

HISTORIC AND DESIGN REVIEW COMMISSION

January 18, 2017

Agenda Item No: 24

HDRC CASE NO: 2017-009
ADDRESS: 220 BROADWAY
LEGAL DESCRIPTION: NCB 421 BLK 24 LOT A9 & 3
ZONING: D,HL
CITY COUNCIL DIST.: 1
LANDMARK: Traveler's Hotel
APPLICANT: Nick Harris/FSG San Antonio
OWNER: Atul Patel/Baywood Hotels
TYPE OF WORK: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install new signage on the historic structure at 220 Broadway, commonly known as the Travelers Hotel. Within this request, the applicant has proposed the following:

1. One (1) east facing wall sign reading “Premier Best Western” with a “BWP” logo to feature an overall height of 4’ – 11” and an overall length of 37’ – 2 ½”.
2. One (1) north facing wall sign reading “Premier Best Western” with a “BWP” logo to feature an overall height of 4’ – 11” and an overall length of 37’ – 2 ½”.
3. One (1) double faced blade sign featuring a total height of 28’ – 0” and a width of 4’ – 0”.

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.

FINDINGS:

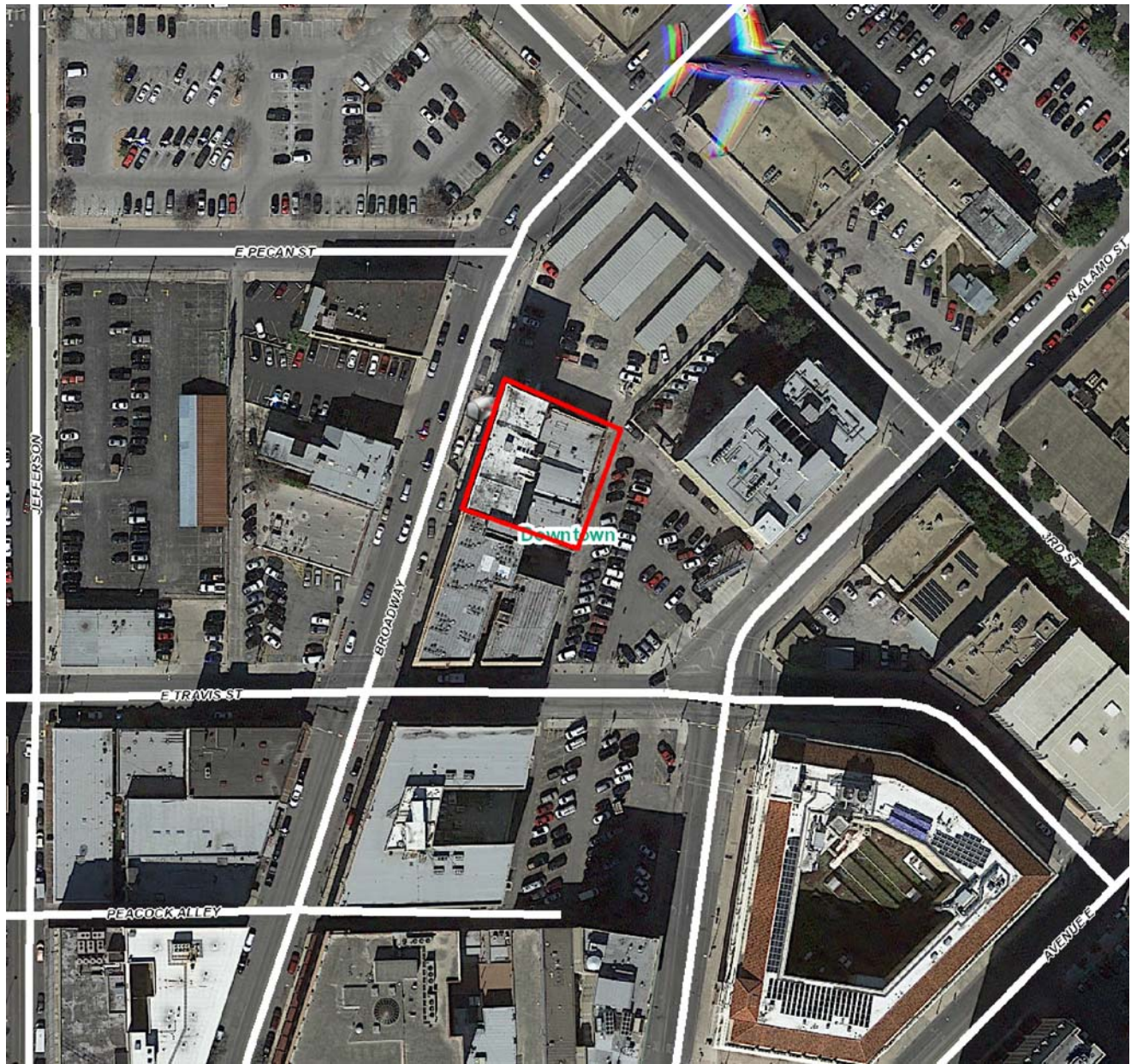
- a. The structure at 220 Broadway is commonly known as the Travelers Hotel and was constructed in 1914. The structure has undergone rehabilitative efforts which were approved by the Historic and Design Review Commission on June 3, 2015. At that time, staff's recommendation included findings noting that the existing, painted façade signage would be repainted. As of January 10, 2017, the existing wall signage has been painted over.
- b. **WALL SIGNS** – The applicant has proposed to install two (2) wall signs on the west and north facades. Both wall signs are to read “Premier Best Western” with a “BWP” logo to feature an overall height of 4’ – 11” and an overall length of 37’ – 2 ½”. The Guidelines for Signage 1.A. states that historic structures are to be allowed one major and two minor signs, totaling no more than fifty (50) square feet. Additionally, new signs should be based on evidence of historic signs that the historic structure once featured. Staff finds the installation of the proposed wall signs inappropriate and inconsistent with the Historic Design Guidelines. Staff recommends the applicant repaint the existing wall signs that were originally located on both the west and north facades.
- c. **BLADE SIGN** – The applicant has proposed to install a blade sign on the Broadway elevation to feature a total height of 28’ – 0” and a width of 4’ – 0”. The applicant has noted that the proposed blade sign is to be comparable in size to the existing blade sign on the structure. The adjacent historic structure at 214 Broadway also features a blade sign. Staff recommends the applicant install a blade sign comparable to the existing two in regards to lighting, materials and square footage and locate this blade sign to the north of the existing hotel blade sign. Staff recommends that the applicant maintain and repair the existing blade sign on the structure’s west facade.

RECOMMENDATION:

Staff does not recommend approval of items #1 through #3. Staff recommends that the applicant repaint the existing painted wall signage and install a blade sign comparable to the existing two on this block face in regards to lighting, materials and square footage. Additionally, staff recommends that the applicant maintain and repair the existing blade sign.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Jan 09, 2017

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lighting > electrical > energy
technology > signs
general contracting

January 10, 2017

Historic and Preservation Office
Edward Hall Preservation Case Manager
Development and Business Services Center
1901 S. Alamo
San Antonio, Texas 78204

HD Case- 220 Broadway Best Western Hotel

Dear Edward:

In regards to our sign proposal for the following project we as the sign installers have been asked to submit the request for their proposal on- premise sign package.

The owners have asked that we apply for a total of (3) signs. Their will be one on the front facade, the side facing north, and the rear.

The front because of Best Western policies and the existing sign condition they are asking for removal of the old and installing a similar blade sign in line with the previous existing one.

Exhibit A as attachment (Front Sign)

Proposed size will be 4' in width and 28' in length 112 sq. ft. as viewed from one direction they will add the words "HISTORIC TRAVELERS" and have the old style HOTEL with only the top being the trademark.

Exhibit B as attachment (Rear Sign)

Old style was painted but for security reasons and more night time visibility to the traveling public would like to have illuminated as proposed.

The logo will be a 4'-11" (H) x 6'-1" (W) total 25 Sq. feet and second set that reads PREMIER would be 3'-6" x 14'-10" total 50.7 sq. feet and the last set that reads BEST WESTERN 14" x 13'-2" total 15.8 sq. ft.

Exhibit C (will get revised drawing wanted electrical but will be "painted on side wall as discussed")

The logo will be a 4'-11" (H) x 6'-1" (W) total 25 Sq. feet and second set that reads PREMIER would be 3'-6" x 14'-10" total 50.7 sq. feet and the last set that reads BEST WESTERN 14" x 13'-2" total 15.8 sq. ft.

220 Broadway

In summary I will send also as attachment the current building conditions and if a CD is required I can bring down to your office today or if I can answer any further questions I can address those too.

Sincerely,



Nick Harris
Facility Solutions Group
Project Manager and Aerial Estimator



REMOVE AND INSTALL
NEW BLADE SIGN



H
O
T
E
L

KALLISON
CALCASIEU
BUILDING



INSTALL REAR SIGN

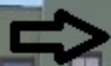
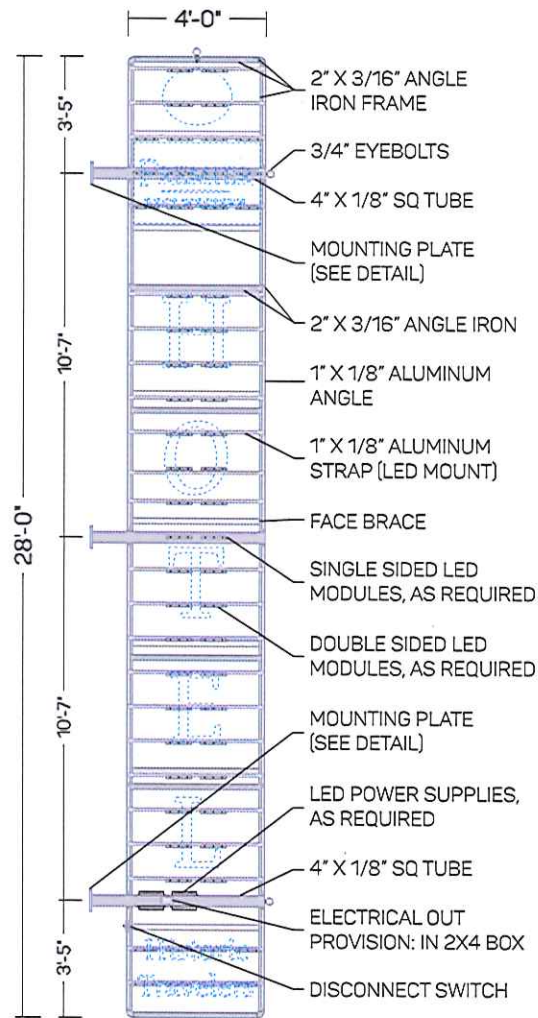
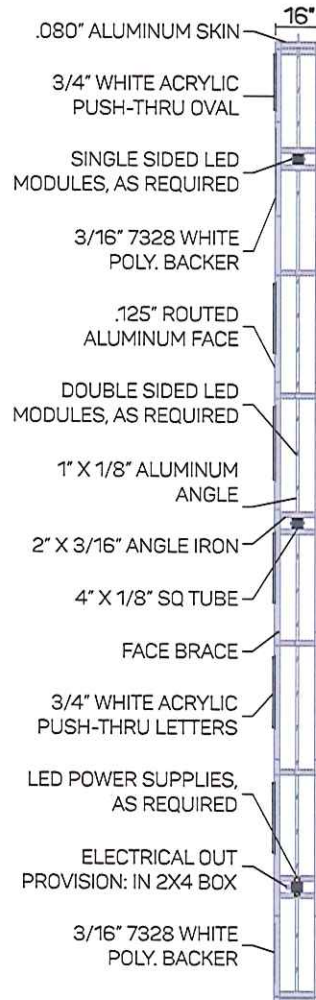


EXHIBIT (A)



FRAME & LAMP DETAIL
SCALE: 3/16" = 1'-0"



CROSS SECTION
SCALE: 3/16" = 1'-0"

FRAME NOTES

2" X 3/16" ANGLE IRON FRAME
EXTERIOR FINISH: AKZO B81P
COURSE METALLIC 395569
INTERIOR FINISH: REFLECTIVE WHITE
HAND-HOLES THRU SIDE FOR SERVICE
U.L. LISTED
120 VOLTS, 4.40 AMPS
BOXED AREA: 112 SQ FT

FACE NOTES

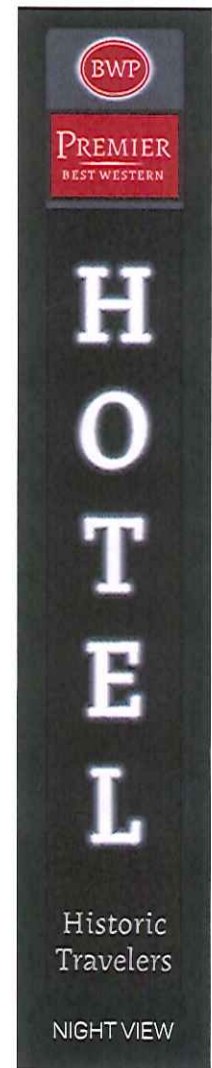
.125" ROUTED ALUMINUM WITH BACKER
ICON: BACKGROUND PAINTED WHITE;
3/4" WHITE ACRYLIC PUSH-THRU
OVAL W/ 1ST SURFACE DIGITAL
PRINT DECO. & 2ND SURFACE
3635-70 WHITE DIFFUSER
MAIN ID: BACKGROUND PAINTED PMS
7628C RED; 3/16" 7328 WHITE
POLY. BACKER W/ 1ST SURFACE
DIGITAL PRINT DECORATION
DIVIDER BAR: 7725-10 OPAQUE WHITE
VINYL APPLIED TO ALUMINUM
"HOTEL": BACKGROUND PAINTED BLACK;
3/4" WHITE ACRYLIC PUSH-THRU
LETTERS W/ 2ND SURFACE 3635-70
WHITE DIFFUSER
SECONDARY COPY: BACKGROUND PAINTED
BLACK; 3/16" 7328 WHITE POLY.
BACKER



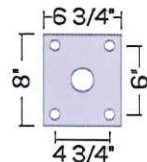
GRAPHIC DETAIL
SCALE: 3/16" = 1'-0"



SIDE
VIEW



NIGHT VIEW



3/4" X 8" X 6 3/4" PLATE
7/8" HOLES
3/4" BOLTS
PLATE DETAIL
SCALE: 3/4" = 1'-0"

Customer:
BEST WESTERN PREMIER

Date:
12/29/16

Prepared By:
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.

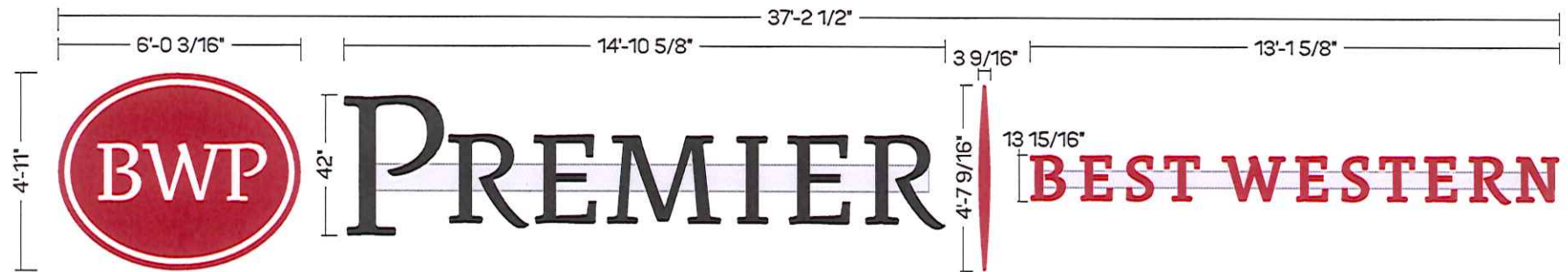
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SAN ANTONIO, TX

File Name:
148283 - SAN ANTONIO, TX - C-PRINTS

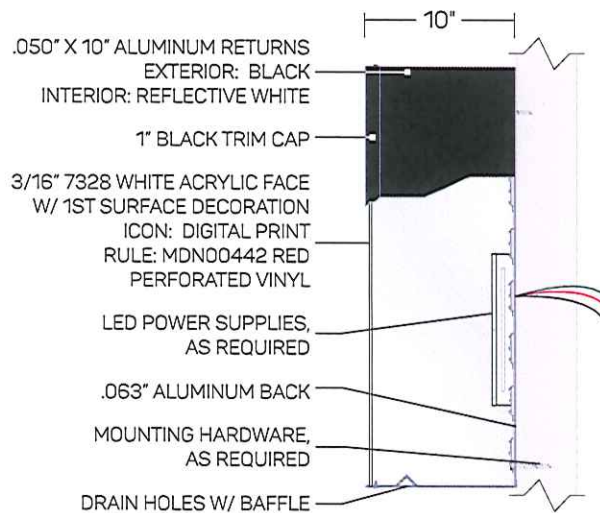
Eng:
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persona
SIGNS | LIGHTING | IMAGE

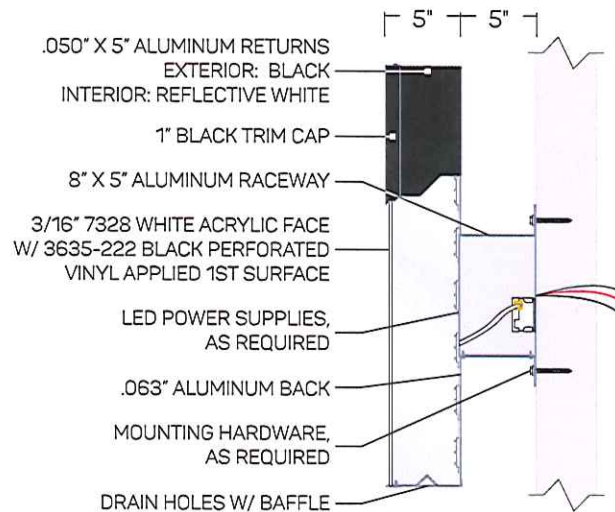
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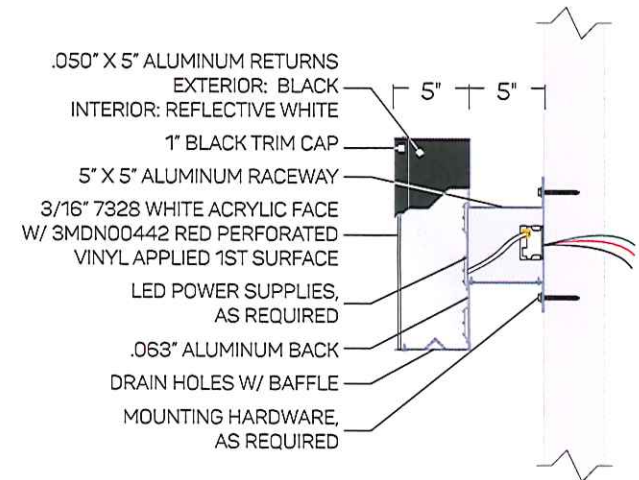
GRAPHIC DETAIL
SCALE: 1/4" = 1'-0"



ICON & TAPERED RULE PROFILE
NTS



"PREMIER" PROFILE
NTS



"BEST WESTERN" PROFILE
NTS

NOTES:
U.L. LISTED
120 VOLTS, AMPS TBD
RACEWAYS PAINTED TO MATCH
BUILDING WALL

Customer:
BEST WESTERN PREMIER

Date:
12/29/16

Prepared By:
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.

Location:
SAN ANTONIO, TX

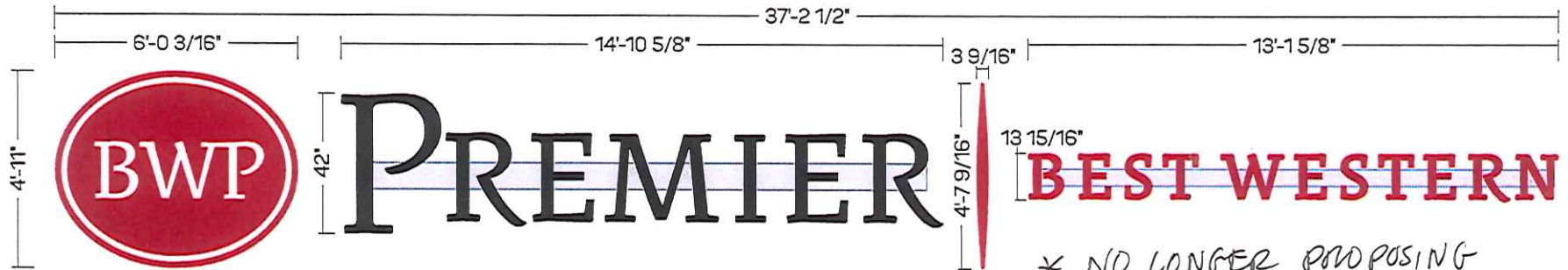
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SIGNS | LIGHTING | IMAGE

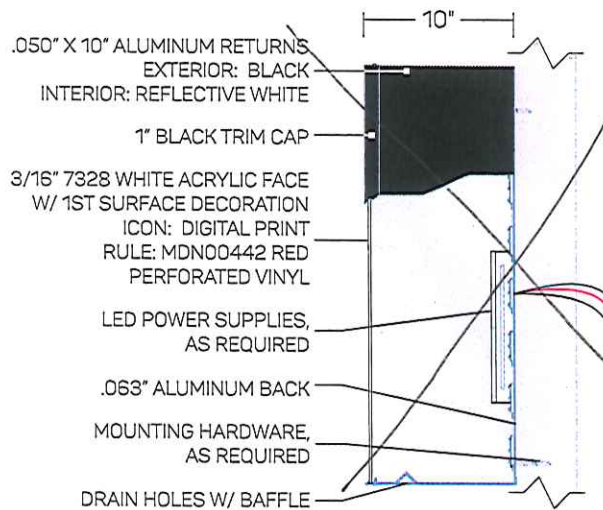
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EXHIBIT ©

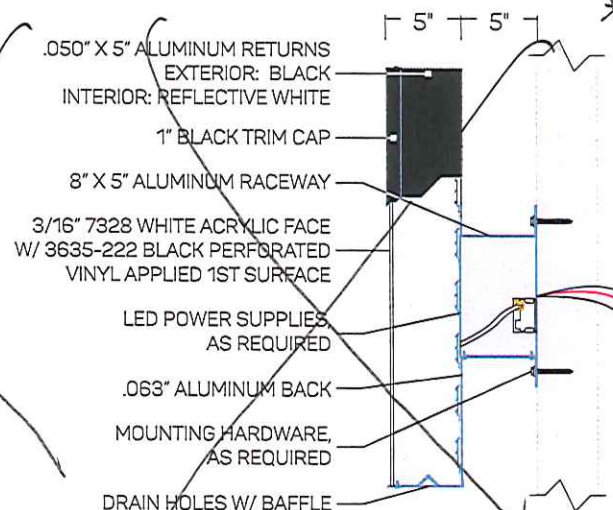


GRAPHIC DETAIL
SCALE: 1/4" = 1'-0"

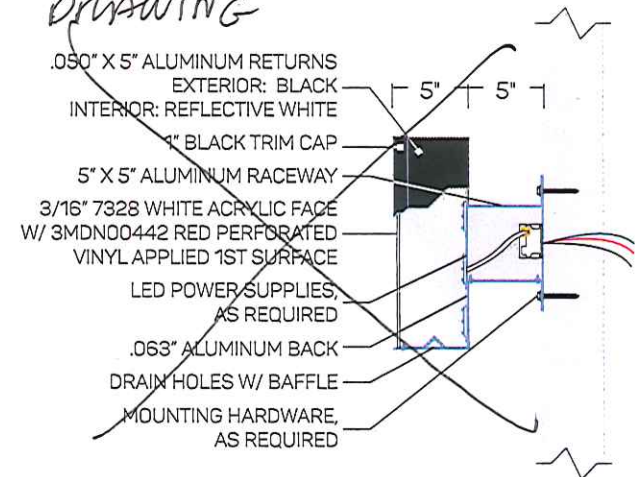
* NO LONGER PROPOSING
ELECTRICAL WILL BE
PAINTED ON WALL
* WILL GET REVISED
DRAWING



ICON & TAPERED RULE PROFILE
NTS



"PREMIER" PROFILE
NTS

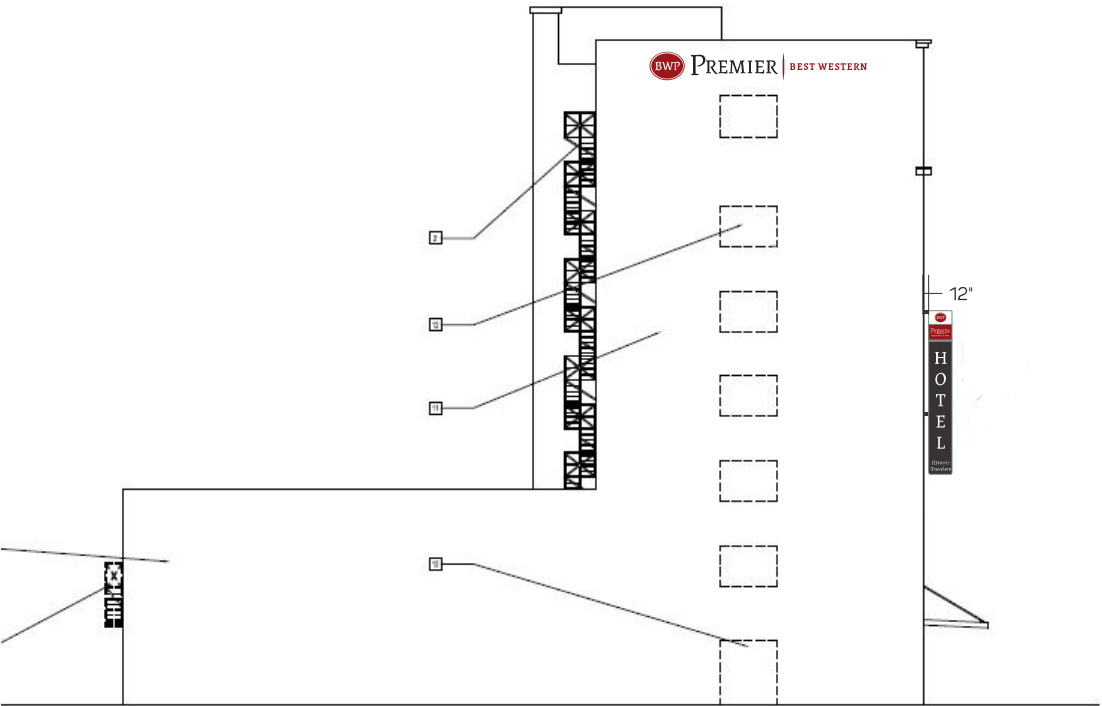


"BEST WESTERN" PROFILE
NTS

NOTES:
U.L. LISTED
120 VOLTS, AMPS TBD
RACEWAYS PAINTED TO MATCH
BUILDING WALL

| | | | | | | |
|--|--|---------------------------|---|-----------|--|--|
| Customer: BEST WESTERN PREMIER | Date: 12/29/16 | Prepared By: 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. | Eng: - | persōna 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 |
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NORTH ELEVATION
SCALE: 1/32" = 1'-0"



37'-2 1/2"




PAINTED ON EXISTING WALL

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

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 PREMIER | Date: 10/24/16 | Prepared By: IDV/SC PKE/RM/SC/RM | 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. |  | DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com |
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