

HISTORIC AND DESIGN REVIEW COMMISSION

August 02, 2017

HDRC CASE NO: 2017-370
COMMON NAME: 331 RIVERSIDE
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: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install one, non-illuminated wall sign to feature dimensions of eight (8) feet in diameter for the “84 ball” and four (4) feet in height and twenty (20) feet in length for “Lumber”. The proposed signage will face Riverside Drive.

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.

B. Channel Letter Signs. For channel letter signs, the sign area shall be the smallest rectangle that will encompass the limits of the writing, including spaces between the letters. Each advertising message shall be considered separately.

(3) Building Identification Signs. An additional building identification sign may be placed on a building with multiple tenants, if the building name is not the same as the business(s) housed within and such sign is recommended for approval by the historic and design review commission. This type of sign is to identify a building as a destination, shall not exceed thirty-two (32) square feet, shall not be included in the total allowable signage area, and shall not include names of individual businesses.

(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.

A. Projecting Arm Signs. Signs hung from poles are allowed. Pole height shall not exceed six (6) feet and the pole diameter shall not exceed three (3) inches. Blade signs are not allowed to project over a sidewalk or other right-of-way.

FINDINGS:

- a. The applicant is requesting a Certificate of Appropriateness for approval to install one, non-illuminated wall sign to feature dimensions of eight (8) feet in diameter for the “84 ball” and four (4) feet in height and twenty (20) feet in length for “Lumber”. The proposed signage will face Riverside Drive. The proposed total square footage for the proposed signage will be eight-eight (88) square feet.
- b. Previous approvals at this site include the installation of two walls signs on the 84 Lumber building on the adjacent lot at 327 Riverside which include a total square footage of 130 square feet each and a monument sign, originally approved at 6 feet in height, at the November 2, 2016, HDRC hearing. The monument sign has since been approved for additional height by the HDRC to feature at total of ten feet in height. The total square footage of the monument sign is 38.
- c. Per the UDC Section 35-678(e), total signage for applicant 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 River Walk. 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. Given the size of the lot, number of buildings on site and the location of the proposed signage being approximately 280 feet from the public right of way at Riverside Drive, Staff finds that at the proposed size, the signage is appropriate.

RECOMMENDATION:

Staff recommends approval as submitted based on findings a and b.

CASE MANAGER:

Edward Hall



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LUMBER COMPANY

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

July 14, 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.

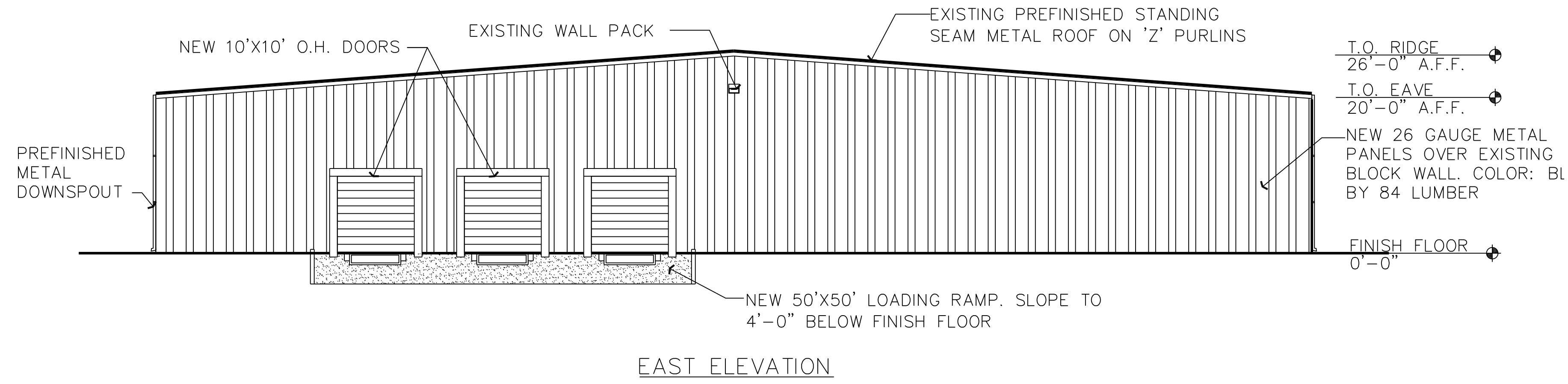
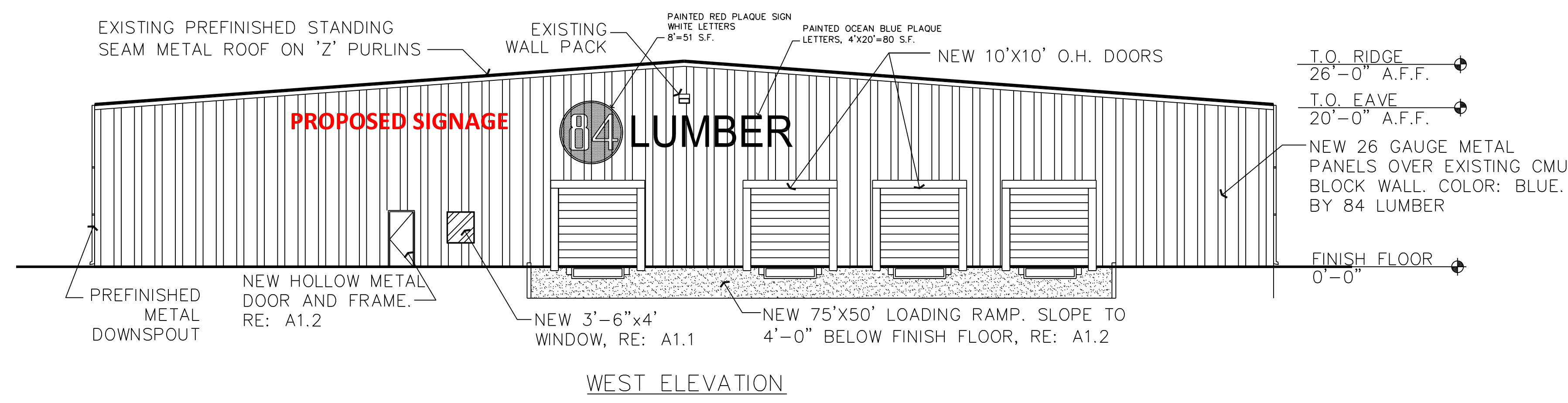
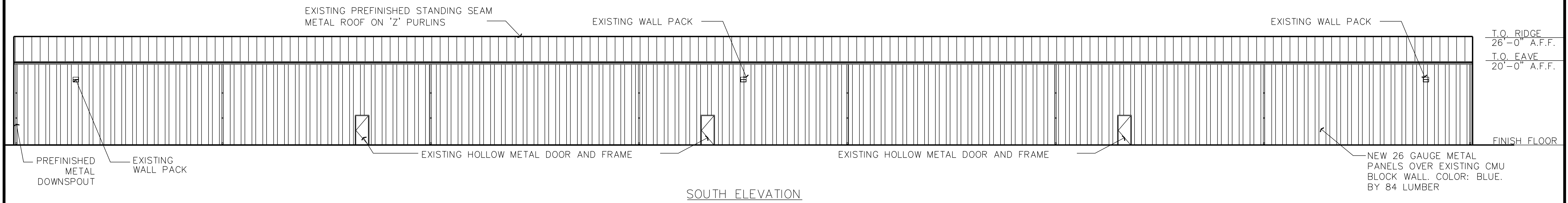
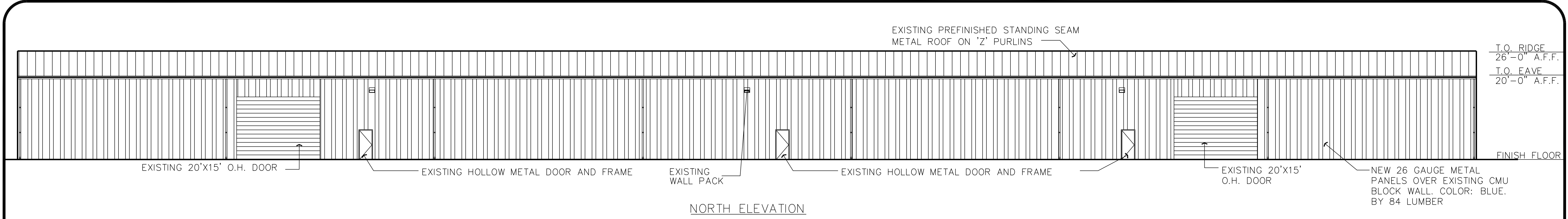
-Proposed Signage
Warehouse Building


(1) 8ft diameter "84 ball", 4 ft high by 20 ft long "Lumber", wall sign (front end streetside façade)

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





84 LUMBER

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

| REVISIONS | | |
|-----------|------|-------------|
| NO. | DATE | DESCRIPTION |
| | | |
| | | |
| | | |

NEW STORE

DOOR SHOP BUILDING
ELEVATIONS

327 RIVERSIDE DRIVE
CITY OF SAN ANTONIO
HARRIS COUNTY, TEXAS

| PROJECT INFORMATION | |
|---------------------|-------------|
| SCALE: | 3/32"=1'-0" |
| JOB NO. | --- |
| STORE NO. | 1952 |
| SHEET NO. | --- |
| DESIGN BY: | MEF |
| DRAWN BY: | STB |
| DATE: | 07-05-17 |

331

PROPOSED SIGNAGE LOCATION

