

HISTORIC AND DESIGN REVIEW COMMISSION

July 20, 2016

Agenda Item No: 4

HDRC CASE NO: 2016-281
ADDRESS: 201 E GRAYSON ST
LEGAL DESCRIPTION: NCB 975 BLK 18 LOT 11, 12 & 13
ZONING: C3 RIO-2
CITY COUNCIL DIST.: 1
APPLICANT: Austin Vaughn/Sign Crafters
OWNER: Williams-Sonoma, West Elm
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install one (1) wall sign, noted as Sign A on the west façade of the structure at 201 E Grayson. The wall sign is to feature individually lit LED aluminum channel letters and a total size of approximately twenty-five square feet in size.

This request is only for Sign A and does not relate to any signage previously approved by the HDRC.

APPLICABLE CITATIONS:

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) wall sign, noted as Sign A on the west façade of the structure at 201 E Grayson. The wall sign is to feature individually lit LED aluminum channel letters and a total size of approximately twenty-five (25) square feet in size. Staff conducted a site visit on July 13, 2016.
- b. Sign A was originally heard by the HDRC at the June 15, 2016, HDRC hearing where the applicant withdrew this particular sign from the request. Staff's original recommendation was for the reduction of the total square footage of this sign from the proposed twenty-five (25) square feet to 14.25 square feet to match three other wall signs. At the July 6, 2016, HDRC hearing, the HDRC noted that west elevations of the structure to compare the two sizes

should be submitted and heard by the HDRC.

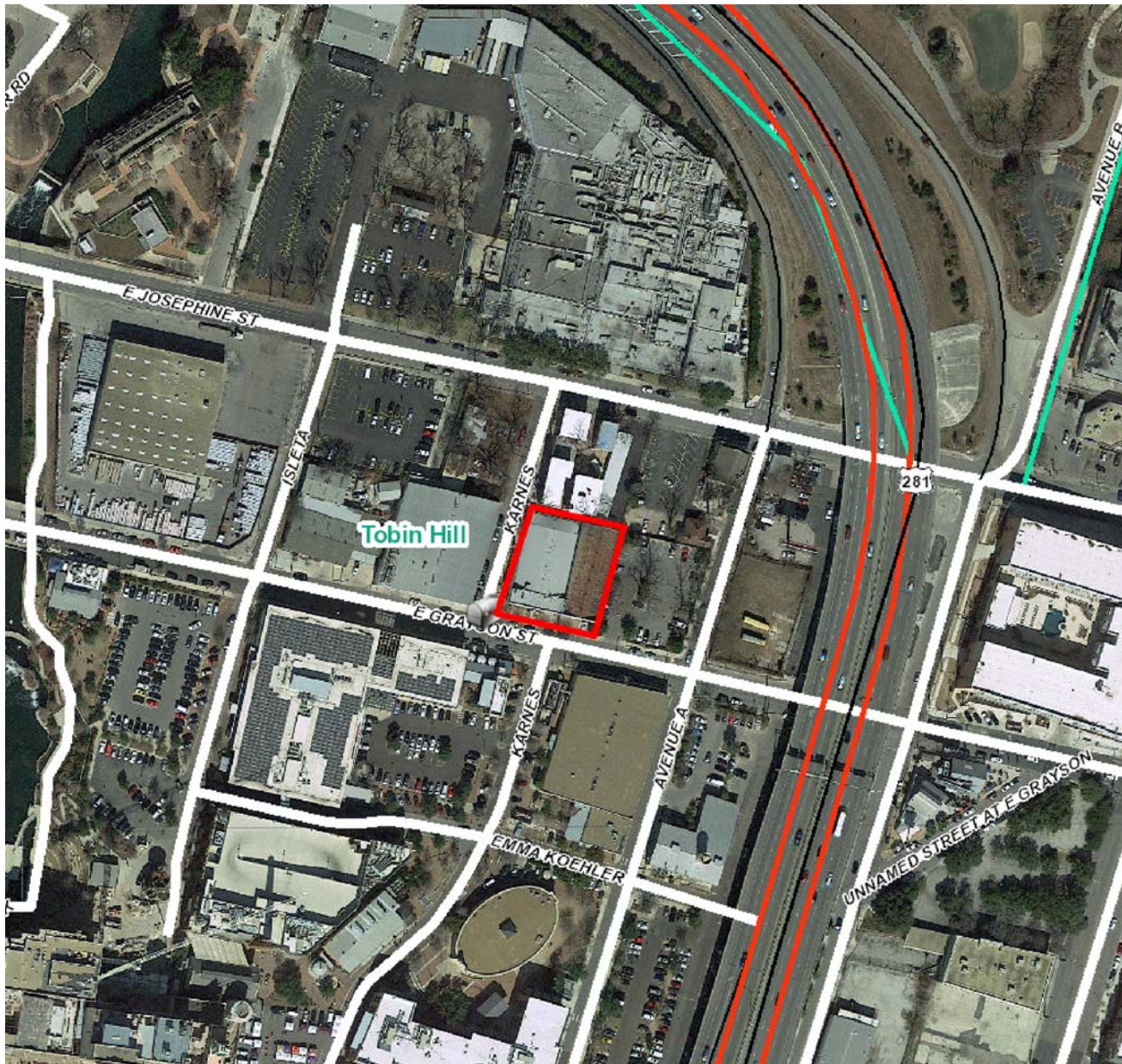
- c. As previously mentioned, the applicant has provided a west elevation of the structure with two sign sizes; 25 square feet and 14.25 square feet. Upon reviewing this, staff finds that the applicant's proposed square footage of 25 square feet is appropriate in regards to the size of the wall on which it is to be mounted. The applicant's proposed materials and lighting method are consistent with the UDC.

RECOMMENDATION:

Staff recommends approval as submitted based on finding a through c.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Jul 08, 2016

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Josephine Street

231

Avenue B

DPT Laboratories

Avenue A

201 E Grayson St

Kames St

Isla St

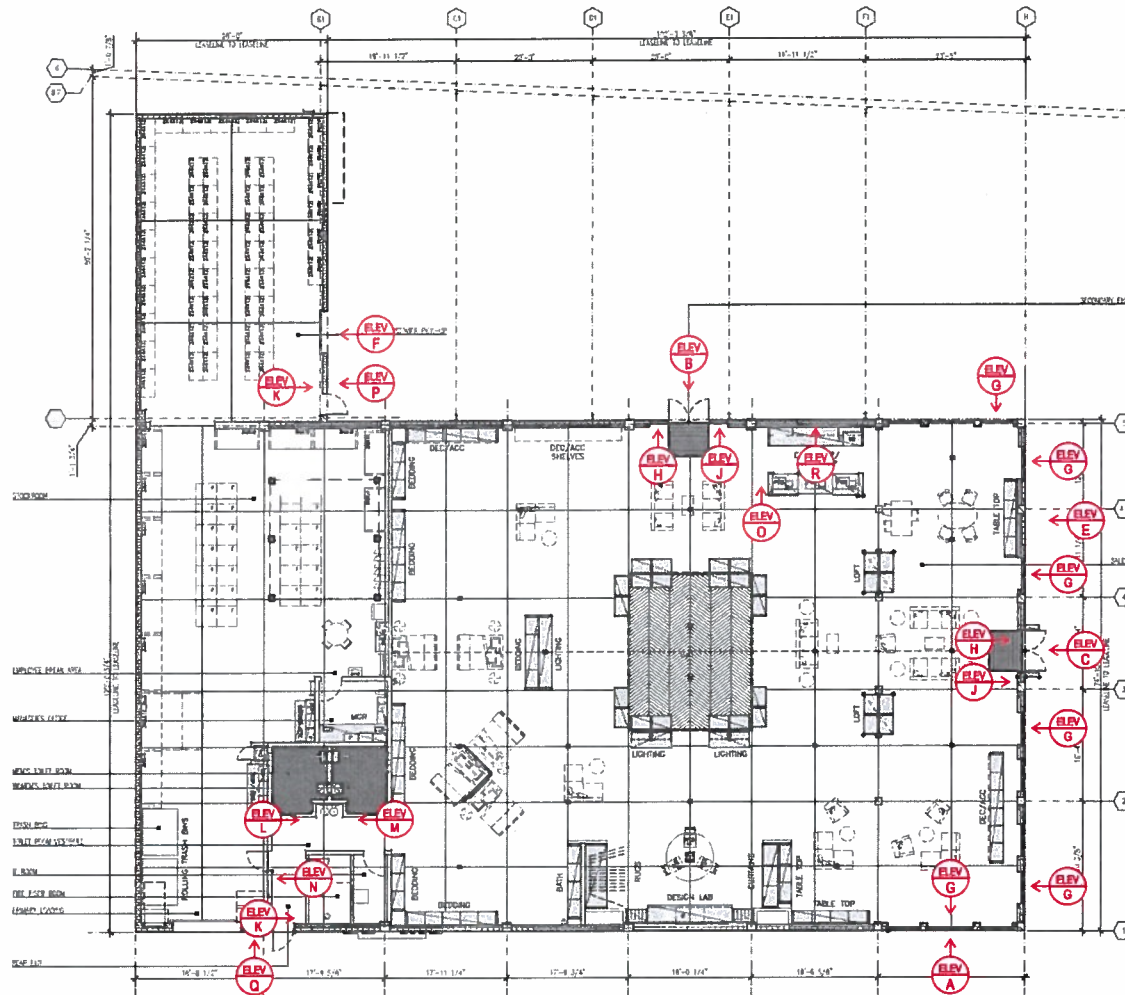
E Grayson St

Emma Koehler

Emma Koehler

Isla St





SIGN PLAN |
Scale: NTS

TRIANGLE
SIGN & SERVICE

CLIENT & LOCATION

west elm

WEST ELM
201 E GRAYSON ST
PEARL DISTRICT
SAN ANTONIO, TX 78215

LEAD NO.

153408 R1

DATE

4/12/2016

REVIEWED BY

REVISION

SALESMAN

HS

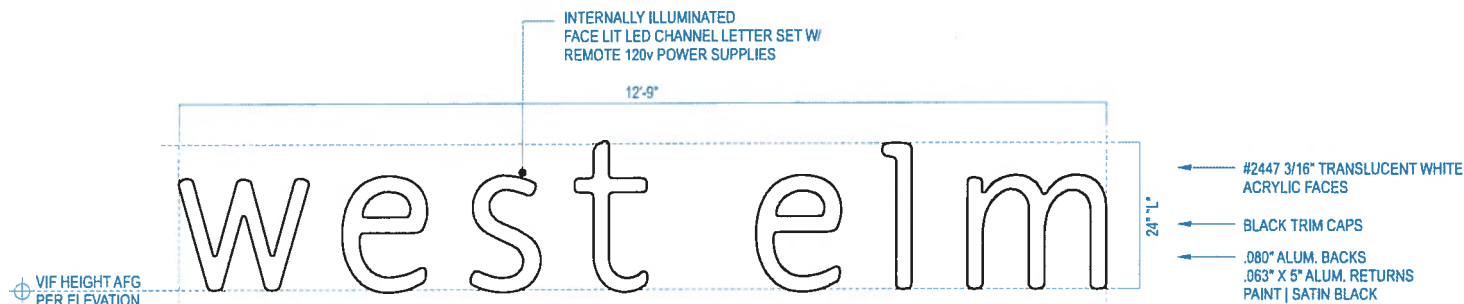
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SHEET NO.

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24" FACE LIT LED CHANNEL LETTERS W/ REMOTE 120v POWER SUPPLIES

Scale: 1/2" = 1'-0"

QTY. REQ'D: ONE (1)

25.5 SQ. FT.

- FACES: 3/16" #2447 TRANSLUCENT WHITE ACRYLIC
- RETURNS: .063" X 5" ALUM.
- FINISH: SATIN BLACK
- TRIM CAP: BLACK
- INTERIOR: WHITE
- BACKS: .080" ALUM.
- ILLUMINATION: STD. WHITE LED
- POWER SUPPLIES: REMOTE 120V POWER SUPPLIES W/ STD. UL APPROVED ENCLOSURES
- FEED LOCATION: TBD VIF
- INSTALLATION: APPROPRIATE MTG. HARDWARE TBD PRIOR TO INSTALLATION

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west elm

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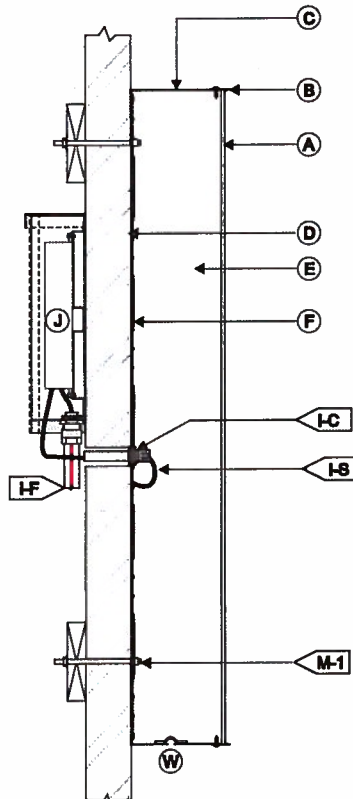
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west elm



FACE LIT CHANNEL LETTER / LED ILLUM. / EXTERIOR INSTALL / FLUSH MOUNTED

SCALE: N.T.S.

(A) FACE

MATERIAL:	ACRYLIC 3/16" WHITE #2447
BORDER:	N/A
VINYL:	N/A
COLOR INFO.:	N/A

(B) TRIMCAPS

SIZE / FINISH	1" / MATCH RETURNS
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(C) RETURNS

DEPTH:	5"
MATERIAL:	ALUM. .040"
COLOR:	BLACK
FINISH:	SATIN

(D) BACKS:

MATERIAL:	ALUM. .063"
COLOR:	PRE-COAT WHITE
FINISH:	SATIN

(E) INSIDE OF CAN

COLOR:	PRE-COAT WHITE
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(F) ILLUMINATION:

TYPE:	STANDARD WHITE LEDS
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(I) WIRING

I-C	7/8" DIA. HOLE @ LEXAN W/ PAIGE WALL BUSTER CONNECTOR & CONDUIT.
I-F	TO ELECTRICAL FEED
I-S	U.L. APPROVED LOW VOLTAGE CLASS II WIRING
	ALL CONNECTIONS TO BE IN WATERPROOF BOXES

(J) POWER SUPPLY

TYPE:	REMOTE LED POWER SUPPLY HOUSE IN FRONT
	ACCESS WEATHER-PROOF LED POWER SUPPLY BOX.
VOLTAGE:	120V

(M) MOUNTING

M-1	SEE MOUNTING NOTE.
	10/24 NUTSERT.

(W) WEEP HOLES:

	1/4" DIA. WITH COVER
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120V

INSTALLATION NOTES:
 1. CUSTOMER G.C. TO PROVIDE ADEQUATE WOOD OR MTL. BLOCKING IN CORRELATION W/ FACADE FRAMING AS REQUIRED.
 2. INSTALLER IS TO VIF & PROVIDE THE PROPER NON-CORROSIVE MOUNTING HARDWARE TO ENSURE SAFE INSTALLATION.
 3. ALL EXTERIOR FACADE PENETRATIONS TO BE WATERTIGHT.
 4. INSTALLATION TO MEET CURRENT N.E.C., UL & LOCAL CODES.

ELECTRICAL NOTES:
 1. ALL ELECTRICAL COMPONENTS ARE TO BE UL APPROVED.
 2. CUSTOMER IS RESPONSIBLE FOR ONE (1) 120V / 20A DEDICATED CIRCUIT W/ GROUND PER SIGN TO WITHIN 8" OF THE SIGNAL.
 3. LOCKOUT SWITCH TO BE INSTALLED AT THE PANEL BOX FOR ALL ELECTRONIC SIGNS.
 4. INSTALLATION TO MEET ALL CURRENT N.E.C., UL & LOCAL CODES. THIS INCLUDES PROPER GROUNDING & BONDING OF SIGN.

FABRICATOR NOTES:
 1. PLACEMENT OF LEDS FOR OPTIMUM ILLUMINATION OF LETTERS TO BE DETERMINED IN PRODUCTION.
 2. MANUFACTURER & UL LABELS TO BE APPLIED & VISIBLE FROM THE GROUND, ON THE LAST CHANNEL LETTER OR END OF THE SIGN BOX.

TRIANGLE
SIGN & SERVICE

CLIENT & LOCATION

west elm

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