

## HISTORIC AND DESIGN REVIEW COMMISSION

June 07, 2017

**HDRC CASE NO:** 2017-275  
**ADDRESS:** VARIOUS DOWNTOWN LOCATIONS  
Alamo Plaza Historic District  
Hemisfair Historic District  
La Villita Historic District  
Main & Military Plaza Historic District  
Auditorium Circle Historic District  
Ursuline Academy Historic District  
**LEGAL DESCRIPTION:** PUBLIC ROW, PUBLIC WATERWAY ROW  
**ZONING:** D, H, RIO-3  
**CITY COUNCIL DIST.:** 1  
**APPLICANT:** Beth Well/BWC Design  
**OWNER:** City of San Antonio  
**TYPE OF WORK:** Installation of wayfinding signage throughout downtown  
**REQUEST:**

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

### APPLICABLE CITATIONS:

*Historic Design Guidelines, Chapter 6, Guidelines for Signage*

#### 1. General

##### A. GENERAL

- i. *Number and size*—Each building will be allowed one major and two minor signs. Total requested signage should not exceed 50 square feet.
- ii. *New signs*—Select the type of sign to be used based on evidence of historic signs or sign attachment parts along the building storefront where possible. Design signs to respect and respond to the character and/or period of the area in which they are being placed. Signs should identify the tenant without creating visual clutter or distracting from building features and historic districts.
- iii. *Scale*—Design signage to be in proportion to the facade, respecting the building's size, scale and mass, height, and rhythms and sizes of window and door openings. Scale signage (in terms of its height and width) to be subordinate to the overall building composition.

##### C. PLACEMENT AND INSTALLATION

- iv. *Pedestrian orientation*—Orient signs toward the sidewalk to maintain the pedestrian oriented nature of the historic districts.

##### D. DESIGN

- i. *Inappropriate materials*—Do not use plastic, fiberglass, highly reflective materials that will be difficult to read, or other synthetic materials not historically used in the district.
- ii. *Appropriate materials*—Construct signs of durable materials used for signs during the period of the building's construction, such as wood, wrought iron, steel, aluminum, and metal grill work.
- iii. *Color*—Limit the number of colors used on a sign to three. Select a dark background with light lettering to make signs more legible.
- iv. *Typefaces*—Select letter styles and sizes that complement the overall character of the building façade. Avoid hard to read or overly intricate styles.

##### E. LIGHTING

- i. *Lighting sources*—Use only indirect or bare-bulb sources that do not produce glare to illuminate signs. All illumination shall be steady and stationary. Internal illumination should not be used.
- ii. *Neon lighting*—Incorporate neon lighting as an integral architectural element or artwork appropriate to the site, if used.

#### 4. Freestanding Signs

##### A. GENERAL

- i. *Appropriate usage*—Freestanding signs are most appropriate in locations where building forms are set back from the street, such as in areas where historic residences have been adapted for office or retail uses, or in commercial districts where they may be used to identify parking areas or other accessory uses.
- ii. *Placement*—Place freestanding signs near the public right-of-way where they are clearly visible to passing pedestrians and motorists, a minimum of five feet from the street right-of-way and ten feet from all interior side lot lines. No freestanding sign should be placed in a manner that obstructs the pedestrian walkway.

##### B. DESIGN

- i. *Height*—Limit the height of freestanding signs to no more than six feet.
- ii. *Area*—The size of new signs should be appropriate within the historic context, and should not exceed 25 square feet on either side, for a total of 50 square feet. Appropriate size shall be determined by considering historic precedent, sign patterns within historic districts, and conditions specific to individual properties.
- iii. *Structural supports*—Use subtle structural elements (in terms of their scale and mass) with historically compatible materials to support a freestanding sign.

#### **FINDINGS:**

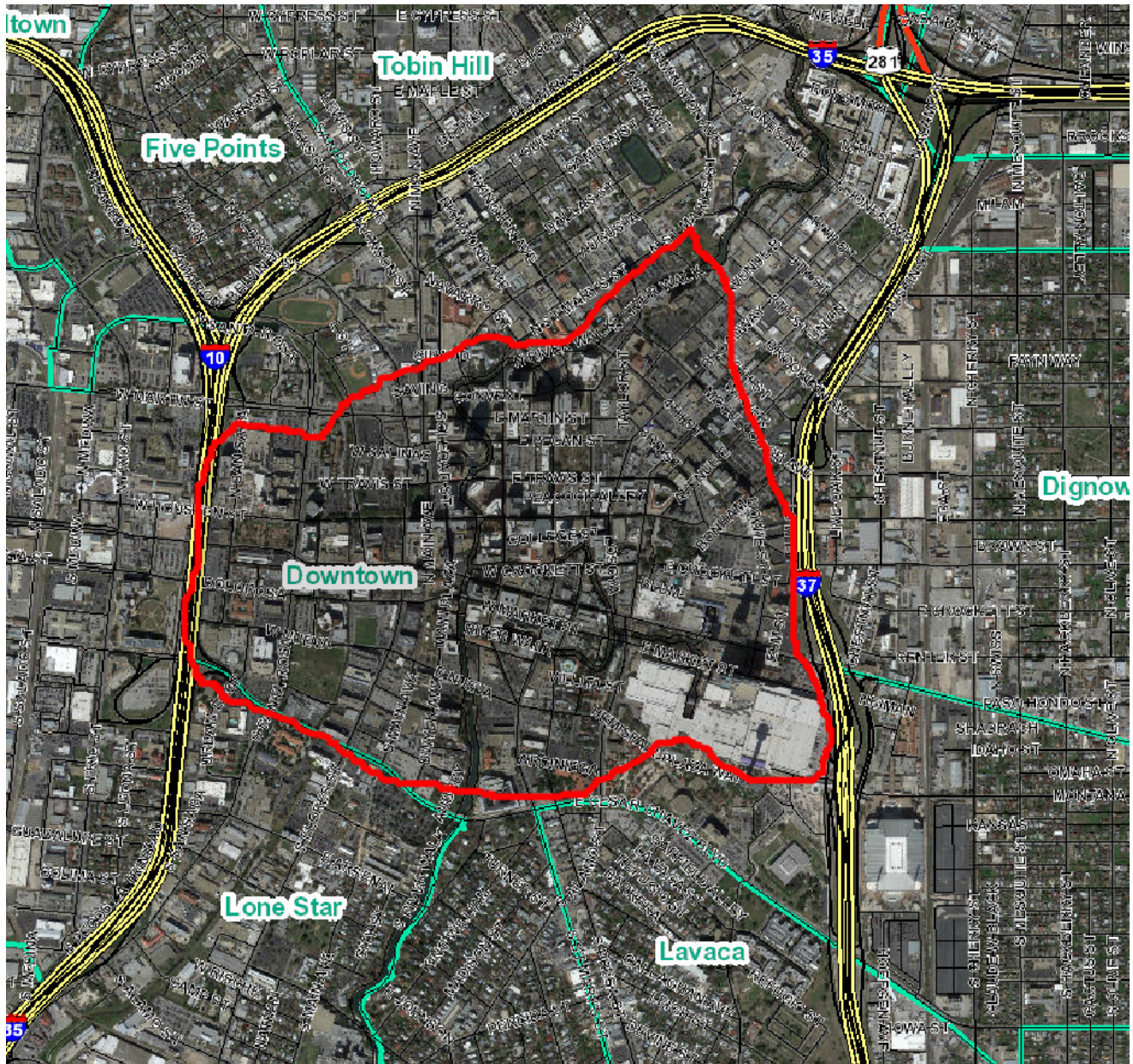
- a. The applicant has proposed to install new downtown pedestrian wayfinding signage to include a quatrefoil and color combination selection. Along with the installation of new signage, the existing signage will be removed. There are 220 total mounting locations, all of which are existing.
- b. The applicant has proposed signage for each sign to feature aluminum fabrication, feature surfaces that are powder coated and applied vinyl text with graffiti resistant coating. The proposed signs will not feature illumination; however, they will feature a reflective band around the edge to assist in visibility.
- c. Each sign will feature an overall length of 3' – 2" and an overall height of 2' – 6". Staff finds the proposed signage size to be appropriate and consistent with the Guidelines for Signage.

#### **RECOMMENDATION:**

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

#### **CASE MANAGER:**

Edward Hall



## Flex Viewer

Powered by ArcGIS Server

Printed: May 30, 2017

The City of San Antonio does not guarantee the accuracy, adequacy, completeness or usefulness of any information. The City does not warrant the completeness, timeliness, or positional, thematic, and attribute accuracy of the GIS data. The GIS data, cartographic products, and associated applications are not legal representations of the depicted data. Information shown on these maps is derived from public records that are constantly undergoing revision. Under no circumstances should GIS-derived products be used for final design purposes. The City provides this information on an "as is" basis without warranty of any kind, express or implied, including but not limited to warranties of merchantability or fitness for a particular purpose, and assumes no responsibility for anyone's use of the information.

## **DESCRIPTION OF PROJECT:**

### Project Background & Description

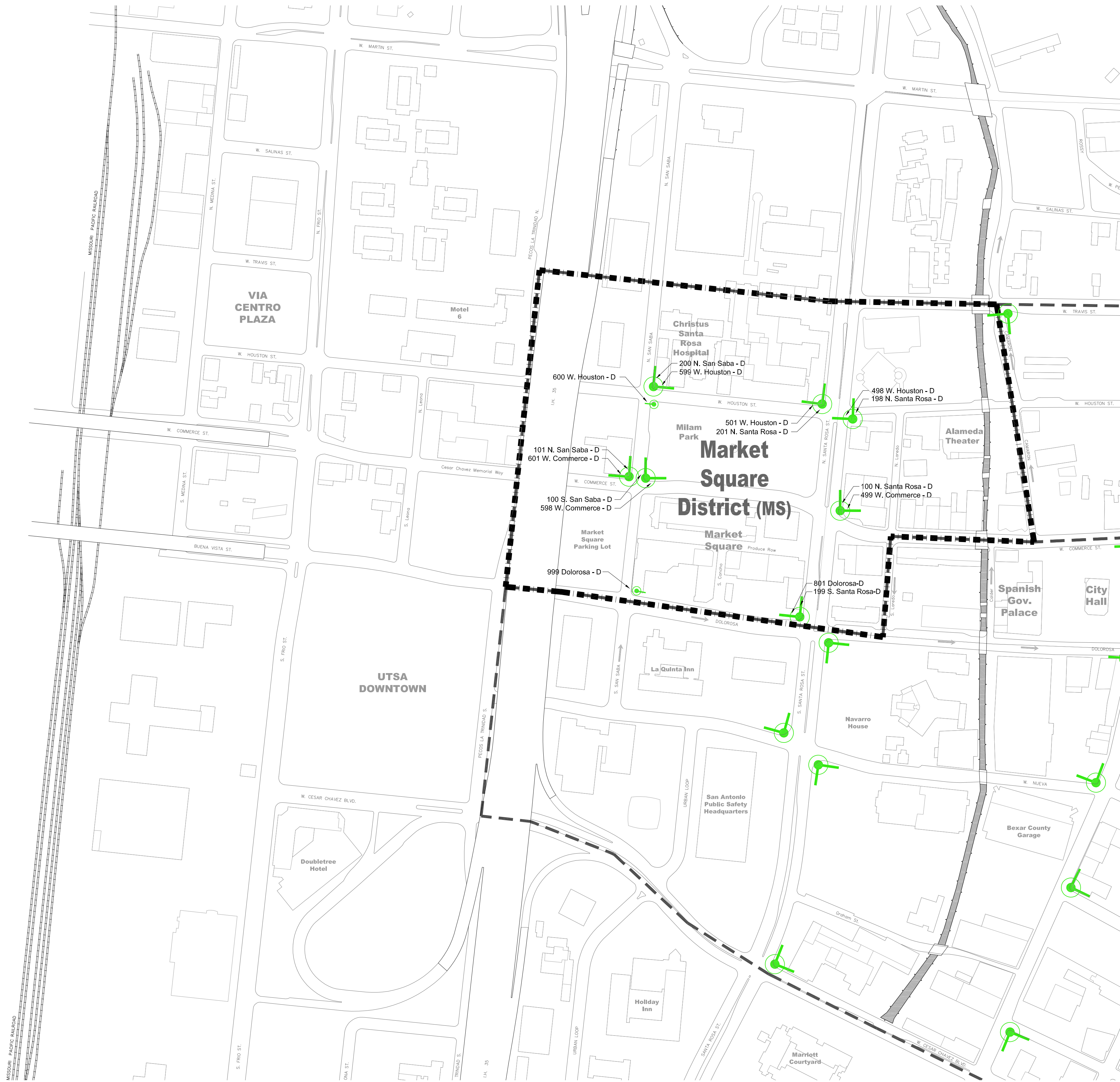
The Downtown Pedestrian Wayfinding System project was completed in 2007, which developed a set of goals and objectives the pedestrian wayfinding system would achieve to promote downtown economic development and enhanced visitor experience. Since the initial project was completed numerous changes have occurred downtown that necessitates an upgrade to the system. The design intent is to upgrade the existing pedestrian wayfinding signage in support of all other downtown vehicular and pedestrian signage. The Pedestrian Wayfinding Signage portion is to be completed by the end of September 2017.

The signage design concept for the Downtown Pedestrian Wayfinding Signage System includes a quatrefoil and color combination selection that was a collaborative effort among the City design team, the City Manager's Office, Center City Development Office, Transportation and Capital Improvements, Centro San Antonio, and others within the City that oversee such selections and approval.

This Project provides for the demolition of the existing pedestrian wayfinding signs; manufacture, supply and installation of 220 overhead directional signs at various locations in the downtown core. Overhead directional signs will be mounted (as they are now) on existing traffic signal or lighting poles.

The signs will be fabricated from aluminum and sign blades will be powder-coated for long life. The downtown graphic and text will be applied vinyl with a graffiti resistant coating for better durability. Signs will not be illuminated, but will have a reflective band around the edge to assist in visibility.





NORTH & SOUTH BOUND STREETS:

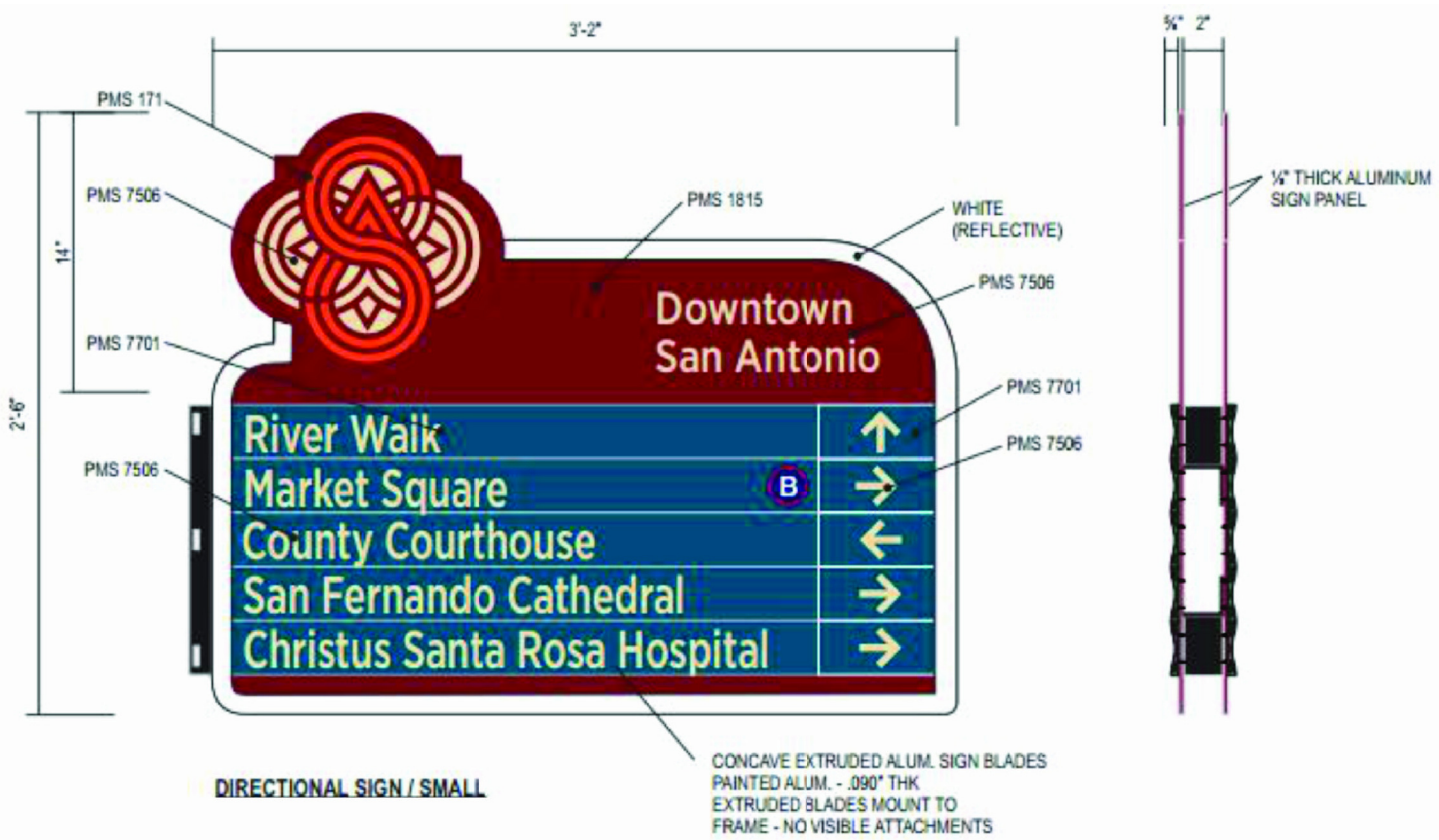
N. San Saba  
N. Santa Rosa St.  
Laredo St.  
Cameron St.  
S. Concho

EAST & WEST BOUND STREETS:

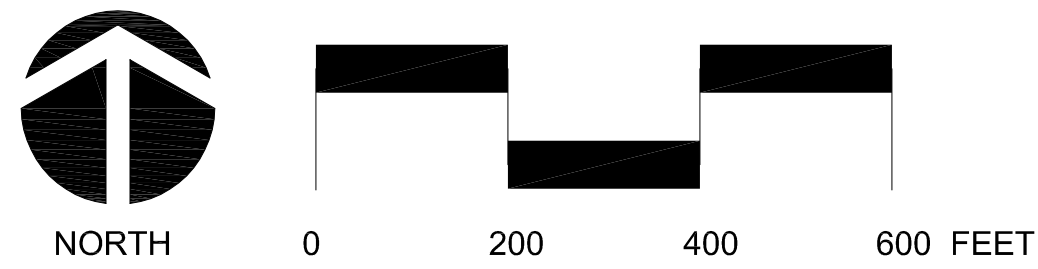
W. Travis St.  
W. Houston St.  
W. Commerce St.  
W. Cesar Chavez Blvd.  
W. Martin St.  
Dolorosa St.  
Produce Row

MARKET SQUARE DISTRICT ATTRACTIONS:

Market Square  
Milam Park  
Christus Santa Rosa Hospital  
Alameda Theater



NOTE: ADDRESSES GIVEN FOR SIGN LOCATIONS ARE FICTITIOUS, AND HAVE BEEN MADE-UP STRICTLY FOR USE IN LOCATING ELEMENTS OF THIS PROJECT. VERIFY ALL SIGN LOCATIONS WITH THE DESIGNER PRIOR TO INSTALLATION. FLAG THE LOCATION OF EACH SIGN TO ALLOW FOR COORDINATION WITH CITY OF SAN ANTONIO TRAFFIC DEPT. TO ADJUST ANY REGULATORY SIGNS IN PLACE. USE EXISTING SIGNS AS REFERENCE FOR INSTALLATION OF NEW SIGNS.



1 Plan — Sign Locations  
Scale 1" = 200'

NO.	REVISION	DATE	BY

DESIGNED BY: -  
DRAWN BY: BWCD  
CHECKED BY: BW  
DATE: May 2017

**BENDER  
WELLS  
CLARK  
DESIGN**  
830 NORTH ALAMO STREET  
SAN ANTONIO, TX 78215  
210-692-9221 FAX: 210-223-8582

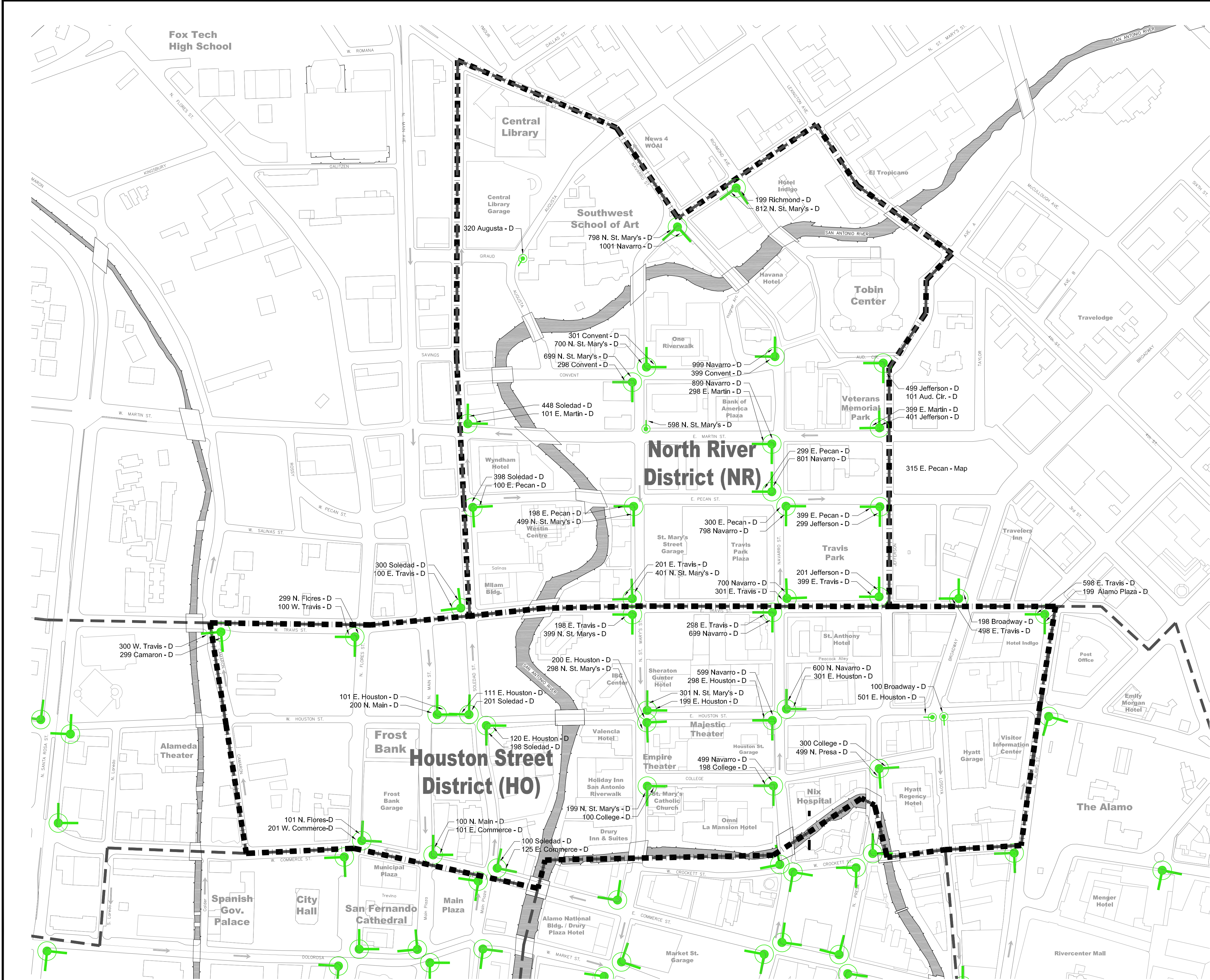
Downtown Pedestrian Wayfinding Program

City of San Antonio, Texas

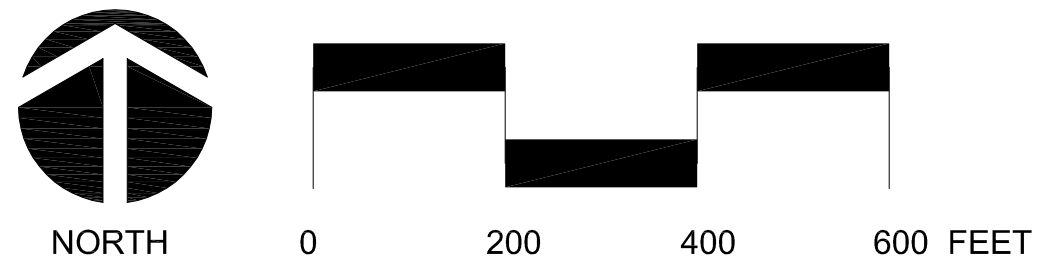
Market Square District  
Sign Location Plan

SP-1



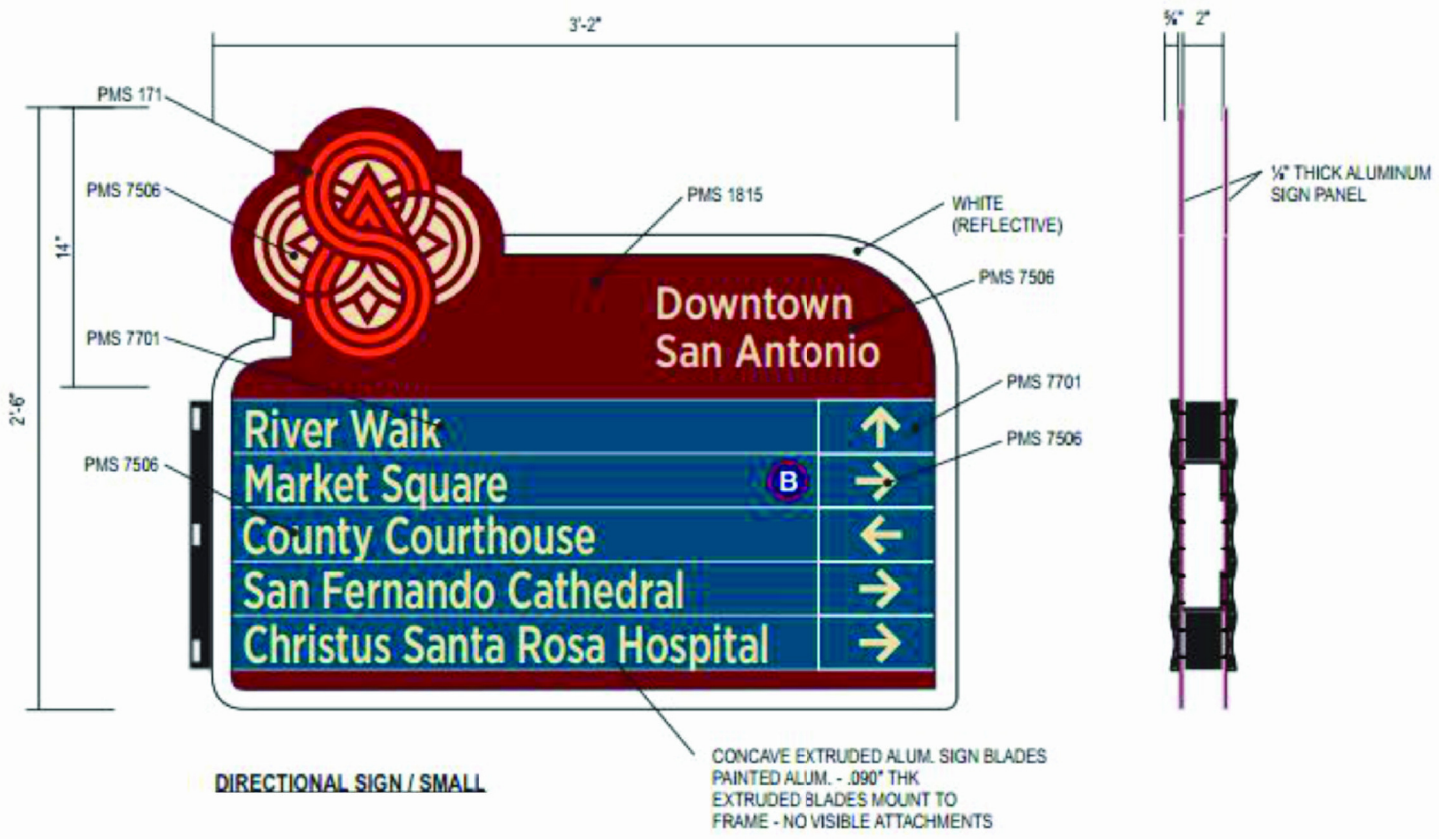


1 Plan - Sign Locations  
Scale 1" = 200'



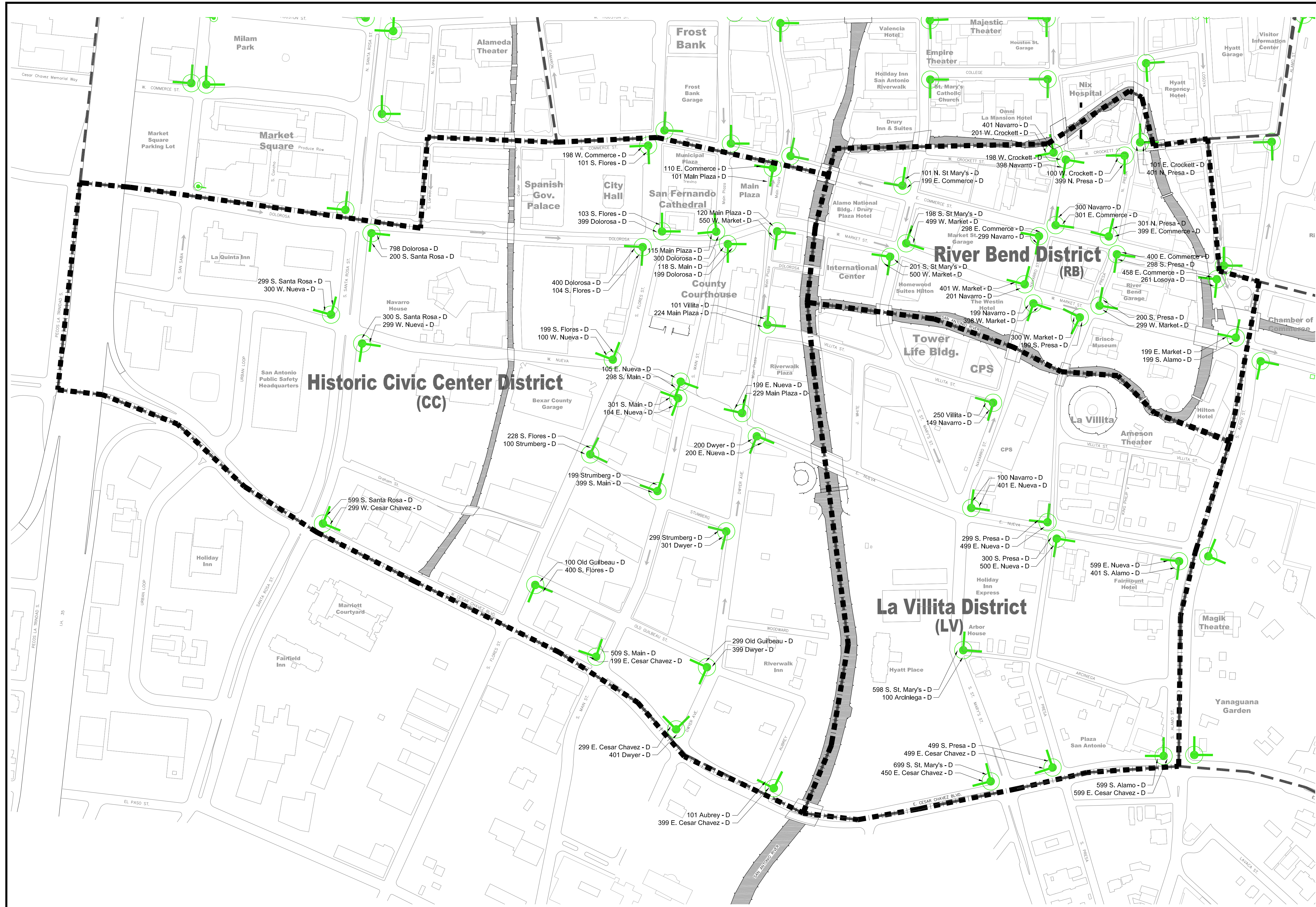
- NORTH & SOUTH BOUND STREETS:**
- Augusta St.
  - N. St. Mary's St.
  - Navarro St.
  - Jefferson St.
  - Soledad St.
  - Richmond Ave.
  - N. Flores St.
  - N. Main St.
  - N. Presa St.
  - Broadway St.
  - Losoya St.
  - N. Alamo St.
- EAST & WEST BOUND STREETS:**
- Graud St.
  - Convent St.
  - E. Martin St.
  - Pecan St.
  - E. Travis St.
  - Auditorium Circle
  - Savings St.
  - E & W. Travis St.
  - E & W. Houston St.
  - E & W. Commerce St.
  - College St.
  - W. Crockett St.

- NORTH RIVER DISTRICT ATTRACTIONS:**
- Central Library
  - Southwest School of Art
  - Tobin Center
  - Travis Park
- HOUSTON STREET DISTRICT ATTRACTIONS:**
- Empire Theater
  - Majestic Theater
  - Nix Hospital
  - Visitor Info. Center



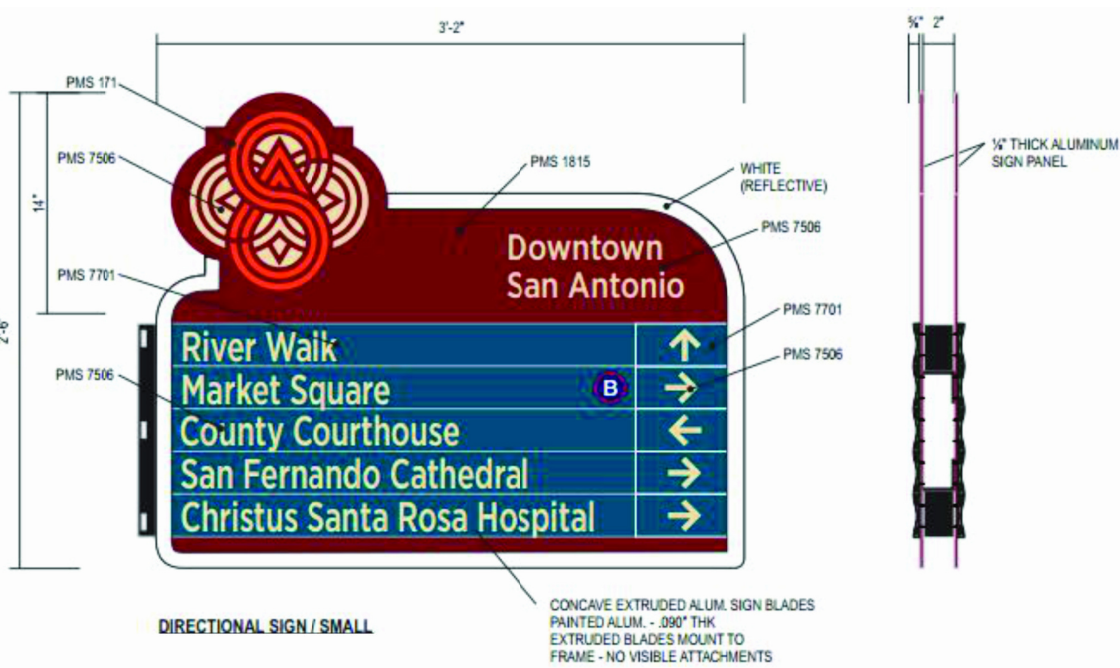
NOTE: ADDRESSES GIVEN FOR SIGN LOCATIONS ARE FICTITIOUS, AND HAVE BEEN MADE-UP STRICTLY FOR USE IN LOCATING ELEMENTS OF THIS PROJECT. VERIFY ALL SIGN LOCATIONS WITH THE DESIGNER PRIOR TO INSTALLATION. FLAG THE LOCATION OF EACH SIGN TO ALLOW FOR COORDINATION WITH CITY OF SAN ANTONIO TRAFFIC DEPT. TO ADJUST ANY REGULATORY SIGNS IN PLACE. USE EXISTING SIGNS AS REFERENCE FOR INSTALLATION OF NEW SIGNS.





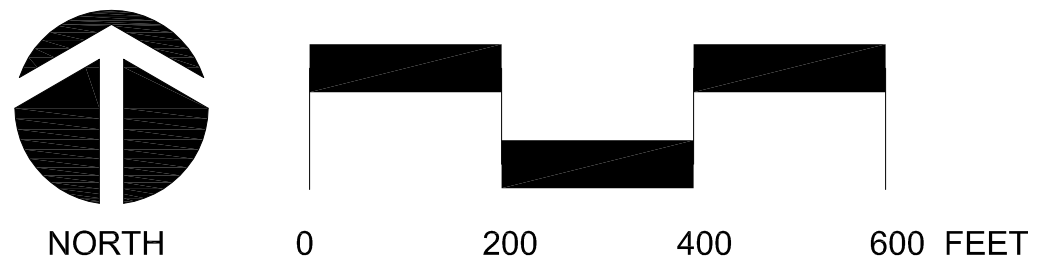
- NORTH & SOUTH BOUND STREETS:**
- S. St. Mary's St.
  - Navarro St.
  - S. Presa St.
  - Jack White Way
  - S. Alamo St.
  - San Saba St.
  - Santa Rosa St.
  - S. Flores St.
  - S. Main St.
  - Dwyer Ave.
  - Aubrey St.
  - Urban Loop
  - Main Plaza
- EAST & WEST BOUND STREETS:**
- W. Crockett St.
  - E. Commerce St.
  - E. Market St.
  - Villita St.
  - W. Nueva St.
  - Arciniega St.
  - E. & W. Cesar Chavez Blvd.
  - Dolorosa St.
  - Strumberg St.
  - Old Guilbeau St.
  - Graham Ave.
  - Woodward Pl.


- HISTORIC CIVIC CENTER DISTRICT ATTRACTIONS:**
- City Hall
  - Spanish Governor's Palace
  - San Fernando Cathedral
  - County Courthouse
  - Main Plaza
  - Navarro House
  - San Antonio Public Safety Headquarters
- RIVER BEND DISTRICT ATTRACTIONS:**
- Brisco Museum
  - River Walk
- LA VILLITA DISTRICT ATTRACTIONS:**
- La Villita
  - Villita Assembly Hall
  - Arneson River Center



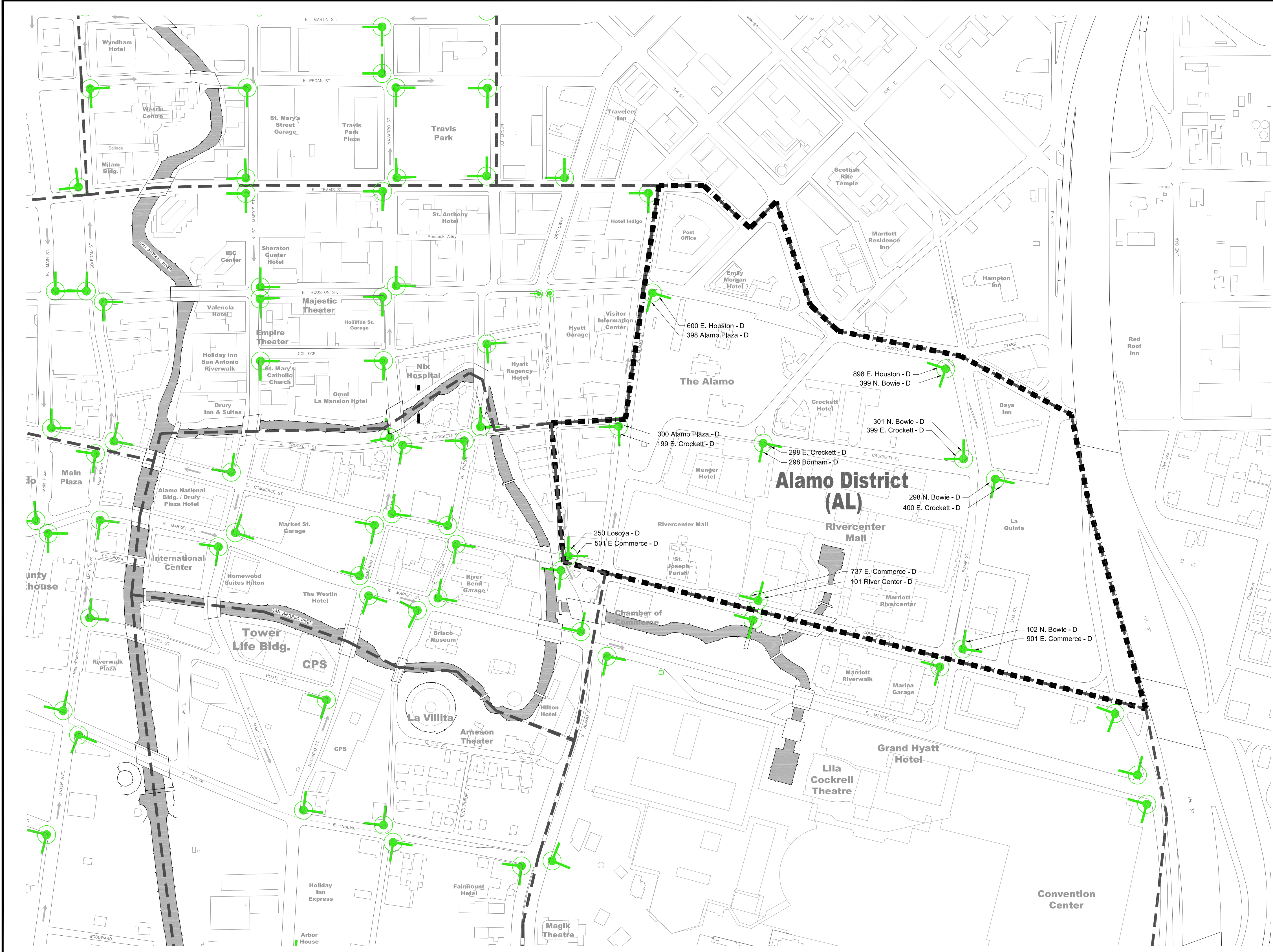
NOTE: ADDRESSES GIVEN FOR SIGN LOCATIONS ARE FICTITIOUS, AND HAVE BEEN MADE-UP STRICTLY FOR USE IN LOCATING ELEMENTS OF THIS PROJECT. VERIFY ALL SIGN LOCATIONS WITH THE DESIGNER PRIOR TO INSTALLATION. FLAG THE LOCATION OF EACH SIGN TO ALLOW FOR COORDINATION WITH CITY OF SAN ANTONIO TRAFFIC DEPT. TO ADJUST ANY REGULATORY SIGNS IN PLACE. USE EXISTING SIGNS AS REFERENCE FOR INSTALLATION OF NEW SIGNS.

1 Plan - Sign Locations  
Scale 1" = 200'



				DESIGNED BY: -	 <b>BENDER WELLS CLARK DESIGN</b>	830 NORTH ALAMO STREET SAN ANTONIO, TX 78215 210-692-9221 FAX: 210-223-8582	<b>Downtown Pedestrian Wayfinding Program</b>  City of San Antonio, Texas	<b>Historic Civic Center District River Bend District La Villita District Sign Location Plan</b>	<b>SP-9</b>
				DRAWN BY: BWCD					
				CHECKED BY: BW					
				DATE: May 2017					
NO.	REVISION	DATE	BY						





**NORTH & SOUTH BOUND STREETS:**

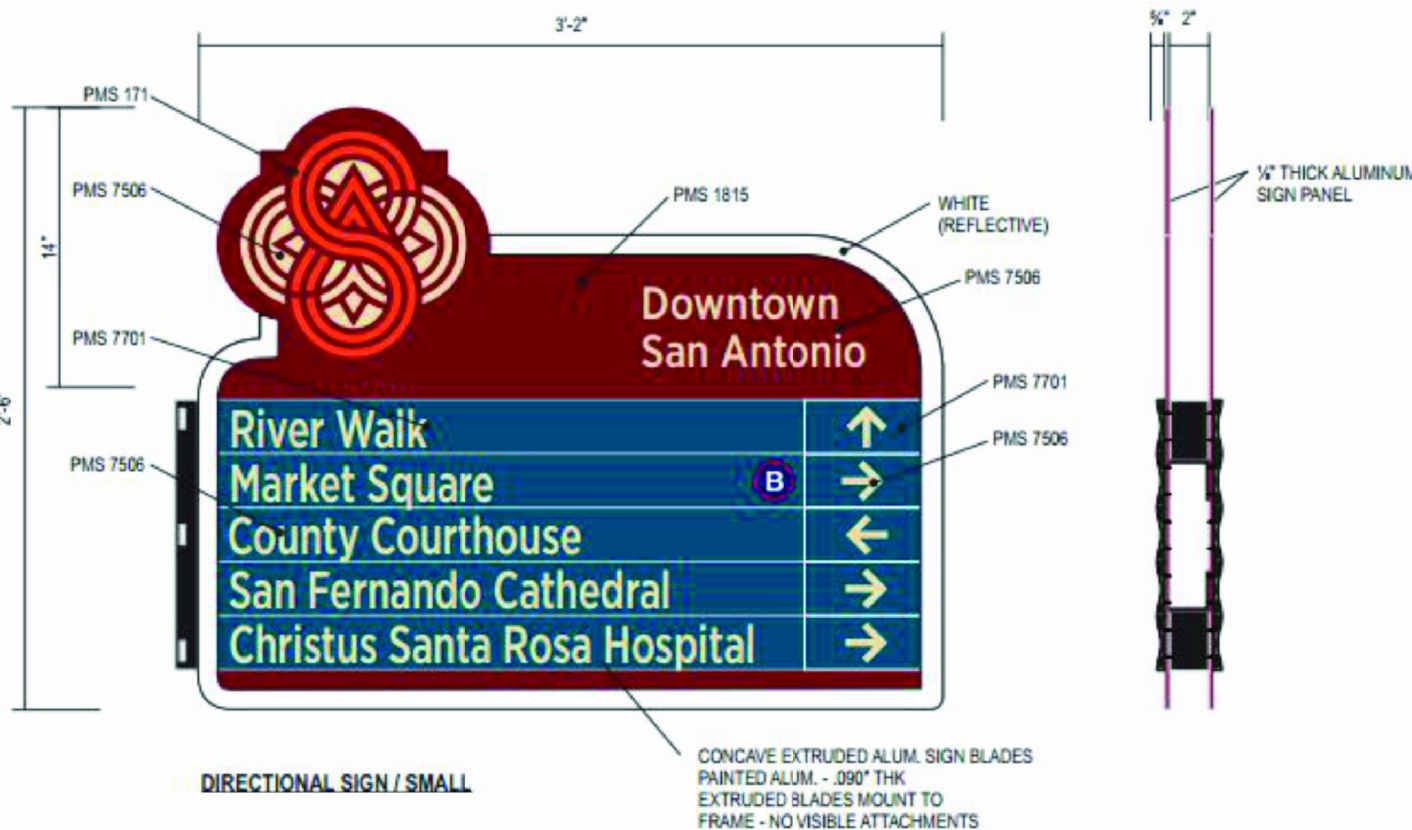
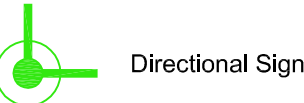
S. Alamo St.  
Ave. E  
Bonham  
Bowie St.  
Elm St.

**EAST & WEST BOUND STREETS:**

E. Crockett St.  
E. Commerce St.  
E. Houston St.

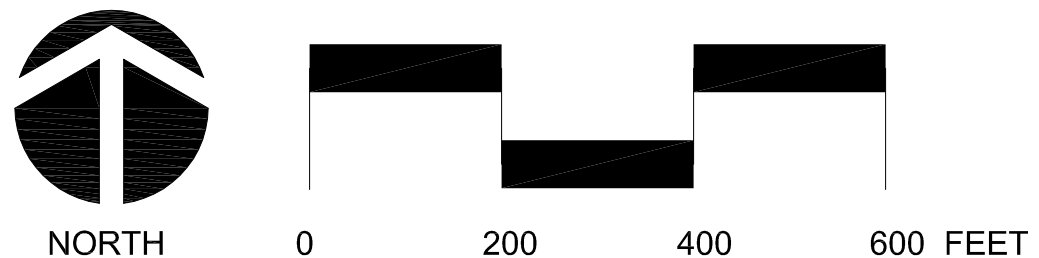
**ALAMO DISTRICT ATTRACTIONS:**


The Alamo  
Rivercenter Mall  
River Walk



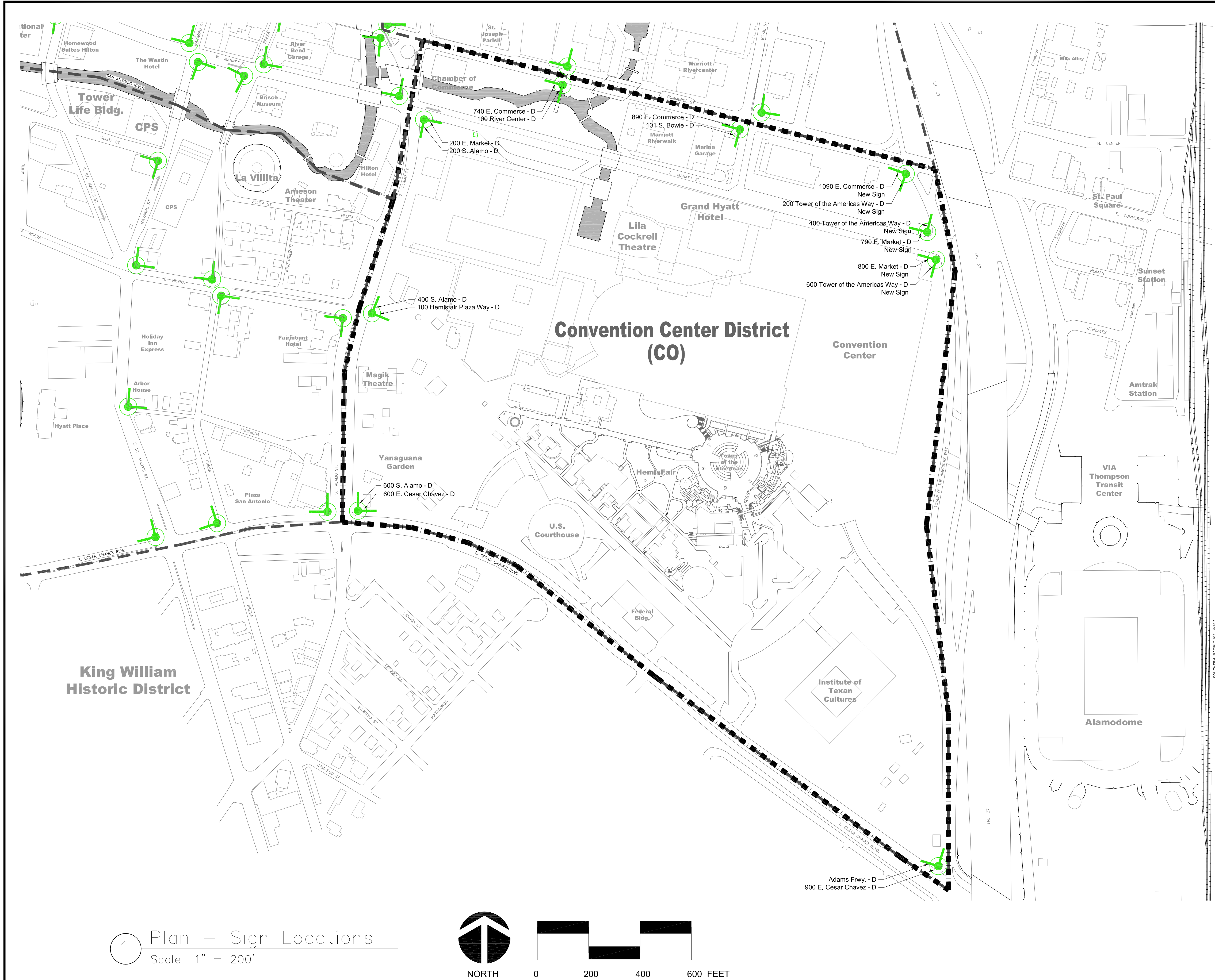
NOTE: ADDRESSES GIVEN FOR SIGN LOCATIONS ARE FICTITIOUS, AND HAVE BEEN MADE-UP STRICTLY FOR USE IN LOCATING ELEMENTS OF THIS PROJECT. VERIFY ALL SIGN LOCATIONS WITH THE DESIGNER PRIOR TO INSTALLATION. FLAG THE LOCATION OF EACH SIGN TO ALLOW FOR COORDINATION WITH CITY OF SAN ANTONIO TRAFFIC DEPT. TO ADJUST ANY REGULATORY SIGNS IN PLACE. USE EXISTING SIGNS AS REFERENCE FOR INSTALLATION OF NEW SIGNS.

1 Plan - Sign Locations  
Scale 1" = 200'



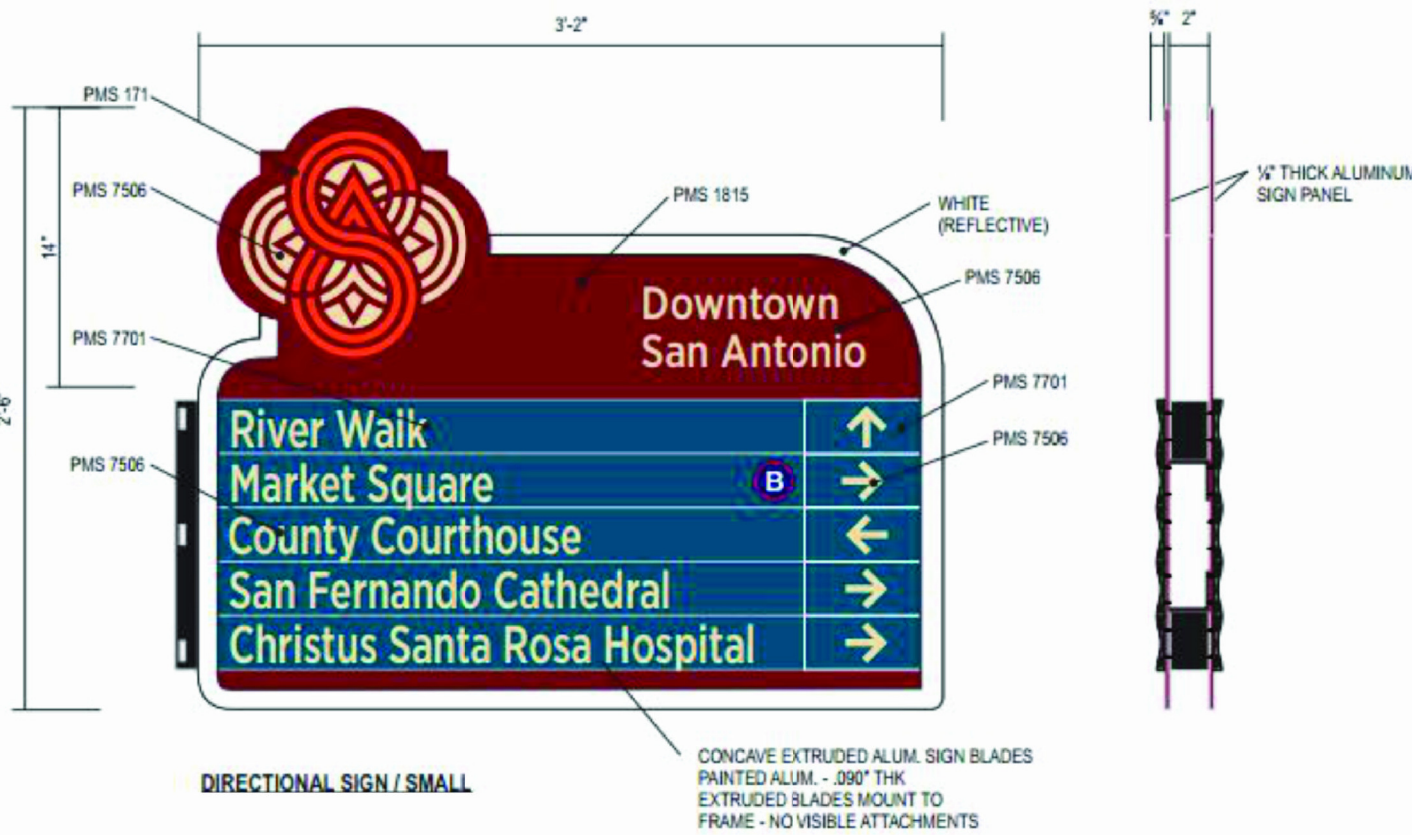
			DESIGNED BY: -	 <b>BENDER WELLS CLARK DESIGN</b> 830 NORTH ALAMO STREET SAN ANTONIO, TX 78215 210-692-9221 FAX: 210-223-8582	<b>Downtown Pedestrian Wayfinding Program</b>  City of San Antonio, Texas	<b>Alamo District Sign Location Plan</b>	<b>SP-17</b>
			DRAWN BY: BWCD				
			CHECKED BY: BW				
			DATE: May 2017				
NO.	REVISION		DATE	BY			





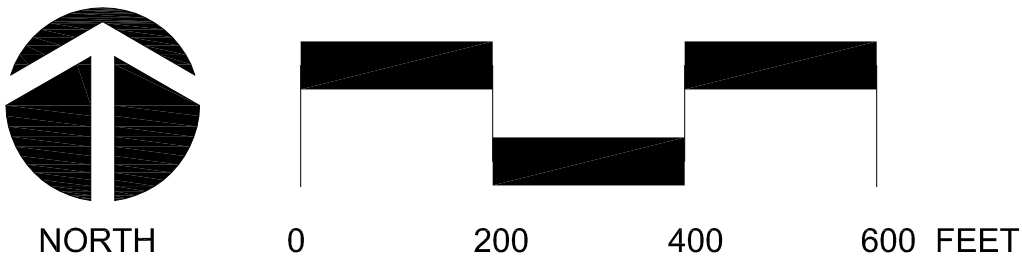
- NORTH & SOUTH BOUND STREETS:**  
  
S. Bowie St.  
S. Alamo St.
- EAST & WEST BOUND STREETS:**  
  
E. Commerce St.  
E. Market St.  
E. Cesar Chavez Blvd.  
Convention Way  
Hemisfair Plaza Way


- CONVENTION CENTER DISTRICT ATTRACTIONS:**
- Convention Center
  - Lila Cockrell Theatre
  - River Walk
  - Magik Theatre
  - Hemisfair
  - Yanaguana Garden
  - Tower of the Americas
  - Institute of Texan Cultures
  - US Courthouse



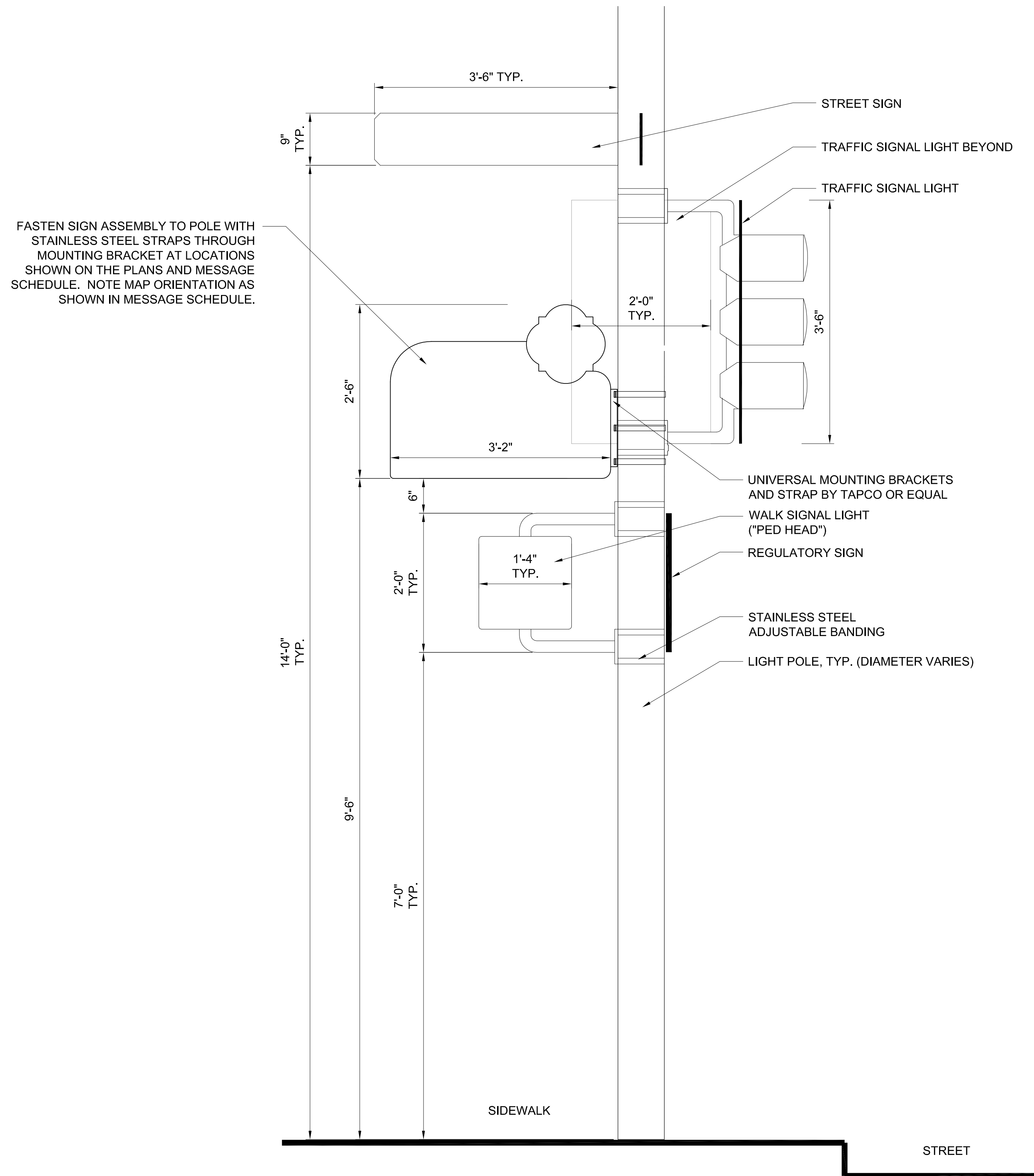
NOTE: ADDRESSES GIVEN FOR SIGN LOCATIONS ARE FICTITIOUS, AND HAVE BEEN MADE-UP STRICTLY FOR USE IN LOCATING ELEMENTS OF THIS PROJECT. VERIFY ALL SIGN LOCATIONS WITH THE DESIGNER PRIOR TO INSTALLATION. FLAG THE LOCATION OF EACH SIGN TO ALLOW FOR COORDINATION WITH CITY OF SAN ANTONIO TRAFFIC DEPT. TO ADJUST ANY REGULATORY SIGNS IN PLACE. USE EXISTING SIGNS AS REFERENCE FOR INSTALLATION OF NEW SIGNS.

1 Plan - Sign Locations  
Scale 1" = 200'

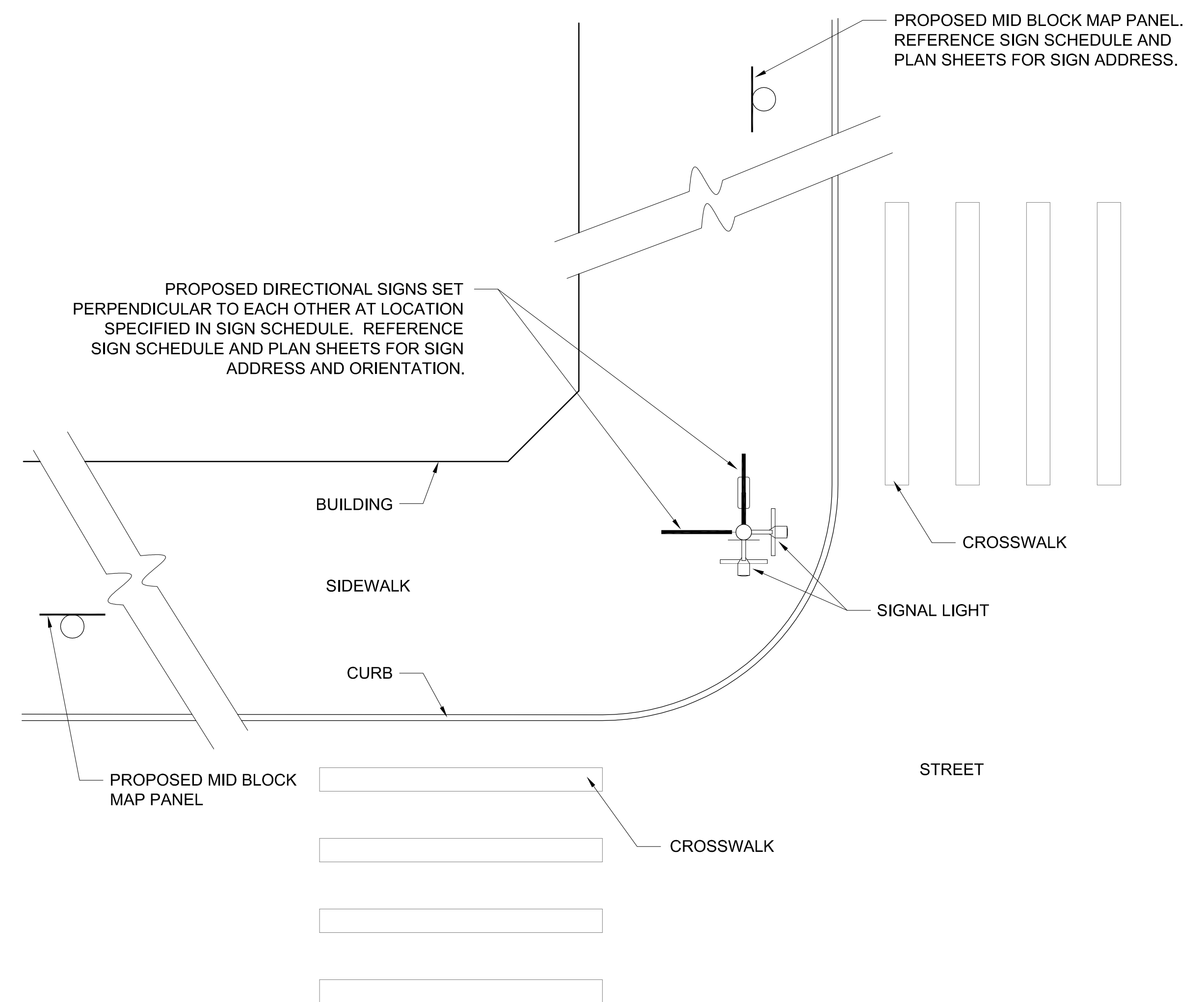


				DESIGNED BY: -	 <b>BENDER WELLS CLARK DESIGN</b>	830 NORTH ALAMO STREET SAN ANTONIO, TX 78215 210-692-9221 FAX: 210-223-8582	<b>Downtown Pedestrian Wayfinding Program</b>  City of San Antonio, Texas	<b>Convention Center District Sign Location Plan</b>	<b>SP-20</b>
				DRAWN BY: BWCD					
				CHECKED BY: BW					
				DATE: May 2017					
NO.	REVISION	DATE	BY						

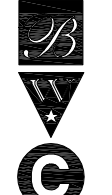


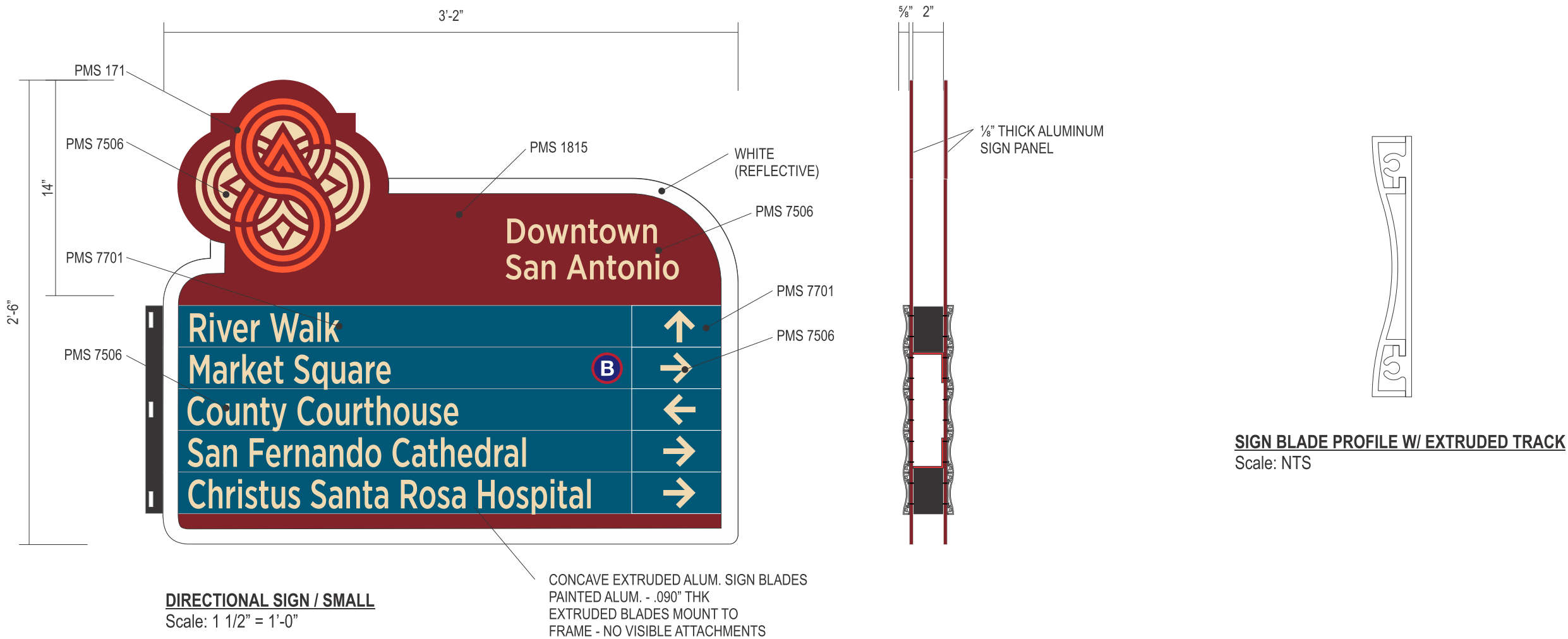


**1** Elevation - Typical Pole Mount - Directional Sign  
Scale 1" = 1'-0"



**2** Plan - Typical Sign Placement  
Scale 1/4" = 1'-0"

				DESIGNED BY: - DRAWN BY: BWCD CHECKED BY: BW DATE: April 2017	 <b>BENDER WELLS CLARK DESIGN</b> 830 NORTH ALAMO STREET SAN ANTONIO, TX 78215 210-692-9221 FAX: 210-223-8582	<b>Downtown Pedestrian Wayfinding Program</b> City of San Antonio, Texas	<b>Typical Sign Details</b>	<b>SD-1</b>
NO.	REVISION	DATE	BY					



EXISTING CONDITION



PROPOSED CONDITION



**WALTON**  
SIGNAGE

10101 Reunion Place, Suite 500  
San Antonio, TX 78216  
waltonsignage.com  
210.886.0644

© 2017 WALTON ALL RIGHTS RESERVED

Client: CITY OF SAN ANTONIO  
Address: 100 MILITARY PLAZA  
Location: SAN ANTONIO, TX 78205  
Sales: TC Designer: RB  
Date: 3.17.17 PM CM

This is an original drawing created by Walton. It is submitted for your personal use, however, it shall at all times remain the property of Walton. It may be used in connection with the project being planned for you by Walton, but not otherwise. You are not authorized to show these drawings to anyone outside your organization, nor is it to be reproduced, used, copied or exhibited in any fashion.

Revision:  
R2) 3.20.17 REVISE COLOR OPTIONS - RB  
R3) 3.27.17 REVISE COLOR OPTIONS - RB  
R4) 3.27.17 REVISE COLOR OPTIONS - RB  
R5) 4.7.17 ADD FINIALS TO DBL POLE SIGN - RB  
R6) 4.26.17 REVISE COLOR OPTION SHEET 1 - RB

Signs will be manufactured with 120 Volts A/C. All Primary electrical service to the sign, and final connection thereof, is the responsibility of the buyer. All work is to be done in accordance with the purchase agreement attached hereto. In case of variance between the specifications of the purchase agreement and this drawing, the drawing shall prevail.

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

PAGE SIZE 11" X 17"

Approvals:

Sales:	Date:
P.M.:	Date:
Design:	Date:
Client:	Date:

**CID155386**

SHEET 1 OF 2