

HISTORIC AND DESIGN REVIEW COMMISSION

June 15, 2016

Agenda Item No: 26

HDRC CASE NO: 2016-168
ADDRESS: 3006 BROADWAY
LEGAL DESCRIPTION:
ZONING: C2 RIO-1
CITY COUNCIL DIST.: 2
APPLICANT: Edward Hernandez/Open Studio USA
OWNER: Mauricio Marcushamer
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to:

1. Install monument signage for the multi-tenant structure at 3006 Broadway to feature a total size of approximately 130 square feet.
2. Receive approval for general size and placement of wall mounted signs to be designed and installed when tenants have been secured.

APPLICABLE CITATIONS:

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

(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.

(2) Signs which describe, point, or direct the reader to a specific place or along a specific course, such as "entrance," "exit," and "disabled persons access," as well as government signs, shall be reviewed but shall not be included in total allowable signage area. Emergency signs shall be exempt from historic and design review commission approval.

(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.

(5) Signage requests for multi-tenant buildings must complement existing signage with regards to size, number, placement and design, unless such existing signage is not in conformity with regulations in this article. It is recommended that the building owner or their agent develop a master signage plan or signage guidelines for the total building or property. If a property has an approved master signage plan on file with the historic preservation officer, then applications for signage may be approved administratively at the discretion of the historic preservation officer provided that they comply with such master signage plan. Notwithstanding the above, signs may not exceed the maximum size and height limitation of signage contained in chapter 28, article 9.

(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.

(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 monument sign at northern end of the lot at 3006 Broadway. The applicant has proposed a base of cut stone with a metal frame and metal exterior panels. The graphics will be routed out with translucent coatings with the address numbers featuring reverse lit channel letters. The applicant has noted that the cabinet itself will be internally lit. This signage is to be 10' – 8" in length by 6' – 0" in height for a total square footage of approximately 130 square feet. Given the location along Broadway and the multi-tenant nature of the structure, staff finds the additionally requested square footage appropriate.
- b. As previously mentioned, the new construction at 3006 Broadway will feature multiple tenants. The applicant has proposed a signage plan for the new construction to feature a wall mounted sign to front Broadway for each tenant and for one wall mounted sign to face E Mulberry for the corner tenant. Generally, staff finds this approach to signage appropriate given that an appropriate size and design are proposed.
- c. The applicant has proposed for tenant signage space of up to forty-five (45) square feet for each wall sign fronting Broadway and the wall sign fronting E Mulberry. Staff finds that 45 square feet is excessive for the size of the tenant wall space of the new construction. Staff recommends the applicant reduce each tenant's signage space to no more than twenty (20) square feet for wall mounted signs. Additionally, staff finds that the proposed E Mulberry sign should be smaller in scale and design than the proposed Broadway signs.
- d. The applicant is responsible for complying with the UDC Section 35-678 in regards to signage.

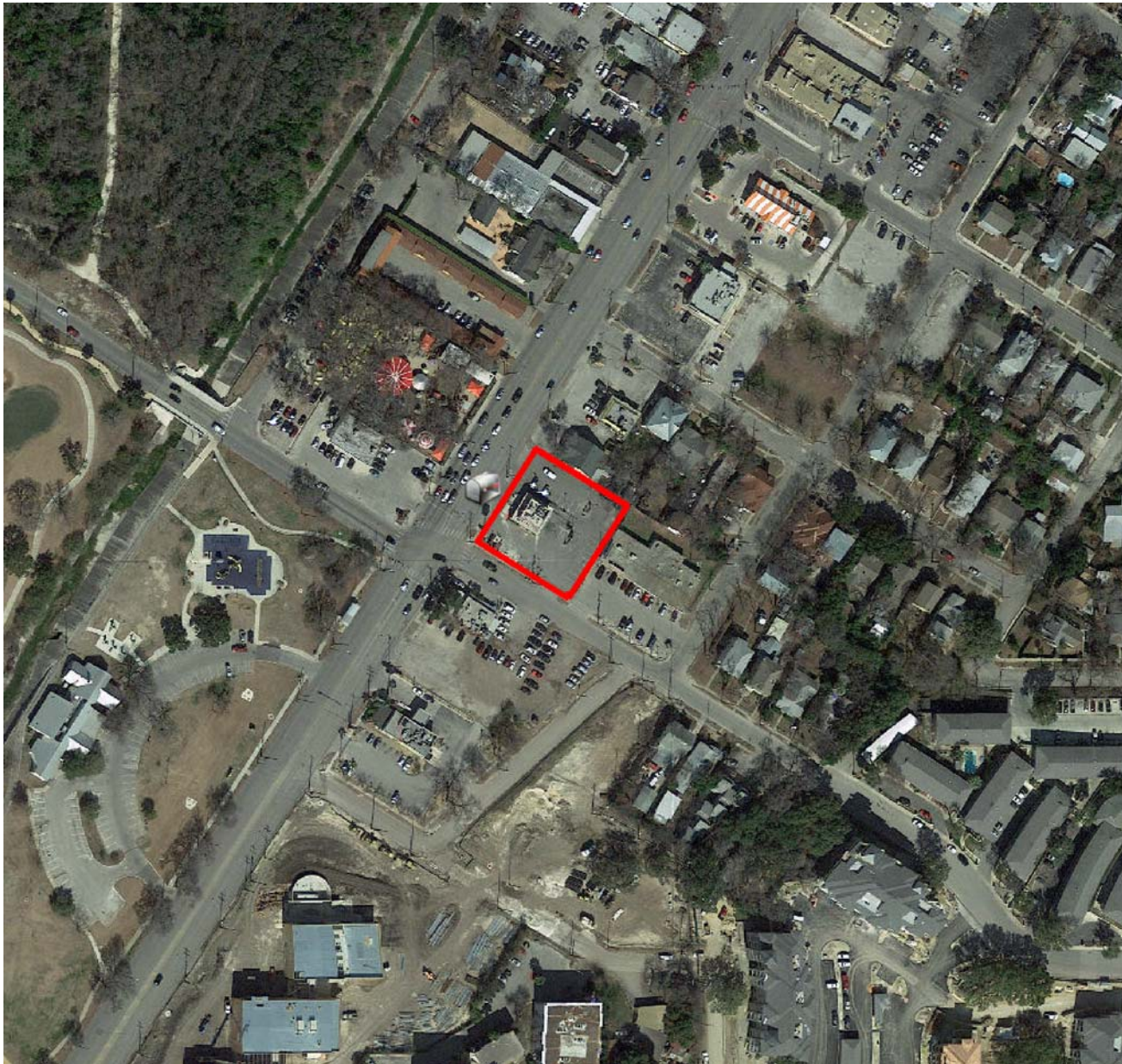
RECOMMENDATION:

Staff recommends approval of item #1 based on finding a.

Staff recommends approval of item #2 based on findings b through c with the stipulation that signage to not exceed 20 square feet be installed fronting Broadway, that signage not exceeding 10 square feet be installed along E Mulberry and that each sign be approved by OHP staff prior to permitting and installation.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Jan 07, 2016

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E Mulberry Ave

Avenue B

Broadway St

Eleanor Ave

Ira Ave

Margaret St

3006 Broadway St

E Mulberry Ave

Margaret St

5.19.16



To: Office of Historical Preservation
Attn: Edward Hall
Project: 3006 Broadway
AP# 2138309
Subject: **Signage Submission**

Mr. Hall,

Please find attached our signage submission for recommendation to HDRC.
Per the RIO-1 standards in the UDC, our total signage exceeds the 50sf minimum.
We are requesting approval for more square footage based on the size and scope of the project as warranted by the UDC. Our proposal intends to implement signs that are within reasonable proportion, size, and scale.

As such, this building is located on the busy intersection of Broadway and Mulberry, where speeds of traffic are 35-45 mph. Additionally, this is a multi-tenant building, which would necessitate more than one sign. (See attached)

Upon approval of our signage, we will abide by the UDC standards of not obstructing pedestrian traffic, or not causing any negative impact on the adjacent environment.

We thank you for your time and consideration in receiving your recommendation on this item.

Kind regards,
Edward Hernandez

Open studio architecture
The Finesilver Building
816 Camaron St., Suite 230
San Antonio, Texas 78212
T.210.417.4307



MONUMENT SIGN ILLUSTRATION

D/F MONUMENT SIGN



900 BUENA VISTA - SAN ANTONIO, TEXAS - 78207
PHONE (210) 227-1203 FAX (210) 227-0067

CLIENT



ADDRESS

3006 Broadway

CITY / ST.

San Antonio, Tx

DATE

4/6/16

REVISION-1	REVISION-2	REVISION-3	REVISION-4
4/14/16	4/18/16	4/18/16	5/11/16

REVISION-5	REVISION-6	REVISION-7
5/12/16	5/13/16	5/16/16

CLIENT APPROVAL

DESIGN BY

Daniel Ornelas

FILE NAME

Kids Smile Shell Bldg (pylon)
UPDATED FOR APPROV-3

PAGE

2 OF 3

THIS DESIGN IS THE PROPERTY
OF GENERAL SIGNS.
ANY UNAUTHORIZED USE OR
REPRODUCTION IS PROHIBITED.

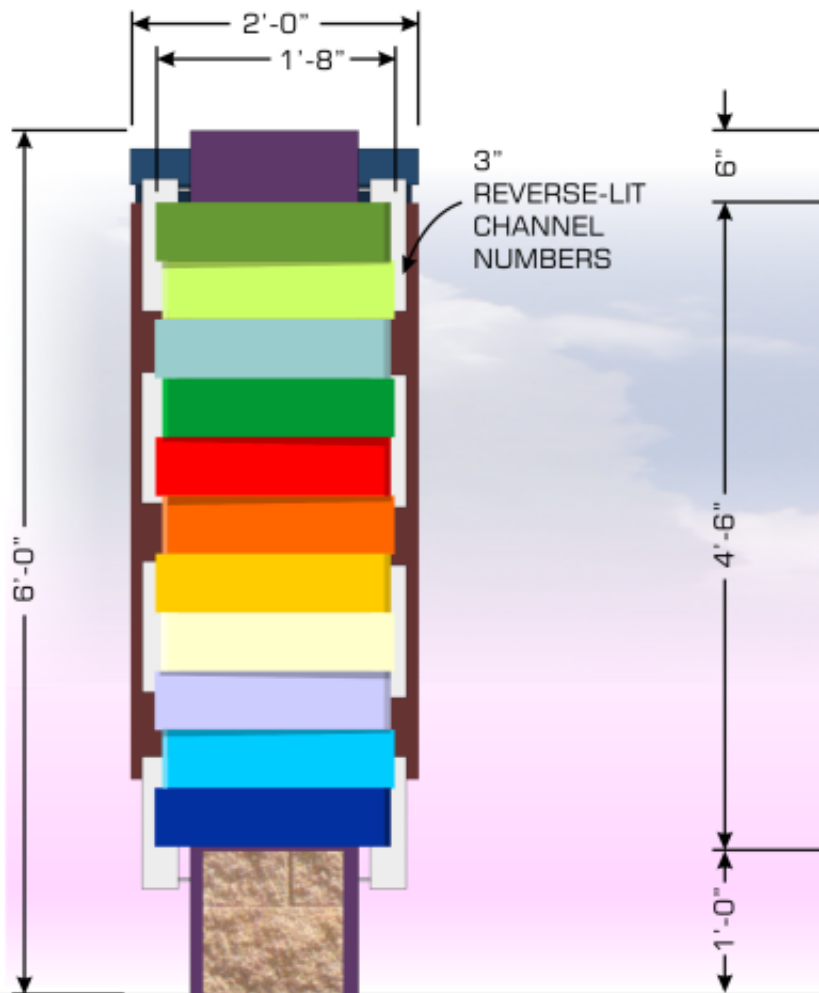
210-227-1203



TOP VIEW
SCALE: 3/4" = 1'-0"



FRONT VIEW
SCALE: 3/4" = 1'-0"



SIDE VIEW
SCALE: 3/4" = 1'-0"



SCOPE OF WORK:

MANUFACTURE AND INSTALL A D/F MONUMENT SIGN ON LOCATION. THE SIGN STRUCTURE TO BE CONSTRUCTED OF METAL FRAME AND EXTERIOR PANELS. THE ADVERTISING SIGNS WILL HAVE INTERIOR LIGHTS FOR ILLUMINATING THE TRANSLUCENT ROUTED-OUT GRAPHICS OF THE FLAT METAL SIGN FACES. THE BASE TO BE A ROCK MASONRY STRUCTURE (DONE BY OTHERS.) THE NUMBERS TO BE REVERSE-LIT CHANNEL FORMS. COLORS TO BE ACCORDING TO CLIENT'S APPROVAL.

D/F MONUMENT SIGN



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CLIENT



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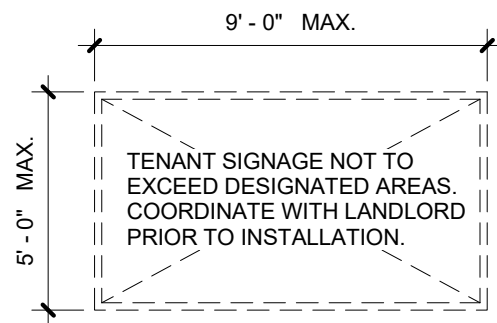
3 OF 3

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210-227-1203



NIGHT VIEW



SIGNAGE DETAIL

SCALE: 1/4" = 1'-0"



KID'S SMILE SHELL BLDG.

3006 BROADWAY, SAN ANTONIO, TEXAS 78209

SIGNAGE EXHIBIT

project #: 14.204
5.23.16

A1.2