

HISTORIC AND DESIGN REVIEW COMMISSION

September 6, 2017

HDRC CASE NO: 2017-403
ADDRESS: 849 E COMMERCE ST
LEGAL DESCRIPTION: NCB 1010 BLK 2 LOT 26 RIVERCENTER SUBD
ZONING: D, H, RIO-3
CITY COUNCIL DIST.: 1
APPLICANT: Kaufman & Killen, Inc
OWNER: New Rivercenter Mall II, LP
TYPE OF WORK: Amendments to the existing master signage plan
REQUEST:

The applicant is requesting conceptual approval to amend the existing master signage plan. Within this request, the applicant has proposed the following:

1. Install two blade signs to rear “Legoland” and “Sea Life” on the parking garage above two existing blade signs. These signs are noted as 1A and 1B. Both signs will feature approximately 30 square feet each and will match the two existing signs in materials, size and lighting.
2. Install a canopy sign to face east on the canopy of the historic structure adjacent to the parking garage to rear “Sea Life”, be internally illuminated and feature approximately 40 square feet. This sign is noted as sign 2.
3. Install four façade banners on the E Commerce façade to rear “Lego Land” and “Sea Life” to feature colors that complement the façade of the historic structure and an overall square footage of approximately 133 each. These banners are noted as 3A through 3D.
4. Install two window graphics to the street level entrance on E Commerce to total 5 square feet in size. These window graphics are noted as signs 4A and 4B.
5. Install a sign at the roof parapet at the corner of E Commerce and Alamo to read “Logo Land” to feature internal illumination and back lighting to feature approximately 38 square feet in size. This sign is noted as sign 5.
6. Install a sign at the roof parapet at the corner of Blum and Alamo Streets to read “Sea Life” to feature internal illumination and back lighting to feature approximately 38 square feet in size. This sign is noted as sign 6.
7. Install a canopy sign on Blum Street to read “Sea Life and Lego Land” to replace the existing, “Battle for Texas” signage to be non-illuminated and feature approximately 28 square feet. This sign is noted as sign 7.
8. Install an entrance gateway to Blum Alley to feature wrought iron work to match the existing metal work found in the alley. The gateway will feature non-illuminated signage to read “Sea Life and Lego Land” and feature a total of 40 square feet. The gateway will be approximately 12 feet tall. This sign is noted as sign 8.
9. Install signage and a blue awning above an entrance in Blum Alley as well as modify the existing ramp railings. The proposed signage will read “Sea Life” and “Lego Land” on both the blade and wall signage. The proposed wall signage will feature 27 square feet and the blade sign will feature 9 square feet. This signage is noted as sign 9.
10. Install window graphics in the glass curtain wall at the terminus of Blum Alley to read “Sea Life” and “Lego Land” to feature an overall square footage of 40 each. This signage is identified as 10A and 10B.
11. Install window graphics that rear “Lego Land” and “Sea Life” in the glass storefront system within the colonnade at the River Walk Lagoon level. This signage is noted as 11B.

APPLICABLE CITATIONS:

UDC Section 35-673. – Site Design Standards

(i) Street Furnishings. Street furnishings are exterior amenities, including but not limited to, tables, chairs, umbrellas, landscape pots, wait stations, valet stations, bicycle racks, planters, benches, bus shelters, kiosks, waste receptacles and similar items that help to define pedestrian use areas. Handcrafted street furnishings are particularly important in San Antonio, and therefore this tradition of craftsmanship and of providing street furniture is encouraged.

(1) Prohibited Street Furnishings in Riverwalk Area. The following street furnishings are prohibited within the publicly owned portion of the Riverwalk area, whether or not the property is leased, and on the exterior of the riverside of buildings directly adjacent to the publicly owned portion of the river:

A. Vending machines.

B. Automatic teller machines.

C. Pay phones.

D. Photo booths.

E. Automated machines such as, but not limited to, penny crunching machines, blood pressure machines, fortune-telling machines, video games, animated characters and other machines that are internally illuminated, or have moving parts, or make noise, or have flashing lights.

F. Inanimate figures such as horses, kangaroos, bears, gorillas, mannequins or any such animal, cartoon or human figure. This section does not affect public art as defined in Appendix "A" of this chapter.

G. Monitors (i.e., television screens, computer screens, digital displays, and video boards) except those permitted as part of a performing arts center digital display monitor pursuant to a specific use authorization.

H. Speakers, except those permitted as part of a performing arts center digital display monitor pursuant to a specific use authorization.

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.

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. A master signage plan was approved by the Historic and Design Review Commission on October 17, 2012, for Rivercenter Mall. Signage included in the previously approved master signage plan included general locations, dimensions and lighting specifications for exterior signage throughout the mall property, including signage on the historic Joske's building, the parking garage and mall addition.
- b. BLADE SIGNS (Signs 1A & 1B) – Along the E Commerce façade, the applicant has proposed to install two blade signs to read “Legoland” and “Sea Life” on the parking garage above two existing blade signs. These signs are noted as 1A and 1B. Both signs will feature approximately 30 square feet each and will match the two existing signs in materials, size and lighting. Staff finds this installation appropriate given the collocation above existing, matching signage.
- c. CANOPY SIGN (Sign 2) – Along E Commerce, the applicant has proposed to install a canopy sign to face east on the canopy of the historic structure adjacent to the parking garage to read “Sea Life”, be internally illuminated and feature approximately 40 square feet. This sign is noted as sign 2. A sign with a similar location and size is located at the opposite corner (Alamo and E Commerce, Chipotle). The applicant has proposed to match this signage in location and installation. Staff finds this installation appropriate given the installation similar to that at the opposite corner and along the canopy at primary entrances.
- d. BANNERS (Signs 3A – 3D) – Along the E Commerce façade, the applicant has proposed to install four façade banners on the E Commerce façade to read “Lego Land” and “Sea Life” to feature colors that complement the façade of the historic structure and an overall square footage of approximately 133 each. These banners are noted as 3A through 3D. The banner locations have been previously approved and currently house signage for Dave & Busters, IMAX and Battle for Texas. Staff finds this installation appropriate.
- e. WINDOW GRAPHICS (Signs 4A & 4B) – At one of the primary mall pedestrian entrances along E Commerce, the applicant has proposed to install two window graphics to the street level entrance on E Commerce to total 5 square feet in size, to be located adjacent to existing window graphics noting mall entrances. These window graphics are noted as signs 4A and 4B. Staff finds the proposed graphics to be appropriate given their overall size and lack of visual impact on the existing conditions.
- f. ROOF SIGNAGE (Sign 5) – The applicant has proposed to install a sign at the roof parapet at the corner of E Commerce and Alamo to read “Logo Land” to feature internal illumination and back lighting to feature approximately 38 square feet in size. This sign is noted as sign 5. Existing signage on the historic Joskes Building is located in a manner that does not detract from ornamental architectural elements. Staff finds that the proposed placement detracts from the architectural of the structure and is located inconsistently with the existing master signage plan. Signage should be located in a manner that complements existing architectural features.
- g. ROOF SIGNAGE (Sign 6) –The applicant has proposed to install a sign at the roof parapet at the corner of Blum and Alamo Streets to read “Sea Life” to feature internal illumination and back lighting to feature approximately 38 square feet in size. This sign is noted as sign 6. Existing signage on the historic Joskes Building is located in a

manner that does not detract from ornamental architectural elements. Staff finds that the proposed placement detracts from the architectural of the structure and is located inconsistently with the existing master signage plan. Signage should be located in a manner that complements existing architectural features.

- h. CANOPY SIGNAGE (Sign 7) – Along Blum Alley, a Battle for Texas sign is currently installed over a mall entrance. The applicant has proposed to replace this sign with a new sign to read “Sea Life and Lego Land” to be non-illuminated and feature approximately 28 square feet. This sign is noted as sign 7. Staff finds this location and placement appropriate.
- i. ALLEY GATEWAY & SIGNAGE (Sign 8) – At the entrance of Blum Alley, the applicant has proposed to install an entrance gateway to Blum Alley to feature wrought iron work to match the existing metal work found in the alley. The gateway will feature non-illuminated signage to read “Sea Life and Lego Land” and feature a total of 40 square feet. The gateway will be approximately 12 feet tall. This sign is noted as sign 8. Staff finds this location generally appropriate and will not detract from the character of the historic structure.
- j. AWNING & ENTRY SIGNAGE (Sign 9) – At an existing entrance along Blum Alley, the applicant has proposed to install signage above a tenant entrance as well as install a blade sign. The proposed signage will read “Sea Life” and “Lego Land” on both the blade and wall signage. The proposed wall signage will feature 27 square feet and the blade sign will feature 9 square feet. This signage is noted as sign 9. Staff finds this signage to be appropriate given its consistency with existing signage at this location. Additionally, staff finds the modification to the existing ramp railing to be appropriate.
- k. CURTAIN WALL SIGNAGE (Signs 10A & 10B) – The applicant has proposed to install window graphics in the glass curtain wall at the terminus of Blum Alley to read “Sea Life” and “Lego Land” to feature an overall square footage of 40 each. This signage is identified as 10A and 10B. Staff finds this signage to be appropriate given its location at the end of the alley and general size.
- l. WINDOW GRAPHICS (11B) – The applicant has proposed to install window graphics that read “Lego Land” and “Sea Life” in the glass storefront system within the colonnade at the River Walk Lagoon level. This signage is noted as 11B. Staff finds the location of this signage and design as being non-illuminated appropriate.

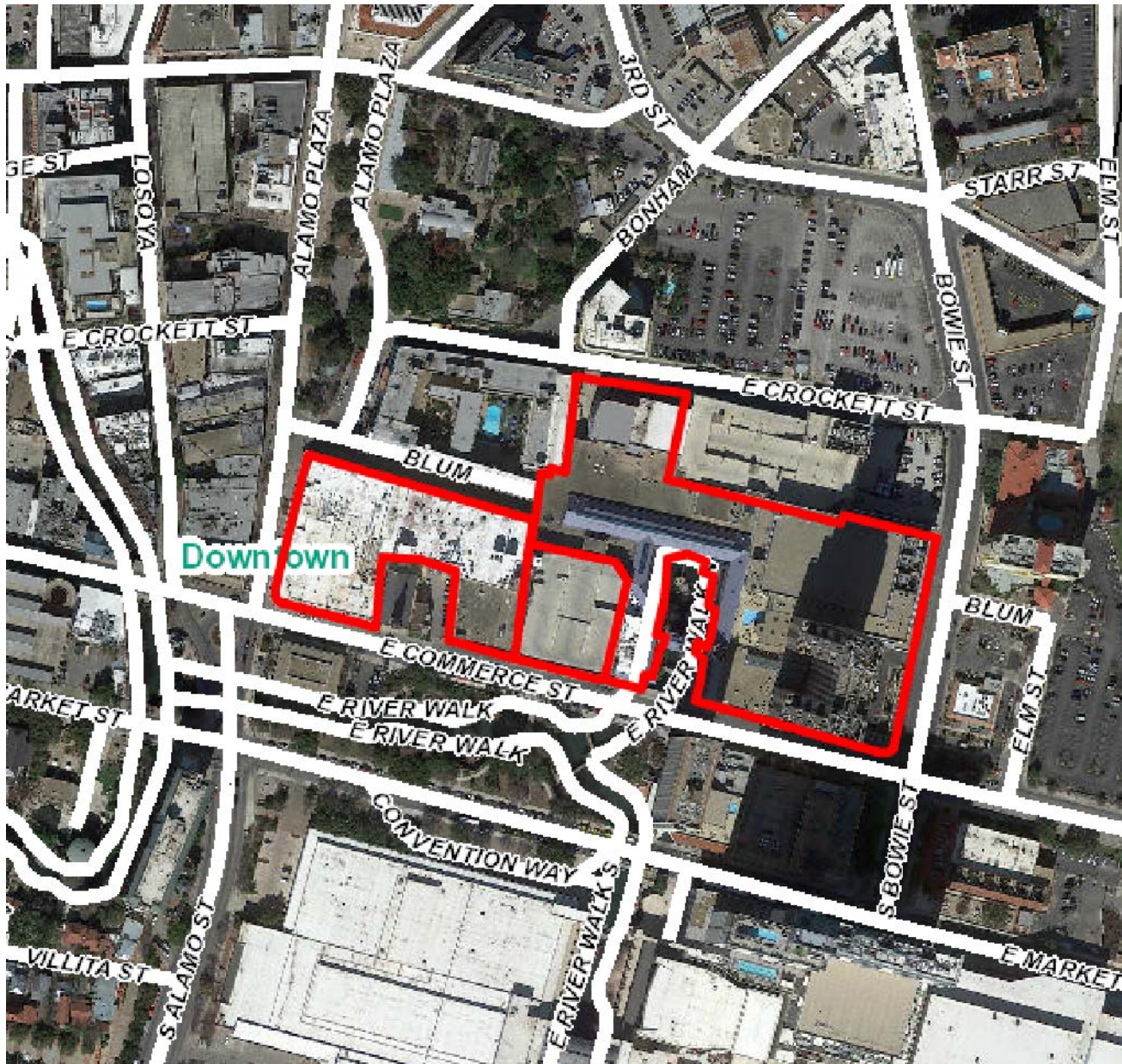
RECOMMENDATION:

Staff recommends approval of items #1 through #4 and #7 through #11, blade signs, a canopy sign, banners, window graphics and curtain wall signage.

Staff does not recommend approval of items #5 and #6, parapet signage.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Aug 31, 2017

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CITY OF SAN ANTONIO
**OFFICE OF HISTORIC
PRESERVATION**

**Historic and Design Review Commission
Design Review Committee
Report & Recommendation**

DATE: AUGUST 22, 2017

HDRC Case# 2017-405

ADDRESS: 849 E COMMERCE

Meeting Location: 1901 S ALAMO

APPLICANT: KRYSTIN RAMIREZ / KAUFMAN + KILLEN

DRC Members present: MICHAEL GUARINO, JOEL GARCIA, ANNE-MARIE GRUBE

Staff present: EDWARD HALL

Others present: LARRIE GARCIA (RIVERCENTER MALL)

REQUEST: AMENAMENTS TO THE MASTER SIGNAGE PLAN TO INCLUDE

ADDITIONAL SIGNAGE

COMMENTS/CONCERNS: KR: OVERVIEW OF TYPICAL SEA LIFE / LEGOLANA
BRANDING, OVERVIEW OF PROPOSED SIGNAGE. AMG: QUESTIONS REGARDING
EXISTING BLUM ENTRANCE SIGNAGE. JG: OVERALL, A FIRST OPINION
IS THAT THE SIGNAGE IS RESPECTFUL OF ITS SURROUNDINGS. AMG: CORNER
SIGNS ARE INAPPROPRIATE AT THE UPPER LOCATION. JG: THE BACKLIT
UPPER LEVEL SIGNS ARE LOW AS BEING LIT WITH ORANGE, YELLOW
OR BLUE. MG: BANNER SIGNS ARE OKAY. CORNER SIGNS APPEAR TO

BE OKAY. THE ARCHED SIGN NEEDS TO BE TALLER - A LOW HEIGHT
IS NOT APPROPRIATE TO SIGNIFY AN ENTRY,

COMMITTEE RECOMMENDATION: APPROVE [] DISAPPROVE []
APPROVE WITH COMMENTS/STIPULATIONS:

Committee Chair Signature (or representative)

8/22/17
Date

MG! SOME SIGNAGE IS REDUNDANT. PEDESTRIAN ORIENTED AREAS SHOULD HAVE REDUCED SIGNAGE. THE INSTALLATION OF SIGNAGE WHERE PREVIOUSLY APPROVED IS OKAY. "SHOPS AT RIVERCENTER" SIGNS SHOULD IN SOME LOCATIONS REMAIN THAT RATHER THAN BE SPECIFIC TO A TENANT; SPECIFICALLY THOSE THAT FACE ALAMO PLAZA (IN REGARDS TO ROOFTOP REPLACEMENT SIGNS).

WINDOW FILMS SEEM TO BE APPROPRIATE GIVEN LOCATION.

AMG! SHOW PERSPECTIVES WITH ALL SIGNS TOGETHER.

Rivercenter Proposed Exterior MERLIN Signage

SHOPS AT RIVERCENTER

849 E. Commerce, Ste. 895
San Antonio, TX 78205



WHAT IS MERLIN?



- **Global leader in location based entertainment with world class brands**
- **No. 1 in Europe and No. 2 only to Disney worldwide¹**
- **Two products**
 - Midway: indoor, up to two hour dwell time, located in city centres or resorts
 - Theme parks: outdoor, 1 – 3 day destination venues increasingly with on-site accommodation
- **Three Operating Groups²**
 - Midway Attractions (104 attractions, 44% of 2016 revenue)
 - LEGOLAND Parks (7 parks, 34% of revenue)
 - Resort Theme Parks (6 parks, 22% of revenue)
- **Supported by Merlin Magic Making, our unique creative project management and production resource**

Midway Attractions



LEGOLAND Parks



Resort Theme Parks



SEA LIFE

Madame Tussauds

LEGOLAND
DISCOVERY CENTRE

the
Dungeons



Merlin Entertainments
The Eye Brand

SHREK'S
ADVENTURE
LONDON

LEGOLAND

Alton Towers
RESORT

CHESINGTON
WORLD OF ADVENTURE
RESORT

Gardaland
RESORT

HEIDE PARK
RESORT

THORPE PARK

WARWICK
CASTLE

² | ¹ Based on number of visitors as reported by AECOM 2015 Theme Index

² Number of attractions as at 31 December, 2016

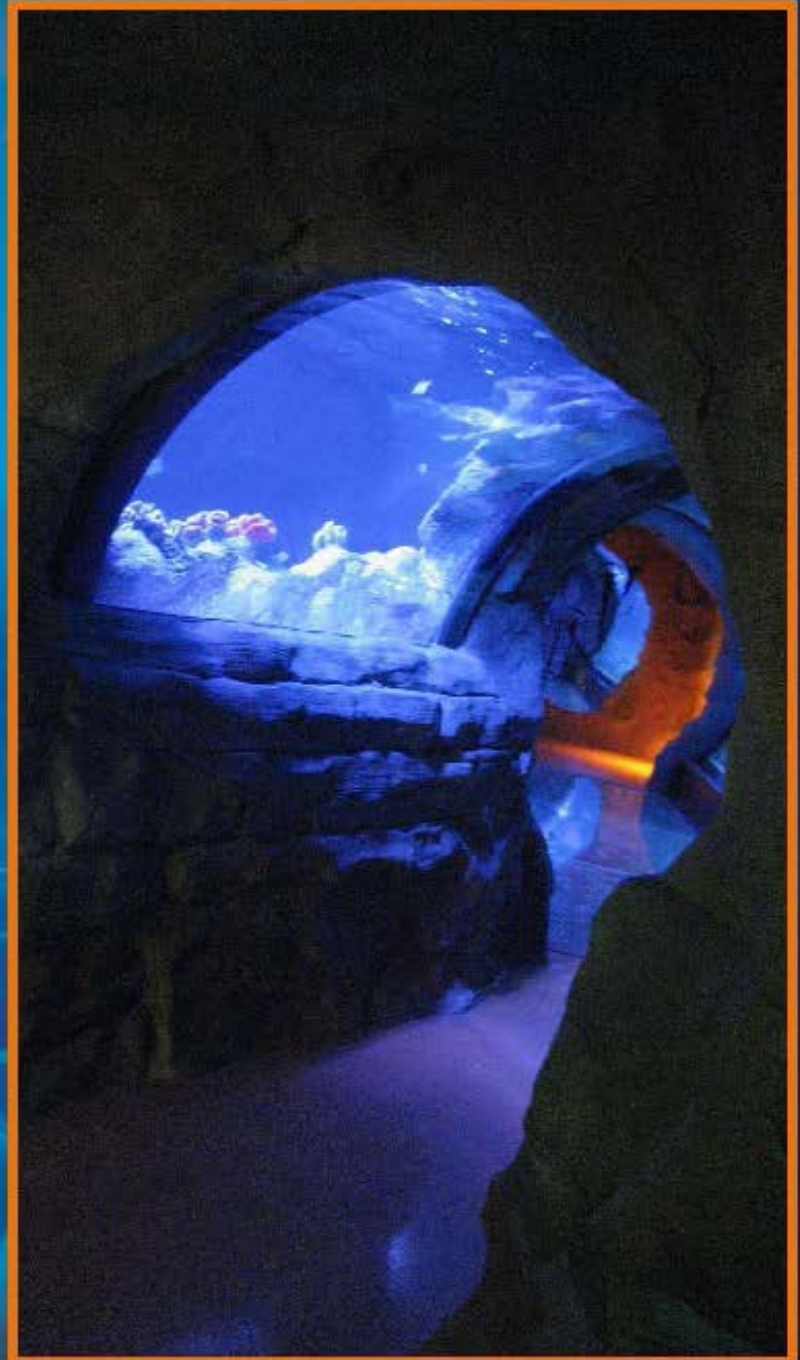


SEALiFE

SYDNEY LONDON COSTA DEL SOL
LAKE GARDA HELSINKI HANNOVER
BRIGHTON SCHEVENINGEN MUNICH
PARIS BLACKPOOL BERLIN PORTO
ARIZONA CALIFORNIA DALLAS
KANSAS CITY AND MANY MORE









LEGOLAND Discovery Center



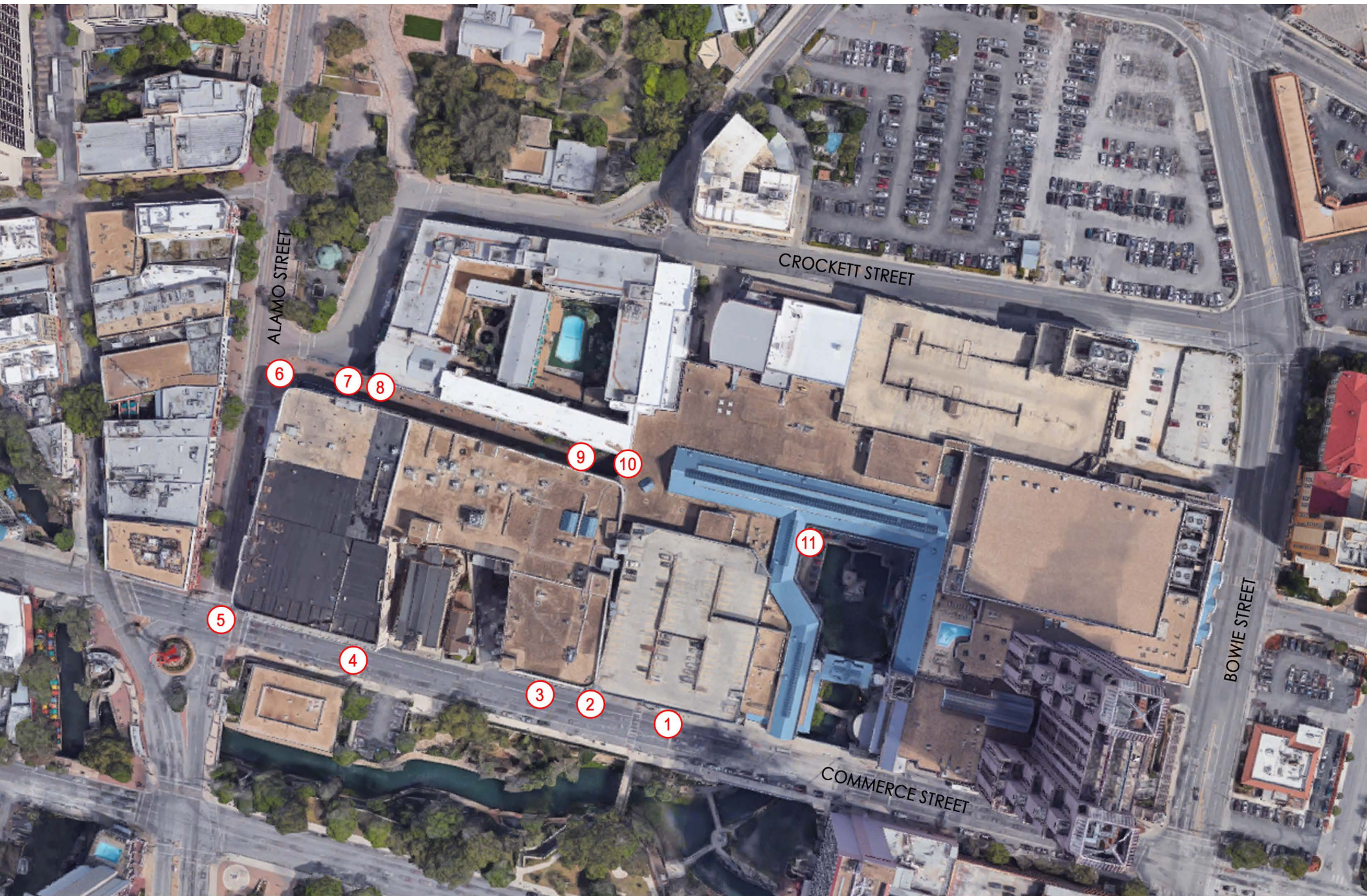
The Exterior

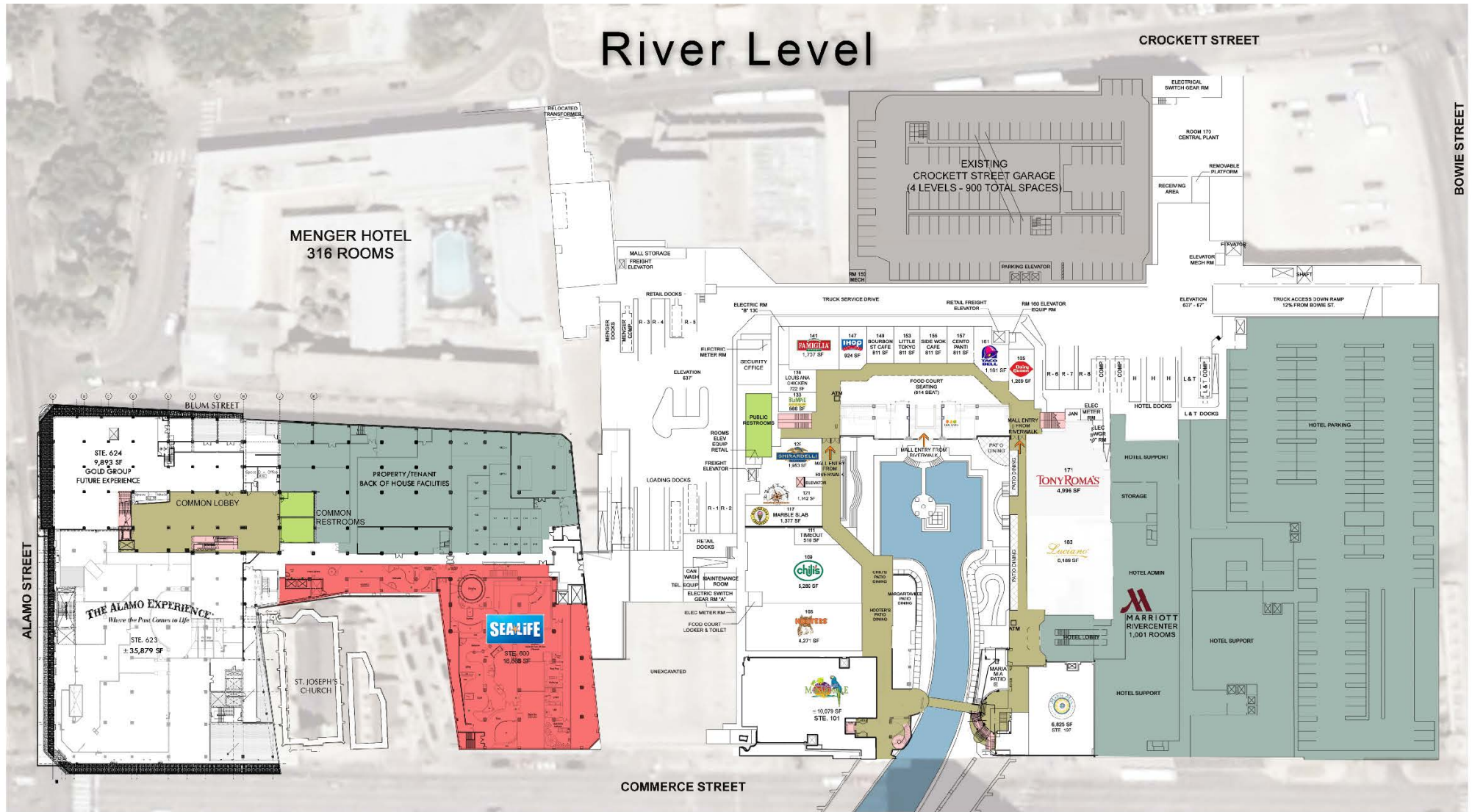


ARIZONA









Rivercenter Overall Plan River Level



GENERAL NOTE:
THE TENANT SHALL FIELD VERIFY ALL EXISTING CONDITIONS AND DIMENSIONS PRIOR TO ANY WORK AND SHALL BE RESPONSIBLE FOR ALL WORK AND MATERIALS FURNISHED BY GENERAL & SUB-CONTRACTORS.

Street Level



Rivercenter Overall Plan

Street Level



GENERAL NOTE:
THE TENANT SHALL FIELD VERIFY ALL EXISTING
CONDITIONS AND DIMENSIONS PRIOR TO ANY WORK
AND SHALL BE RESPONSIBLE FOR ALL WORK AND
MATERIALS FURNISHED BY GENERAL &
SUB-CONTRACTORS.

Second Level

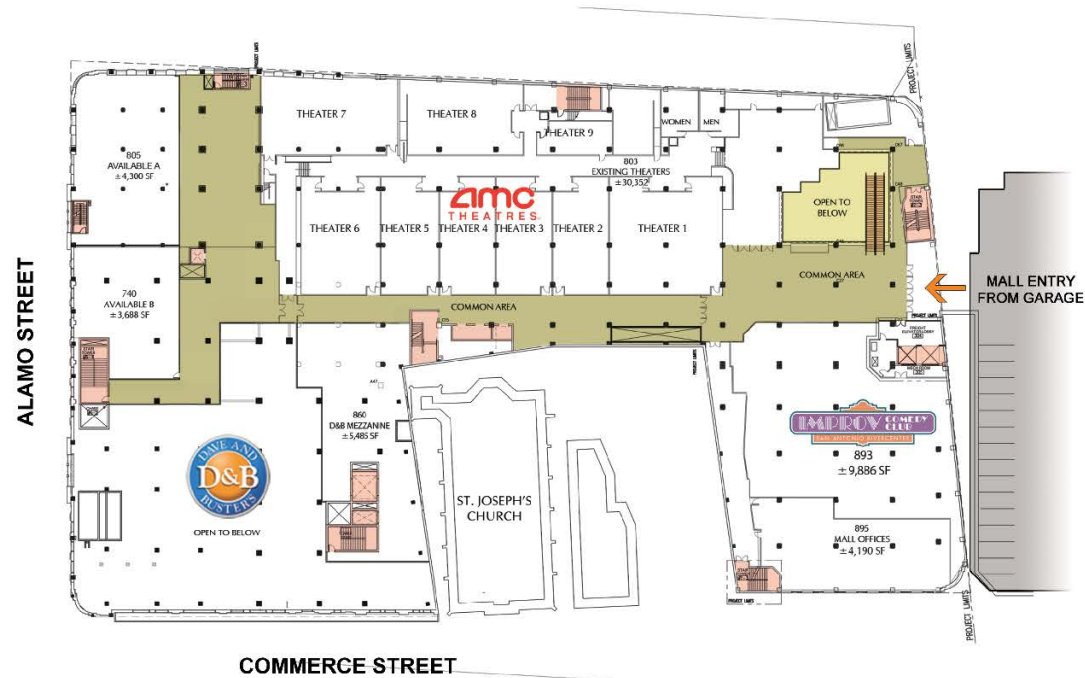
The floor plan illustrates the second level of a building, featuring a central common corridor and several retail and service areas. Key elements include:

- EXISTING IMAX THEATRE**: 34,467 SF, 718 SEATS.
- EXISTING CROCKETT STREET GARAGE**: 4 LEVELS - 900 TOTAL SPACES.
- EXISTING COMMERCIAL STREET GARAGE**: 5 LEVELS - 730 TOTAL SPACES.
- MACY'S**: 92,892 TOTAL SF, marked with a red star.
- MARRIOTT RIVERCENTER**: 1,001 ROOMS.
- ST. JOSEPH'S CHURCH**.
- EXISTING THEATRE**: 34,467 SF, 718 SEATS.
- EXISTING CROCKETT STREET GARAGE**: 4 LEVELS - 900 TOTAL SPACES.
- EXISTING COMMERCIAL STREET GARAGE**: 5 LEVELS - 730 TOTAL SPACES.
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- MACY'S**: 92,892 TOTAL SF.
- MARRIOTT RIVERCENTER**: 1,001 ROOMS.
- ST. JOSEPH'S CHURCH**.

Number of Children	Number of Families
0	4
20	2
40	4
80	6
160	4



SHOPS AT RIVERCENTER



Fourth Level

Rivercenter Overall Plans



ASHKENAZY
ACQUISITION

SHOPS AT
RIVERCENTER



EXISTING

COMMERCE STREET VIEW
LOCATION 1

**SHOPS AT
RIVERCENTER**



EXISTING

**COMMERCE STREET PARKING GARAGE
LOCATION 1**

**SHOPS AT
RIVERCENTER**



Location 1A-B: Tenant signs applied Commerce Street garage above other existing tenant signs. Signs to match existing style and project out from facade at a distance to match existing. Approximate size: 29.59 SF

PROPOSED

**COMMERCE STREET PARKING GARAGE
LOCATION 1**

**SHOPS AT
RIVERCENTER**



EXISTING

EXISTING CANOPY SIGNAGE
AT CORNER OF COMMERCE & ALAMO

**SHOPS AT
RIVERCENTER**



EXISTING

EXISTING CANOPY SIGNAGE
AT CORNER OF ALAMO & BLUM

**SHOPS AT
RIVERCENTER**



EXISTING

**COMMERCE STREET SIGN BLADES & BUILDING CORNER
LOCATION 2 & 3**

**SHOPS AT
RIVERCENTER**



PROPOSED

**COMMERCE STREET SIGN BLADES & BUILDING CORNER
LOCATION 2 & 3**

**SHOPS AT
RIVERCENTER**



EXISTING

COMMERCE STREET PROPERTY ENTRANCE WINDOW SIGNAGE
LOCATION 4

**SHOPS AT
RIVERCENTER**



PROPOSED

COMMERCE STREET PROPERTY ENTRANCE WINDOW SIGNAGE
LOCATION 4

**SHOPS AT
RIVERCENTER**

Joske's Building (Alamo Plaza)



New Signs:

A1,A2,A3,A4,
A5,A6,A7,A8,
B1,B2,C1,Q1,
P1,P2

SHOPS AT RIVERCENTER

Design #	0610200AR5
Sheet	8 of 67
Location	MALL
Address	849 E. COMMERCE SAN ANTONIO, TX
Acct. Rep.	STAN ACRUM
Coordinator	JAMIE MACRUM
Designer	P. AGUIAR
Date	03/10/16
Approval / Date	
Client	
Sales	
Estimating	
Art	
Landlord	
Engineering	
Revision / Date	

FOR REVIEW: CONSULT ALL PHASES OF SIGN WORK AND EXISTING SIGNAGE WITH MASTER PLAN.

3261 Menner Way
214-902-2000

Dallas, TX 75231
Fax 214-902-2044

12115 San Pedro, Ste 200
210-349-3004

San Antonio, TX 78221
Fax 210-349-4724

663 Baxter Avenue, Ste 200
907-479-3075

Louisville, KY 40204
Fax 502-412-9053

2284 Sand Hill Point Circle
864-250-1100

Davenport, FL 33827
Fax 863-250-1150

31 Waterfront Park Court
880-851-7062

Davenport, IA 52034
Fax 210-349-4724

P.O. Box 120 305 Doral Drive
381-983-9999

Portland, OR 97214
Fax 201-442-0332

1235 North Center Drive, UNIT C
760-987-7003

Yuba, CA 95601
Fax 760-987-7003

FINAL ELECTRICAL CONNECTION BY CUSTOMER

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH ARTICLE 610 OF THE NATIONAL ELECTRICAL CODE AND OTHER APPLICABLE LOCAL CODES. THE INSTALLER MUST PROVIDE A PROPER GROUNDING AND BONDING OF THE SIGN BODY WITH THE BUILDING.

SHOPS AT RIVERCENTER

Joske's Building (Alamo Plaza & Commerce)



New Signs:
A9,A10,A11,A12,C2,C3,Q2,

Commerce Street - Joske's West Fascade

SHOPS AT RIVERCENTER

Design #	
0610200AR5	
Sheet	9 of 67
Location	
MALL	
Address	
849 E. COMMERCE SAN ANTONIO, TX	
Arch. Rep.	STAN ACRUM
Coordinator	JAMIE MACRUM
Designer	P. AGUIAR
Date	03/10/16
Approval / Date	
Client	
Sales	
Estimating	
Art	
Landlord	
Engineering	
Revision / Date	

FOR WAYS, CONSULT ALL PHASES OF SIGN
WORK AND COORDINATE SIGNAGE WITH MASTER SIGN
PLAN.

Chandler Signs
Specialty Signs & Graphics

3301 Mariner Way 214-992-2000	Dallas, TX 75231 Fax: 214-992-2044
12135 San Pedro, Box 200 214-349-3804	San Antonio, TX 78221 Fax: 214-349-4724
563 Sinter Avenue, Box 300 902-479-3075	Louisville, KY 40204 Fax: 902-412-0013
3284 Sand Hill Point Circle 864-420-1100	Davenport, FL 33827 Fax: 864-420-1100
37 Waterfront Park Court 800-851-7062	Davenport, FL 33824 Fax: 210-349-8724
P.O. Box 120, 305 Doral Drive 386-993-9999	Portland, TX 78214 Fax: 361-442-8323
1235 Park Center Drive, UNIT C 760-967-7003	Yuma, CA 92581 Fax: 760-967-7003

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FINAL ELECTRICAL CONNECTION BY CUSTOMER

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH ARTICLE 618 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THE INSTALLER MUST PROPERLY GROUND AND GROUNDING OF THE SIGN. SIGN MUST BE GROUND TO GROUND.



Q1 Q2 RCL LETTERS - CORNERS OF BLUM ST. / ALAMO PLAZA / COMMERCE **1/4" = 1'-0"**
 (3) THREE SETS REQ'D.
Q3 37.50 SQ. FT. EA. SET

HARD FIELD VERIFY ALL FASCIA DIMENSIONS PRIOR TO ANY FABRICATION.



SPECS:

ALUM. FABRICATED (3" DEEP) REVERSE CHANNEL LETTERS WITH PAINTED BLACK FACE & RETURNS.

CLEAR POLYCARBONATE BACKS WITH WHITE DIFFUSER FILM. BACKS HELD WITH CLIPS.

INTERNALLY ILLUMINATED WITH WHITE L.E.D.'S

MOUNTED WITH 2" METAL TUBE SPACERS 2" FROM SURFACE WITH NON-CORROSIVE FASTENERS.

PRIMARY ELEC. SERVICE BY CUSTOMER.

SHOPS AT RIVERCENTER

Design #	0610200AR5
Sheet	17 of 67
Location	MALL
Address	849 E. COMMERCE SAN ANTONIO, TX
Acct. Rep.	STAN ACRUM
Coordinator	JAMIE MACRUM
Designer	P. AGUIAR
Date	03/10/16
Approval / Date	
Client	
Sales	
Estimating	
Art	
Landlord	
Engineering	
Revision / Date	
<small>FOR REVIEW: COORDINATED ALL PHASES OF SIGN WORK AND DETERMINE SIGN MOUNTING METHOD, PLAN.</small>	

Chandler Signs <small>Beyond Signs. Beyond Plans.</small>	
3361 Manor Way 214-992-2000	Dallas, TX 75231 Fax 214-992-2044
12315 San Pedro, Ste 200 210-348-3004	San Antonio, TX 78221 Fax 210-348-4724
663 Dexter Avenue, Ste 200 902-479-3075	Louisville, KY 40204 Fax 902-412-9013
2584 Sand Hill Point Circle 865-430-1100	Davenport, FL 33827 Fax 865-430-1100
37 Waterfront Park Court 880-851-7062	Davenport, FL 33824 Fax 210-348-4724
P.O. Box 125 305 Doral Drive 301-983-9999	Portland, TX 78314 Fax 361-442-8333
1235 North Center Drive, UNIT C 760-987-7003	Yuma, CA 93081 Fax 760-987-7033
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FINAL ELECTRICAL CONNECTION BY CUSTOMER <small>THIS SIGN IS DESIGNED TO BE INSTALLED IN ACCORDANCE WITH ARTICLE 610 OF THE NATIONAL ELECTRICAL CODE AND OTHER APPLICABLE LOCAL CODES. THE INSTALLER MUST PROPERLY GROUND AND BONDING OF THE SIGN WITH THE MAIN ELECTRICAL PANEL.</small>
--

SHOPS AT RIVERCENTER

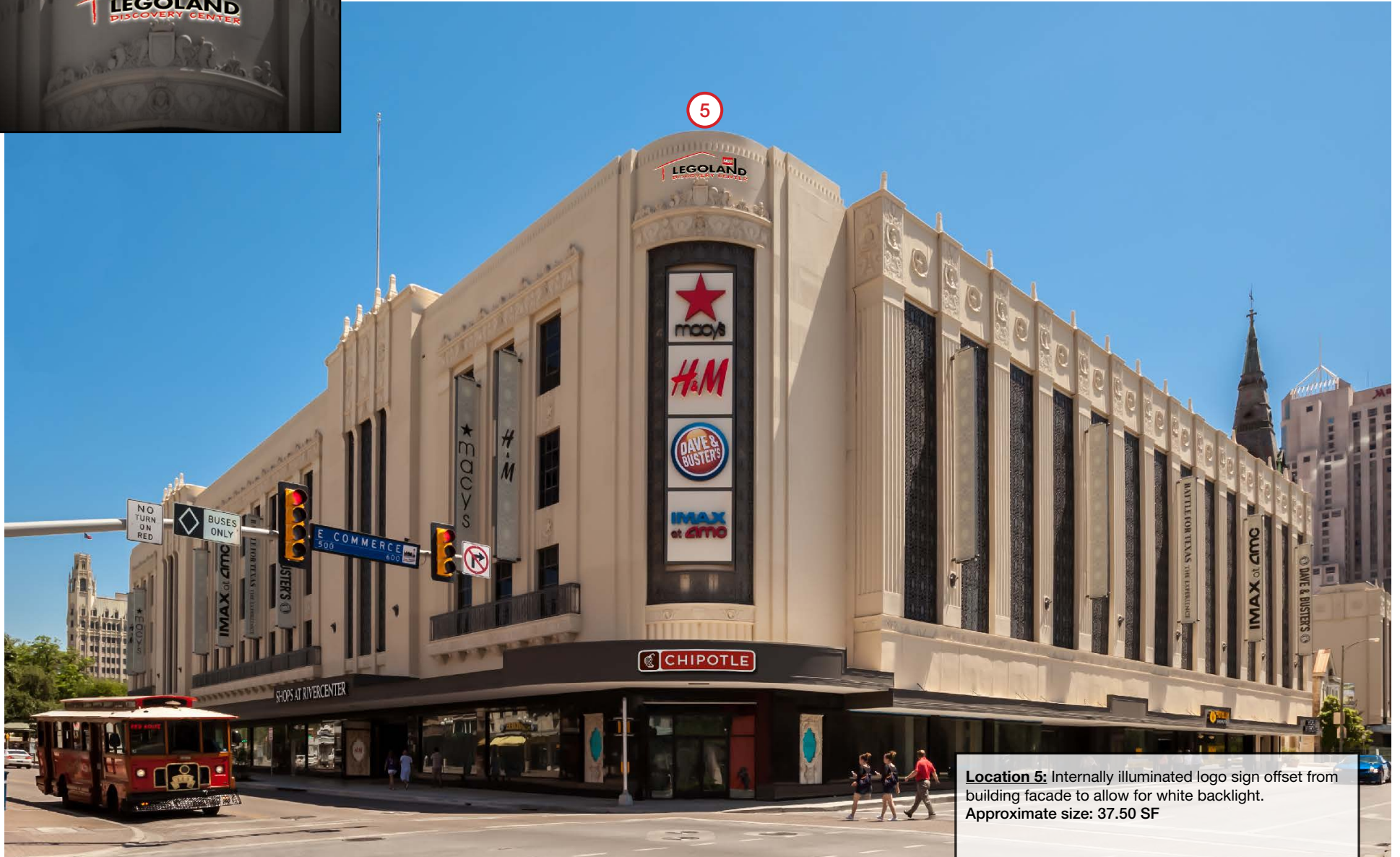


EXISTING

COMMERCE STREET / ALAMO STREET CORNER SIGN
LOCATION 5

**SHOPS AT
RIVERCENTER**

NIGHT VIEW



Location 5: Internally illuminated logo sign offset from building facade to allow for white backlight.
Approximate size: 37.50 SF

PROPOSED

COMMERCE STREET / ALAMO STREET CORNER SIGN
LOCATION 5

SHOPS AT
RIVERCENTER

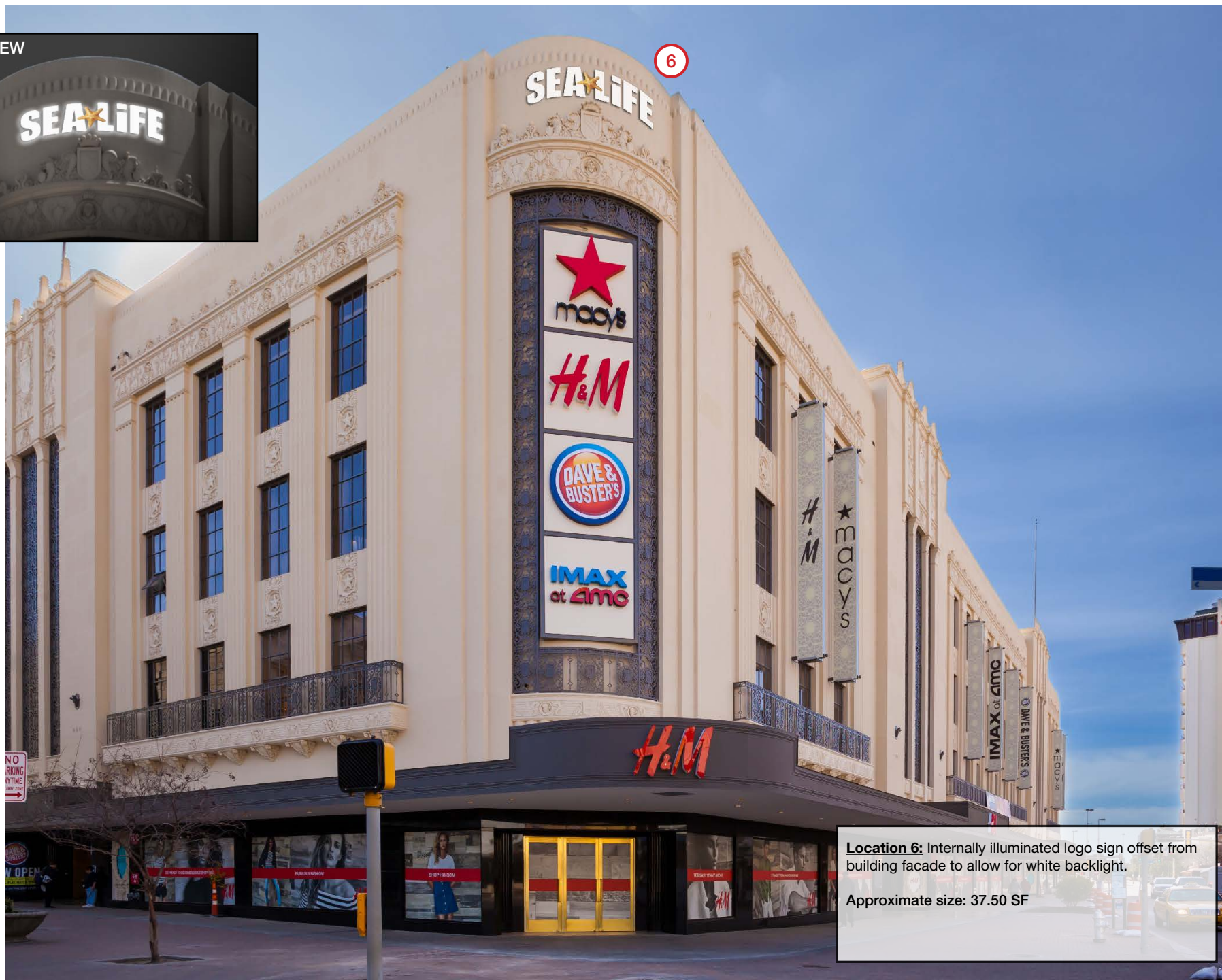


EXISTING

ALAMO STREET / BLUM STREET CORNER SIGN
LOCATION 6

**SHOPS AT
RIVERCENTER**

NIGHT VIEW



Location 6: Internally illuminated logo sign offset from building facade to allow for white backlight.

Approximate size: 37.50 SF

PROPOSED

**ALAMO STREET / BLUM STREET CORNER SIGN
LOCATION 6**

**SHOPS AT
RIVERCENTER**



EXISTING

**BLUM STREET PROPERTY ENTRANCE
LOCATION 7**

**SHOPS AT
RIVERCENTER**



Location 7: Routed out, push through lettering tenant sign applied to existing sign structure. Not illuminated. Approximate size: 27.98 SF

PROPOSED

**BLUM STREET PROPERTY ENTRANCE
LOCATION 7**

**SHOPS AT
RIVERCENTER**



EXISTING

**BLUM STREET ALLEYWAY GATEWAY
LOCATION 8**

**SHOPS AT
RIVERCENTER**

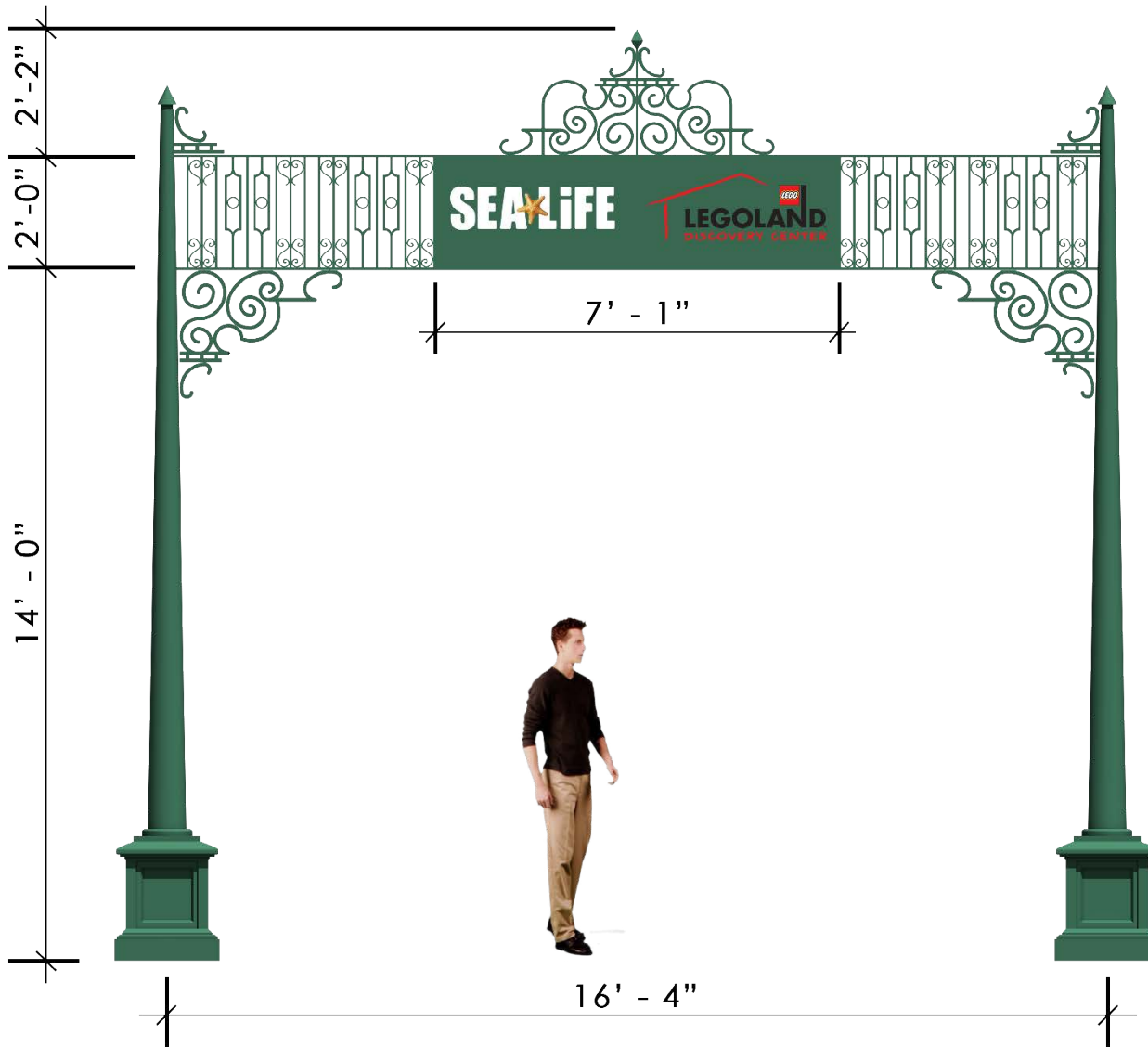


Location 8: Tenant sign applied to new metal archway with directional arrow toward entrance. Archway to match existing metalwork, color and style of existing balustrades and lampposts. Approximate size: 40 SF

PROPOSED

BLUM STREET ALLEYWAY GATEWAY
LOCATION 8

SHOPS AT
RIVERCENTER



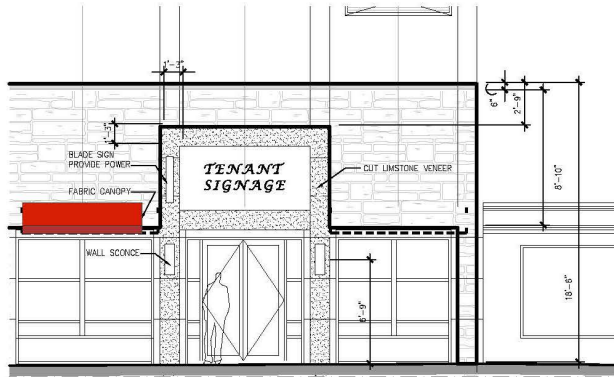
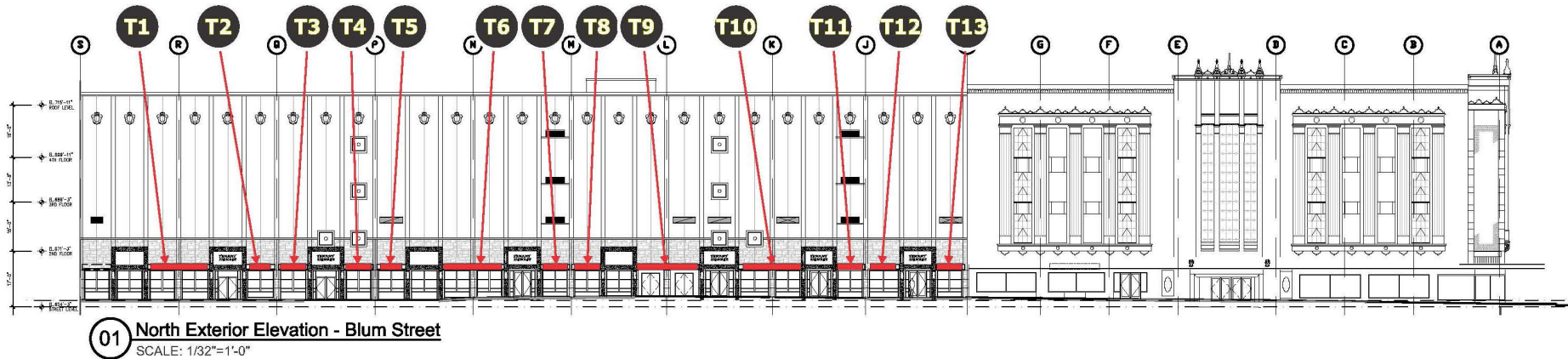
Location 8: Tenant sign applied to new metal archway with directional arrow toward entrance. Archway to match existing metalwork, color and style of existing balustrades and lampposts. Approximate size: 40 SF

PROPOSED

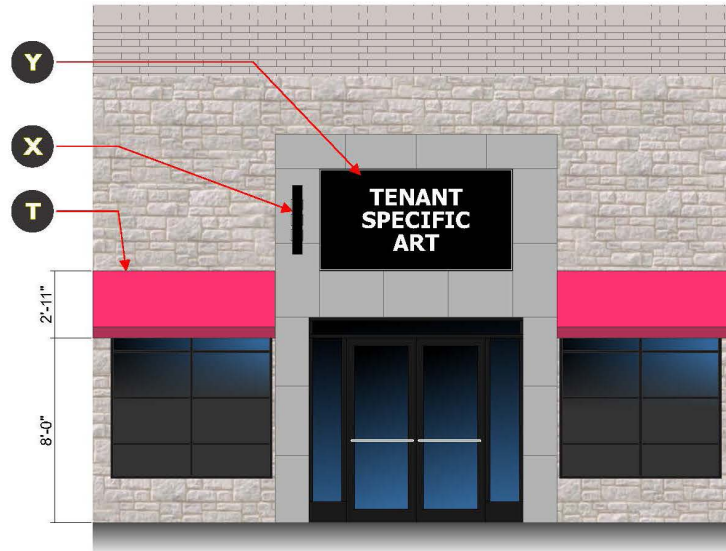
**BLUM STREET ALLEYWAY GATEWAY
LOCATION 8**

**SHOPS AT
RIVERCENTER**

Blum Street (Joske's Building)



New Signs:
R,T1,T2,T3,T4,T5,T6,T7,U, X1,X2,X3,X4,X5,Y1,Y2,Y3,Y4,Y5



AWNING CLEARANCES & TYPICAL ENTRYWAY ELEVATION BASED ON PRELIMINARY FIELD MEASUREMENTS 11/24/14

SHOPS AT RIVERCENTER

Design #	0610200AR5
Sheet	20 of 67
Location	MALL
Address	849 E. COMMERCE SAN ANTONIO, TX
Arch. Rep.	STAN AGRUM
Coordinator	JAMIE MACRUM
Designer	P. AGUIAR
Date	03/10/16
Approval / Date	
Client	
Sales	
Estimating	
Art	
Landlord	
Engineering	
Revision / Date	

FOR INFORMATION, CONSULT ALL PHASES OF SIGN WORK AND EXISTING SIGNS AS 2016 WINTER SIGN PLAN.

Chandler Signs Retail Image Register Plans	
2301 Minor Way 214-932-2000	Dallas, TX 75231 Fax: 214-932-2044
17316 San Pedro, Ste 100 210-349-2004	San Antonio, TX 78221 Fax: 210-349-8774
563 Sacker Avenue, Ste 200 902-479-3075	Louisville, KY 40204 Fax: 502-412-0013
2584 Sand Hill Point Circle 863-320-1200	Davenport, FL 33837 Fax: 863-324-1499
27 Waterfront Park Court 800-851-7062	Davenport, FL 33834 Fax: 210-349-8774
P.O. Box 125, 206 Dorval Drive 351-963-5999	Portland, TX 78214 Fax: 361-543-6533
1331 Park Center Drive, UNIT C 760-987-7003	Vista, CA 92081 Fax: 760-987-7033

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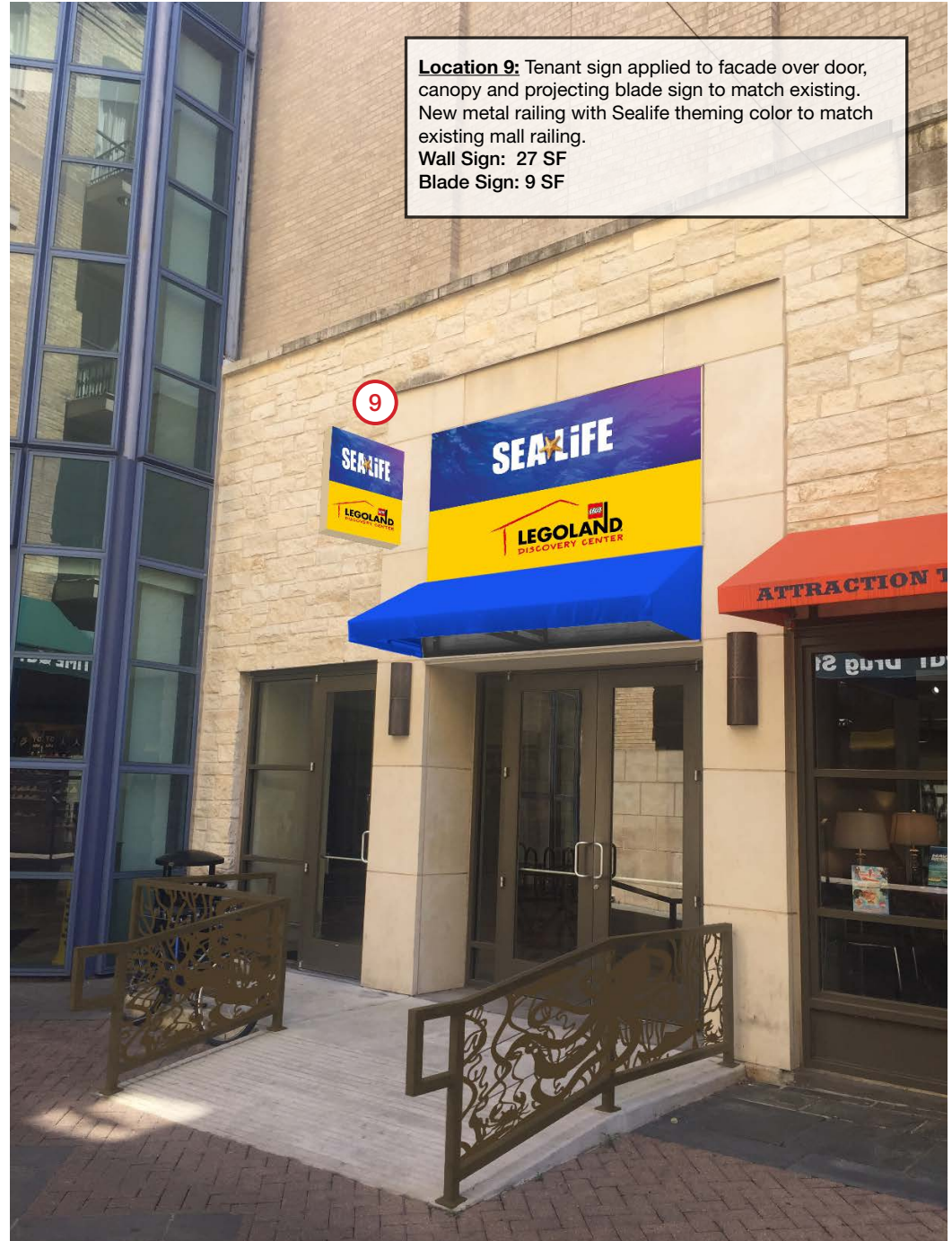
EXAMPLES OF EXISTING SIGNAGE



EXISTING

BLUM STREET ALLEYWAY PROPERTY ENTRANCE
LOCATION 9

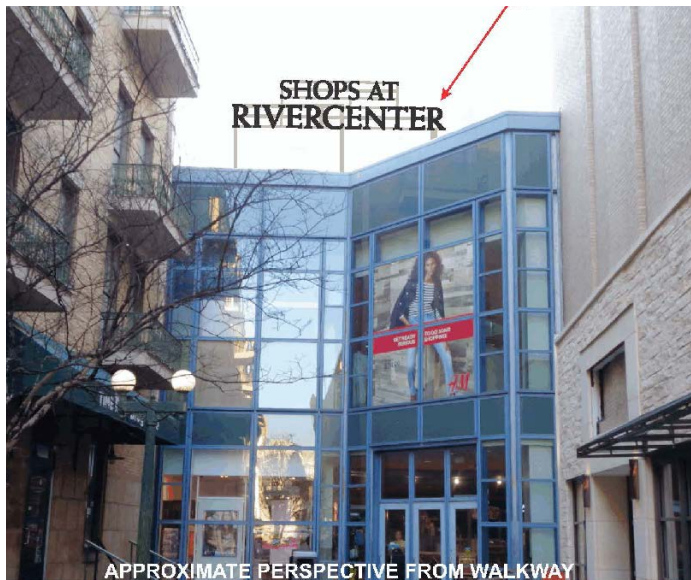
SHOPS AT
RIVERCENTER



EXISTING & PROPOSED

**BLUM STREET ALLEYWAY PROPERTY ENTRANCE
 LOCATION 9**

**SHOPS AT
 RIVERCENTER**

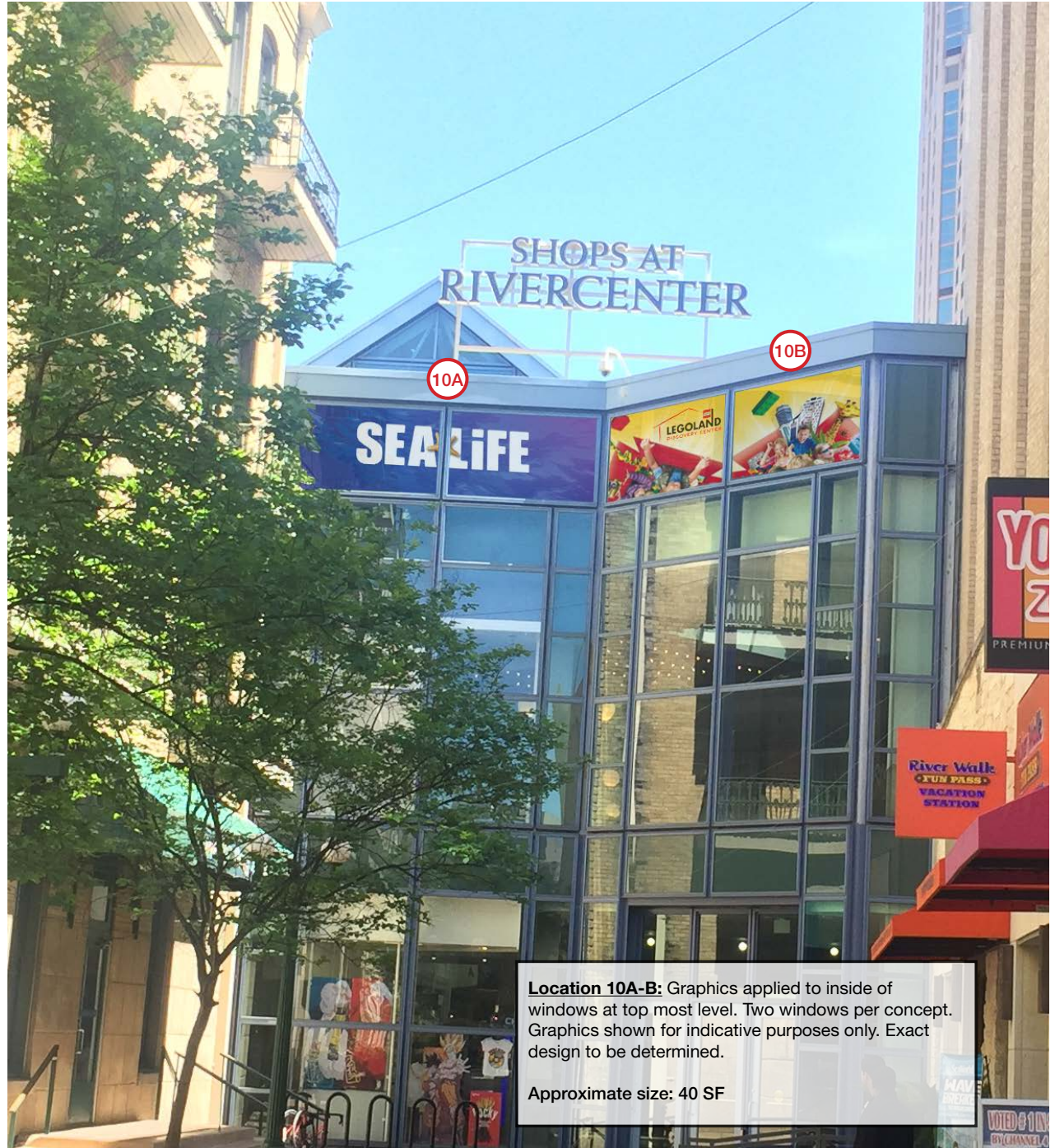


EXISTING



**OVERHEAD BLUM STREET SIGNAGE
LOCATION 10**

**SHOPS AT
RIVERCENTER**



PROPOSED

**OVERHEAD BLUM STREET SIGNAGE
LOCATION 10**

**SHOPS AT
RIVERCENTER**



PROPOSED

**OVERHEAD BLUM STREET SIGNAGE
LOCATION 10**

**SHOPS AT
RIVERCENTER**



Location 11: Vinyl graphics applied to glass above existing doors.

PROPOSED

**RIVERWALK AT RIVER LAGOON
LOCATION 11**

**SHOPS AT
RIVERCENTER**