

HISTORIC AND DESIGN REVIEW COMMISSION

September 21, 2016

Agenda Item No: 8

HDRC CASE NO: 2016-359
COMMON NAME: 711 E RIVERWALK
ADDRESS: 889 E MARKET ST
LEGAL DESCRIPTION: NCB 13812 PUBLIC WATERWAY ROW
ZONING: D RIO-3
CITY COUNCIL DIST.: 1
APPLICANT: Jeremy Daigle/Marriott
OWNER: CCMH Riverwalk, LLC
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install new signage at 711 E Riverwalk. The applicant is requesting the following signage:

- a. Install one non-illuminated wall sign in the existing driveway, within the footprint of the structure, but visible from the public right of way. This sign is to measure 6'-1" in height at its tallest and 8' 7 ¾" in width at its widest. This sign is noted as sign B and will replace the sign noted as A.
- b. Relocate the existing driveway sign to the Riverwalk level. This sign has a total height of approximately three (3) feet in height and fifty-four (54) inches in width. This sign is noted as A.
- c. Install one face lit channel letter sign on the south façade of the structure near the parapet wall. The proposed signage will feature "Marriott" letters that are 2' – 3" in height and a red M that is a total of 11' – 6" in height. The overall dimensions of the proposed sign will be 14' – 7" in height and 24' – 11" in length.
- d. Install one face lit channel letter sign on the north façade of the structure near the parapet wall. The proposed signage will feature "Marriott" letters that are 2' – 3" in height and a red M that is a total of 16' – 0" in height. The overall dimensions of the proposed sign will be 20' – 5" in height and 34' – 6" in length.

APPLICABLE CITATIONS:

UDC 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 in this section.

(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.

(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.

(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.

(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.

(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.

FINDINGS:

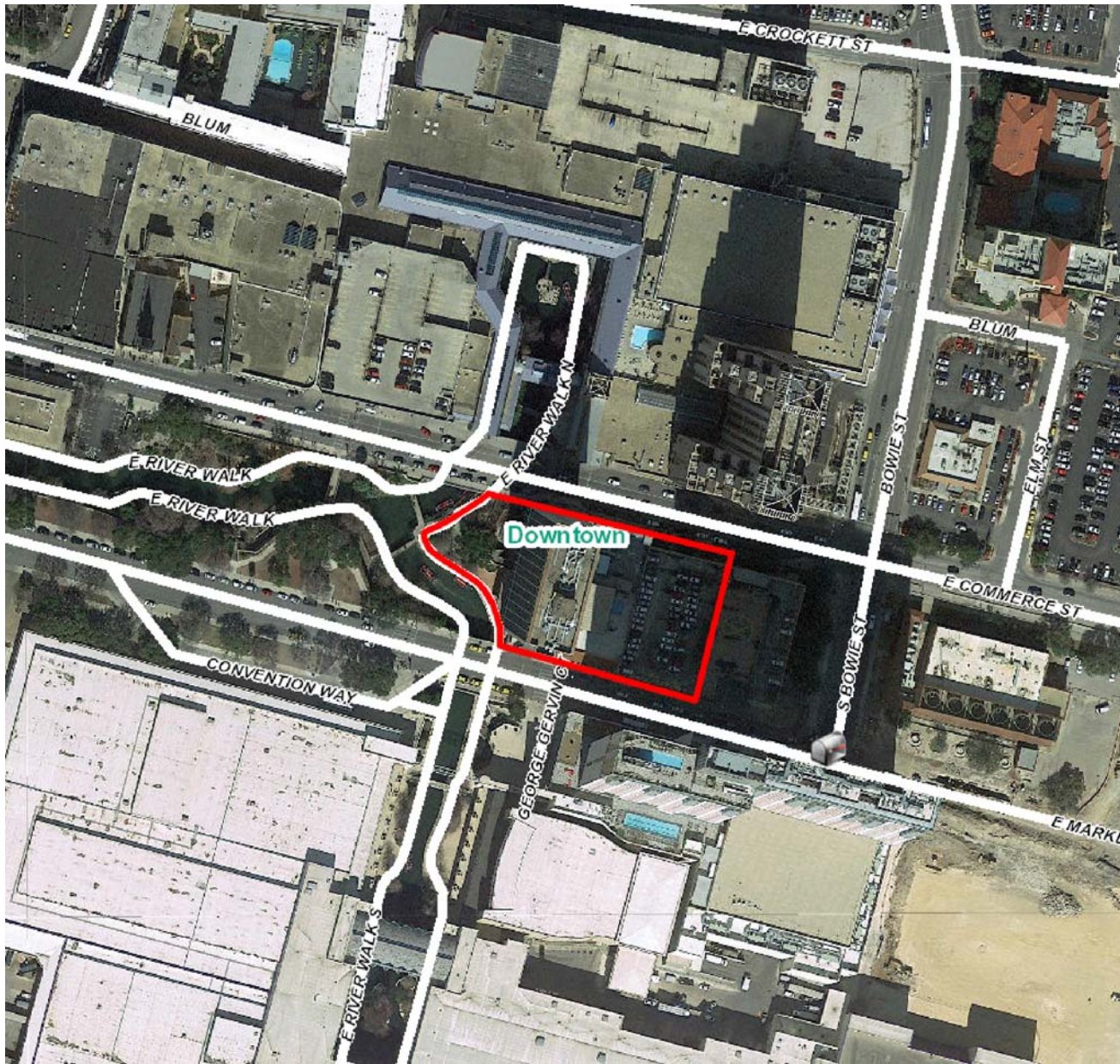
- a. The applicant has proposed to replace many existing signs at 711 E Riverwalk/ 899 E Market, at the Marriott Riverwalk. At this time, the applicant has not proposed to install signage in a location that does not currently feature signage.
- b. In the existing driveway with access to E Market, the applicant has proposed to install one non-illuminated wall sign in the existing driveway, within the footprint of the structure, but visible from the public right of way. This sign is to measure 6'-1" in height at its tallest and 8' 7 ¾" in width at its widest. This sign is noted as sign B and will replace the sign noted as A. While slightly larger in square footage than the existing sign, staff finds this replacement appropriate given that it is non-lit and will not directly impact pedestrians.
- c. Facing the Riverwalk extension, the applicant has proposed to relocate the existing driveway sign to the Riverwalk level. This sign has a total height of approximately three (3) feet in height and fifty-four (54) inches in width. This sign is noted as A and is slightly less in square footage than the existing signage. This sign will be non-lit and face north. Staff finds the relocation of this sign appropriate given the reduction in square footage at the Riverwalk level and its non-illuminated design.
- d. The applicant has proposed to install one face lit channel letter sign on the south façade of the structure near the parapet wall. The proposed signage will feature "Marriott" letters that are 2' – 3" in height and a red M that is a total of 11' – 6" in height. The overall dimensions of the proposed sign will be 14' – 7" in height and 24' – 11" in length. Given its location on the façade removed from street level, staff finds this sign appropriate.
- e. On the north façade, the applicant has proposed to install one face lit channel letter sign near the parapet wall. The proposed signage will feature "Marriott" letters that are 2' – 3" in height and a red M that is a total of 16' – 0" in height. The overall dimensions of the proposed sign will be 20' – 5" in height and 34' – 6" in length. Given its location on the façade removed from street level, staff finds this sign appropriate.

RECOMMENDATION:

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

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Sep 12, 2016

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tion
Parking

E Market St

Marriott

899 East Market Street

San Antonio
Marriott Riverwalk

E Market St

E Market St

E Commerce St

Fogo de Chão
Brazilian Steakhouse

E Commerce St

Cigar Shop and Liquor

Parking

Google



Dairy Queen/orange
Julius Treat Ctr



Hooters

Chase ATM



GNC

San Antonio
Marriott Rivercenter



Fogo de Chão
Brazilian Steakhouse



San Antonio
Marriott Riverwalk



E Commerce St



E Market St

899 East Market Street

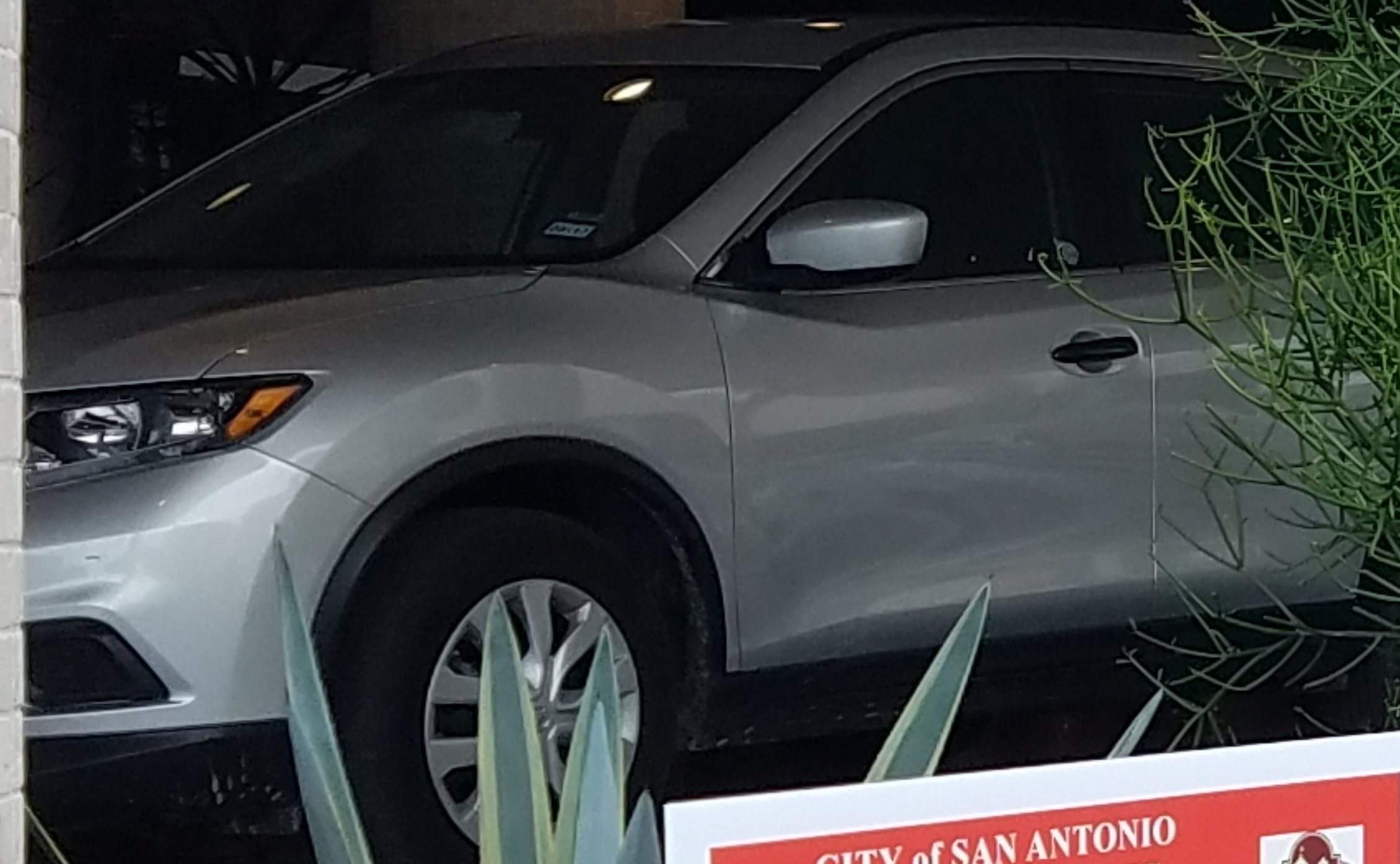
CITY of SAN ANTONIO
NOTICE of HEARING
HISTORIC & DESIGN
REVIEW COMMISSION

ADDRESS: 339 E MARKET / 57TH E RIVERWALK
REQUEST: SIGNAGE 2019
HEARING DATE: Sept. 21
TIME: 3:00 P.M.

FOR MORE INFORMATION CONTACT
(210) 215-9274

ALL HDRC MEETINGS TAKE PLACE AT 1901 S. ALAMO

Marriott
RIVERWALK





MARRIOTT - RIVERWALK NEW SIGNAGE

August 17, 2016

OVERVIEW

1. Project Scope

Upon approval removal of all existing signage in this package will be removed. All walls where the signage is located will be patched and painted the same color by either Texas Republic Signs (Hi Rise Signs) or the Marriott's selected contractor. All proposed signage will be UL listed for the electrical signage and installed in accordance to all local and state ordinances. The large signage on top of the building will require a stage to be set in place to lift Texas Republic Signs crews into place. All affected areas will be taped off with caution tape and secured to make sure no pedestrian traffic will be affected.

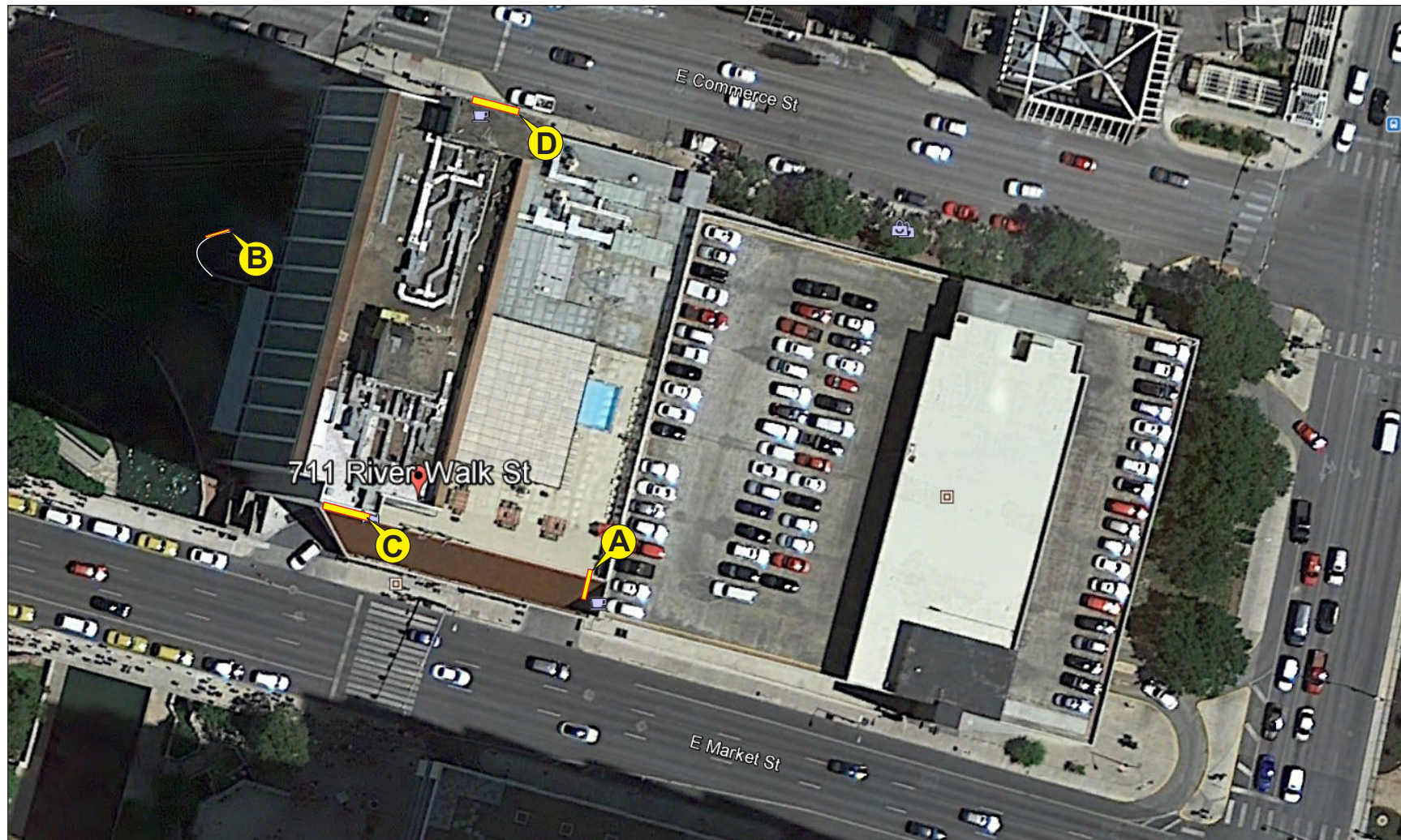
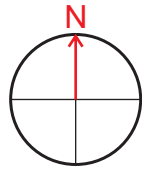
The scope of work includes (1) (Sign A) set of non-illuminated reverse channel letters. To be installed on the wall in the driveway. The existing letters that were removed from the driveway wall will be relocated to the wall in front of the Hotel (Sign B).

(Sign C) South elevation will include installing a new 11'6" logo with 2'3" "Marriott" letters. The proposed letters will be face lit LED illuminated as shown in the side view on the drawings. The size of the sign will be 24'11" L x 14' 7 1/2" H.

(Sign D) North elevation will include installing new 16'0" logo with 3'2" "Marriott" letters. The proposed letters will be face lit LED illuminated As shown in side view of the drawings. The size of the new sign will be 34'6" L x 20'5" H.

Sincerely,

Brad Everett
Texas Republic Signs
2211 Pech Rd
Houston TX 77055



TEXAS REPUBLIC SIGNS

2211 PECH RD HOUSTON TX 77055
832-727-5415
TEXASREPUBLICSIGNS.COM

CUSTOMER:



ADDRESS:

711 E RIVERWALK
SAN ANTONIO TX

CITY OF JURISDICTION:

CITY OF SAN ANTONIO

DESIGNER:

CHANDLER

DATE CREATED:

7-25-2016

DRAWING#

0385712Ar5

W.O.#

TBD

FILE PATH:

[P:206 JOBS\CHANDLER SIGNS \MARRIOTT
RIVERWALK - SAN ANTONIO\MARRIOTT -
RIVERWALK.CDR]

REVISIONS

R1:

R2:

R3:

R4:

R5:

CUSTOMER APPROVAL

SIGNATURE:

DATE:

THIS SIGN IS INTENDED TO BE INSTALLED IN
ACCORDANCE WITH THE REQUIREMENTS OF
ARTICLE 600 OF THE NEC AND/OR OTHER
APPLICABLE LOCAL CODE. THIS INCLUDES
PROPER GROUNDING AND BONDING OF SIGN.

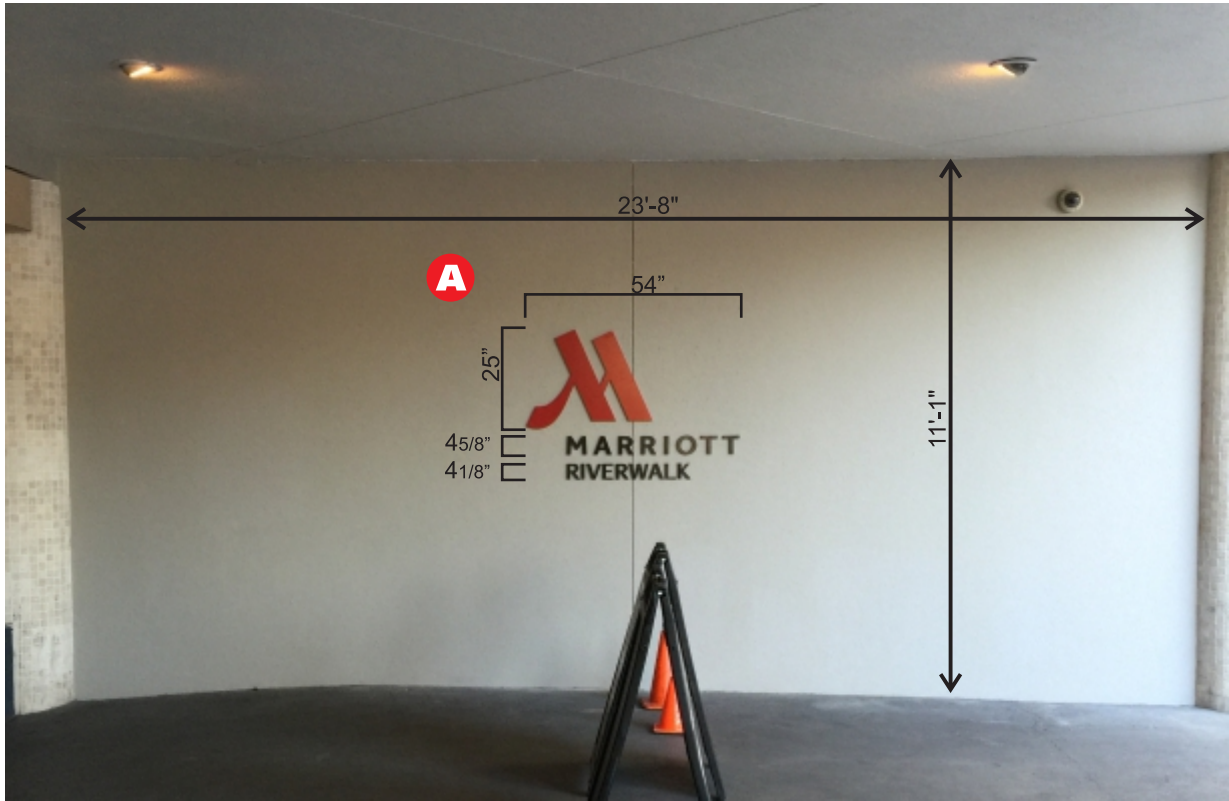
ELECTRICAL REQUIREMENTS

AMPS: VOLTS: CIRCUITS:



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A.1



EXISTING FCO's SCALE: 1/4"=1'-0"

REMOVAL OF EXISTING WALL FLAT CUT-OUT LOGO BY HOTEL
TO BE RE-INSTALLED BY CHANDLER AT NEW LOCATION
WALL RESTORATION BY HOTEL



PROPOSED NEW SIGNAGE



Design #

0385712Ar5

Sheet 1 of 3

Client

**MARRIOTT
RIVERWALK**
Address

**711 E. RIVERWALK
SAN ANTONIO, TEXAS**

**Account
Rep. DOUG S.**

Designer RG

Date 12.15.15

Approval / Date

Client	
Sales	
Estimating	
Art	
Engineering	
Landlord	

Revision / Date

r1-MAB/1-15-16: Reduce Sign "A" & increase "B"
r2-KMc 2/2/16: Add note
r3-RFF 02.22.16 Add "C" & "D"
r4-MAB/5-19-16: Reduce "C" & "D" options - Adj. "D" size
r5 RFF 05.26.16 update

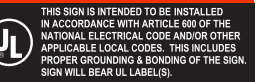


chandersigns.com

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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 502-479-3073 Fax 502-412-0013
Florida	2584 Sand Hill Point Circle Davenport, FL 33837 863-420-1100 Fax 863-424-1160
Georgia	37 Waterfront Part 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**





EXISTING FCO's SCALE: N.T.S.
REMOVAL OF EXISTING WALL FLAT CUT-OUT LOGO BY HOTEL
WALL RESTORATION BY HOTEL



EXISTING FCO's - NEW LOCATION SCALE: N.T.S.
RE-INSTALLED BY CHANDLER AT THIS LOCATION



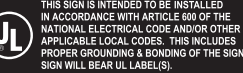
Design #	
0385712Ar5	
Sheet	2 of 3
Client	
MARRIOTT RIVERWALK	
Address	
711 E. RIVERWALK	
SAN ANTONIO, TEXAS	
Account Rep.	DOUG S.
Designer	RG
Date	12.15.15
Approval / Date	
Client	
Sales	
Estimating	
Art	
Engineering	
Landlord	
Revision / Date	
r1-MAB/1-15-16: Reduce Sign "A" & increase "B"	
r2-KMc 2/2/16: Add note	
r3-RFF 02.22.16 Add "C" & "D"	
r4-MAB/5-19-16: Reduce "C" & "D" options - Adj. "D" size	
r5 RFF 05.26.16 update	

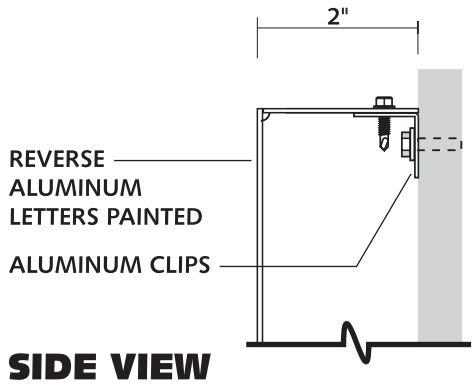


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B

REVERSE NON-LIT CHANNEL LETTERS

(1) SET REQUIRED - MANUFACTURE & INSTALL

1/2"= 1'-0"

2" DEEP ALUMINUM GRAPHICS w/ SMOOTH EDGES -
PAINTED MATTHEWS MP08937 RED & BLACK -
STUD-MOUNTED FLUSH TO WALL SURFACE, PRECAST CONCRETE



Design #		
0385712Ar5		
Sheet	3	of 3
Client		
MARRIOTT RIVERWALK		
Address		
711 E. RIVERWALK		
SAN ANTONIO, TEXAS		
Account Rep.	DOUG S.	
Designer	RG	
Date	12.15.15	

Approval / Date	
Client	
Sales	
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Landlord	

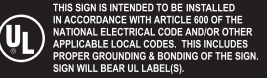
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r5 RFF 05.26.16 update	



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REMOVE AND DISPOSE OF EXISTING FACE LIT CHANNEL LETTERS (NORTH SIDE ONLY)
PATCH HOLES AND PAINT FASCIA FROM SEAM TO SEAM TO COVER GHOSTING OF EXISTING SIGN
INSTALL NEW CHANNEL LETTERS/LOGO

[illegible]

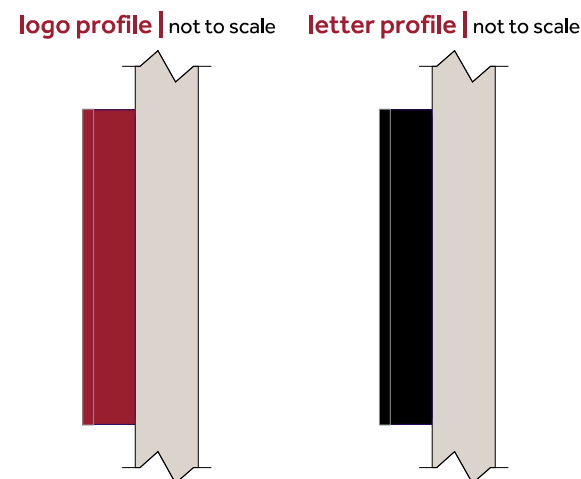
[illegible]

The image shows a UL logo on the left and a rectangular sign template on the right. The sign has a thick orange border. Inside, the text 'FINAL ELECTRICAL CONNECTION BY CUSTOMER' is written in large, bold, orange capital letters. Below this, in smaller black capital letters, is the text: 'THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING & BONDING OF THE SIGN. SIGN WILL BEAR UL LABEL(S).'.

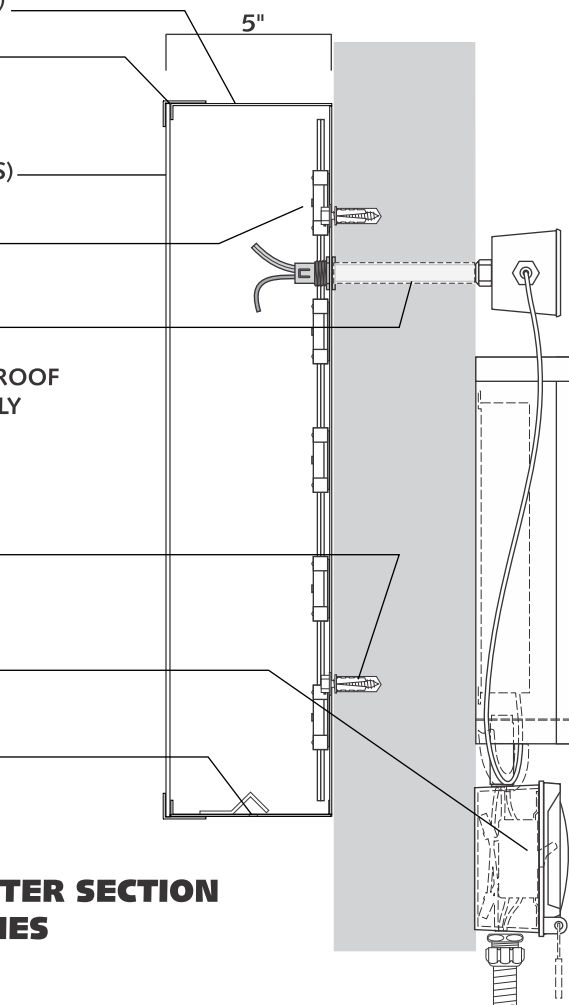


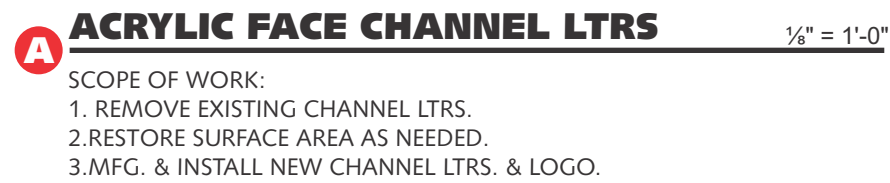
SCALE: 1/8" = 1'-0"

VERIFY ALL SIZES PRIOR TO FABRICATION



FACE-LIT CHANNEL LETTER SECTION REMOTE POWER SUPPLIES





BOTTOM OF LTR. "M" TO ALIGN
W/ LETTERS BEING
REMOVED.

[illegible]

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West Coast	1335 Park Center Drive, Unit C Vista, CA 92081 760-967-7003 Fax 760-967-7033
Northeast US	965 Baxter Avenue, Suite 200 Louisville, KY 40204 502-478-5075 Fax 502-412-0013
Florida	2684 Sand Hill Circle Davenport, FL 33887 888-420-1100 Fax 888-424-1160
Georgia	37 Waterfront Park Court Dawsonville, GA 30534 678-725-8852 Fax 210-349-8724
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