

## HISTORIC AND DESIGN REVIEW COMMISSION

March 02, 2018

<b>HDRC CASE NO:</b>	<b>2018-089</b>
<b>COMMON NAME:</b>	RIO-7
<b>ADDRESS:</b>	743 S FLORES ST
<b>LEGAL DESCRIPTION:</b>	NCB 989 BLK LOT E 125 FT OF N 36 FT OF 10
<b>ZONING:</b>	C-3
<b>CITY COUNCIL DIST.:</b>	1
<b>APPLICANT:</b>	Robert Rendon
<b>OWNER:</b>	Martin Garcia
<b>TYPE OF WORK:</b>	Signage
<b>APPLICATION RECEIVED:</b>	February 14, 2018
<b>60-DAY REVIEW:</b>	April 14, 2018
<b>REQUEST:</b>	

The applicant is requesting a Certificate of Appropriateness for approval to install the following signage:

- 1) Front façade to feature internally illuminated cabinet sign above individual channel letters
- 2) South elevation to feature internally illuminated rectangular cabinet set.
- 3) Northeast corner to feature freestanding pole with internally illuminated circular cabinet sign.
- 4) Adjacent property to feature freestanding pole sign with existing rectangular cabinet.
- 5) Storefront door to feature decal sign.

### APPLICABLE CITATIONS:

Unified Development Code: Sec. 35-678. - Signs and Billboards in the RIO.

- (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.
  - (2) Signs which describe, point, or direct the reader to a specific place or along a specific course, such as "entrance," "exit," and "disabled persons access," as well as government signs, shall be reviewed but shall not be included in total allowable signage area. Emergency signs shall be exempt from historic and design review commission approval.
  - (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.
  - (5) Signage requests for multi-tenant buildings must complement existing signage with regards to size, number, placement and design, unless such existing signage is not in conformity with regulations in this article. It is recommended that the building owner or their agent develop a master signage plan or signage guidelines for the total building or property. If a property has an approved master signage plan on file with the historic preservation officer, then applications for signage may be approved administratively at the discretion of the historic preservation officer provided that they comply with such master signage plan. Notwithstanding the above, signs may not exceed the maximum size and height limitation of signage contained in chapter 28, article 9.
- (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.

(f) **Allowable Signs Not Included in the Total Signage Area.**

- (1) Parking lot signs identifying entrances and exits to a parking lot or driveway, but only when there is one-way traffic flow. No more than one (1) sign shall be permitted for each driveway entrance or exit, and no corporate or business logos shall be permitted. Additionally, parking lot signs to identify divisions of the parking lot into sections and to control vehicular traffic and pedestrian traffic within the lot provided that no corporate or business logos shall be permitted. Signs approved under this category shall not be included in the total allowable signage per structure.
- (2) Dates of erection, monumental citations, commemorative tablets, insignia of local, state or federal government, and like when carved into stone, concrete or similar material or made of bronze, aluminum or other permanent type construction and made an integral part of the structure. Signs approved under this category shall not be included in the total allowable signage per structure.
- (3) Information signs of a public or quasi-public nature identifying or locating a hospital, public building, college, publicly-owned parking area, historic area, major tourist attraction or similar public or quasi-public activity; and also including signs identifying restrooms or other facilities relating to such places or activities. Signs approved under this category shall not be included in the total allowable signage per structure.
- (4) Incidental signs, including signs designating business hours, street numbers, credit card acceptance and the like provided that the signs are not freestanding, the total of all such signs shall not exceed four (4) square feet for each business, and the signs are non-illuminated. Incidental signs shall not be included in the total allowable signage per structure.
- (5) Real estate signs, advertising the sale, rental or lease of the premises or part of the premises on which the signs are displayed. The maximum sign area shall be eight (8) square feet. Only one (1) sign will be permitted for each building for sale or lease that is adjacent to the Riverwalk. The sign is permitted to remain only while that particular building is for sale or the lease space is available.

(k) **Prohibited Signs.** The following signs are prohibited:

- (1) Billboards, junior billboards, portable signs, and advertising benches;

- (2) Any sign placed upon a building, object, site, or structure in any manner so as to disfigure, damage, or conceal any window opening, door, or significant architectural feature or detail of any building;
- (3) Any sign or sign spinner which advertises commercial off-premises businesses, products, activities, services, or events unless otherwise allowed in this article;
- (4) Any sign which does not identify a business or service within the river improvement overlay district unless otherwise allowed in this article;
- (5) Any non-contributing sign which is abandoned or damaged beyond fifty (50) percent of its replacement value, including parts of old or unused signs. All remnants such as supports, brackets and braces must also be removed;
- (6) Any attachment to an already affixed sign which does not meet the provisions of the City Code;
- (7) Roof mounted signs, except in the cases of landmark signs or unless approved in accordance with standards set forth in subsections (b) and (c) of this section. Contributing roof mounted signs may be resurfaced with an approved certificate of appropriateness. The square footage of roof mounted signs shall be included in the total allowable signage for the building;
- (8) Pole-mounted cabinet signs and pylon signs;
- (9) Digital displays, digital and/or LED lighted signs, not to include LED light sources that do not meet the definition of a sign, with or without rotating, flashing lettering, icons or images.

Except as provided below:

- A. A public transportation agency may incorporate transit information signage into transit shelters, utilizing LED or digital technology, provided the signage is contained within or under the transit shelter, and is limited to five (5) square feet of signage area, and one (1) sign per thirty (30) linear feet of pedestrian shelter.
  - B. A public transportation agency may incorporate transit information signage into a monument sign at transit stops, utilizing LED or digital technology, provided it is limited to five (5) square feet of signage area.
  - C. A public transportation agency may incorporate transit information signage into a monument sign at transit facilities (other than transit stops), utilizing LED or digital technology, provided it is limited to seven (7) square feet of signage area.
  - D. The historic preservation officer may impose additional restrictions on illumination to ensure that the character of signs are harmonious with the character of the structures on which they are to be placed and designated landmarks or districts in the area, provided that such restrictions are reasonably related to other conforming signs and conforming structures in the area, do not unreasonably restrict the amount of signage allowed by this section, and are in keeping with the intent of this section. Among other things, consideration shall be given to the location and illumination of the sign in relation to the surrounding buildings, the use of appropriate materials, the size and style of lettering and graphics, and the type of lighting proposed.
  - E. Digital displays, digital and/or LED lighted signs are authorized in conjunction with a temporary display for a permitted event if in accordance with chapter 28 of the City Code of San Antonio, Texas.
- (10) Revolving signs or signs with a moving component.
  - (11) Any sandwich board which conflicts with the Americans with Disabilities Act, or which disrupts or interferes with pedestrian or other traffic.
  - (12) Any sign that obscures a sign display by a public authority for the purpose of giving instructions or directions or other public information.
  - (13) Any sign which consists of pennants, ribbons, spinners or other similar moving devices.
  - (14) Any sign, except official notices and advertisements, which is nailed, tacked, posted or in any other manner attached to any utility pole or structure or supporting wire, cable, or pipe; or to any tree on any street or sidewalk or to public property of any description.
  - (15) Moored balloons, wind jammers or other floating or inflated signs that are tethered to the ground or to a structure.
  - (16) Any permanent or temporary sign affixed to, painted on, or placed in or upon any parked vehicle, parked trailer or other parked device capable of being towed, which is parked so as to advertise the business to the passing motorist or pedestrian; and whose primary purpose is to provide additional on-site signage or is to serve the function of an outdoor advertising sign. Excluded from this are vehicles or equipment that are in operating condition, currently registered and licensed to operate on public streets with a valid inspection sticker, and actively used in the daily function of the business to which such signs relate; vehicles/equipment engaged in active construction projects; vehicles or equipment offered for rent to the general public and stored on-premises and otherwise allowed under applicable city ordinance.

Notwithstanding the above, signs designated as a contributing sign or structure by the historic preservation officer shall not be prohibited unless or until such designation is revoked.

- (1) **Installation.** Signs, posters, decals or advertisements may not be affixed, tacked, nailed, pasted, or taped to any portion of a building, object, site or structure in a manner that will cause irreversible damage or loss, or is considered inappropriate under any applicable guidelines utilized by the office of historic preservation. Signs installed on masonry structures shall be installed in the mortar, not in the masonry unit. 0.

**FINDINGS:**

- a. The structure at 743 S Flores is a commercial building constructed in 1958. The structure features a flat roof and painted brick façade with a non-historic storefront and metal canopy installed circa December 2016. The building, which was vacant or had no long-term tenants in recent years, currently features no signage.
- b. FRONT FAÇADE – The applicant has proposed to install signage featuring approximately 38 ¼ square feet on the front façade above the canopy. The signage features a rectangular cabinet sign (9" by 7"; 5 ¼" square feet) above a set of larger individual channel letters (2' by 16 ½"; 33 square feet) together displaying the name of the business. Both signage elements will feature acrylic faces, be internally illuminated by LED lights, and mounted on standard raceway. Staff finds the proposed design and materials of the signage on the front façade inconsistent with UDC Sec. 35-678 (c)(3) and (4) as proposed. Staff finds that the sign should feature a metal face that is backlit, rather acrylic faces that are internally lit.
- c. SOUTH ELEVATION (RECTANGULAR CABINET) – The applicant has also proposed to install signage featuring approximately 40 square feet (4' by 10') on the south elevation on the building. The proposed sign is a rectangular cabinet featuring a sheet metal frame with white Lexan face with cut-out branding of the business. The sign will be internally illuminated with LED lights and flat mounted to the structure. Staff finds the proposed design and materials of the signage inconsistent with the UDC Sec. 35-678 (c)(3) and (4).
- d. NORTH ELEVATION (CIRCULAR CABINET ON FREESTANDING POLE) – There is an existing freestanding metal pole featuring 5" in diameter and 16' in height, located by the northeast corner of structure. The applicant has proposed to install an additional 2' to the height of the pole and a circular cabinet sign featuring 25 square feet (5' x 5', double sided). The proposed sign will feature a metal frame with acrylic faces with branding of the business and will be internally illuminated with LED lights. Pole-mounted cabinet signs are prohibited by the UDC Sec. 35-678 (k)(8). Staff also finds that the freestanding pole, without a remaining cabinet frame of a previous sign, is not an integral element to the historic structure or its site.
- e. DOOR DECAL – The applicant has proposed to install decal signage on the front door of the storefront. The sign will feature approximately 5 square feet displaying the branding for the business.
- f. TOTAL SIGNAGE AREA – The applicant has proposed three total signs totaling approximately 128 square feet (5 ¼, 33, 40, 25, and 25 square feet respectively) excluding the door decal and the freestanding sign on 735 S Flores. Per the UDC Sec. 35-678 (e), properties located within a River Improvement Overlay district are limited to three total sign areas and 50 square feet of total signage -- unless additional signs and/or additional total footage is approved based on size and scope of the site. At this time, staff finds that the 50 square feet of total signage is adequately allotted to this 4625 square foot lot with a 37 linear feet storefront.

**RECOMMENDATION:**

Staff recommends approval of the front façade signage and door decal based on findings b, e, and g with the stipulation that the proposed façade signage feature a metal face that is backlit, rather acrylic faces that are internally lit.

Staff does not recommend approval of the south elevation cabinet sign or the freestanding pole sign based on finding c and d. If the applicant is pursuing signage that would be visible by traffic on S Flores and Guadalupe, staff would recommend approval of painted wall signage, a blade sign perpendicular to the façade of the storefront, or a hanging sign from the canopy. Any additional signage must be approved prior to installation.

**CASE MANAGER:**

Huy Pham



743 S Flores

Powered by ArcGIS Server

Printed: Feb 23, 2018

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mo's Food  
rt #3/ Uhaul

Guadalupe St

World Auto Equipment

Guadalupe St

Alice In Wonderland  
Day Care

Guadalupe St

743 South Flores Street

S Flores St

S Flores St

Google

S Flores St

W Sheridan St

W Sheridan St

West Sheridan  
Street Parking Lot

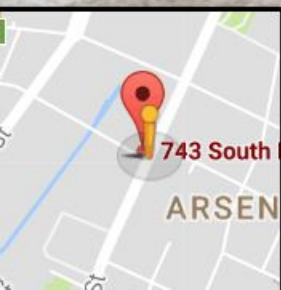
Calvert St





743 South Flores Street







Flores St (front of building)



Guadalupe St (l side of building)



Parking Lot (r side of building)



Back Side





Exhibit A

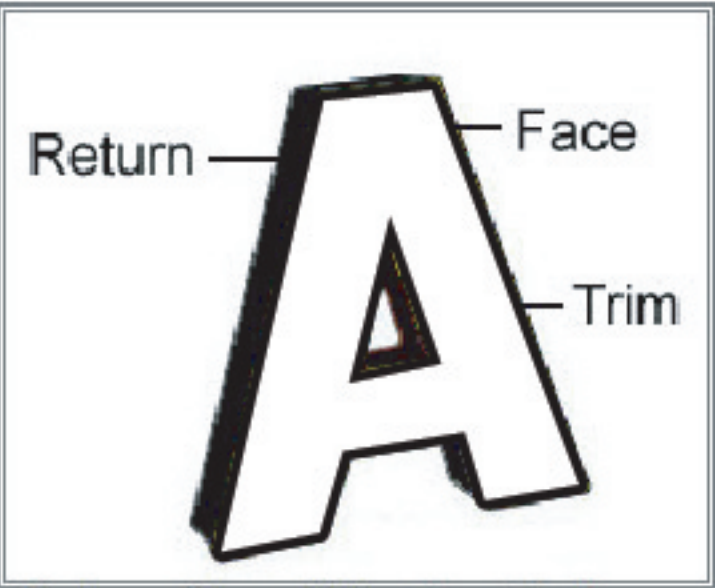


ELEVATION Not To Scale

Manufacture and Install One Set of Channel Face Letters., Letters to be Internally Illuminated w/ LED Lights Mounted on Standard Raceway on Wall.

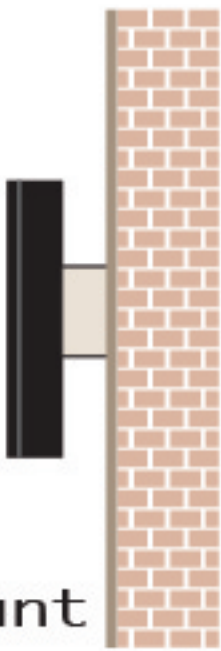
Manufacture and Install One 9"x7'-0" Capsule face to be Black with White Letters as shown above Internally Illuminated w/ LED Lights Mounted on Standard Raceway on Wall.

Sample:



Anatomy of channel letter: Face: Red, Returns: Black, Trim cap: Yellow.

Center Mount

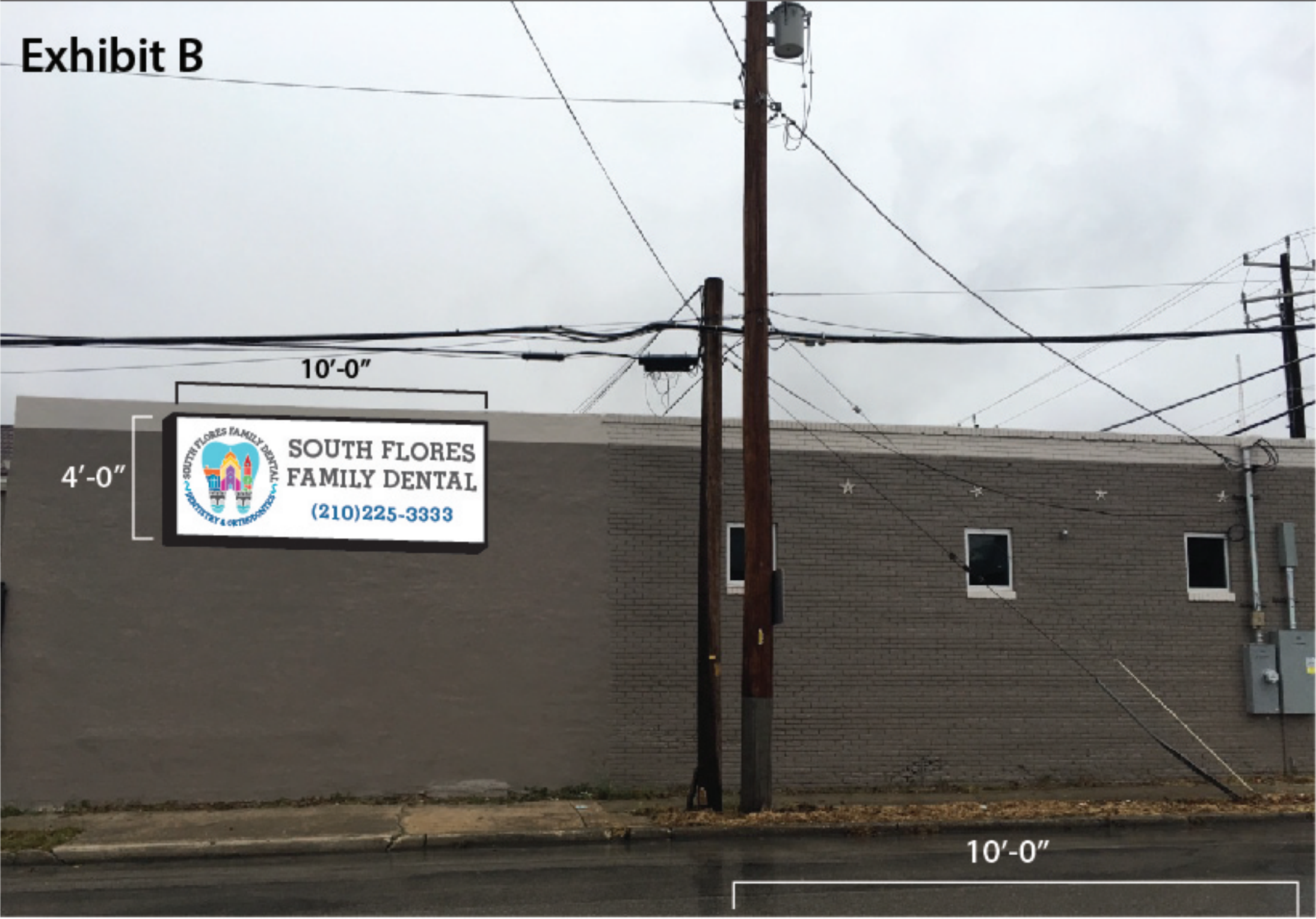


Side View  
5" in. Return Black  
120 Volt Power Supply  
Acrylic Facias/LED  
Mounted on Standard  
Raceway

Details:  
Illuminated Channel Letters Qty 1 Set.  
Faces to be 3/16" #White Acrylic  
1: Trim Caps Black  
5" Returns .040 Alum. Painted Black  
LED Illumination w/ Electrical Power Source.

743 S Flores St, San Antonio Texas 78204 Customer: South Flores Family Dental - Martin Garcia MDDS 210-867-1422 cell

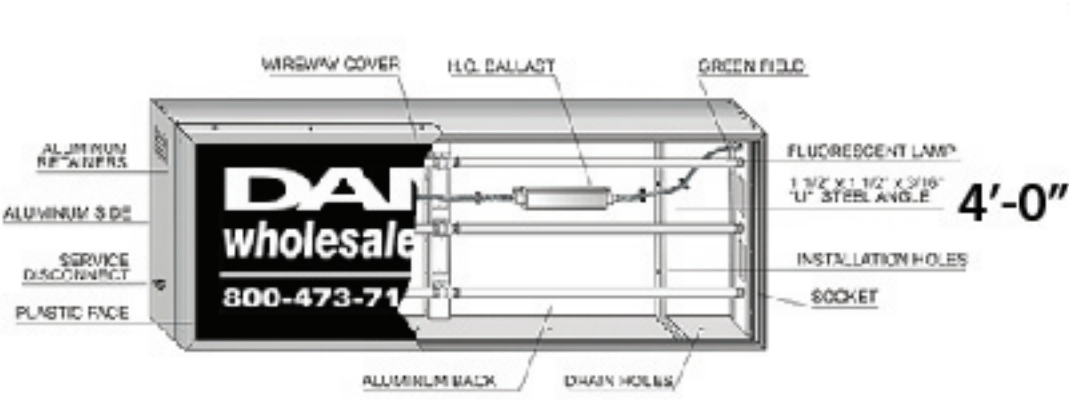
Exhibit B



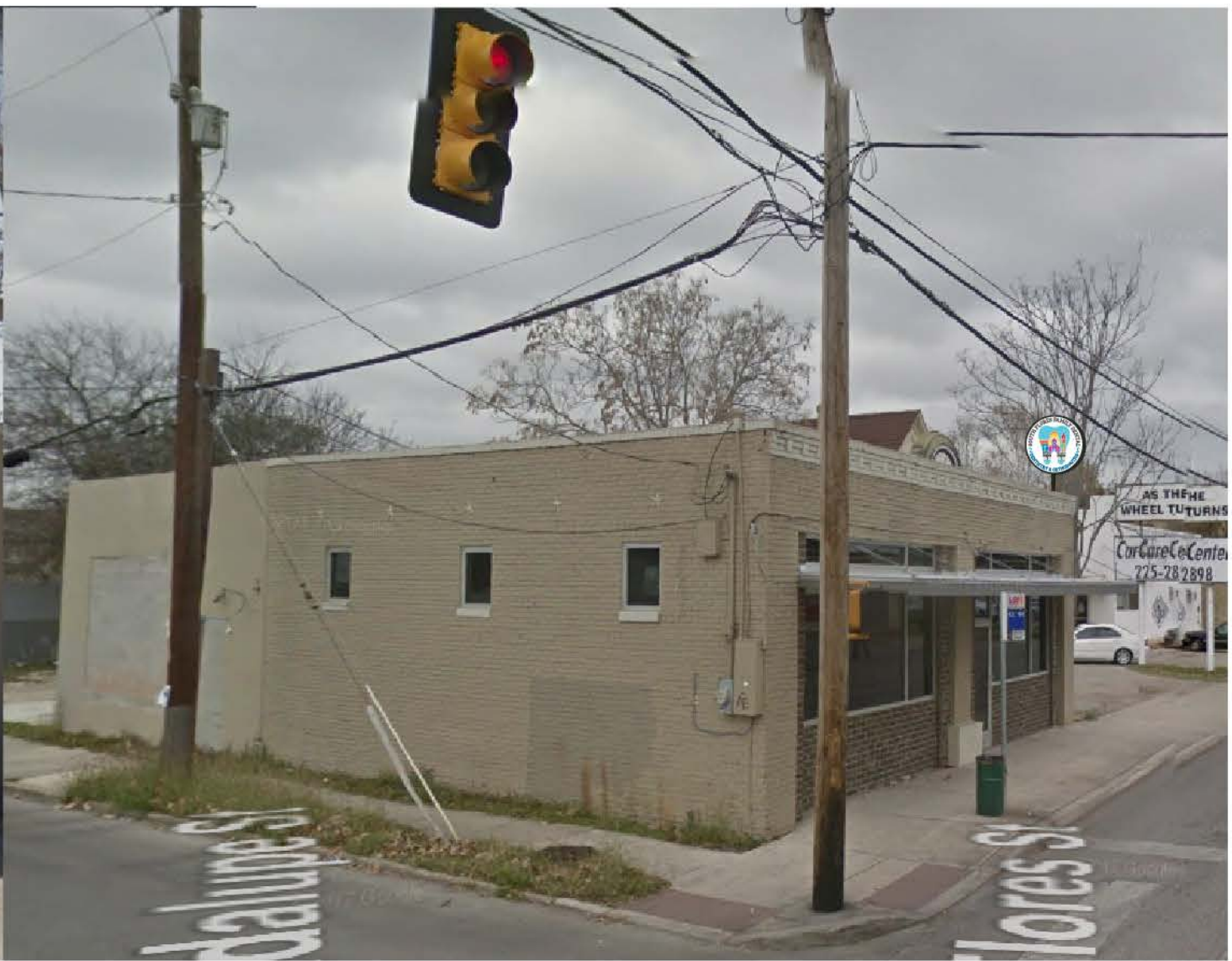
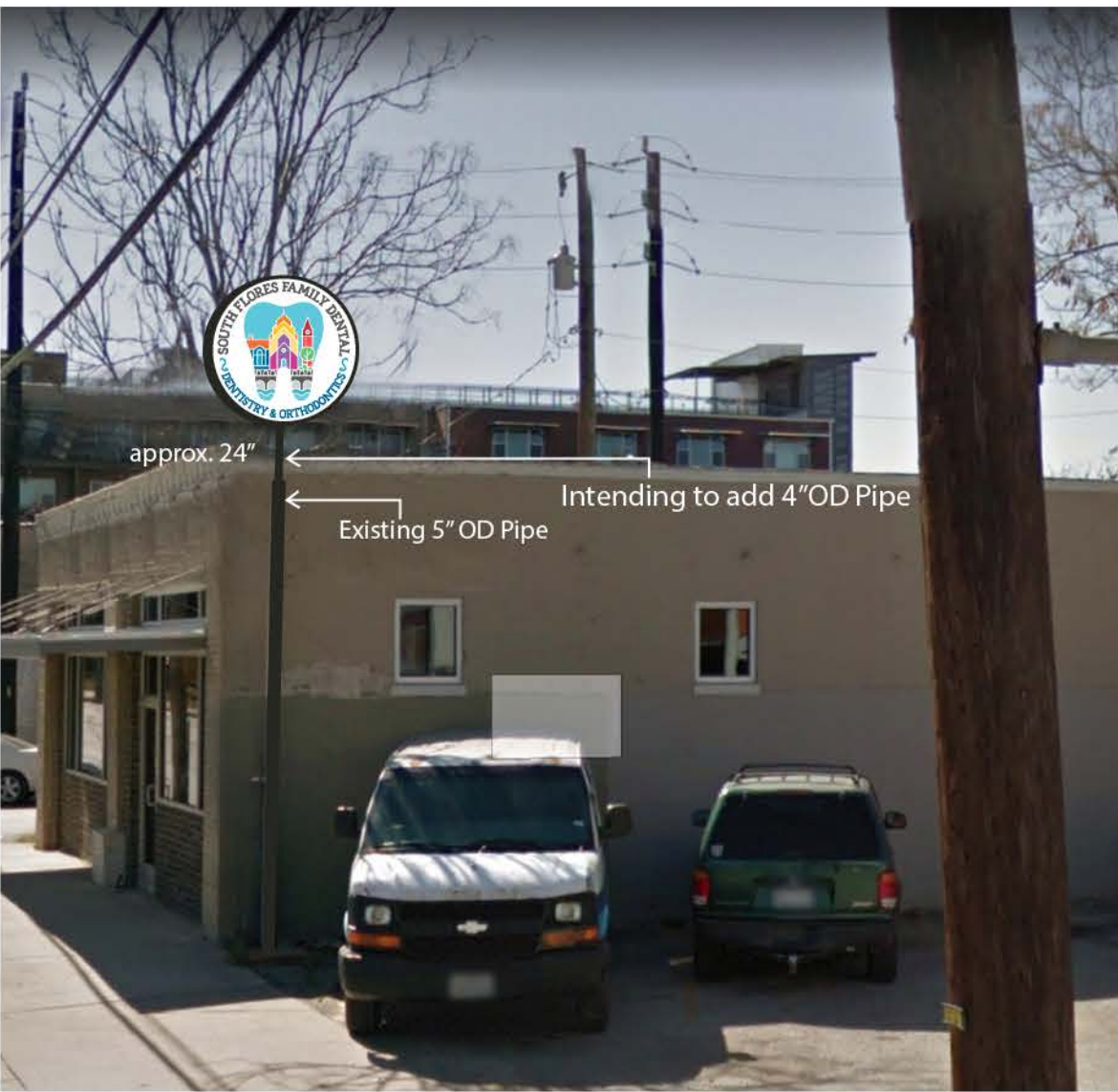
ELEVATION :

Not to Scale

Manufacture and Install One Single Sided 4ft x10 ft Sheet Metal Cabinet., Face to be White Unbreakable Lexan with Flat Cut Out Graphics and Logos, Cabinet to be Internally Illuminated with LED Lights with 2 1/2" Retainers, Cabinet Structure to be Angle Iron and Flat Mounted on Building Fascia as shown here.







Manufacture and Install One Double Sided Cabinet 5'x5', Fabricated with anfle Iron and Alumminum , Faces to be Acrylic with Printed Transcluent Graphics as Shown., Internall Illuminated with LED Lights, Cabinet to be Installed on existing 5" OD Pipe Situated next to Building will add 24" to Pipe to be situated as shown on Picture here.

Customer South Flores Family Dental - Martin Garcia MDDS  
210-867-1422 cell

**743 S Flores St, San Antonio Texas 78204**





Paint and Add new Graphics  
to existing Pylon Sign as shown

AS THE  
WHEEL TURNS

CarCareCenter  
225-2898

What Sign Looks like now