

HISTORIC AND DESIGN REVIEW COMMISSION

October 5, 2016

Agenda Item No: 1

HDRC CASE NO: 2016-D08
ADDRESS: 100 W Cesar Chavez Blvd
LEGAL DESCRIPTION: NCB 13422, LOT 6
ZONING: D AHOD
PUBLIC PROPERTY: No
COUNCIL DISTRICT: 1
DISTRICT: Downtown Business District
LANDMARK: No
APPLICANT: Ted Czyzewski, La Quinta Corp.; David Scott, Epstein Global
OWNER: BRE/LQ TX Properties, LP
TYPE OF WORK: Façade improvements and signage

REQUEST:

The applicant requests a Certificate of Appropriateness for approval to: update the entire building façade including the porte cochere, replace three existing wall signs with new (northern, western, and southern façades), replace one monument sign with new, and installing a new non-illuminated logo on the north façade, as shown in the attached Exhibits A, B, C, D, E, F, G, H, I, J, K, and L.

The façade improvements include (see Exhibits A, C, and D):

- removal of the railing from the top of the porte cochere;
- removal of the arched architectural detail at the top of the northern and southern façades;
- removal of some decorative elements within the façade;
- installation of new neolith panels at the primary entrance along the northern façade;
- and, repainting of the remaining EIFS surface.

The proposed signage includes the following (See Exhibits D, E, F, G, H, I, J, K, and L):

- One illuminated fascia sign on the northern/front building façade reading “LA QUINTA” with a “sunburst” icon; consisting of channel letters with Lexan faces, measuring a maximum of 5’11 ½” h x 32’5”w; icon measuring 9’7” h x 8’10 ¼”w; all located approximately 68’ above the sidewalk/parking lot and lit internally with LEDs.
- One illuminated fascia sign on the southern/rear building façade reading “LA QUINTA” with a “sunburst” icon; consisting of channel letters with Lexan faces, measuring a maximum of 3’h x 15’3”w; icon measuring 4’10 ¼” h x 4’5 ¾”w; all located approximately 67’ above the sidewalk/parking lot and lit internally with LEDs.
- One illuminated fascia sign on the west/side building façade reading “LA QUINTA” with a “sunburst” icon; consisting of channel letters with Lexan faces, measuring a maximum of 3’h x 15’3”w; icon measuring 4’10 ¼” h x 4’5 ¾”w; all located approximately 58’ above the sidewalk/parking lot and lit internally with LEDs.
- One illuminated monument sign located at the northeast corner of the property (intersection of W Cesar Chavez Blvd and S Flores Street), consisting of aluminum faces routed with backed and push through copy with first surface vinyl and lit internally with LEDs; monument measuring 4’h x 11’3 ¾”w with green contour LED lighting inside the perimeter of the cabinet top and bottom.
- One non-illuminated “sunburst” wall graphic logo on the northern/front building façade, constructed of pre-painted aluminum with first surface vinyl.

APPLICABLE CITATIONS:**City of San Antonio Downtown Design Guide:****Required Standards**

1. Chapter 7. Section A.1: Provide well-marked entrances to cue access and use. Enhance all public entrances to a building through the use of compatible architectural or graphic treatment. Main building entrances shall read differently from retail storefronts, restaurants, and commercial entrances.
2. Chapter 7. Section C.1: San Antonio has strong sun conditions. Use deep reveals to get shadow lines.
3. Chapter 7. Section C: Prohibited Exterior Materials: Imitation stone (fiberglass or plastic); Plywood or decorative exterior plywood; "Lumpy" stucco, CMU; Rough sawn or "natural" (unfinished) wood, EIFS; Used brick with no fired face (salvaged from interior walls); Imitation wood siding; Plastic panels.
4. Chapter 7. Section D.1: Reinforce a building's entry with one or more of the following architectural treatments: extra-height lobby space; distinctive doorways; decorative lighting; distinctive entry canopy; projected or deep recessed entry bay; building name and address integrated into the facade; artwork integrated into the facade or sidewalk; a change in paving material, texture, or color within the property line; distinctive landscaping, including plants, water features and seating.
5. Chapter 10. Section C.1: All fascia signage shall be integrated into the architecture. Signs may be mounted to architectural canopies or painted or mounted directly onto building surfaces without a back plate. The signage material will be weather proof and fade resistant.
6. Chapter 10. Section C. 7: No signs shall be located between 20 feet above sidewalk elevation and 40 feet above sidewalk elevation to avoid conflicts with the tree canopy, except where the applicant demonstrates that no conflict will occur.
7. Chapter 10. Section C. 8: Trees may not be topped or headed back on the sides to expose signs.
8. Chapter 10. Section C. 9: Signs shall use appropriate means of illumination. These include: neon tubes, fiber optics, incandescent lamps, cathode ray tubes, shielded spotlights and wall wash fixtures.

Preferred Guidelines

1. Chapter 7. Section A.2: Avoid continuous massing longer than 150 feet not articulated with shadow relief, projections and recesses. If massing extends beyond this length, it needs to be visibly articulated as several smaller masses using different materials, vertical breaks, such as expressed bay widths, or other architectural elements.
2. Chapter 7. Section C.2: Feature long-lived and local materials such as split limestone, brick and stone. The material palette should provide variety, reinforce massing and changes in the horizontal or vertical plane.
3. Chapter 7. Section C.6: To provide visual variety and depth, layer the building skin and provide a variety of textures that bear a direct relationship to the building's massing and structural elements. The skin should reinforce the integrity of the design concept and the building's structural elements as seen in Figure 7.5 and 7.6 and not appear as surface pastiche.
4. Chapter 7. Section C.10: Design color palette for a building to reinforce building identity and complement changes in the horizontal or vertical plane.
5. Chapter 7. Section C.11: Value-added materials, such as stone should be placed at the base of the building, especially at the first floor level. Select materials suitable for a pedestrian urban environment. Impervious materials such as stone, metal or glass should be used on the building exterior. Materials will be made graffiti resistant or be easily repainted.
6. Chapter 7. Section C.12: Corner buildings at prominent intersections require a higher standard of articulation, detailing, and architectural treatment than other buildings within the middle of the block.
7. Chapter 7. Section D.3: Strong colors should emphasize architectural details and entrances.
8. Chapter 10. Section C.2: Signs should be conceived as an integral part of the project design so as not to appear as an afterthought.

9. Chapter 10. Section C.3: The location, size, and appearance of signs should complement the building and character of the Downtown districts in which they are located.
10. Chapter 10. Section C.6: 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.
11. Chapter 10. Section C.10: The following signs are strongly discouraged in downtown: Internally illuminated awnings, conventional plastic faced box or cabinet signs (can signs), formed plastic faced box or injection molded plastic signs, luminous vacuum formed letters, animated or flashing signs

FINDINGS:

The proposed signage and façade improvements meet the purpose and intent of the **Downtown Design Guide**.

Although the proposed façade improvements include EIFS (exterior insulation finishing systems) which are prohibited by the Downtown Design Guide (DDG) design standards, the material is existing and predates the adoption of the DDG and therefore is legally nonconforming. The existing EIFS is not being replaced, only repaired and repainted. Where EIFS is removed, it will be replaced with neolith panels/tiles that are permitted by the DDG.

RECOMMENDATION:

Staff recommends approval as submitted, as shown in the attached Exhibits A, B, C, D, E, F, G, H, I, J, K, and L.

CASE MANAGER:

Micah Diaz, Senior Planner, Department of Planning and Community Development



EXISTING



PROPOSED

LA QUINTA INN & SUITES

EXTERIOR RENOVATION

PROPERTY ADDRESS

LA QUINTA INN #7003
100 WEST CESAR CHAVEZ BLVD
SAN ANTONIO, TEXAS 78204

OWNER

LQ TX ACQUISITION PROPERTIES LP
LA QUINTA CORP
909 HIDDEN RIDGE
IRVING, TEXAS 75038

ARCHITECT

EPSTEIN
600 WEST FULTON
CHICAGO, ILLINOIS 60661

LA QUINTA
SAN
ANTONIO

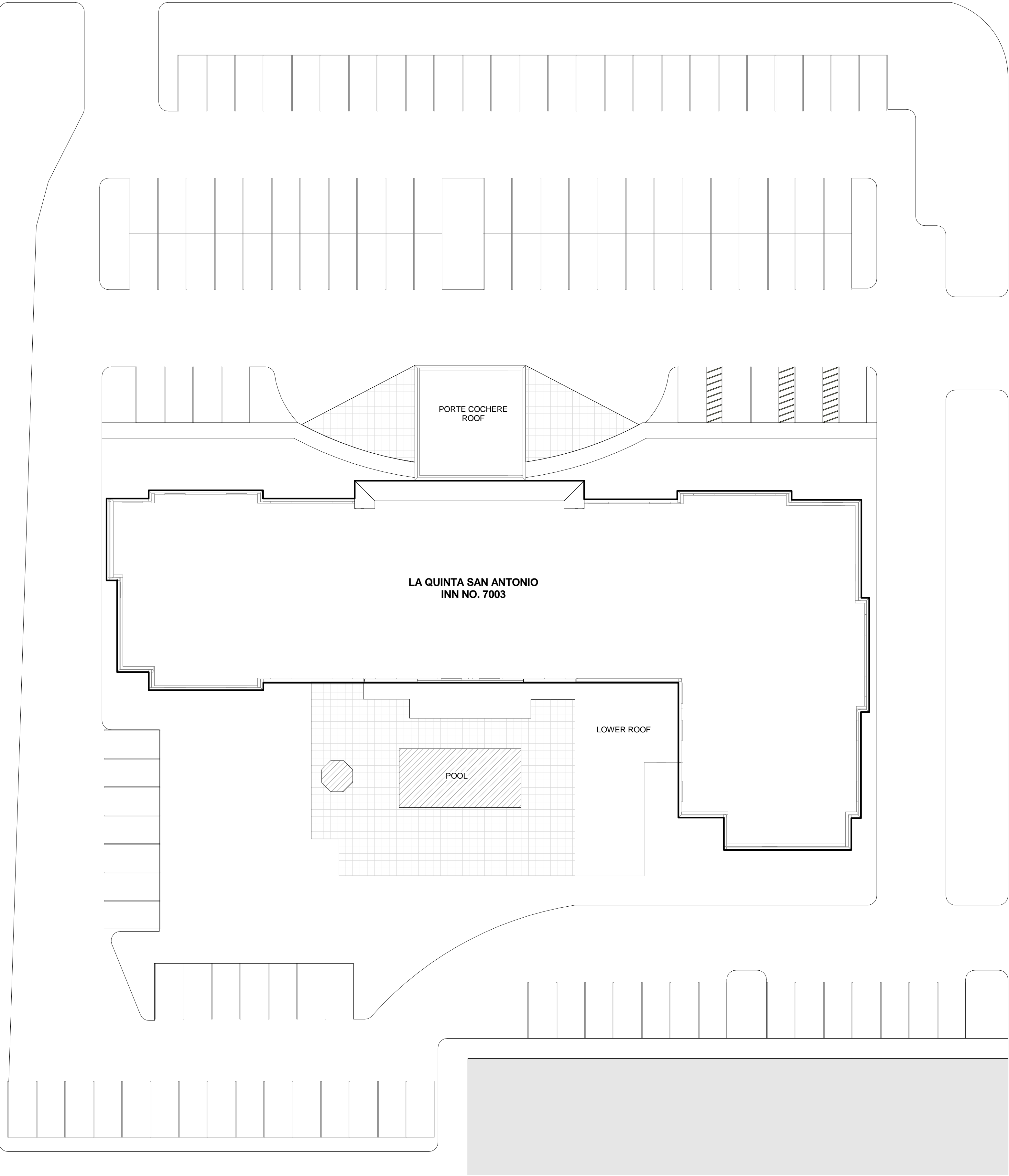
100 WEST CESAR
CHAVEZ BLVD, SAN
ANTONIO, TX

EXHIBIT B



W. CESAR E. CHAVEZ BLVD.

S. FLORES ST.



SITE PLAN
SCALE: 1" = 20'-0"



LA QUINTA
SAN
ANTONIO

100 WEST CESAR
CHAVEZ BLVD., SAN
ANTONIO, TX

EXHIBIT C



PORTE COCHERE



EAST FACADE



SOUTH FACADE



WEST FACADE



NORTH FACADE

EXISITING PHOTOS

LA QUINTA
SAN
ANTONIO

100 WEST CESAR
CHAVEZ BLVD, SAN
ANTONIO, TX

A-3
09/14/2016

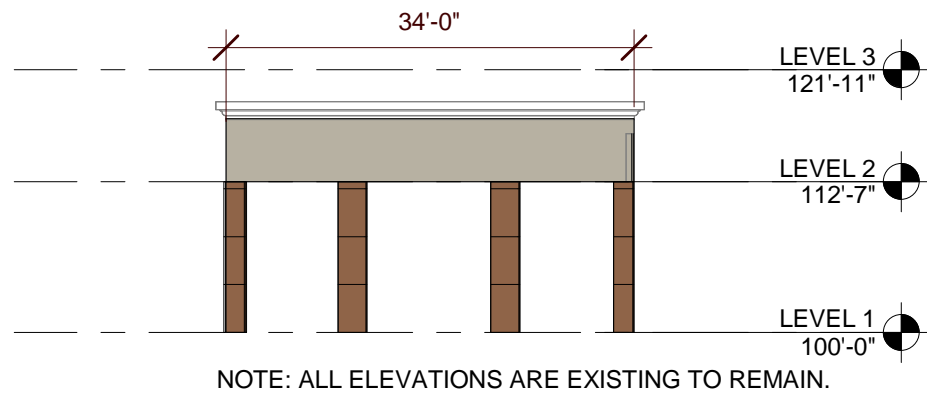
EXHIBIT D

PROPOSED FINISH OF EXISTING EIFS:

- PT-1 (THUNDER GRAY SW 7645)
- PT-2 (MEGA GREIGE SW 7031)
- PT-3 (DUCK WHITE SW 7010)

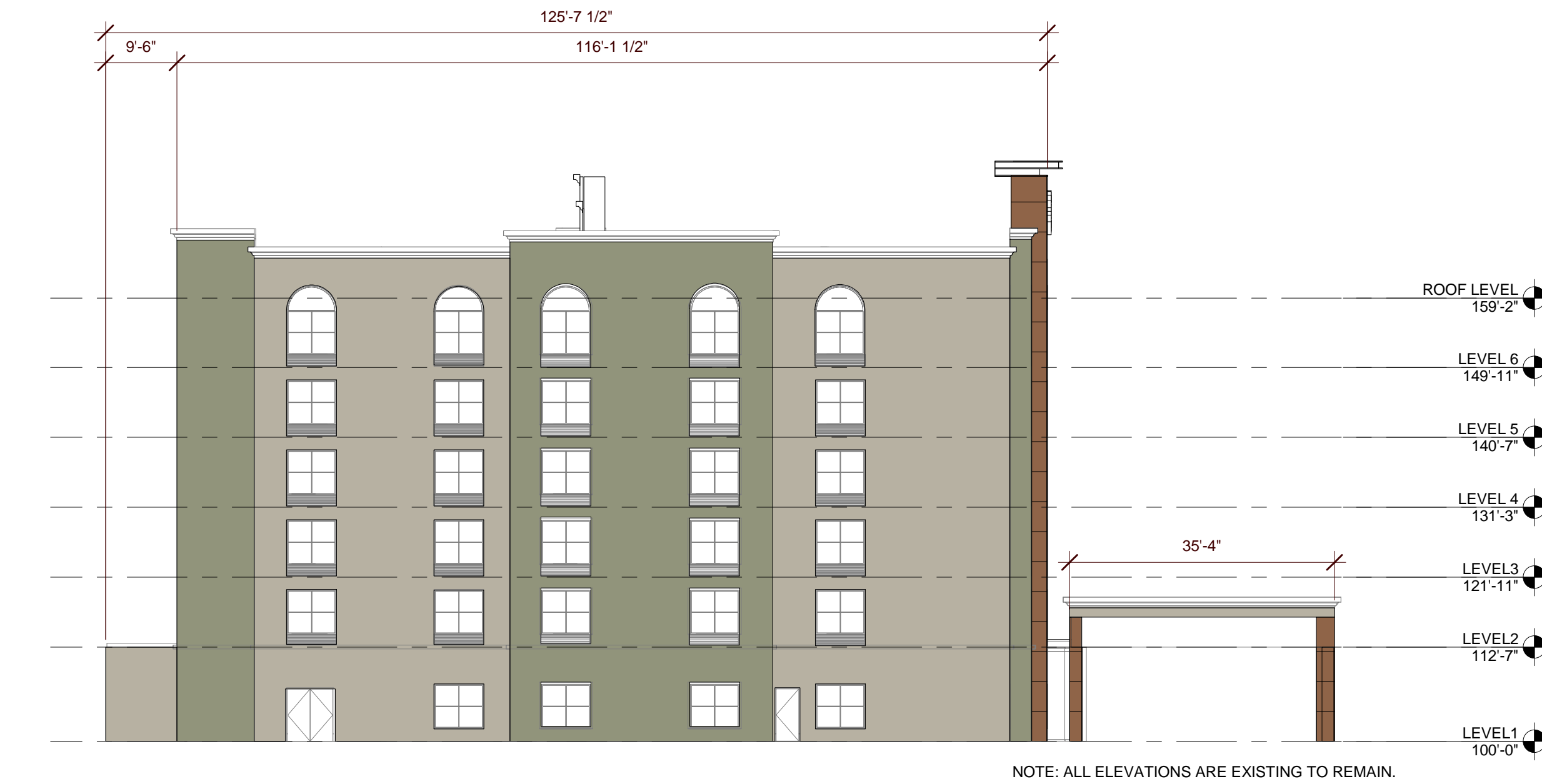
PROPOSED MATERIAL:

- PN-1 (NEOLITH PANEL SYSTEM)



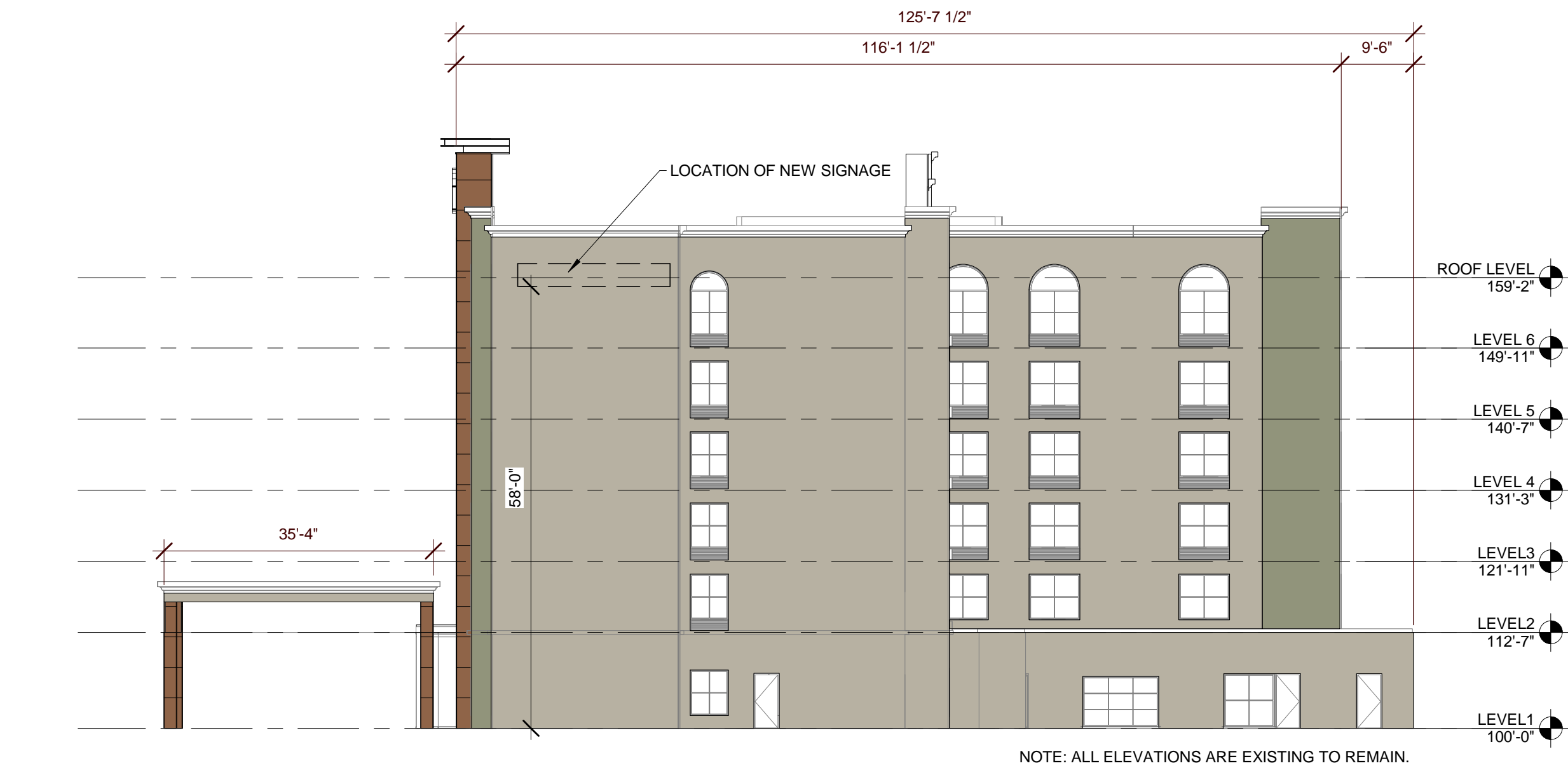
5 NORTH PORTE COCHERE ELEVATION

SCALE: 1/16" = 1'-0"



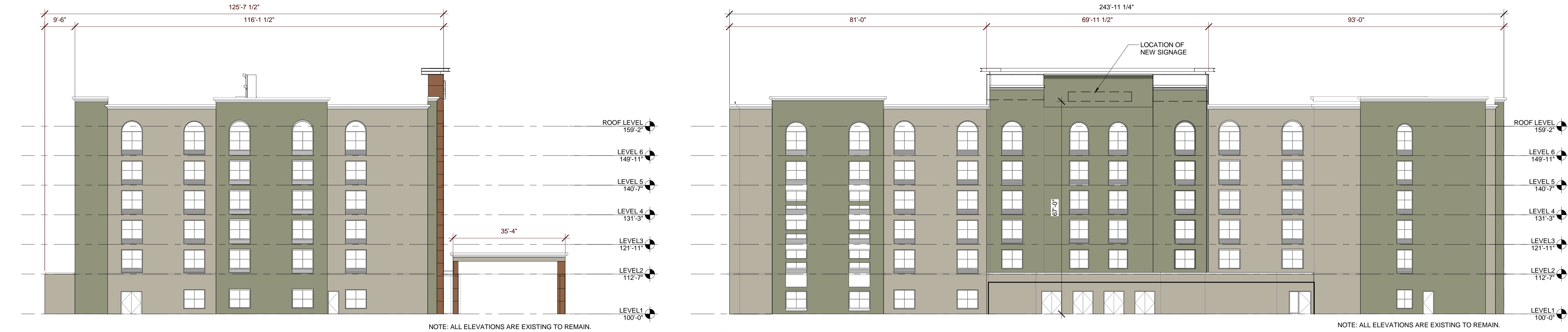
4 EAST ELEVATION

SCALE: 1/16" = 1'-0"



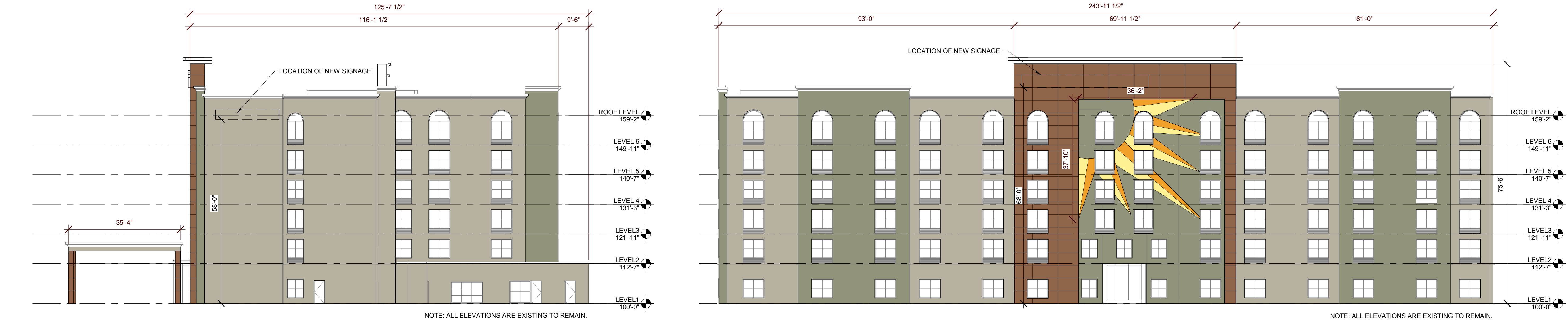
2 WEST ELEVATION

SCALE: 1/16" = 1'-0"



3 SOUTH ELEVATION

SCALE: 1/16" = 1'-0"

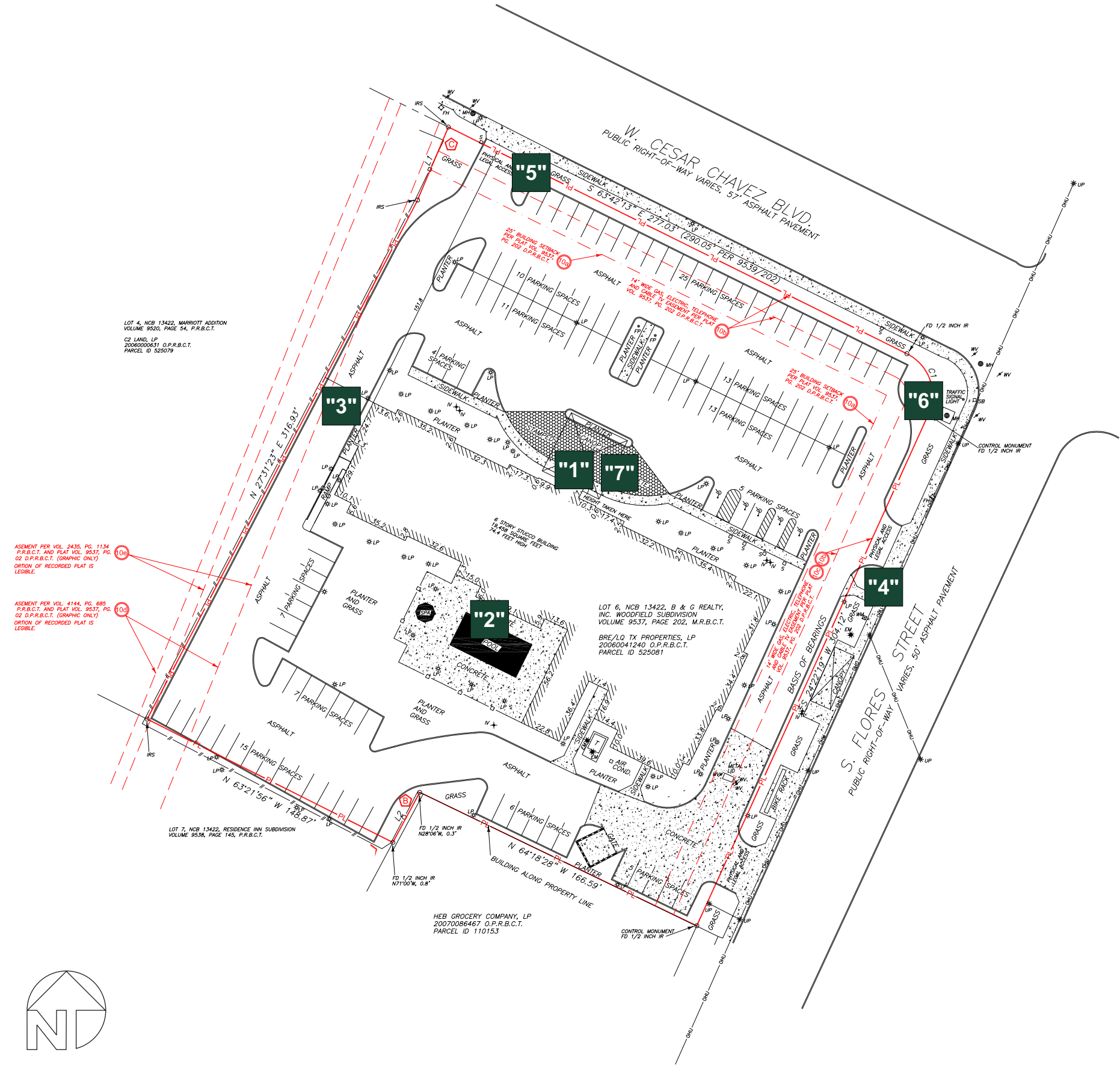


1 NORTH ELEVATION

SCALE: 1/16" = 1'-0"

ELEVATIONS

EXHIBIT E



"1" LED ILLUMINATED LOGO/LETTERS
400.0 SF

"2" LED ILLUMINATED LOGO/LETTERS

"3" LED ILLUMINATED LOGO/LETTERS

"4" D/F DIRECTIONAL DISPLAY

"5" D/F DIRECTIONAL DISPLAY

"6" D/F MONUMENT DISPLAY
45.0 SF

"7" FCO NON ILLUMINATED LOGO

It is the intent and purpose of this color rendering to provide a basic color representation of your sign finish and color. However, digital media and printed colors will vary from actual paint finish and color. Existing painted surfaces will have a perceptible difference in shade and sheen from your sign finish. Providing a sample of the paint you wish to match or a Matthews paint color formula will minimize the differences.

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LAQUINTA

PROJECT TITLE:

LOCATION:

SITE #7003
100 West
Cesar Chavez Blvd.
San Antonio, TX. 78204

REQUESTED BY:

J. Brown

DRAWN BY:

S. Carico

COMPUTER FILE
INCLUDING DATE:

LAQ-7003-R1 091416-C



UNDERWRITERS
LABORATORIES
ELECTRIC SIGN

NAMPA PLANT -
UL #433195-001

U.S. & PR. - All signs conform to UL-48/261 (labeled accordingly) & must comply with UL-411 install procedures. Canada - all signs must be CAS compliant. This sign(s) is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or applicable local codes. This includes proper grounding and bonding of the sign.

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EXISTING SIGNAGE

PROPOSED SIGNAGE



EXISTING FRONT BUILDING FACADE w/ LaQUINTA SIGN CABINET

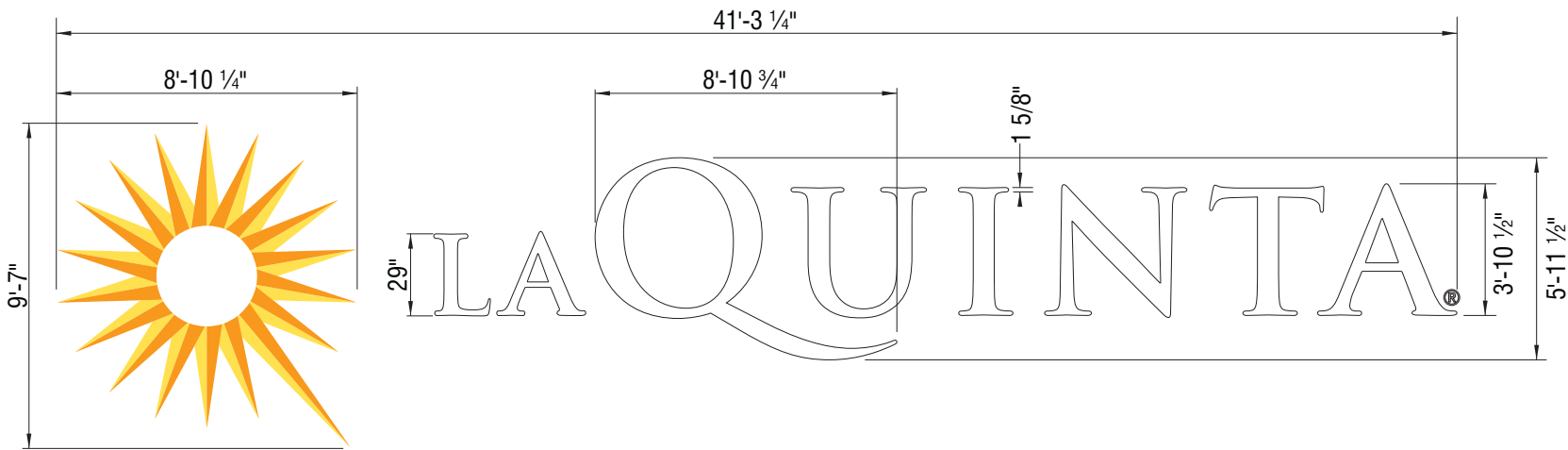


- FRONT BUILDING FACADE w/ NEW DEL SOL LaQUINTA TREATMENT
- NEW LED CHANNEL LETTERS & LOGO

EXACT SIZE of LETTER TBD AFTER SURVEY

"1" LED ILLUMINATED LOGO/LETTERS
SCALE: 3/16"=1'-0" 400.0 SF

- **SUNBURST ICON** - .500 CYRO WHITE # 2447 W/1ST SURFACE VINYL #125 GOLDEN YELLOW & #84 ORANGE/TANGERINE WITH PMS # 123 YELLOW CABINET
- **LETTERS** - .150 LEXAN # 7328 WHITE FACES WITH 1" SILVER METALLIC TRIM CAP AND - SILVER METALLIC RETURNS
- GE LED ILLUMINATION 120 VOLTS



It is the intent and purpose of this color rendering to provide a basic color representation of your sign finish and color. However, digital media and printed colors will vary from actual paint finish and color. Existing painted surfaces will have a perceptible difference in shade and sheen from your sign finish. Providing a sample of the paint you wish to match or a Matthews paint color formula will minimize the differences.

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EXISTING SIGNAGE

PROPOSED SIGNAGE



EXISTING REAR BUILDING FACADE w/ LaQUINTA SIGN CABINET

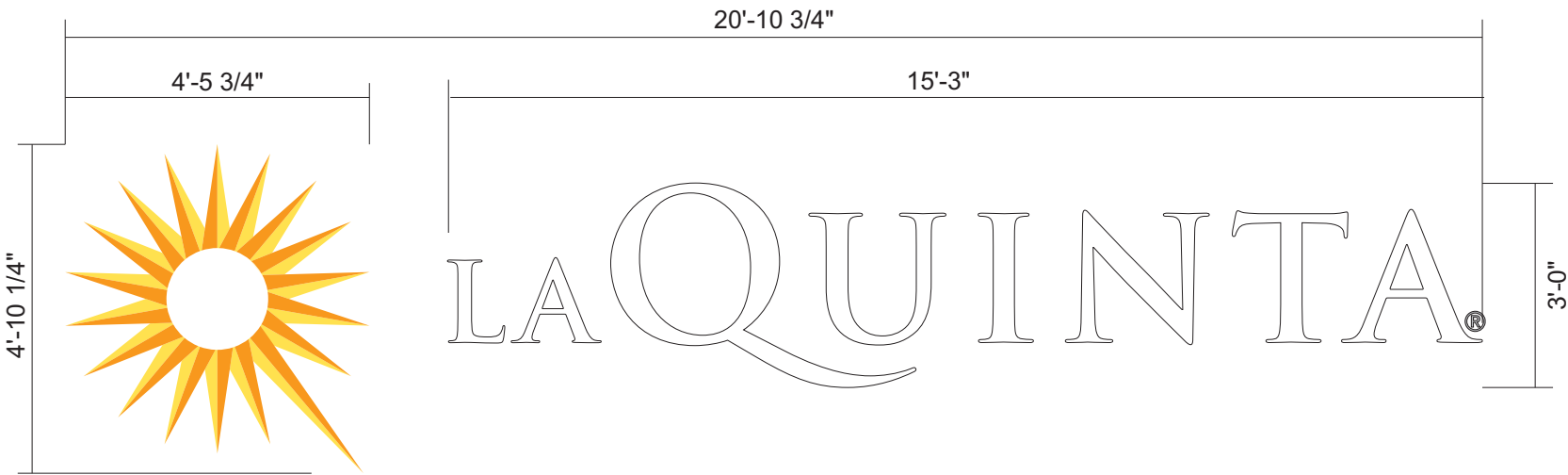


- REAR BUILDING FACADE TO GET NEW DEL SOL LaQUINTA TREATMENT
- NEW LED CHANNEL LETTERS & LOGO (SHOWN ON EXISTIN FASCIA)

EXACT SIZE of LETTER TBD AFTER SURVEY

"2" LED ILLUMINATED LOGO/LETTERS
SCALE: 3/8"=1'-0" 100.0 SF

- **SUNBURST ICON** - .500 CYRO WHITE # 2447 W/1ST SURFACE VINYL #125 GOLDEN YELLOW & #84 ORANGE/TANGERINE WITH PMS # 123 YELLOW CABINET
- **LETTERS** - .150 LEXAN # 7328 WHITE FACES WITH 1" SILVER METALLIC TRIM CAP AND - SILVER METALLIC RETURNS
- GE LED ILLUMINATION 120 VOLTS



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EXISTING SIGNAGE



EXISTING SIDE BUILDING FACADE w/ LaQUINTA SIGN CABINET

PROPOSED SIGNAGE

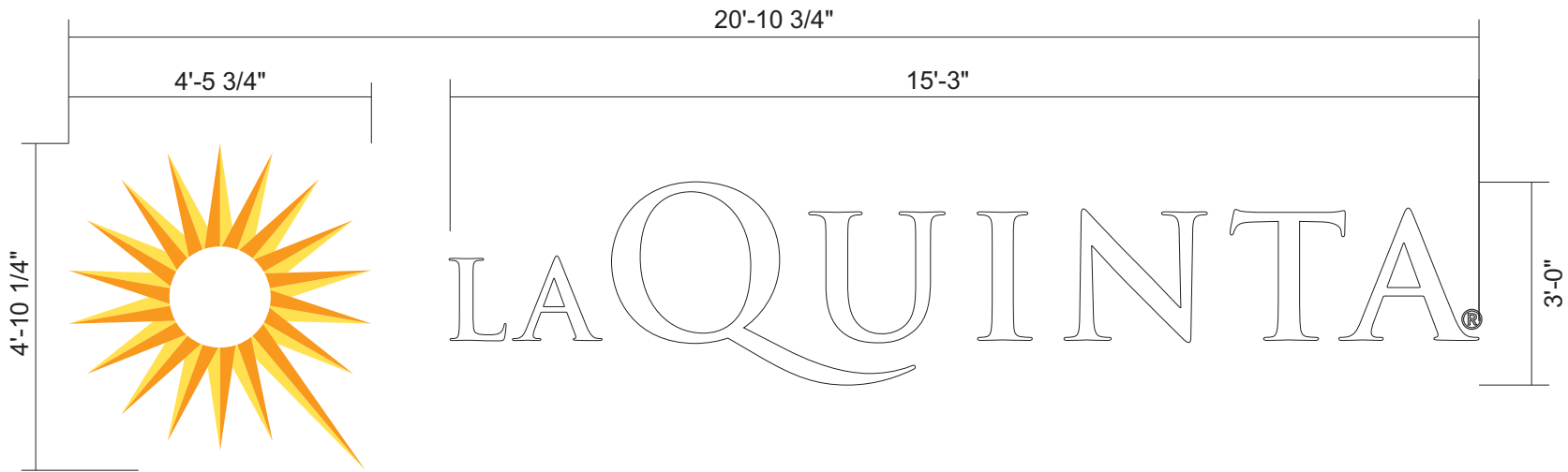


- SIDE BUILDING FACADE TO GET NEW DEL SOL LaQUINTA TREATMENT
- NEW LED CHANNEL LETTERS & LOGO (SHOWN ON EXISTIN FASCIA)

EXACT SIZE of LETTER TBD AFTER SURVEY

"3" LED ILLUMINATED LOGO/LETTERS
SCALE: 3/8"=1'-0" 100.0 SF

- **SUNBURST ICON** - .500 CYRO WHITE # 2447 W/1ST SURFACE VINYL #125 GOLDEN YELLOW & #84 ORANGE/TANGERINE WITH PMS # 123 YELLOW CABINET
- **LETTERS** - .150 LEXAN # 7328 WHITE FACES WITH 1" SILVER METALLIC TRIM CAP AND - SILVER METALLIC RETURNS
- GE LED ILLUMINATION 120 VOLTS



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EXISTING SIGNAGE



"4" EXISTING D/F DIRECTIONAL DISPLAY
LEAVE AS/IS

EXISTING SIGNAGE



"5" EXISTING D/F DIRECTIONAL DISPLAY
LEAVE AS/IS

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EXISTING SIGNAGE



EXISTING D/F MONUMENT LaQUINTA SIGN CABINET - REMOVE & DISCARD

PROPOSED SIGNAGE



MFG & INSTALL NEW D/F LaQUINTA Del Sol MONUMENT- USE EXISTING STEEL IF POSSIBLE

- "6"

NEW D/F MONUMENT /LED ILLUMINATED

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

45sf

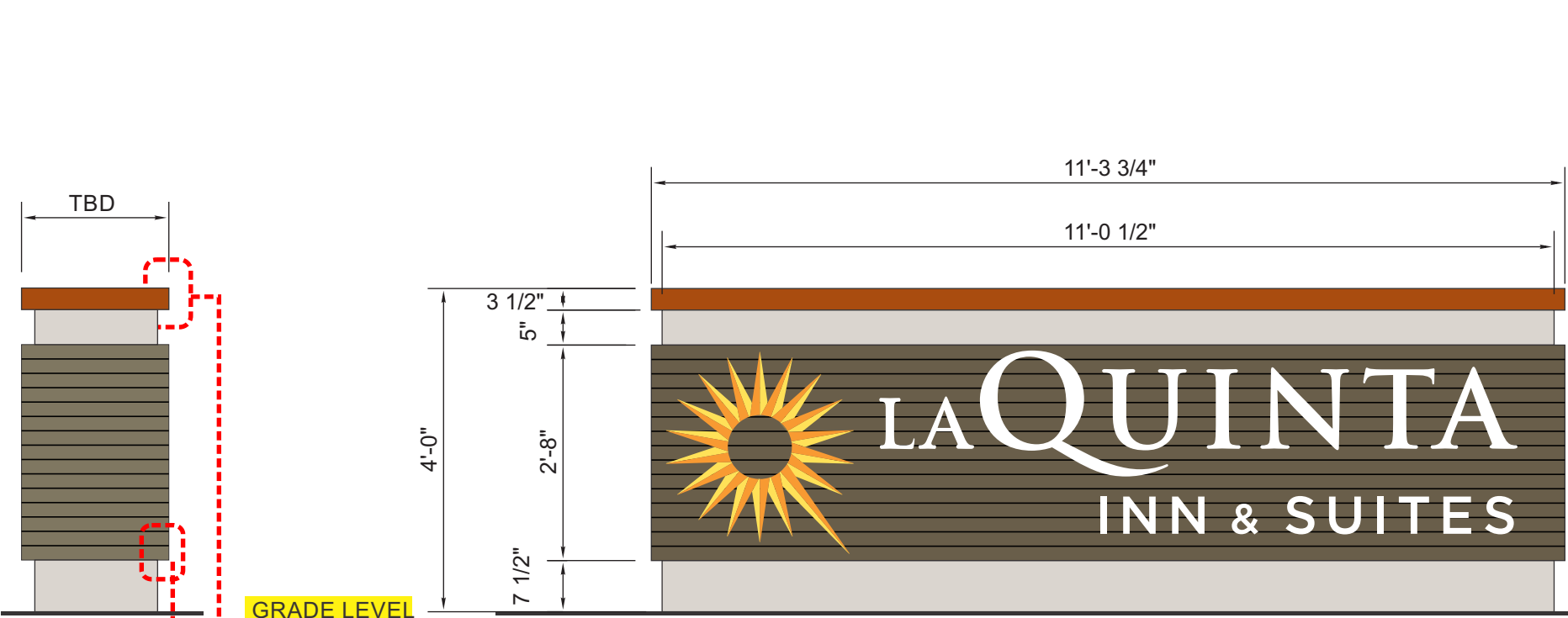
 - FACES - ALUMINUM FACES ROUTED WITH BACKED AND PUSH THROUGH COPY W/1ST SURFACE VINYL
 - GE LED ILLUMINATION 120 VOLT



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PROPOSED SIGNAGE



PMS # 400
LIGHT GRAY

PMS # 405
BROWN GRAY

PMS # 174
RUST

ICON and White Logo Letters are
ROUTED OUT from Background Area
Brown Background has routed
or Painted Horizontal lines
to Reflect Building panels.
Push Thru White Opaque "INN & SUITES"
Copy with White Sides - for HALO Effect

PAINTED BLACK LINES

- "6" **NEW D/F MONUMENT /LED ILLUMINATED**
- SCALE: 1/2"=1'-0"
45SF
- FACES - ALUMINUM FACES ROUTED WITH BACKED AND
PUSH THROUGH COPY W/1ST SURFACE VINYL
 - GE LED ILLUMINATION 120 VOLT

VIEW AT NIGHT



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PROPOSED SIGNAGE



"7" FCO NON ILLUMINATED LOGO
SCALE:

- **SUNBURST ICON** - .125 PRE PAINTED ALUMINUM (UV RESISTANT) W/1ST SURFACE VINYL #84 ORANGE/TANGERINE (USE TOP 3M VINYL)

NOTE: SURVEY DIMENSIONS REQUIRED PRIOR TO MFR.

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<div>image national signs</div> <div>...bringing your image to light!</div> <div>in</div>	PROJECT TITLE: <div>LAQUINTA</div>	LOCATION: <div>SITE #7003 100 West Cesar Chavez Blvd. San Antonio, TX. 78204</div>	REQUESTED BY: <div>J. Brown</div>	<div><div>UL</div><div>UNDERWRITERS LABORATORIES ELECTRIC SIGN</div></div> <div>NAMPA PLANT - UL #433195-001</div> <div><small>U.S. & PR. - All signs conform to UL-48/2161 (labeled accordingly) & must comply with UL-411 install procedures. Canada - all signs must be CAS compliant. This sign(s) is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or applicable local codes. This includes proper grounding and bonding of the sign.</small></div>	page # 8 of 8