

## HISTORIC AND DESIGN REVIEW COMMISSION

October 19, 2016

Agenda Item No: 8

**HDRC CASE NO:** 2016-408  
**ADDRESS:** 203 S ST MARYS  
**LEGAL DESCRIPTION:** NCB 107 BLK LOT 1, 2, 3 & 4 EXC S TRI 19.8 FT & N 25 FT OF 6 THRU 12A, MARKET ST  
**ZONING:** D HS RIO-3  
**CITY COUNCIL DIST.:** 1  
**LANDMARK:** San Antonio Public Library #1  
**APPLICANT:** Selena Wheeler/North American Development Bank  
**OWNER:** City of San Antonio  
**TYPE OF WORK:** Signage  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install signage at 203 S St Mary's that is to front S St Mary's and feature approximately 9 square feet. The proposed sign is to feature a routed out aluminum cabinet to be six inches deep, painted silver, feature a clear plexi/vinyl surface and be internally illuminated by white LED's. The applicant has proposed for the sign to feature an overall square footage of approximately 9 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 signage at 203 S St Mary's that is to front S St Mary's and feature approximately 9 square feet. The applicant has proposed the sign to feature a routed out aluminum cabinet to be six inches deep, painted silver, feature a clear plexi/vinyl surface and be internally illuminated by white LED's. The applicant has proposed for the sign to feature an overall square footage of approximately 9 square feet. The sign will be mounted flush to the structure's brick façade.
- b. According to the UDC Section 35-678, total signage for a structure should not exceed fifty (50) square feet and should be constructed of materials that reinforce the architectural integrity of the building. Signage may be

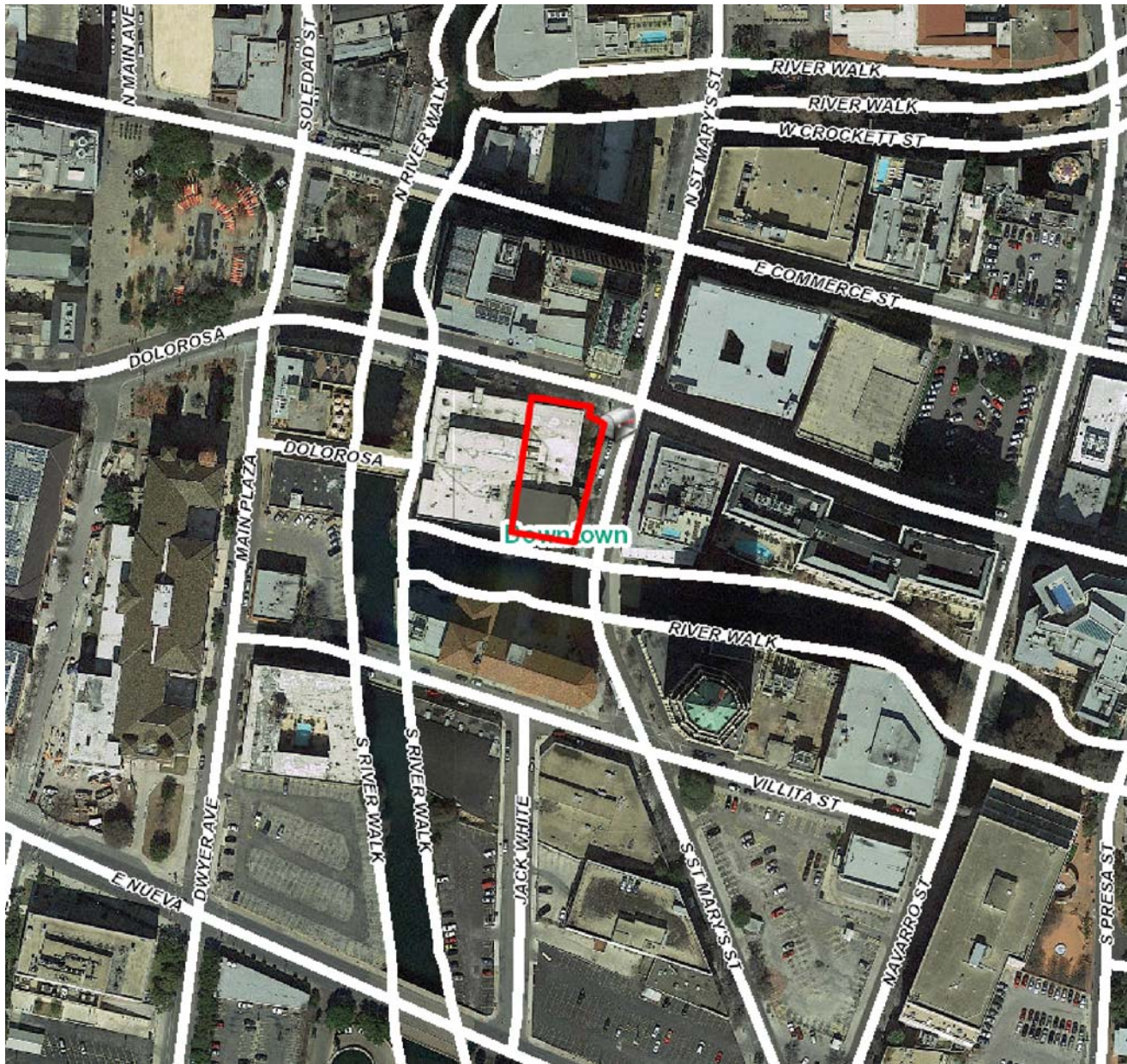
internally illuminated. The applicant's proposed signage is consistent with the UDC.

**RECOMMENDATION:**

Staff recommends approval as submitted based on findings a and b.

**CASE MANAGER:**

Edward Hall



## Flex Viewer

Powered by ArcGIS Server

Printed: Oct 10, 2016

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The Westin Riverwalk,  
San Antonio

Homewood Suites  
by Hilton San Antonio...

203 South Saint  
Mary's Street

Catto & Catto LLP

Drury Plaza Hotel San  
Antonio Riverwalk

La Jalisco

Willy B's

W Market St

Yturri St

Yturri St

River Walk

River Walk

Jack Wal

Villa St

St Mary's St

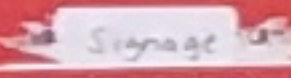
St Mary's St

Kellison Walk



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

ADDRESS: 201 S. ST. MARIN

REQUEST:  Signage

HEARING DATE: OCT 19 2016

TIME: 3:00 P.M.

FOR MORE INFORMATION CONTACT  
(210) 215-9274

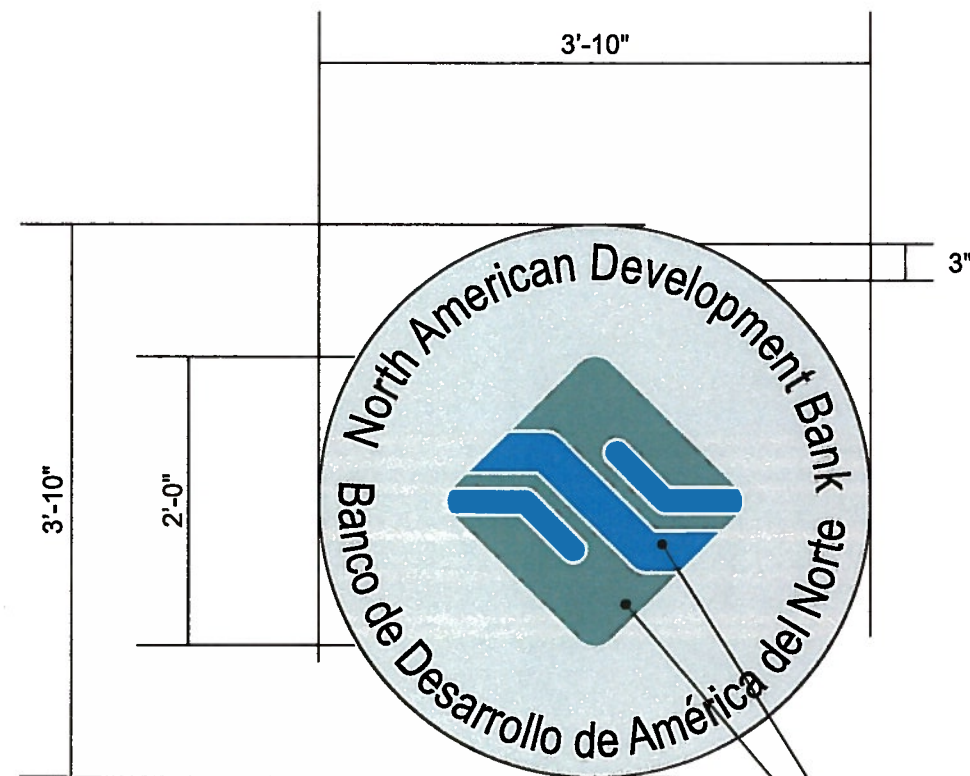
ALL HDRC MEETINGS TAKE PLACE AT 1901 S. ALAMO





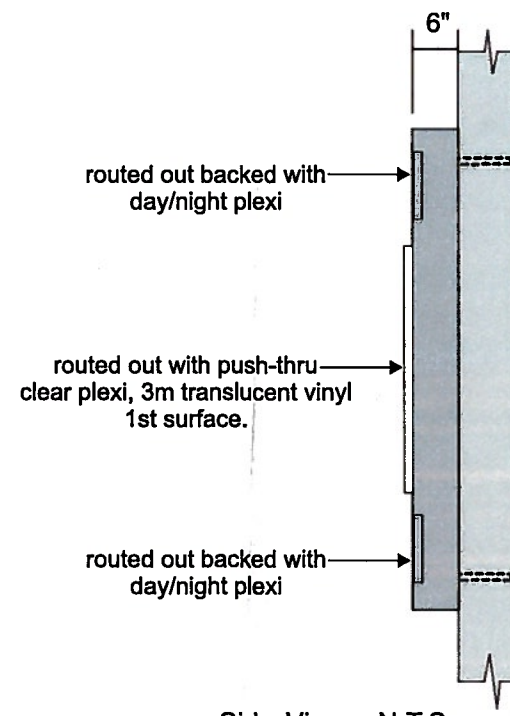






Front View - Scale: 3/4"=1'-0"

note: 5 individual pieces  
to make up logo



Side View - N.T.S.

**Specifications:**

Manufacture and install (1) s/f routed out logo cabinet as shown.

alum. construction, 6" deep, ptd. brushed silver

copy - routed out backed with day/night plexi. logo - routed out with push-thru clear plexi, 3m inkjet vinyl applied first surface

note: pms colors and clean artwork required prior to production

internally illuminated with white LEDs.

flush mounted to brick fascia.



Night View - N.T.S.



Photo Survey - N.T.S.



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:	NAD Bank	DRWG#:	3143
ADDRESS:	203 N St Marys	SALES REP:	Jeanette M.
CITY:	San Antonio, TX	DESIGNER:	Arnie V.
DATE:	6-29-16	CLIENT APPROVAL:	
COMPUTER FILE:	art\drwg\misc\3143_NAD Bank	TSCL#:	18370
REVISION HISTORY:	7-14-16		

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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.