

## HISTORIC AND DESIGN REVIEW COMMISSION

August 17, 2016

Agenda Item No: 1

**HDRC CASE NO:** 2016-316  
**ADDRESS:** 903 N ST MARYS  
**LEGAL DESCRIPTION:** NCB 805 BLK 28 LOT 4, 5, 6 & S 17.9 FT OF 1 & 2  
**ZONING:** FBZ T5-1 RIO-2  
**CITY COUNCIL DIST.:** 1  
**APPLICANT:** Larry Gottsman/Atena Sign Group  
**OWNER:** Redeemer Presbyterian Church  
**TYPE OF WORK:** Signage  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install a new monument sign at 903 N St Mary's to be located at the corner of N St Mary's and Baltimore. The proposed sign is to feature at total of fifty (50) square feet.

### 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 a new monument sign at the corner of N St Mary's Street and Baltimore street at Redeemer Presbyterian Church. Currently, there are two signs on the property, both of which front N St Mary's and feature only one sign face. These signs are approximately forty (40) square feet combined. The applicant has noted that these signs will remain.
- b. The UDC Section 35-678 states that total signage shall not exceed fifty (50) square feet unless additional signage is approved by the HDRC. While this property currently features signage, both signs are small in nature and are only directed toward N St Mary's. The applicant has proposed new signage that is removed from the structure, is located in a landscaped area and will be fifty (50) square feet total. Given that this property fronts multiple streets, staff finds the request for additional signage square footage appropriate.
- c. The applicant has proposed to mount the new monument sign on a lime stone base to be 8' – 6" in length, 2' – 0" in height and 2' – 6" in width. The sign cabinet will be constructed of painted aluminum with routed out half-inch push through white plexi faces. The cabinet will be internally illuminated. The reveals will be made of perforated aluminum and will be internally illuminated with color changing LED lights. The applicant's proposal is

consistent with the UDC Section 35-678 in regards to materials and lighting. The applicant has noted that the reveal lighting will change only for special events and holidays.

**RECOMMENDATION:**

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

**CASE MANAGER:**

Edward Hall



## Flex Viewer

Powered by ArcGIS Server

Printed: Aug 04, 2016

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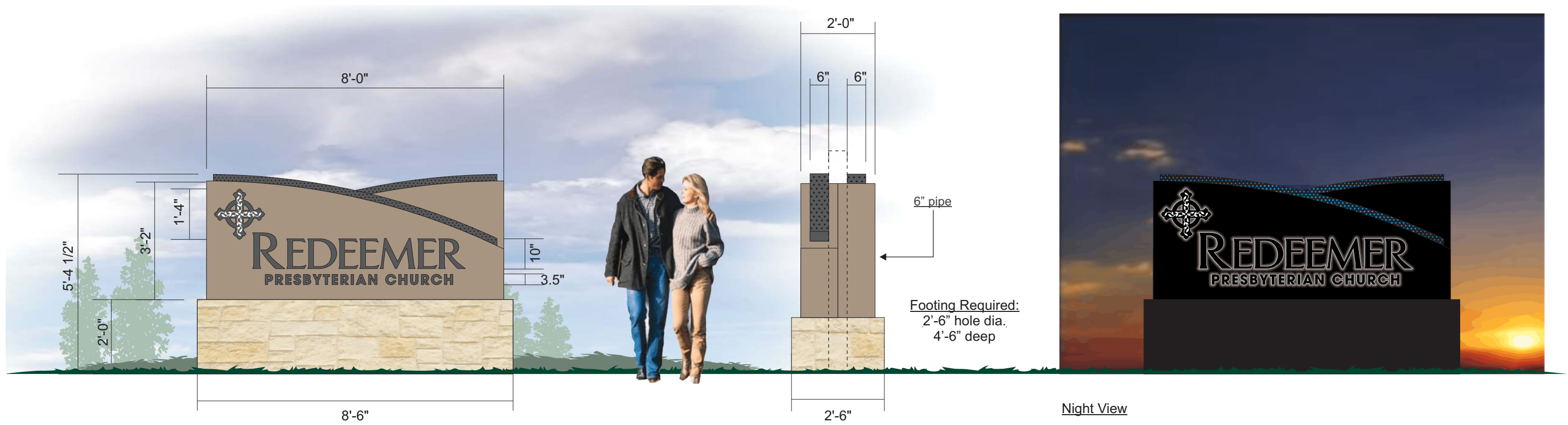








sq.ft. proposed: 25. (each side)



Front View - Scale: 3/8"=1'-0"

Specifications:

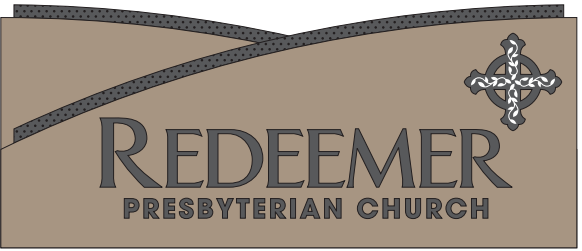
Manufacture And Install One (1) New D/F Monument sign As Shown.

cabinet - alum. construction painted SW7513 Sanderling, routed out with 1/2" push-thru white plexi copy faces painted MP 20156 Bronze Metallic, logo applied 3m duranodic bronze vinyl, internally illuminated with h-o lamps.

reveals - Perforated alum. construction, MP 20156 Bronze Metallic, Internally Illum with color changing LEDs with remote operation.

limestone base

\*note: all colors to match building.



Second Side

**aetna**  
SIGN GROUP

2438 FREEDOM DRIVE + SAN ANTONIO, TX 78217 + PH: 210.826.2800  
FAX: 210.477.2323 + WWW.AETNASIGN.COM + FOLLOW US ON

CLIENT:	Redemmer Presbyterian Church	DRWG#:	3047.2
ADDRESS:	903 N. St. Marys	SALES REP:	Jeanette M.
CITY:	San Antonio, Texas	DESIGNER:	Arnie V.
DATE:	3-30-16	CLIENT APPROVAL:	
COMPUTER FILE: art\dwg\misc\3047_redemmer		TSCL#18370	
REVISION HISTORY: 4-7-16			

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National Building Codes now states all signs that utilize neon transformers, sized at 7,500 volts and up, must utilize UL2161 (GFI) transformers. This type of transformer must have a dedicated electrical (GFI) circuit with ground for the transformer to work. You are responsible to have the proper electrical service to the sign location. Please contact your Aetna Sign Group representative if you need additional information.

All signs will be manufactured to accommodate 120 volt current unless otherwise instructed by customer. Note: Aetna will supply transformers, boxes, disconnects, switches & letters. Installers are to provide all other necessary hardware to accomplish installation.