

HISTORIC AND DESIGN REVIEW COMMISSION

February 19, 2020

HDRC CASE NO: 2020-043
ADDRESS: 106 S ST MARYS
LEGAL DESCRIPTION: NCB 109 BLK LOT 23
ZONING: D, RIO-3
CITY COUNCIL DIST.: 1
APPLICANT: Fernando Morales/Aetna Sign Group
OWNER: Josh Bar-Yadin/Entrada Partners
TYPE OF WORK: Signage
APPLICATION RECEIVED: January 29, 2020
60-DAY REVIEW: March 29, 2020
CASE MANAGER: Huy Pham

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install one (1) internally illuminated blade sign to read "PARK" and the "One Alamo" logo.

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.

FINDINGS:

- a. The structure at 106 S St Mary's was constructed circa 1981 and is located in the River Improvement Overlay, District 3 (RIO-3) and Downtown (D). The 8-story commercial structure features smooth concrete masonry construction most prominent at the structure's corners, horizontal bands of continuous glazing per floor segmented by offset bands of concrete panels, and vehicular access on the first floor from E Commerce through W Market. The structure is named One Alamo Center with BB&T Bank as a primary tenant.
- b. EXISTING SIGNAGE – The commercial structure features an overhead “BB&T” sign on E Commerce and W Market, “One Alamo Center” canopy sign on the S St Mary's entrance, and a “One Alamo Center” wall sign at both corners of S St Marys. Other incidental signs are most predominantly featured on the drive-thru banking
- c. PROPOSED SIGNAGE – The applicant has proposed to install one (1) internally illuminated blade sign to read "PARK" and the One Alamo logo. The sign features approximately 45 square feet per sign face, individual cabinets per letter in “PARK”, a cabinet depicting “One Alamo”, and a cabinet featuring a directional arrow – each with aluminum construction and internal illumination.
- d. NUMBER AND SIZE - The structure features five (5) existing substantial signs with a total sign area that exceeds 50 square feet, excluding the drive-thru banking signs. The proposed sign would add a sixth sign and an additional 45 square feet of sign area per face. 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 on the Riverwalk; the additional square footage shall be based upon the size and scope of the site. Staff finds that an additional sign and sign area is appropriate given the size of the site and its intent to guide vehicular traffic.
- e. SIGN PROPORTION – The proposed blade sign features two sign faces measuring 4-feet wide, 15-feet tall, and 2-feet deep, mounted adjacent to the second floor above the first-floor vehicle entrance. 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 reducing the height of the sign to the exact height of the second floor marked by the mortar joints would better relate the proposed sign to the rhythm of the concrete masonry and panel facades.
- f. SIGN DESIGN – The proposed sign features individual cabinets per letter in “PARK”, a cabinet depicting “One Alamo”, and a cabinet featuring a directional arrow - each with aluminum construction and internal illumination. “PARK” features white letters on medium blue backing, “One Alamo” feature white letters on grey backing”, and the directional arrow is blue on white backing. 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 the graphic and design of the sign is generally appropriate except for the direction arrow cabinet colors, which should be reversed by featuring a white arrow and medium blue backing to reduce the glare of a glowing white cabinet.

RECOMMENDATION:

Staff recommends approval of the new “PARK” sign based on findings b through f with the following stipulations:

- i. That the height of the sign is reduced to the exact height of the second floor marked by the mortar joints.
- ii. That the direction arrow cabinet colors are reversed to feature a white arrow with medium blue backing

106 S St Mary



February 11, 2020







Antonio Riverwalk

Rita's On the River

Iron Cactus Mexican Restaurant and...

Thirsty Aztec

BB&T

One Alamo Center

106 South Saint Mary's Street

The Esquire Tavern

Drury Plaza Hotel San Antonio Riverwalk

Homewood Suites by Hilton San Antonio...

Zinc Bistro & Bar

CVS

Drink Texas Bar

The Westin Riverwalk, San Antonio

Biga on the Banks - San Antonio Riverwalk

Google



ONE
ALAMO
CENTER

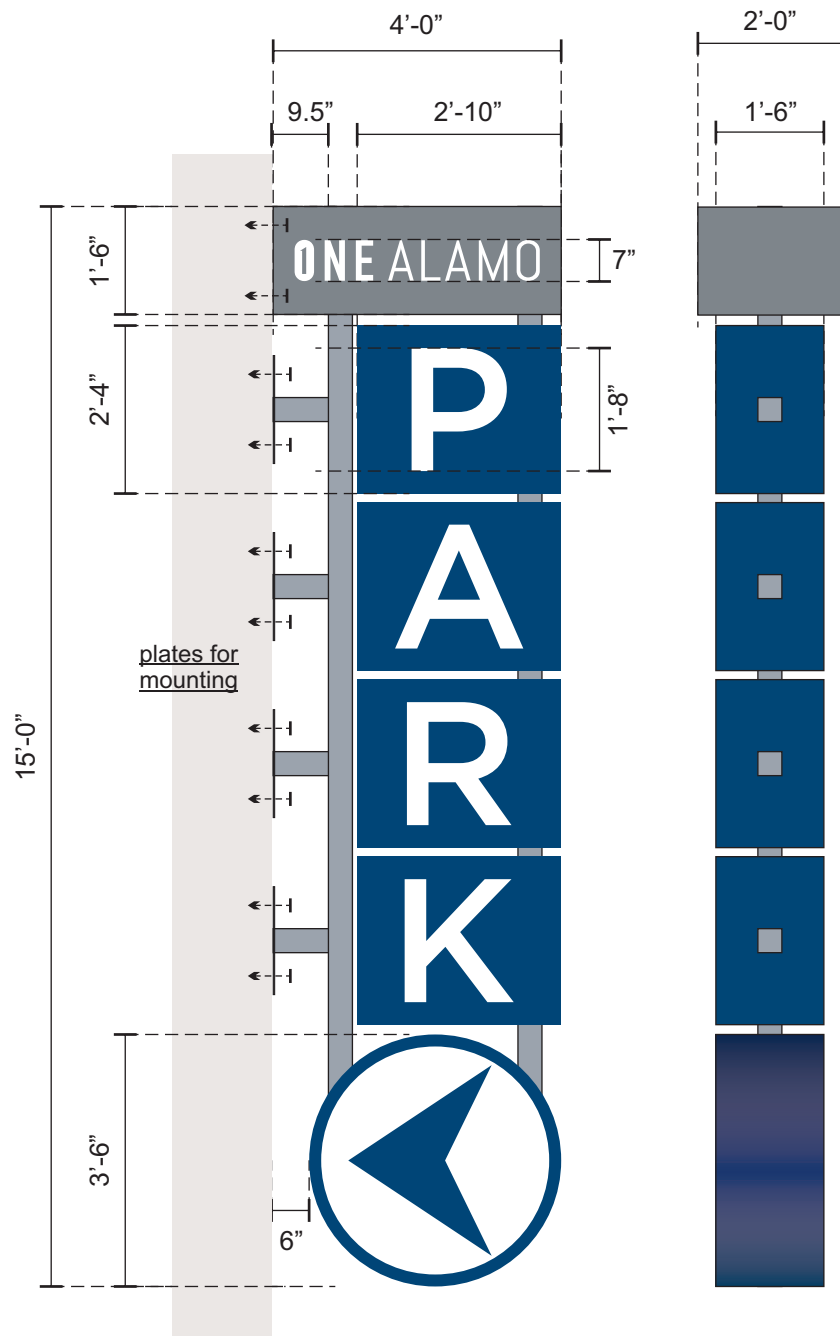
ONE WAY

PARK



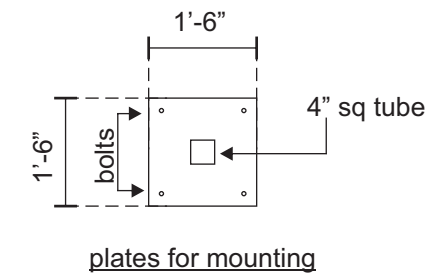
One Alamo Center
210-265-9500





Front View Scale: 3/8"=1'-0"

Side View



sq foot allowed: 50.
one alamo - 6.
park - 26.4
circle/arrow - 12.3
total sq ft proposed:
44.7 sq ft

Specifications:

Manufacture and Install one (1) new S/F blade sign as shown.

Alum. construction, painted as shown.

One Alamo Logo, routed out backed with white lexan, ptd pms430c gray

Park cabinets: alum construction, painted to match pms 2187 C
routed out backed with white lexan

internally illuminated with white LEDs.

Arrow cabinet: alum construction, painted to match pms 2187 C
routed out backed with white lexan w/applied inkjet vinyl to match pms 2187 C for arrow

4" sq tube frame/supports - painted pms 7543 C gray

- PMS 2187 C
- PMS 430 C
- PMS 7543 C
- White



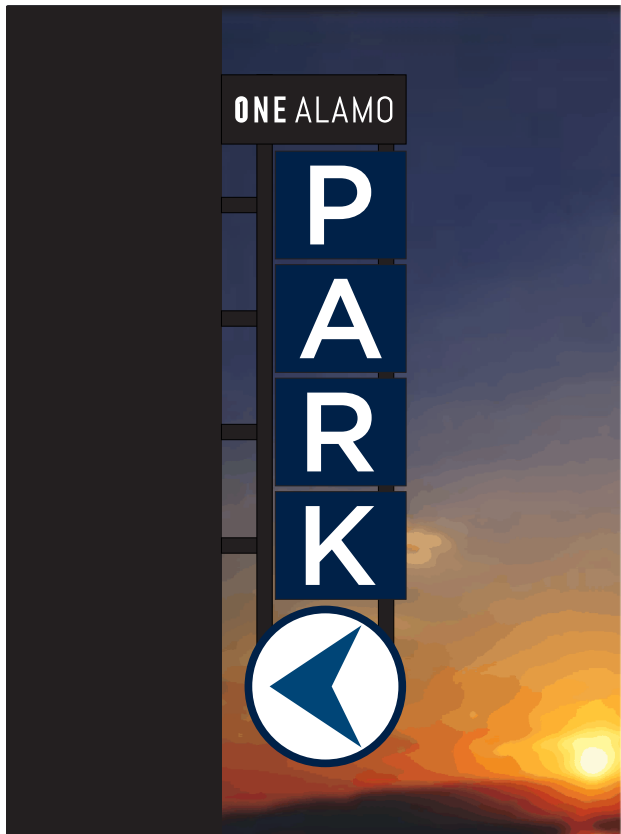
2438 FREEDOM DRIVE + SAN ANTONIO, TX 78217 + PH: 210.826.2800

FAX: 210.477.2323 + WWW.AETNASIGN.COM + FOLLOW US ON

All signs will be manufactured to accommodate 120 volt current unless otherwise instructed by customer. Note: Aetna will supply transformers, boxes, disconnects, switches & letters. Installers are to provide all other necessary hardware to accomplish installation.

CLIENT:	One Alamo Center	DRWG#:	4437.1
ADDRESS:	106 S St. Mary's	SALES REP:	Jeanette M.
CITY:	San Antonio, TX	DESIGNER:	Arnie V
DATE:	12-30-19	CLIENT APPROVAL:	

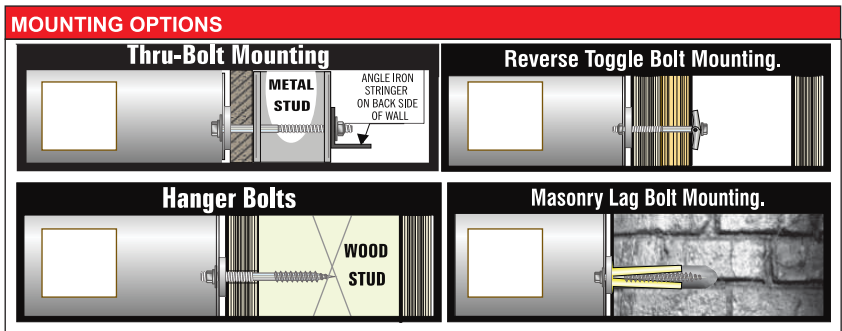
COMPUTER FILE: art\dwg\misc\4437_One Alamo Center
REVISION HISTORY:



Night View



Photo Survey - NTS



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National Building Codes now states all signs that utilize neon transformers, sized at 7,500 volts and up, must utilize UL2161 (GFI) transformers. This type of transformer must have a dedicated electrical (GFI) circuit with ground for the transformer to work. You are responsible to have the proper electrical service to the sign location. Please contact your Aetna Sign Group representative if you need additional information.