

# HISTORIC AND DESIGN REVIEW COMMISSION

June 21, 2017

**HDRC CASE NO:** 2017-279  
**ADDRESS:** 327 RIVERSIDE DR  
331 RIVERSIDE DR  
**LEGAL DESCRIPTION:** NCB 7456 LOT 1 (1.564 AC), A3 (2.368 AC), A4 (4.116 AC), A7(.678 AC), & A8 (1.583 AC)  
**ZONING:** I-1, RIO-5  
**CITY COUNCIL DIST.:** 3  
**APPLICANT:** Michael Frere/84 Lumber  
**OWNER:** Stampede Industries LLC  
**TYPE OF WORK:** Installation of a monument sign  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install signage at 327 and 331 Riverside for 84 Lumber. The proposed sign is to include an overall height of sixteen feet and an overall width of eight feet. This sign is to replace the previously approved and installed monument sign.

## 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 327/331 Riverside Drive is an industrial warehouse constructed circa 1955. The property is zoned industrial and is in the River Improvement Overlay, District 5. This property is not located within the Mission Historic District. At the November 2, 2016, Historic and Design Review Commission hearing, the applicant received a Certificate of Appropriateness to install a monument sign that features an overall height of six (6) feet and an overall size of thirty-eight (38) square feet. The previously approved sign has been installed by the applicant.
- b. HEIGHT – At this time, the applicant is requesting to install a new monument sign that is to include an overall height of sixteen (16) feet and an overall width of eight (8) feet. This sign is to replace the previously approved and installed monument sign. Per the UDC Section 35-678 (e), total signage for all applicant shall not exceed fifty

(50) square feet unless additional square footage or signs is approved by the HDRC. Per the UDC Section 35-678(e)(4), freestanding signs shall be perpendicular to the street, two-sided and no taller than six (6) feet in height. The applicant's proposed height of sixteen (16) feet is not consistent with the UDC.

- c. MATERIALS – The applicant has proposed for the monument sign to feature an aluminum cabinet, internal illumination, vinyl graphics and red, white and blue colors. Regarding materials, lighting and colors, the proposed sign is consistent with the UDC Section 35-678(c).

**RECOMMENDATION:**

Staff does not recommend approval based on finding b.

**CASE MANAGER:**

Edward Hall



## Flex Viewer

Powered by ArcGIS Server

Printed: Oct 24, 2016

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.



Roosevelt Ave

536

327 Riverside Drive

H.F. McCarty Dr

TBM Sand &  
Storage Logistics

web house café and bar

Riverside Dr

Riverside Dr

San Antonio River

536



# LUMBER COMPANY

1019 ROUTE 519, BUILDING #4 EIGHTY FOUR, PA 15330  
(724) 228-3636

May 30, 2017

Historic & Design Review Commission  
City of San Antonio  
Office of Historic Preservation  
1901 S. Alamo  
San Antonio, TX 78204

Re: 84 Lumber Company – 327 & 331 Riverside Drive, Signage Narrative

84 Lumber Company is the nation's leading privately held supplier of building materials, manufactured components, and industry leading services for single and multi-family residences and commercial buildings. Founded in 1956, 84 Lumber now operates more than 250 stores, components manufacturing plants, custom door shops, millwork shops and engineered wood products in 30 states, representing 130 markets in the country. 84 Lumber maintains its Team Headquarters in Eighty Four, Pennsylvania, where the original store continues to operate.

84 Lumber (Stampede Industries) recently purchased some property located at 327 & 331 Riverside Drive. We are a building materials supplier with 90% contractor sales and 10% retail or walk-in customers. What this means is our sales force works directly with the contractors before and during the construction process then we ship all materials directly to the job site. This allows us to find new locations that are not in a large retail area where other business thrive especially where we can find rail service to receive materials.

We are currently completing the permitting process with the city for building renovations and about to begin construction. The Main Building will be converted into an office, showroom and warehouse as our contractor/retail location. The Door Shop Building is where we will assemble door slabs and frames specific to job requests.

#### -Proposed Signage

(1) 16 ft high, 8' diameter monument sign-near driveway

It is our purpose to increase the visual and financial value of this property with the renovation process along with bringing more job openings to the area. We look forward to working with the city and becoming a valuable addition to the City of San Antonio.

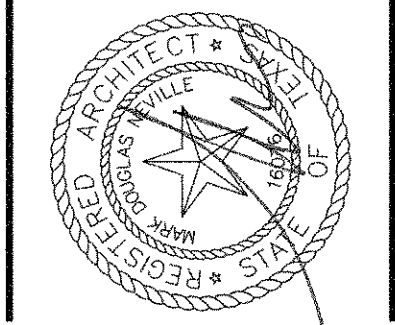
Sincerely,

Michael Frere  
Design Team Lead

| REVISIONS | DATE | # |
|-----------|------|---|
|           |      |   |
|           |      |   |
|           |      |   |
|           |      |   |
|           |      |   |

These drawings and accompanying Specifications are to be an instrument of service and shall remain the property of the Architect. They are not to be used on other projects or extensions to this project except by agreement in writing and with appropriate compensation to the Architect. Contractor is responsible for confirming and correlating dimensions at the job site. The Architect will not be responsible for construction means, methods, techniques, sequences or procedures, or for safety precautions and programs in connection with the project.

300 W. BITTERS ROAD, SUITE 204  
SAN ANTONIO, TX 78216  
VOICE: (210) 384-8900  
FAX: (210) 384-8240  
WEB: [www.villapark-sa.com](http://www.villapark-sa.com)  
© 2016 ALL RIGHTS RESERVED



**ARCHITECTURAL SITE PLAN**  
84 LUMBER - RETAIL/ ADMINISTRATION BUILDING  
327 RIVERSIDE DRIVE  
EXISTING 2-STORY BUILDING - 11,500 SF RENOVATION  
SAN ANTONIO, TEXAS 78210

DRAWN  
JMS  
CHECKED  
MDN  
DATE  
06/29/16  
PROJECT  
327 RIVERSIDE  
JOB. NO.  
16-198  
SHEET

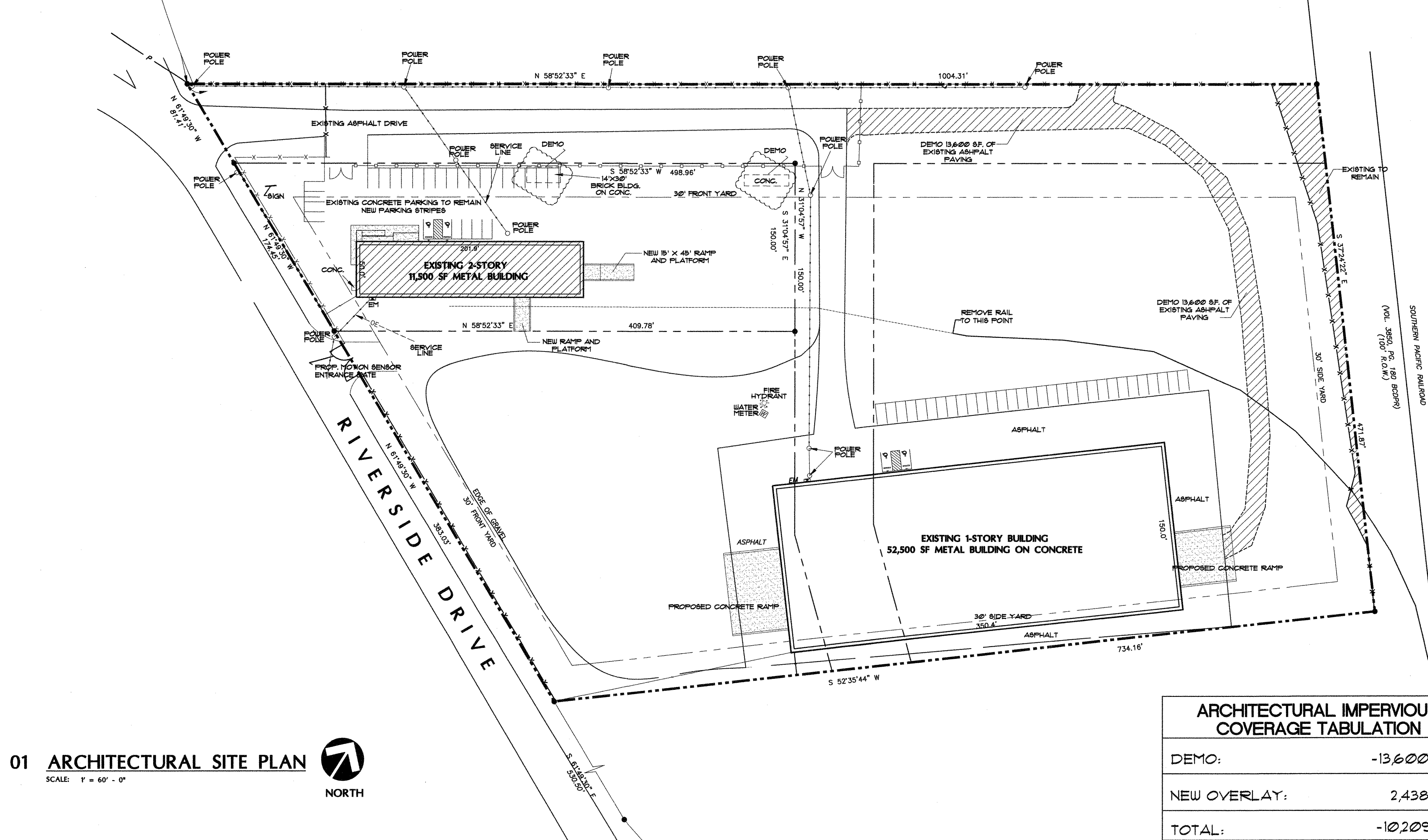
**ASP1**

## 01 ARCHITECTURAL SITE PLAN

SCALE: 1" = 60' - 0"



NORTH

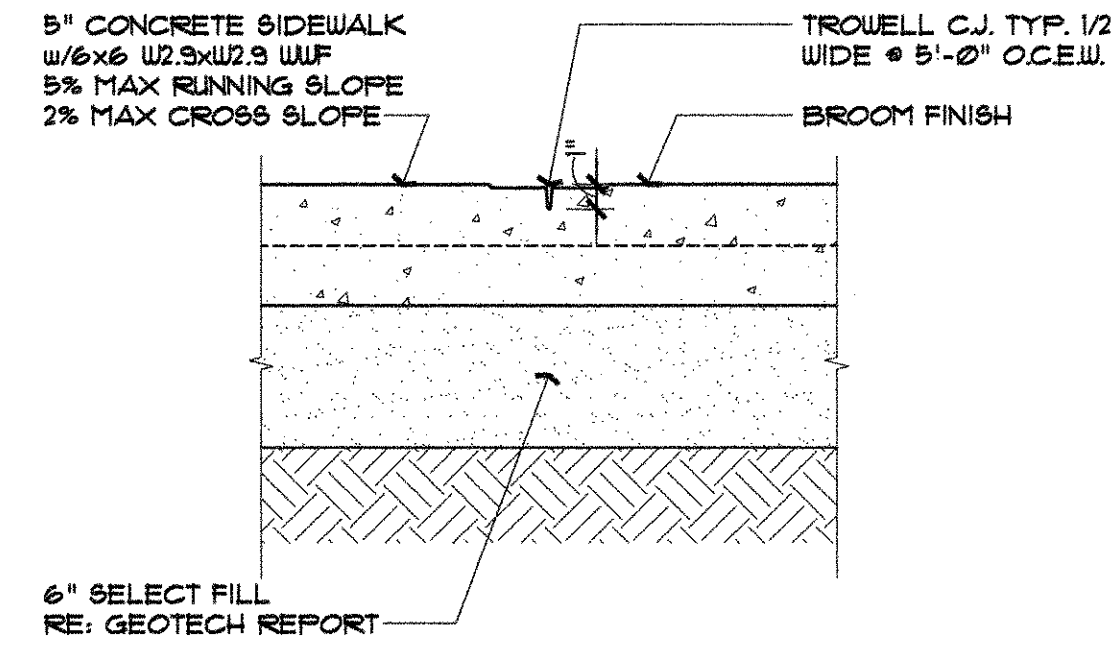
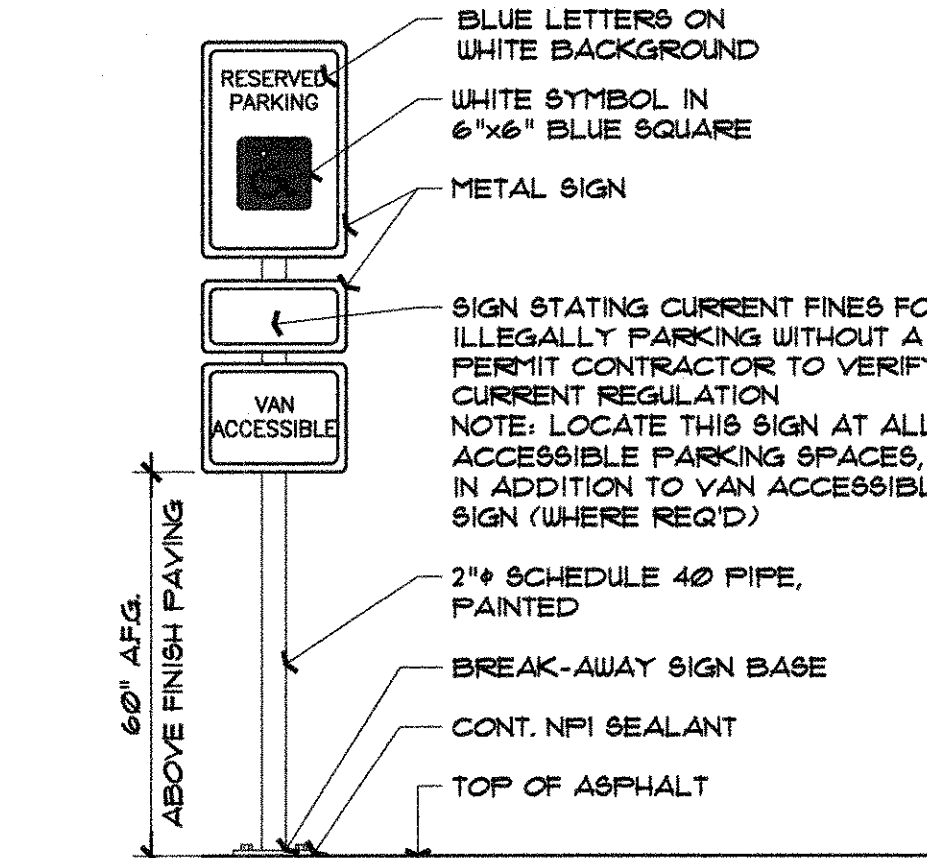


## ARCHITECTURAL IMPERVIOUS COVERAGE TABULATION

|              |             |
|--------------|-------------|
| DEMO:        | -13,600 SF. |
| NEW OVERLAY: | 2,438 SF.   |
| TOTAL:       | -10,209 SF. |

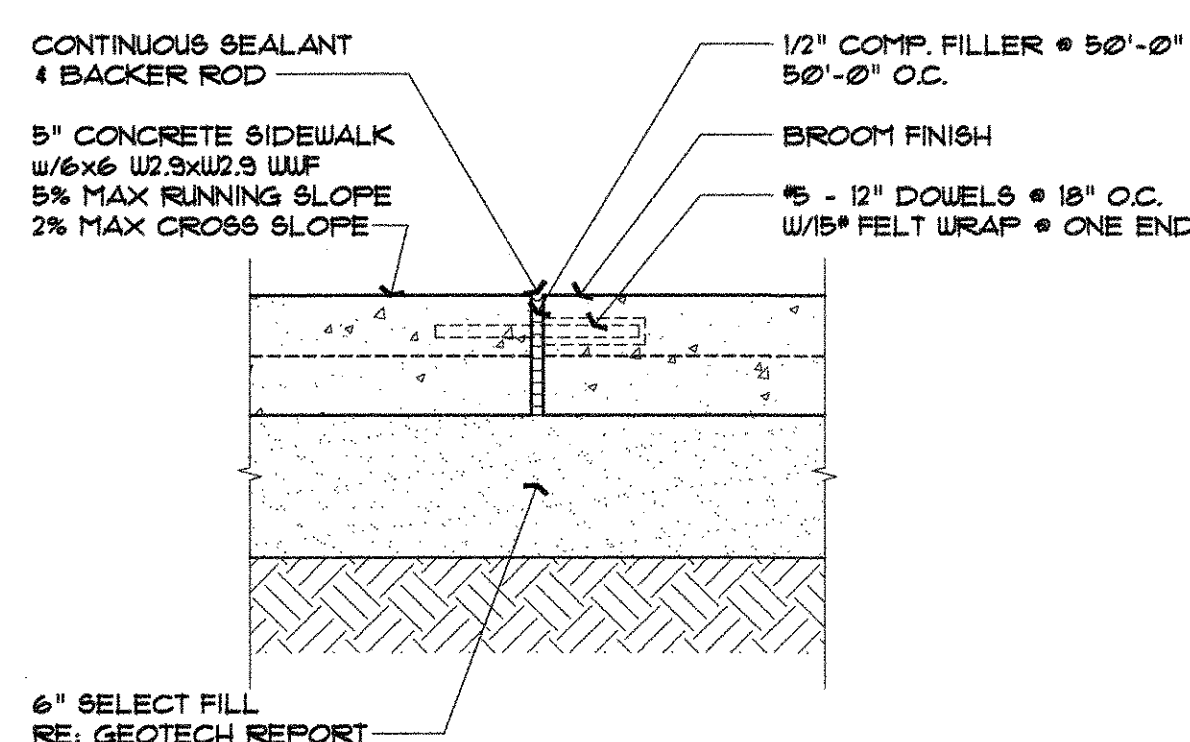
## 07 HANDICAP PARKING SIGN DETAIL

SCALE: 1 1/2" = 1'-0"



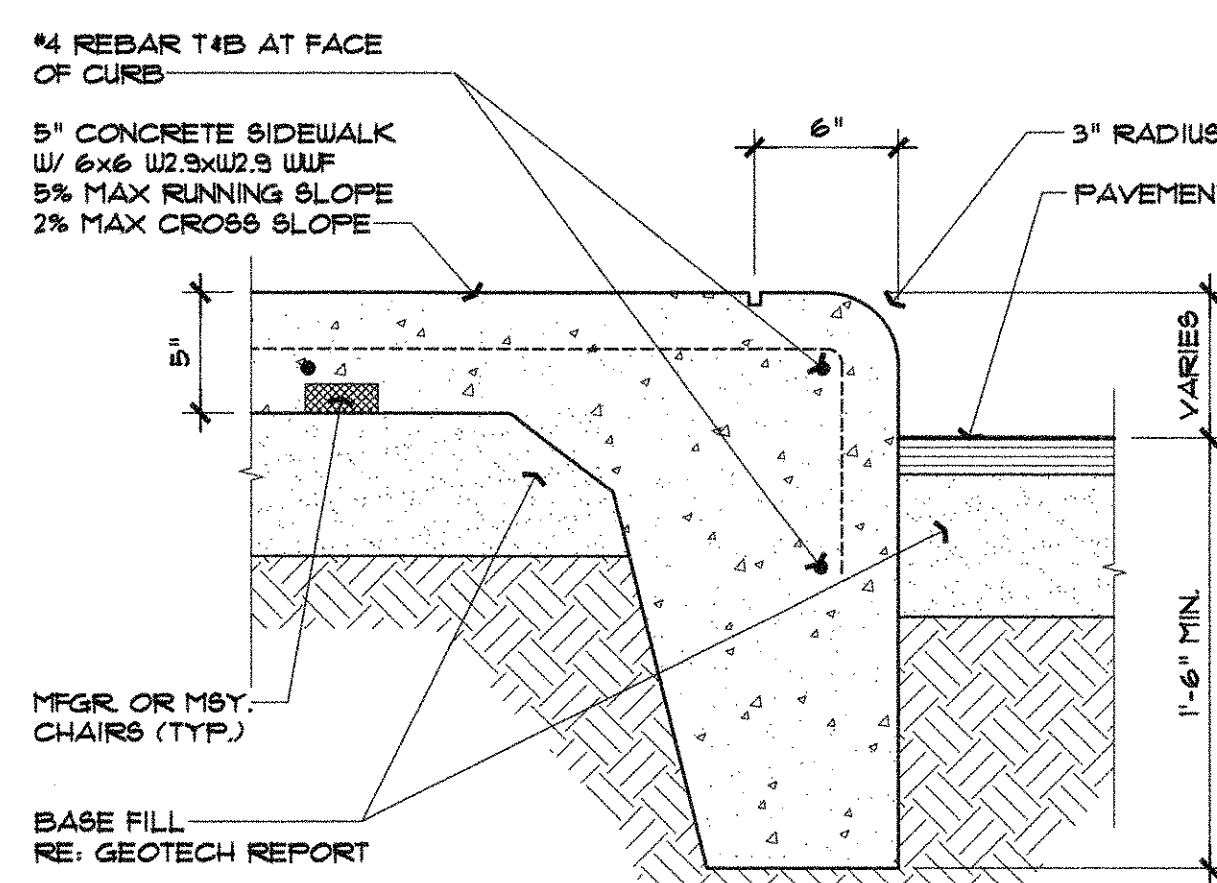
## 02 TYP. SIDEWALK C.I. DETAIL AT 5'-0" O.C.

SCALE: 1 1/2" = 1'-0"



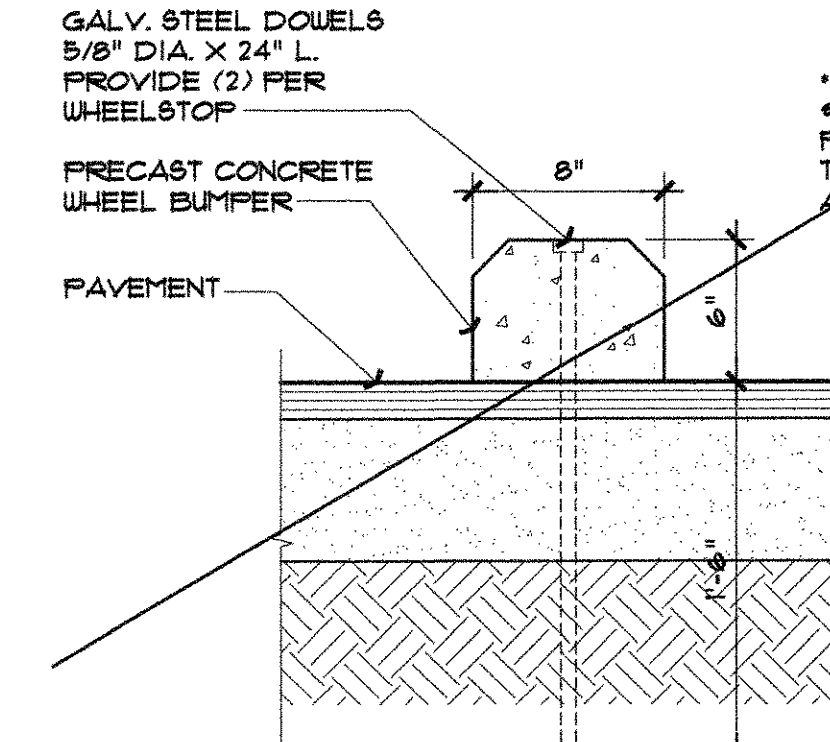
## 03 TYP. SIDEWALK E.I. DETAIL AT 50'-0" O.C.

SCALE: 1 1/2" = 1'-0"



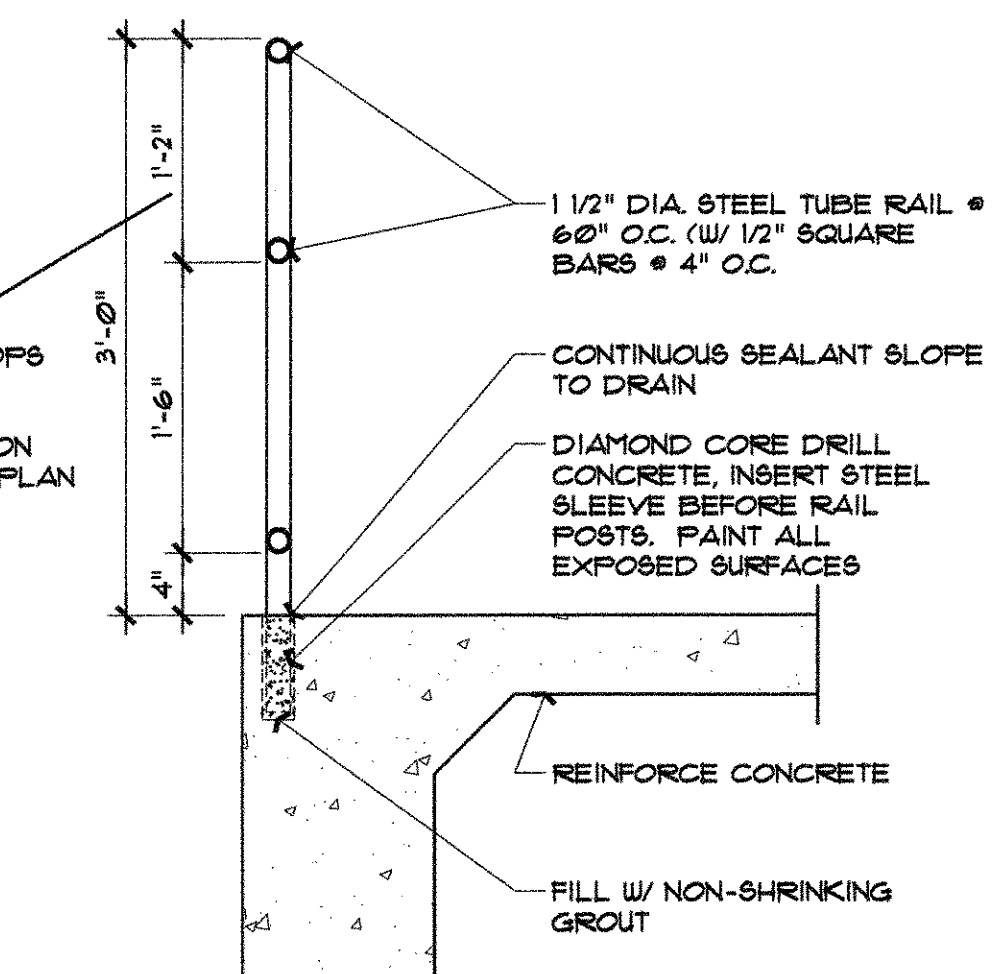
## 04 CONCRETE CURB DETAIL

SCALE: 1 1/2" = 1'-0"



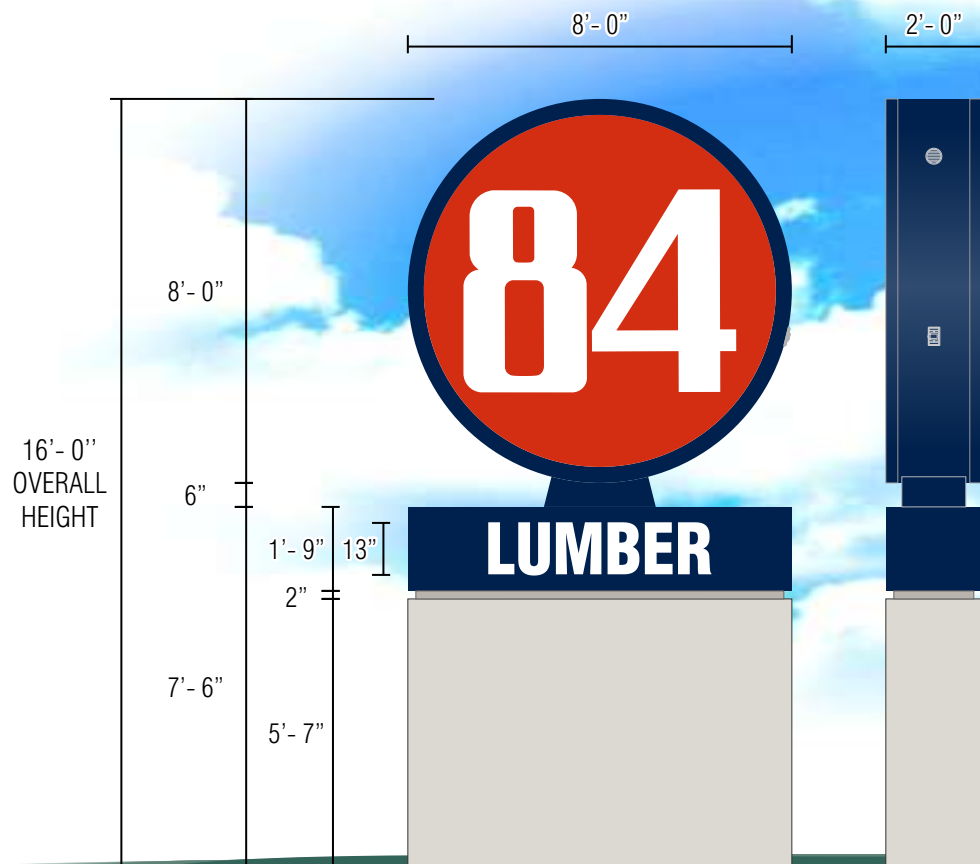
## 05 CONCRETE WHEEL STOP

SCALE: 1 1/2" = 1'-0"



## 06 GUARD/HAND RAIL DETAIL, TYP.

SCALE: 1" = 1'-0"



**INTERNALLY ILLUMINATED DOUBLE FACE PYLON:**

- DOUBLE FACE ALUMINUM CONSTRUCTION
- ILLUMINATED WITH WHITE LEDS
- 3M PANAGRAPHS III FLEXIBLE SIGN FACE
- VINYL GRAPHICS FIRST SURFACE
- OPAQUE BLUE BORDER AROUND LOGO
- JR. BLEED EXTRUSION RETENTION SYSTEM
- 'LUMBER' ROUTED ALUMINUM FACE BACKED WITH WHITE LEXAN
- CABINETS PAINTED PMS 282 BLUE
- BASE & REVEAL PAINTED PMS COOL GRAY 1C
- ANCHOR BOLT FOUNDATION
- 82 SQUARE FEET

**COLORS:**

|   |   |   |
|---|---|---|
|  |  |  |
| PMS 485<br>3M 3630-33<br>RED VINYL  | PMS COOL<br>GRAY 1C   | PMS 282<br>3M 3630-36<br>BLUE VINYL   |

**DRAWING IS FOR CONCEPTUAL PURPOSES ONLY. DUE TO CONSTRUCTION CONSTRAINTS, SIZES AND OR LAYOUTS MAY CHANGE SLIGHTLY.**

**I.D. ASSOCIATES**

1771 INDUSTRIAL ROAD • DOTHAN, ALABAMA • 36303  
PH (888) 303-5534 • FAX (334) 836-1401  
www.idassociatesinc.com



|                     |                           |                   |   |                  |                 |
|---------------------|---------------------------|-------------------|---|------------------|-----------------|
| <b>CLIENT:</b>      | <b>84 LUMBER</b>          | <b>STORE #:</b>   |   | <b>DRAWN BY:</b> | <b>JAS</b>      |
| <b>LOCATION:</b>    | <b>SAN ANTONIO, TEXAS</b> | <b>SCALE:</b>     | <b>AS NOTED</b>                               | <b>DATE:</b>     | <b>05/26/17</b> |
| <b>ACCOUNT REP:</b> | <b>LACY BERRY</b>         | <b>DRAWING #:</b> | <b>84 LUMBER-SAN ANTONIO TX-PYLON EXHIBIT</b> | <b>REV #:</b>    |                 |

SITE-ENTRANCE CORNER



SITE-ENTRANCE CORNER

