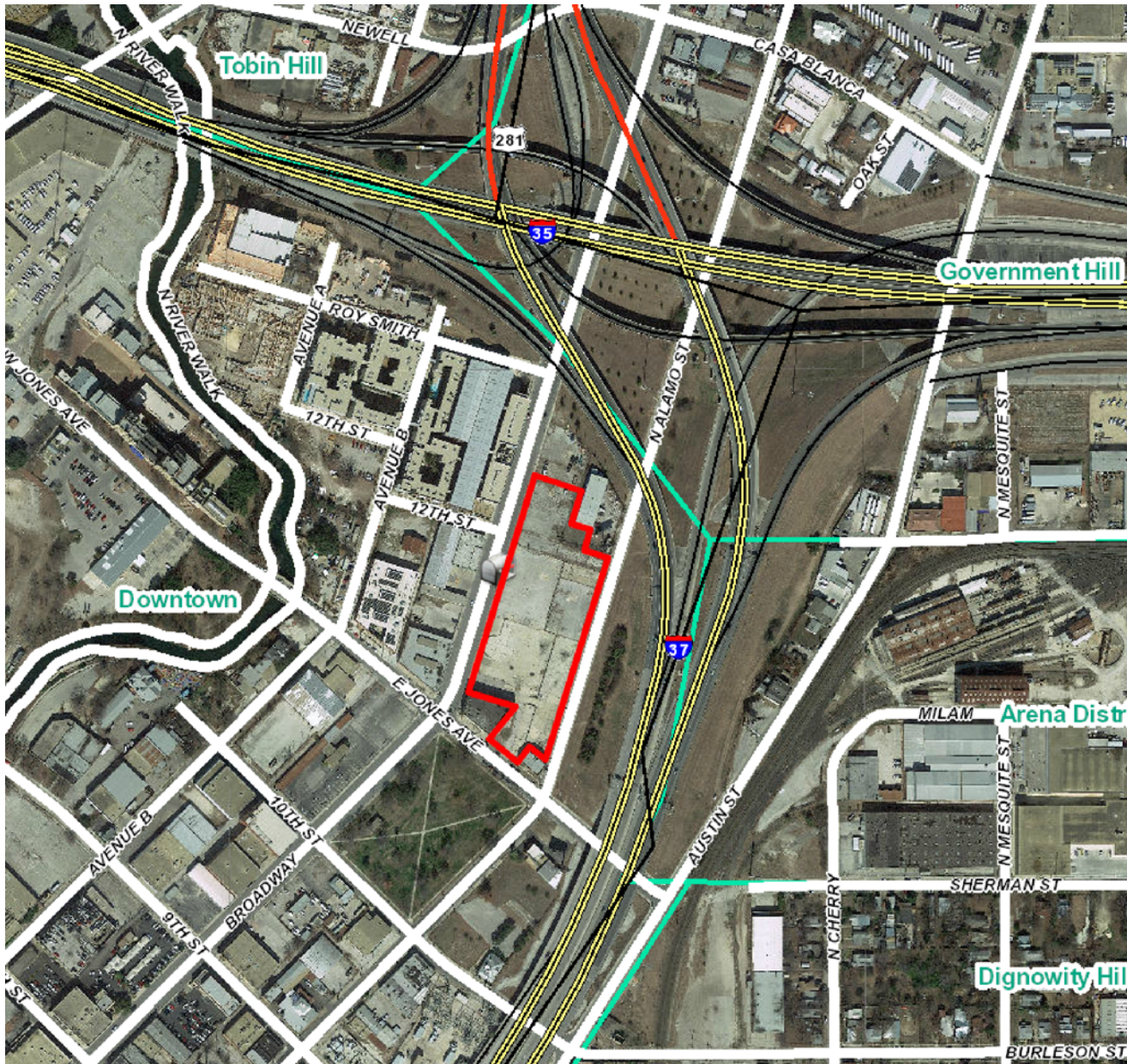
- c. At this time, the applicant has not specified a final paint color for the proposed sign. The applicant should adhere to the UDC Section 35-678(c) in regards to sign design. The applicant's final color should complement the materials of the building. The applicant should have the final colors approved by staff prior to installation.

**RECOMMENDATION:**

Staff recommends approval based on findings a through c with the stipulation that the applicant return to staff for approval of the sign's final colors.

**CASE MANAGER:**

Edward Hall



## Flex Viewer

Powered by ArcGIS Server

Printed: May 19, 2016

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# Rivera

## Large Exterior Sign

23 September 2015



Capital  
Architectural  
Signs

6500 North Lamar Blvd. suite B  
Austin, TX. 78753  
Phone: 512 490 0049  
Fax: 512 490 0050  
[www.casAustin.com](http://www.casAustin.com)

NOTES

The colors provided on this page are simulated for digital output and are for general reference. Approved equivalents are noted below each color swatch.

COLOR IS TBD

IF DOCUMENT IS REPRODUCED  
IN BLACK & WHITE, SEE PANTONE  
SWATCH BOOK FOR ACCURATE  
COLOR MATCH

BLUE 1  
TBD

C1

IF DOCUMENT IS REPRODUCED  
IN BLACK & WHITE, SEE MATERIAL  
SAMPLE FOR ACCURATE  
COLOR MATCH

BLUE 2  
TBD

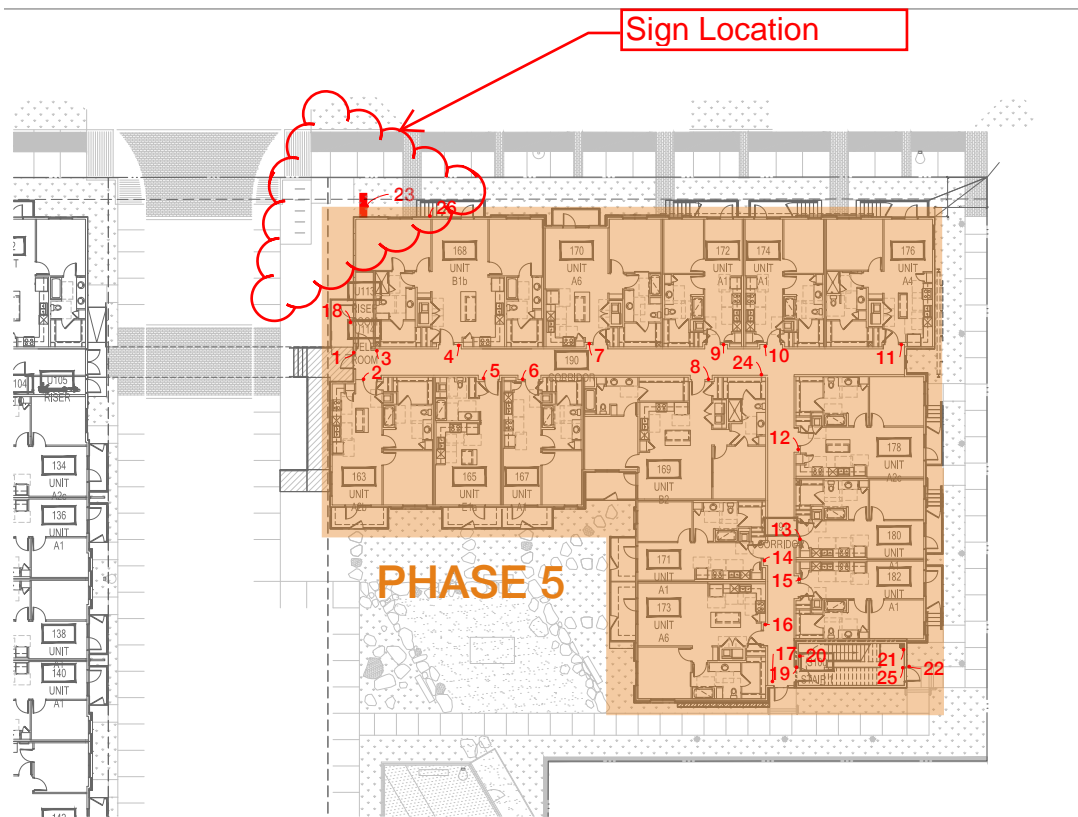
C2

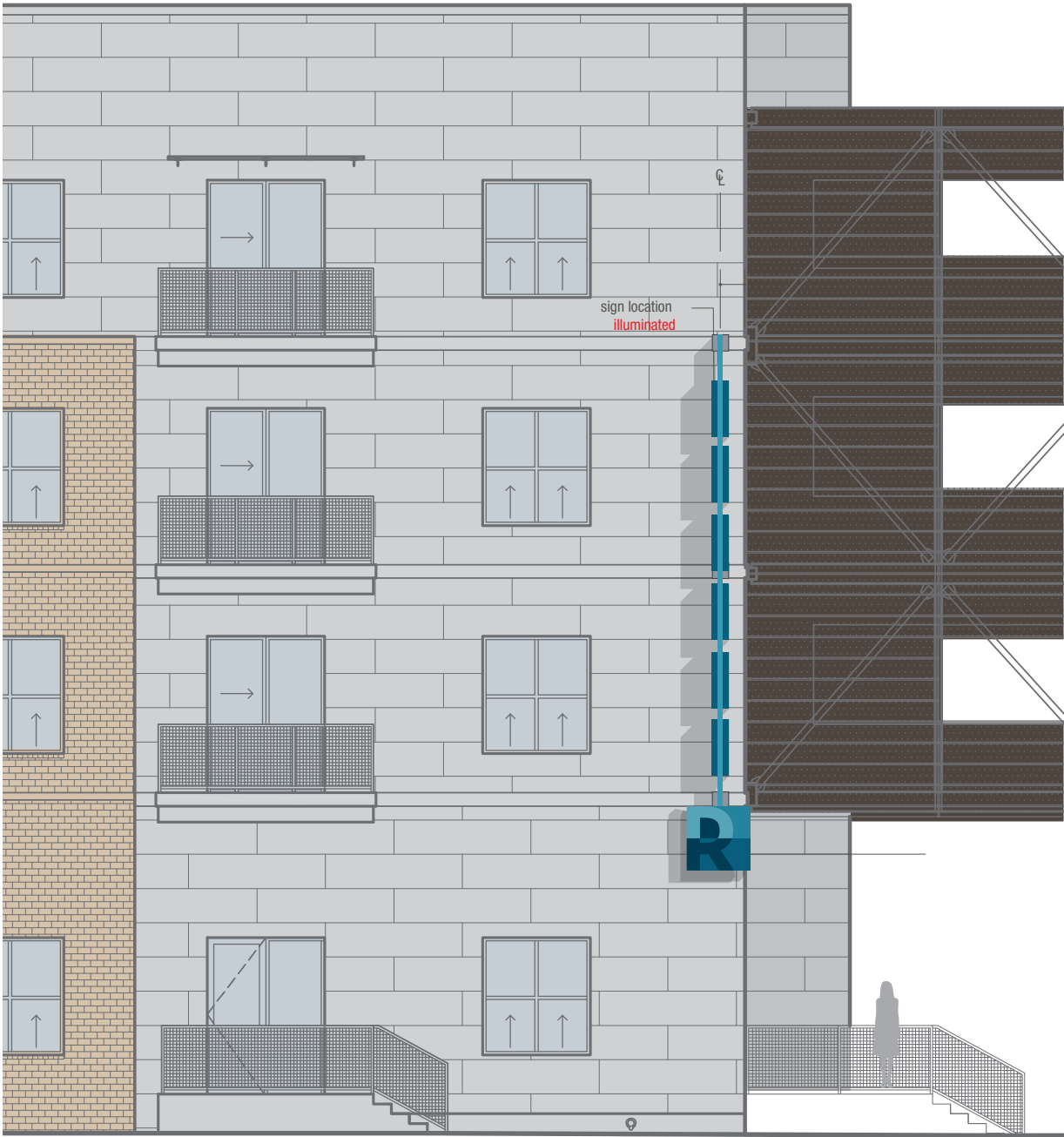
IF DOCUMENT IS REPRODUCED  
IN BLACK & WHITE, SEE MATERIAL  
SAMPLE FOR ACCURATE  
COLOR MATCH

Gray  
TBD

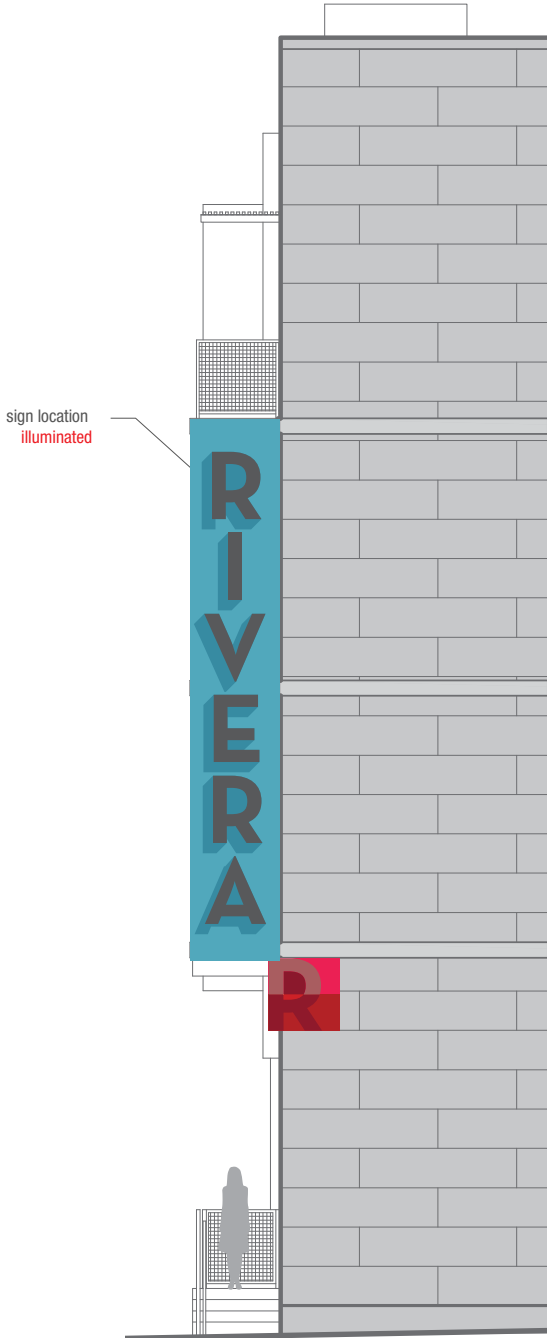
C3

<div><div>CAS</div><div>Capital Architectural Signs</div></div>	<div>CLIENT</div> <div>Rivera</div>	<div>PROJECT</div> <div>Rivera - 4'x24' Exterior Sign</div>	<div>DRAWING TITLE</div> <div>Bracket Specs</div>	<div>SPECIFICATIONS</div> <div>See Key Notes</div>	<div>DRAWN BY</div> <div>Oether Adams Extension: 104 Oether@CASAustin.com</div>	<div>FILE PATH</div> <div>Z:\Rivera\Work\ rivera_4ftx24ft_exterior_sign.fs</div>	<div>DATE</div> <div>October 23, 2015</div>	<div>VERSION</div> <div>1</div>	<div>SHEET</div> <div>1.1</div>
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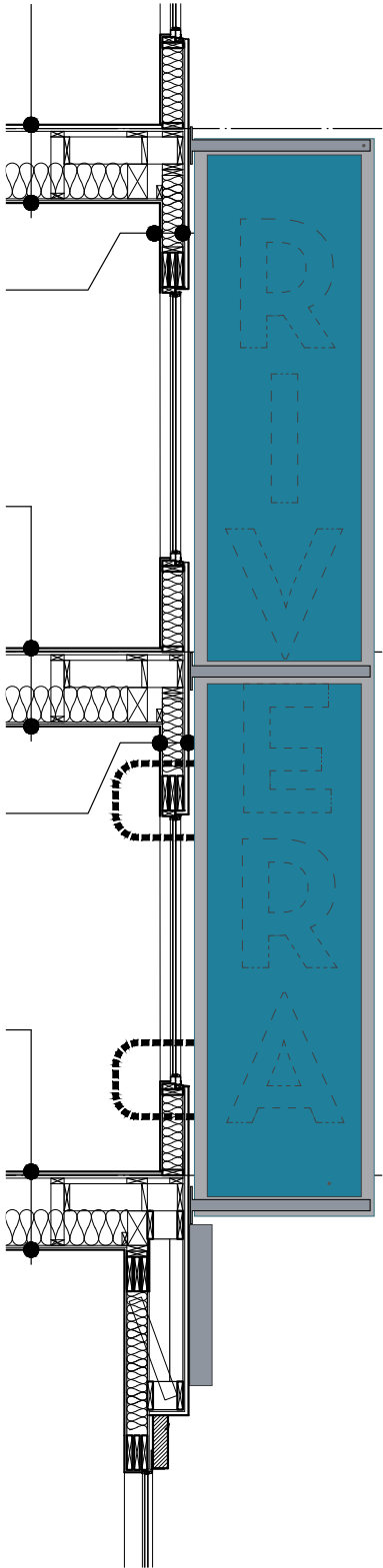




1 Partial West Elevation



2 Partial North Elevation

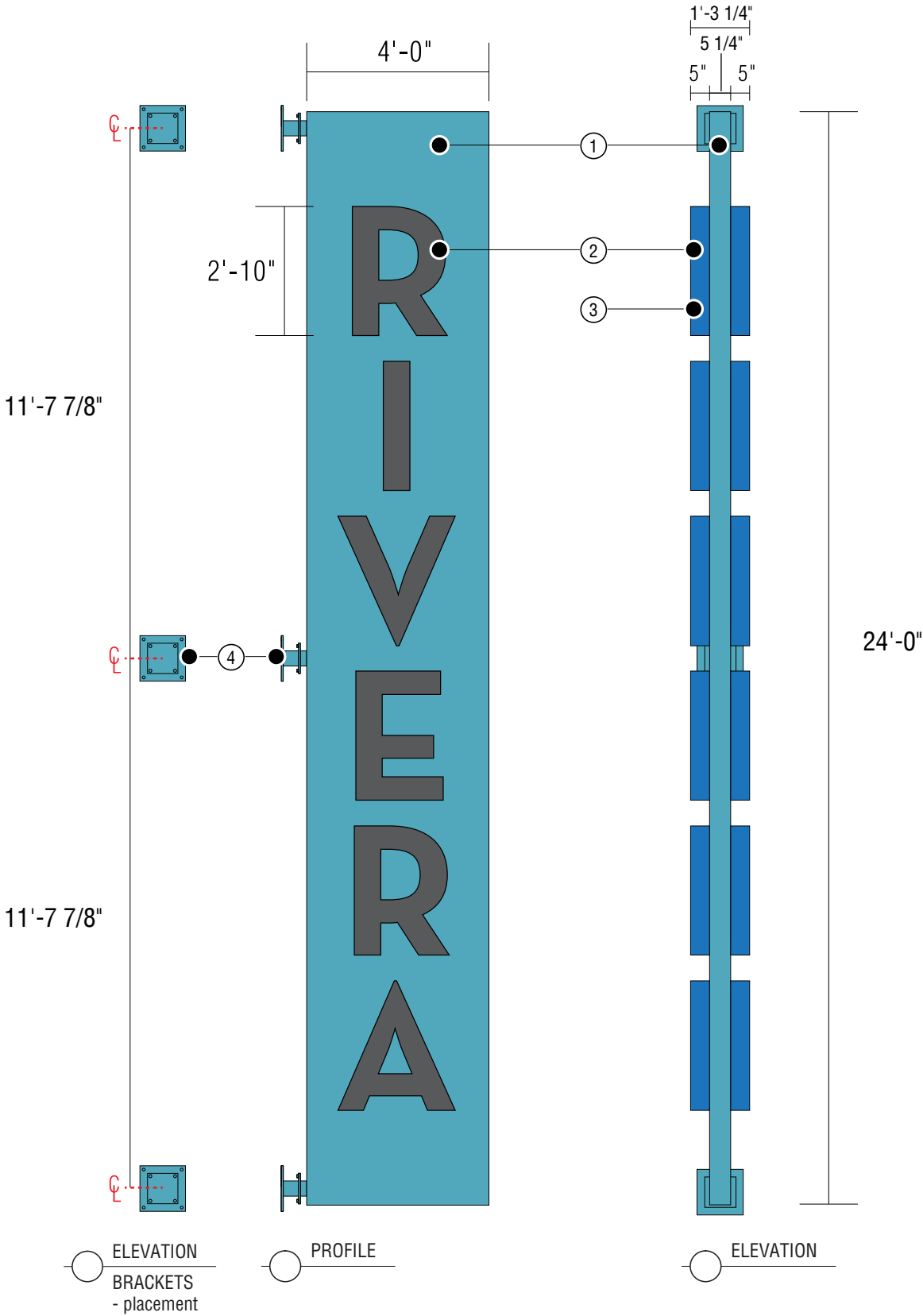


<div><div>CAS</div><div>Capital Architectural Signs</div></div>	<div>CLIENT</div> <div>Rivera</div>	<div>PROJECT</div> <div>Rivera - 4'x24' Exterior Sign</div>	<div>DRAWING TITLE</div> <div>Bracket Locations</div>	<div>SPECIFICATIONS</div> <div>See Key Notes</div>	<div>DRAWN BY</div> <div>Oether Adams Extension: 104 Oether@CASAustin.com</div>	<div>FILE PATH</div> <div>Z:\Rivera\Work\ rivera_4ftx24ft_exterior_sign.fs</div>	<div>DATE</div> <div>October 23, 2015</div>	<div>VERSION</div> <div>1</div>	<div>SHEET</div> <div>1.2</div>
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KEY NOTES

- ① 4' 0" x 24'-0" x 5 1/4" cabinet painted P1.
- ② Face lit channel letters with LED lighting.  
While translucent acrylic face with  
perforated vinyl overlay painted P2.
- ③ Channel letter returns painted P3.
- ④ Steel brackets see details (xx)  
on page (xx).

COLOR IS TBD



SUBMITTAL APPROVAL: X

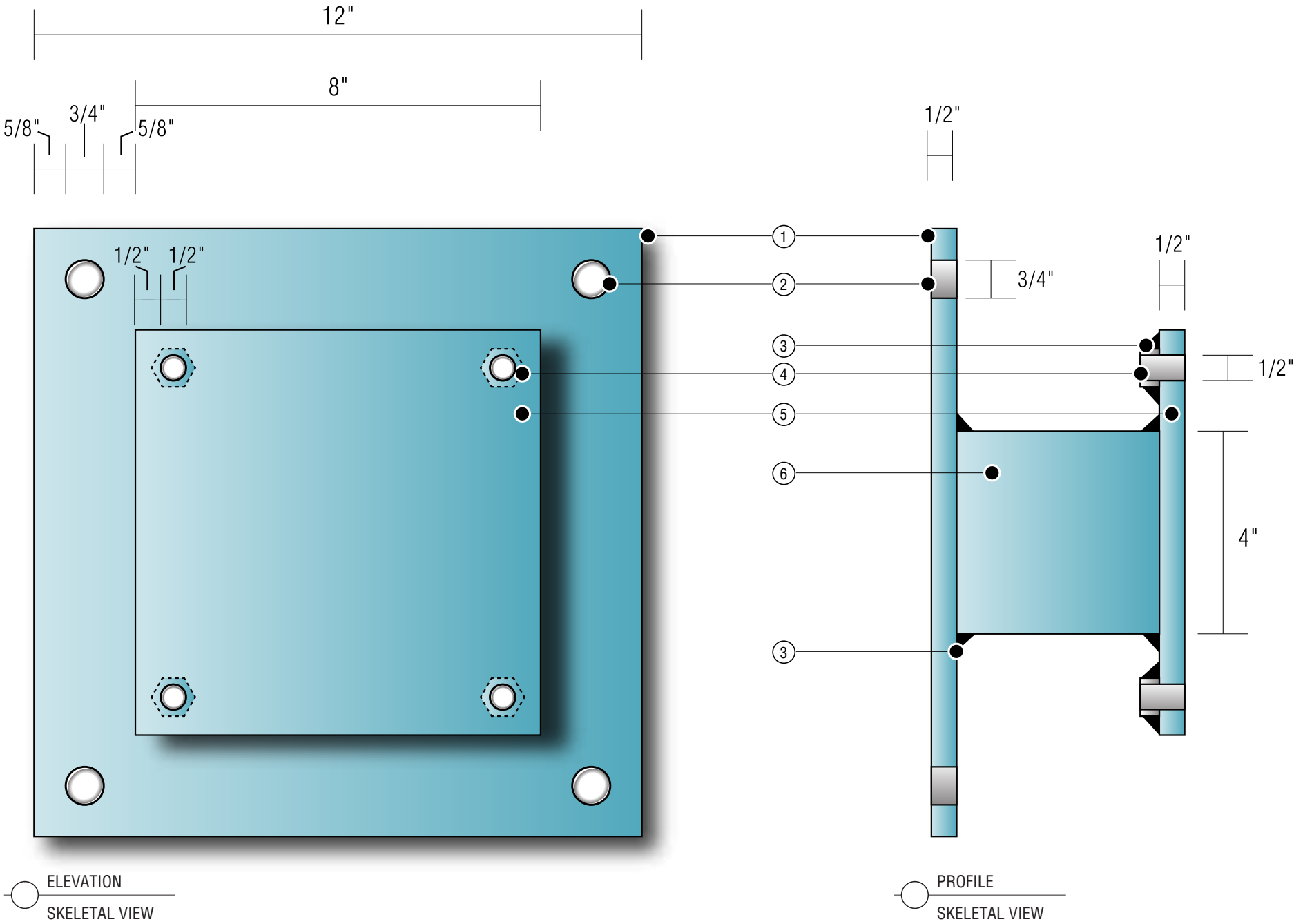
The signer hereby acknowledges that he/she has examined the layout for accuracy. Any changes or corrections should be clearly noted on the layout. Furthermore, the signer acknowledges that any subsequent changes or corrections previously not noted will be considered additional and can potentially result in additional charges to the client.

<div><div>CAS</div><div>Capital Architectural Signs</div></div>	<div>CLIENT</div> <div>Rivera</div>	<div>PROJECT</div> <div>Rivera - 4'x24' Exterior Sign</div>	<div>DRAWING TITLE</div> <div>Bracket Locations</div>	<div>SPECIFICATIONS</div> <div>See Key Notes</div>	<div>DRAWN BY</div> <div>Oether Adams Extension: 104 Oether@CASAustin.com</div>	<div>FILE PATH</div> <div>Z:\Rivera\Work\ rivera_4ftx24ft_exterior_sign.fs</div>	<div>DATE</div> <div>October 23, 2015</div>	<div>VERSION</div> <div>1</div>	<div>SHEET</div> <div>1.3</div>
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KEY NOTES

- ① 1/2" steel plate mounted to exterior of building.
- ② 3/4" hole for mounting to building.
- ③ Welds.
- ④ 3/4" steel bolt welded to 1/2" steel plate.
- ⑤ 1/2" steel plate mounted to sign box.
- ⑥ 4" x 4" x 1/4" steel tubing welded to steel plates.

COLOR IS TBD



ELEVATION  
SKELETAL VIEW

PROFILE  
SKELETAL VIEW

SUBMITTAL APPROVAL: X

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<div>CAS</div> <div>Capital Architectural Signs</div>	<div>CLIENT</div> <div>Rivera</div>	<div>PROJECT</div> <div>Rivera - 4'x24' Exterior Sign</div>	<div>DRAWING TITLE</div> <div>Bracket Specs</div>	<div>SPECIFICATIONS</div> <div>See Key Notes</div>	<div>DRAWN BY</div> <div>Oether Adams Extension: 104 Oether@CASAustin.com</div>	<div>FILE PATH</div> <div>Z:\RiveraWork\ rivera_4ftx24ft_exterior_sign.fs</div>	<div>DATE</div> <div>October 23, 2015</div>	<div>VERSION</div> <div>1</div>	<div>SHEET</div> <div>1.4</div>
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Rivera

Sign Type Exterior 4' x 24' Exterior Sign / Brackets Fastened to Support Arms

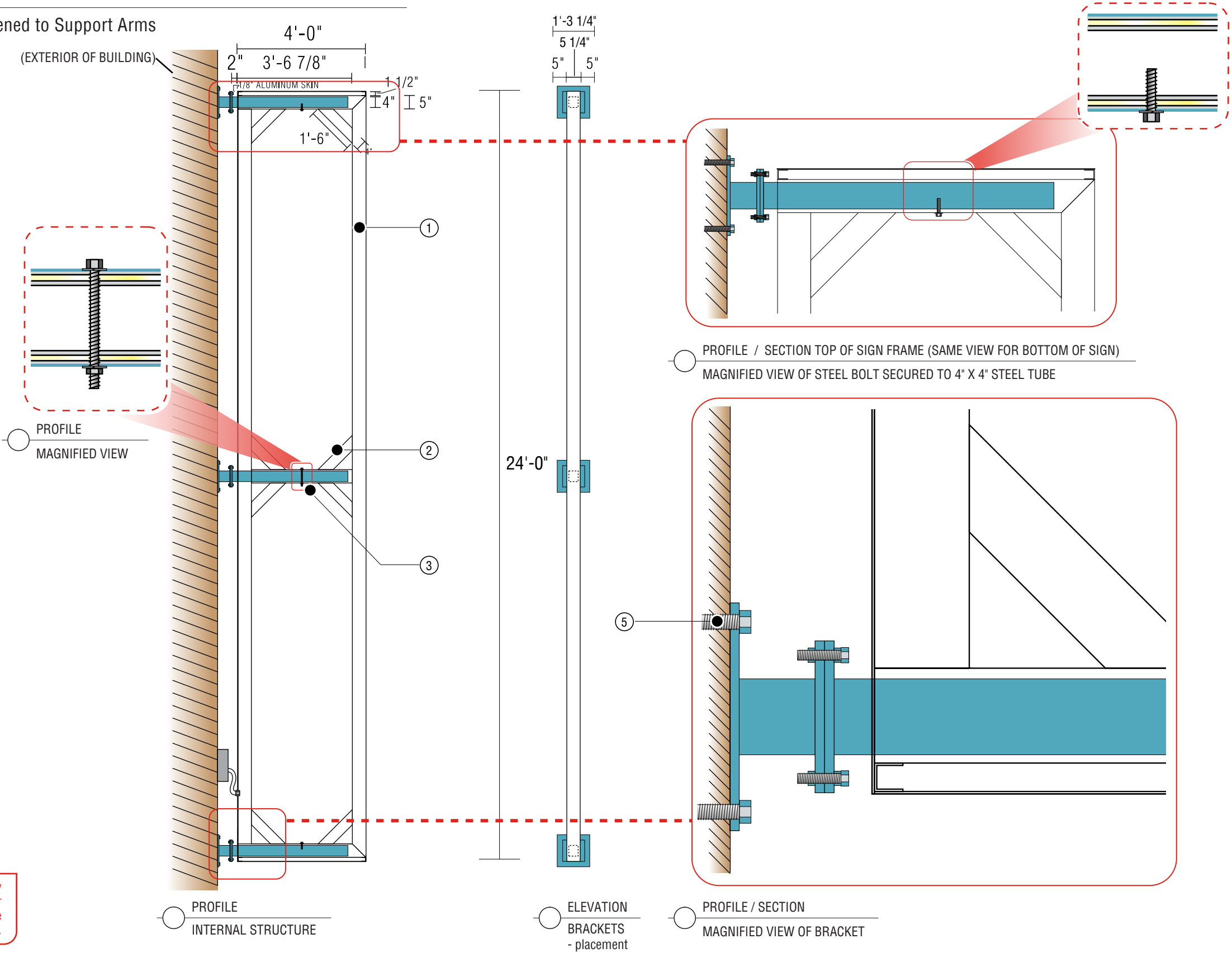
KEY NOTES

- 1 5" x 5" x 1/8" aluminum square tubing structure 6063-T52 alloy.
- 2 4" x 4" x 1/8" aluminum square tubing corner support. 6063-T52 alloy.
- 3 1/2"-13 x 7"stainless steel bolt pass through secured with nut & lock & flat washers typical (see note on page 1.4).
- 4 4" x 4" x 1/4" steel square tubingsecured to sign structure via 1/2"-13 bolts.
- 5 Bracket is bolted to building. Size of bolts and number of bolts is to be advised by engineer.

COLOR IS TBD

SUBMITTAL APPROVAL: X

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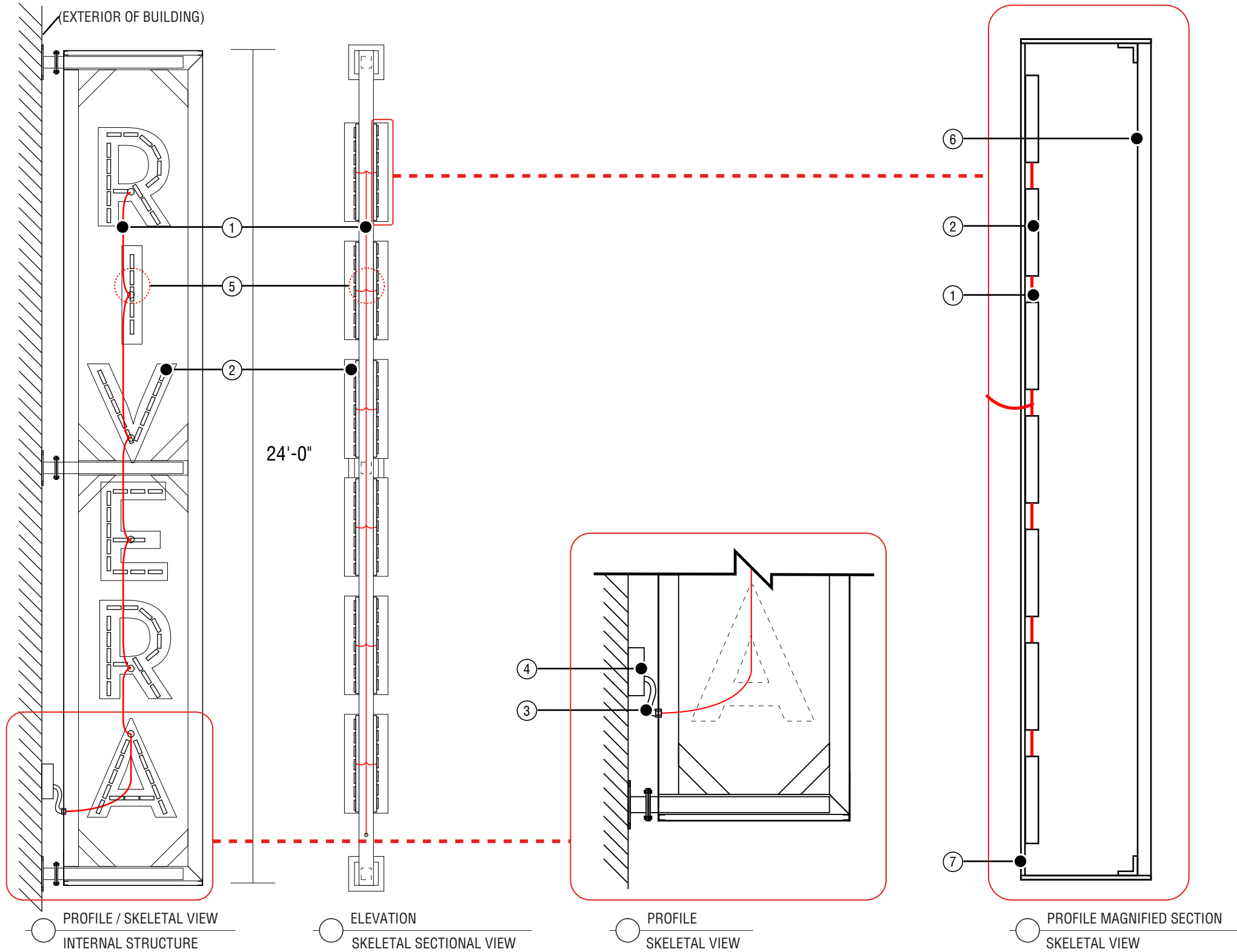


 Capital Architectural Signs	CLIENT Rivera	PROJECT Rivera - 4'x24' Exterior Sign	DRAWING TITLE Brackets Fastened to Support Arms	SPECIFICATIONS See Key Notes	DRAWN BY Oether Adams Extension: 104 Oether@CASAustin.com	FILE PATH Z:\Rivera\Work\ rivera_4ftx24ft_exterior_sign.fs	DATE October 23, 2015	VERSION 1	SHEET 1.5
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KEY NOTES

- ① 16 gauge, 2 conductor wire to route 12VDC power to letters.
- ② White LED modules G.E. or equivalent.
- ③ 3/8" flexible metal conduit to protect against U.V.
- ④ Client mounted J-box leading to power supply box inside building.
- ⑤ Daisy chain closed loop.
- ⑥ 3/16" lexan sign face with perforated vinyl (color TBD).
- ⑦ 1/16" aluminum skin for rear and side of 5" channel letters.

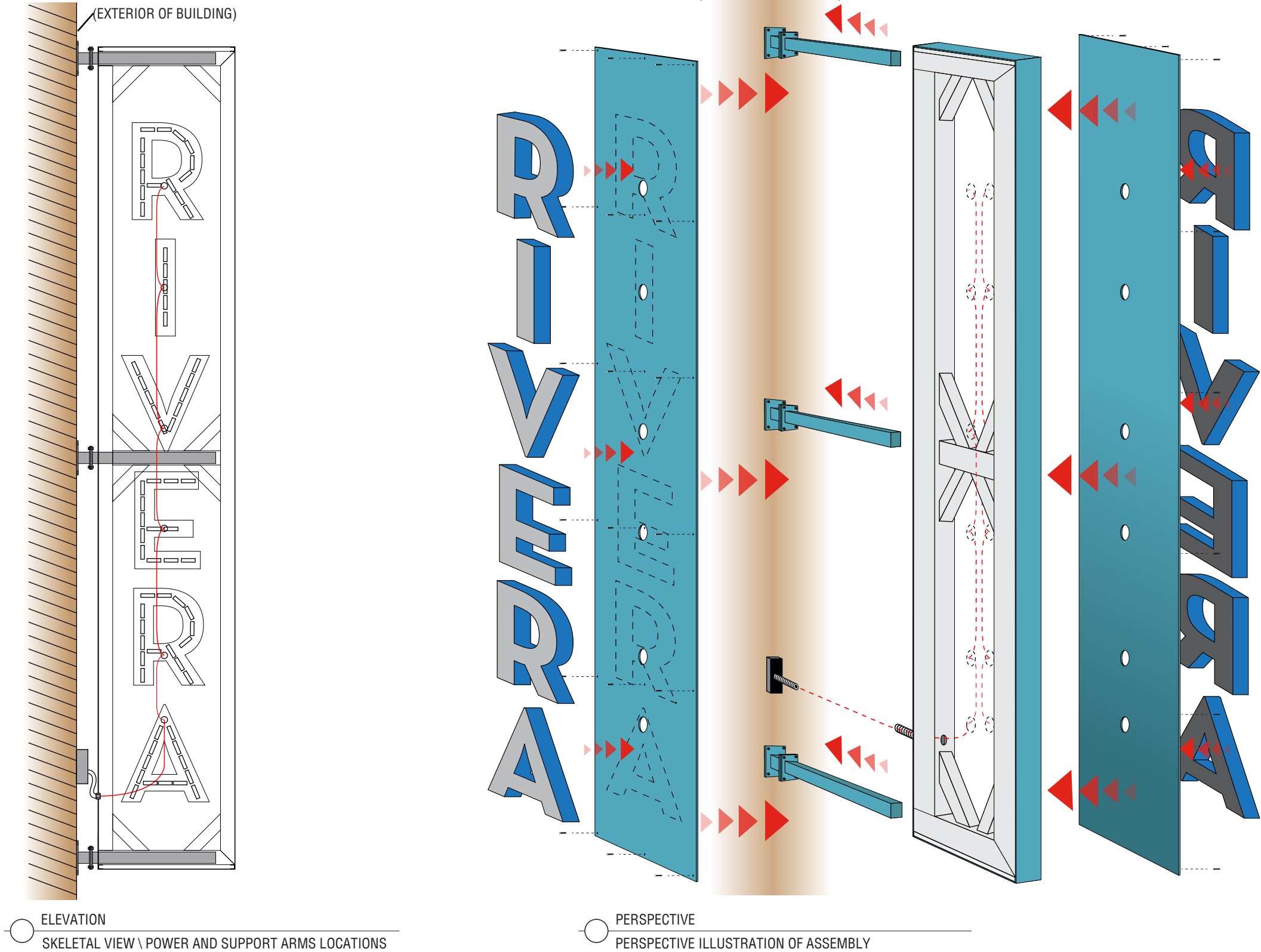
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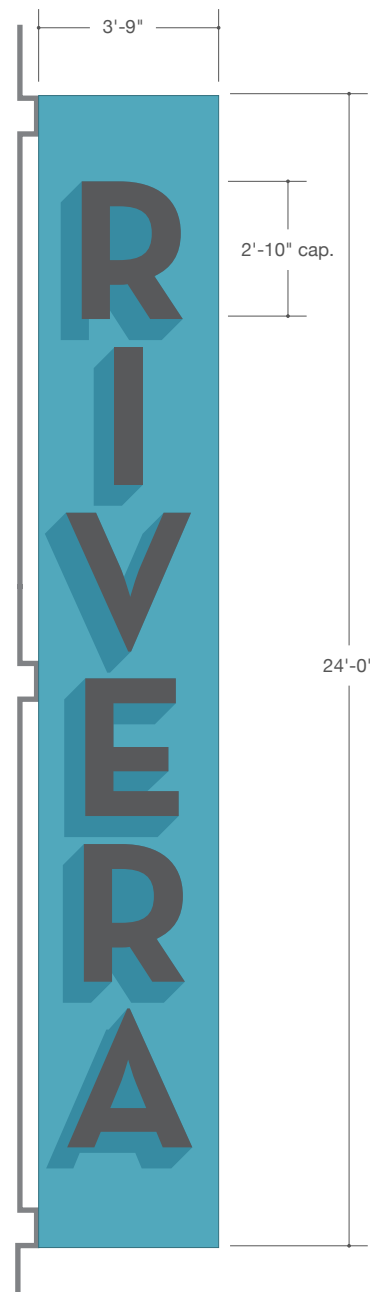
**SUBMITTAL APPROVAL: X**

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<div><div>CAS</div><div>Capital Architectural Signs</div></div>	<div>CLIENT</div> <div>Rivera</div>	<div>PROJECT</div> <div>Rivera - 4'x24' Exterior Sign</div>	<div>DRAWING TITLE</div> <div>Power and Wiring</div>	<div>SPECIFICATIONS</div> <div>See Key Notes</div>	<div>DRAWN BY</div> <div>Oether Adams Extension: 104 Oether@CASAustin.com</div>	<div>FILE PATH</div> <div>Z:\Rivera\Work\rivera_4ftx24ft_exterior_sign.fs</div>	<div>DATE</div> <div>October 23, 2015</div>	<div>VERSION</div> <div>1</div>	<div>SHEET</div> <div>1.6</div>
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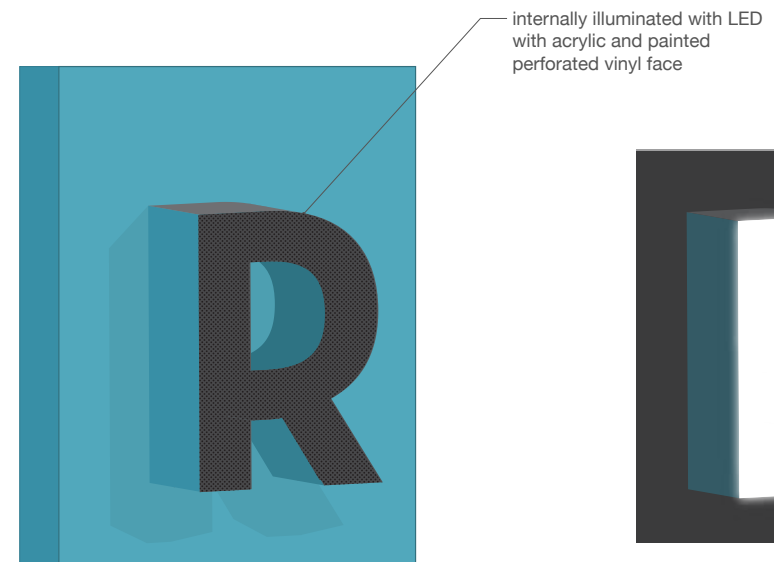
**1 Front View**  
scale: 1'-0"=1/4"



**2 End View**  
scale: 1'-0"=1/4"



**3 Front Detail**  
scale: 1'-0"=1/2"



**5 Axon Detail**  
scale: 1'-0"=1/2"



**6 Illumination Detail**  
scale: 1'-0"=1/2"