

HISTORIC AND DESIGN REVIEW COMMISSION

April 06, 2016

Agenda Item No: 12

HDRC CASE NO: 2016-124
ADDRESS: 2131 N IH 35
LEGAL DESCRIPTION: NCB 1273 BLK 5 LOT 16 FT SAM GATEWAY-SONIC SUBD.
ZONING: C2 H IDZ
CITY COUNCIL DIST.: 2
DISTRICT: Government Hill Historic District
APPLICANT: Edward Gutierrez/Comet Signs
OWNER: Spurs Lodging, LLC
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to:

1. Install a new cabinet on the existing steel sign pole along N New Braunfels. This sign is to be 6' – 2 1/8" x 11' – 3 3/4".
2. Install a new cabinet on the existing steel sign pole along IH-35 access road. This sign is to be 12' – 0" x 21' 11 11/16".
3. Install a new wall mounted sign on the southern facing façade of the hotel. This sign is to be 9' – 3 5/16" x 10' – 10".

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 6, Guidelines for Signage

1. General

A. GENERAL

- i. Number and size*—Each building will be allowed one major and two minor signs. Total requested signage should not exceed 50 square feet.
- ii. New signs*—Select the type of sign to be used based on evidence of historic signs or sign attachment parts along the building storefront where possible. Design signs to respect and respond to the character and/or period of the area in which they are being placed. Signs should identify the tenant without creating visual clutter or distracting from building features and historic districts.
- iii. Scale*—Design signage to be in proportion to the facade, respecting the building's size, scale and mass, height, and rhythms and sizes of window and door openings. Scale signage (in terms of its height and width) to be subordinate to the overall building composition.

B. HISTORIC SIGNS

- i. Preservation*—Preserve historic signs, such as ghost signs or other signs characteristic of the building's or district's period of significance, whenever possible.
- ii. Maintenance*—Repair historic signs and replace historic parts in-kind when deteriorated beyond repair.

C. PLACEMENT AND INSTALLATION

- i. Location*—Place signs where historically located and reuse sign attachment parts where they exist. Do not erect signs above the cornice line or uppermost portion of a facade wall, or where they will disfigure or conceal architectural details, window openings, doors, or other significant details.
- ii. Obstruction of historic features*—Avoid obscuring historic building features such as cornices, gables, porches, balconies, or other decorative elements with new signs.
- iii. Damage*—Avoid irreversible damage caused by installing a sign. For example, mount a sign to the mortar rather than the historic masonry.

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

D. DESIGN

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

ii. Appropriate materials—Construct signs of durable materials used for signs during the period of the building's construction, such as wood, wrought iron, steel, aluminum, and metal grill work.

iii. Color—Limit the number of colors used on a sign to three. Select a dark background with light lettering to make signs more legible.

iv. Typefaces—Select letter styles and sizes that complement the overall character of the building façade. Avoid hard-to-read or overly intricate styles.

E. LIGHTING

i. Lighting sources—Use only indirect or bare-bulb sources that do not produce glare to illuminate signs. All illumination shall be steady and stationary. Internal illumination should not be used.

ii. Neon lighting—Incorporate neon lighting as an integral architectural element or artwork appropriate to the site, if used.

FINDINGS:

- a. The property at 2131 N Interstate Highway 35 is bound by Rogers Avenue to the west, Mason Street to the north, N New Braunfels Avenue to the east and two, non-contributing structures to the south including a Sonic Drive In and a Valero gas station. The property features a hotel constructed circa 1995 featuring five floors and surfacing parking on all but the west side of the property.
- b. This case was reviewed by the Design Review Committee on March 23, 2016, where committee members asked questions regarding the previous signage at this property as well as noted that the building mounted signage was not appropriate.
- c. Along N New Braunfels, the applicant has proposed to replace the existing cabinet sign totaling approximately 140 square feet with a new cabinet sign is to be 6' – 2 1/8" x 11' – 3 3/4", approximately 130 square feet including both faces.
- d. Along the IH-35 access road, the applicant has proposed to remove the existing cabinet sign totaling approximately 540 square feet with a new cabinet sign to be 12' – 0" x 21' 11 11/16", approximately 530 square feet including both sides.
- e. There is currently no wall mounted signage on the hotel, however, in the past there has been hotel signage mounted in the location that the applicant has proposed to mount wall signage totaling approximately 195 square feet.
- f. According to the Guidelines for Exterior Maintenance and Alterations, each building will be allowed one major and two minor signs totaling no more than fifty (50) square feet, should be designed appropriately for the building and setting, should not consist of plastic, fiberglass, highly reflective materials or any other synthetic materials and should be lit by indirect or bare-bulb sources.
- g. Staff finds that the proposed new signage is appropriate given the existing location of signage, the proposed reduction in signage square footage of the proposed new cabinet signs and the orientation of the signs, which focus on traffic on IH-35, the frontage road and N New Braunfels.

RECOMMENDATION:

Staff recommends approval as submitted based on findings a through g.

CASE MANAGER:

Edward Hall

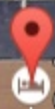


Flex Viewer

Powered by ArcGIS Server

Printed: Mar 30, 2016

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The Antonian
CLOSED

Mason St

Mason St

Mason St

Mason St

Rogers Ave

N New Braunfels Ave

Clouchester St

Rogers Ave

Frost Bank ATM ATM



Sandmeyer St

Taqueria Chapala Jalisco

Mason St

Bill Miller Bar-B-Q

Stafford St

N New Braunfels Ave

Redbox

Valero

Sonic Drive In

Interstate 35 Frontage Rd

ATM

Sam Chevron

Expy

Mason St

Rogers Ave

Rogers Ave

35



VALERO

Anderson
& Sons

SONIC

VALERO

VALERO



Anderson
& Sons

SONIC

VALERO

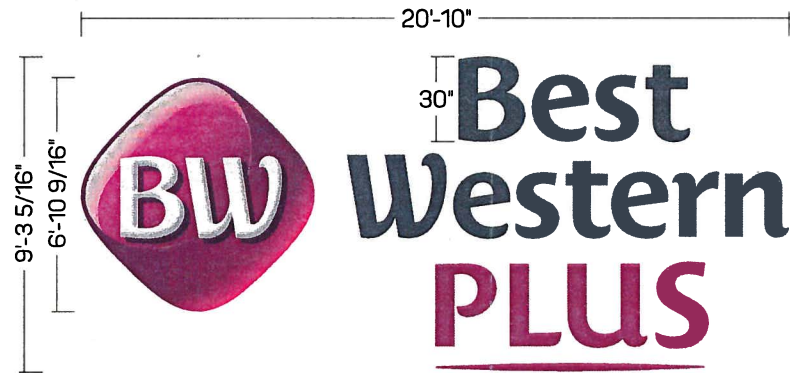
N New Brands



EXISTING:
NO EXISTING SIGN



PROPOSED:



GRAPHIC DETAIL
SCALE: 3/16" = 1'-0"

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

| | | | | | |
|---------------------------------------|--|------------------------------|--|--|---|
| Customer: BEST WESTERN PLUS | Date: 1/26/16 | Prepared By: RM/CM | Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made. |  SIGNS LIGHTING IMAGE | DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com |
| Location: SAN ANTONIO, TX | File Name: 138964 - SAN ANTONIO, TX - SIGN PACKAGE | | Eng: - | | |



EXISTING:
9'9" TALL X 27'7" WIDE PYLON



PROPOSED:



GRAPHIC DETAIL
SCALE: 1/8" = 1'-0"

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

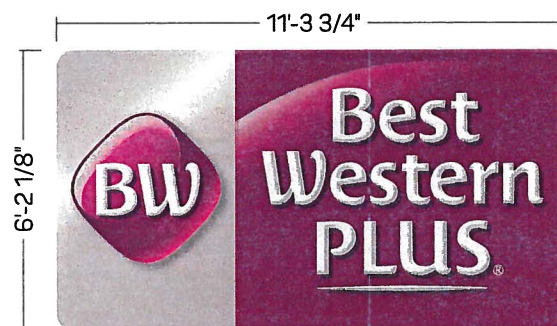
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EXISTING:
5' TALL X 14'4" WIDE PYLON



PROPOSED:



GRAPHIC DETAIL
SCALE: 1/4" = 1'-0"

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

| | | | | | |
|---------------------------------------|--|------------------------------|--|--|---|
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CITY OF SAN ANTONIO
**OFFICE OF HISTORIC
PRESERVATION**

**Historic and Design Review Commission
Design Review Committee
Report & Recommendation**

DATE: 3-23-16 HDRC Case# 2016-

ADDRESS: 2131 N IH-35 Meeting Location: Southtown Room

APPLICANT: Edward Gutierrez

DRC Members present: Betty Aldman, AnnMarie Grubb

Staff present: Lauren Sage

Others present: _____

REQUEST: refacing signable plus channel lettering signs

COMMENTS/CONCERNS: AG: what are the dimensions. she
recommends
INDICATE square footage. (need site plan)

BF: where do these signs face? Is the extra
signage needed? Was there signage there
previously? ~~It~~ Does not make sense to put
name on building.

AG: can you put it on another side? Pull
up google earth. →

COMMITTEE RECOMMENDATION: APPROVE [☒] DISAPPROVE [☐]
APPROVE WITH COMMENTS/STIPULATIONS:


Committee Chair Signature (or representative)

MARCH 23 2016
Date

BF: Building signage not needed. There are not many signs over there.

AG: Sign from New Braunfels to covers building sign.

most navigation is done in the car

signage is needed

signage is needed for the building

signage is needed for the building

signage is needed for the building

signage is needed for the building

(only the building)

INDICATE where to go

signage is needed for the building

signage is needed for the building

signage is needed for the building

signage is needed for the building

signage is needed for the building

←

signage is needed for the building

signage is needed for the building

