

HISTORIC AND DESIGN REVIEW COMMISSION

January 18, 2017

Agenda Item No: 9

HDRC CASE NO: 2017-010
ADDRESS: 2000 BROADWAY
LEGAL DESCRIPTION: NCB 1764 BLK 27 LOT 1&2, S25 FT OF 3
ZONING: C-2,NCD-9,RIO-1
CITY COUNCIL DIST.: 2
APPLICANT: Mary Gorman
OWNER: Sharon Dalrymple/Last Chance Enterprises, Ltd
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to replace the existing, wall mounted signage on the street facing façade of the structure with a new, non-illuminated, reverse channel letter wall sign totaling approximately 157 square feet. The refacing of the existing pole sign has been approved administratively.

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 2000 Broadway currently features wall signage on the west, Broadway facing façade as well as pole signage located near the corner of Broadway and E Josephine Street. Signage that currently exists includes product signage at both corners of the building as well as business signage in the center and the previously noted pole sign.
- b. WALL SIGNS – The applicant has proposed to removal all existing wall signage and install new wall signage to read “Finishmaster”, “Automotive & Industrial Paint” and feature a business logo. The applicant has noted that the proposed signage will be a total of 28’ – 5 ¾” in length and 5’ – 6” in height for an overall size of 156.63 square feet. The applicant has noted that the new signage will be non-illuminated and will feature aluminum reverse channel letters and the colors of red, white and blue. The UDC Section 35- 678 notes that signage in the river improvement overlay should not exceed a total of fifty (50) square feet and that an applicant may apply for up to three signs at a time. Staff finds that the proposed signage exceeds the UDC recommended fifty (50) square feet; however, given the reduction in total signage area, the installation of non-illuminated signage and the

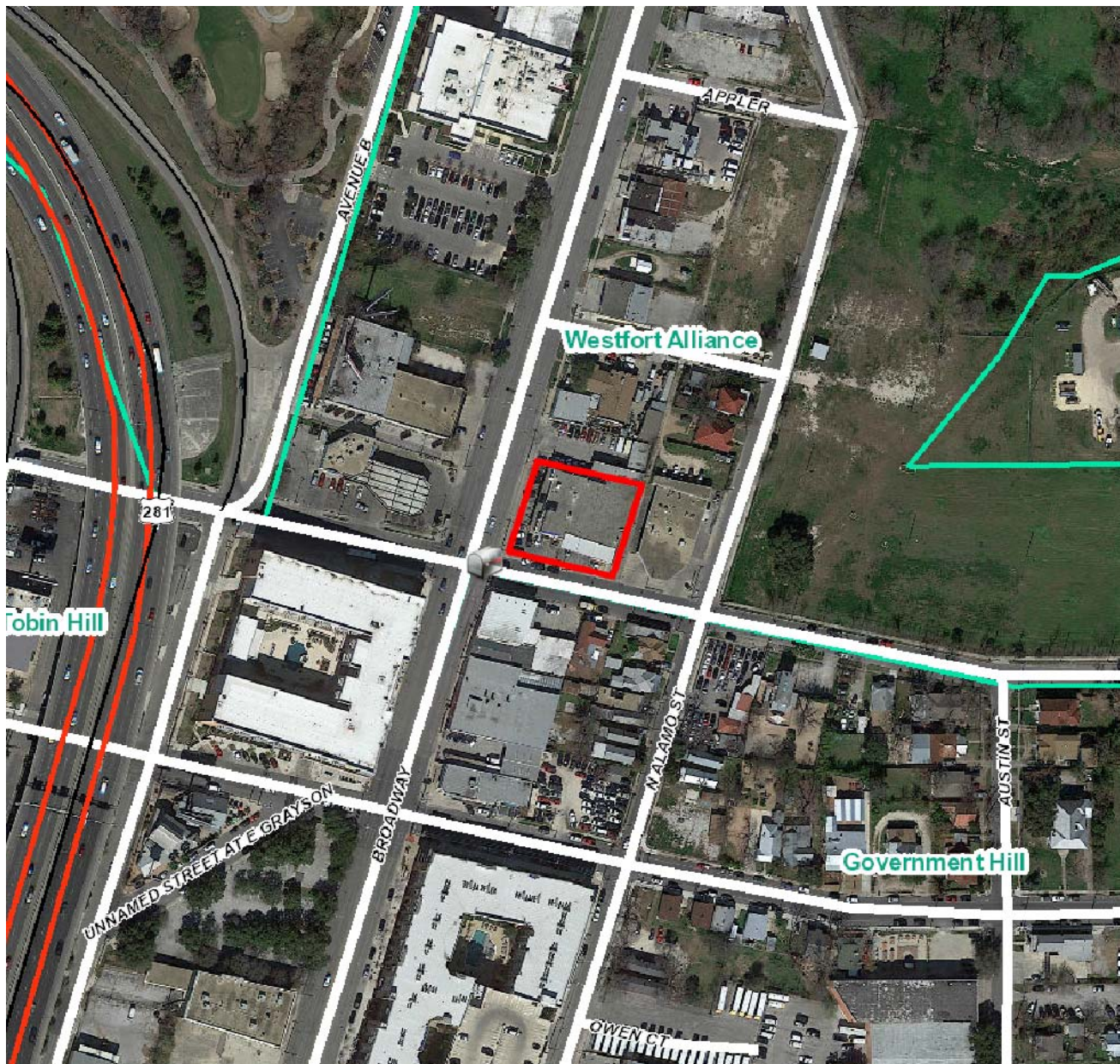
commercial context of this block Broadway, staff finds this installation appropriate.

RECOMMENDATION:

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

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Jan 04, 2017

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ce Busters

Aling St

Fresh Horizons



N Alamo St

Worthington
Laundry & Cleaners



E Josephine St

Aling St

2000 Broadway Street

Gladwin Paint



368

Wittigs Office Interiors



Broadway St

Broadway St

368

368

Broadway St

Broadway St

E Josephine St

Monterrey Furniture
Rustic and more



Broadway St

GLADWIN
PAINT

GLADWIN PAINT
COMPANY

PROFESSIONAL
CATERING



3M
NASCAR

GLADWIN PAINT
COMPANY

DUPONT

AUTOMOTIVE PAINT

CALIBER COLLISION

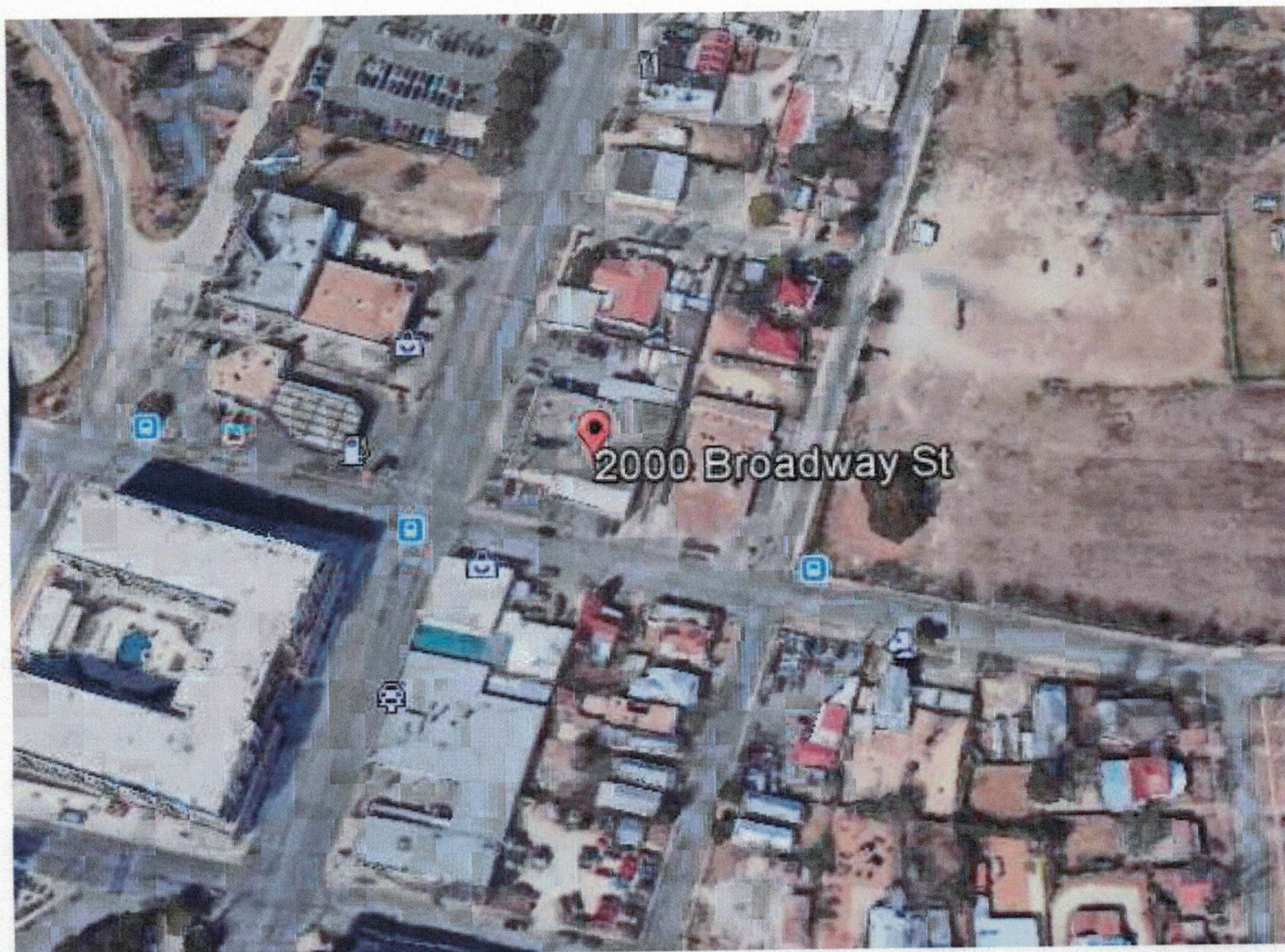
NEW
MOTOR

LABOR CENTER

CaliberCollision.com

22-443

1K7-584



CUSTOMER **FinishMasters**

DWG# **1611-114**

ORIG. DATE **11-29-2016**

LOCATION **2000 Broadway Street**

ACCT. EXEC. **David Scott**

BID* / JOB* **72662**

CITY, ST **San Antonio, TX 78215**

PRJ. MGR. **Diana Collins**

DESIGNER **Keith Hufnagle**



FRONT ELEVATION,
CURRENT CONDITION. REMOVE
AND DISPOSAL OF SIGNS



SIGN A - 5'-6" x 28'-5 3/4" REV.
NON- ILLUM. OVAL &
CHANNEL LETTERS

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EXISTING DOUBLE SIDED
PYLON SIGN.



SIGN B - NEW 10'-0" x 26'-0"
FLEX FACE MATERIAL
DISCONNECT POWER
TO PYLON SIGN

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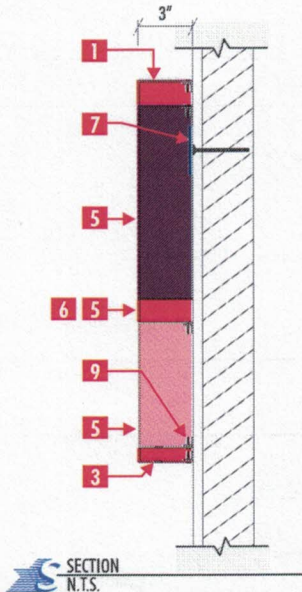
OPAQUE VINYL GRAPHICS COLORS		
ITEM	#	COLOR
RED TAGLINE COPY	220	PERFECT MATCH RED (PMS 032C)
BACKGROUND	—	(REMAINS EXPOSED- WHITE)
LOGO	PMS 032C & 282C	DIGITALLY PRINTED
TRADEMARK "R" ON WHITE BACKGROUND	93	LIGHT NAVY (PMS 282C)

REVERSE CHANNEL LETTERS NON-ILLUMINATED			
ITEM		DESCRIPTION	
BASIC STRUCTURE			
1	RETURN	3" .063 ALUM.	PTD. PMS 282C BLUE & 032C RED
2	BACKS	(NONE REQUIRED)	
3	WEEP HOLES	NO	
FACE/DECORATION			
4	RETAINER	(NONE REQUIRED)	
5	FACE	.090 ALUM. PTD. PMS 282C BLUE FOR COPY, WHITE FOR LOGO	
6	VINYL	PRINTED LOGO FACE W/ GLOSS LAM. & RED CAPSULE COPY & "R" (SEE CHART)	
7	TRADEMARK	VINYL 1ST SURFACE, 1/4" ALUM. PTD. PMS 282C BLUE, STUD MOUNT	
SUPPORT			
8	BACKGROUND	(NONE REQUIRED)	
9	MOUNTING	HIDDEN CLIPS AT TOP & BOTTOM w/DIRECT MOUNT	



REVERSE NON- ILLUM. CHANNEL LETTER SIGN (1 REQUIRED)
SCALE: 1/4" = 1'-0"

5'-6" x 28'-5 3/4" = 156.63 SQ. FT.



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DESIGNER Keith Hufnagle

OPAQUE VINYL GRAPHICS COLORS		
ITEM	#	COLOR
RED TAGLINE COPY	220	PERFECT MATCH RED (PMS 032C)
"FINISHMASTER" COPY & LOGO	93	LIGHT NAVY (PMS 282C)
BACKGROUND	—	(REMAINS EXPOSED- WHITE)
LOGO	PMS 032C & 282C	DIGITALLY PRINTED

RE-FACE EXISTING PYLON SIGN		
ITEM	DESCRIPTION	
FACE/DECORATION		
4	RETAINER	USE EXISTING
5	FACE	SIGNTEC 'FLEX FACE' MATERIAL WITH VINYL APPLICATION
6	VINYL	(SEE LIST FOR COLORS)
7	TRADEMARK	YES, VINYL
8	POWER	DISCONNECT POWER FEED TO PYLON CABINET



 RE-FACE EXISTING PYLON SIGN WITH FLEX FACE MATERIAL (2 FACES REQUIRED)
SCALE: 1/4" = 1'-0"

260.00 SQ. FT. B

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