

## HISTORIC AND DESIGN REVIEW COMMISSION

September 21, 2016

Agenda Item No: 12

**HDRC CASE NO:** 2016-352  
**ADDRESS:** 2282 SE MILITARY DR  
**LEGAL DESCRIPTION:** NCB 10930 BLK LOT 12 (.55 AC) & E IRR 20.64 FT OF 20 (.0008 AC)  
**ZONING:** C3 RIO-6  
**CITY COUNCIL DIST.:** 3  
**APPLICANT:** Peter Bhakta  
**OWNER:** Pradip Bhakta  
**TYPE OF WORK:** Signage  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to:

1. Remove the existing cabinet sign and install a new cabinet sign with a multicolor polycarbonate face to be internally lit by white LED lights. The proposed cabinet sign will feature a total of 92.4 square feet.
2. Remove the existing cabinet sign attached to the front façade of the structure and install a cabinet sign with a multicolor polycarbonate face on the front façade to feature a total square footage of 46.8 square feet.
3. Install an internally illuminated cabinet sign with a multicolor polycarbonate face to the east elevation to feature a total square footage of 13.5 square feet.
4. Install a directional sign with a vinyl face to be internally lit by white LED lights to be located at the northwest corner of the property. The proposed sign is to feature a total square footage of 5.2 square feet.
5. Install a directional sign with a vinyl face to be internally lit by white LED lights to be located at the rear of the structure. The proposed sign is to feature a total square footage of 5.2 square feet.
6. Install two blue LED lighting strips to replace an existing signage and lighting band around the structure.

### 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:**

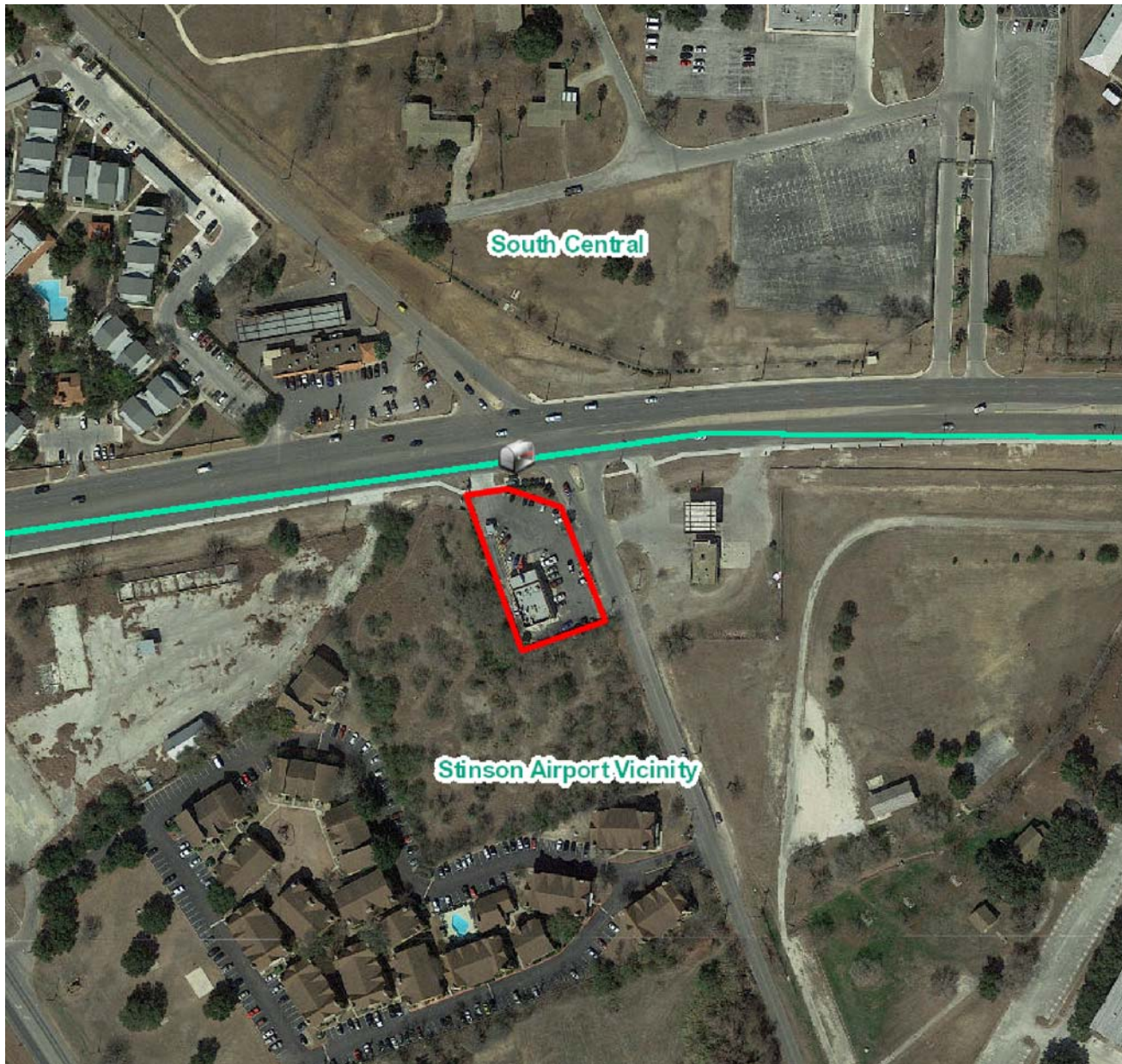
- a. The structure at 2282 SE Military is a fast food restaurant constructed circa 1970 and is currently zoned RIO-6. The applicant has proposed signage modifications, the installation of window awnings and LED lighting strips.
- b. The applicant has proposed to remove the existing sign cabinet and message board and install a new sign cabinet and message board to be located on the existing pole. The proposed sign will feature a multicolor polycarbonate face to be internally lit by white LED lights. The proposed cabinet sign will feature a total of 92.4 square feet. The proposed message board will feature internal illumination, a width of seventy-three (73) inches and an overall height fifty (50) inches. While the proposed signage is larger than fifty (50) square feet, staff finds that given the location in a non-residential area, far removed from the San Antonio River and on a major commercial thoroughfare, the proposed signage is appropriate.
- c. The current restaurant features a large sign attached to the front façade. The applicant has proposed to remove this cabinet sign and install a new wall mounted cabinet sign with a multicolor polycarbonate face on the front façade to feature a total square footage of 46.8 square feet. This sign will be internally illuminated by white LED lights. Staff finds the overall size of the sign to be appropriate given its distance from the public right of way on SE Military.
- d. On the east elevation, the applicant has proposed to install a wall mounted cabinet sign with a multicolor polycarbonate face to be internally illuminated by white LED lights. The applicant has proposed an overall square footage of 13.5 square feet. Staff finds this proposed signage appropriate and consistent with the UDC.
- e. At both the northwest corner of the lot and at the rear of the structure, the applicant has proposed to install two directional signs to facilitate drive through traffic. Both signs will be approximately four (4) feet in height and will feature an overall square footage of 5.2 square feet. Staff finds the proposed signage appropriate.
- f. The structure currently features signage banding above the storefront glass on the north, east and west facades. The applicant has proposed to remove this signage and install two blue LED light strips. Staff finds the removal of this signage and the installation of the LED light strips appropriate.

**RECOMMENDATION:**

Staff recommends approval based on findings a through f.

**CASE MANAGER:**

Edward Hall



## Flex Viewer

Powered by ArcGIS Server

Printed: Sep 12, 2016

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Five Star Gas



Jennigan Rd

Old Corpus Christi Rd

2282 Southeast  
Military Drive

Old Corpus Christi Rd

SE Military Dr

11

SE MIL









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

ADDRESS: 2282 SE MILITARY DR

REQUEST: SIGNAGE

HEARING DATE: Sept 21 2016

TIME: 3:00 P.M.

FOR MORE INFORMATION CONTACT  
(210) 215-9274

ALL HDRC MEETINGS TAKE PLACE AT 1901 S. ALAMO





TEXAS BLIZZARD  
MEAL DEAL \$5.99





Dairy Queen

Dairy Queen

Hot Eats Cool Treats

2282

OPEN

Now Serving

Orange Julius

Texas County

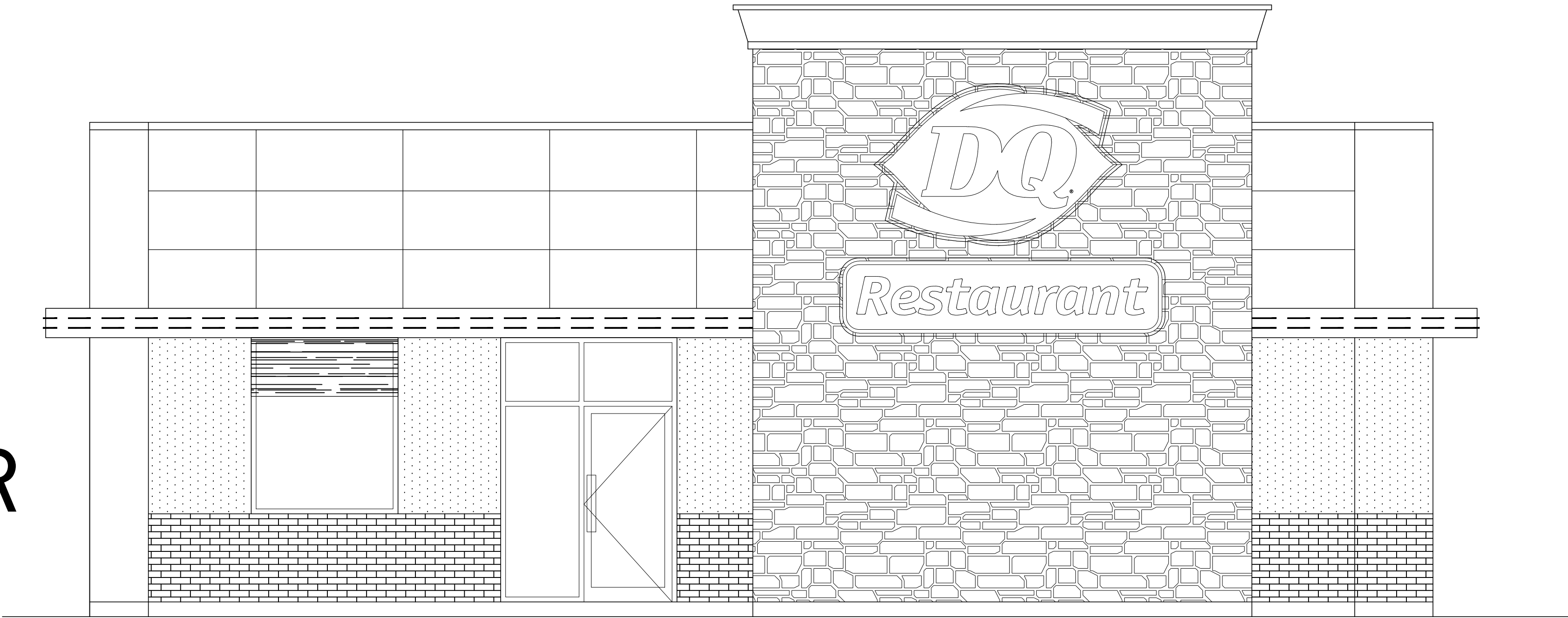
DRIVE THRU OPEN



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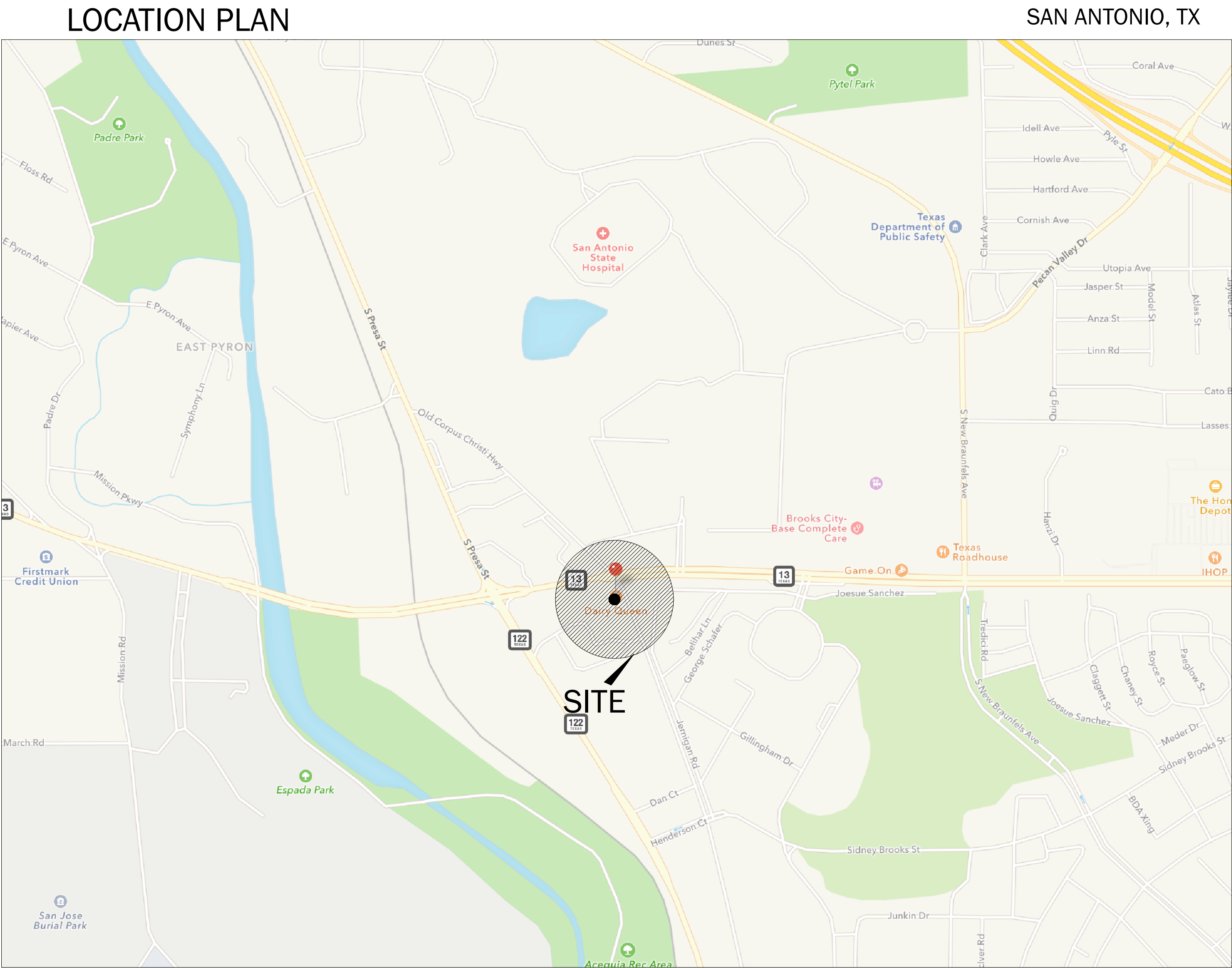
# DAIRY QUEEN

2282 SE MILIOTARY DR  
SAN ANTONIO, TX



BUILDING DATA:		
BUILDING CODE:	IBC 2015	
CONSTRUCTION:	GROUP A-2, TYPE V-B NON SPRINKLED	
USE:	FOOD OR DRINK CONSUMPTION	
DESCRIPTION:	EXISTING DAIRY QUEEN RESTAURANT	
BUILDING SIZE:	STORE:	3,106 SQFT
PARKING:	EXISTING	

PAGE	TITLE
CS	COVER SHEET
0.0	ADA DETAILS
0.1	SIGNAGE
1.0	SITE PLAN
1.0.1	MENU BOARD
1.1	DEMOLITION PLAN
1.2	DEMOLITION ELEVATIONS
1.3	DEMOLITION ROOF
2.0	FLOOR PLAN
2.1	REFLECTED CEILING PLAN
2.2	ELEVATIONS
2.3	ROOF PLAN
2.4	FINISHES PLAN
2.5	EQUIPMENT PLAN
2.6	INTERIOR ELEVATIONS
3.0	WALL SECTIONS
3.1	WALL DETAILS
4.0	MILLWORK DETAILS
4.1	MILLWORK DETAILS
4.2	RESTROOM DETAILS
5.0	ELECTRICAL POWER PLAN
6.0	PLUMBING SUPPLY PLAN
6.1	PLUMBING WASTE PLAN
7.0	FOUNDATION PLAN



Sheet No: CS

Date: 7/13/16

Project: COMMERCIAL

Customer: AMIT BHAKTA

Plant: COVER SHEET

DAIRY QUEEN

2282 SE MILITARY DR

SAN ANTONIO, TX 2016

NORTH

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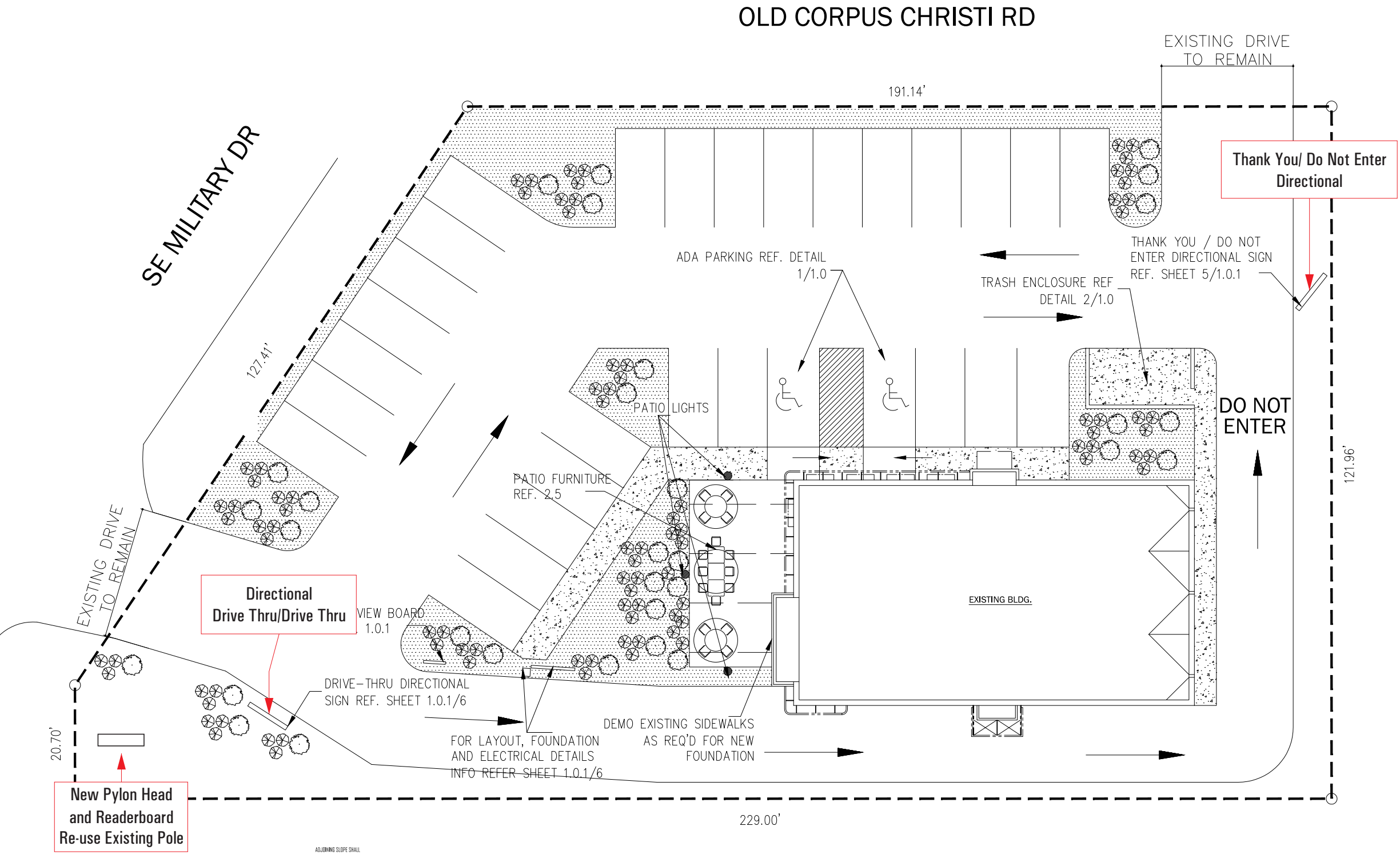
design + render + construction

arungarcia18@gmail.com  
(956) 569 7293  
www.mksgroup.com

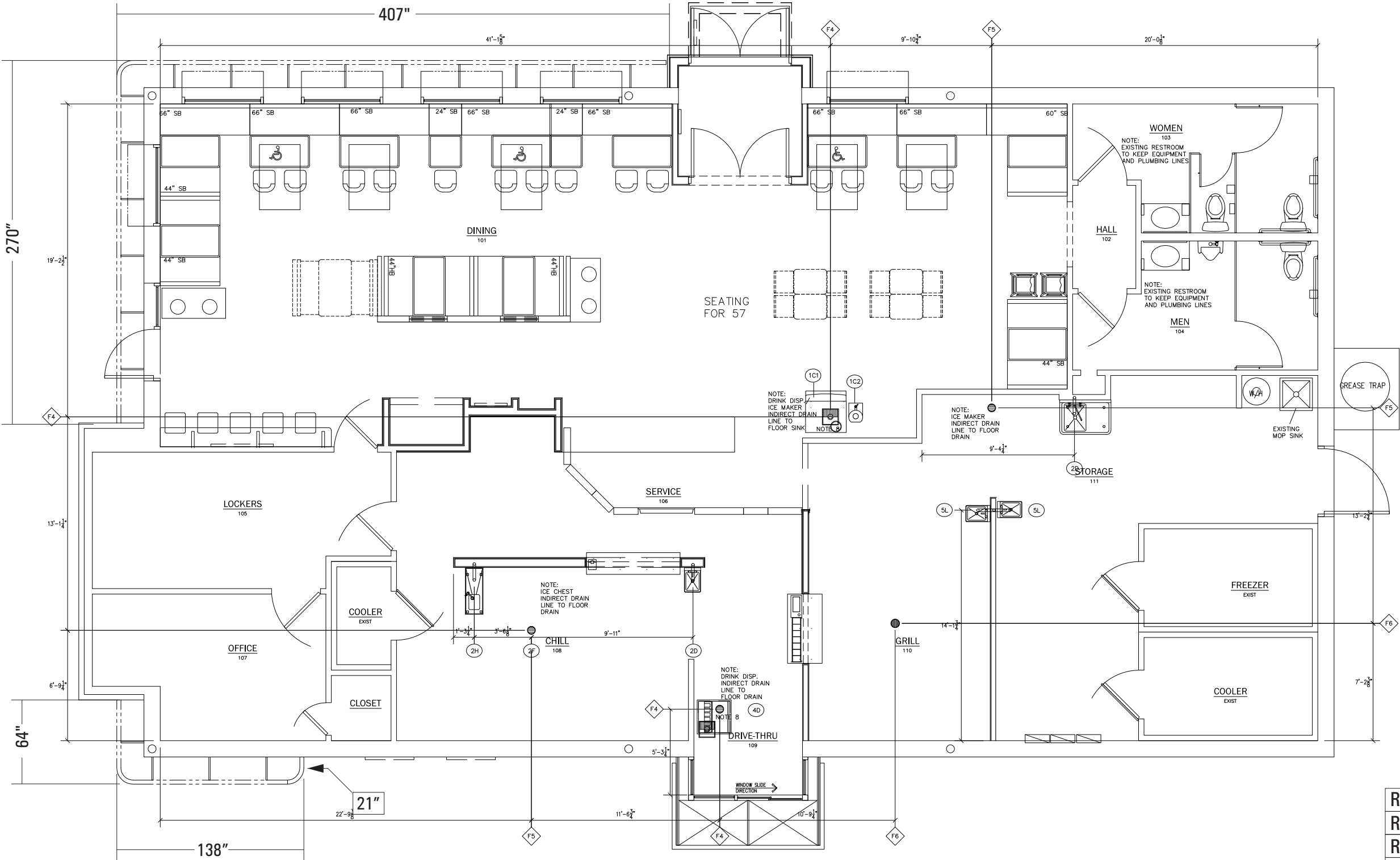
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Rev # 6 -
Rev # 7 -
Rev # 8 -

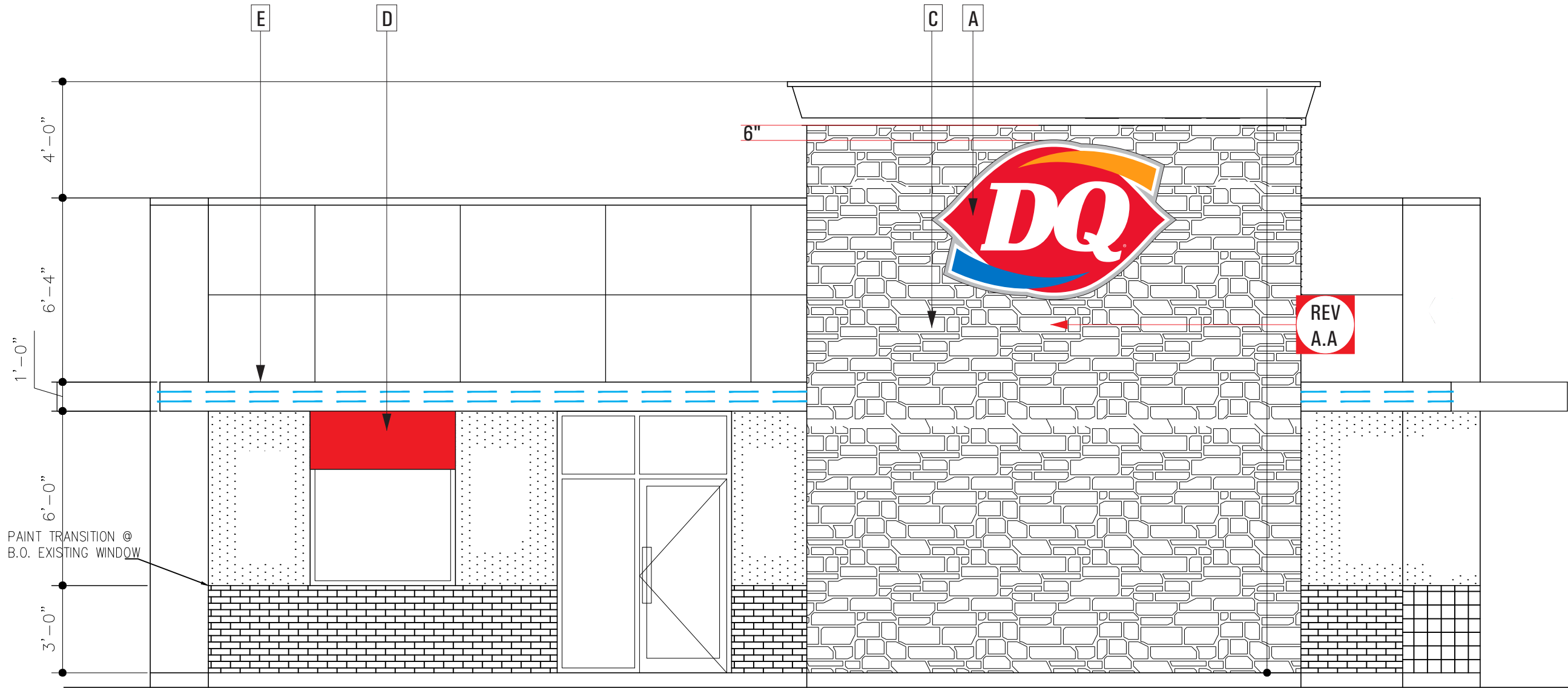


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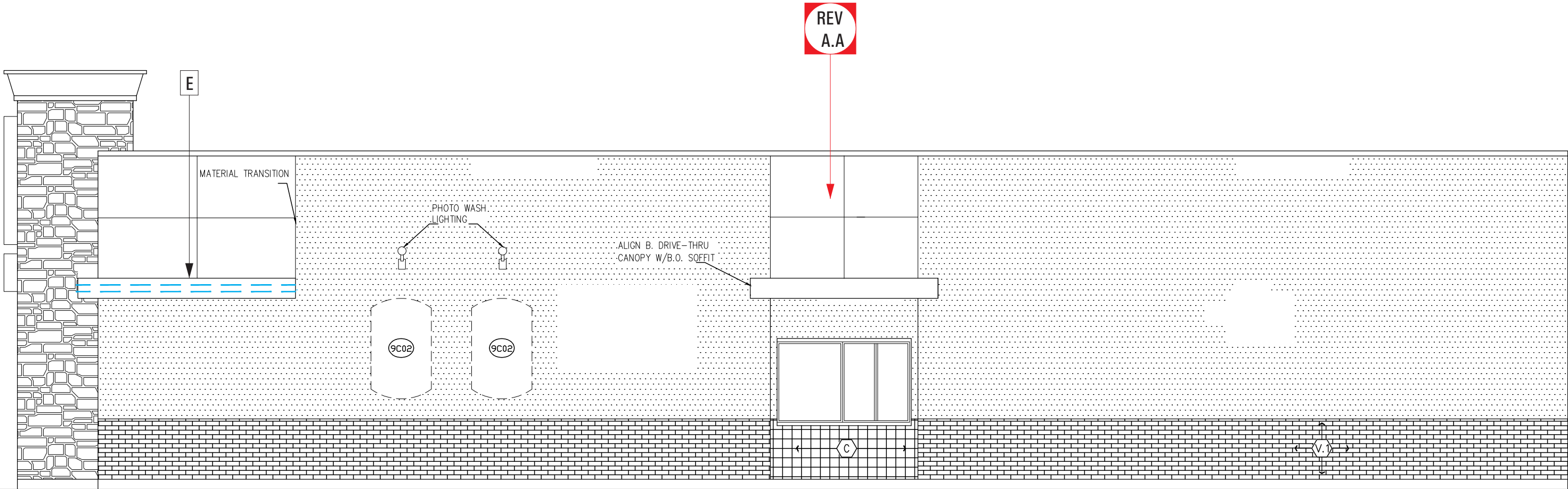
A	66.25"x101.5" DQ Wall Sign
D	22"x60"x13" Window Awning
E	Blue Hope Morgan LED

Rev A.A	CM 8-30-16 Removed Restuarant Bowtie
Rev B.B	
Rev C.C	
Rev D.D	
Rev E.E	
Rev F.F	
Rev G.G	
Rev H.H	



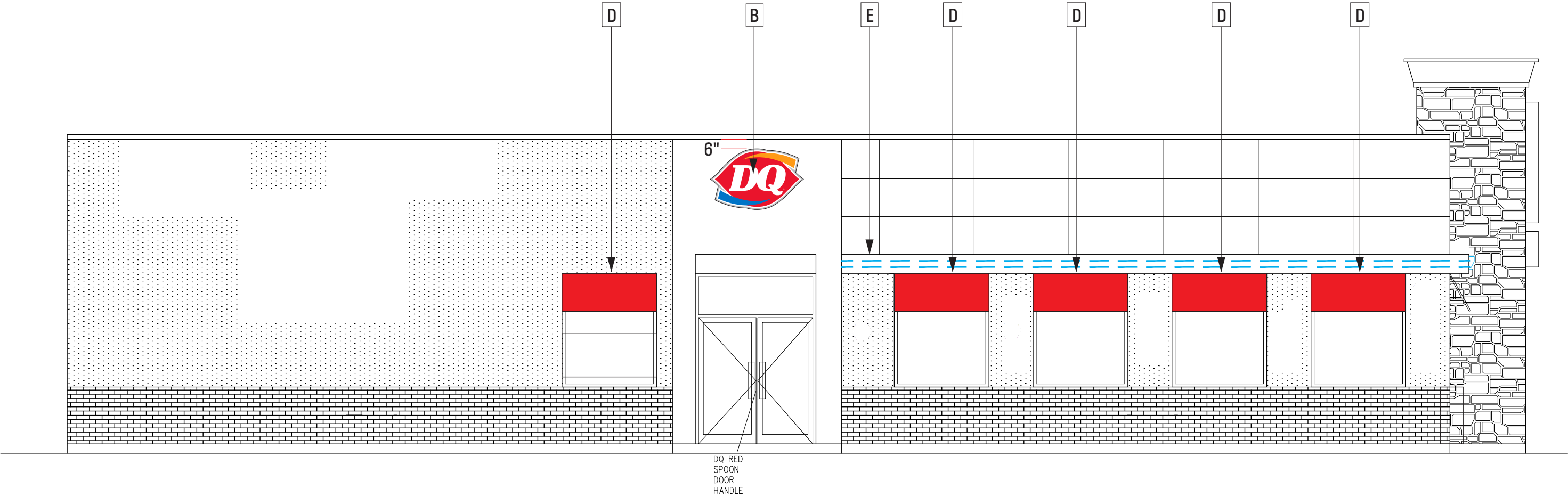
E Blue Hope Morgan LED

Rev A.A CM 8-30-16 Removed DQ Wall Sign
Rev B.B
Rev C.C
Rev D.D
Rev E.E
Rev F.F
Rev G.G
Rev H.H



B	36"x 54" DQ Wall Sign
D	22"x60"x13" Window Awning
E	Blue Hope Morgan LED

Rev A.A
Rev B.B
Rev C.C
Rev D.D
Rev E.E
Rev F.F
Rev G.G
Rev H.H



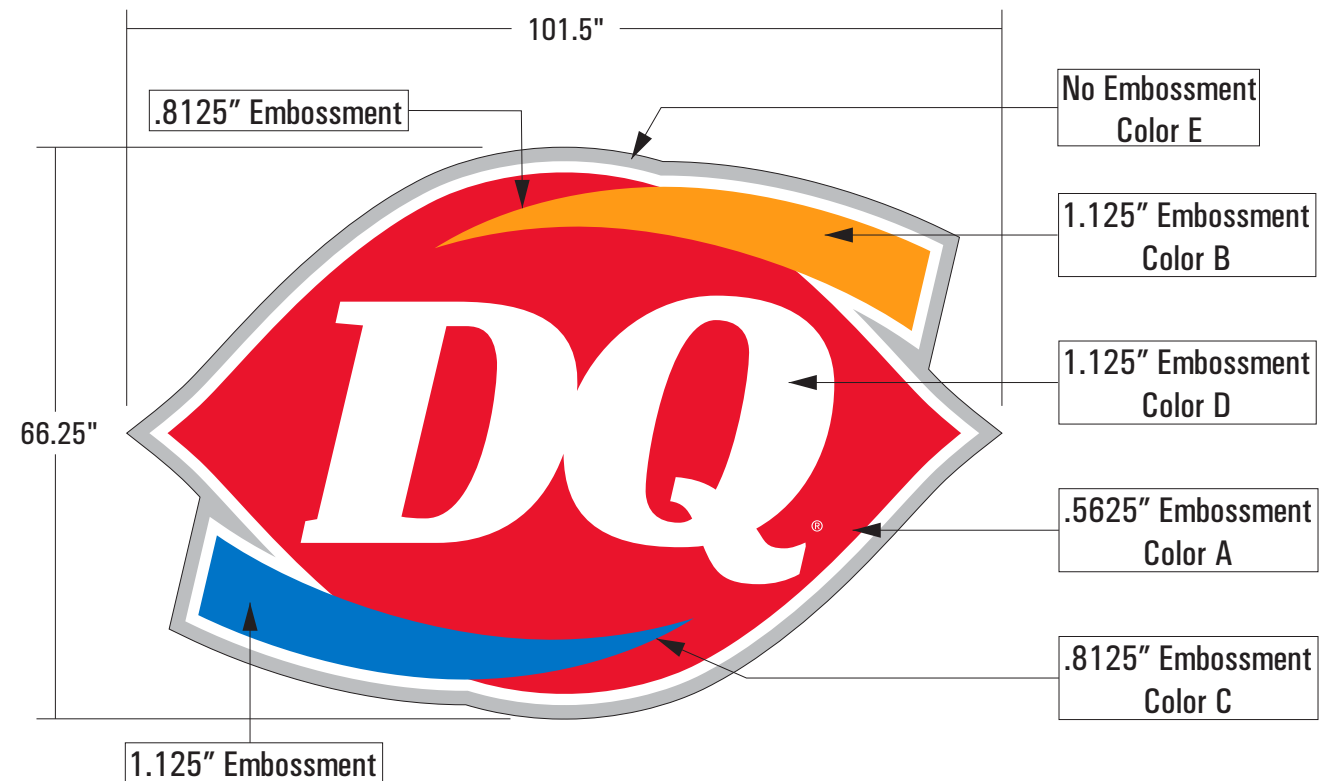
F	66.25"x101.5" DQ Pylon Head
G	50"x73" Readerboard



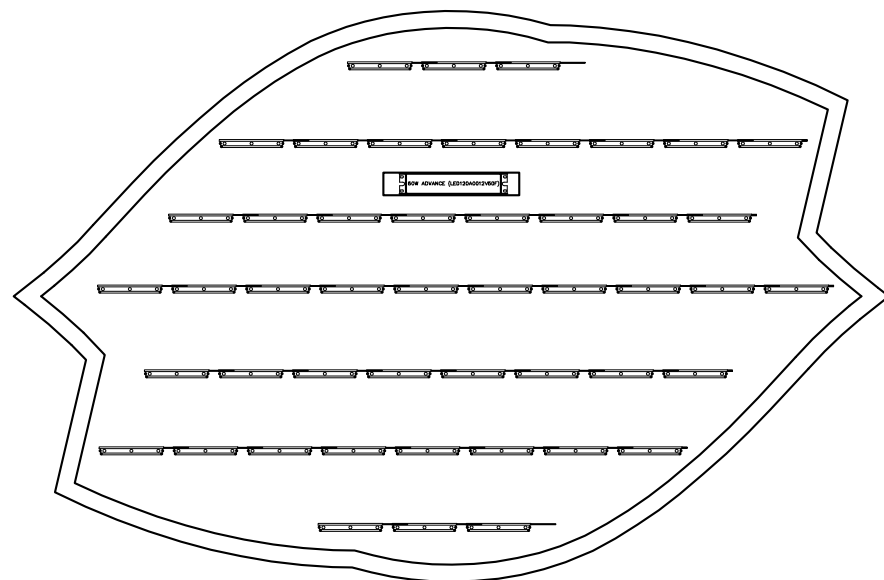
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## Wall Cabinet



**FRONT PROFILE**  
**Boxed Sq. Ft. = 46.8**

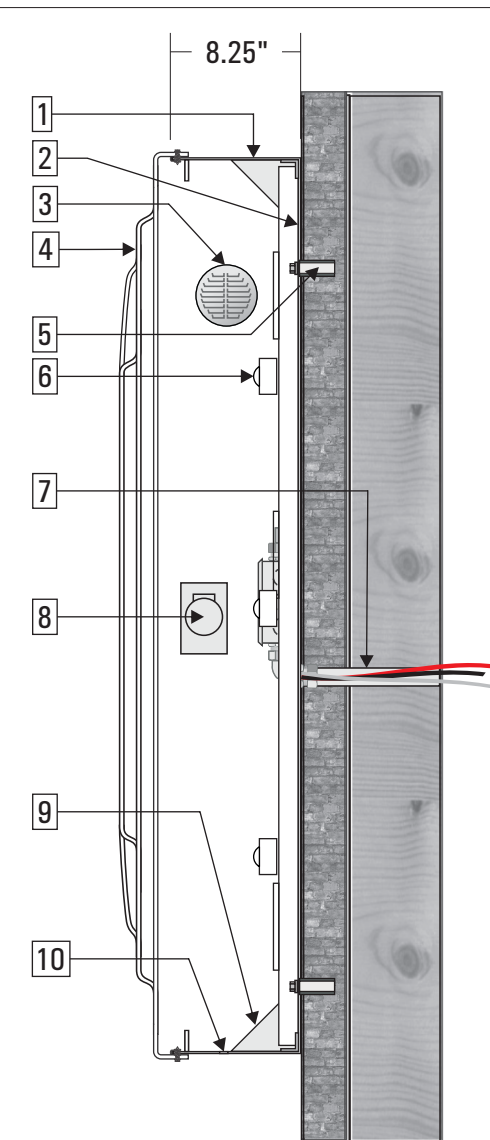


## LED LAYOUT

Construct & Install Using Only  
U.L. Listed Components & In Accordance  
w/ National Electrical Code

## U/L LABELS REQUIRED

(1) 20amp 120v dedicated circuit required








### SIDE PROFILE

## Materials

1	.090 Alum. - Filler Painted 171s Brushed Aluminum
2	Aluminum Back, Interior Painted Reflective White
3	Mini-Louver Ventilation on Side
4	.177 Clear Lexan Face Panformed & Embossed (Painted 2nd Surface)
5	Non-Corrosive Mounting Hardware Included
6	White LED
7	Primary Wiring Entrance
8	Externally Mounted Watertight Disconnect Switch
9	Aluminum Gussets - as needed
10	1/4" Weep Holes

## Colors & Finishes

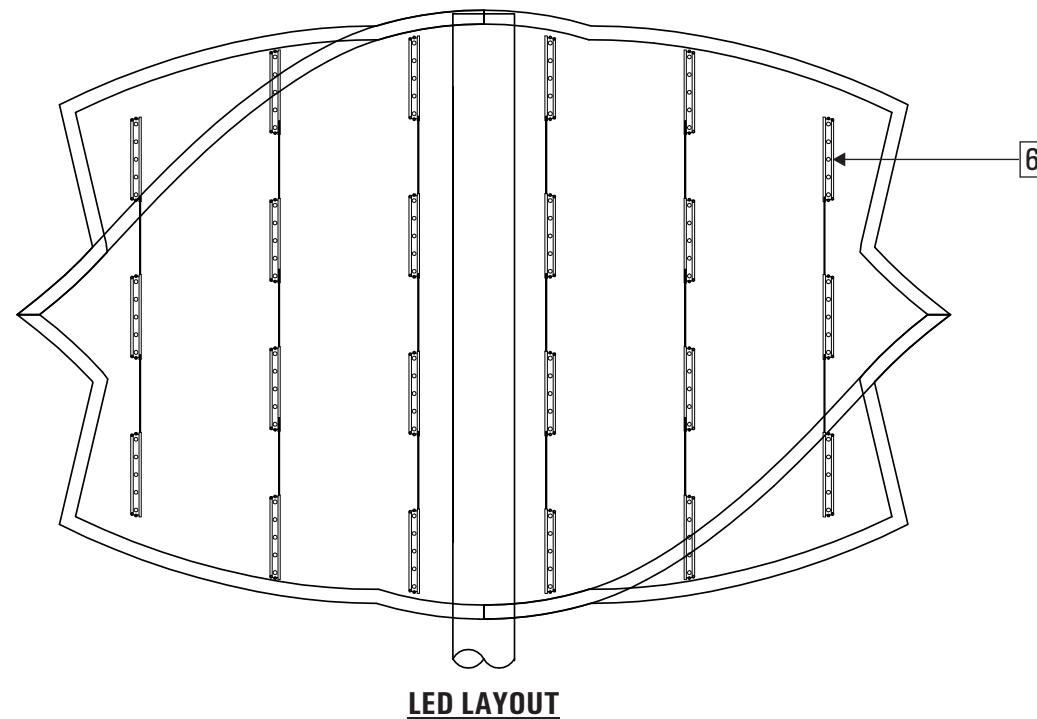
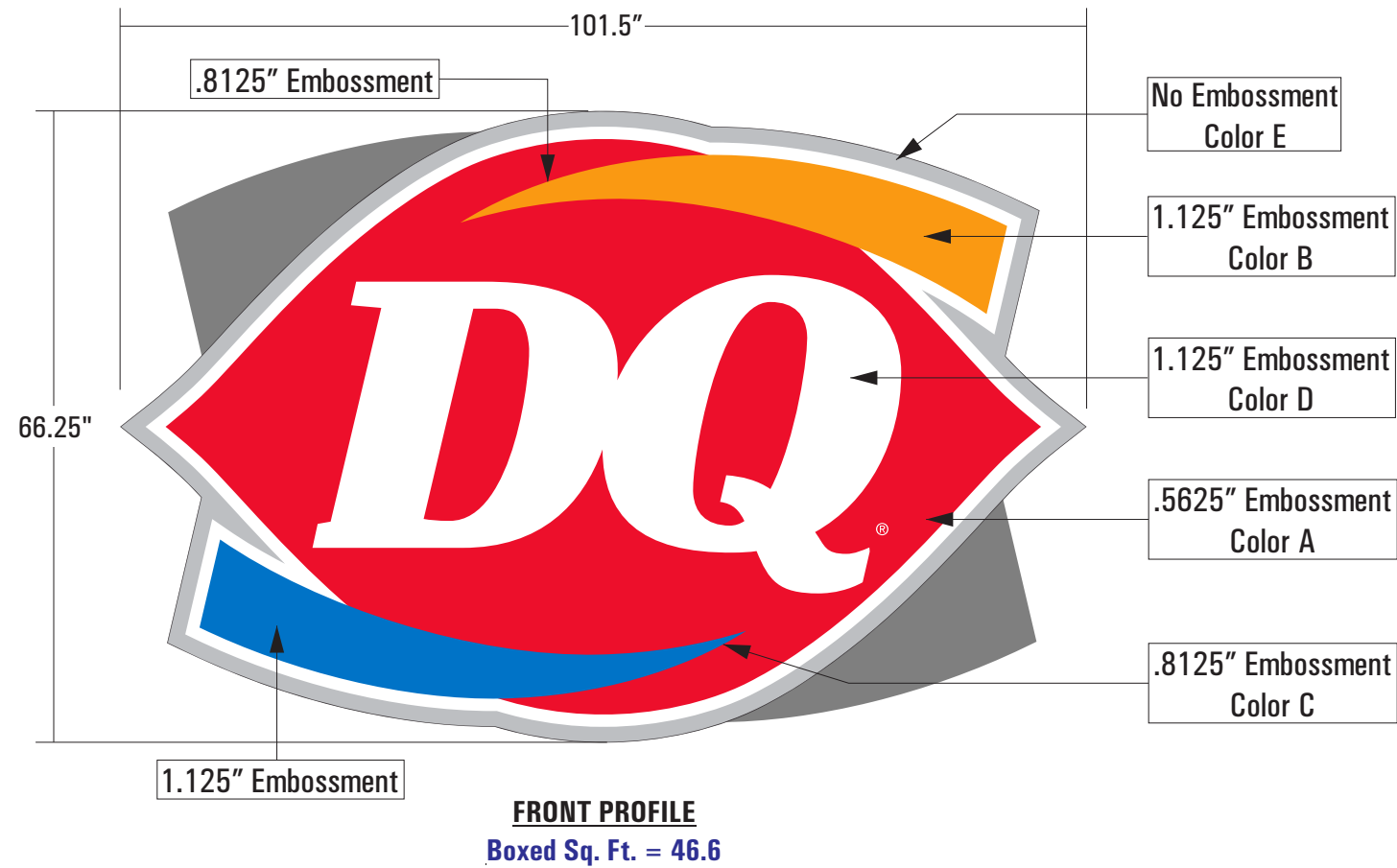
A		PMS 185 - Light Tomato Red
B		PMS 1375 - Orange
C		PMS 300 - Intense Blue
D		3630-20 - White
E		IMRON 3.5 HG-Brushed Aluminum Paint

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## Notes



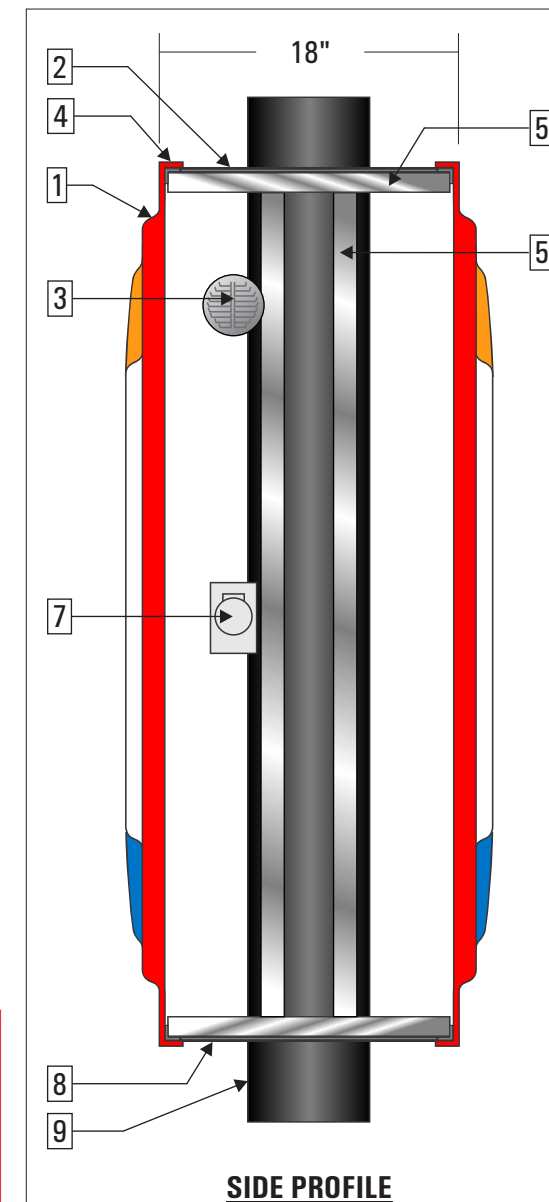
## ■ Pylon Center Pole Cabinet








**Construct & Install Using Only  
U.L. Listed Components & In Accordance  
w/ National Electrical Code**

**U/L LABELS REQUIRED**

**(1) 20amp 120v dedicated circuit required**

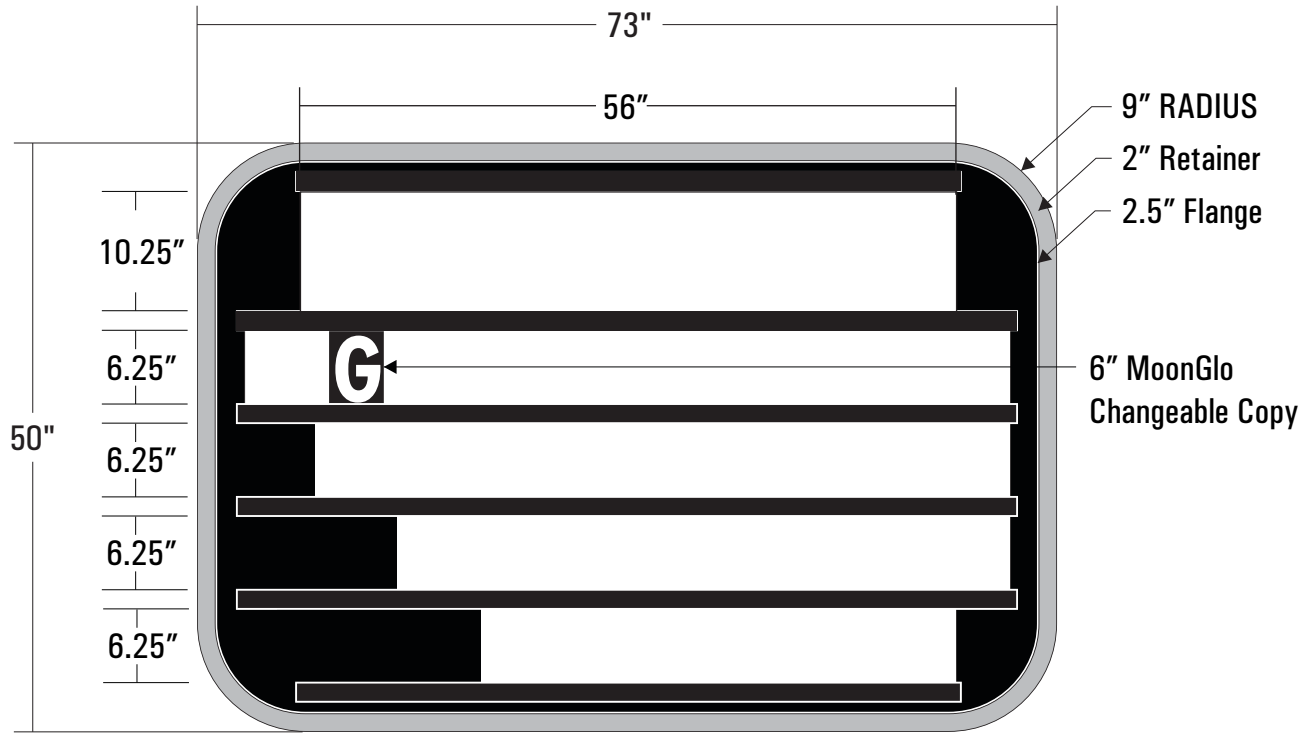


Materials	
1	.177 Clear Polycarbonate (Pan-Formed Embossed)
2	.063 Aluminum Filler Painted Silver
3	Mini-Louver Ventilation on Side
4	Capover Flange Screwed to Frame
5	1.5" Aluminum Tubing Frame
6	White LED
7	Externally Mounted Watertight Disconnect Switch
8	1/4" Weep Holes
9	Stub Pole

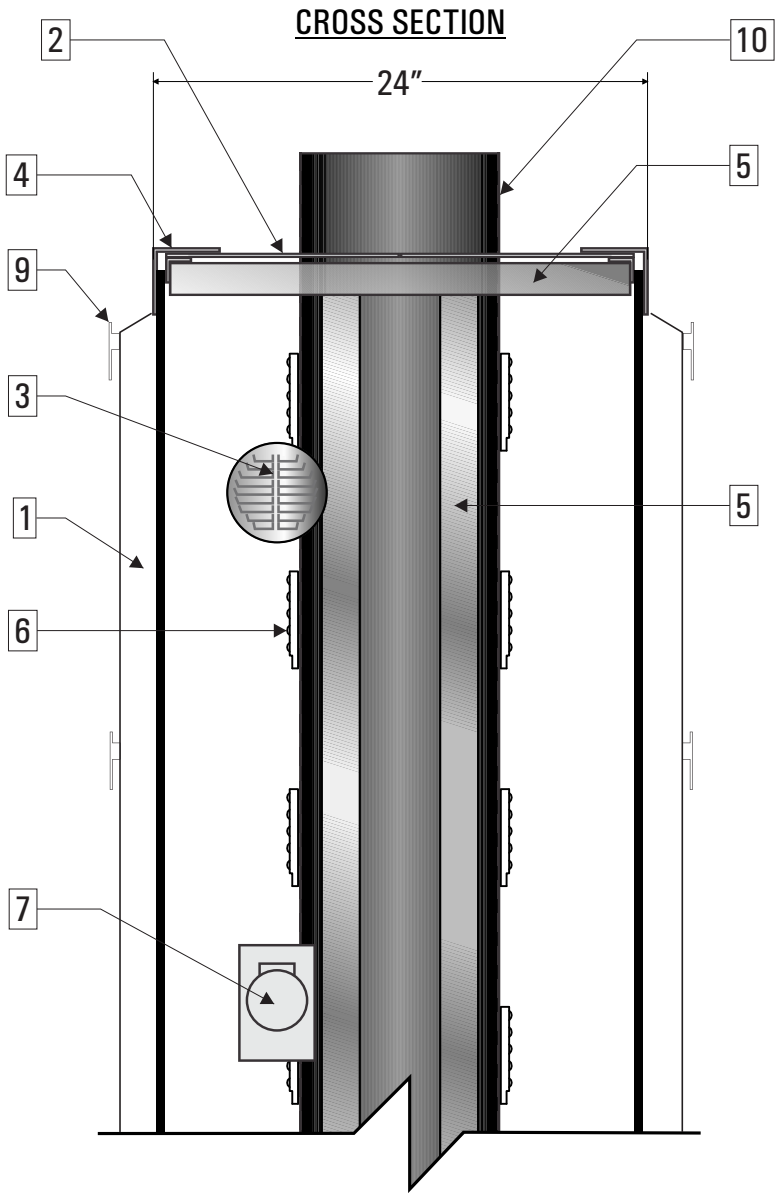
Colors & Finishes		
A		PMS 185 - Light Tomato Red
B		PMS 1375 - Orange
C		PMS 300 - Intense Blue
D		3630-20 - White
E		IMRON 3.5 HG-Brushed Aluminum Paint

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## Notes



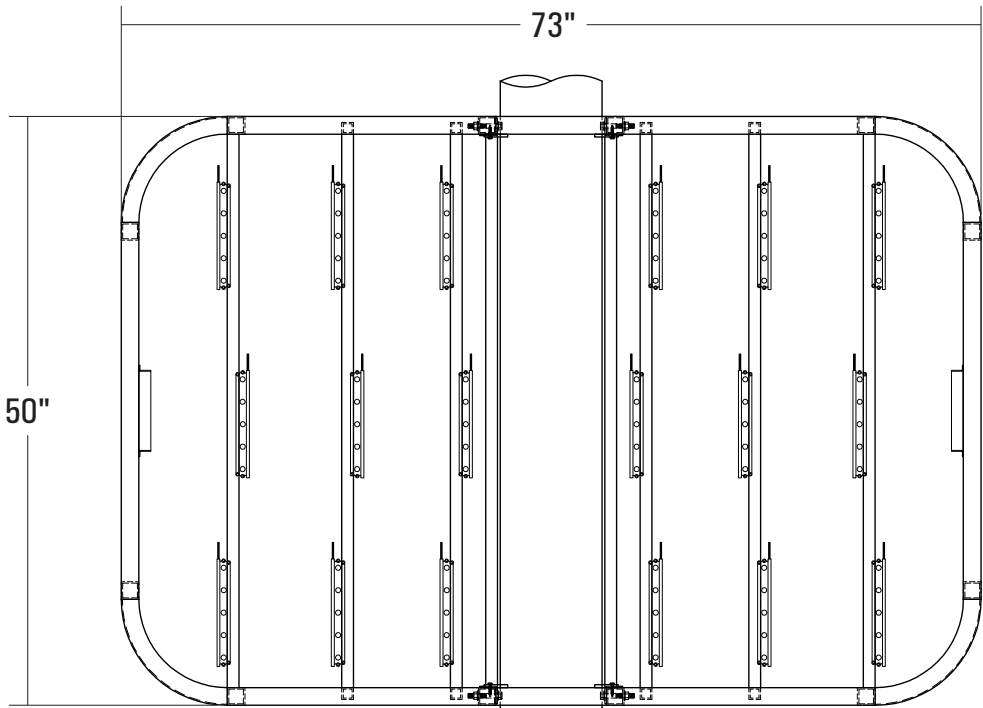
FRONT VIEW



Materials	
1	.177 Clear Acrylic w/ Blk & Wht Vinyl Applied 2nd Surface
2	.063 Aluminum Filler Painted Silver
3	Mini Louver Ventilation on Side
4	2"x 2"x .125" Aluminum Retainer
5	1.5" Aluminum Tubing Frame
6	White LEDs
7	Externally Mounted Watertight Disconnect Switch
8	Lighting Ballast Requires 4.0 AMPS
9	Black Wagner Zip-Lite Track
10	Stub Pole

Colors & Finishes	
A	PMS 185 Red - Light Tomato Red
B	PMS 1375 - Orange
C	3630-20 - White Vinyl

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LED LAYOUT

1ST ROW OF 6" CHANGEABLE LETTERS



1/8" Clear Acrylic Insert  
INSERT OPTIONS FOR TOP ROW



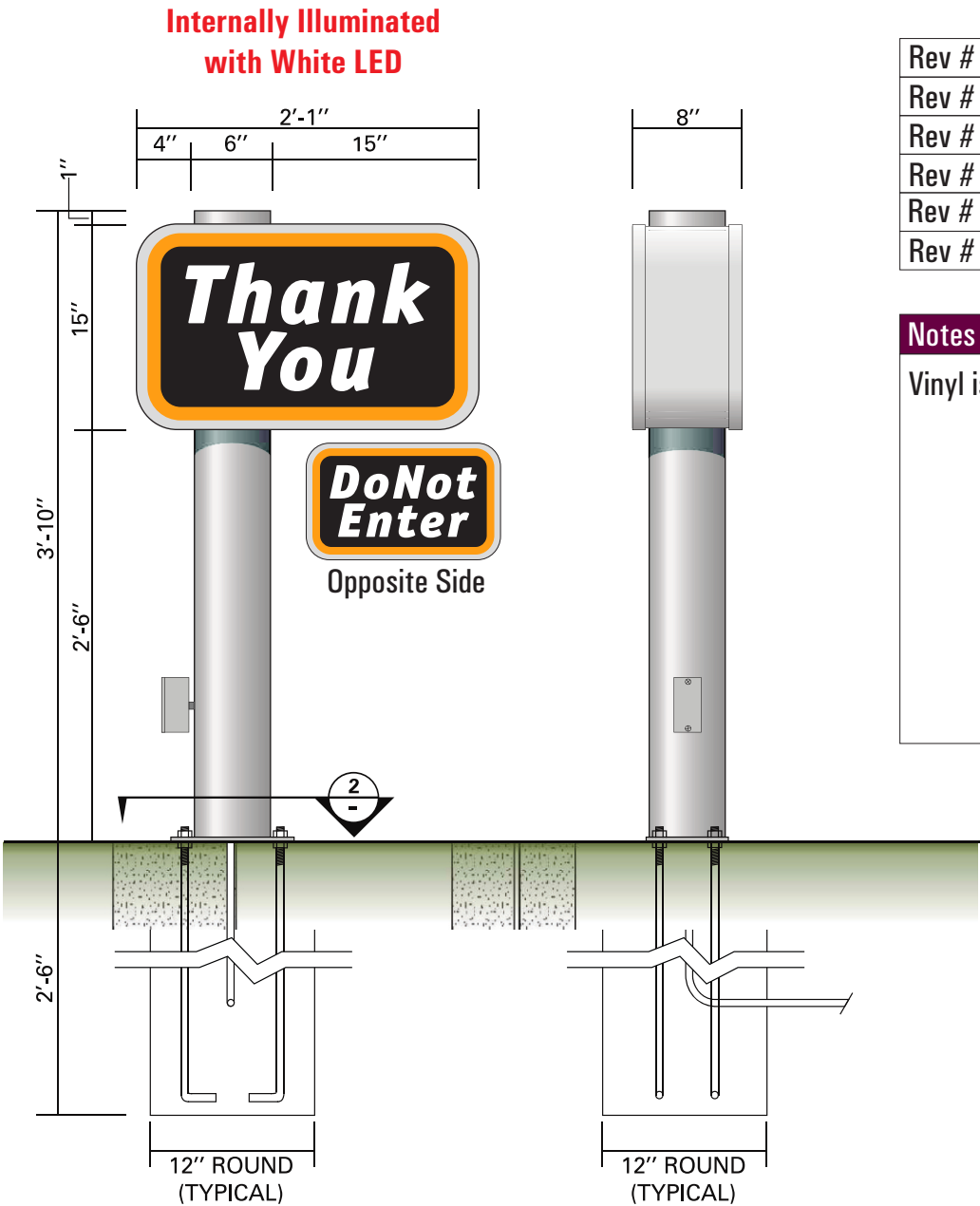
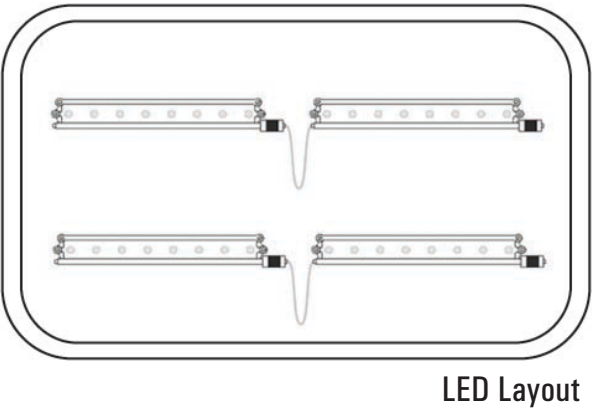
Notes

Construct & Install Using Only  
U.L. Listed Components & In Accordance  
w/ National Electrical Code

**U/L LABELS REQUIRED**

(1) 20amp 120v dedicated circuit required

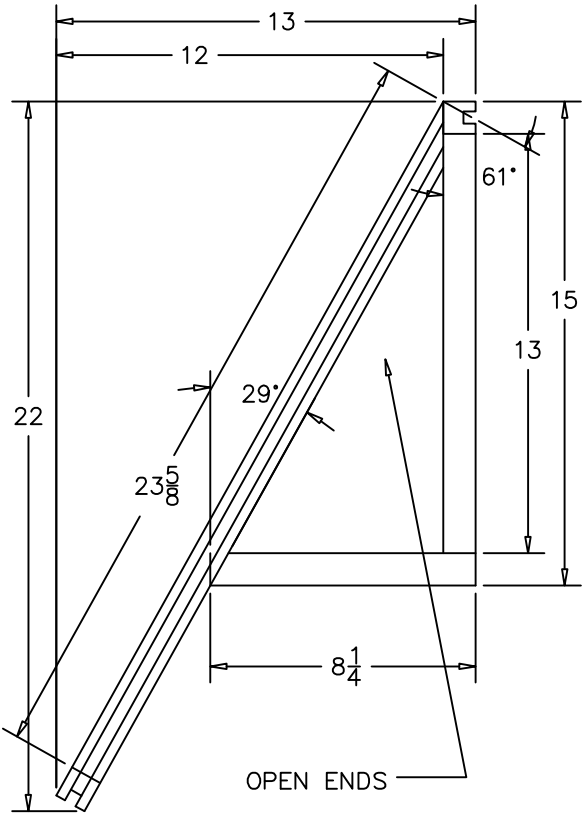
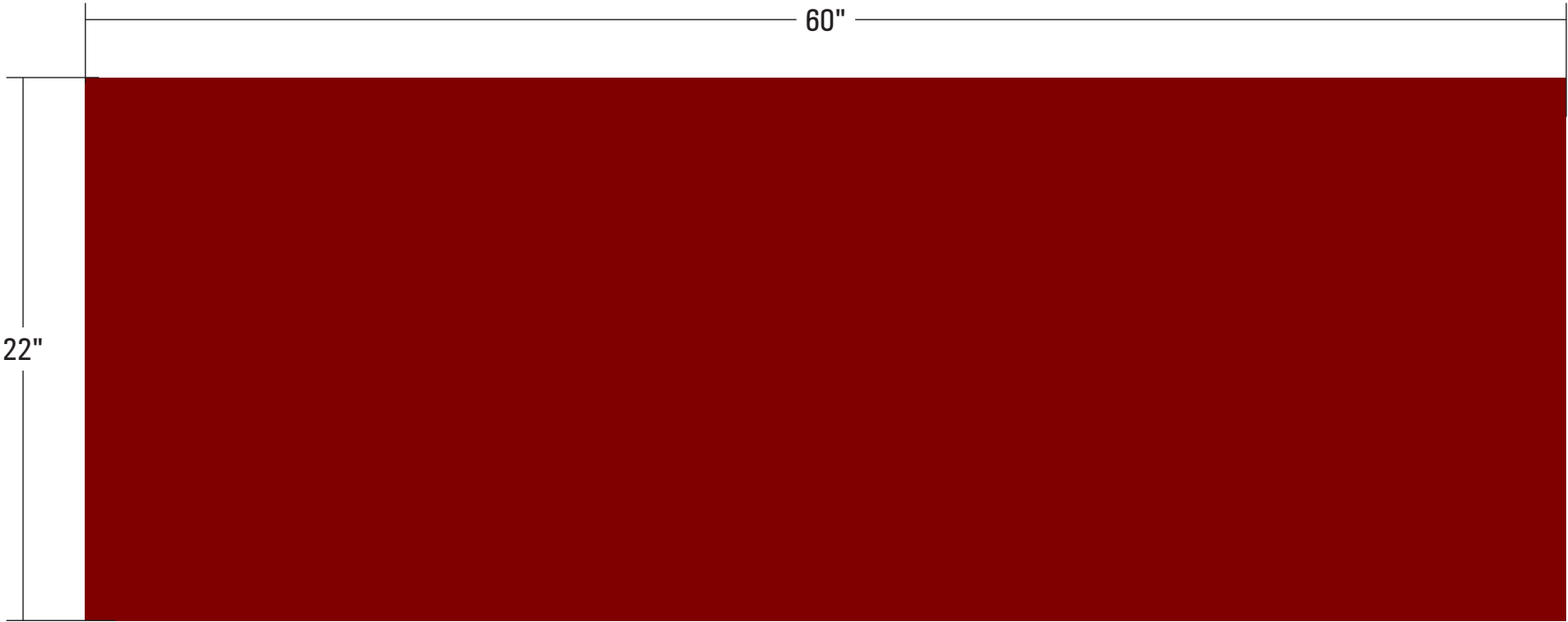




Colors & Finishes		
A		3M #3630-74 Kumquat PMS 1375C
B		3M #3630-20 White
C		Imron 3.5 HG Brushed Aluminum
D		3M 3630-22 Black

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Notes
Vinyl is Applied 2nd Surface

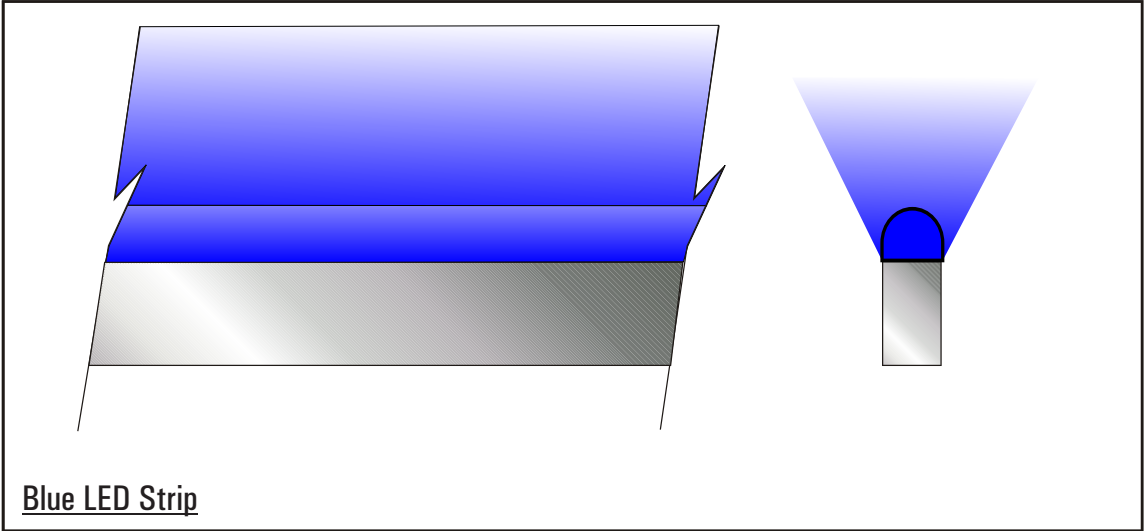


Materials	
1	1" Square Aluminum Tube Frame
2	Fabric

Colors & Finishes	
A	<div></div> Jockey Red #721751 Fabric
B	<div></div> Flat Dupont Brushed Alum.

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Notes
Awning Fabric to be Stretched Over Framework. Ends Will be Open.



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Notes