

## HISTORIC AND DESIGN REVIEW COMMISSION

February 01, 2017

Agenda Item No: 9

**HDRC CASE NO:** 2017-039  
**ADDRESS:** 110 E CROCKETT ST  
**LEGAL DESCRIPTION:** NCB 914 BLK LOT W 137.17 FT OF A1  
**ZONING:** D,H,HL,RIO-3  
**CITY COUNCIL DIST.:** 1  
**DISTRICT:** Alamo Plaza Historic District  
**LANDMARK:** Gage, Chandler Building  
**APPLICANT:** Cesar Carrillo  
**OWNER:** John Rizzo  
**TYPE OF WORK:** Signage, awning fabric replacement and menu board  
**REQUEST:**

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

1. Replace the existing entrance awning canopy with a new canopy to include new signage.
2. Install a new menu board on the River Walk side of the structure.
3. Install a painted sign on the glass of the pedestrian entrance door.

### APPLICABLE CITATIONS:

*UDC Sec. 35-681. - Signs on the Riverside of Properties Abutting the River.*

This section governs all exterior signs on the riverside of public and private property abutting the San Antonio River and its extensions, and all interior signs hung within ten (10) feet of an exterior fenestration, or those signs intended to be read by exterior patrons on the riverside of a building.

(a) Character of Signs. Signs should respect and respond to the character of the historic Riverwalk area. The display of signs and other graphics on the riverside of property abutting the river shall not be permitted except as provided for in this article. 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.

(b) Sign Definitions. For signage definitions, refer to subsection 35-612(b) and chapter 28 of the City Code.

(c) Standards for Signage.

(1) Proportion. 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.

(2) Size. The maximum allowable size for any sign on the riverside of property abutting the publicly owned Riverwalk and visible from the Riverwalk shall be eight (8) square feet. If a building surface is used for signage, the letters or design shall not exceed a surface area of eight (8) square feet. However, additional square footage may be approved, except in RIO-3, provided that the additional signage is in conformity, and does not interfere with, the pedestrian experience on the Riverwalk. The additional square footage shall be based upon the size and design of the site, setback from the river and shall be appropriate for the area in which it is being placed.

(3) Roof Top/Parapet Signs. No signs shall be displayed from the parapet or roof of any building unless designated by the historic preservation officer as a contributing structure.

(4) Signs for Riverwalk Business Only. No sign, visual display, or graphic shall be placed in the Riverwalk area unless it advertises a bona fide business conducted in, or on premises adjacent to the Riverwalk. Only buildings that have an entrance directly onto the Riverwalk may display a sign or graphic.

(5) Number of Signs. Only one (1) identification sign shall be allowed for each store, shop, restaurant, nightclub, or place of business in the Riverwalk area and fronting on the Riverwalk. In addition to a sign, establishments serving food or beverages may erect a menu board, which shall be used only for displaying menus.

(6) Illumination. Internally illuminated signs are prohibited. The light source for exterior illumination shall be steady

light concealed by a hood or other acceptable method of indirect lighting. Flashing lights, rope lighting and exposed neon lights are prohibited.

(7) Materials. Signs may be constructed of wood, metal, glass. Lettering may be painted, stamped, etched, carved, applied metal or wood. Vinyl lettering may be permitted for interior signs provided it respects and responds to the character of the historic Riverwalk area.

(8) Pedestrian Menu Boards.

(A) Pedestrian menu boards shall not exceed two (2) square feet.

(B) Permanently displayed menus may be properly installed inside the business' window or in an approved wall-mounted or freestanding display case adjacent to the business entrance.

(C) The name of the establishment may not be displayed on the menu board if the business has other signage installed on the premises. It is permissible for the name of the restaurant to be placed on the actual menu. The established logo of a business is considered a sign.

(D) All items listed on a menu board must be placed within the border of the menu board or within the display case.

(E) There may be no more than one (1) pedestrian menu board per establishment unless there are two primary entrances to a building on different facades, in which case a pedestrian menu board for each entrance may be approved.

(9) Signage on Umbrellas or Street Furniture. Advertising brand name products may not be placed on umbrellas, tables, chairs, table decorations or other street furniture that are located on outdoor patio areas. Additionally, logos or wording of any kind may not be placed on umbrellas, tables, chairs, table decorations or other street furniture that are located on outdoor patio areas.

(10) Directory Signage. Buildings with several businesses may be permitted to install directory signage in lieu of individual signs. Directory signage may not exceed eight (8) square feet.

(11) Revolving Signs, Etc. Revolving signs, flashing lights, search lights and attention-getting devices, including, but not limited to, banners, festoons, paper and vinyl rope-like-banners are not permitted. Digital and/or LED lighted signs, with or without rotating, flashing lettering, full motion video, icons or images are also not permitted.

(12) Projecting Arm Signs. Signs hung from poles are allowed on the riverside of properties abutting the publicly owned river right-of-way as long as the pole height does not exceed seven (7) feet, the pole diameter does not exceed three (3) inches, and does not encroach upon the right-of-way.

(13) Temporary Signage. No more than one (1) temporary sign is allowed at any given time. Temporary signs facing the river shall not exceed eight (8) square feet in RIO-3 and twenty-four (24) square feet in all other RIO districts. Temporary signage for special events shall be limited to installation forty-eight (48) hours before the event and must be removed within twenty-four (24) hours of completion of the event for a total of no more than thirty (30) days.

(14) Prohibited Signs. No billboards, junior billboards, portable signs, posters, sandwich boards or advertising benches shall be allowed on the riverside of buildings abutting the river. Any sign, visual display, or graphic which is located in the Riverwalk area and which is visible from the publicly owned portion of the San Antonio River channel or adjacent walkways must meet the requirements for signs, visual displays, and graphics as set out in this division. No sign, visual display or graphic shall be allowed in the Riverwalk area unless it is advertising or giving information concerning a business or activity that is located on the same lot as the sign, visual display or graphic.

(d) Installation. Signs, posters, decals or advertisements may not be tacked, nailed, pasted, or taped to any portion of a building, object, site or structure in a manner that will cause irreversible damage or loss, or is considered inappropriate under any applicable guidelines utilized by the office of historic preservation.

(e) Hardship Cases.

(1) Whenever the location, topography or configuration of any lot is such as will cause a hardship by the limitations placed on the signs permitted by this article due to sight distances, existing vegetation, location of buildings on adjacent lots, and/or the topography of the parcel, approval may be granted to either allow additional signage, or to increase the amount of building mounted sign area by not more than twenty-five (25) percent.

(2) No additional signage shall be approved unless it is found that approval of the proposed application will not be of substantial detriment to adjacent property and that the character of the area will not be changed by the granting of additional signage.

(3) Any additional signage approval shall be limited to the applicant only, and shall not apply to any future tenant or business.

(f) Nonconforming Status. Any legally erected sign which, by reason of revisions to this chapter, no longer complies with its provisions, shall be awarded nonconforming status upon review of all necessary city departments.

(g) Violations in River Improvement Overlay Districts and on the Riverwalk. In those instances where a sign is erected or maintained in violation of the aforementioned restrictions, the historic preservation officer, the department of

development services or park police shall notify the sign's owner, agent, operator, or lessee. If the owner, agent, operator, or lessee of the sign fails to remove the sign within three (3) days after notification, the department of development services, park police or historic preservation officer may remove the sign within three (3) days after notification, and/or the department of development services, the historic preservation officer or park police may file an action in municipal court as outlined in section 28-15. In addition, nothing herein shall prevent the city attorney from seeking civil remedies.

(1) Dilapidated Signs. All signs shall be maintained in good working condition so as to present a neat and orderly appearance. The historic preservation officer, through the office of historic preservation, code compliance department, department of planning and development services or the park police may give written notice to remove or repair any sign which shows gross neglect or which becomes dilapidated. Failure to comply shall be considered a violation of this chapter, and the sign shall be removed at the owner's expense.

(2) Abandoned Signs. A sign, including its supporting structure or brackets, shall be removed by the owner or lessee of the premises upon which the sign is located when the business which it advertises is no longer on the premises and such sign has been determined to be abandoned under the provisions of chapter 28. Such sign, if not removed within thirty (30) days from the determination of abandonment by such business shall be considered to be in violation of this chapter, and shall be removed at the owner's expense. This does not include signs that are currently approved as contributing structures.

#### **FINDINGS:**

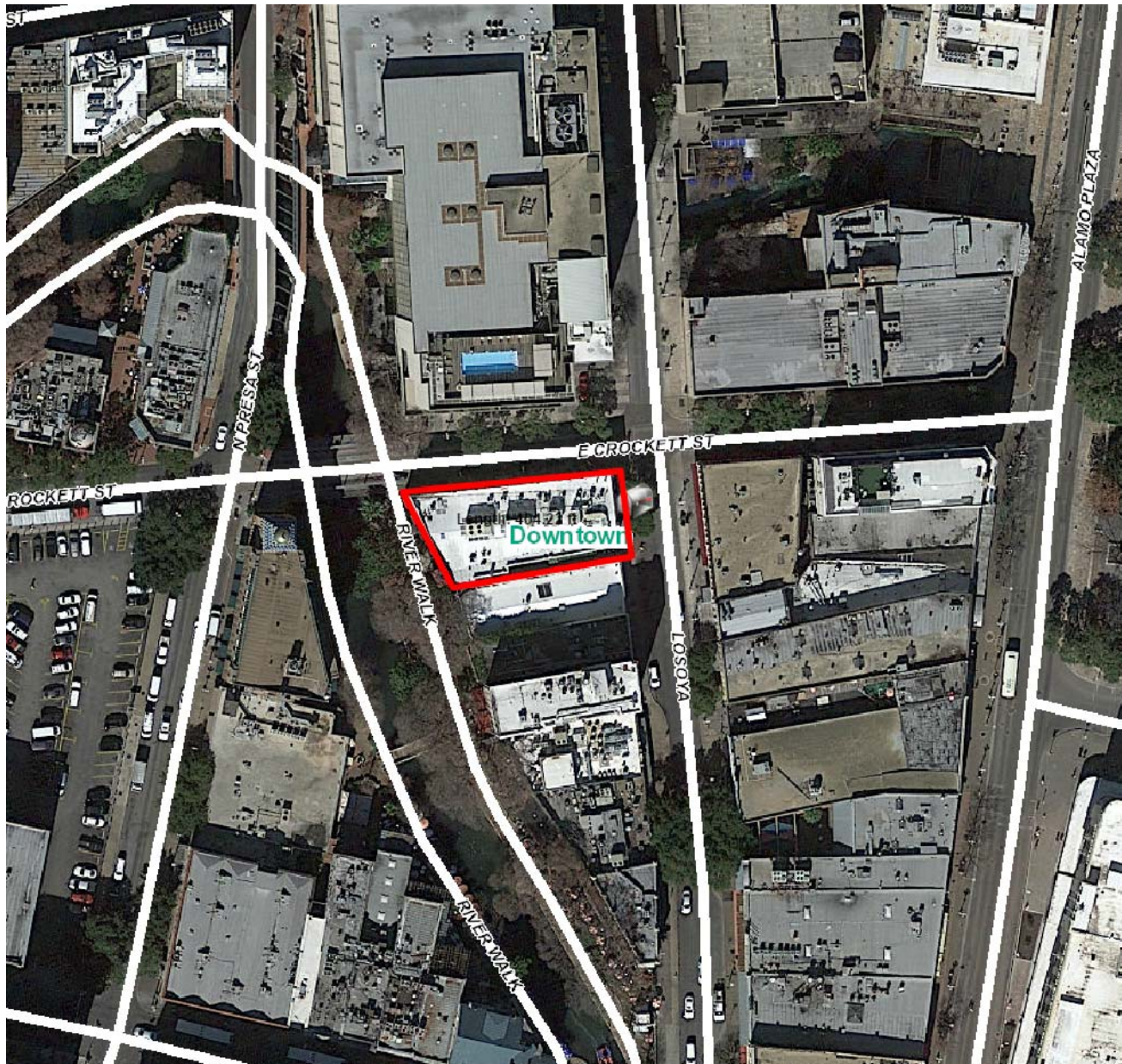
- a. The applicant has proposed to install a new entrance awning canopy to include signage for the new tenants as well as to install a new pedestrian menu board near the public right of way.
- b. Per the UDC Section 35-681, signage on the riverside of properties shall not exceed eight (8) square feet. The applicant has proposed a total of eight (8) square feet. The applicant has proposed for the awning to feature three logos and two instances of text that all total 7.8 square feet. This signage will be non-illuminated and is consistent with the UDC.
- c. The UDC Section 35-681 notes that only one (1) identification sign may be used on the River Walk level. The applicant has proposed to install new text on the entrance door to replace the existing text. The proposed text will not include a business or product logo and will be .5 square feet in size. Staff finds this installation appropriate.
- d. Per the UDC Section 35-681(c)(8), pedestrian menu boards are not to exceed two (2) square feet. The applicant has proposed a pedestrian menu board that is a total of two (2) square feet. This is consistent with the UDC.
- e. The applicant is to coordinate with the Center City Development & Operations Department regarding utility service prior to the placement/installation of the proposed menu board at base of staircase.

#### **RECOMMENDATION:**

Staff recommends approval of items #1 through #3 based on findings b through e.

#### **CASE MANAGER:**

Edward Hall



## Flex Viewer

Powered by ArcGIS Server

Printed: Jan 23, 2017

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College St

College St

River Walk

Howl at the Moon

Saltgrass Steak House

E Crockett St

E Crockett St

110 East Crockett Street

E Crockett St

Losoya St

N Presa St



# 4 PROJECT DESCRIPTION

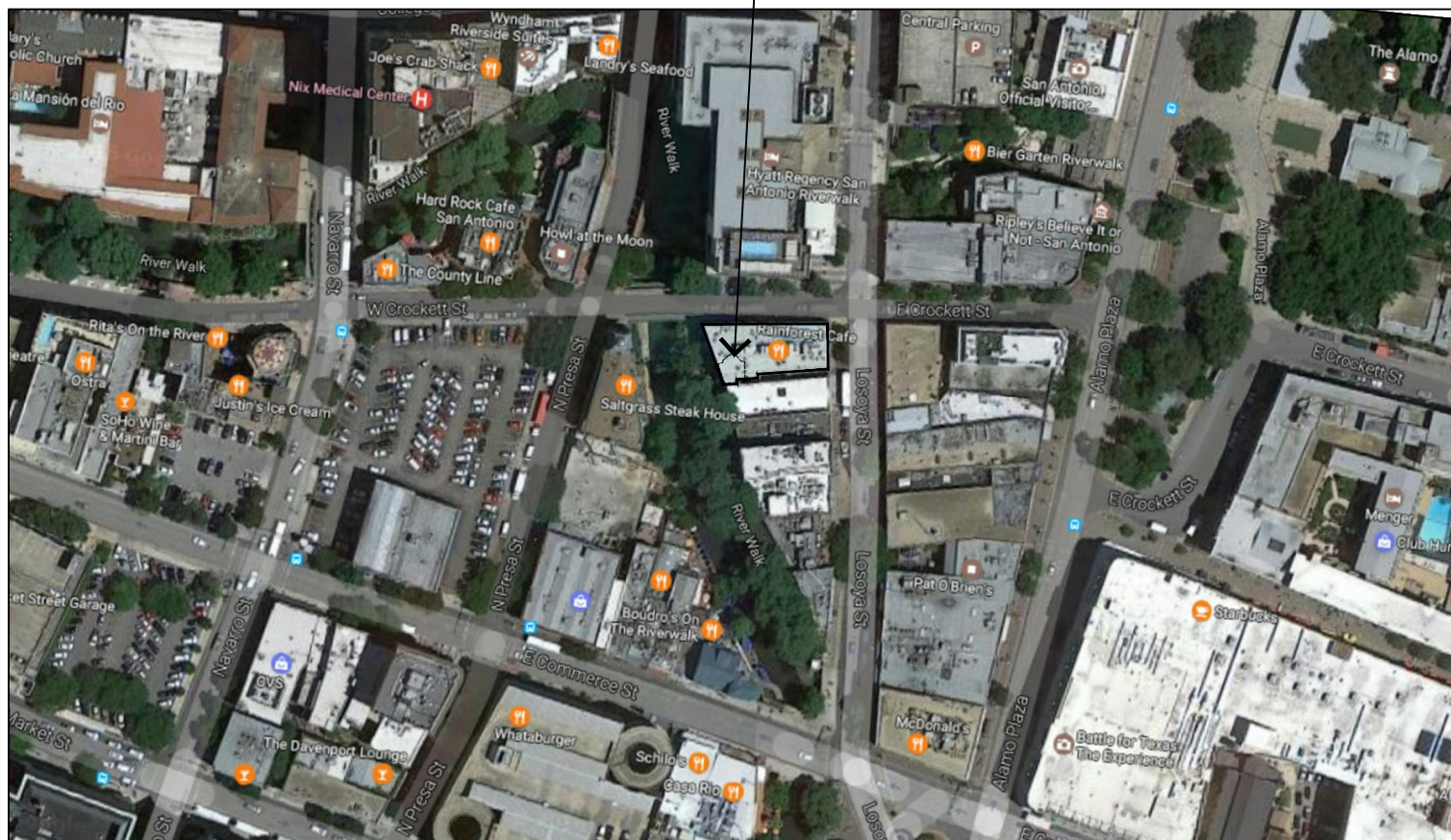
NO SCALE

THIS PROJECT CONSISTS OF THE INTERIOR REMODELING OF THE EXISTING 655 S.F. HAAGEN-DAZS ICE CREAM SHOP INTO A NEW COMBINATION CANDY AND ICE CREAM SHOP TO BE NAMED SWEET SCOOPS WITHIN THE EXISTING CHANDLER BUILDING PRIMARILY OCCUPIED BY THE RAIN FOREST CAFE.

THE SCOPE OF EXTERIOR WORK INCLUDES LEAVING THE BUILDING EXTERIOR AS-IS, REPLACING ENTRY AWNING COVER WITH NEW CANVAS & SIGNAGE TO REFLECT THE NAME CHANGE, RE-PAINT (DOOR, FRAME, & EXISTING STAIR RAILINGS) AND THE ADDITION OF A PROPOSED MENU BOARD DISPLAY AT THE BASE OF THE STAIR.

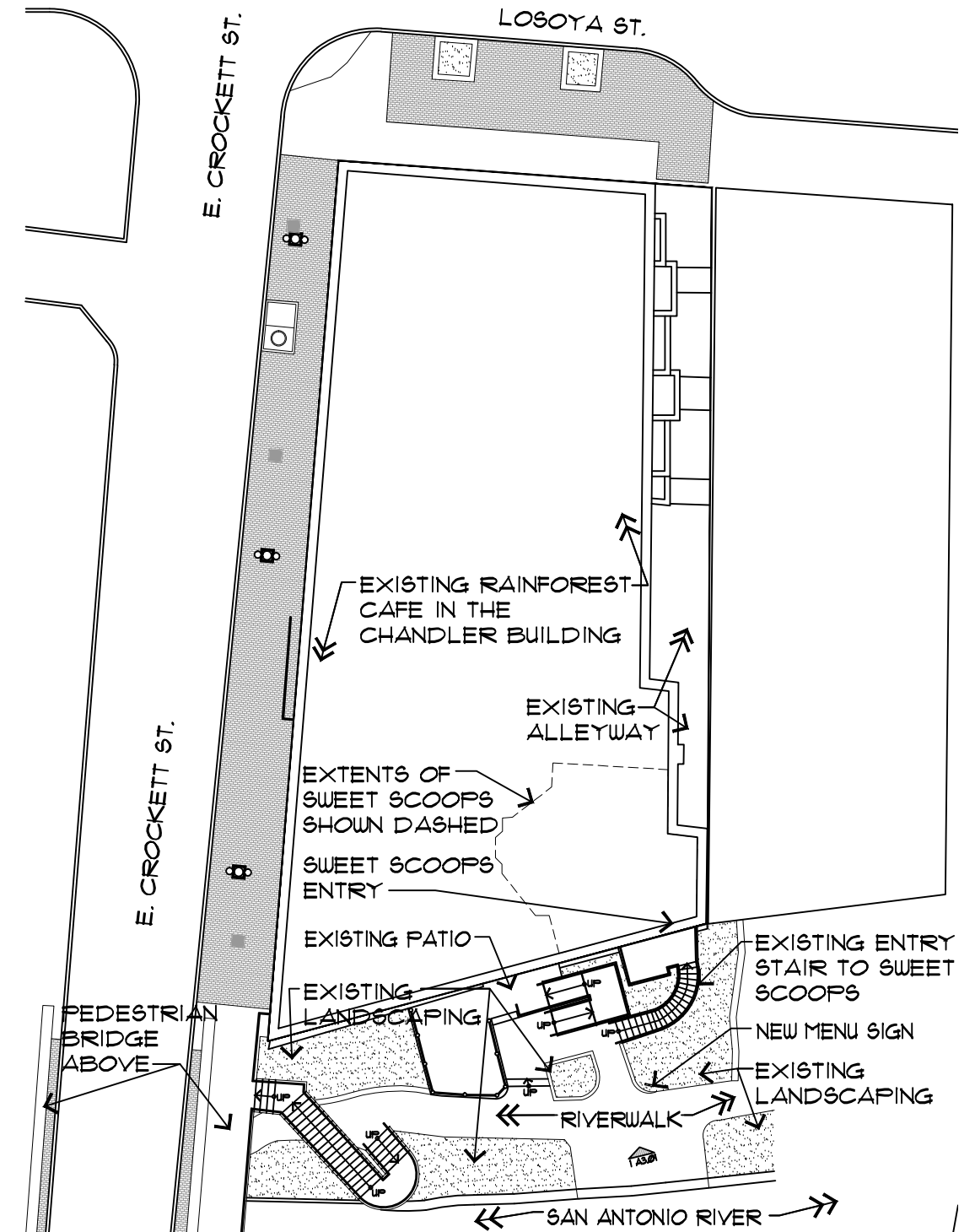
THE INTERIOR SCOPE OF WORK INCLUDES MINOR PARTITIONS, COSMETIC REFINISHING, AND NEW FIXTURING & EQUIPMENT.

SWEET SCOOPS AT  
THE RAINFOREST CAFE  
INSIDE THE CHANDLER BLDG.



## 3 SWEET SCOOPS VICINITY PLAN

1:200



## 1 EXISTING SITE PLAN

1:25

MTA

MIKE TREADWAY ARCHITECTS, INC.  
2400 Augusta Drive, Suite 100  
Houston, Texas 77057 713-953-1985

Date:  
01/12/2017

Description  
Issued for HDRC Review

SWEET SCOOP AT THE RAINFOREST CAFE  
207 LOSOYA ST.  
SAN ANTONIO, TX 78205

Project Description & Site Plan

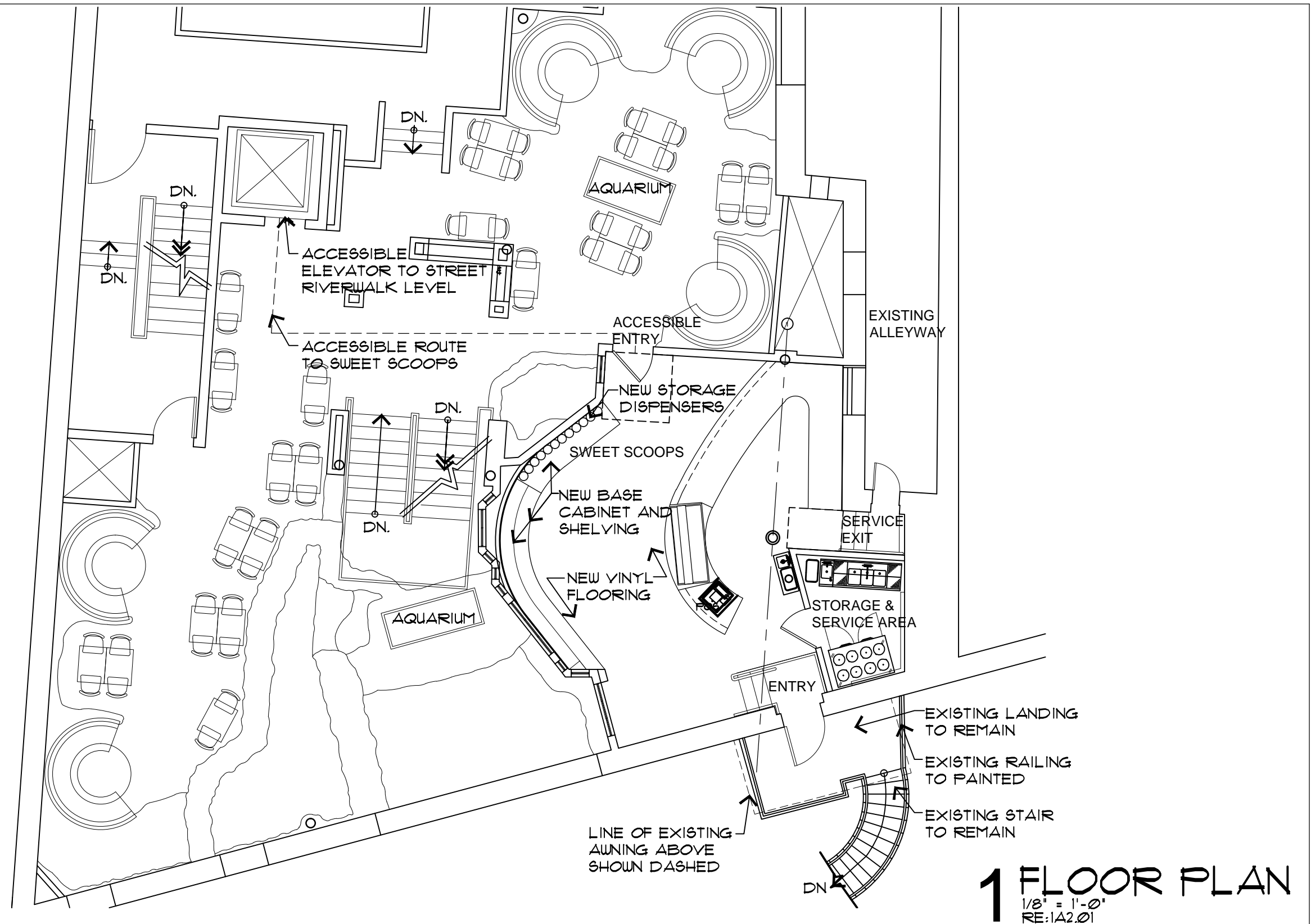
Scale:

RE:

Project: 16057  
Date: 011217  
Drawn by: EP  
Sheet:

A1.01

OF



MTA

MIKE TREADWAY ARCHITECTS, INC.  
2400 Augusta Drive, Suite 100  
Houston, Texas 77057 713-953-1985

Date: 01/12/2017  
Description: Issued for HDRC Review

SWEET SCOOP AT THE RAINFOREST CAFE  
207 LOSOYA ST.  
SAN ANTONIO, TX 78205

Project: 16057  
Date: 011217  
Drawn by: EP  
Sheet:

Floor Plan

Scale:

RE:

A2.01  
OF





# 1 WEST EXTERIOR ELEVATION

1/8" = 1'-0"

MTA

MIKE TREADWAY ARCHITECTS, INC.  
2400 Augusta Drive, Suite 100  
Houston, Texas 77057  
713-953-1985

Date:  
01/12/2017

Description  
Issued for HDRC Review

SWEET SCOOP AT THE RAINFOREST CAFE  
207 LOSOYA ST.  
SAN ANTONIO, TX 78205

Exterior Elevations

Scale:

RE:

Project: 16057  
Date: 011217  
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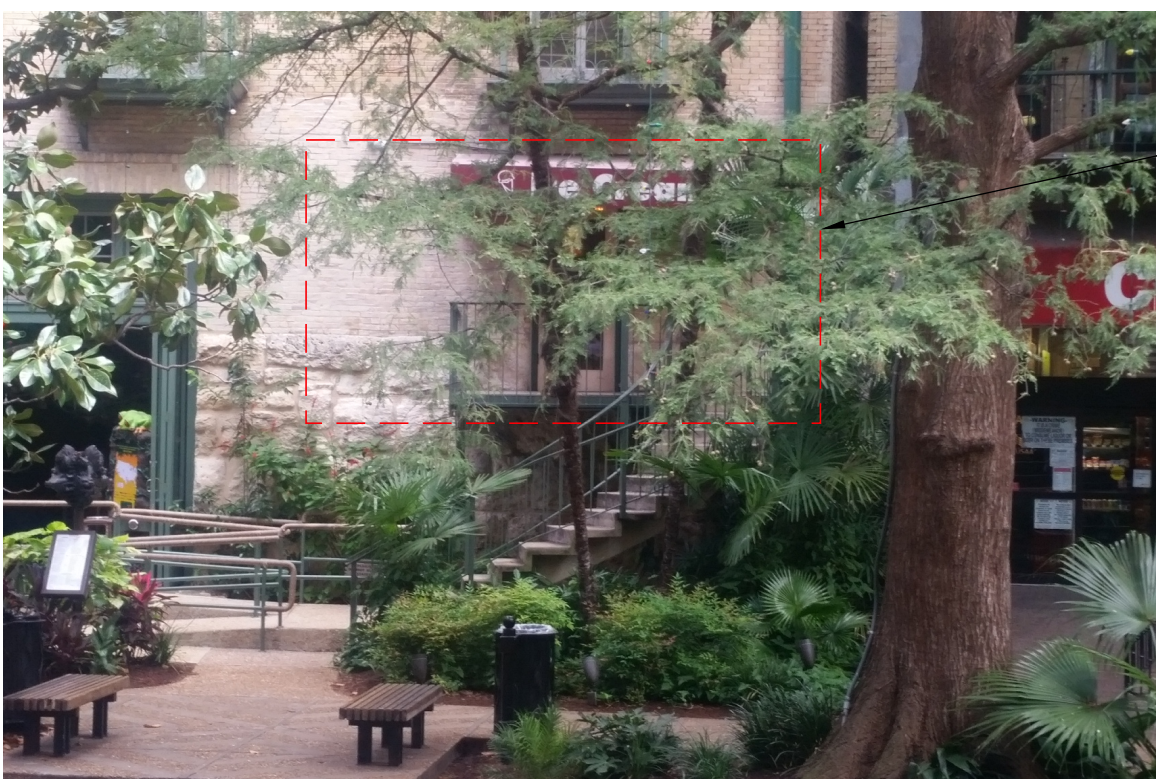
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OF





VIEW FROM ACROSS RIVER



VIEW FROM ACROSS RIVER



VIEW FROM STAIR LANDING



VIEW FROM STAIR LANDING





EXISTING  
NTS **1**



PROPOSED  
NTS **2**

AWNING:  
SUNBRELLA HYACINTH 4663-000



PAINTED SIGN NOT TO EXCEED  
8 SQUARE FEET PER  
UDC SEC. 35-681(C)(2)

DOOR FRAME:  
PAINT SW 6004 MINK



DOOR:  
PAINT SW 6841 DYNAMO



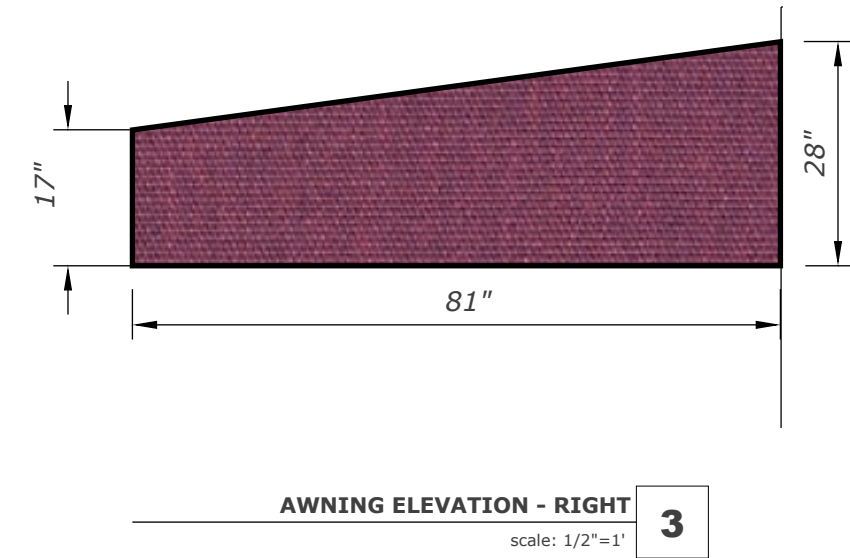
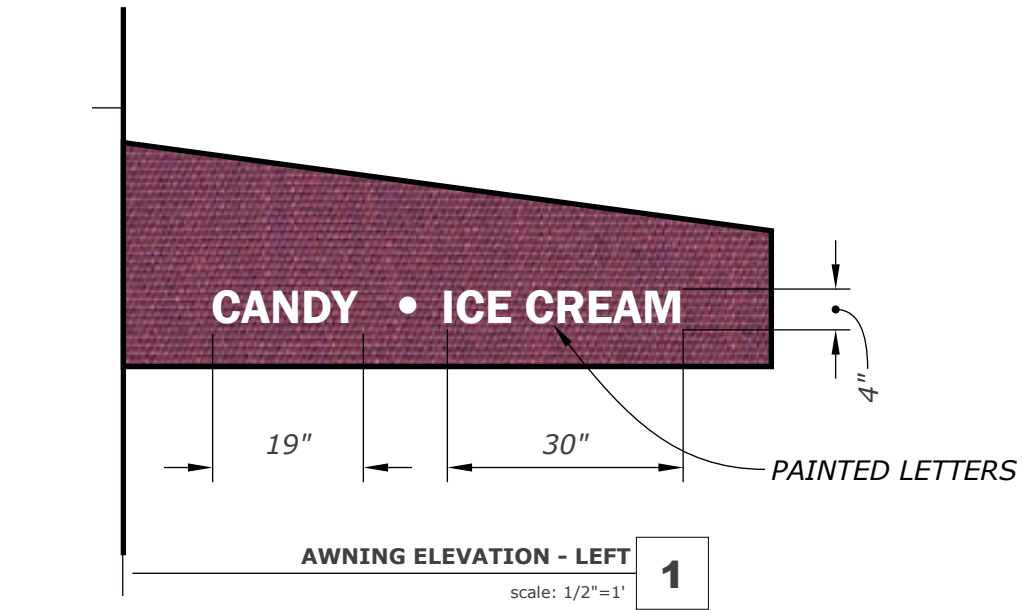
PAINTED WINDOW SIGN  
NOT TO EXCEED 30%

PAINT EXISTING RAILING AND ELBOW  
INDUSTRIAL ENAMEL GLOSS  
SW 6194 BASIL

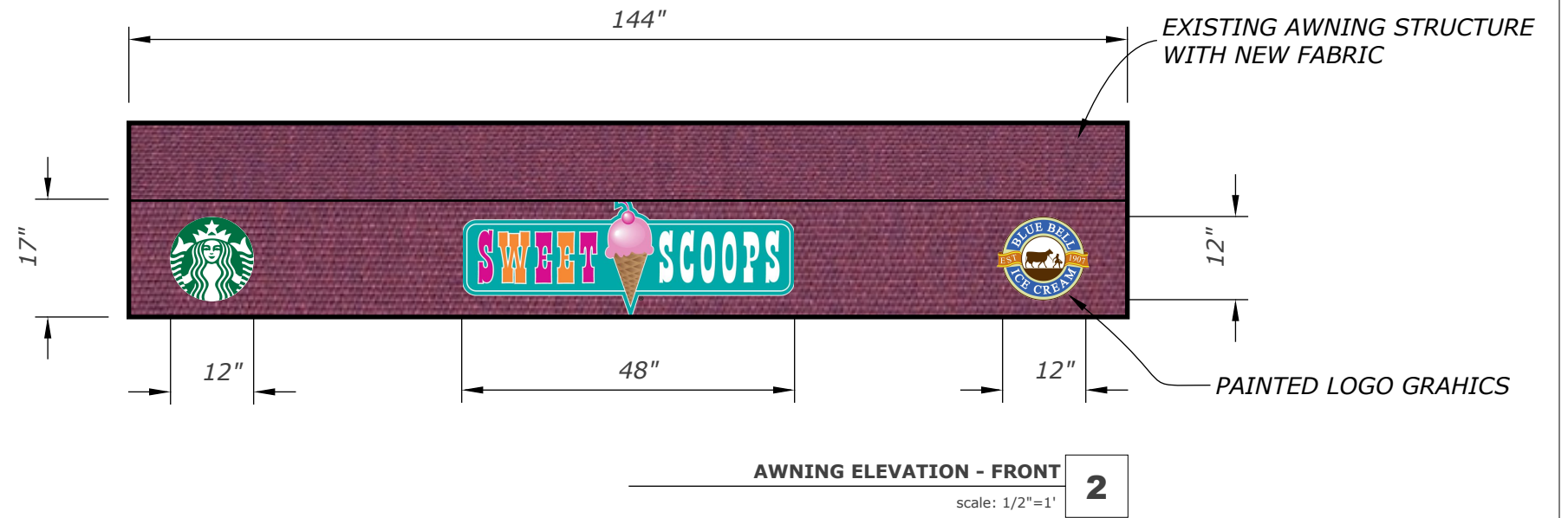


NEW MENU DISPLAY





AWNING FABRIC:  
SUNBRELLA HYACINTH 4663-000

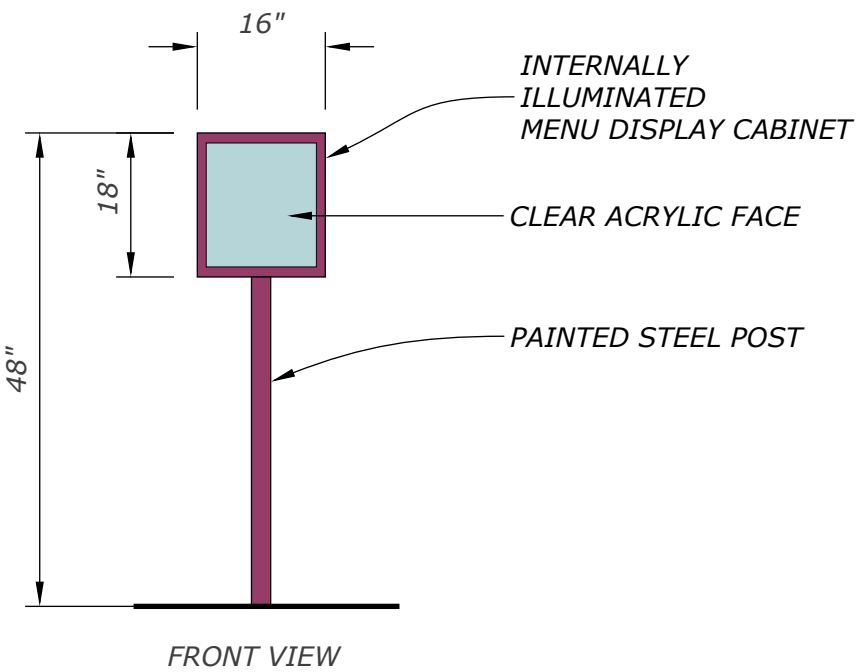
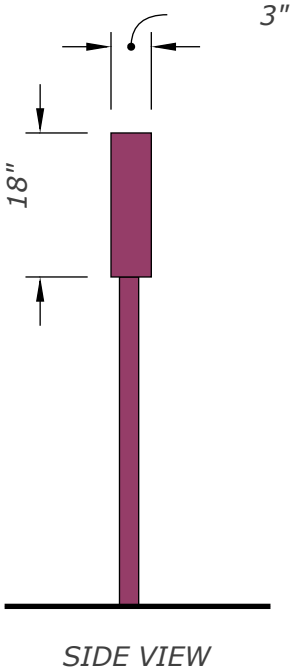
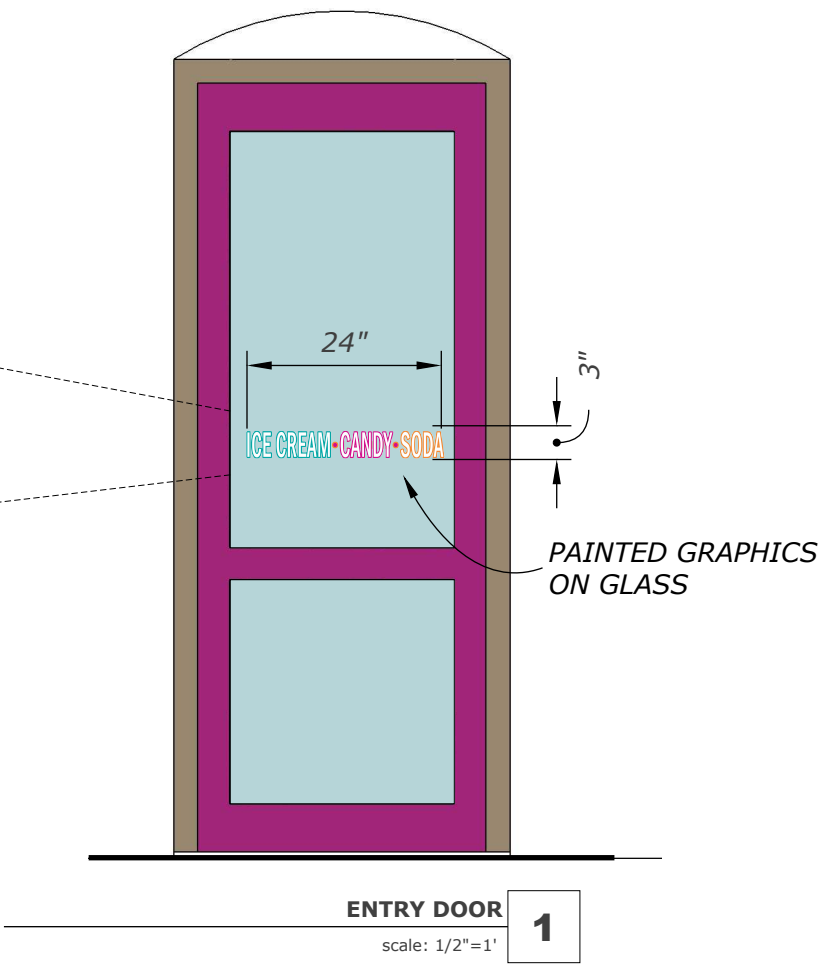


LOGOS  
scale: NTS

4



REVISED DOOR SIGN



POST MOUNTED MENU DISPLAY 2  
scale: 1/2"=1'