

## HISTORIC AND DESIGN REVIEW COMMISSION

August 17, 2016

Agenda Item No: 2

**HDRC CASE NO:** 2016-315  
**ADDRESS:** 112 E PECAN ST  
**LEGAL DESCRIPTION:** NCB: 139 LOT: 15 NATIONAL BANK SUB UNIT-2  
**ZONING:** D RIO-3  
**CITY COUNCIL DIST.:** 1  
**APPLICANT:** Larry Gottsman  
**OWNER:** Weston Properties, LC  
**TYPE OF WORK:** Modifications to an existing monument sign  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to modify the existing monument sign at 112 E Pecan through the installation of additional signage area.

### 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. 112 E Pecan, commonly known as the Weston Centre is a multi-tenant office tower of approximately 445 feet bounded on the west by Soledad Street, on the north by E Pecan Street and by the San Antonio River on the east and south sides of the structure. The existing monument sign is located on the north east side of the property to the north of an existing landscaped area approximately fifty (50) feet removed from E Pecan Street.
- b. The existing monument sign features three limestone veneer blocks with tenant signage. The applicant has proposed to remove signage from all three blocks and construct a new aluminum signage panel featuring approximately sixty (60) square feet in total size and signage space for nine tenants. Signage has been proposed on one side only. In addition to the proposed new signage panel, the applicant has also proposed a new vertically oriented architectural element serving as a pole cover that will feature lighting, corrugated aluminum and a height of 9' – 6" and a width of 3' – 0". Beneath the proposed signage panel, the applicant has proposed to locate the address "112 East Pecan" in all capital letters to featuring heights of 1' – 6" and 8". The applicant's proposed materials are consistent with the UDC Section 36-678(c)(3).
- c. The UDC Section 35-678 states that total signage shall not exceed fifty (50) square feet unless additional signage is approved by the HDRC. Staff finds that given the proposed location of the sign which is not visible from the

- public right of way at the Riverwalk, the overall size and massing of the primary structure on the property and the specific location of the signage in relationship to E Pecan Street that the applicant's proposed size is appropriate.
- d. The applicant has proposed to internally light the signage panel with white LED lights to be diffused by acrylic faces. The vertically oriented pole cover will feature cove lighting for its border on the front and back only. This lighting method is appropriate and consistent with the UDC Section 35-678(c)(4).

**RECOMMENDATION:**

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

**CASE MANAGER:**

Edward Hall



## Flex Viewer

Powered by ArcGIS Server

Printed: Aug 03, 2016

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Travis Park

Embassy Suites by  
Hilton San Antonio...

River Walk

Greyhound  
Package Xpress

112 East Pecan Street

Wyndham San  
Antonio Riverwalk

Soledad St

E Travis St

Korova

Bond's 007 Rock Bar

Carmens De La Calle

N Flores St

W Salinas St

Soledad St

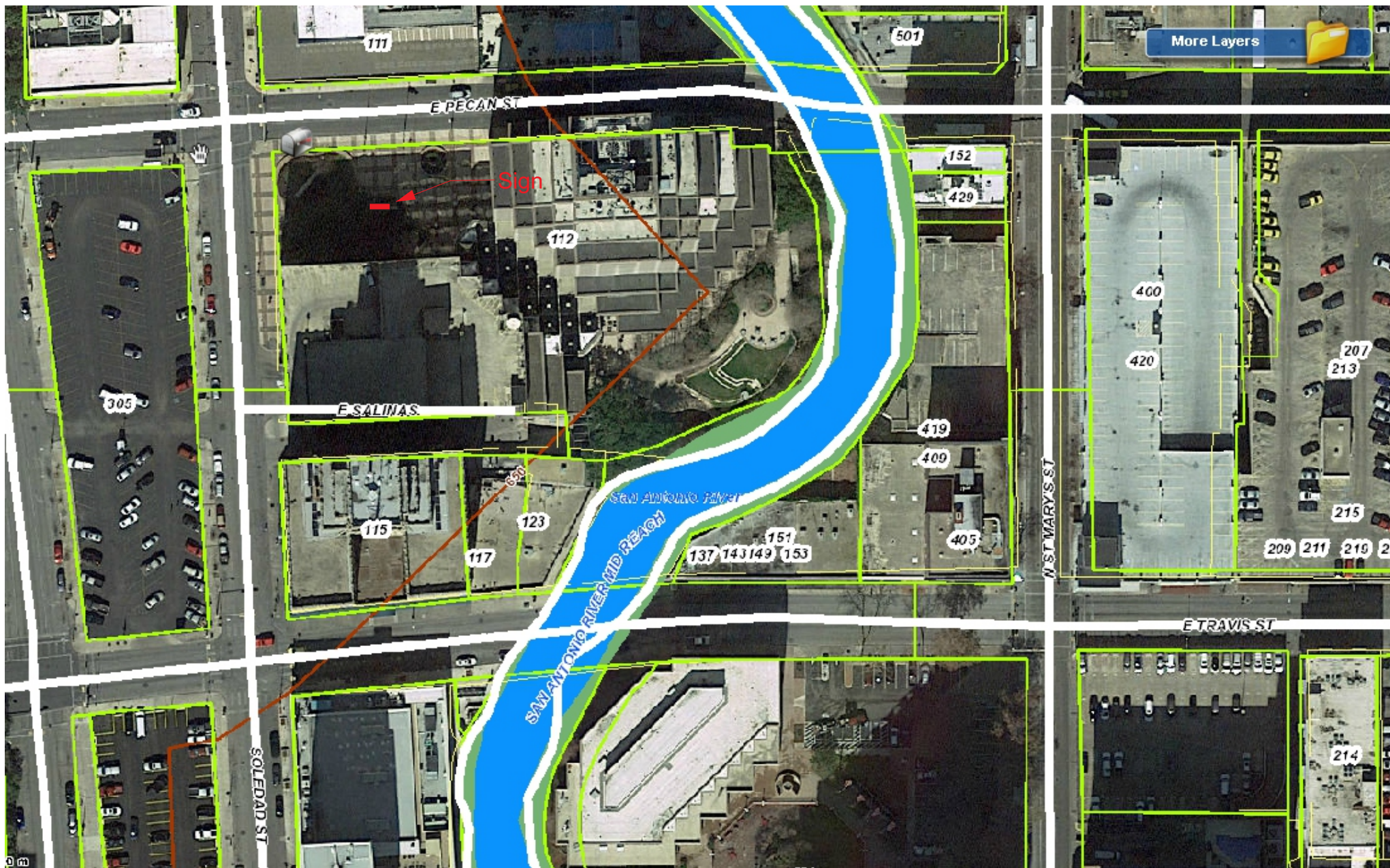
Convent St

E Pecan St













Existing

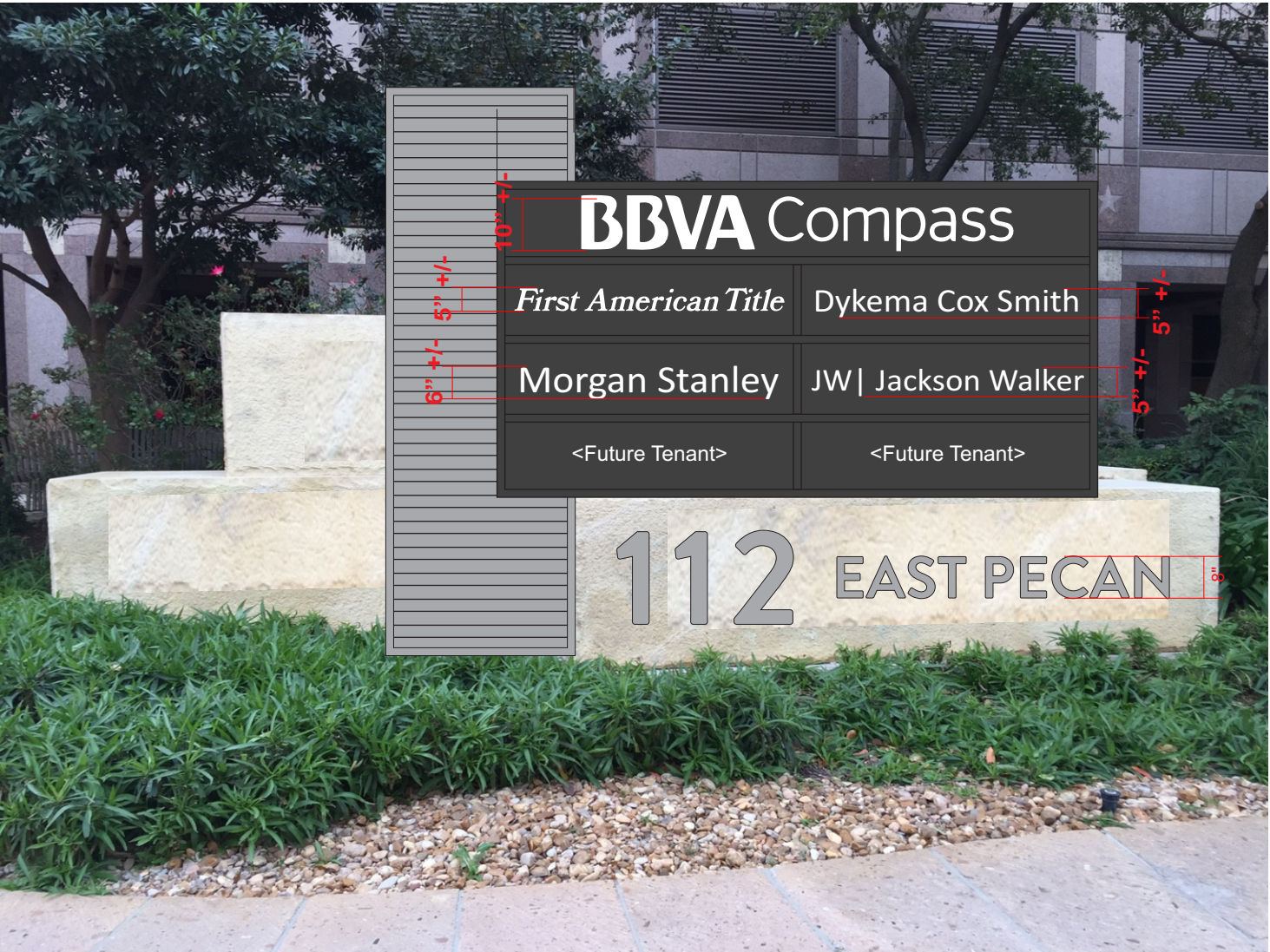


Photo Survey

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



2438 FREEDOM DRIVE + SAN ANTONIO, TX 78217 + PH: 210.826.2800

FAX: 210.477.2323 + WWW.AETNASIGN.COM + FOLLOW US ON 

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.

CLIENT:	The Weston	DRWG#:	3022
ADDRESS:	112 E. Pecan St.	SALES REP:	Jeanette M.
CITY:	San Antonio, Texas	DESIGNER:	Kate A.
DATE:	3-9-16	CLIENT APPROVAL:	
COMPUTER FILE: art\drwg\misc\3022_The Weston			
REVISION HISTORY:			

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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.





Photo Survey - N.T.S.



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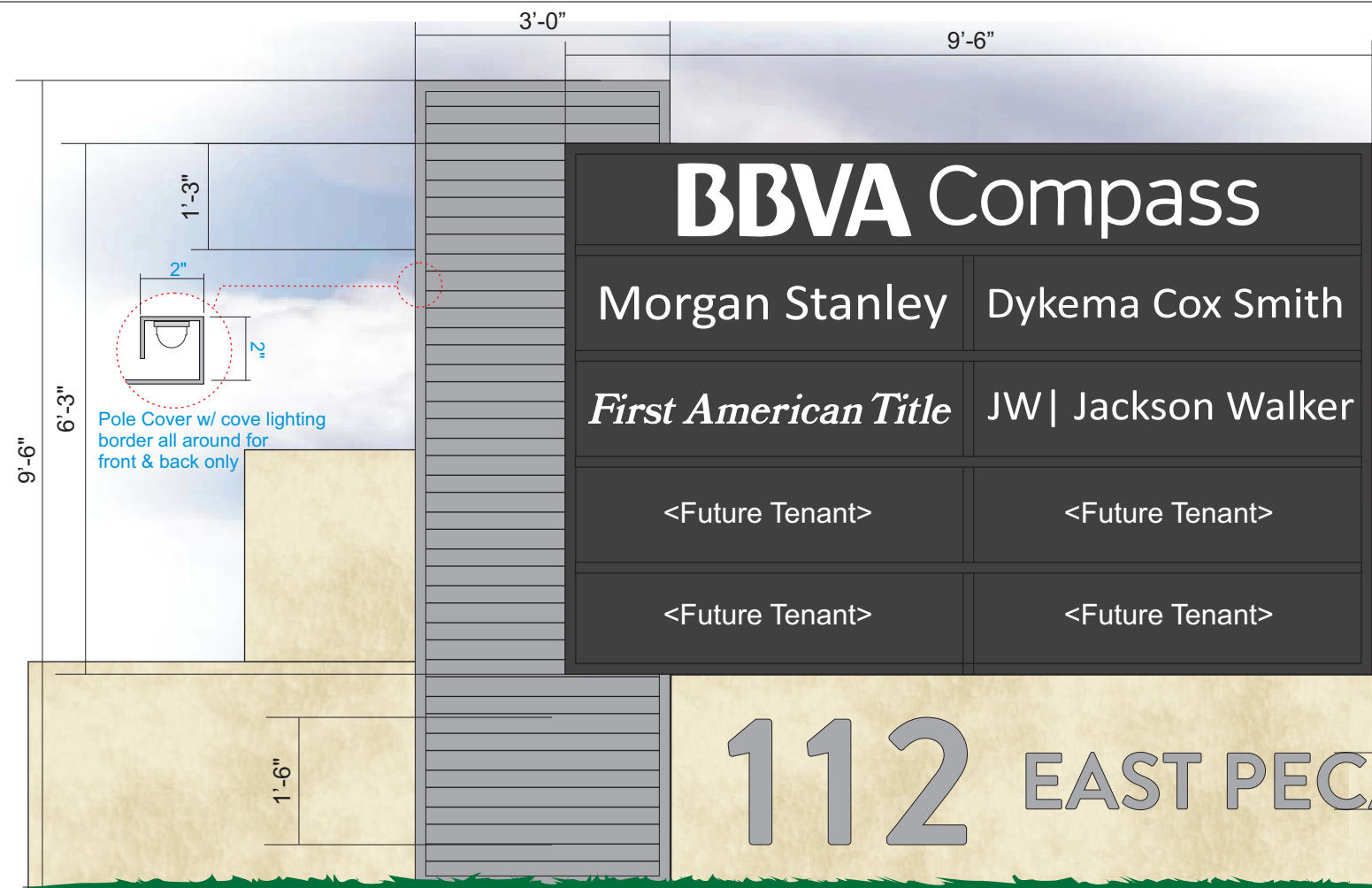
CLIENT:	The Weston	DRWG#:	3022
ADDRESS:	112 E. Pecan St.	SALES REP:	Jeanette M.
CITY:	San Antonio, Texas	DESIGNER:	Kate A.
DATE:	7-15-16	CLIENT APPROVAL:	
COMPUTER FILE: art\dwg\misc\3022_The Weston			
REVISION HISTORY:			

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**Specifications:**  
Remove and Discard existing FCO copy and patch holes.  
Manufacture and Install one (1) new S/F monument sign on existing limestone slabs and FCO address copy.

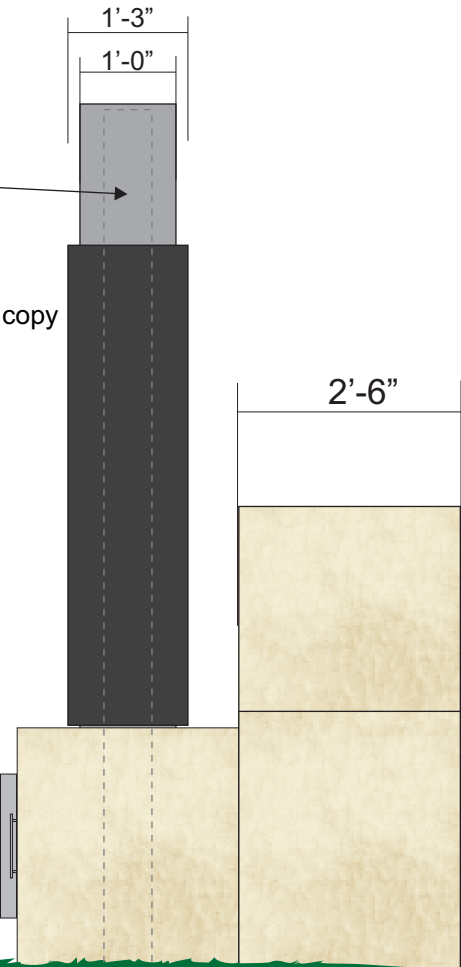
**Tenant Cabinet:**  
Aluminum construction with 1 1/2" retainer and divider bars  
Painted dk bronze  
White plexi faces with applied 3M duranodic bronze vinyl show-thru white copy  
Internally Illuminated with white LEDs

**Pole Cover and fin:**  
corrugated aluminum painted Mp28448 Umbra grey met.  
routed out nubers and circle bars, backedwith white plexi

"112" Numbers alum. construction, 2" deep, stud mounted flush,  
FCO address copy painted Mp28448 Umbra grey met. stud  
mounted 1/2" away from stone base  
\*Customer to provide artwork

Field Survey Required before production

**Footing Requirements:**  
2'-8" Hole Dia.  
4'-6" Deep



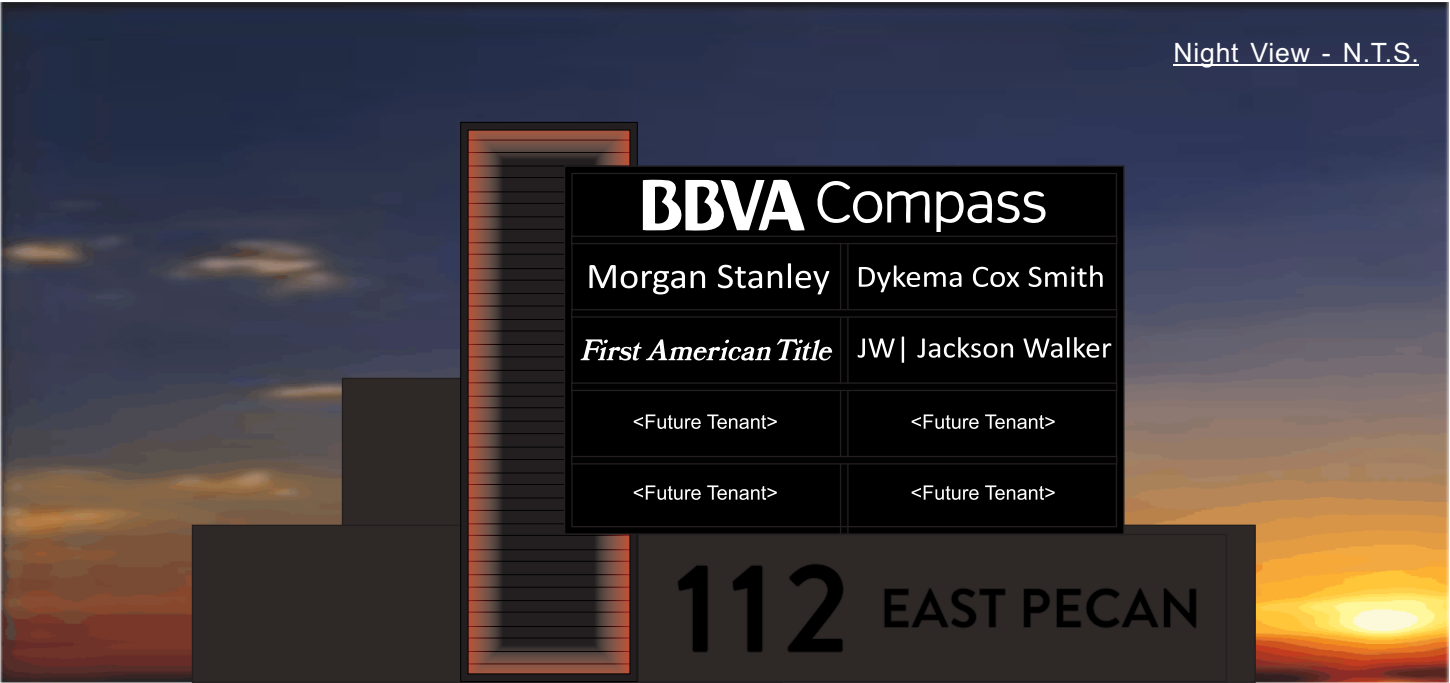
Front View - Scale: 1/2"=1'-0"



Existing



New



Night View - N.T.S.



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CLIENT:	The Weston	DRWG#:	3022.7
ADDRESS:	112 E. Pecan St.	SALES REP:	Jeanette M.
CITY:	San Antonio, Texas	DESIGNER:	Arnie V.
DATE:	4-18-16	CLIENT APPROVAL:	

COMPUTER FILE: art\dwg\misc\3022\_The Weston  
REVISION HISTORY: 6-1-16

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