

## HISTORIC AND DESIGN REVIEW COMMISSION

August 03, 2016

Agenda Item No: 7

**HDRC CASE NO:** 2016-288  
**ADDRESS:** 3506 N ST MARYS  
**LEGAL DESCRIPTION:** NCB A-52 BLK LOT B-5  
**ZONING:** I1 RIO-1  
**CITY COUNCIL DIST.:** 2  
**APPLICANT:** John A Martinez, JAM Designs  
**OWNER:** Bill Leighton  
**TYPE OF WORK:** Signage  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to perform modifications to the existing wall mural at the Bombay Bicycle Club which is to include a new, three-dimensional mural.

### 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 perform modifications to the existing wall mural at the Bombay Bicycle Club which is to include a new, three-dimensional mural. The applicant has proposed to maintain the overall design of the original mural which includes a cheeseburger and flamingos and a toucan riding bicycles. The size of the mural is currently 9 ½' in height and 29' in width.
- b. The applicant has proposed to introduce a three-dimensional aspect to the mural by installing hand carved foam to be coated in clear coat polyurethane and painted with 100% artist acrylic. Each hand carved piece will be pin mounted to the wall to provide additional visual depth. An MDO plywood border of 12" will be added to the perimeter to give the mural additional visual depth and to act as a framing element. Generally, all colors will remain the same; however, the applicant has proposed to include transitioning colors on the plywood border.
- c. While the existing signage features approximately 275 square feet, staff finds that given the nature of this sign and

its existence as an art feature, the proposed modifications are appropriate.

**RECOMMENDATION:**

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

**CASE MANAGER:**

Edward Hall



## Flex Viewer

Powered by ArcGIS Server

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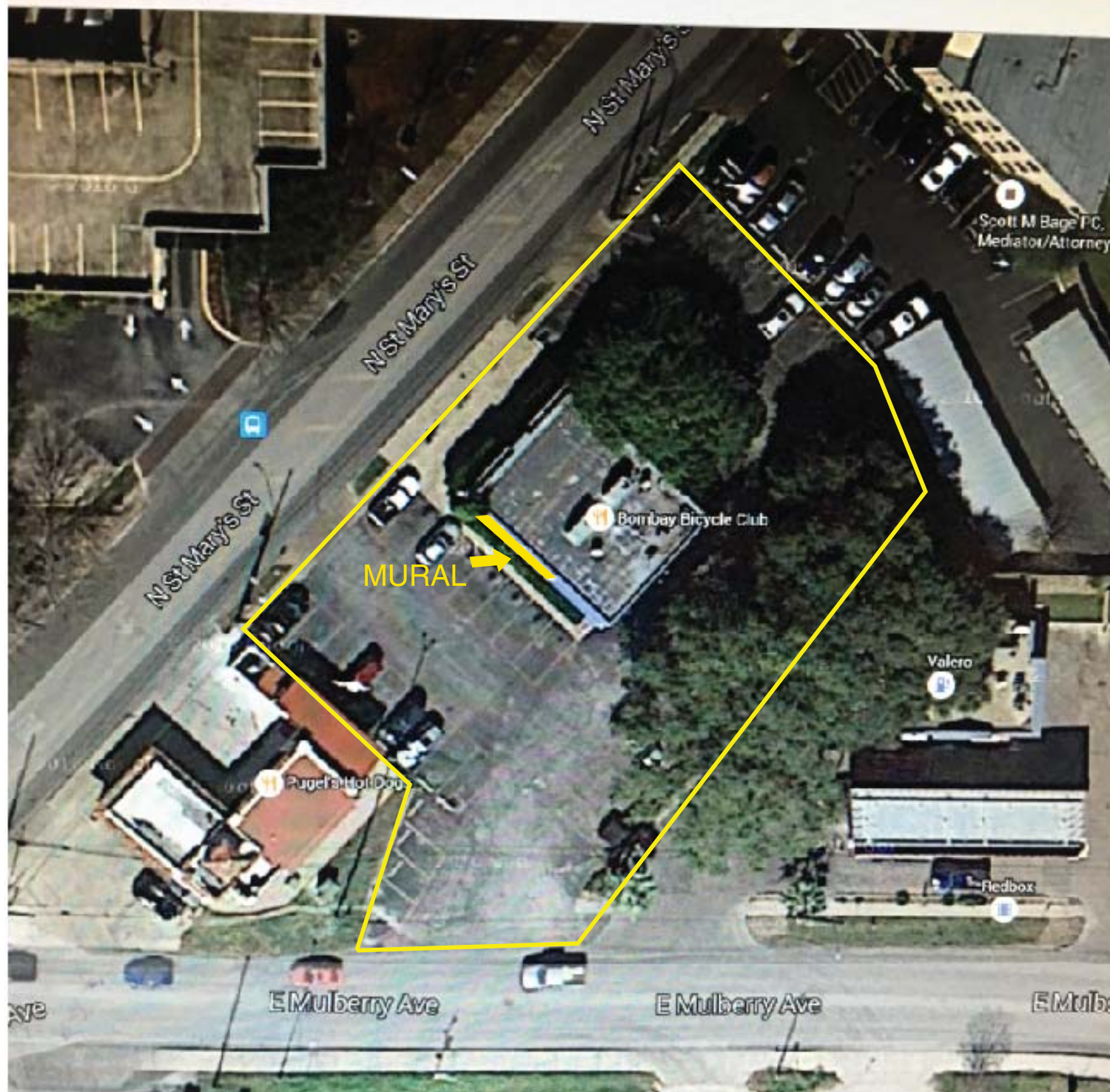
## Narrative for Bombay 3D Mural by John A. Martinez, JAM Designs

In 1988, I was hired to design and paint a wall mural by owner Bill Leighton for the Bombay Bicycle Club. Because the building is located by the San Antonio Zoo and leads into Brackenridge Park, I chose to use Flamingos and a Toucan riding bikes in front of the wall to keep it fun.

Beginning in 2018, San Antonio will be celebrating the 300 year anniversary. The city wants to emphasize local art, music, and culture. I want to make the Bombay Mural a spectacular work of art by doing it as a three dimensional, full color sculpture. The sculpture will consist of hand carved foam coated in a clear polyurethane hard shell like the figures that now exist at Sea World and Fiesta Texas. I will do the carving myself and then I will paint it in 100% artist acrylic. (Nova Color) The figures will be pin mounted to the wall a few inches from the surface to give it a look of more depth than actually exists. I chose to add a picture frame to give it the look of a masterpiece hanging on a wall. In my superimposed photo of the model on the wall, the hamburger and birds are flat but, they will actually be relief carved like the sample parrot I have provided. The border/frame will be made of MDO plywood also encased in polyurethane to prevent weather damage.

I am owner of JAM Fine Art Designs and Signs and have been in business since 1988 with my wife Gloria of 40 years. I am licensed and bonded. I have enclosed photos of other 3D items I have made for my clients here in San Antonio. My hope is that this mural will become a landmark that will give inspiration to future local artists and to show San Antonio is a truly unique city because we have art that no one else has.





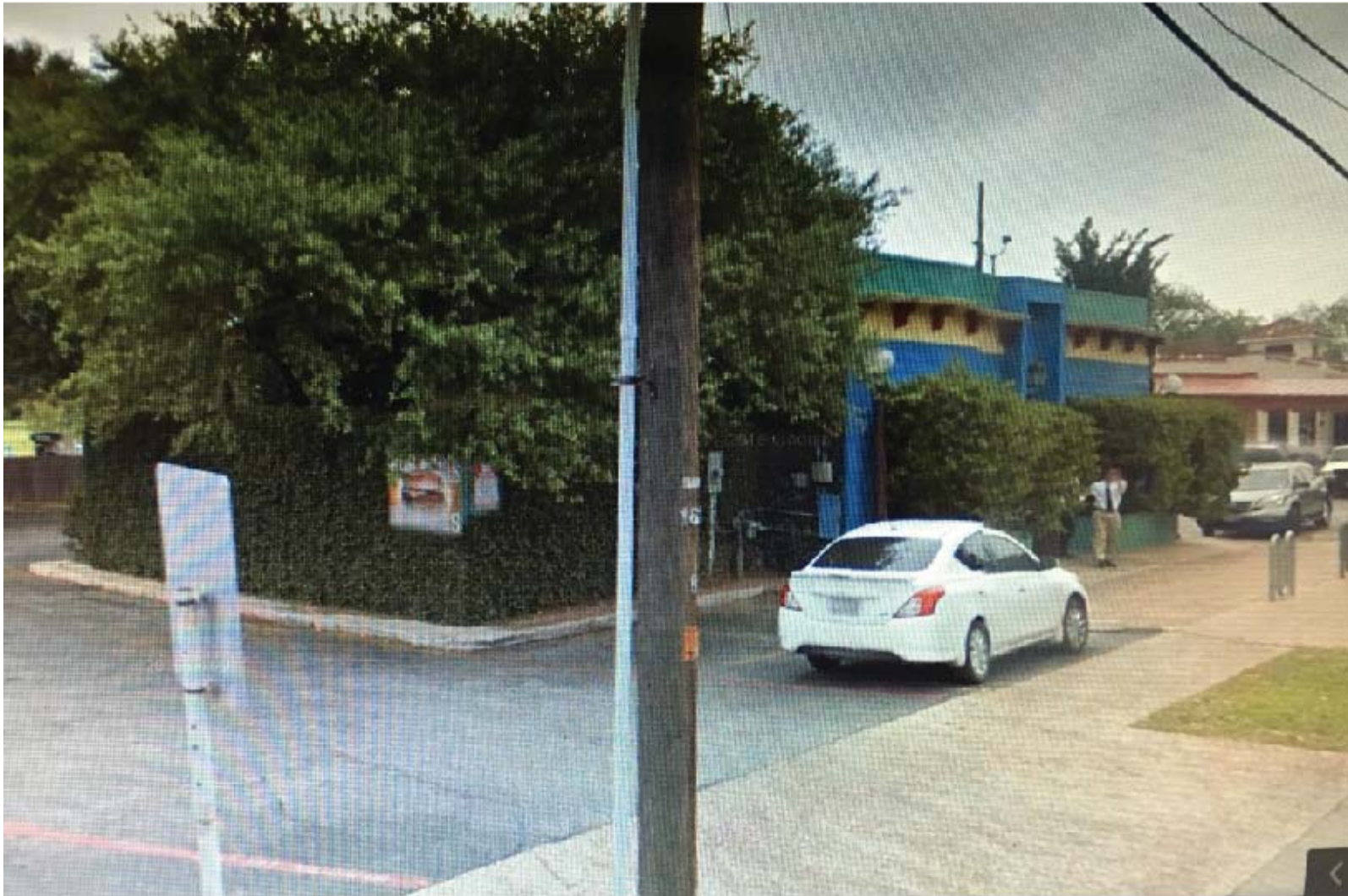
Bombay Bicycle Club, 3506 N St Mary's, Site Ariel View





Bombay Bicycle Club, 3506 N St Mary's, Front & Right Side View



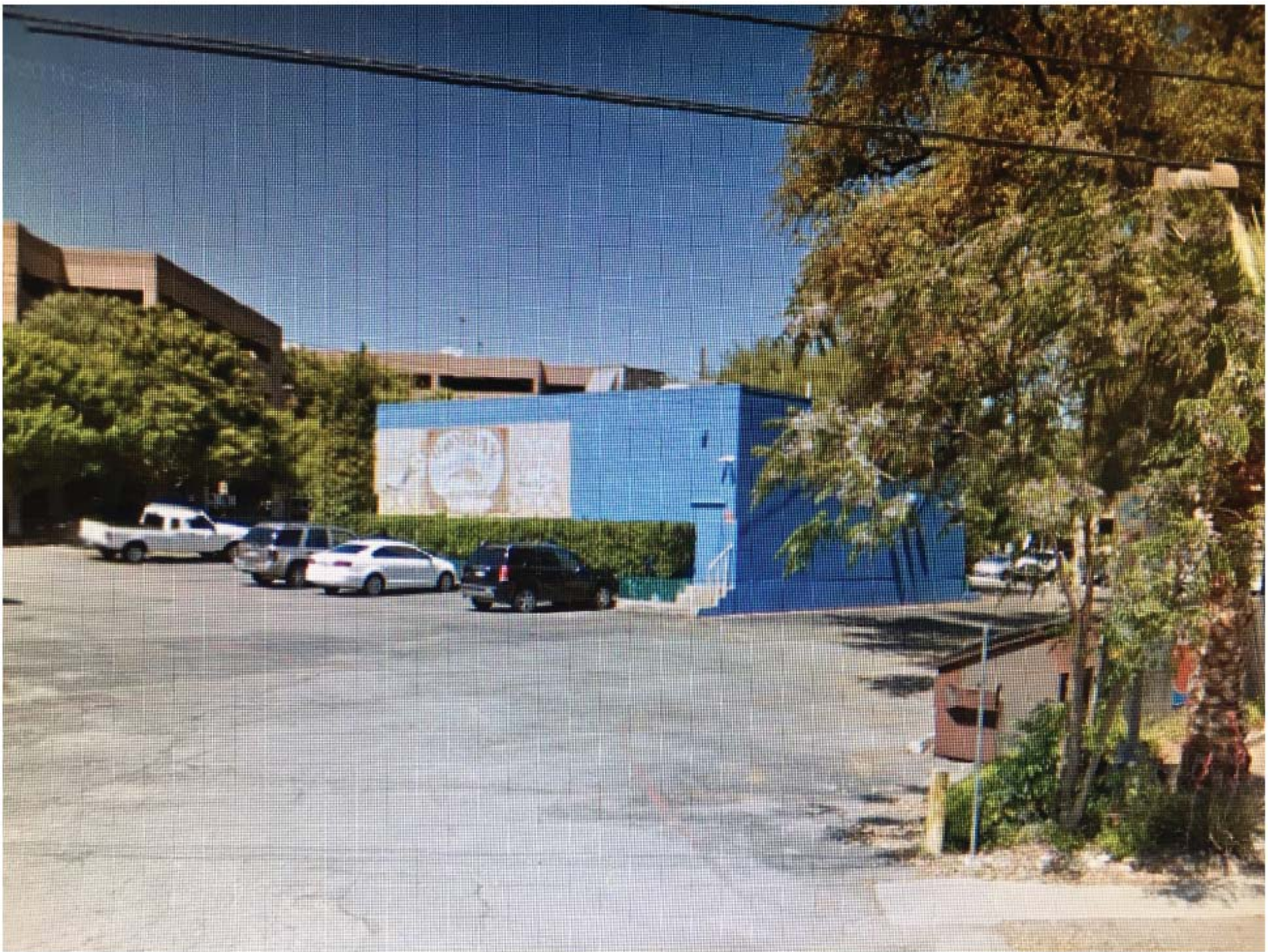


Bombay Bicycle Club, 3506 N St Mary's, Front View and Left Side View



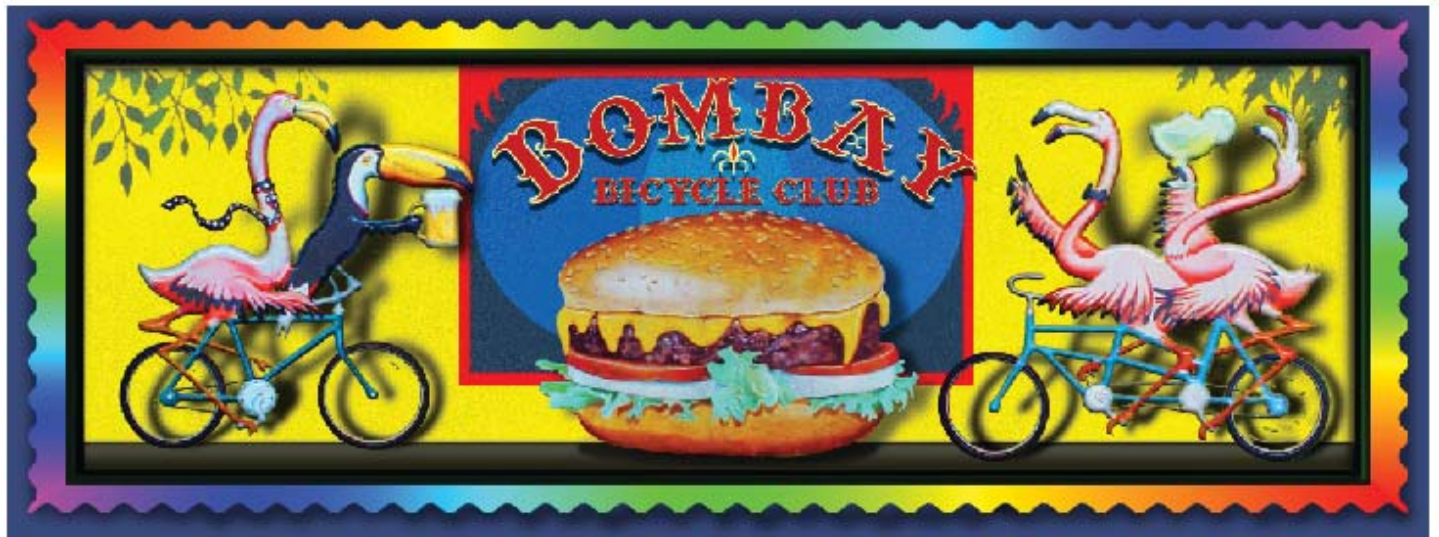
Bombay Bicycle Club, 3506 N St Mary's, Front view





Bombay Bicycle Club, 3506 N St Mary's, Mural and Back View from Valero









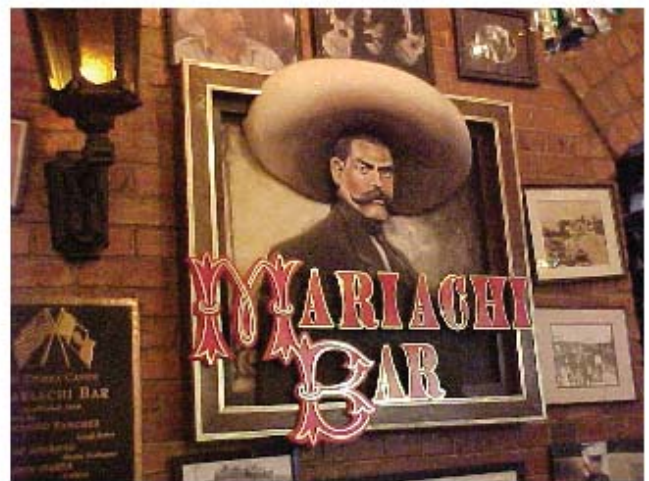




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