

HISTORIC AND DESIGN REVIEW COMMISSION

August 17, 2016

Agenda Item No: 23

HDRC CASE NO: 2016-314
ADDRESS: 175 E HOUSTON ST
LEGAL DESCRIPTION: NCB 403 BLK 14 LOT 1 THRU 6 ARB A-1 THRU A-6 EXC E 22 FT
ZONING: D HS RIO-3
CITY COUNCIL DIST.: 1
LANDMARK: Texas Theater, Marg & Facade
APPLICANT: Norberto Castrejon/Quantum Sign Lab
OWNER: IBC Bank
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install signage at 175 E Houston Street, suite 115 for Zocala. The sign is to be 42 ¾" tall at its tallest and five feet in length.

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 signage at E Houston Street, suite 115 for Zocala. The sign is to be 42 ¾" tall at its tallest and 60" in length for an overall size of 35.6 square feet.
- b. Per the UDC Section 35-678(e)(1), total signage for all applicants shall not exceed fifty (50) square feet, however, signs should be designed to 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. Additionally, per UDC Section 35-678(d), signage width and height must be in proportion to the façade, respecting the size, scale and mass of the façade, building height and rhythms and sizes of window and door openings. Staff finds that the applicant's overall size is inappropriate for the proposed signage location. Staff recommends the applicant reduce the overall scale of the sign to be more appropriately scaled. Staff has included two previous signs at this location in the exhibits which staff finds to be appropriately scaled.
- c. The applicant has proposed for the sign to be illuminated by exposed neon lights. Per the UDC Section 35-

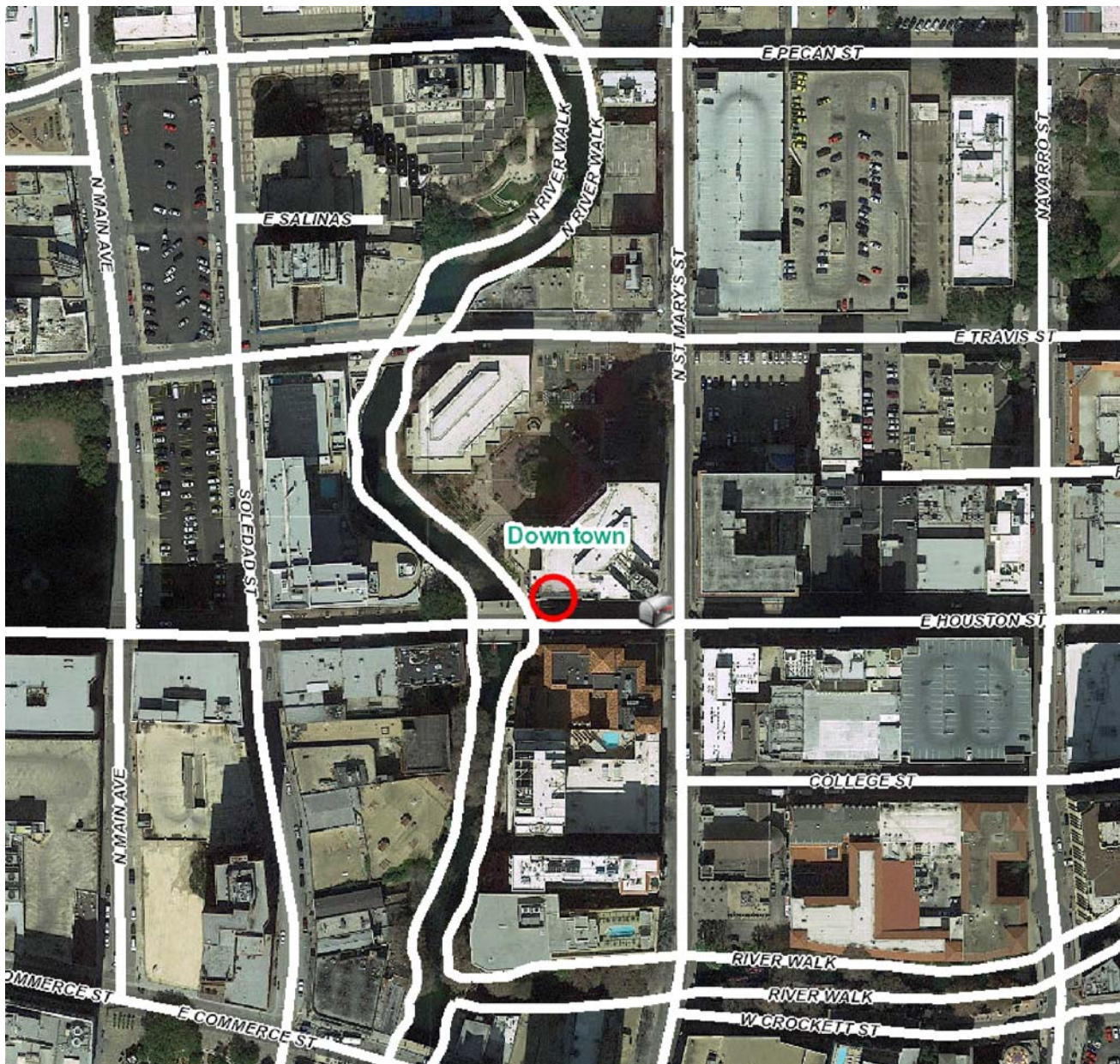
678(c)(4), neon lighting shall be permitted when used as an integral architectural elements or artwork appropriate to the site.

RECOMMENDATION:

Staff recommends approval based on findings a through c with the stipulation that the applicant reduce the overall scale of the proposed sign to be more appropriate for its proposed location.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Aug 08, 2016

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CITY of SAN ANTONIO
NOTICE of HEARING
HISTORIC & DESIGN
REVIEW COMMISSION

ADDRESS: 175 S. Alamo St.
REQUEST: Historic
HEARING DATE: August 17th 2016
TIME: 3:00 P.M.
FOR MORE INFORMATION CONTACT
(210) 215-9274
ALL HDRC MEETINGS TAKE PLACE AT 1801 S. ALAMO



anco Cafe

IBC Bank



Embassy Suites by
Hilton San Antonio...

Lüke

Cardtronics ATM

ATM

175 East Houston Street

Houston Street

Hotel Valencia Riverwalk

Acenar

Majes

River Walk

River Walk

River Walk

St Mary's St

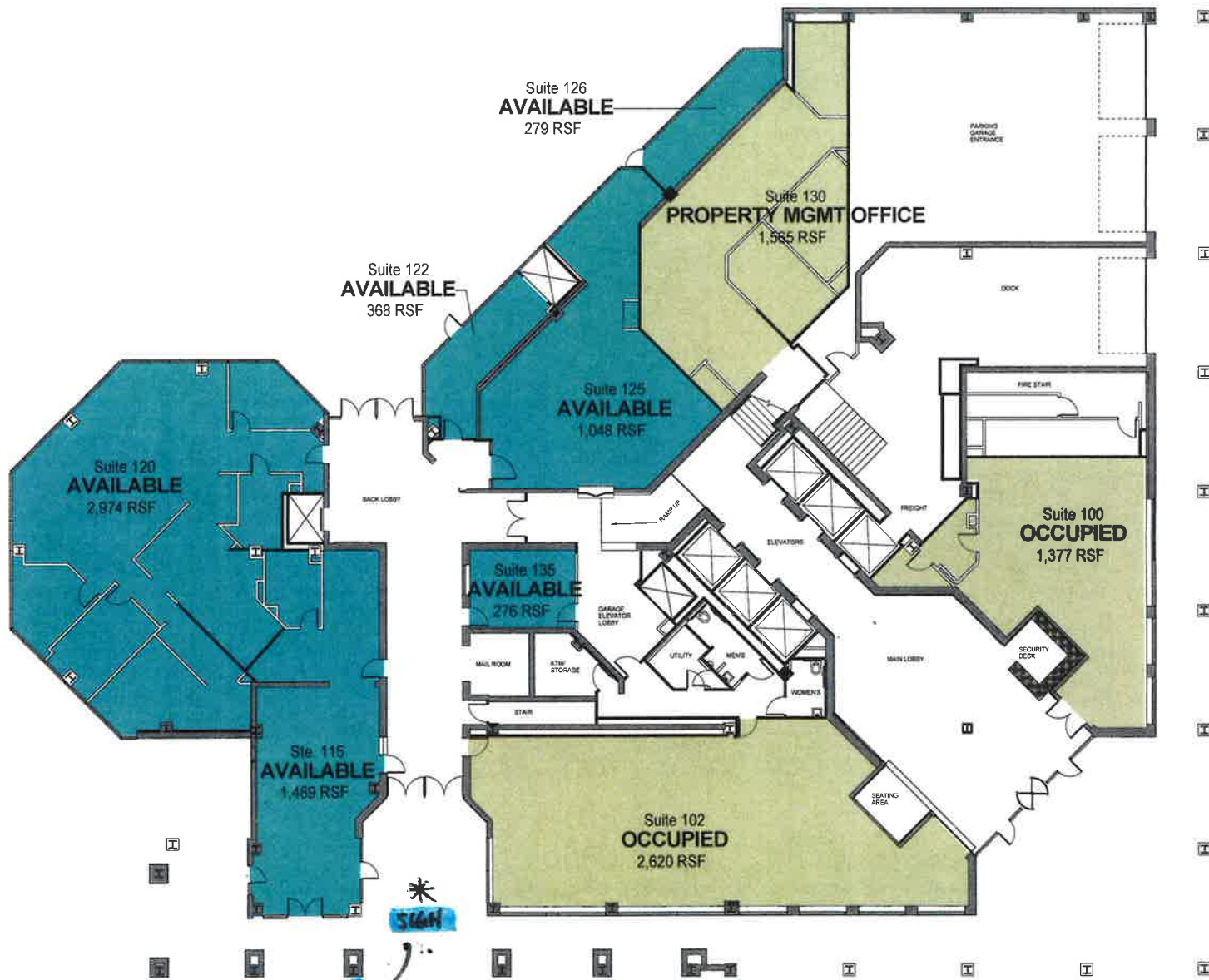
E Travis

E Travis

St Mary's St

St Mary's St

River Walk



IBC Centre - First Floor Leaseboard

Overall Floor Plan




01.04.2015

1,469 RSF

1


175 E. HOUSTON STREET SUITE 115



	Client: <u>EL ZOCALO</u>	REVISION INFO	03/10/2016	DC	This rendering is the property of American Neon and Signs. It exists for the exclusive purpose and use of American Neon and Signs & the party which requested the rendering. It is an unpublished, original drawing not to be distributed, reproduced, or exhibited without the express consent of American Neon and Signs. Please contact your account manager with any questions you may have.	
	Email:					
	Address: <u>171 E. HUSTON</u>					
	<u>SUITE 115</u>					

CONSTRUCTION ALL ALUMINUM, PLASTIC, NEON, LED'S.



	Client:		REVISION INFO	03/10/2016	Original Rendering	DC	This rendering is the property of American Neon and Signs. It exists for the exclusive purpose and use of American Neon and Signs & the party which requested the rendering. It is an unpublished, original drawing not to be distributed, reproduced, or exhibited without the express consent of American Neon and Signs. Please contact your account manager with any questions you may have.
	Email:						
	Address:						




ZÓCALO
FOOTBALL - BASKETBALL - TRACK - RUGBY - HOCKEY
COMING SOON

1521



Project Name:

Zocalo

Project Address:

175 E. Houston, Ste. 115
San Antonio, TX 78205

Re:

Zocalo Signage
Structural Engineer

To Whom It May Concern:

Please be advised Beicker Martinez Structural Engineers will be engaged in regard to installation of the sign at the underside of the Texas Theater. Current conditions do not allow us to do exploratory demo to establish existing structural conditions.

No work shall take place in regard to the sign installation without a city approved structural design and approval from the head of IBC Bank Building Maintenance.

Regards,

Chris Raba



DRUTHERS
• Sandwiches & Salads
• Box Lunches & Party Trays
• Catering/Delivery 210-6022

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