

## HISTORIC AND DESIGN REVIEW COMMISSION

February 19, 2020

**HDRC CASE NO:** 2020-056  
**ADDRESS:** 3613 BROADWAY  
**LEGAL DESCRIPTION:** NCB 6299 BLK LOT 217 S 10 FT OF 219  
**ZONING:** C-2, RIO-1  
**CITY COUNCIL DIST.:** 2  
**APPLICANT:** Paul Rohlf/Budget Signs  
**OWNER:** PEREZ A R JR  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** January 28, 2020  
**60-DAY REVIEW:** March 28, 2020  
**CASE MANAGER:** Huy Pham

### REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to replace an existing pole sign with a new freestanding sign to feature an internally illuminated cabinet to read "Cheever Books Buy/Sell Used & Rare Books". The proposed sign will feature a total signage area of twenty-four (24) square feet for each side, and will feature an overall height of approximately ten (10) feet.

### APPLICABLE CITATIONS:

Sec. 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.
  - E. Temporary displays for permitted events are authorized if in accordance with chapter 28 of the City Code of San Antonio, Texas.
- (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.
- (4) The name of a business may be changed through the administrative approval process if the sign conforms to the provisions of this section, and if the color, size, and style of lettering, and illumination of the sign remain the same.
- (5) Provisions under this section shall comply with chapter 28 of the City Code of San Antonio, Texas. In cases where provisions under this section are stricter or a sign is designated as a contributing structure, then this

section shall control.

- (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.
  - (7) Memorials, markers, naming rights of public property, and recognition of charitable donations given to the City of San Antonio shall be additionally governed by any formal action passed by city council.
- (b) Sign Definitions. For signage definitions, refer to subsection 35-612(b) and chapter 28 of the City Code.
- (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.

## **FINDINGS:**

- a. The structure at 3613 Broadway is located in River Improvement Overlay (RIO-1). The one-story commercial structure features traditional architectural elements included a saltbox house form with an full width inset porch, square wood columns, Colonial Revival decorative door and window trims, wood lap siding, brick masonry chimney, and a standing seam metal roof. The structure features four vehicle spots for front parking with access to the rear on both sides of the structure.
- b. **EXISTING SIGNAGE** – The commercial structure features three (3) banner signs fixed to wood braces, each measuring 4-feet tall by 8-feet wide, mounted to each side of the front porch. The property also features an existing, non-conforming pole sign with a double-sided non-illuminated cabinet face measuring 3-feet tall by 6-feet wide. The total existing sign area measures approximately 114 square feet.
- c. **PROPOSED SIGNAGE** – The applicant has proposed to remove the non-conforming single-pole sign to replace with a new freestanding sign with an internally illuminated cabinet with decorative architecture features.
- d. **NUMBER AND SIZE** - Per UDC Sec. 35-678.(e)(1), 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; the additional square footage shall be based upon the size and scope of the site. Staff finds that the vehicular traffic on Broadway supports an allowance of signage area above 50 total square feet. However, because the structure has a clear single entry on the front façade, staff finds that the number of signs should be limited to three total signs, which may require removal an existing banner sign in addition to replacing the pole sign.
- e. **SIGN PROPORTION** – The proposed blade sign features two sign faces measuring 8-feet wide, 3-feet tall, and 16-inches deep, mounted on two metal pole legs lifted 78-inch from grade for a total height 124 inches. Per UDC Sec. 35-678.(d), 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. Staff finds that height of the proposed sign is substantially lower than the existing pole sign, which is improvement upon the non-conforming condition.
- f. **SIGN DESIGN** – The proposed sign features a rectangular, internally illuminated cabinet face with blue letters, tri-color logo, and a white background. The cabinet and legs are adorned and painted beige to match the architectural details of the primary structure's doors, window, and portico. Per UDC Sec. 35-678.(c)(1), size, scale, height, color and location of signs shall be harmonious with, and properly related to, the overall character of the district and structure. Per UDC Sec. 35-678.(c)(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. Staff finds that the internally illuminated cabinet with a white background may produce a glare and should be mitigated by one of the following solutions: (a) feature back-lit reverse channel letters and logo, (b) reverse the color composition to feature white letters and a dark colors background, or (c) feature a wood or metal sign board with indirect light that is concealed by a hood or diffuser.
- g. **SIGN SYSTEM** – The applicant has proposed to mount the metal cabinet sign on top of two metal pole legs with decorative elements that relate to that of the primary commercial structure. Per UDC Sec. 35-678.(k)(9)., pole-mounted cabinet signs and pylon signs are prohibited in the RIO. Staff finds that a wood or metal sign board fixed between two wood posts would be more appropriate while compliant to the UDC provisions for Signs and Billboards in the RIO.

## **RECOMMENDATION:**

Staff recommends approval based on findings b through f with the following stipulations:

- i. **NUMBER OF SIGNS** - That the property is limited to 3 total signs, which may require removing one of the hanging banner signs.
- ii. **SIGN FACE** - That sign face features a design and construction that reduces glare such as one of the following: (a) feature back-lit reverse channel letters and logo, (b) reverse the color composition to feature white letters and a dark colors background, or (c) feature a wood or metal sign board with indirect light that is concealed by a hood or diffuser. Updated drawings and renderings should be submitted to staff prior to the issuance of a Certificate of

Appropriateness.

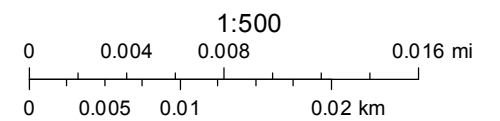
- iii. SIGN TYPE - That the sign system feature wood or metal sign board fixed between two wood posts, instead of the proposed cabinet sign mounted on top of metal poles legs.



# 3613 Broadway



February 11, 2020







Ables Place

Bixa Hair Studio

Di Maestro Hair Studio

09 Midtown Bistro

Broadway Pinups

Broadway St

Hung Fong Chinese

Queen Anne Ct

110 Queen Anne Ct Parking

Avenue B

Avenue B

3613 Broadway Street

Ethel Ct

Ethel Ct

Salon Calliope

AC Power Yoga

Walden Pond Interarts Learning

Avalon Antiques, Appraisals & Estate...

Broadway Hair Salon

Veterans of Foreign Wars Post 1533

Broadway Tire & Automotive

Lube Master

Elmhurst

Elmhurst Ave

Elmhurst

Elmhurst Place

Google





Metro by T-Mobile

Texaco

Walden Pond  
Interarts Learning

Avalon Antiques,  
Appraisals & Estate...

AC Power Yoga

Salon Calliope

3613 Broadway Street

09 Midtown Bistro

Broadway Pinups

Lube Master  
Broadway Tire  
& Automotive

Broadway Hair Salon

Bixa Hair Studio

Di Maestro Hair Studio

Ables Place





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53

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Open 1pm

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CUSTOMER & EMPLOYEE PARKING  
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NO AFTER HOURS PARKING  
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IN A DESIGNATED SPACE  
VIOLATIONS WILL BE TOWED  
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BEXAR TOWING

CUSTOMER PARKING  
CHEEVER BOOKS  
210-824-2665  
PARKING

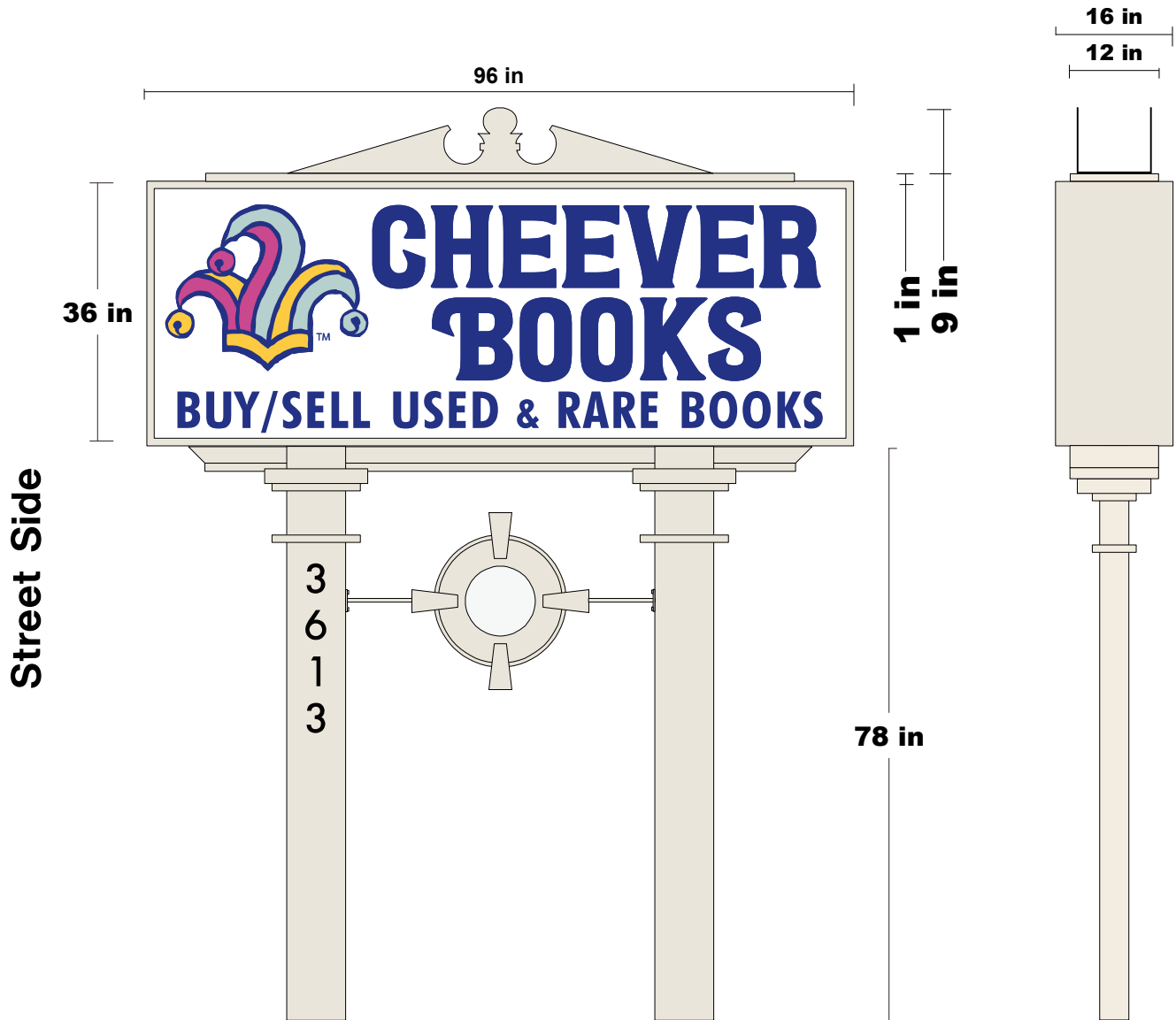


Option 5 Rev



<b>BUDGET SIGNS</b>	2801 WEST AVE SAN ANTONIO, TX 78201 (210)349-7446 FAX (210)342-9800 www.budgetsigns.com TSCL# 18746	<b>CLIENT APPROVAL</b>		Contact: PAUL ROHLFS paul@budgetsigns.com  
		<input type="checkbox"/> APPROVED AS SUBMITTED <input type="checkbox"/> APPROVED AS NOTED <input type="checkbox"/> REVISE AND RESUBMIT	Client Signature _____ Date _____	

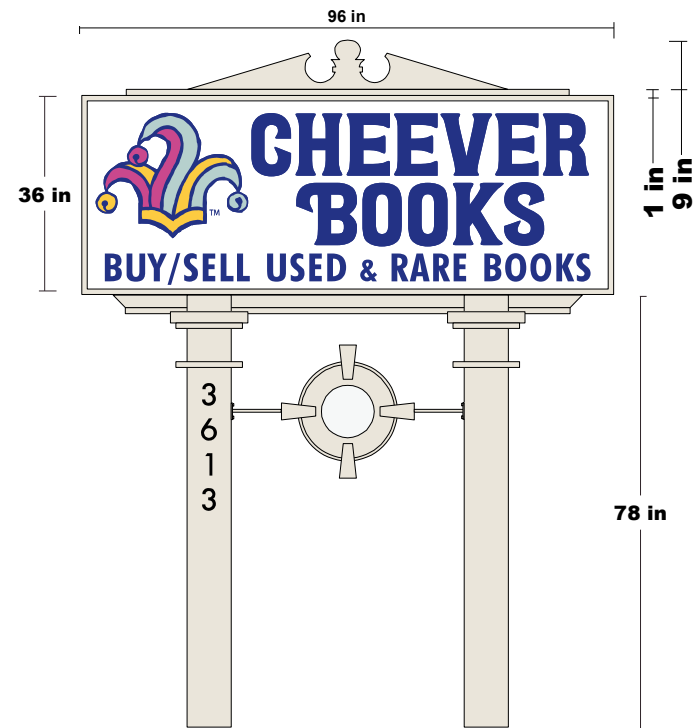




**One Double Sided Sign**  
**3' x 8' Cabinet to be Internally Illuminated**  
**Twin Supports to be 4" x 8" Steel Tubing**  
**Cabinet to be Constructed with Steel**  
**Angle Iron then Skinned with Aluminum**  
**Decorative Feature to be Aluminum**  
**Faces to be Acrylic Decorated Using Die Cut**  
**Translucent Vinyl Letters**

<b>BUDGET SIGNS</b> 2801 WEST AVE SAN ANTONIO, TX 78201 (210)349-7446 FAX (210)342-9800 www.budsigns.com TSCL# 18746	<b>CLIENT APPROVAL</b> <input type="checkbox"/> APPROVED AS SUBMITTED <input type="checkbox"/> APPROVED AS NOTED <input type="checkbox"/> REVISE AND RESUBMIT		Contact: PAUL ROHLFS paul@budsigns.com
	Client Signature _____ Date _____		MEMBER  MEMBER





**Existing Non-Illuminated  
Sign Cabinet - 3' x 6'  
Overall Height - 14'**



