

## HISTORIC AND DESIGN REVIEW COMMISSION

June 01, 2016

Agenda Item No: 17

**HDRC CASE NO:** 2016-187  
**ADDRESS:** 408 E HOUSTON ST  
**LEGAL DESCRIPTION:** NCB 416 BLK 23 LOT 22 (SAT HOUSTON SUBD)  
**ZONING:** D H HS RIO-3  
**CITY COUNCIL DIST.:** 1  
**DISTRICT:** Alamo Plaza Historic District  
**LANDMARK:** United Cigar Building  
**APPLICANT:** Custom Sign Creations  
**OWNER:** SA HOU Alamo LLC  
**TYPE OF WORK:** Signage  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install signage for the new construction at 408 E Houston Street. The applicant is requesting the following signage:

1. Install two (2) wall signs at the street level on E Houston and College that are to be 19' – 0" in length and 3' – 8" in height, each totaling approximately seventy (70) square feet in size. These signs will be face lit channel letters, are to read "Hilton Garden Inn" and will feature illumination by red and white LEDS's. Each cabinet will be constructed with aluminum and feature an acrylic face. These signs are noted as A1 and A2.
2. Install two (2) blade signs on E Houston and College that are to be 25' – 0" in height and 6' – 0" in width, each totaling 300 square feet in size. These signs will be aluminum cabinets with routed out openings, be internally lit by fluorescent lamps and will read "Hilton Garden Inn". Each cabinet's letters will feature an acrylic face. These signs are noted as B1 and B2.
3. Install one (1) wall sign on the east elevation facing Losoya that is to be 24' – 1 ½" in length and 4' – 8" in height totaling approximately 115 square feet. This sign will be face lit channel letters, is to read "Hilton Garden Inn" and will feature illumination by red and white LED's. This cabinet will be constructed with aluminum and feature an acrylic face. This sign is noted as C.

### 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.

### 3. Projecting and Wall-Mounted Signs

#### A. GENERAL

- i. Mounting devices*—Construct sign frames and panels that will be used to be attach signs to the wall of a building of wood, metal, or other durable materials appropriate to the building's period of construction.
- ii. Structural supports*—Utilize sign hooks, expansion bolts, or through bolts with washers on the inside of the wall depending upon the weight and area of the sign, and the condition of the wall to which it is to be attached.
- iii. Appropriate usage*—Limit the use of projecting and wall-mounted signs to building forms that historically used these types of signs, most typically commercial storefronts. To a lesser degree, these signage types may also be appropriate in areas where residential building forms have been adapted for office or retail uses, if sized accordingly.

#### B. PROJECTING SIGNS

- i. Placement*—Mount projecting signs perpendicularly to a building or column while allowing eight feet of overhead clearance above public walkways.
- ii. Public right-of-way*—Limit the extension of projecting signs from the building facade into the public right-of-way for a maximum distance of eight feet or a distance equal to two-thirds the width of the abutting sidewalk, whichever distance is greater.
- iii. Area*—Projecting signs should be scaled appropriately in response to the building façade and number of tenants.

#### C. WALL-MOUNTED SIGNS

- i. Area*—Limit the aggregate area of all wall-mounted signs to twenty-five percent of a building façade.
- ii. Projection*—Limit the projection of wall-mounted signs to less than twelve inches from the building wall.
- iii. Placement*—Locate wall signs on existing signboards—the area above the storefront windows and below the second story windows—when available. Mount wall signs to align with others on the block if an existing signboard is not available.
- iv. Channel letters*—Avoid using internally-illuminated, wall-mounted channel letters for new signs unless historic precedent exists. Reverse channel letters may be permitted.

#### FINDINGS:

- a. According to the Guidelines for Signage, 1.A.i., each building will be allowed one major and two minor and that total square footage should not exceed fifty (50) square feet. The new construction at 408 E Houston street

features street facing facades on both E Houston and College Streets. In total, the applicant has proposed approximately 220 square feet for both the E Houston and College Street facades. While the proposed square footage is more than the recommended amount by the Guidelines for Signage, staff finds that there are examples of facades featuring more than fifty (50) square feet of signage.

- b. New signs should be designed to be in proportion to the building's façade, respecting the buildings, size, scale, mass, height and rhythms as well as the sizes of window and door openings. The applicant has proposed to locate both wall signs (A1 and A2) above entrances; a pedestrian entrance on E Houston and a vehicular entrance. Both of these proposed signs are the same square footage, but are located above entrances with varying hierarchies. Additionally, College Street features many facades that are void of signage and when signage is present, it is significantly smaller than signage addressing E Houston. Staff finds that the applicant should reduce the overall size of the College Street wall sign (A2) to be no larger than fifty (50) square feet.
- c. The applicant has proposed two (2) blade signs to be located above and to the right of both proposed wall signs. Each blade sign is to total approximately 300 square feet in size, including both sides. Staff finds the applicant's proposed locations appropriate, however, similar to the previously mentioned College Street wall sign, the proposed College Street blade sign should be reduced in size to not exceed fifty (50) square feet each.
- d. In regards to materials, the applicant has proposed for both wall signs to be face lit aluminum channel letters, are to read "Hilton Garden Inn" and will feature illumination by red and white LED's. Each cabinet will be constructed with aluminum and feature an acrylic face diffusing the LED lights. The Guidelines for Signage 3.C.iv., specific to wall signs states that channel letters should avoid being used unless historically appropriate. Staff recommends the applicant install reverse channel letter walls signs.
- e. The applicant's proposed materials for both blade signs include be aluminum cabinets with routed out openings, be internally lit by fluorescent lamps and will read "Hilton Garden Inn". Each cabinet's letters will feature an acrylic face. This is consistent with the Guidelines for Signage.
- f. Facing east toward Losoya Street, the applicant has proposed a wall sign is to be 24' – 1 ½" in length and 4' – 8" in height totaling approximately 115 square feet. This sign will be face lit channel letters, is to read "Hilton Garden Inn" and will feature illumination by red and white LED's. This cabinet will be constructed with aluminum and feature an acrylic face. Staff finds that the location, size and orientation of the sign are inappropriate. There is neither a historic example nor precedent for signage at this location.

#### **RECOMMENDATION:**

Staff recommends approval of sign B1 as submitted based on finding c.

Staff recommends approval of sign B2 with the stipulation that the overall size be reduced to no more than fifty (50) square feet; this includes both sides, as noted in finding c.

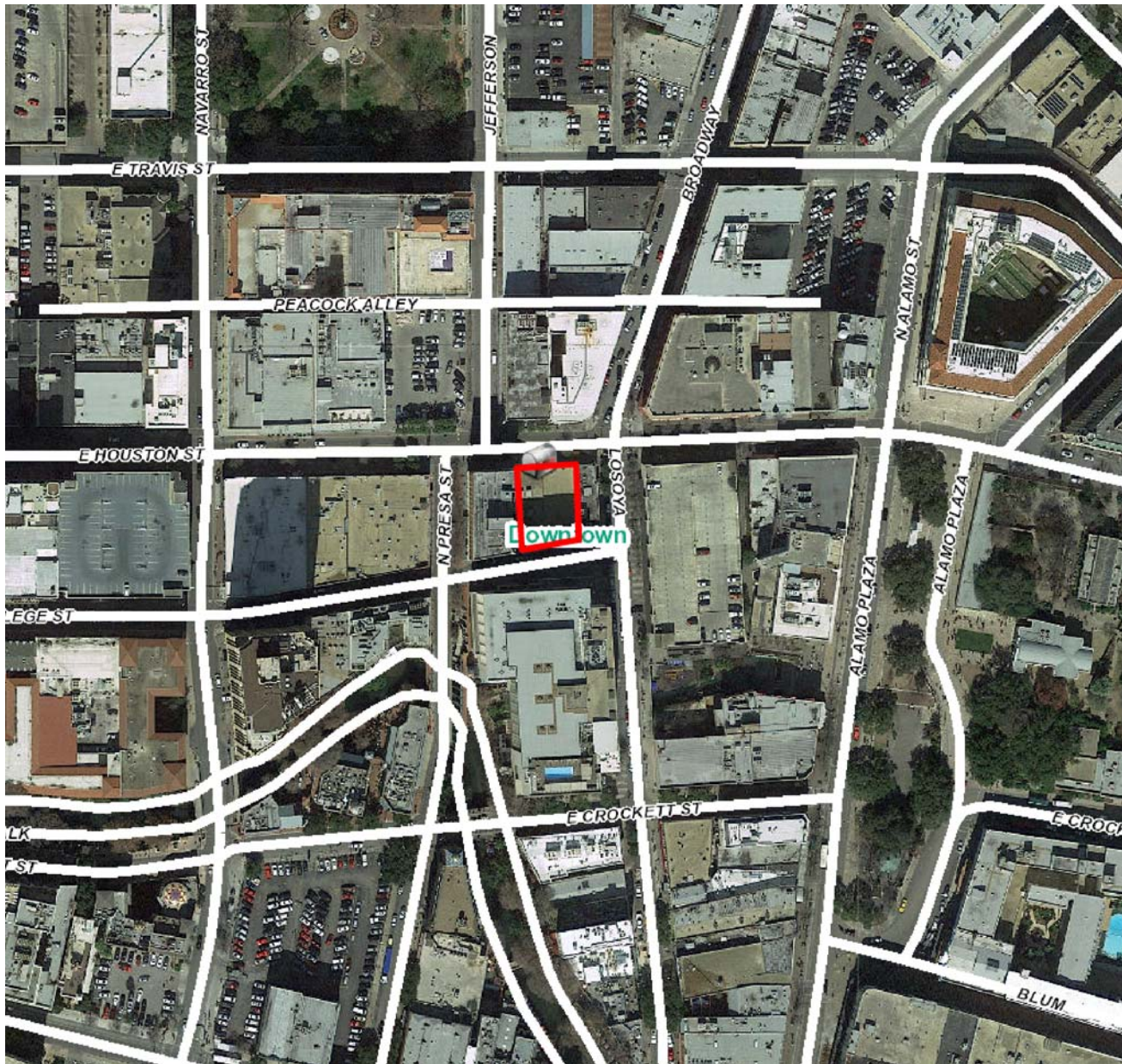
Staff recommends approval of sign A1 with the stipulation that reverse channel letters be used as noted in finding e.

Staff recommends approval of sign A2 with the stipulations that reverse channel letters be used and that the overall size be reduced to no more than fifty (50) square feet as noted in findings b.

Staff does not recommend approval of sign C based on finding f.

#### **CASE MANAGER:**

Edward Hall



## Flex Viewer

Powered by ArcGIS Server

Printed: May 19, 2016

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The San Antonio  
River Walk

Houston Street

Navarro St

408 E Houston St

Losoya St

Guinness World  
Records Museum

Jimmy John's

Hotel Indigo  
Downtown Alamo

Thai-Lao Orchid

Paris Hatters

Alamo

Peacock Alley





Design #

0387513Ar1

Sheet 11 of 11

Client

HILTON GARDEN INN

Address

408 E. HOUSTON ST.

SAN ANTONIO, TX. 78205

Account Rep.

M. WILSON

Designer

RFF

Date

01.29.16

Approval / Date

Client

Sales

Estimating

Art

Engineering

Landlord

Revision / Date

R1-JP/2.26.16/added A2 & C; rev.  
location of B2; site map update

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863-420-1100 Fax: 863-424-1160

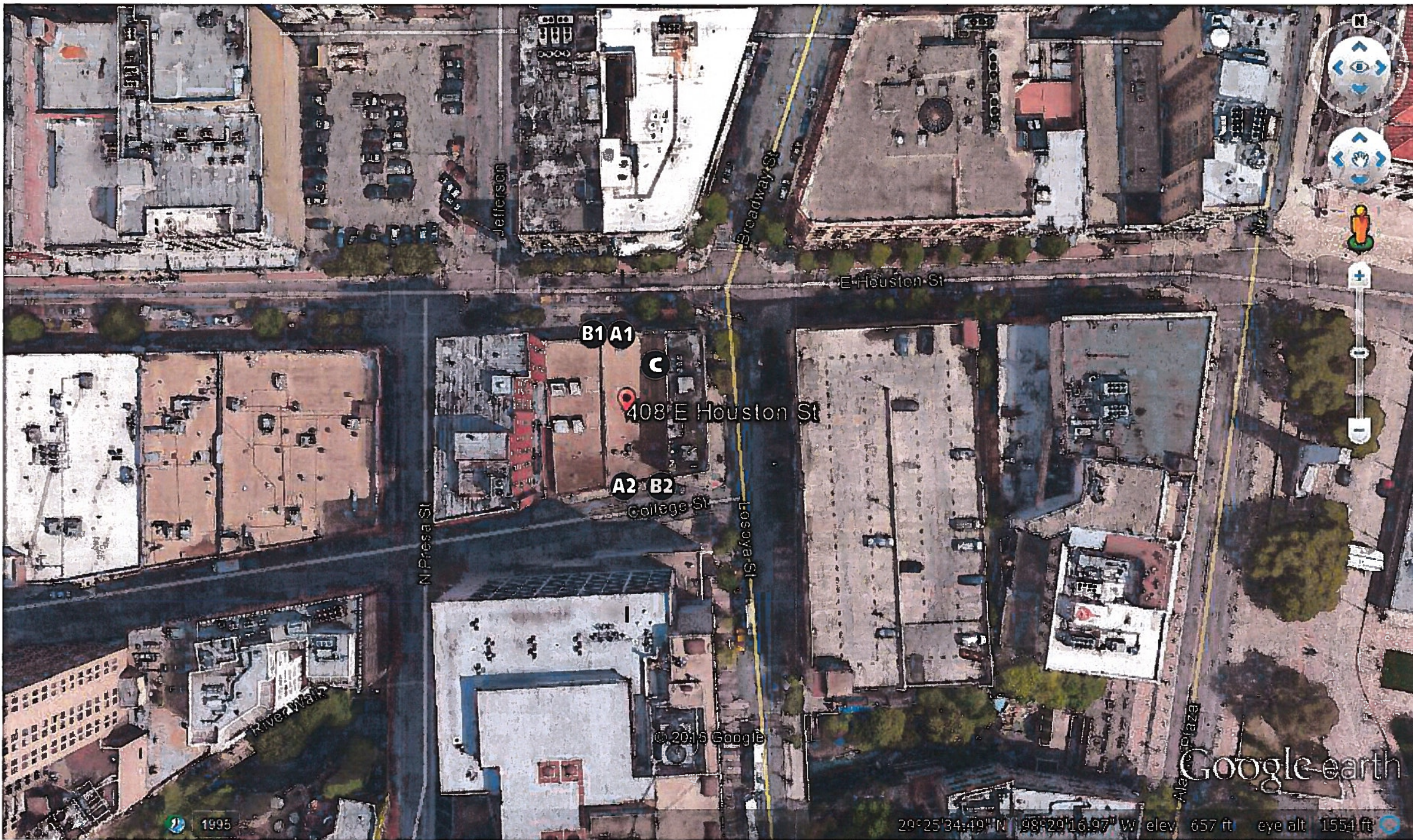
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**South Texas**  
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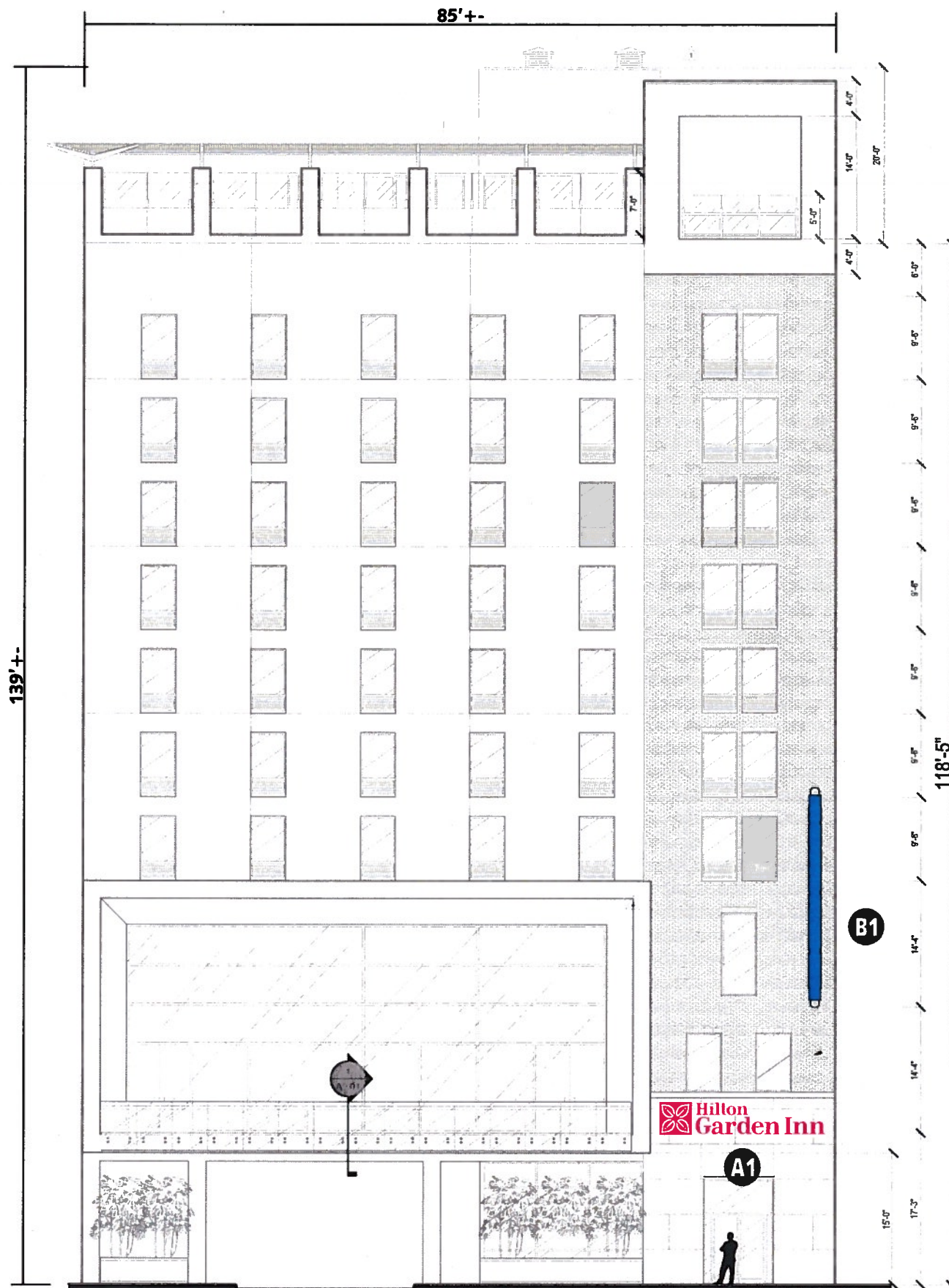
**FINAL ELECTRICAL  
CONNECTION BY  
CUSTOMER**

THIS SIGN IS INTENDED TO BE A SIGNAL  
IN ACCORDANCE WITH THE REQUIREMENTS OF THE  
NATIONAL ELECTRICAL CODE (NEC) OR BY THE  
APPLICABLE LOCAL CODES. IT IS THE USER'S  
RESPONSIBILITY TO OBTAIN THE NECESSARY  
PERMITS AND TO FOLLOW THE REQUIREMENTS OF THE  
NEC OR BY THE APPLICABLE LOCAL CODES.



**SITE MAP - SIGN LOCATIONS**





This architectural floor plan shows a rectangular building footprint with overall dimensions of 139' +/- by 85' +/-.

- Grid System:** The plan is divided into a grid of 6 vertical bays and 10 horizontal bays.
- Room Layout:**
  - Rooms are arranged in rows of 6 across the main floor.
  - Room types include standard rooms (approx. 12' x 14'), suites (approx. 12' x 18'), and larger suites (approx. 12' x 22').
  - Each room is equipped with a bed, a desk, and a chair.
- Common Areas:**
  - A central corridor provides access to all rooms.
  - A large common area at the bottom right includes a reception desk, a lounge area with a sofa and armchairs, and a granite countertop.
  - A kitchen area is located at the bottom left, featuring a sink, stove, and refrigerator.
- Other Features:**
  - A "Hilton Garden Inn" logo is prominently displayed in the bottom right corner.
  - A "B2" label is located in the bottom right corner.
  - A "3.2' 7.4'" dimension is indicated for a specific room or area.
  - An "OVERFLOW" area is labeled near the top center.
  - A "GRANITE" label is located near the bottom right corner.
  - An "OPEN" label is located near the bottom left corner.

**UL** THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH ARTICLE 110 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN. SIGN WILL BE A LABELING.









**HOUSTON ST. BUILDING ELEVATION - PROPOSED SIGNAGE** SCALE: N.T.S.

Design #

**0387513Ar1**

Sheet **3** of **11**

Client

**HILTON GARDEN INN**

Address

**408 E. HOUSTON ST.**

**SAN ANTONIO, TX. 78205**

Account Rep.

**M. WILSON**

Designer

**RFF**

Date

**01.29.16**

Approval / Date

Client

Sales

Estimating

Art

Engineering

Landlord

Revision / Date

**R1-JP/2.26.16/added A2 & C; rev.**

**location of B2; site map update**

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CONNECTION BY  
CUSTOMER**

**UL**  
THIS SIGNAGE IS TO BE INSTALLED  
IN ACCORDANCE WITH THE 2014 EDITION OF THE  
NATIONAL ELECTRICAL CODE (NEC) AND ALL  
APPLICABLE LOCAL CODES. THE SIGNAGES  
PROPER GROUNDING & BONDING OF THE SIGN  
SHOULD BE THE CUSTOMER'S RESPONSIBILITY.





HOUSTON ST. BUILDING ELEVATION - PROPOSED SIGNAGE SCALE: N.T.S.



Design #	
0387513Ar1	
Sheet	6 of 11
Client	
HILTON GARDEN INN	
Address	
408 E. HOUSTON ST. SAN ANTONIO, TX. 78205	
Account Rep.	M. WILSON
Designer	RFF
Date	01.29.16

Approval / Date	
Client	
Sales	
Estimating	
Art	
Engineering	
Landlord	

Revision / Date	
R1-JP/2.26.16/added A2 & C; rev. location of B2; site map update	



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Northeast US	945 Baxter Avenue, Suite 200 Louisville, KY 40204 502-478-3070 Fax: 502-412-0013
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Georgia	37 Waterfront Port Court Dawsonville, GA 30234 678-279-3852 Fax: 210-349-8724
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**FINAL ELECTRICAL CONNECTION BY CUSTOMER**







COLLEGE ST. BUILDING ELEVATION - PROPOSED SIGNAGE SCALE: N.T.S.



Design #	
0387513Ar1	
Sheet	7 of 11
Client	
HILTON GARDEN INN	
Address	
408 E. HOUSTON ST.	
SAN ANTONIO, TX. 78205	
Account Rep.	M. WILSON
Designer	RFF
Date	01.29.16

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Landlord	

Revision / Date	
R1-JP/2.26.16/added A2 & C; rev. location of B2; site map update	



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Northeast US	965 Bender Avenue, Suite 200 Lodi, NY 14204 505-478-3075 Fax: 505-412-0013
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**FINAL ELECTRICAL  
CONNECTION BY  
CUSTOMER**







## A1 FACE LIT CHANNEL LETTERS

SCALE: 3/8" = 1'-0"

(1) SET REQUIRED - MANUFACTURE & INSTALL

5" (127mm) DEEP LETTERS (REMOTE PWR. SUPPLY)

.040" (1mm) THK. ALUM. RETURNS with .063" (1.6mm) THK. ALUM. CAD CUT BACKS. RETURNS PAINTED AKZO 354C2 SILVER METALLIC (SAMPLE AVAILABLE UPON REQUEST) / GLOSS FINISH. LETTER INTERIORS PAINTED with STARBRIGHT LIGHT ENHANCING PAINT.

.177" (4.5mm) THK 3RK32 RED CYRO SG FACES  
1" (25.4mm) STANDARD RED JEWELITE RETAINERS (OR APPROVED EQUIV.) TO BE USED PER MANUFACTURER'S RECOMMENDATIONS.

LETTERS ILLUMINATED with RED L.E.D. (G.E. OR APPROVED EQUIV.).  
INSTALL PER MANUFACTURER'S RECOMMENDATIONS.

### LOGO:

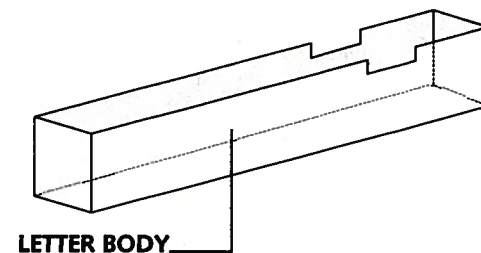
.177" (4.5mm) THK WRT30 WHITE CYRO SG FACES  
with 1st SURFACE 3M (OR APPROVED EQUIV.) 3630-73 RED VINYL BACKGROUND / "FLORET" DESIGN CUT OUT OF RED VINYL OVERLAY - WHITE SHOWS THRU.  
1" (25.4mm) ALUM. RETAINERS (OR APPROVED EQUIV.) TO BE USED PER MANUFACTURER'S RECOMMENDATIONS.

LOGO ILLUMINATED with WHITE L.E.D. (G.E. OR APPROVED EQUIV.).  
INSTALL PER MANUFACTURER'S RECOMMENDATIONS.

ALL ILLUMINATED SIGNAGE REQUIRE THE CLIENT'S ELECTRICIAN TO FURNISH & INSTALL A COMPLETE PHOTOCELL AND/OR TIME CLOCK TO ALLOW SIGNS TO OPERATE AT DESIGNATED INTERVALS. HOWEVER, SIGN SHALL NEVER OPERATE ON A 24/7 BASIS.

### TYPICAL BRIDGE DETAIL

.040" (1mm) THK. ALUM. BRIDGE COVER. PAINT TO MATCH WALL.



.375" (9.5mm) DIA. NON-CORROSIVE  
HARDWARE AS REQUIRED  
PER WALL CONSTRUCTION.

2" x 2" (50.8mm x 50.8mm) GALV.  
CLIP ON BACK OF LETTER.

.040" (1mm) THK. ALUM. RETURN.  
PAINTED AKZO 354C2 SILVER  
METALLIC (SAMPLE AVAILABLE  
UPON REQUEST) / GLOSS FINISH.

1" (25.4mm) JEWELITE RETAINER  
(OR APPROVED EQUIV.) TO BE  
USED PER MANUFACTURER'S  
RECOMMENDATIONS.

PAIGE "WALL BUSTER"  
PLASTIC PASS-THRU

PAIGE BOX  
GALVANIZED METAL  
POWER SUPPLY  
ENCLOSURE

.063" (1.6mm) THK. ALUM.  
CAD CUT BACKS

.177" (4.5mm) THK CYRO SG  
FACES. SEE SPECS.  
FOR COLOR TREATMENT.

RED L.E.D. AS REQUIRED (LETTERS)  
PER LOCATION  
(G.E. OR APPROVED EQUIV.)  
INSTALL PER MANUFACTURER'S  
RECOMMENDATIONS.

PAINT LETTER INTERIOR  
WITH STARBRITE L.E.P.

WEEP HOLES IN LOW POINTS  
OF LETTERS. (2) MIN. LIGHT  
SHIELD REQUIRED AT EA. HOLE.

**SIDE VIEW - DETAIL** N.T.S.

Design #

0387513Ar1

Sheet 4 of 11

Client

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location of B2; site map update

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**FINAL ELECTRICAL  
CONNECTION BY  
CUSTOMER**

THIS SIGNAGE IS TO BE INSTALLED  
IN ACCORDANCE WITH THE NATIONAL  
ELECTRICAL CODE (NEC) AND ALL  
APPLICABLE LOCAL CODES. THIS IS A  
GENERAL GUIDELINE AND THE  
INSTALLER SHALL BE RESPONSIBLE FOR  
THE FINAL CONNECTION.

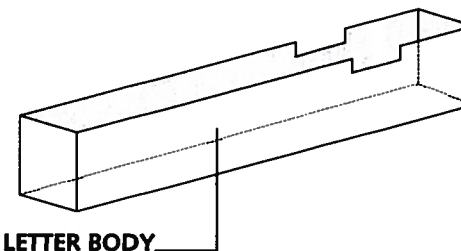




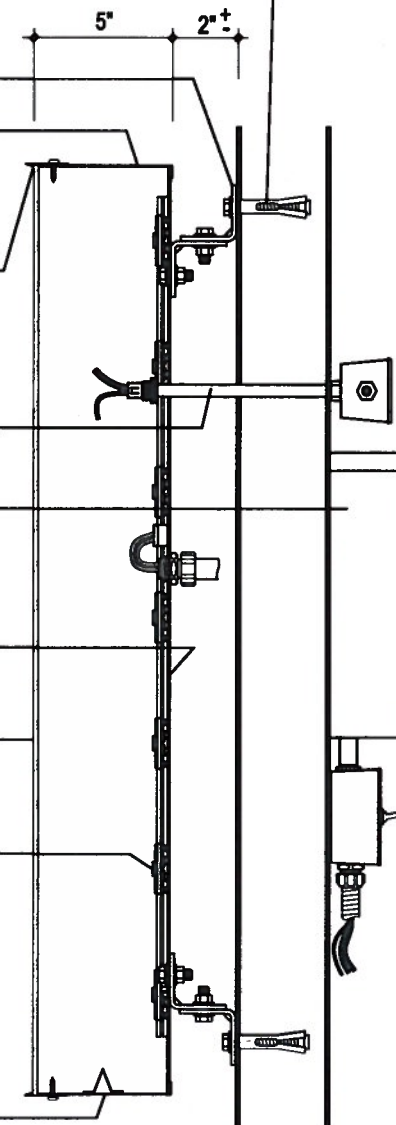
**SCALE: 3/8" = 1'-0"**

**ALL ILLUMINATED SIGNAGE REQUIRE THE CLIENT'S ELECTRICIAN TO FURNISH & INSTALL A COMPLETE PHOTOCCELL AND/OR TIME CLOCK TO ALLOW SIGNS TO OPERATE AT DESIGNATED INTERVALS. HOWEVER, SIGN SHALL NEVER OPERATE ON A 24/7 BASIS.**

**LETTER BODY.**



**SIDE VIEW - DETAIL** N.T.S.

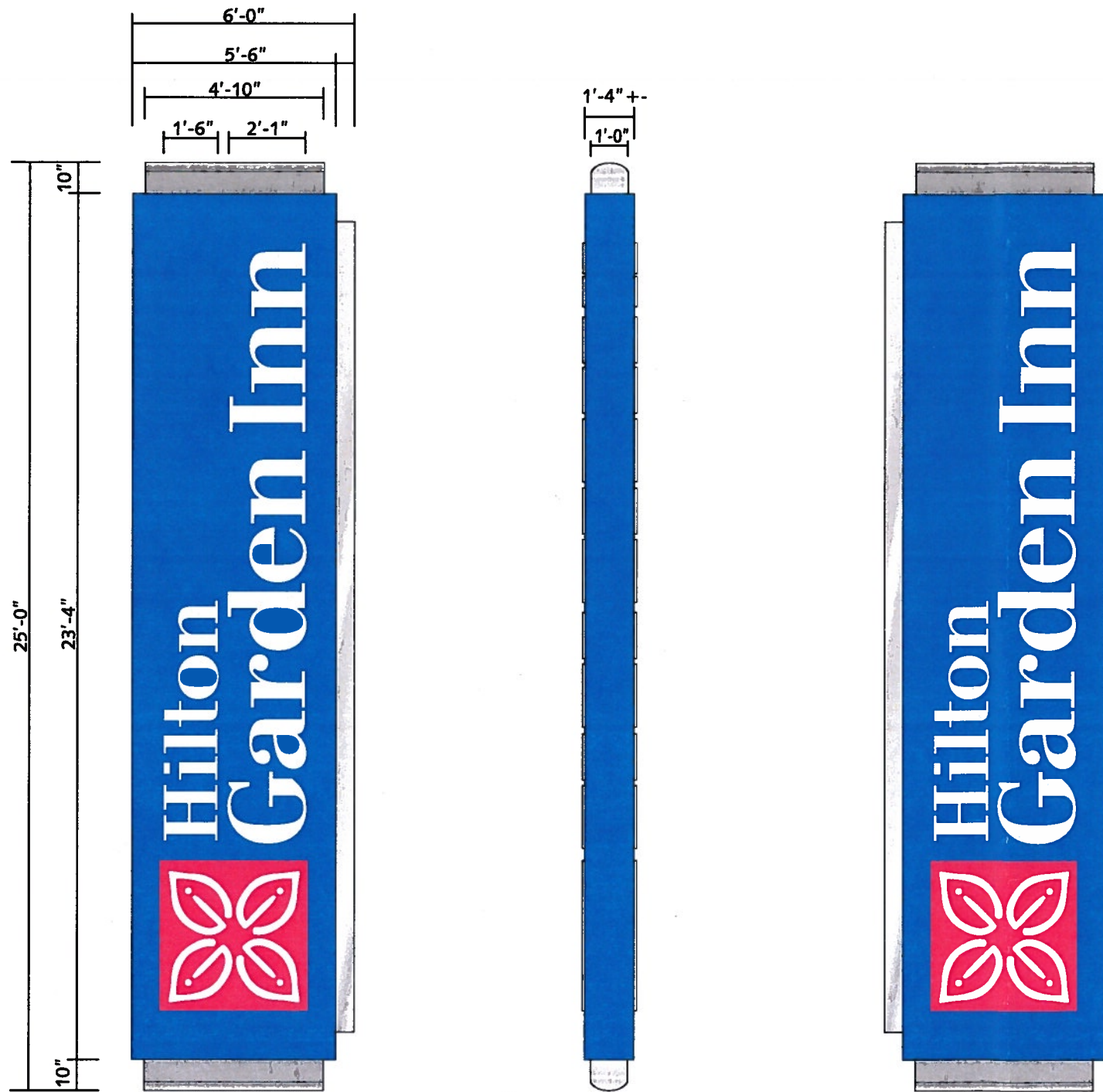


**FINAL ELECTRICAL CONNECTION BY CUSTOMER**

1-800-551-2100. THE HOME IS INSTALLED TO COMPLY WITH THE CODES OF THE NATIONAL ELECTRICAL CODE AND OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING & BONDING OF THE SIC. SIC WILL BE RE-INSULATED.

 UL





**B1 B2 D/F BLADE SIGN - OPTION 1**  
(2) REQUIRED - MANUFACTURE & INSTALL  
SCALE: 1/4" = 1'-0"

CLIENT'S G.C. TO PROVIDE ADEQUATE BLOCKING PRIOR TO INSTALLATION.

FABRICATED ALUMINUM SIGN CABINET WITH ROUTED OUT OPENINGS FOR LETTERS AND SQUARE OPENING FOR LOGO - FACES AND FILLERS PRIMED & PAINTED TO MATCH PMS 2756c BLUE SATIN FINISH - PAINT INTERIOR LIGHT ENHANCING WHITE

"HILTON GARDEN INN" LETTERS .125" (3.2mm) THK. WRT30 WHITE CYRO SG SHOW THRU ACRYLIC (OPTIONAL MODIFIER COPY SAME SPECS AS "HILTON")

"LOGO" .125" (3.2mm) THK. WRT30 WHITE CYRO SG ACRYLIC WITH 3M (OR APPROVED EQUIV.) 3630-73 RED VINYL APPLIED TO FIRST SURFACE - REVERSE WEEDED FOR WHITE "FLORET" LOGO GRAPHIC TO SHOW THRU.

ALUMINUM REVEAL (RECESSED) AND CONVEX SHAPED COVERS WITH CAPS ON END FILLERS OF SIGN - PAINTED AKZO 354C2 SILVER METALLIC (SAMPLE AVAILABLE UPON REQUEST) / GLOSS FINISH

SIGN INTERNALLY ILLUMINATED WITH 800mA HI-OUTPUT DAYLIGHT FLUORESCENT LAMPS



Design #

0387513Ar1

Sheet 8 of 11

Client

HILTON GARDEN INN

Address

408 E. HOUSTON ST.

SAN ANTONIO, TX. 78205

Account Rep.

M. WILSON

Designer

RFF

Date

01.29.16

Approval / Date

Client

Sales

Estimating

Art

Engineering

Landlord

Revision / Date

R1-JP/2.26.16/added A2 & C; rev. location of B2; site map update

**Chandler Signs**  
Brand Image Begins Here™

chandlersigns.com

**National Headquarters** 3201 Manor Way  
Dallas, TX 75225  
214-402-2000 Fax: 214-402-2044

**San Antonio** 17310 San Pedro Ave. Ste. #200  
San Antonio, TX 78232  
210-349-3004 Fax: 210-349-0724

**West Coast** 3220 Executive Ridge Dr., Suite 250  
Vista, CA 92081  
760-754-1700 Fax: 760-754-3752

**Northeast US** 965 Baxter Avenue, Suite 200  
Louisville, KY 40204  
502-479-3475 Fax: 502-412-0013

**Florida** 2584 Sand Hill Point Circle  
Davensport, FL 33437  
863-420-1100 Fax: 863-424-1160

**Georgia** 37 Waterfront Park Court  
Dawsonville, GA 30534  
678-725-0852 Fax: 210-349-0724

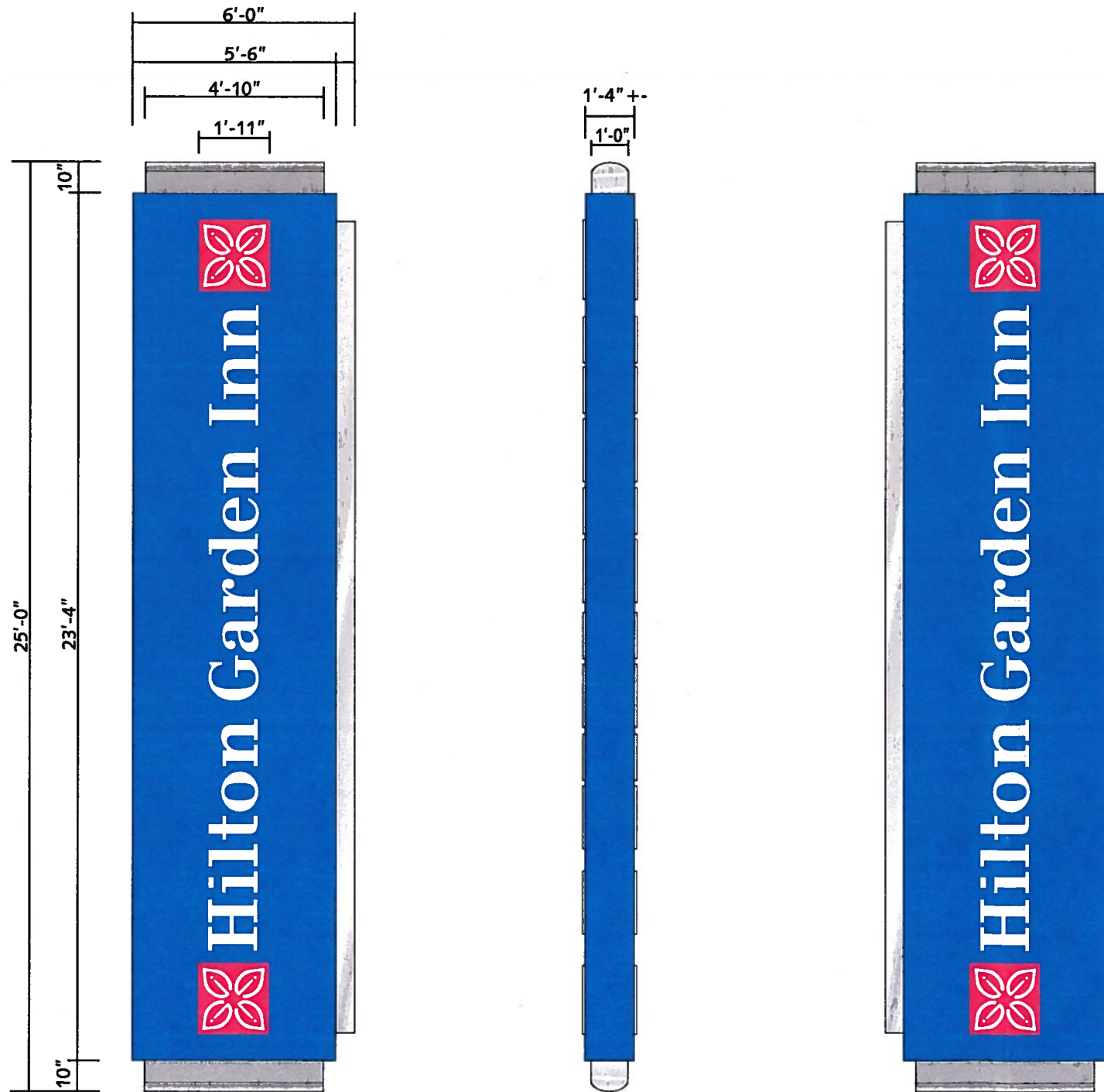
**South Texas** P.O. Box 125, 206 Doral Drive  
Portland, TX 78374  
361-563-6599 Fax: 361-643-6533

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**FINAL ELECTRICAL  
CONNECTION BY  
CUSTOMER**

UL  
THIS SIGN IS DESIGNED TO BE INSTALLED  
IN ACCORDANCE WITH THE NATIONAL ELECTRICAL CODE (NEC) AND  
ALL APPLICABLE LOCAL CODES. THE FOLLOWING  
PEOPLE'S GROUPS ARE A PART OF THE SIGN  
AND SHALL BE THE RESPONSIBLE PARTY.





**B1 B2 D/F BLADE SIGN - OPTION 2**  
(2) REQUIRED - MANUFACTURE & INSTALL  
SCALE: 1/4" = 1'-0"

CLIENT'S G.C. TO PROVIDE ADEQUATE BLOCKING PRIOR TO INSTALLATION.

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0387513Ar1

Sheet 9 of 11

Client

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Account Rep. M. WILSON

Designer RFF

Date 01.29.16

Approval / Date

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Estimating	
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Revision / Date

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Florida 2544 Sand Hill Point Circle Davenport, FL 33837 888-425-1100 Fax 888-424-1160

Georgia 37 Waterfront Park Court Marietta, GA 30064 678-725-8852 Fax 678-424-8724

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**FINAL ELECTRICAL CONNECTION BY CUSTOMER**

THIS SIGN MUST BE INSTALLED IN ACCORDANCE WITH ALL CODES OF THE ELECTRICAL, FIRE, MECHANICAL AND OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING & BONDING OF THE SIGN. SIGN WILL BE INSTALLED BY CHANDLER SIGNS.



