

HISTORIC AND DESIGN REVIEW COMMISSION

November 02, 2016

Agenda Item No: 2

HDRC CASE NO: 2016-419
ADDRESS: 615 SOLEDAD ST
LEGAL DESCRIPTION: NCB 141 (MAIN & GIRAUD), BLOCK LOT 19
ZONING: D RIO-3
CITY COUNCIL DIST.: 1
APPLICANT: Wes Putman/Budget Signs
OWNER: Soledad Realty, Ltd
TYPE OF WORK: Signage
REQUEST:

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

1. Install two face lit channel letter signs to read “PVA Peripheral Vascular Associates, Doctors of Arteries & Veins” to both be forty (40 inches in height and 35’ – 5” in width. The signs are to be mounted on both the north and south façades of the building and will feature approximately 117 square feet each.
2. Install one non-illuminated flat cut letter sign to read “PVA Peripheral Vascular Associates, Doctors of Arteries & Veins” that is to be twenty-four (24) inches in height and 21’ – 3” in length. This sign is to be located above the pedestrian entrance on Soledad and will feature approximately 42 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 structure at 615 Soledad was constructed circa 1970 and features brutalist style architecture. The applicant has proposed to install three total signs at this location. Two signs on the north and south facades are to be face lit with LED's while the sign on Soledad will be non-illuminated.
- b. Per the UDC Section 35-678, signage in the River Improvement Overlay should be limited to three total signs, totaling fifty (50) square feet unless additional signage or additional square 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 River Walk. 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.
- c. The applicant has proposed to install two face lit channel letter signs to read “PVA Peripheral Vascular Associates, Doctors of Arteries & Veins” to both be forty (40 inches in height and 35’ – 5” in width. The signs are to be mounted on both the north and south façades of the building and will feature approximately 117 square feet each. The signs are to be constructed of aluminum with white acrylic faces, black trimcaps and black returns. Staff finds the proposed materials and lighting method appropriate; however, staff finds that the proposed north and south façade signage should be reduced in overall size to be more consistent with the size of the existing structure. Staff finds that approximately fifty square feet per facade is appropriate.
 - d. The applicant has proposed to install one non-illuminated flat cut letter sign to read “PVA Peripheral Vascular Associates, Doctors of Arteries & Veins” that is to be twenty-four (24) inches in height and 21’ – 3” in length. This sign is to be located above the pedestrian entrance on Soledad and will feature approximately 42 square feet. Staff finds this proposed signage appropriate.

RECOMMENDATION:

Staff recommends approval of item #1 with the stipulation that each sign be reduced in size to no more than fifty (50) square feet.

Staff recommends approval of item #2 as submitted.

CASE MANAGER:

Edward Hall

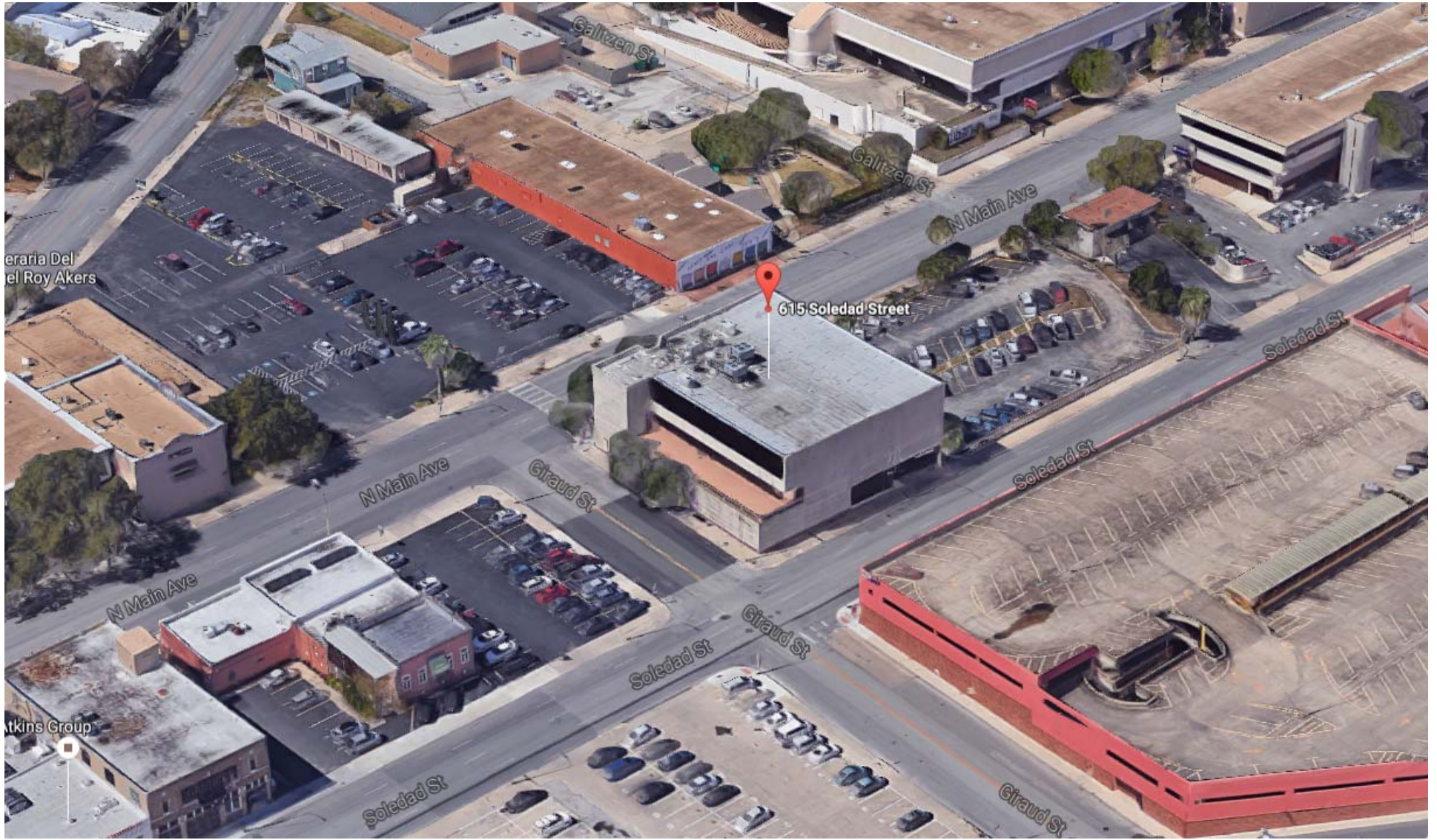


Flex Viewer

Powered by ArcGIS Server

Printed: Oct 24, 2016

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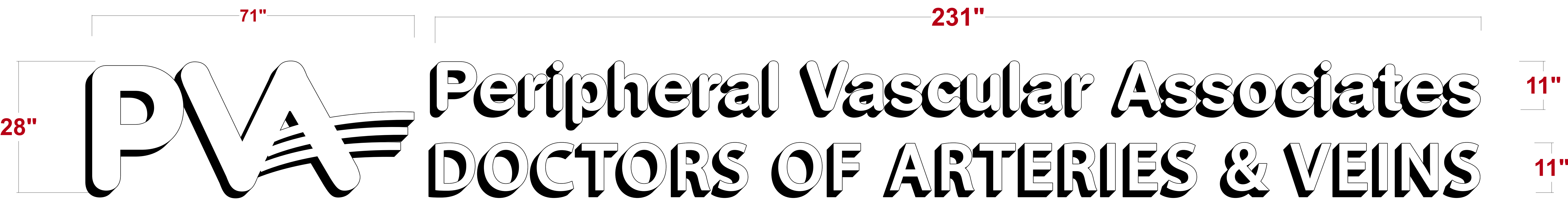


BAPTIST
HEALTH SYSTEM

RECYCLING
BAPTIST HEALTH SYSTEM
10000 N. 10TH AVENUE
DENVER, CO 80231
(303) 733-7333

49.2 sq ft of Lettering

2 sets



Proposed Individual Face Lit Channel Letters & Logo

White Acrylic Faces

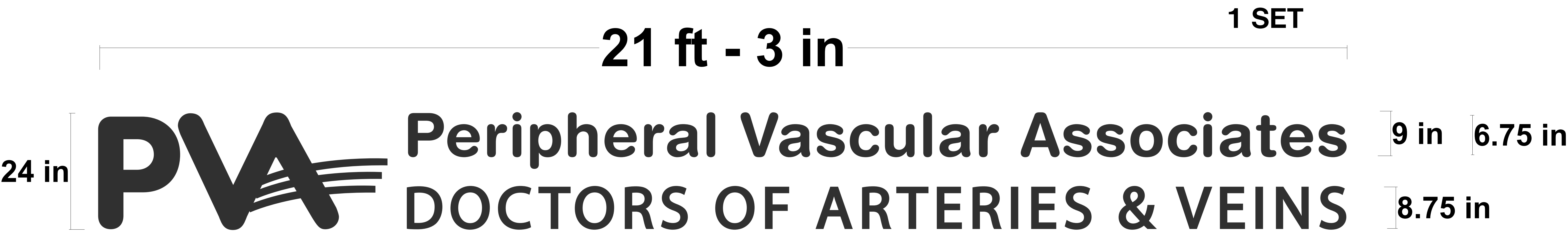
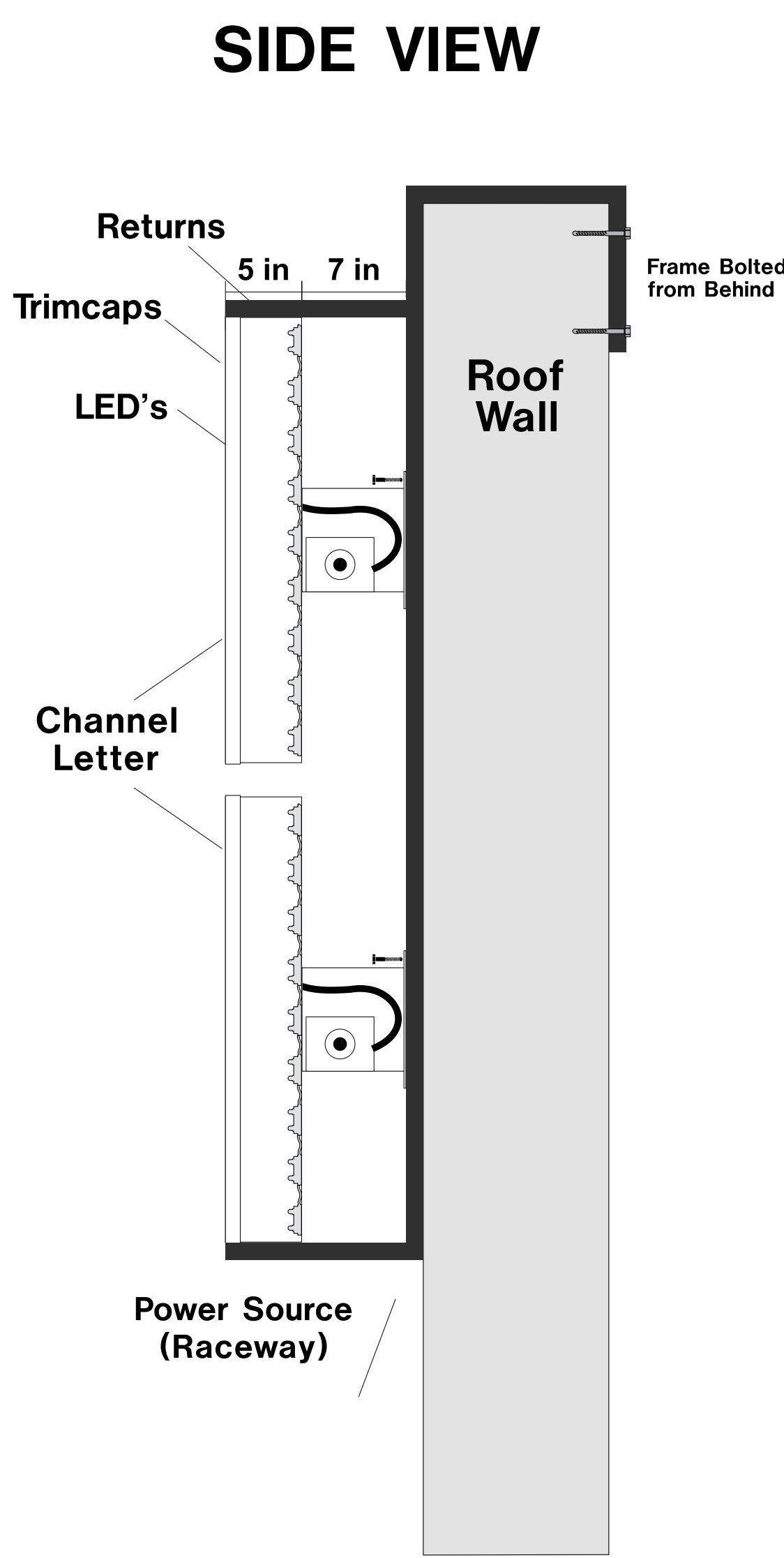
Black Trimcaps

Black Returns

Mounted To Raceways That Will Be Attached To A Roof Mounted Frame

Raceways & Frame To Be Painted Black

Led Illumination



Proposed Individual Non - Illuminated Flat Cut Out Letters & Logo

.125 Inch Thick Aluminum

Stud Mounted Flush To Wall

Painted Architectual Dark Bronze



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SAN ANTONIO, TX
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(210)349-7446
FAX (210)342-9800
www.budsigns.com
TSCL# 18746

CLIENT APPROVAL

- ☐ APPROVED AS SUBMITTED
☐ APPROVED AS NOTED
☐ REVISE AND RESUBMIT

.....
Client Signature Date

Contact:
WES PUTMAN
wes@budsigns.com



VIEW FROM GIRAUD STREET

PVA Peripheral Vascular Associates
DOCTORS OF ARTERIES & VEINS

 **BAPTIST
HEALTH SYSTEM**

**BUDGET
SIGNS**

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.....
Client Signature

.....
Date

Contact:

WES PUTMAN
wesa@budsigns.com



VIEW FROM NORTH



**BUDGET
SIGNS**

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☐ REVISE AND RESUBMIT

.....
Client Signature Date

Contact:

WES PUTMAN
wes@budsigns.com



VIEW FROM SOLEDAD



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☐ REVISE AND RESUBMIT

Client Signature

Date

Contact:

WES PUTMAN
wes@budsigns.com

