

HISTORIC AND DESIGN REVIEW COMMISSION

August 16, 2017

HDRC CASE NO: 2017-391
ADDRESS: 901 E HOUSTON ST
LEGAL DESCRIPTION: NCB 164 BLK LOT 4 EXC W TRI 15.47 FT
ZONING: D,HS
CITY COUNCIL DIST.: 1
LANDMARK: Gillespie Ford / Bimbi Shoes
APPLICANT: Matt Wilson/Chandler Signs
OWNER: SAT 901 Star LLC
TYPE OF WORK: Signage for previously approved new construction
REQUEST:

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

1. One wall mounted, internally illuminated sign to feature extruding channel letters to feature two sign components, the top being round and reading “Tru” with the bottom being square and reading “Hilton”. The round component is to feature nine feet in width and height for a total square footage of approximately 63 square feet. The square component is to feature 2’ – 6” in height and 6’ – 9” in width of the total square footage of approximately 17 square feet. This sign will be located on the east façade. This sign is identified as Sign A.
2. Four wall mounted, face lit channel letters to feature two sign components, “TRU” letters and a square component reading “Hilton” The TRU letters are to feature 8’ – 1 ¼ inches in width and 5 feet in height. The Hilton component is to feature 7’ – 3 1/2 “ in width and 2’ 8 ½” in height. The TRU component will feature approximately 40 square feet and the Hilton component will feature approximately 20 square feet. Signs will be located on the north and south facades. These signs are identified as signs B through E.
3. One monument sign to feature an overall height of ten (10) feet and an overall width of six (6) feet to be double sided and feature internal illumination. The monument sign will be located at the corner of Elm and E Houston. This sign is identified as Sign F.

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.

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.

4. Freestanding Signs

A. GENERAL

- i. Appropriate usage*—Freestanding signs are most appropriate in locations where building forms are set back from the street, such as in areas where historic residences have been adapted for office or retail uses, or in commercial districts where they may be used to identify parking areas or other accessory uses.
- ii. Placement*—Place freestanding signs near the public right-of-way where they are clearly visible to passing pedestrians and motorists, a minimum of five feet from the street right-of-way and ten feet from all interior side lot lines. No freestanding sign should be placed in a manner that obstructs the pedestrian walkway.
- iii. Number*—Limit the number of freestanding signs per platted lot to one, unless the lot fronts more than one street, in which case, one sign is allowed on each street on which the lot has frontage.
- iv. Monument signs*—Do not use —suburban-style monument signs or electronic messaging signs not historically found in San Antonio's historic districts.

B. DESIGN

- i. Height*—Limit the height of freestanding signs to no more than six feet.
- ii. Area*—The size of new signs should be appropriate within the historic context, and should not exceed 25 square feet on either side, for a total of 50 square feet. Appropriate size shall be determined by considering historic precedent, sign patterns within historic districts, and conditions specific to individual properties.
- iii. Structural supports*—Use subtle structural elements (in terms of their scale and mass) with historically compatible materials to support a freestanding sign.

FINDINGS:

- a. The applicant has proposed to install signage on the previously approved addition to the historic structure at 901 E Houston, a property bordered by E Houston to the South, Star to the north and Elm and IH 37/US 281 to the east. No signage at this time is being installed to the historic structure at this location.
- b. WALL SIGNAGE (A) – The applicant has proposed to install one wall mounted, internally illuminated sign to feature extruding channel letters to feature two sign components, the top being round and reading “Tru” with the bottom being square and reading “Hilton”. The round component is to feature nine feet in width and height for a total square footage of approximately 63 square feet. The square component is to feature 2’ – 6” in height and 6’ – 9” in width of the total square footage of approximately 17 square feet. This sign will be located on the east façade. This sign is identified as Sign A. The proposed square footage exceeds that recommended by the Historic Design Guidelines; however, given the overall size of the east façade and the location of this structure adjacent to an elevated highway, staff finds the proposed square footage and location to be appropriate. Staff finds that the proposed signage should be back lit.
- c. WALL SIGNAGE (B – E) – The applicant has proposed to install four wall mounted, face lit channel letters to feature two sign components, “TRU” letters and a square component reading “Hilton” The TRU letters are to feature 8’ – 1 ¼ inches in width and 5 feet in height. The Hilton component is to feature 7’ – 3 1/2 “ in width and 2’ 8 ½” in height. The TRU component will feature approximately 40 square feet and the Hilton component will feature approximately 20 square feet. Signs will be located on the north and south facades. These signs are identified as signs B through E.
- d. WALL SIGNAGE (B – E) – The applicant has provided staff with an exhibit noting site lines for the proposed signage from various vantage points in the vicinity. Given the orientation of the addition's facades, the four signs would face southwest, southeast and north. Staff finds the proposed locations and orientations appropriate. Additionally, the proposed size in relationship to the scale of the building facades is appropriate.
- e. MONUMENT SIGN – At street level, the applicant has proposed to install a monument sign to feature an overall

height of ten (10) feet and an overall width of six (6) feet to be double sided and feature internal illumination. The monument sign will be located at the corner of Elm and E Houston. This sign is identified as Sign F. The sign's location is at a heavily traveled street corner with multiple passing lanes of traffic on both Elm and E Houston. The Guidelines for Signage notes that freestanding signage should not exceed six (6) feet in height. Staff finds that applicant adhere to the Guidelines for Signage regarding the height of free standing signage.

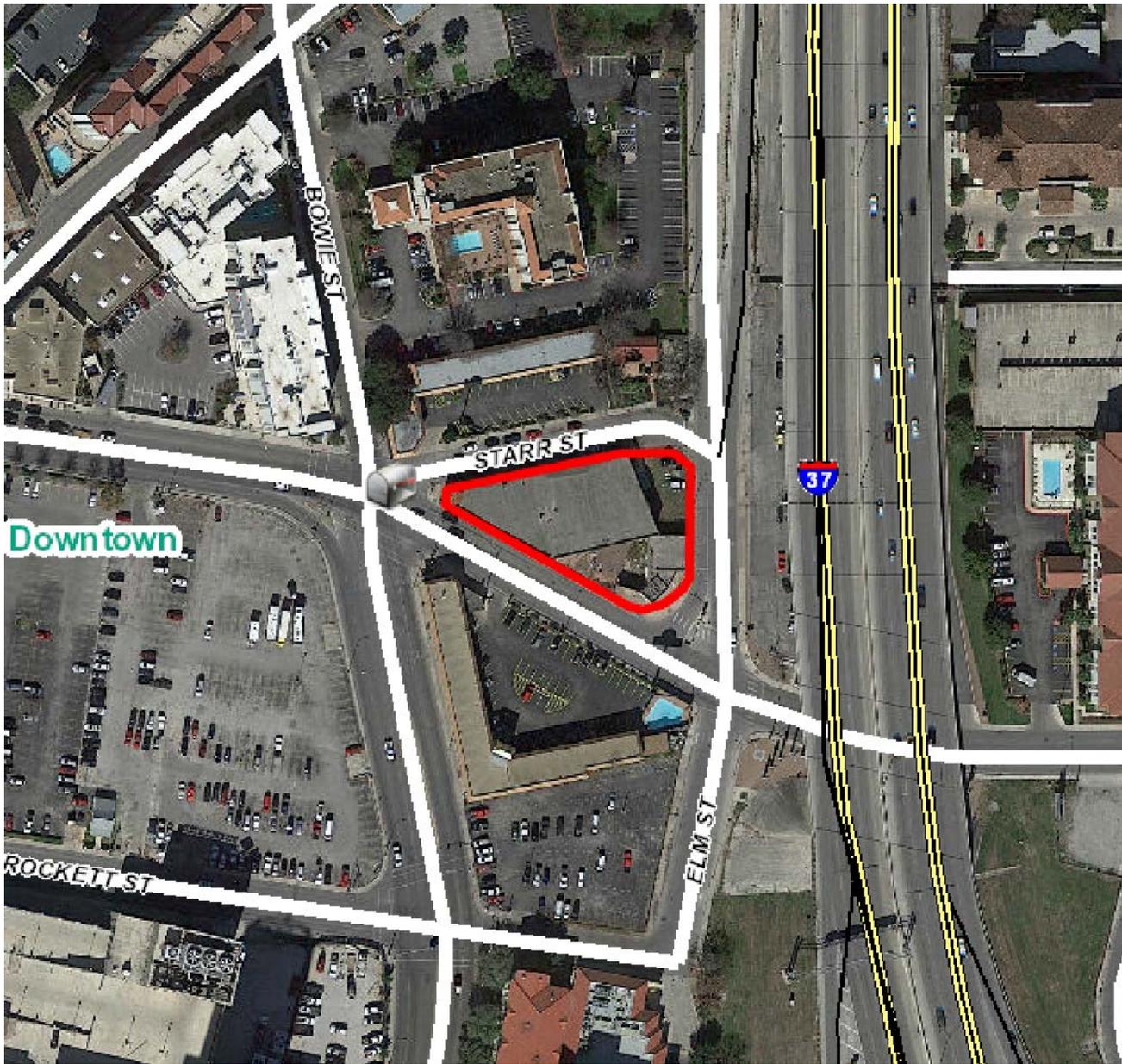
RECOMMENDATION:

Staff recommends approval of items #1 through #3, signs A through F with the following stipulations:

- i. That all signage is face or back lit.
- ii. That all signage faces are constructed of metal and not vinyl or plastic.
- iii. That the proposed monument sign not exceed six (6) feet in height.

CASE MANAGER:

Edward Hall



N



Flex Viewer

Powered by ArcGIS Server

Printed: Aug 08, 2017

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CITY OF SAN ANTONIO
NOTICE OF HEARING
HEARING AGENCY
PUBLIC PARTICIPATION
ADDRESS: [Redacted]
REQUEST: [Redacted]
HEARING DATE: [Redacted] 2:00 PM
FOR MORE INFORMATION CONTACT
CITY OF SAN ANTONIO
ALL INFORMATION IS PUBLIC RECORD

NATIONAL
RENT-A-FENCE
800-352-5675
national.com

Days Inn





Work Order #

0389976Ar4

Sheet 2 of 13

Client

tru by HILTON

Address

901 E. HOUSTON ST.
SAN ANTONIO, TEXAS

Account Rep. MSW/MAW

Designer RFF

Date 05.13.16

Approval / Date

Client	
Sales	
Estimating	
Art	
Engineering	
Landlord	

Revision / Date

R1-MAB/5-17-16: Relocate & reduce Sign "B"
R2 RFF 05.12.17 add new elevs.
R3-JP/5.17.17/removed "B"; added "B","C","D","E"; re-labeled "C" as "F"
R4-JP/6.15.17/rev. "B","C","D","E"; corrected site plan



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National Headquarters 3201 Manor Way
Dallas, TX 75225
214-902-2000 Fax 214-902-2044

San Antonio 17319 San Pedro Ave. Ste. #200
San Antonio, TX 78232
210-349-3804 Fax 210-349-8724

West Coast 3220 Executive Ridge Dr., Suite 250
Vista, CA 92081
760-734-1708 Fax 760-734-3752

Northeast US 965 Baxter Avenue, Suite 200
Louisville, KY 40204
502-479-3075 Fax 502-412-0013

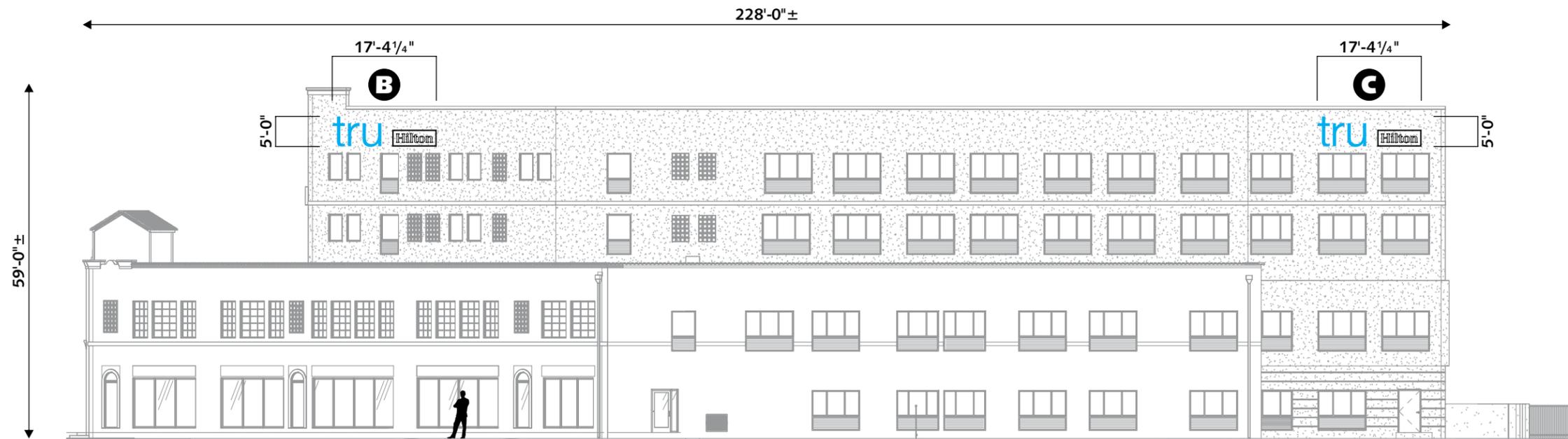
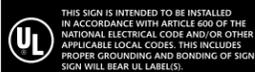
Florida 2584 Sand Hill Point Circle
Davenport, FL 33837
863-420-1100 Fax 863-424-1160

Georgia 37 Waterfront Park Court
Dawsonville, GA 30534
678-725-8852 Fax 210-349-8724

South Texas P.O. Box 125, 206 Doral Drive
Portland, TX 78374
361-563-5599 Fax 361-643-6533

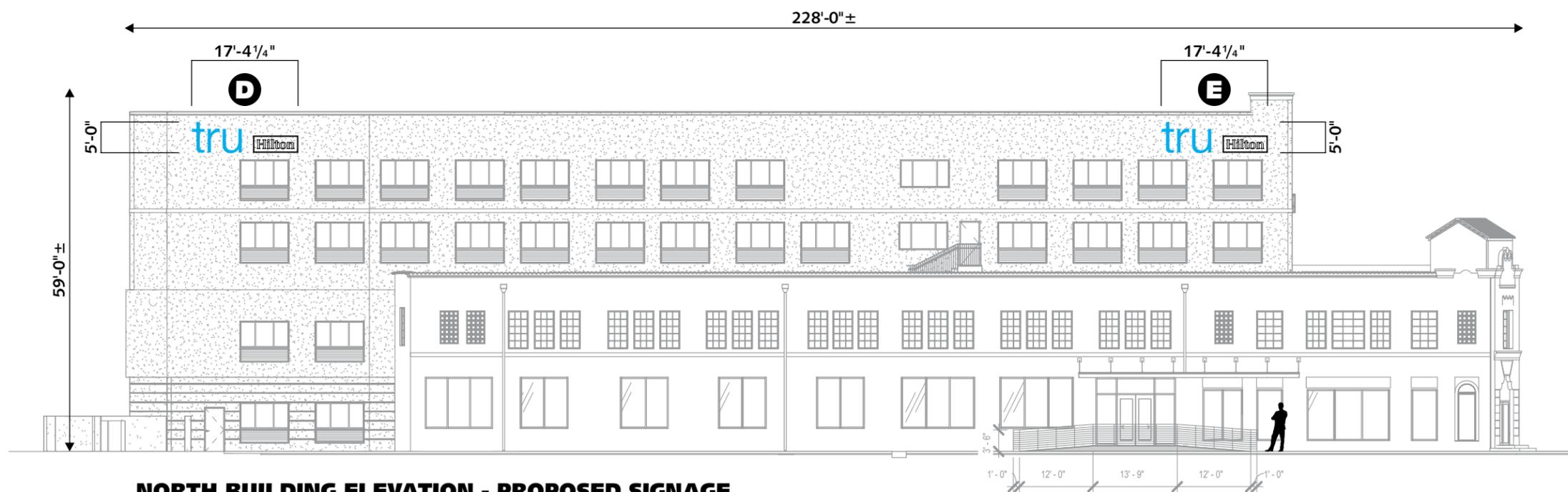
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FINAL ELECTRICAL CONNECTION BY CUSTOMER



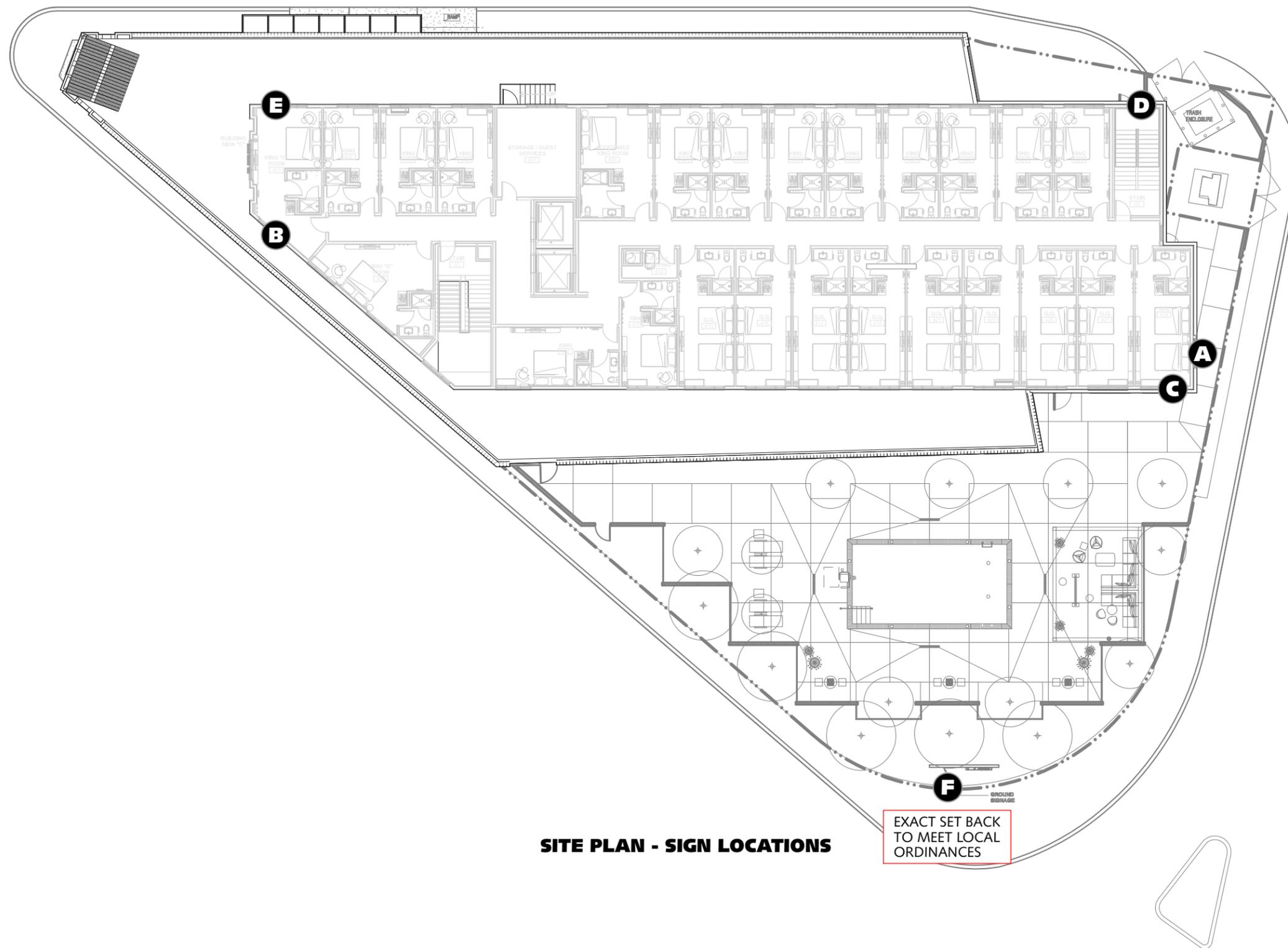
SOUTH BUILDING ELEVATION - PROPOSED SIGNAGE

SCALE: 3/64" = 1'-0"



NORTH BUILDING ELEVATION - PROPOSED SIGNAGE

SCALE: 3/64" = 1'-0"



SITE PLAN - SIGN LOCATIONS

EXACT SET BACK TO MEET LOCAL ORDINANCES

Work Order #

0389976Ar4

Sheet 6 of 13

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tru by HILTON

Address

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SAN ANTONIO, TEXAS

Account Rep. MSW/MAW

Designer RFF

Date 05.13.16

Approval / Date

Client	
Sales	
Estimating	
Art	
Engineering	
Landlord	

Revision / Date

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West Coast 3220 Executive Ridge Dr., Suite 250
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760-734-1708 Fax 760-734-3752

Northeast US 965 Baxter Avenue, Suite 200
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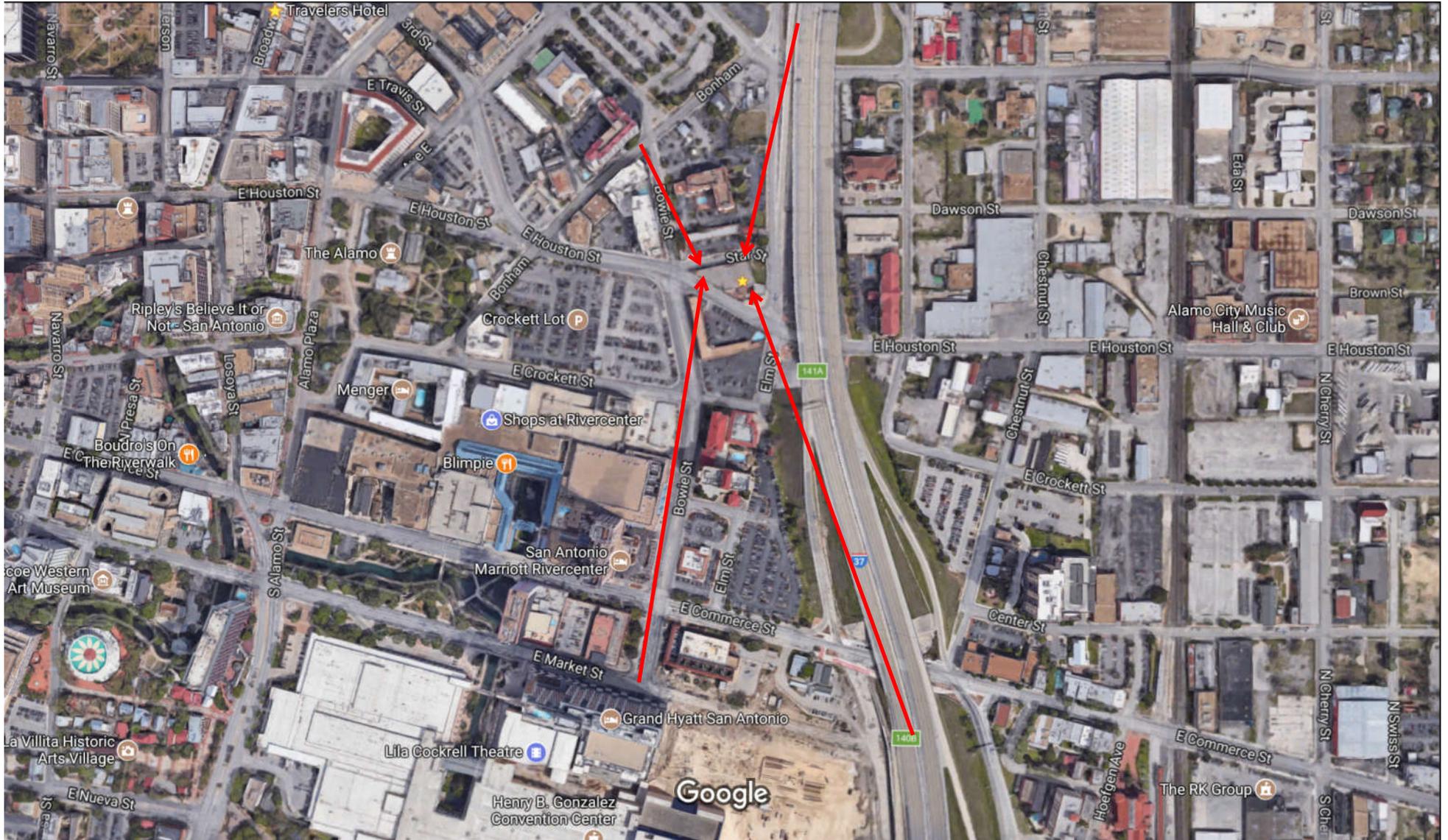
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FINAL ELECTRICAL CONNECTION BY CUSTOMER





Imagery ©2017 Google, Map data ©2017 Google 200 ft



Green highway directional signs with white text, likely indicating exits for I-75 and I-30.

Days Inn logo on a building facade.





Days Inn



PRIVATE
PARKING



Konham





REX

Days Inn

Public Parking

12-1114



Days Inn

MILE
142

SHOP