

HISTORIC AND DESIGN REVIEW COMMISSION

February 01, 2017

Agenda Item No: 3

HDRC CASE NO: 2017-026
ADDRESS: 3006 BROADWAY
LEGAL DESCRIPTION: NCB 3866 BLK 12 LOT 14 (IBOX SUBD)
ZONING: C-2,RIO-1
CITY COUNCIL DIST.: 2
APPLICANT: Rodolfo Vigil
OWNER: I Box, LLC
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install an interior hanging window sign to be internally illuminated and feature approximately 9.5 square feet in size.

APPLICABLE CITATIONS:

UDC Section 35-678. Signs and Billboards in the RIO

- (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.
- (2) Signs which describe, point, or direct the reader to a specific place or along a specific course, such as "entrance," "exit," and "disabled persons access," as well as government signs, shall be reviewed but shall not be included in total allowable signage area. Emergency signs shall be exempt from historic and design review commission approval.
- (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.
- (5) Signage requests for multi-tenant buildings must complement existing signage with regards to size, number, placement and design, unless such existing signage is not in conformity with regulations in this article. It is recommended that the building owner or their agent develop a master signage plan or signage guidelines for the total building or property. If a property has an approved master signage plan on file with the historic preservation officer, then applications for signage may be approved administratively at the discretion of the historic preservation officer provided that they comply with such master signage plan. Notwithstanding the above, signs may not exceed the maximum size and height limitation of signage contained in chapter 28, article 9.
- (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.

(4) Freestanding Signs. Freestanding signs are allowed provided the sign does not interfere with pedestrian or vehicular traffic. Freestanding signs shall be perpendicular to the street, two-sided and no taller than six (6) feet. Freestanding signs shall not be located in the right-of-way.

FINDINGS:

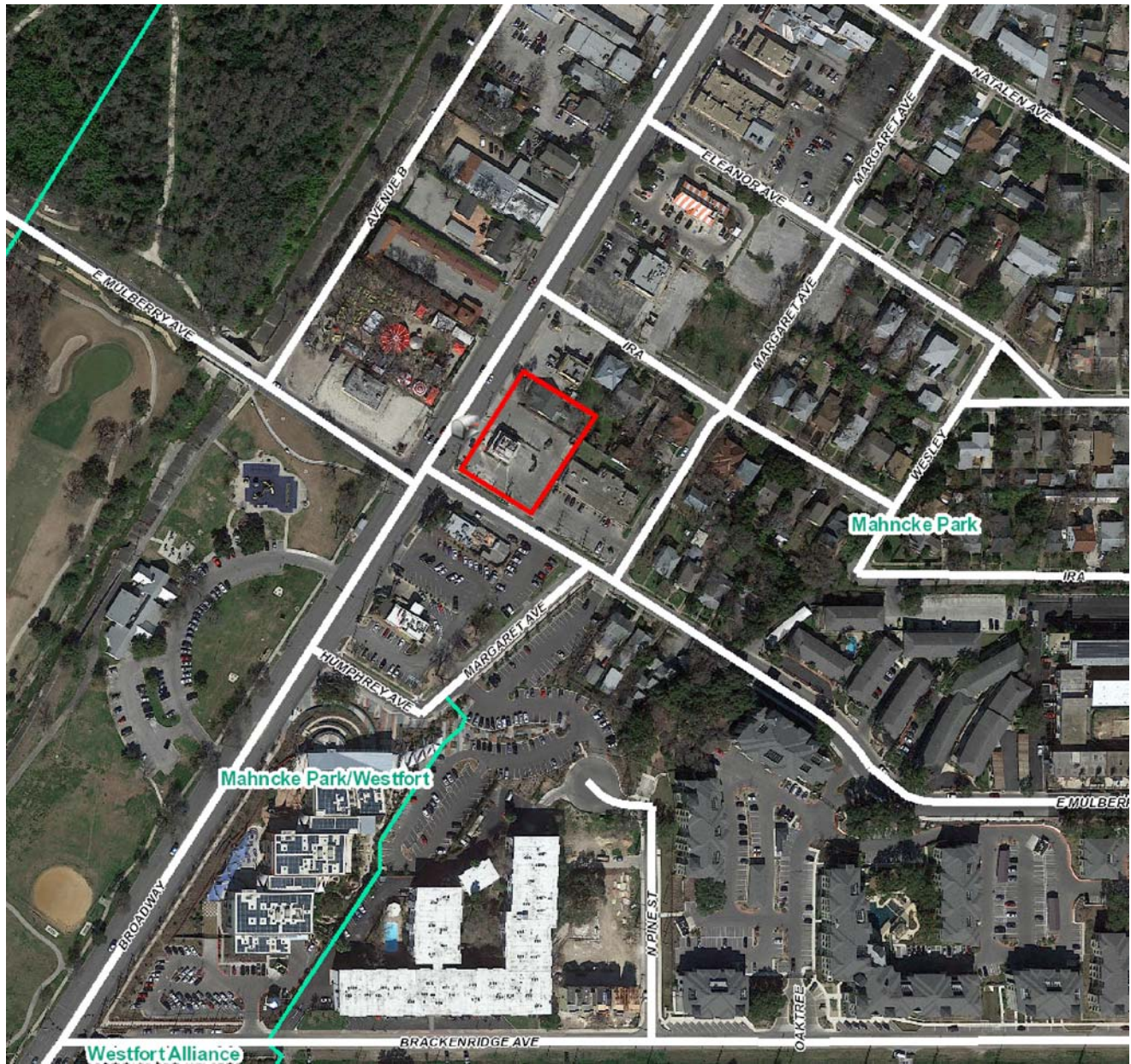
- a. The structure at 3006 Broadway was approved by the Historic and Design Review Commission on January 20, 2016. On June 15, 2016, the HDRC approved a master signage plan for the new construction which included a monument sign and wall signs on both the Broadway and E Mulberry facades of the structure. Wall signage on the Broadway façade was approved at twenty (20) square feet and wall signage on E Mulberry was approved at ten (10) square feet. The tenant space at the corner of Broadway and Mulberry is to be occupied by Potbelly Sandwich Shop.
- b. At this time, the applicant has proposed to install an internally illuminated window sign on the Mulberry elevation that is to feature approximately 9.5 square feet. Per the UDC Section 35-678 (e), applicants may apply for three signs for a total square footage of fifty (50) square feet. The applicant has proposed for the sign to feature an aluminum cabinet, lexan faces and will be internally illuminated by white LED's. The hanging window sign would be the applicant's third sign, not including the monument sign where space is shared with other tenants. Staff finds the proposed signage appropriate and 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: Jan 20, 2017

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E Mulberry Ave

Avenue B

E Mulberry Ave

Avenue B

Kiddie Park

Broadway St

Ira Ave

Verizon Authorized
Retailer - Cellular Sales

Margaret St

Ira Ave

Margaret St

3006 Broadway Street

Good Time
Charlie's Bar & Cafe

E Mulberry Ave

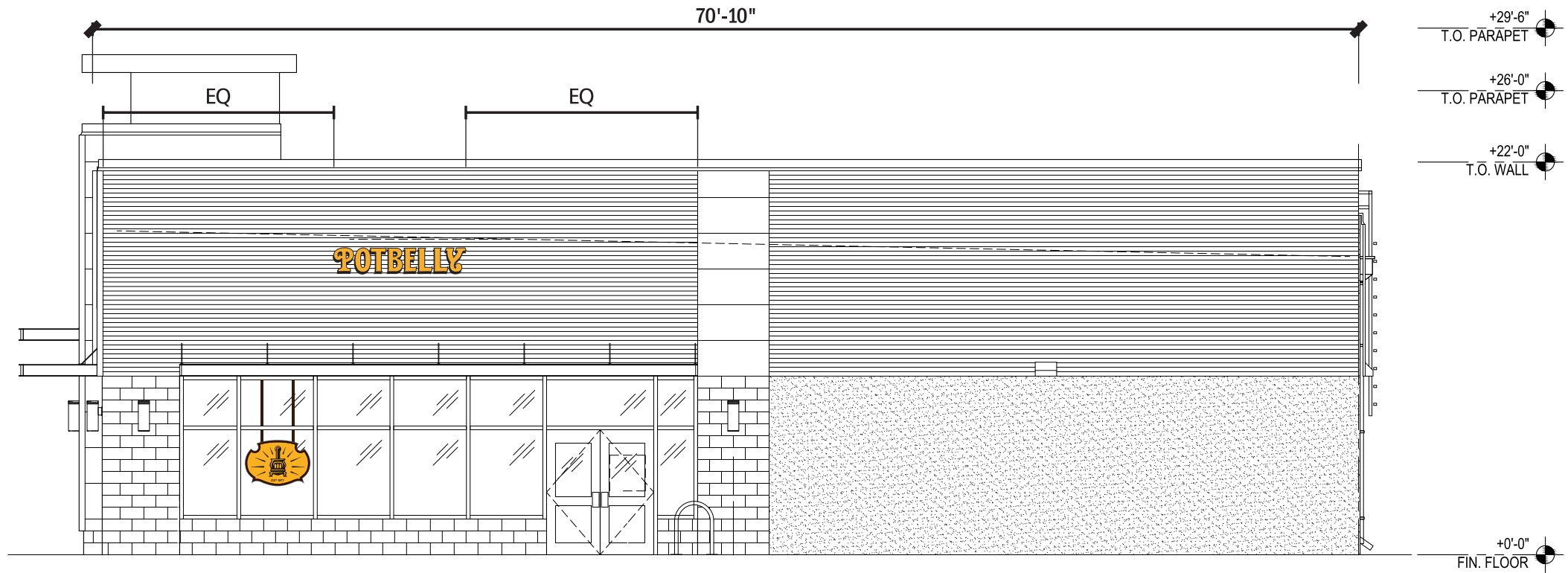
Taco Cabana

Ave B Connector Trail

Broadway St

Margaret St

E Mulberry Ave



Building Elevation - East

Scale: 1/8"=1'-0"



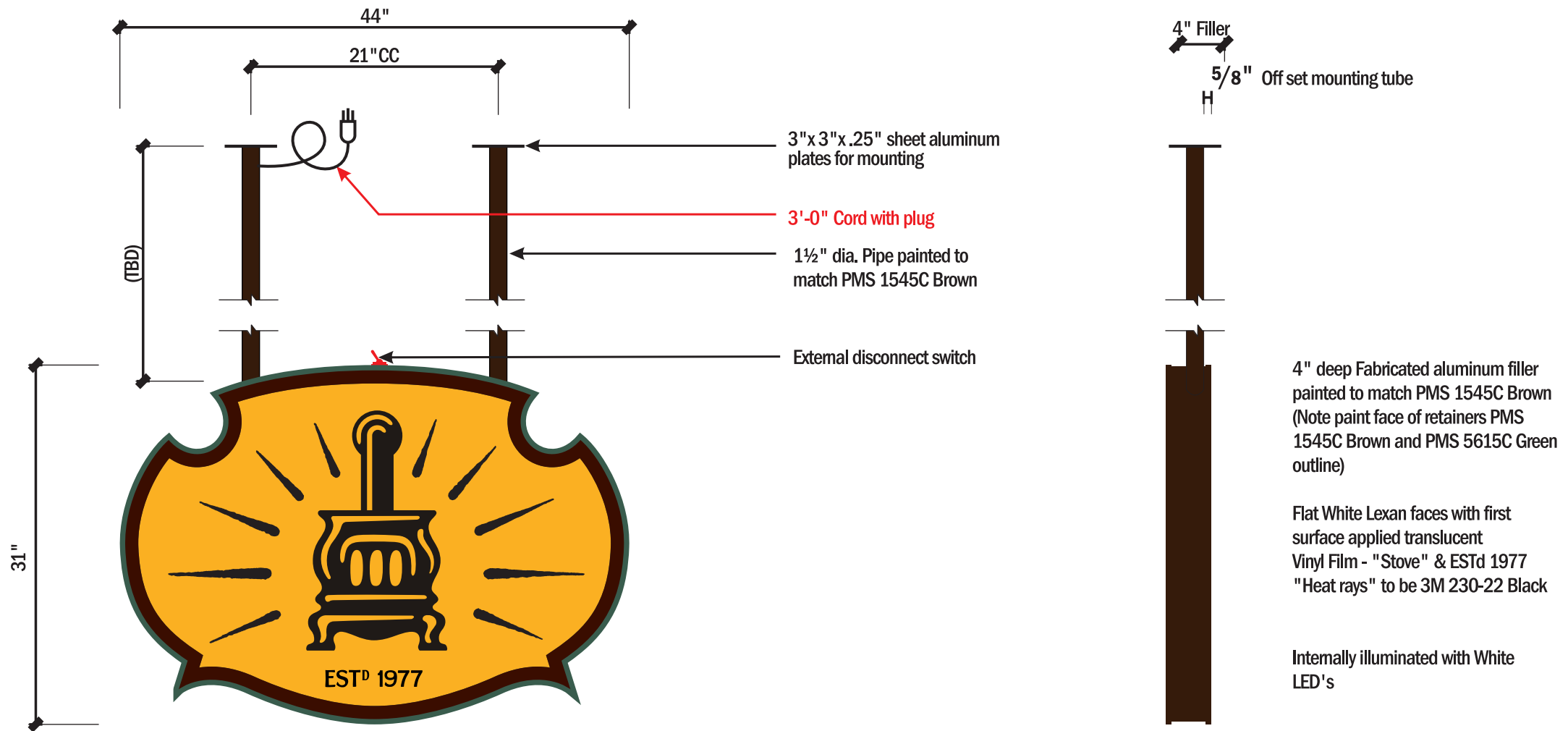
Design No.: 16-0251r6
Date: December 28, 2016
Sheet: 3 of 6
Location: 3006 Broadway St.
City/State: San Antonio, TX 78209

Contact Information:
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Designer: Trent Schultz
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Printing Note: Illustration to be printed on 8 1/2"x 14" Legal paper.

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D/F Interior Sign Elevation

End View

Scale 1"=1'-0"



Design No.: 16-0251r6
Date: December 28, 2016
Sheet: 5 of 6
Location: 3006 Broadway St.
City/State: San Antonio, TX 78209

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