#### HISTORIC AND DESIGN REVIEW COMMISSION

**January 19, 2022** 

**HDRC CASE NO:** 2022-001

ADDRESS: 1900 BROADWAY

**LEGAL DESCRIPTION:** NCB 977 (1900 BROADWAY II SUBD), BLOCK 20 LOT 14

**ZONING:** IDZ-3, RIO-2

CITY COUNCIL DIST.: 2

**APPLICANT:** Patrick Christensen/Patrick Christensen, Attorney at Law

**OWNER:** 1990 BROADWAY LLC

TYPE OF WORK: Master signage plan, building signage

**APPLICATION RECEIVED:** December 10, 2021

**60-DAY REVIEW:** Not applicable due to City Council Emergency Orders

CASE MANAGER: Edward Hall

**REQUEST:** 

The applicant is requesting a Certificate of Appropriateness for approval of a master signage plan at 1900 Broadway. Within this request the applicant has proposed the following:

#### Final approval of Major Tenant and Building Signage:

- 1. Major tenant signage on the north, east, and west facades to read "Jefferson Bank". The proposed signage will feature an overall height of 3' 3" and an overall length of 26' 6" for a total size of 93.5 square feet each. The proposed signage will feature aluminum channel letters, internal illumination and acrylic faces.
- 2. Major tenant signage on the east and west facades to read "JW | Jackson Walker". The proposed signage will feature an overall height of 2' 7" and an overall length of 22' 8" for a total size of 92.5 square feet each. The proposed signage will feature aluminum channel letters, internal illumination and acrylic faces.

#### Master Signage Plan for Retail Tenant Signage:

- 3. Retail tenant signage at the northwest corner of the structure to feature two blade signs, one entry sign, and both exterior and interior storefront graphic elements. The applicant has not specified specific sizes for the proposed signage. This signage is noted as Retail Tenant 01 Signage.
- 4. Retail tenant signage on the west façade (Broadway) of the structure to feature one blade sign, one entry sign, and both exterior and interior storefront graphic elements. The applicant has not specified specific sizes for the proposed signage. This signage is noted as Retail Tenant 02 Signage.
- 5. Retail tenant signage at the southwest corner of the structure to feature two entry signs, two blade signs and both exterior and interior storefront graphic elements. This signage is noted as Retail Tenant 03 Signage.
- 6. Retail tenant signage on the southern façade (E Grayson) to feature one blade sign and both exterior and interior storefront branding elements. This signage is noted as Retail Tenant 04 Signage.
- 7. Retail tenant signage at the southeast corner to feature two blade signs, an entry sign, and both exterior and interior storefront graphic elements. This signage is noted as Retail Tenant 05 Signage.

The applicant has noted that both monument signage and directional signage are not included within this request.

#### **APPLICABLE CITATIONS:**

*Unified Development Code, 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

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

in

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

right-of-way.

other

- (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

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

**LED** 

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.

#### **FINDINGS:**

a. The applicant is requesting a Certificate of Appropriateness for approval of a master signage plan for the new construction located at 1900 Broadway, located within RIO-2. If a property has an approved master signage plan on file with the historic preservation officer, then applications for signage may be approve administratively at the discretion of the historic preservation officer provided that they comply with such master signage plan.

- Exterior signage and interior signage within ten (10) feet of exterior fenestration fall within the purview of the UDC Section 35-678.
- b. SIGNAGE DESIGN Per the UDC Section 35-678(c), notes that graphics and signage may be illuminated by indirect, internal, or bare bulb sources provided that a glare is not used. Additionally, the UDC notes that signage should be designed to be in proportion to the façade, and that applications should not exceed fifty (50) square feet total, unless otherwise approved by the Historic and Design Review Commission.
- c. TENANT SIGNAGE The applicant has proposed to install major tenant signage on the north, east, and west facades to read "Jefferson Bank". The proposed signage will feature an overall height of 3' 3" and an overall length of 26' 6" for a total size of 93.5 square feet each. The proposed signage will feature aluminum channel letters, internal illumination and acrylic faces. Generally, staff finds the proposed signage to be appropriate; however, per the UDC Section 35-678(c), the proposed internal illumination should not produce a glare.
- d. TENANT SIGNAGE The applicant has proposed to install major tenant signage on the east and west facades to read "JW | Jackson Walker". The proposed signage will feature an overall height of 2' 7" and an overall length of 22' 8" for a total size of 92.5 square feet each. The proposed signage will feature aluminum channel letters, internal illumination and acrylic faces. Generally, staff finds the proposed signage to be appropriate; however, per the UDC Section 35-678(c), the proposed internal illumination should not produce a glare.
- e. RETAIL SIGNAGE (01) The applicant has proposed to install retail tenant signage at the northwest corner of the structure to feature two blade signs, one entry sign, and both exterior and interior storefront graphic elements. The applicant has not specified specific sizes for the proposed signage. This signage is noted as Retail Tenant 01 Signage. Generally, staff finds the overall design and placement of signage to be appropriate. Staff finds that total tenant signage in this location should not exceed fifty (50) square feet.
- f. RETAIL SIGNAGE (02) The applicant has proposed to install retail tenant signage on the west façade (Broadway) of the structure to feature one blade sign, one entry sign, and both exterior and interior storefront graphic elements. The applicant has not specified specific sizes for the proposed signage. This signage is noted as Retail Tenant 02 Signage. Generally, staff finds the overall design and placement of signage to be appropriate. Staff finds that total tenant signage in this location should not exceed fifty (50) square feet.
- g. RETAIL SIGNAGE (03) The applicant has proposed to install retail tenant signage at the southwest corner of the structure to feature two entry signs, two blade signs and both exterior and interior storefront graphic elements. This signage is noted as Retail Tenant 03 Signage. Generally, staff finds the overall design and placement of signage to be appropriate. Staff finds that total tenant signage in this location should not exceed fifty (50) square feet.
- h. RETAIL SIGNAGE (04) The applicant has proposed to install retail tenant signage on the southern façade (E Grayson) to feature one blade sign and both exterior and interior storefront branding elements. This signage is noted as Retail Tenant 04 Signage. Generally, staff finds the overall design and placement of signage to be appropriate. Staff finds that total tenant signage in this location should not exceed fifty (50) square feet.
- i. RETAIL SIGNAGE (05) The applicant has proposed to install retail tenant signage at the southeast corner to feature two blade signs, an entry sign, and both exterior and interior storefront graphic elements. This signage is noted as Retail Tenant 05 Signage. Generally, staff finds the overall design and placement of signage to be appropriate. Staff finds that total tenant signage in this location should not exceed fifty (50) square feet.
- j. GENERAL SIGNAGE Generally, staff finds the proposed signage to be appropriate for the scale of the new construction. Staff finds that signage has been designed in a manner that is complementary to not only the new construction's architecture, but also the existing urban fabric.

#### **RECOMMENDATION:**

Staff recommends approval of items #1 and #2, primary tenant signage based on findings a through d and l with the following stipulations:

i. That the proposed internal illumination does not produce a glare.

Staff recommends approval of items #5 through #7, the master signage plan for retail tenant signage based on findings a through b and g through l with the following stipulations:

- 1. That the proposed internal illumination does not produce a glare.
- 2. That each tenant space feature no more than fifty (50) total square feet of signage. When calculating signage square footage, both side of blade signs are calculated.

#### Jefferson Bank

#### Major Tenant Signage Narrative

1900 Broadway is being developed as continuation of the Broadway Corridor that extends the urban core of the city North from Downtown to the museum district. The building on the East side of Broadway between Josephine and Grayson. The signage on the project is designed to be clearly visible while also working within the aesthetic components of the architecture.

#### Level 12 Building Signage

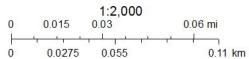
Major tenant signage has been considered with respect to the scale of the building. Major tenant signs are shown on the three sides (North, South, West) that speak to the urban core of the city and surrounding highways, with no signs proposed on the East façade which faces Fort Sam and the more residential Government Hill neighborhood.

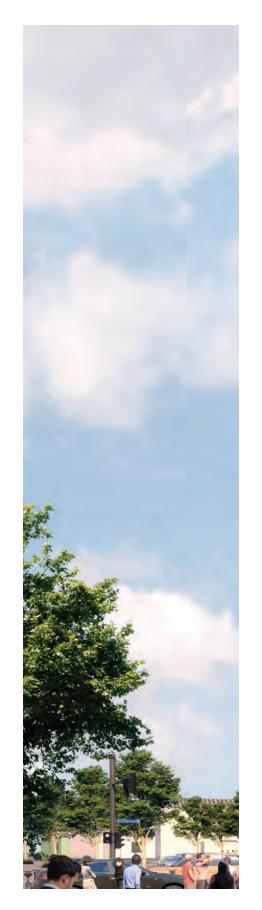
The signs are located at the base of a rooftop terrace and scaled proportionally within horizontal metal panel rainscreen that serves as the primary envelope for the tower façade. The signs are to be internally illuminated constructed of aluminum channel letters with white acrylic face plates. As a visual element, they are able to be both visible and appropriately scaled and integrated to the façade.

# City of San Antonio One Stop



January 13, 2022







JEFFERSON BANK - SIGNAGE GUIDELINES - MAJOR TENANT

# MAJOR BUILDING SIGNAGE

Major tenant signage to provide premium location and visibility. Materials, location, and size to be coordinated with appearance of overall development, but should ultimately be a draw for tenants to pursue significant lease agreements.

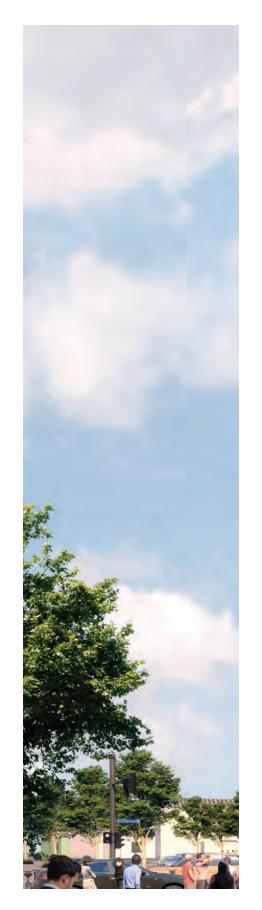
## Types:

- 1. MAJOR TENANT 1 : Owner tenant sign located on prominent facade at top of tower.
  - a. Channel letter logo sign
  - b. Illumination to be external integrated into signage assembly or internal to assembly
  - c. Area of installation to respond to architectural elements
- 2. MAJOR TENANT 2: Non-owner tenant sign located on secondary facade at top of tower.
  - a. Channel letter logo sign
  - b. Illumination to be external integrated into signage assembly or internal to assembly
  - c. Area of installation to respond to architectural elements
- 3. ADDRESS SIGN: Ground mounted monument sign with building address and/or major tenant names located at NW corner of site
- 4. DIRECTIONAL SIGNAGE: Directional plaque sign providing directions to tenants located at SW corner of site











THE JEFFERSON BUILDING - RETAIL SIGNAGE GUIDELINES

# RETAIL TENANT SIGNAGE

# DESIGN INTENT

Retail tenant signage is to fit standard of quality set by overall development. Following signage guidelines to encourage sizing, locations, and materials that are consistent with overall development. Premium tenants have opportunites for unique signage that correspond with specific designed features of the development (i.e. roof-top bar, entry portico, etc.). Signage design will not be dictated; rather, the guidelines will be utilized to provide direction and standards for tenants to follow. Examples of signage are listed below:

- 1. Signature Entry Sign Prominent branding opportunity at main entrance(s) of tenant space
- 2. Perpendicular Blade Sign Prominent sign along path of travel so users can locate tenant area
- 3. Exterior Storefront Branding Optional opportunity for tenant to provide branded material (aw nings, banner signs, etc.)
- 4. Interior Storefront Branding Optional opportunity for tenant to provide branded material (vinyl graph ics, chalk paint, etc.)
- 5. Address Sign Vinyl graphic applied to interior surface of glazing
- 6. FF&E Furniture and other elements to be provided by tenant may be branded

# MATERIALS & ILLUMINATION

### MATERIALS

Signage materials should be in keeping with character and standard of overall development. Acceptable materials include:

- enameled or painted metal
- exposed metal: galvanized tin, copper, zinc, steel, etc.
- metal pipe
- wood
- canvas

Materials that are subject to greater scrutiny include sign foam, plastics, vinyl, and other impermanent materials unless integrated with acceptable materials in a manner that fits the character and standard of overall development.

### ILLUMINATION

All illumination to be integral to signage assembly. External sources of illumination are encouraged. Internally illuminated or back lit signage is subject to greater scrutiny. Acceptable illumination examples

- light fixtures directed at sign from external, shielded lamp that is attached to signage assembly
- concealed up-lighting or down-lighting
- neon or LED tube substitue
- flashing and/or moving signs are not encouraged, but will be considered for review under greater scrutiny

# SIZE, LOCATION & INSTALLATION

## SIZE

All signage and branding material to be appropriately sized to location on building. Design and size should be coordinated with existing architectural features. See diagrams throughout package for sizing paramaters at each tenant space.

## LOCATION

Signage to be located per layouts shown in this document. Any adjustments or alternate locations are subject to Ownership reivew.

## INSTALLATION

Signs to be installed in accordance with necessary structural requirments. Signs are not to be applied directly to face of building, but, in all cases, should float beyond face of stone miminum of 4".

Note: Perpendicular blade and other types of signs to be sized, located, and installed in accordance with additional sizing diagrams shown in package.

# SIGNAGE APPROVAL

Signage design must be approved by Ownership prior to submission to Historic and Design Review Commision (HDRC) for review. Design approval must be obtained from both entities before signage fabrication or installation. The tenant is responsible for obtaining HDRC approval of the signage design. Signage must also comply with ADA and TAS requrements.

Proposed signage requires two approvals from Ownership: concept approval and final approval. The purpose of concept approval is to allow a tenant to discuss signage ideas and recieve feedback early in the process. It is recommended that a tenant meet with Ownership, or a representative of Ownership, prior to undertaking any signage design. Tenant should not proceed with final signage design prior to recieving concept approval.

## **HDRC**

The Historic and Design Review Commission reviews all projects related to exterior changes, including signage, to properites that are designated as historic or are located within a River Improvement Overlay (RIO) district, as the Jefferson Building is. Information about the HDRC approval process and applications are available at www.sanantonio.gov/historic/

#### ADA

The Americans with Disabilities Act (ADA) is a broad civil rights law that prohibits discrimination based on disability. Regulations pertaining to signage can be found at http://www.usdoj.gov/crt/ada/adahom1.htm

## TAS

The Texas Accessibility Standards (TSA) function much like the ADA. Regulations pertaining to signage can be found at http://www.license.state.tx.us/ab/tas/abtas.htm

# SIGNAGE APPROVAL -CONCEPT

# CONCEPT APPROVAL SUBMISSION REQUIREMENTS

When applying for concepet approval, two complete sets of drawings showing design intent must be submitted. The submittal package should include:

- number, shape and dimensions of signs
- materials and method of construction
- details of the sign support
- conceptul design intent
- colors
- method of illumination
- location on building

## CONCEPT APPROVAL SUBMISSION PROCESS

- Signage concept must be approved by tenant's franchisor, licensor, or parent company before submisison
- Ownership will respond in writing within fifteen days after receiving the complete submittal package
- If Ownership does not respond within fifteen days the submittal materials will be deemed rejected
- if Ownership rejects a submittal or requires changes to it, then a new concept submittal is required
- Once Ownership approves concept, a tenant may begin final shop drawings for final approval

# SIGNAGE APPROVAL -FINAL

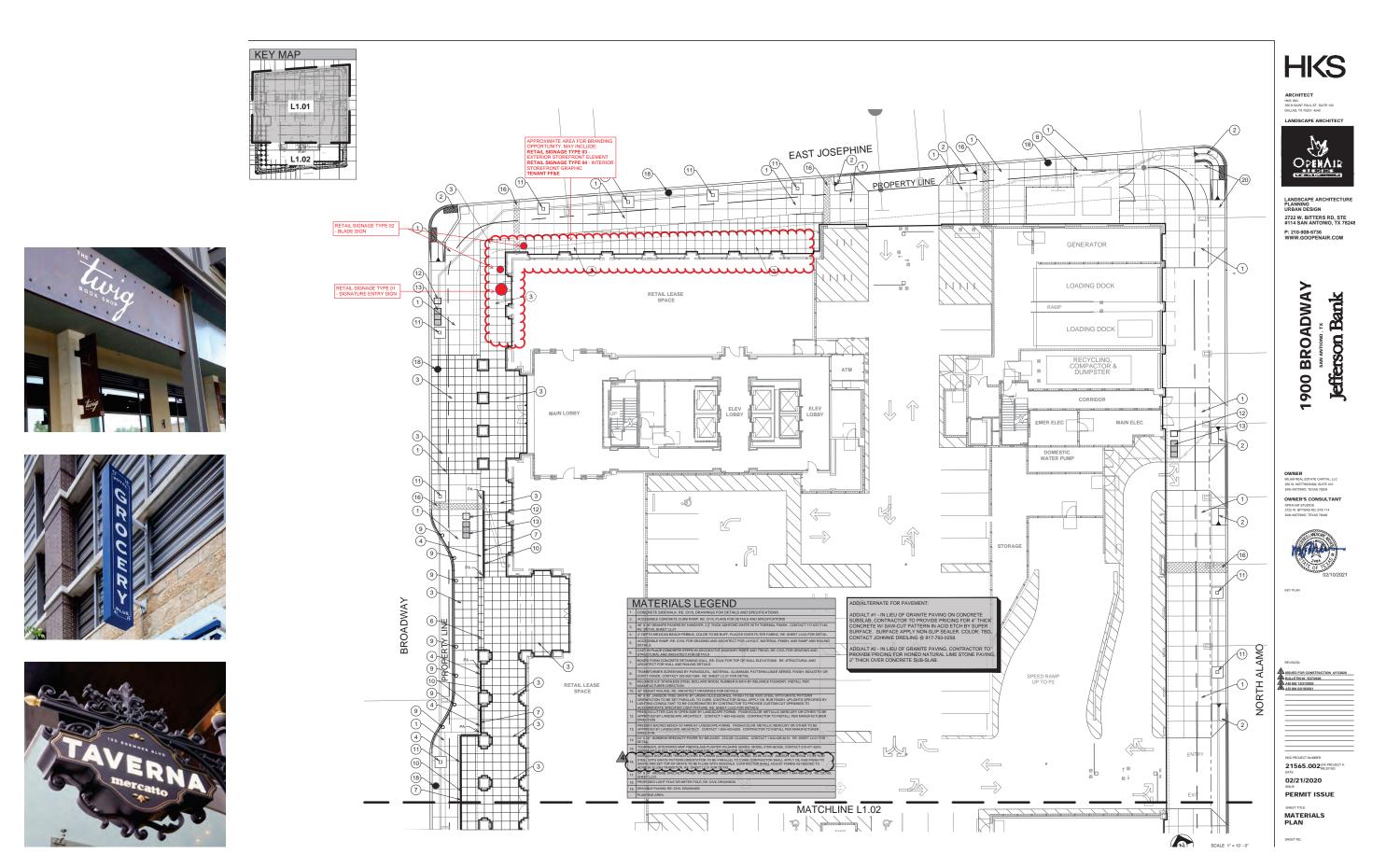
# FINAL APPROVAL SUBMISSION REQUIREMENTS

When applying for final design approval, two complete sets of the following must be submitted:

- Detailed shop drawings of each sign. Drawings should include information on:
  - materials
  - colors
  - dimensions
  - design details
  - connection details
  - lighting
- Plan and elevation drawings showing the location of each sign

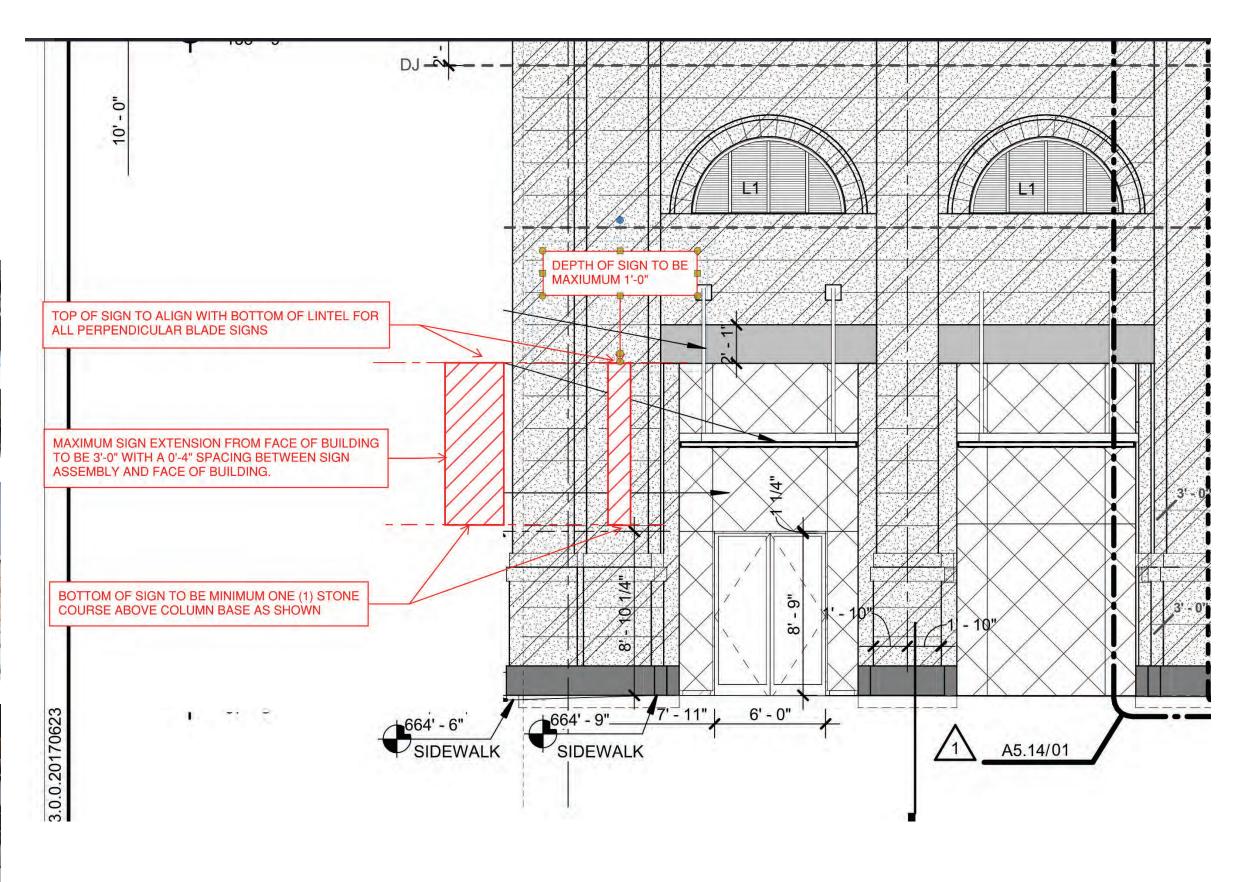
#### FINAL APPROVAL SUBMISSION PROCESS

- Ownership will respond in writing within fifteen days after receiving the complete submittal package
- If Ownership does not respond within fifteen days the submittal materials will be deemed rejected
- If Ownership rejects a submittal or requires changes to it, then a new concept submittal is required
- Notify Ownership prior to installation to allow a representative to observe the installation
- Generally, the sign company will take care of obtaining the required City Sign Permit



RETAIL TENANT 01 SIGNAGE - LOCATIONS

THE JEFFERSON BUILDING - RETAIL SIGNAGE GUIDELINES









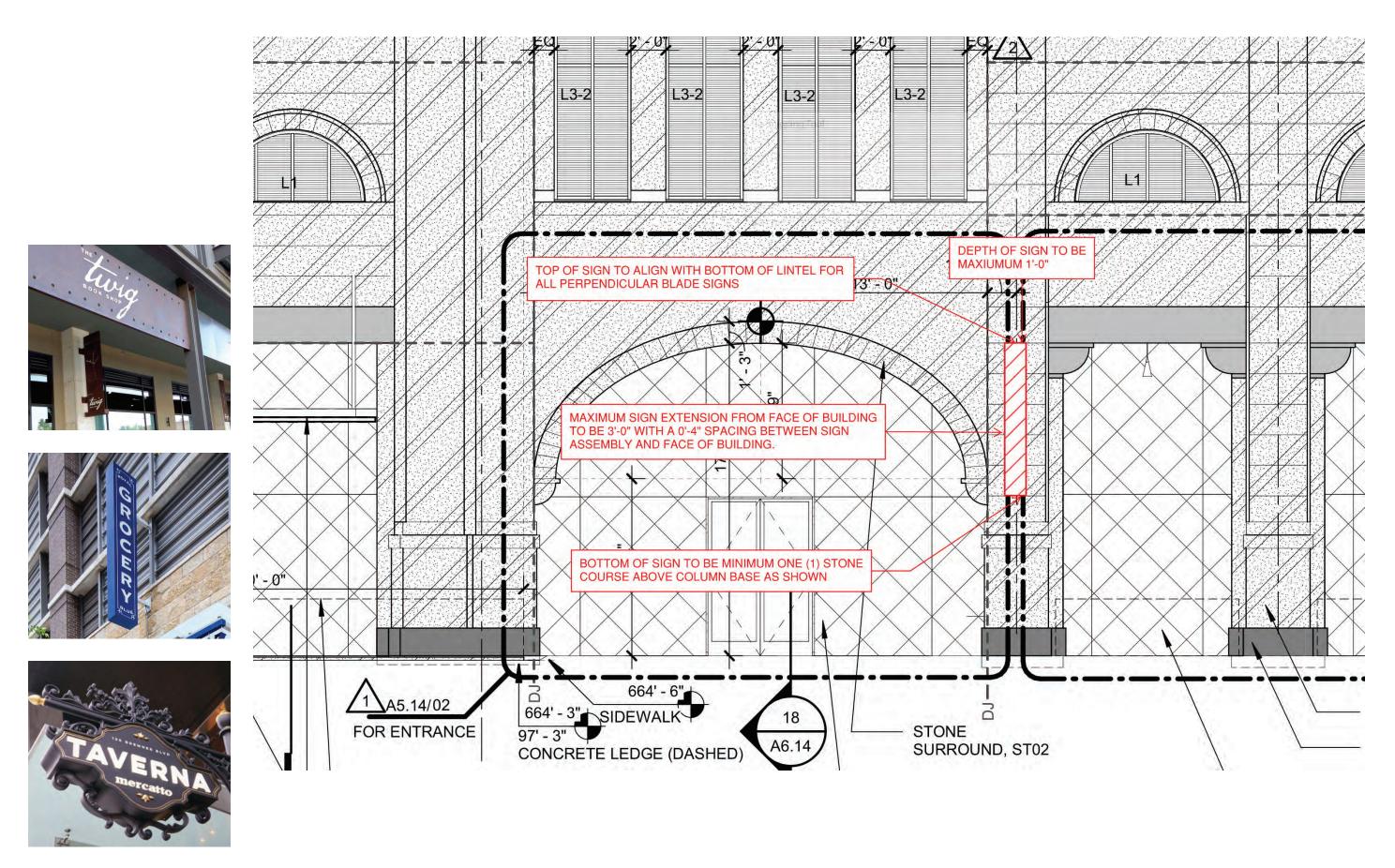


THE JEFFERSON BUILDING - RETAIL SIGNAGE GUIDELINES

MATCHLINE L1.02

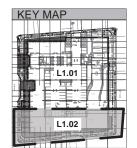
02/21/2020

MATERIALS PLAN











1900 BROADWAY

Jefferson Bank



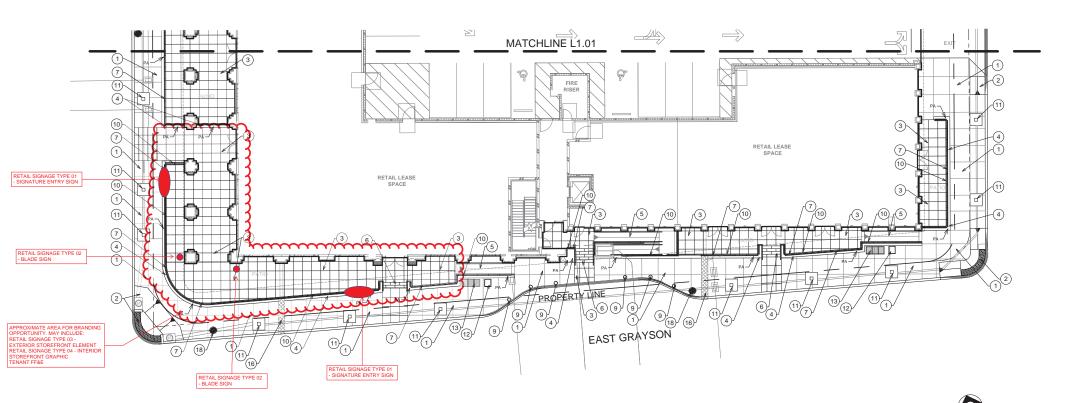


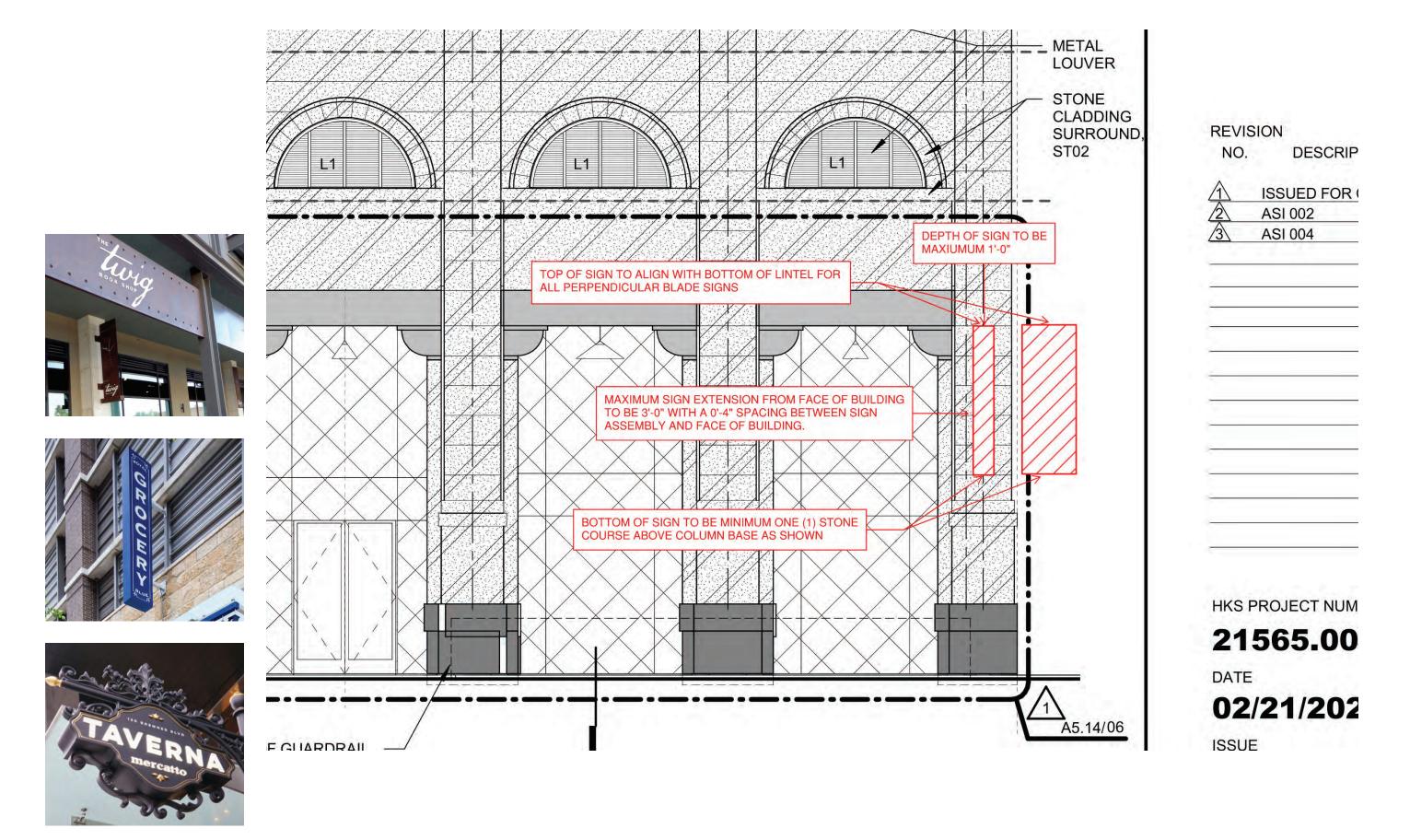
21565.002(OA PROJEC 02/21/2020 PERMIT ISSUE

MATERIALS PLAN





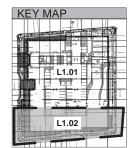














1900 BROADWAY Jefferson Bank





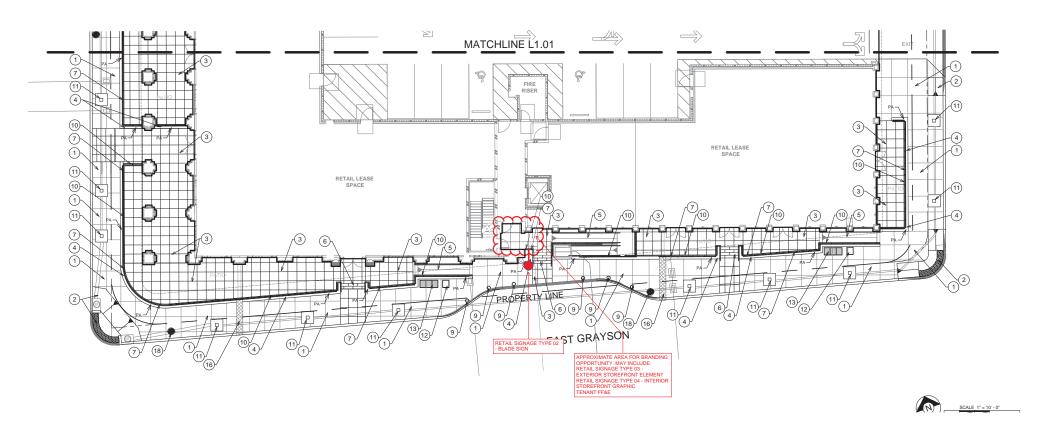


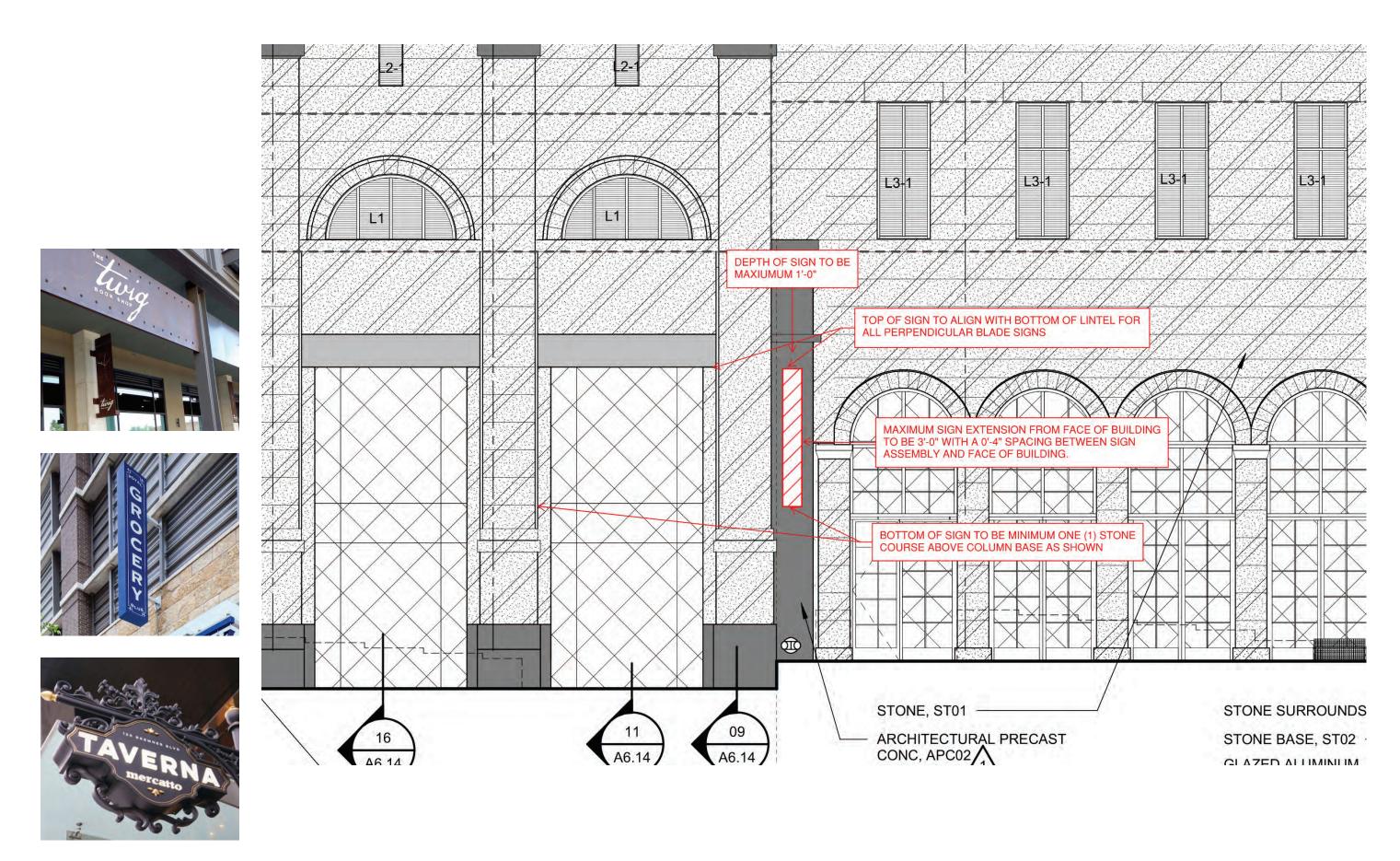
21565.002(OA PROJEC 02/21/2020 PERMIT ISSUE

MATERIALS PLAN









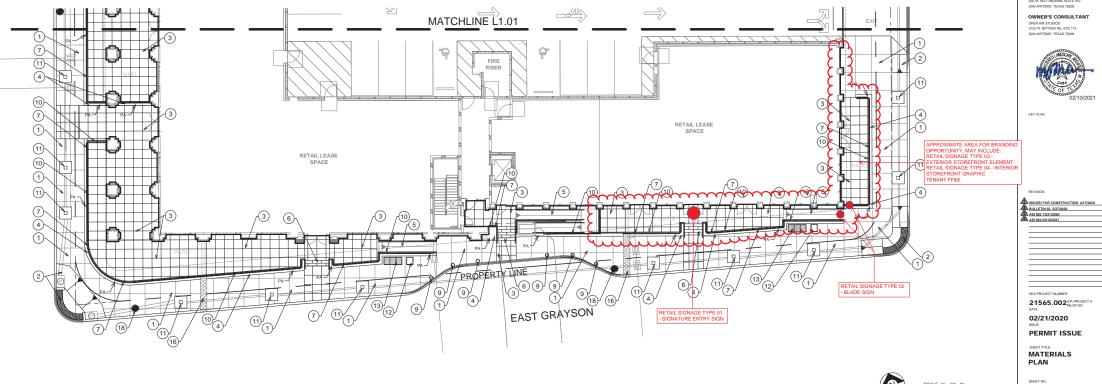








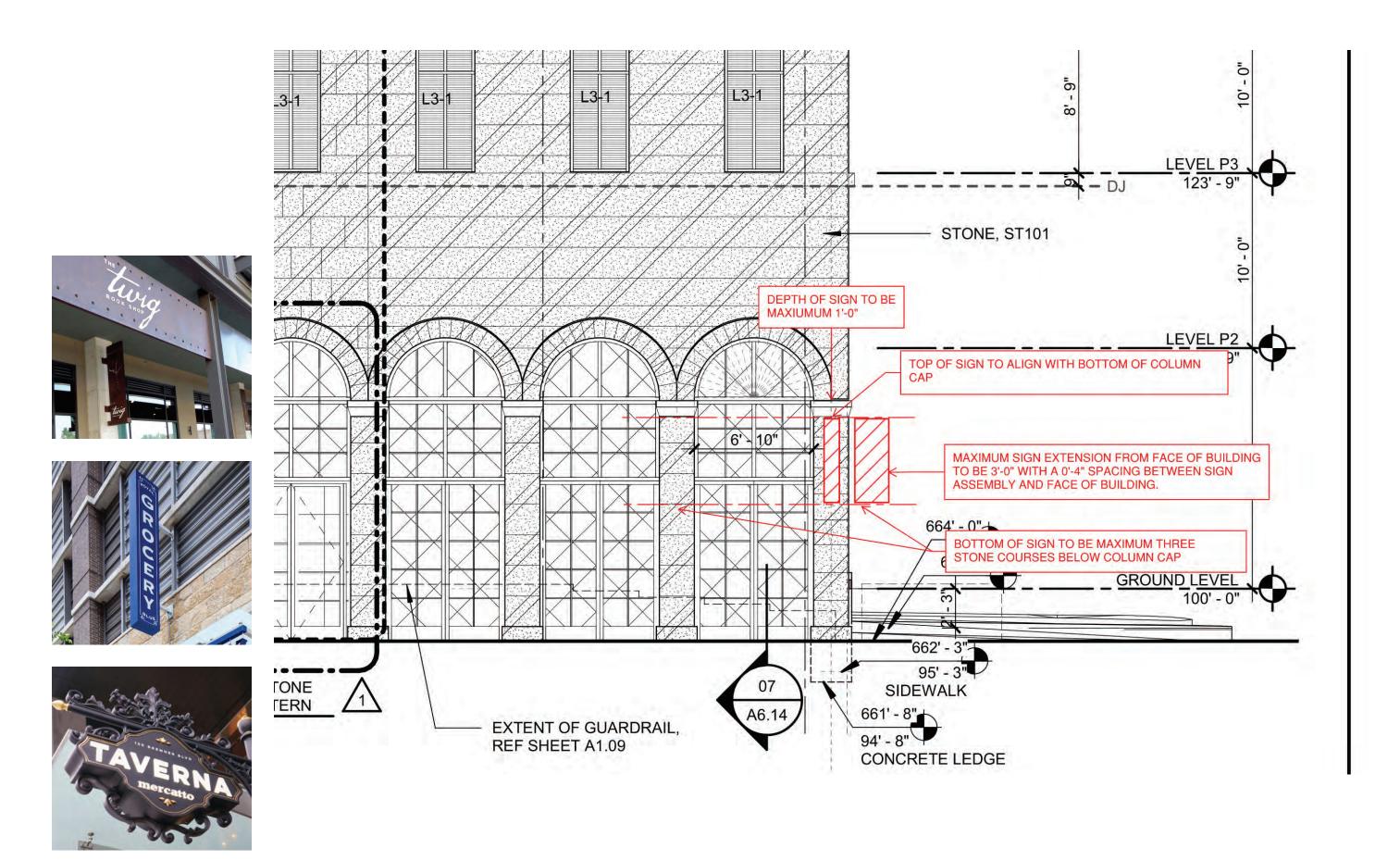




**HKS** 

1900 BROADWAY

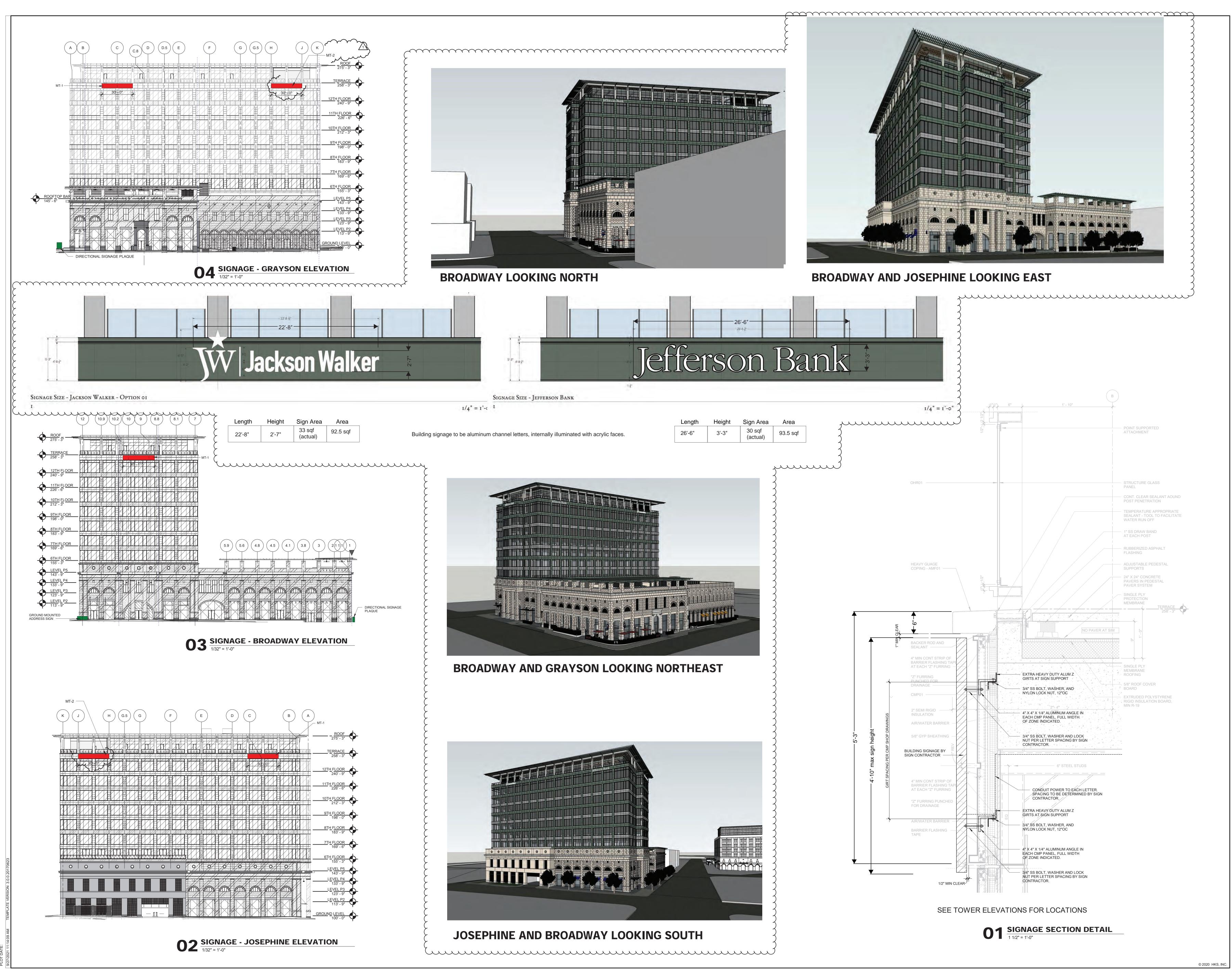
Jefferson Bank











HKS

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HAVE THE DAVIS DRAKE, INC.

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DALLAS, TEXAS 75204

MEP/ FP CONSULTANT
PURDY-MCGUIRE, INC
BENT TREE GREEN

17300 DALLAS PARKWAY, SUITE 3000

DALLAS, TEXAS 75248

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SCOTT OLDNER LIGHTING DESIGN, LLC

SCOTT OLDNER LIGHTING DESIGN, LLC 4645 GREENVILLE AVENUE, STUDIO B DALLAS, TEXAS 75248

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PERSOHN/HAHN ASSOCIATES, INC.
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LANDSCAPE CONSULTANT
OPEN AIR STUDIO
2722 W BITTERS RD SHITE 114

OPEN AIR STUDIO 2722 W. BITTERS RD, SUITE 114 SAN ANTONIO, TEXAS 78248

PARKING CONSULTANT
KIMLEY - HORN
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SAN ANTONIO, TEXAS 78216

GRAPHICS CONSULTANT

KIMLEY - HORN

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SAN ANTONIO, TEXAS 78216

KEY PLAN

REVISION

NO. DESCRIPTION DATE

ASI 012 10/01/2021

OWNER UPDATES 12/3/2021

HKS PROJECT NUMBER

21565.002 DATE 09/01/2021

SHEET TITLE

EXTERIOR SIGN

SUPPORTS

**ASI 011** 

ESS1.4











