

HISTORIC AND DESIGN REVIEW COMMISSION

June 21, 2017

HDRC CASE NO: 2017-311
ADDRESS: 111 W JONES AVE
LEGAL DESCRIPTION: NCB 1037 (ALAMO RIVERWALK APTS), BLOCK 1 LOT 12
ZONING: FBZ T6-2 RIO 2
CITY COUNCIL DIST.: 1
APPLICANT: Ann Lewis/Lewis Signs
OWNER: AM River Walk, LLC
TYPE OF WORK: Installation of a blade sign on the river facade
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install one wall sign on the river façade of the new construction at 111 W Jones to feature an overall size of 1' – 1" in width and 14' – 0" in height for a total of approximately fifteen (15) square feet.

APPLICABLE CITATIONS:

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.

FINDINGS:

- a. The applicant has proposed to install signage to face the San Antonio River and Museum Reach of the San Antonio River Walk at the new construction at 111 W Jones. At the May 17, 2017, HDRC hearing, the applicant received approval for the installation of one rooftop sign and two signs on Jones Avenue. The applicant has proposed to install one wall sign that is to read “Jones & RIO”, will feature an aluminum cabinet with acrylic push through white lettering and will be internally illuminated. The sign is to feature yellow and black colors and will feature an overall size of 1’ – 1” in width and 14’ – 0” in height for a total of approximately fifteen (15) square feet.
- b. The UDC Section 35-681(c), notes that signage on properties abutting the River Walk is not to exceed eight (8) square feet in total size; however, additional square footage may be approved by the HDRC provided that the additional signage is in conformity and does not interfere with the pedestrian experience on the River Walk.
- c. Staff finds the installation of signage at the river is appropriate; however, wall signage similar to previously installed examples near this location would be more appropriate. These examples tend to be smaller and located on the retaining walls near or above the river level instead of mounted to the wall of the building.

RECOMMENDATION:

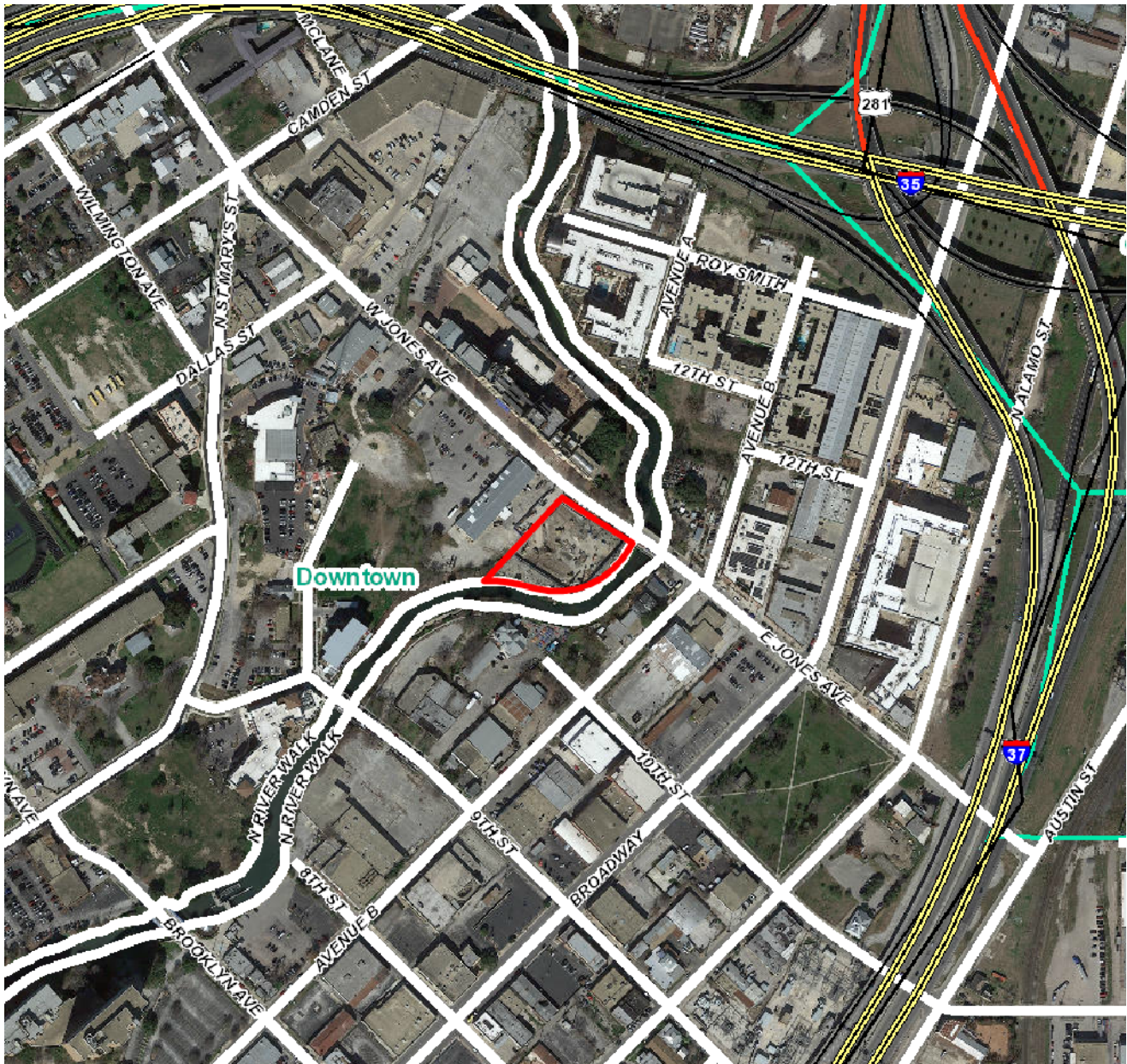
Staff does not recommend approval of the proposed signage. Staff recommends the applicant install signage consistent with the examples found facing the river in the immediate vicinity.

CASE MANAGER:

Edward Hall

CASE COMMENTS:

The river level signage examples provided by staff are located at 103 Ninth Street and at the Tobin Center at 100 Auditorium Circle.





Flex Viewer

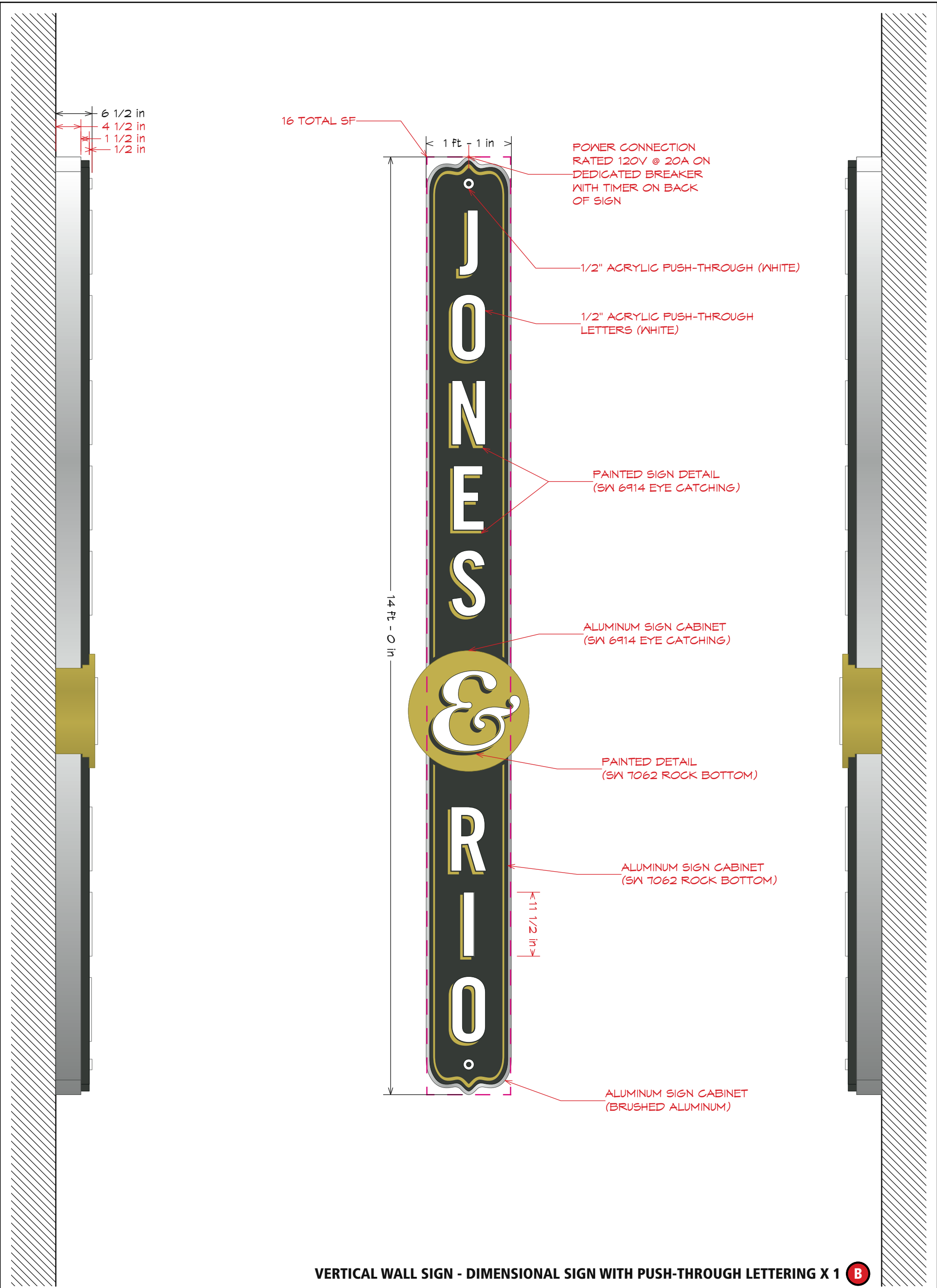
Powered by ArcGIS Server

Printed: May 09, 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.

SIGN DESIGN & FABRICATION BOOK FOR PERMITTING





B



FOURCE
COMMUNICATIONS

©2017 All ideas, arrangements and plans indicated or represented by these drawings are the property of Fource Communications, Ltd. and are not to be used, copied, reproduced, or otherwise used in connection with the specified project. No part of the drawings, designs, arrangements or ideas herein shall be duplicated or used for any purpose whatsoever without the express written consent of Fource Communications, Ltd.

JOB NO.

AM-116-IS

Jones & Rio
Alamo Manhattan
San Antonio, Texas

APPROVAL

Signature

-Date

Your signature acknowledges full approval of the design layout and content, releasing Fource Communications, Ltd. from any responsibility regarding incorrect information and design. Any colors shown are only representative of actual colors to be used. Final colors will be matched as closely as possible. Colors shown may vary due to some materials used in the industry.

DESIGNER INITIALS

JEH/RCR

DATE

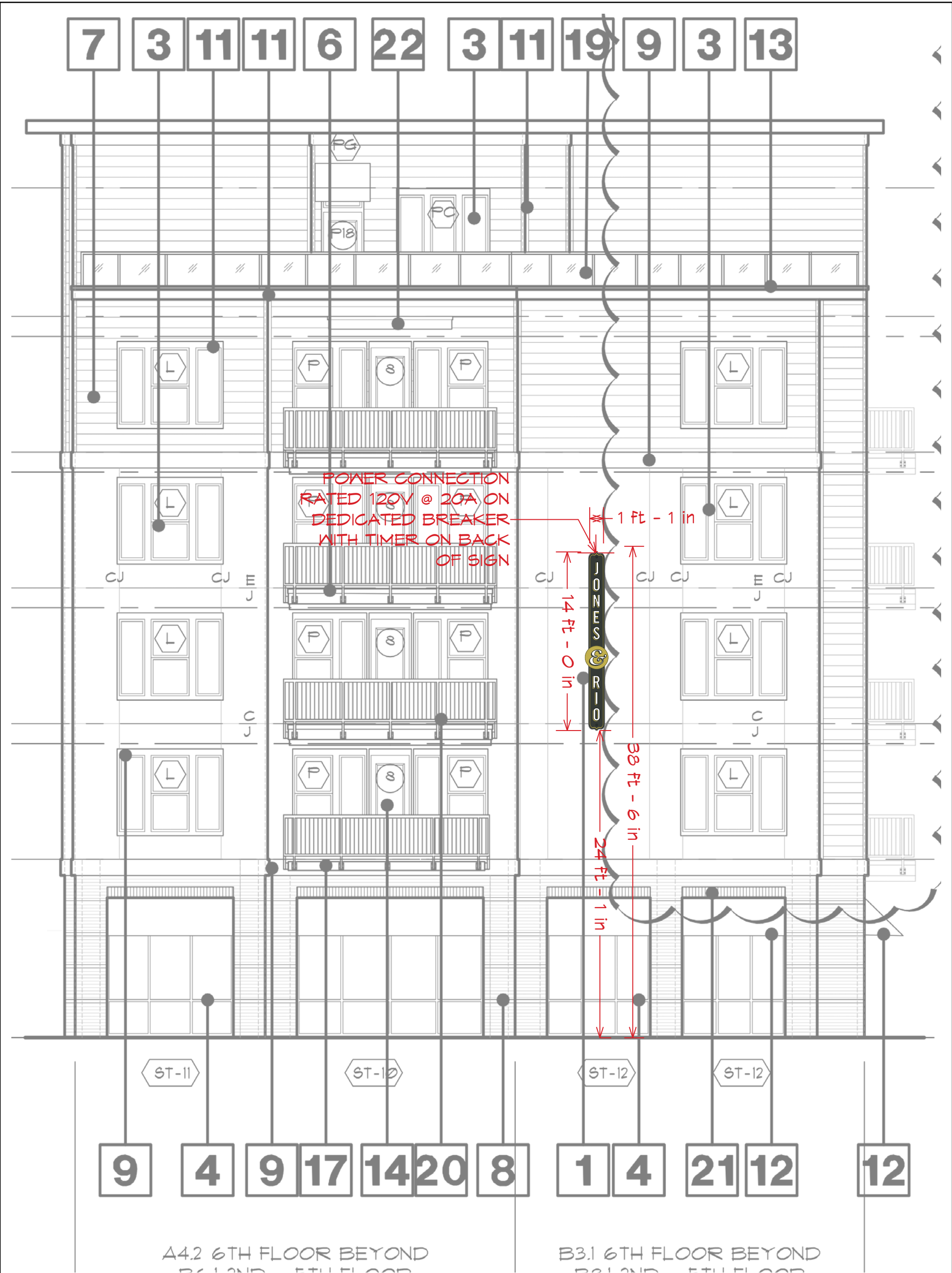
05/25/2017

SHEET TITLE

EXTERIOR
SIGNAGE

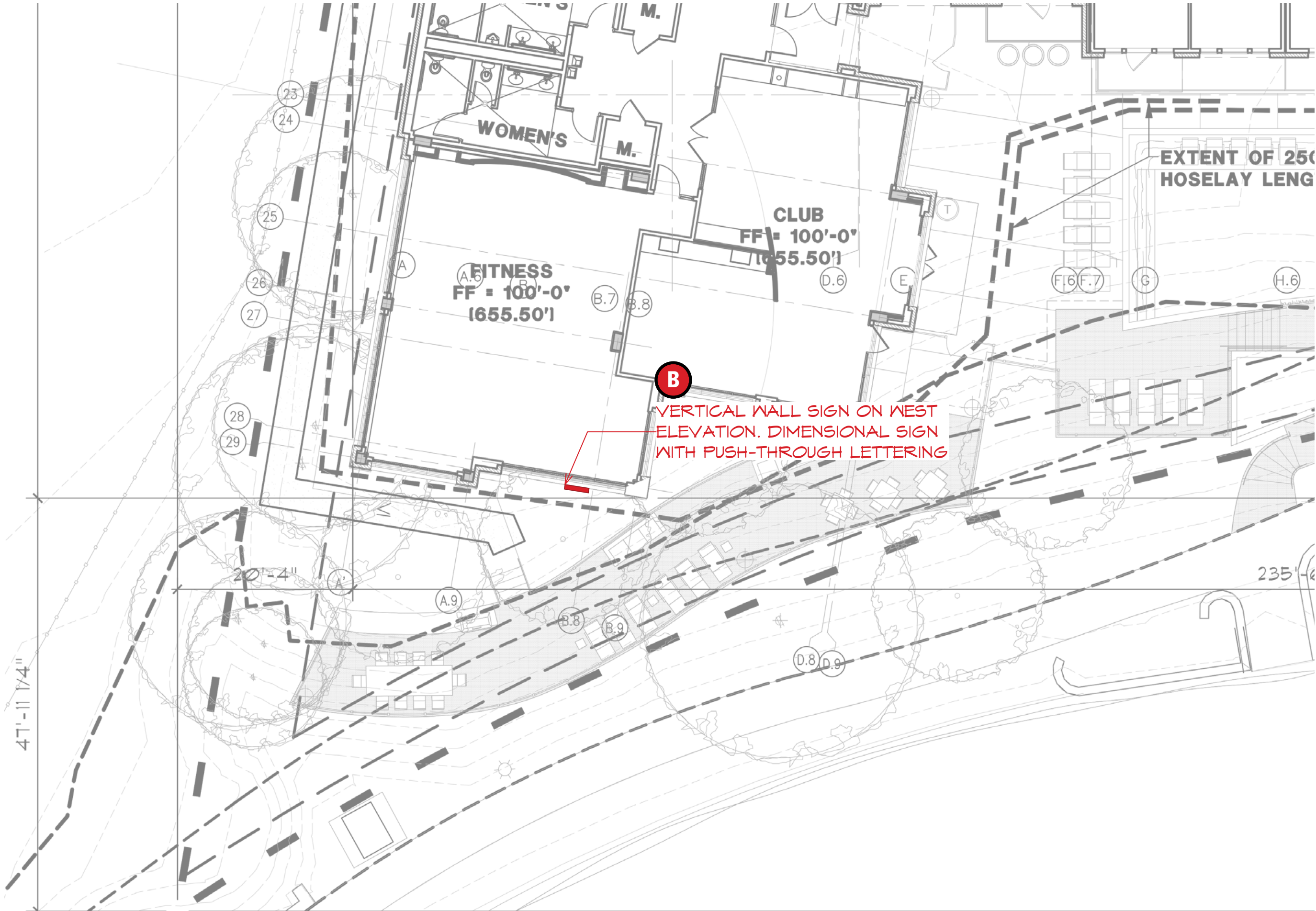
SHEET NO.

ES.02.05



VERTICAL WALL SIGN ON WEST ELEVATION (SHEET A4.14.3) DIMENSIONAL SIGN WITH PUSH-THROUGH LETTERING X 1 **B**

VERTICAL WALL SIGN ON SITE PLAN A1.01.1 - DIMENSIONAL SIGN WITH PUSH-THROUGH LETTERING X 1 B



©2016 All ideas, arrangements and plans indicated or represented by these drawings are the property of Fource Communications, Ltd. and were created, evolved and developed for use on and in connection with the specified project. No part of the drawings, designs, arrangements or ideas herein shall be duplicated or used for any purpose whatsoever without the express written consent of Fource Communications, Ltd.

JOB NO.
AM-116-IS

Jones & Rio
Alamo Manhattan
San Antonio, Texas

APPROVAL

Signature _____
Date _____
Your signature acknowledges full approval of the design layout and its content, releasing Fource Communications, Ltd. from any responsibility regarding incorrect information and design.
Any colors shown are only representative of actual colors to be used. Final colors will be matched as closely as possible. Colors shown tend to vary due to some materials used in the industry.

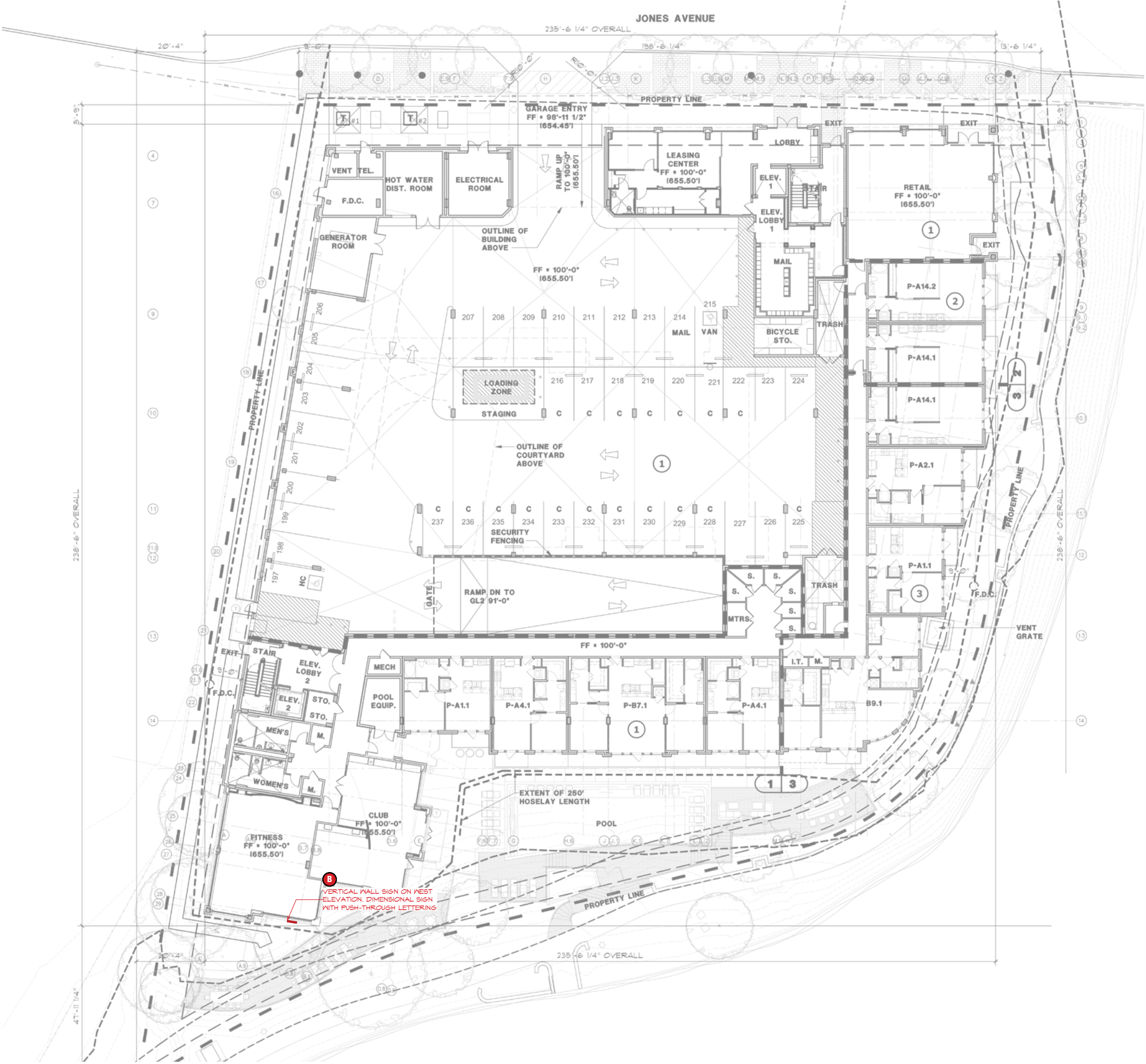
DESIGNER INITIALS
RCR/DH
DATE
04/26/2017
SHEET TITLE

EXTERIOR
SIGNAGE

SHEET NO.
ES.02B.01

VERTICAL WALL SIGN ON SITE PLAN A1.01.1 - DIMENSIONAL SIGN WITH PUSH-THROUGH LETTERING X 1

B



FOURCE
COMMUNICATIONS

©2016 All ideas, arrangements and plans indicated or represented by these drawings are the property of Fource Communications, Ltd. and were created, evolved and developed for use on and in connection with the specified project. No part of the drawings, designs, arrangements or ideas herein shall be duplicated or used for any purpose whatsoever without the express written consent of Fource Communications, Ltd.

JOB NO.

AM-116-IS

**Jones & Rio
Alamo Manhattan
San Antonio, Texas**

APPROVAL

Signature

Your signature acknowledges full approval of the design layout and its content, releasing Fource Communications, Ltd. from any responsibility regarding incorrect information and design.

Any colors shown are only representative of actual colors to be used. Final colors will be matched as closely as possible. Colors shown tend to vary due to some materials used in the industry.

DESIGNER INITIALS

RCR/DH

DATE

04/26/2017

SHEET TITLE

EXTERIOR
SIGNAGE

SHEET NO.

ES.02C.01



SIGNAGE AT 100 AUDITORIUM CIRCLE ON THE RIVER WALK



SIGNAGE AT 103 NINTH STREET ON THE RIVER WALK.