

HISTORIC AND DESIGN REVIEW COMMISSION

November 16, 2016

Agenda Item No: 4

HDRC CASE NO: 2016-435
ADDRESS: 101 BOWIE ST
LEGAL DESCRIPTION: NCB 1010 BLK 2 LOT 4.0287AC OF 30 (RIVERCENTER MALL)
ZONING: D RIO-3
CITY COUNCIL DIST.: 1
APPLICANT: Michael Everett/Texas Republic Signs
OWNER: CCHM Riverwalk LLC
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install new signage at 101 Bowie, the Marriott Rivercenter. Within this request the applicant has proposed the following:

1. To remove the existing signage from the monumental archway along E Commerce and install a new sign to measure 6' – 9" in length and 1' – 3" in height. This signage is to feature 1" thick, flat cut acrylic letters, feature both red and black paint and will be non-illuminated.
2. To remove the existing signage from under the east facing entrance canopy and install a new sign to measure 8' – 1" in length and 1' – 6" in height. This signage is to feature 1" thick, flat cut acrylic letters, feature both red and black paint and will be non-illuminated.

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 101 Bowie is located within the River Improvement Overlay and was constructed in 1987. The structure currently features signage at various locations including on a monumental archway along E Commerce and under the east facing entrance canopy. The applicant has proposed to replace the signage at these two

locations.

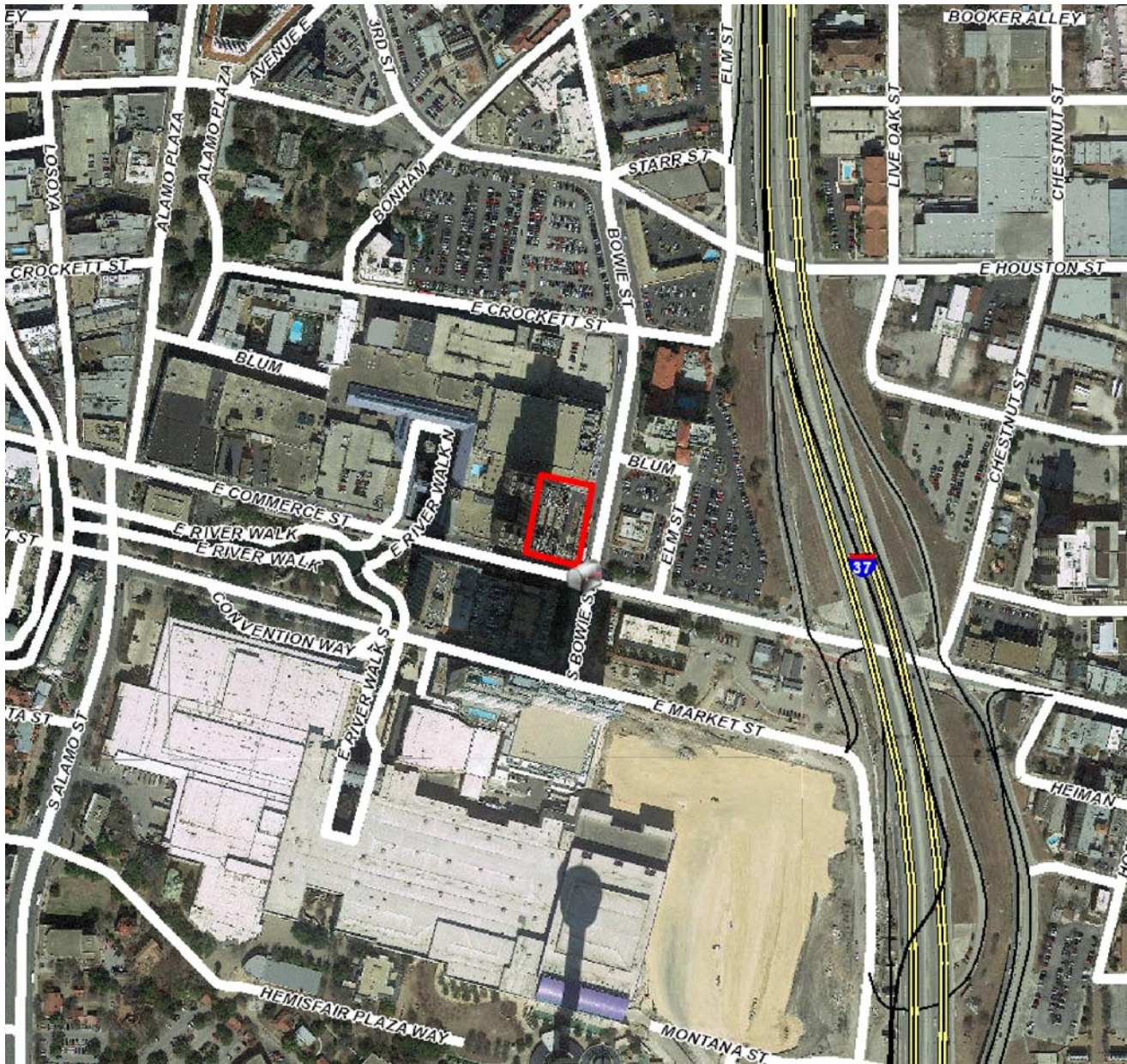
- b. The applicant has proposed to remove the existing signage from the monumental archway along E Commerce and install a new sign to measure 6' – 9" in length and 1' – 3" in height. This signage is to feature 1" thick, flat cut acrylic letters, feature both red and black paint and will be non-illuminated. Staff finds this installation appropriate given that the signage is non-illuminated and signage currently exists at this location.
- c. The applicant has proposed to remove the existing signage from under the east facing entrance canopy and install a new sign to measure 8' – 1" in length and 1' – 6" in height. This signage is to feature 1" thick, flat cut acrylic letters, feature both red and black paint and will be non-illuminated. Staff finds this installation appropriate given that the signage is non-illuminated, that signage currently exists at this location and that this signage location is internal to the site and does not directly address the public right of way.

RECOMMENDATION:

Staff recommends approval as submitted based on findings a through c.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Nov 04, 2016

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dro's
pres

Ripley's Believe It or
Not - San Antonio

The Alamo

Ave E

Losoya St

Alamo Plaza

Menger

3rd St

Bonham

AMC Rivercenter 11
with Alamo IMAX

Blimpie

Dairy Queen/orange
Julius Treat Ctr

E Commerce St

San Antonio
Marriott Riverwalk

River Walk

San Antonio
Marriott Rivercenter

E Crockett St

Riverwalk
Residences Owners

PS Store

Ruth's Chris Steak House

101 Bowie Street

E Commerce St

Bowie St

Bowie St

Bowie St

E Commerce St

Em St

Google

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

ADDRESS: OL RHWB
REQUEST: NAME
HEARING DATE: 10/24/2014 10:00 AM
TIME: 10:00 AM

FOR MORE INFORMATION CONTACT
(214) 215-9174

ALL HDRC MEETINGS TAKE PLACE AT 1901 S. ALAMO





Marriott RIVERCENTER

SELF
PARK





San Antonio
Marriott Rivercenter

101 Bowie Street

E Commerce St

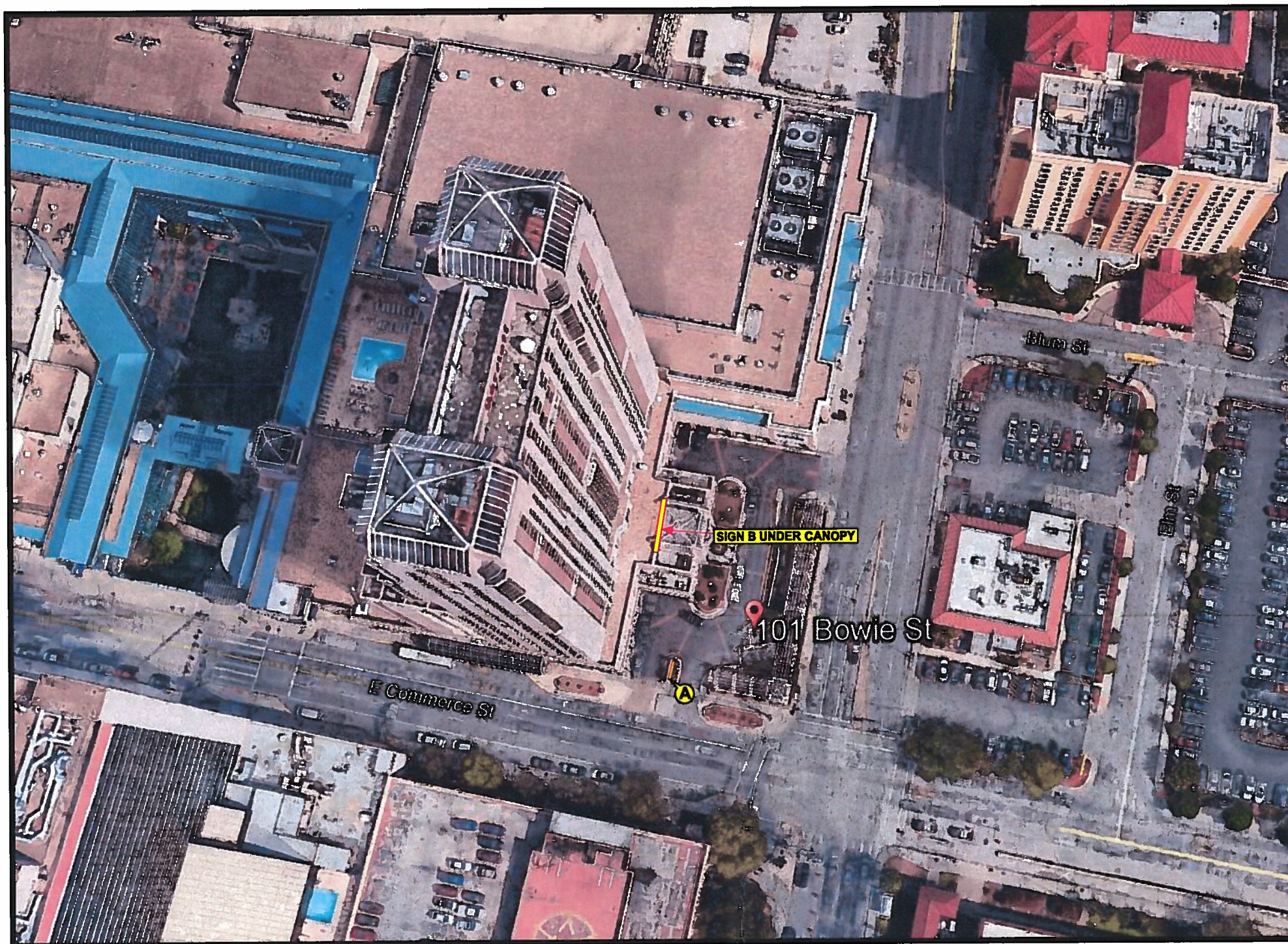
E Commerce St

Bowie St

Bowie St

Bowie St

E Commerce St



TEXAS REPUBLIC SIGNS

2211 PECH RD HOUSTON TX 77055
832-727-5415
TEXASREPUBLICSIGNS.COM

CUSTOMER:
MARRIOTT

ADDRESS:
101 BOWIE ST
SAN ANTONIO TX

CITY OF JURISDICTION:
CITY OF SAN ANTONIO

DESIGNER:
BE

DATE CREATED:
10-20-2016

DRAWING#	W.O.#
20161020A	TBD

FILE PATH:
P:\2016 JOBS\CHANDLER SIGNS\MARRIOTT
RIVERWALK- SAN ANTONIO\101 BOWIE ST\
MARRIOTT RIVERWALK SITE PLAN.CDR

REVISIONS

R1:	
R2:	
R3:	
R4:	
R5:	

CUSTOMER APPROVAL

SIGNATURE:

DATE:

THIS SIGN IS INTENDED TO BE INSTALLED IN
ACCORDANCE WITH THE REQUIREMENTS OF
ARTICLE 600 OF THE NEC AND/OR OTHER
APPLICABLE LOCAL CODE. THIS INCLUDES
PROPER GROUNDING AND BONDING OF SIGN.

ELECTRICAL REQUIREMENTS

AMPS: VOLTS: CIRCUITS:



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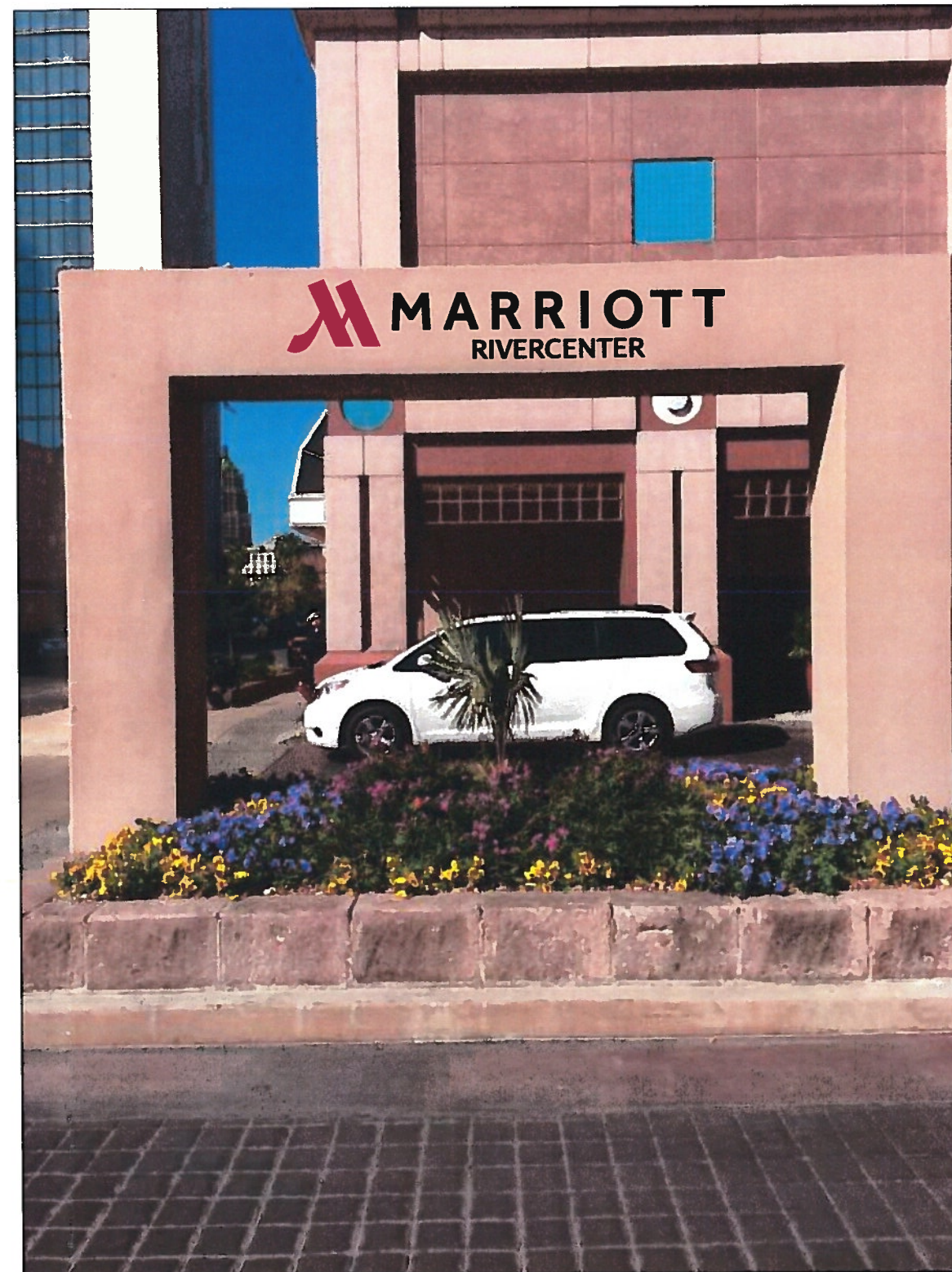
A.1



EXISTING ELEVATION

NOT TO SCALE

REMOVE & DISCARD EXSTG. F.C.O.s - FILL HOLES w/ CAULK & RE-PAINT FROM SEAM TO SEAM



PROPOSED NEW ELEVATION

NOT TO SCALE

MFR. & INSTALL (1) NEW SET OF F.C.O. LETTERS/LOGO



Design #

0388079Ar1

Sheet 1 of 4

Client

MARRIOTT

Address

101 BOWIE ST.

SAN ANTONIO, TEXAS

Account Rep. **D. SHIRLEY**

Designer **CJR**

Date 02/26/16

Approval / Date

Client	
Sales	
Estimating	
Art	
Engineering	
Landlord	

Revision / Date

R1 RFF 10.11.16 update artwork



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708-734-1700 Fax 708-734-3753

Northeast US 965 Baxter Avenue, Suite 200
Lexington, NY 40504
CEN. 478.5076 F. 478.419.0019

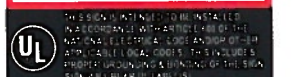
Florida

Georgia 37 Waterfront Port Court
Dunwoody, GA 30634
404/251-1100 Fax 404/251-1100

South Texas P.O. Box 125, 208 Doris Drive
Portland, TX 78374

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**FINAL ELECTRICAL
CONNECTION BY
CUSTOMER**





SCALE: 1½"=1'-0"

**1" THICK, FLAT CUT-OUT ACRYLIC LETTERS/LOGO w/ SMOOTH EDGES -
PAINTED MATTHEWS MP08937 RED & BLACK - STUD MOUNTED FLUSH TO WALL SURFACE w/ SILICONE ADHESIVE & VHB TAPE**



FLAT CUT OUT LETTERS

ALUM. STUDS

EXISTING WALL SURFACE

SIDE VIEW DETAIL

 **Chandler Signs**
Brand Image Begins Here™

chandlersigns.com

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South Texas
P.O. Box 136, 806 Dorale Drive
Fort Worth, TX 76174
817-441-2000 Fax 817-441-4533

FINAL ELECTRICAL CONNECTION BY CUSTOMER

THIS SIGN IS INTENDED FOR INSTALLATION IN PLACE OF THE ATTACHMENT OF THE FINAL ELECTRICAL CONNECTION AND OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN. SIGN WILL REMAIN UL LISTED.



EXISTING ELEVATION

NOT TO SCALE

REMOVE & DISCARD EXSTG. F.C.O.s - FILL HOLES w/ CAULK & RE-PAINT FROM SEAM TO SEAM



B PROPOSED NEW ELEVATION

NOT TO SCALE

MFR. & INSTALL (1) NEW SET OF F.C.O. LETTERS/LOGO



Design #

0388079Ar1

Sheet 3 of 4

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AN ANTONIO, TEXAS

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Date **02/26/16**

Approval / Date

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Revision / Date

R1 RFF 10.11.16 update artwork



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Florida 2584 Sand Hill Point Circle
 Deerport, FL 33637
 883-480-1100 Fax 883-424-1160

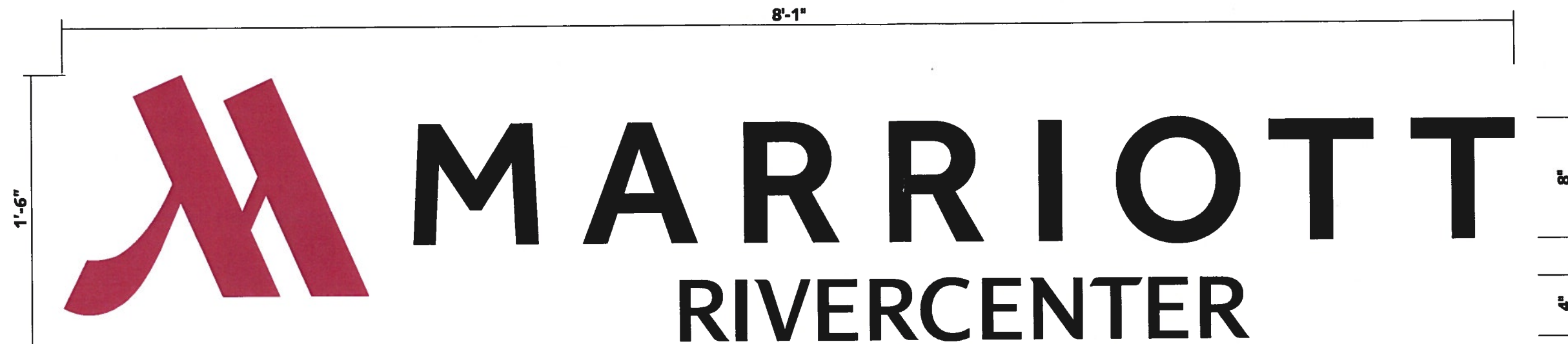
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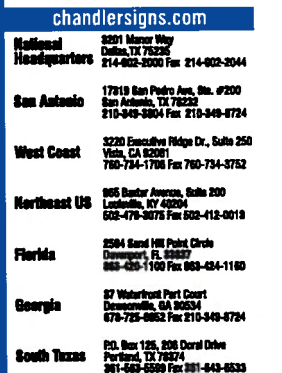
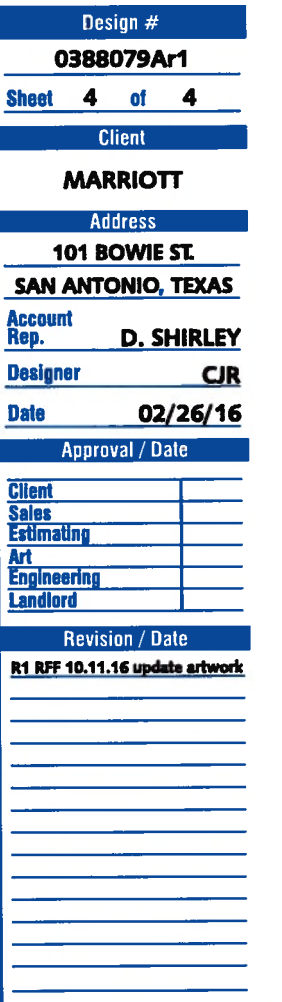
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PAINTED MATTHEWS MP08937 RED & BLACK - STUD MOUNTED FLUSH TO WALL SURFACE w/ SILICONE ADHESIVE & VHB TAPE**

**FLAT CUT OUT
LETTERS**

ALUM. STUDS

**EXISTING
WALL
SURFACE**

SIDE VIEW DETAIL



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FINAL ELECTRICAL CONNECTION BY CUSTOMER

