

HISTORIC AND DESIGN REVIEW COMMISSION

June 20, 2018

HDRC CASE NO: 2018-294
ADDRESS: 108 AUDITORIUM CIRCLE
LEGAL DESCRIPTION: NCB 412 BLK 5 LOT 13& 14 & W 58 FT OF S 5.55 FT OF 15
ZONING: D, HE
CITY COUNCIL DIST.: 1
APPLICANT: Manuel Rubio/injoy
OWNER: Paul Carter
TYPE OF WORK: Mural location and placement / Signage
APPLICATION RECEIVED: May 31, 2018
60-DAY REVIEW: July 30, 2018

REQUEST:

The applicant is requesting conceptual approval of mural size and placement on the west façade of the historic structure located at 106/108 Auditorium Circle. The design of the mural is not included in this review, but the applicant has indicated that it will include signage for tenants in the building.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 6, Guidelines for Signage

1. General

A. GENERAL

i. Number and size—Each building will be allowed one major and two minor signs. Total requested signage should not exceed 50 square feet.

ii. New signs—Select the type of sign to be used based on evidence of historic signs or sign attachment parts along the building storefront where possible. Design signs to respect and respond to the character and/or period of the area in which they are being placed. Signs should identify the tenant without creating visual clutter or distracting from building features and historic districts.

iii. Scale—Design signage to be in proportion to the facade, respecting the building's size, scale and mass, height, and rhythms and sizes of window and door openings. Scale signage (in terms of its height and width) to be subordinate to the overall building composition.

B. HISTORIC SIGNS

i. Preservation—Preserve historic signs, such as ghost signs or other signs characteristic of the building's or district's period of significance, whenever possible.

ii. Maintenance—Repair historic signs and replace historic parts in-kind when deteriorated beyond repair.

C. PLACEMENT AND INSTALLATION

i. Location—Place signs where historically located and reuse sign attachment parts where they exist. Do not erect signs above the cornice line or uppermost portion of a facade wall, or where they will disfigure or conceal architectural details, window openings, doors, or other significant details.

ii. Obstruction of historic features—Avoid obscuring historic building features such as cornices, gables, porches, balconies, or other decorative elements with new signs.

iii. Damage—Avoid irreversible damage caused by installing a sign. For example, mount a sign to the mortar rather than the historic masonry.

iv. Pedestrian orientation—Orient signs toward the sidewalk to maintain the pedestrian oriented nature of the historic districts.

D. DESIGN

i. Inappropriate materials—Do not use plastic, fiberglass, highly reflective materials that will be difficult to read, or other synthetic materials not historically used in the district.

- ii. Appropriate materials*—Construct signs of durable materials used for signs during the period of the building's construction, such as wood, wrought iron, steel, aluminum, and metal grill work.
- iii. Color*—Limit the number of colors used on a sign to three. Select a dark background with light lettering to make signs more legible.
- iv. Typefaces*—Select letter styles and sizes that complement the overall character of the building façade. Avoid hard-to-read or overly intricate styles.

E. LIGHTING

- i. Lighting sources*—Use only indirect or bare-bulb sources that do not produce glare to illuminate signs. All illumination shall be steady and stationary. Internal illumination should not be used.
- ii. Neon lighting*—Incorporate neon lighting as an integral architectural element or artwork appropriate to the site, if used.

3. Projecting and Wall-Mounted Signs

A. GENERAL

- i. Mounting devices*—Construct sign frames and panels that will be used to be attach signs to the wall of a building of wood, metal, or other durable materials appropriate to the building's period of construction.
- ii. Structural supports*—Utilize sign hooks, expansion bolts, or through bolts with washers on the inside of the wall depending upon the weight and area of the sign, and the condition of the wall to which it is to be attached.
- iii. Appropriate usage*—Limit the use of projecting and wall-mounted signs to building forms that historically used these types of signs, most typically commercial storefronts. To a lesser degree, these signage types may also be appropriate in areas where residential building forms have been adapted for office or retail uses, if sized accordingly.

B. PROJECTING SIGNS

- i. Placement*—Mount projecting signs perpendicularly to a building or column while allowing eight feet of overhead clearance above public walkways.
- ii. Public right-of-way*—Limit the extension of projecting signs from the building facade into the public right-of-way for a maximum distance of eight feet or a distance equal to two-thirds the width of the abutting sidewalk, whichever distance is greater.
- iii. Area*—Projecting signs should be scaled appropriately in response to the building façade and number of tenants.

C. WALL-MOUNTED SIGNS

- i. Area*—Limit the aggregate area of all wall-mounted signs to twenty-five percent of a building facade.

FINDINGS:

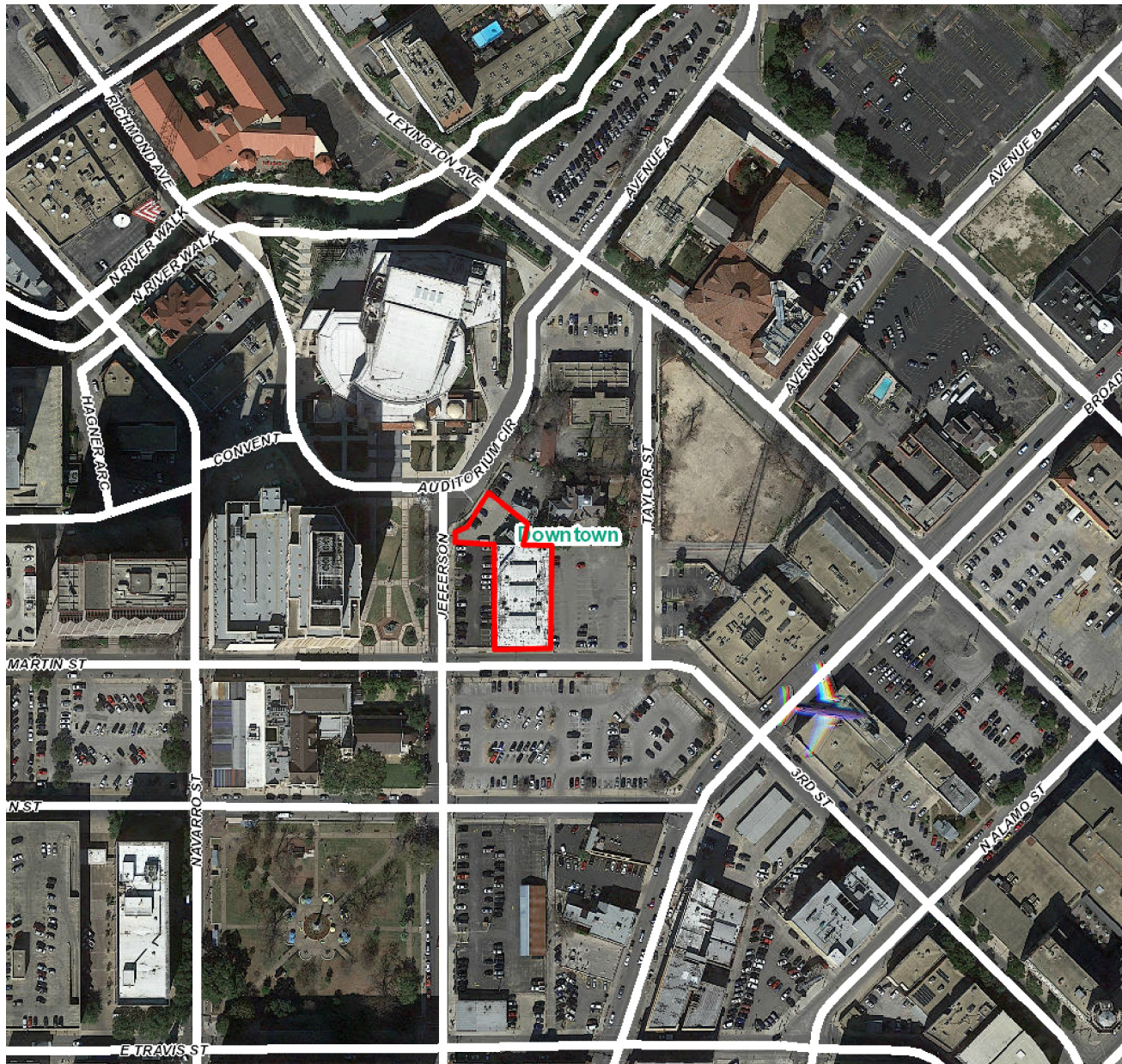
- a. The applicant is requesting conceptual approval of mural size and placement on the west façade of the historic structure located at 106/108 Auditorium Circle. The design of the mural is not included in this review.
- b. **SIGNAGE** –The Historic Design Guidelines, Guidelines for Signage notes that each building will be allowed one major and two minor signs to total no more than fifty (50) square feet. Additional square footage and signage may be approved by the Historic and Design Review Commission.
- c. **MURAL SIZE & LOCATION** – The applicant has proposed to locate the mural on the west façade of the historic structure. The proposed size of the mural is 167 feet in length and 24 feet in height for a total square footage of 4,008. As noted in finding b, the recommended square footage for signage for each building is fifty (50) square feet per tenant. Staff finds that a mural in this location may be appropriate provided that no more than fifty (50) square feet of signage or advertising is included. Signage larger than fifty (50) square feet per tenant would not be appropriate.

RECOMMENDATION:

Staff finds that a mural in the proposed location is appropriate; however, signage or advertising should not exceed fifty (50) square feet per tenant.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Jun 13, 2018

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Veterans
Memorial Park

Pharm Table

YOSA

2nd Floor

E Martin St

Jefferson

E Martin St

Jefferson



Project Color SA III *Pharm Table*

Prepared for: Cory Edwards, Deputy Historic Preservation Officer

by: Manuel Rubio, Chief Operating Officer

Date: May 23, 2018

Proposal number: 01

EXECUTIVE SUMMARY

Objective

To revitalize parking garages, barren sides of buildings, and eye-sore areas all throughout our city to visually entice locals and tourists both to enhance San Antonio's Downtown experience. Injoy is a curator of culture, created to further involvement between our city and its locals. Our initiative is to render residual delight through engagement, experience, and multi-media to reinterpret what our city can offer.

Goals

- To beautify, elevate, and strengthen Auditorium Circle's curb appeal.
- Encourage more reason to explore SA by visually stimulating our locals and tourists through monthly re-occurring murals.
- To fascinate and enthuse our citizens to *want* to travel downtown to explore new facades all throughout San Antonio.
- Create awareness for all involved: San Antonio Arts Commission, Pharm Table, Brand Affiliate, Project Color SA, and The City of San Antonio

Pharm Table

167' Ft Long x 24' Ft High

TOTAL SQUARE FOOTAGE: 4,008 Sq. Ft

Art will be in collaboration with Client, Injoy Media, Proprietor, HDRC, San Antonio Public Arts Commission, and to abide by City overhead regulations. Certificate of Occupancy will be contracted between prospective Client and Proprietor to conciliate required on-premise definition for appropriate signage. Branding and by-products perceived on the wallscape will be available on-premise on behalf of the company currently displaying signage on the wall - entailing additional partnering with renting a section inside Pharm Table. Wallscape art must satisfy each party's approval: San Antonio Arts Commission, Proprietor, Brand Affiliate, Project Color SA, and The City of San Antonio.
