HISTORIC AND DESIGN REVIEW COMMISSION October 17, 2018

HDRC CASE NO: 2018-499

ADDRESS: 118 SOLEDAD ST

LEGAL DESCRIPTION: NCB 106 (SOLEDAD SUITES), LOT 38

ZONING: D, HS, RIO-3

CITY COUNCIL DIST.: 1

DISTRICT: Main/Military Plaza Historic District

LANDMARK: Masonic Building / Old Bexar County Courthouse

APPLICANT: Chris Wilke/Bakers Signs **OWNER:** Hampton Inn-Home 2 Suites

TYPE OF WORK: Signage

APPLICATION RECEIVED: September 19, 2018 **60-DAY REVIEW:** November 18, 2018

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install signage at 118 Soledad. Within this request, the applicant has proposed to install the following:

- 1. One (1) set of halo illuminated channel letters to be mounted on the front (east) façade of the structure to read "Hampton Inn & Suites, Home 2 Suites, and By Hilton". This sign will be located at the street level and will feature a total size of approximately 5' 7" in height and 9' 9" in width for a size of approximately 54.4 square feet
- 2. One (1) aluminum blade sign to read "Hampton Inn & Suites by Hilton" on the south face and "Home 2 Suites by Hilton" on the north face to feature 32' 7" in height and 5' 10" in width. This sign will be located approximately 39' above the street level on the west (front) façade.

APPLICABLE CITATIONS:

Unified Development Code, Section 35-678 – Signs and Billboards in the RIO

UDC Section 35-678. - Sigs 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.
 - E. Temporary displays for permitted events are authorized if in accordance with chapter 28 of the City Code of San Antonio, Texas.
 - (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.
- (4) The name of a business may be changed through the administrative approval process if the sign conforms to the provisions of this section, and if the color, size, and style of lettering, and illumination of the sign remain the same.
- (5) Provisions under this section shall comply with chapter 28 of the City Code of San Antonio, Texas. In cases where provisions under this section are stricter or a sign is designated as a contributing structure, then this section shall control.
- (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.
- (7) Memorials, markers, naming rights of public property, and recognition of charitable donations given to the City of San Antonio shall be additionally governed by any formal action passed by city council.
- (b) Sign Definitions. For signage definitions, refer to subsection 35-612(b) and chapter 28 of the City Code.
- (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.
 - (2) Signs which describe, point, or direct the reader to a specific place or along a specific course, such as "entrance," "exit," and " disabled persons access," as well as government signs, shall be reviewed but shall not be included in total allowable signage area. Emergency signs shall be exempt from historic and design review commission approval.
 - (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.
 - (5) Signage requests for multi-tenant buildings must complement existing signage with regards to size, number, placement and design, unless such existing signage is not in conformity with regulations in this article. It is recommended that the building owner or their agent develop a master signage plan or signage guidelines for the total building or property. If a property has an approved master signage plan on file with the historic preservation officer, then applications for signage may be approved administratively at the discretion of the historic preservation officer provided that they comply with such master signage plan. Notwithstanding the above, signs may not exceed the maximum size and height limitation of signage contained in chapter 28, article 9.
- (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.
 - B. Channel Letter Signs. For channel letter signs, the sign area shall be the smallest rectangle that will encompass the limits of the writing, including spaces between the letters. Each advertising message shall be considered separately.
- (3) Building Identification Signs. An additional building identification sign may be placed on a building with multiple tenants, if the building name is not the same as the business(s) housed within and such sign is recommended for approval by the historic and design review commission. This type of sign is to identify a building as a destination, shall not exceed thirty-two (32) square feet, shall not be included in the total allowable signage area, and shall not include names of individual businesses.
- (4) Freestanding Signs. Freestanding signs are allowed provided the sign does not interfere with pedestrian or vehicular traffic. Freestanding signs shall be perpendicular to the street, two-sided and no taller than six (6) feet. Freestanding signs shall not be located in the right-of-way.
 - A. Projecting Arm Signs. Signs hung from poles are allowed. Pole height shall not exceed six (6) feet and the pole diameter shall not exceed three (3) inches. Blade signs are not allowed to project over a sidewalk or other right-of-way.
- (f) Allowable Signs Not Included in the Total Signage Area.
 - (1) Parking lot signs identifying entrances and exits to a parking lot or driveway, but only when there is one-way traffic flow. No more than one (1) sign shall be permitted for each driveway entrance or exit, and no corporate or business logos shall be permitted. Additionally, parking lot signs to identify divisions of the parking lot into sections and to control vehicular traffic and pedestrian traffic within the lot provided that no corporate or business logos shall be permitted. Signs approved under this category shall not be included in the total allowable signage per structure.
 - (2) Dates of erection, monumental citations, commemorative tablets, insignia of local, state or federal government, and like when carved into stone, concrete or similar material or made of bronze, aluminum or other permanent type construction and made an integral part of the structure. Signs approved under this category shall not be included in the total allowable signage per structure.
 - (3) Information signs of a public or quasi-public nature identifying or locating a hospital, public building, college, publicly-owned parking area, historic area, major tourist attraction or similar public or quasi-public activity; and also including signs identifying restrooms or other facilities relating to such places or activities. Signs approved under this category shall not be included in the total allowable signage per structure.
 - (4) Incidental signs, including signs designating business hours, street numbers, credit card acceptance and the like provided that the signs are not freestanding, the total of all such signs shall not exceed four (4) square feet for each business, and the signs are non-illuminated. Incidental signs shall not be included in the total allowable signage per structure.
 - (5) Real estate signs, advertising the sale, rental or lease of the premises or part of the premises on which the signs are displayed. The maximum sign area shall be eight (8) square feet. Only one (1) sign will be permitted for each building for sale or lease that is adjacent to the Riverwalk. The sign is permitted to remain only while that particular building is for sale or the lease space is available.
- (k) Prohibited Signs. The following signs are prohibited:
 - (1) Billboards, junior billboards, portable signs, and advertising benches;

- (2) Any sign placed upon a building, object, site, or structure in any manner so as to disfigure, damage, or conceal any window opening, door, or significant architectural feature or detail of any building;
- (3) Any sign or sign spinner which advertises commercial off-premises businesses, products, activities, services, or events unless otherwise allowed in this article;
- (4) Any sign which does not identify a business or service within the river improvement overlay district unless otherwise allowed in this article;
- (5) Any non-contributing sign which is abandoned or damaged beyond fifty (50) percent of its replacement value, including parts of old or unused signs. All remnants such as supports, brackets and braces must also be removed;
- (6) Any attachment to an already affixed sign which does not meet the provisions of the City Code;
- (7) Roof mounted signs, except in the cases of landmark signs or unless approved in accordance with standards set forth in subsections (b) and (c) of this section. Contributing roof mounted signs may be resurfaced with an approved certificate of appropriateness. The square footage of roof mounted signs shall be included in the total allowable signage for the building;
- (8) Pole-mounted cabinet signs and pylon signs;
- (9) Digital displays, digital and/or LED lighted signs, not to include LED light sources that do not meet the definition of a sign, with or without rotating, flashing lettering, icons or images. Except as provided below:
 - A. A public transportation agency may incorporate transit information signage into transit shelters, utilizing LED or digital technology, provided the signage is contained within or under the transit shelter, and is limited to five (5) square feet of signage area, and one (1) sign per thirty (30) linear feet of pedestrian shelter.
 - B. A public transportation agency may incorporate transit information signage into a monument sign at transit stops, utilizing LED or digital technology, provided it is limited to five (5) square feet of signage area.
 - C. A public transportation agency may incorporate transit information signage into a monument sign at transit facilities (other than transit stops), utilizing LED or digital technology, provided it is limited to seven (7) square feet of signage area.
 - D. The historic preservation officer may impose additional restrictions on illumination to ensure that the character of signs are harmonious with the character of the structures on which they are to be placed and designated landmarks or districts in the area, provided that such restrictions are reasonably related to other conforming signs and conforming structures in the area, do not unreasonably restrict the amount of signage allowed by this section, and are in keeping with the intent of this section. Among other things, consideration shall be given to the location and illumination of the sign in relation to the surrounding buildings, the use of appropriate materials, the size and style of lettering and graphics, and the type of lighting proposed.
 - E. Digital displays, digital and/or LED lighted signs are authorized in conjunction with a temporary display for a permitted event if in accordance with chapter 28 of the City Code of San Antonio, Texas.
- (10) Revolving signs or signs with a moving component.
- (11) Any sandwich board which conflicts with the Americans with Disabilities Act, or which disrupts or interferes with pedestrian or other traffic.
- (12) Any sign that obscures a sign display by a public authority for the purpose of giving instructions or directions or other public information.
- (13) Any sign which consists of pennants, ribbons, spinners or other similar moving devices.
- (14) Any sign, except official notices and advertisements, which is nailed, tacked, posted or in any other manner attached to any utility pole or structure or supporting wire, cable, or pipe; or to any tree on any street or sidewalk or to public property of any description.
- (15) Moored balloons, wind jammers or other floating or inflated signs that are tethered to the ground or to a structure.
- (16) Any permanent or temporary sign affixed to, painted on, or placed in or upon any parked vehicle, parked trailer or other parked device capable of being towed, which is parked so as to advertise the business to the passing motorist or pedestrian; and whose primary purpose is to provide additional on-site signage or is to serve the function of an outdoor advertising sign. Excluded from this are vehicles or equipment that are in operating condition, currently registered and licensed to operate on public streets with a valid inspection sticker, and actively used in the daily function of the business to which such signs relate; vehicles/equipment engaged in active construction projects; vehicles or equipment offered for rent to the general public and stored on-premises and otherwise allowed under applicable city ordinance. Notwithstanding the above, signs designated as a contributing sign or structure by the historic preservation officer shall not be prohibited unless or until such designation is revoked.

FINDINGS:

- a. The applicant has proposed to install signage at the new construction located at 118 Soledad. Signage at this time is limited to the street (east) facade and does not include any signage on the River Walk facade.
- b. WALL SIGN The applicant has proposed to install one (1) set of halo illuminated channel letters to be mounted on the front (east) façade of the structure to read "Hampton Inn & Suites, Home 2 Suites, and By Hilton". This sign will be located at the street level and will feature a total size of approximately 5' 7" in height and 9' 9" in width for a size of approximately 54.4 square feet.
- c. SIZE (wall sign) The UDC Section 35-678(e) notes that applicants may apply for up to three (3) total signs and that total square footage for signage applications should not exceed fifty (50) square feet. While the applicant has proposed a total size of 54.4 square feet for this sign, staff finds that in relationship to the total size of the west façade, the proposed size is appropriate.
- d. DESIGN (wall sign) The applicant has noted that the proposed signage will feature halo illuminated channel letters and has provided details. The applicant has provided a night rendering noting that the proposed signage will not produce a glare. Staff finds that the proposed design and lighting is appropriate.
- e. BLADE SIGN The applicant has proposed to install one (1) aluminum blade sign to read "Hampton Inn & Suites by Hilton" on the south face and "Home 2 Suites by Hilton" on the north face to feature 32' 7" in height and 5' 10" in width. This sign will be located approximately 39' above the street level on the west (front) facade.
- f. SIZE (blade sign) The UDC Section 35-678(e) notes that applicants may apply for up to three (3) total signs and that total square footage for signage applications should not exceed fifty (50) square feet. The applicant has noted that the proposed blade sign will feature 187 square feet, per side for a total size of 375 square feet. Staff finds that the proposed width of the sign is appropriate; however, staff finds that the overall height should be reduced to be comparable with those found in the vicinity. Staff finds that an overall height of twenty-five (25) is appropriate. Staff has provided examples in the exhibits.
- g. DESIGN (blade sign) The applicant has noted that the proposed blade sign will feature internal illumination as well as two rows of LED light strips. The applicant has provided a night rendering noting that the only the lettering of the signage will be illuminated. Staff finds this to be appropriate and consistent with the UDC.

RECOMMENDATION:

Staff recommends approval based on findings a through g with the stipulation that the proposed blade sign be reduced to twenty-five (25) feet in height as noted in finding f.

CASE MANAGER:

Edward Hall

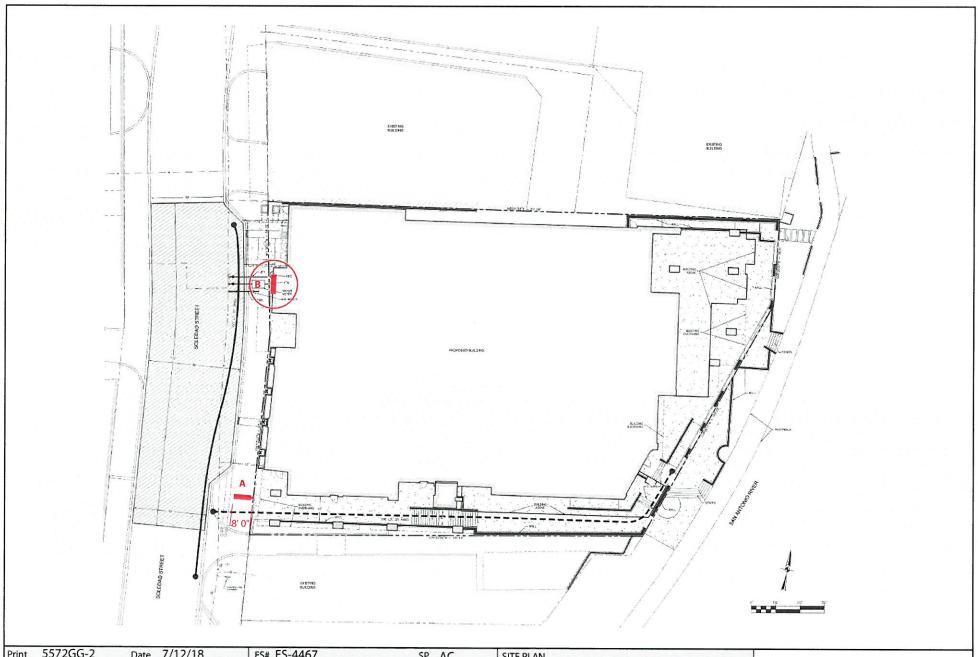








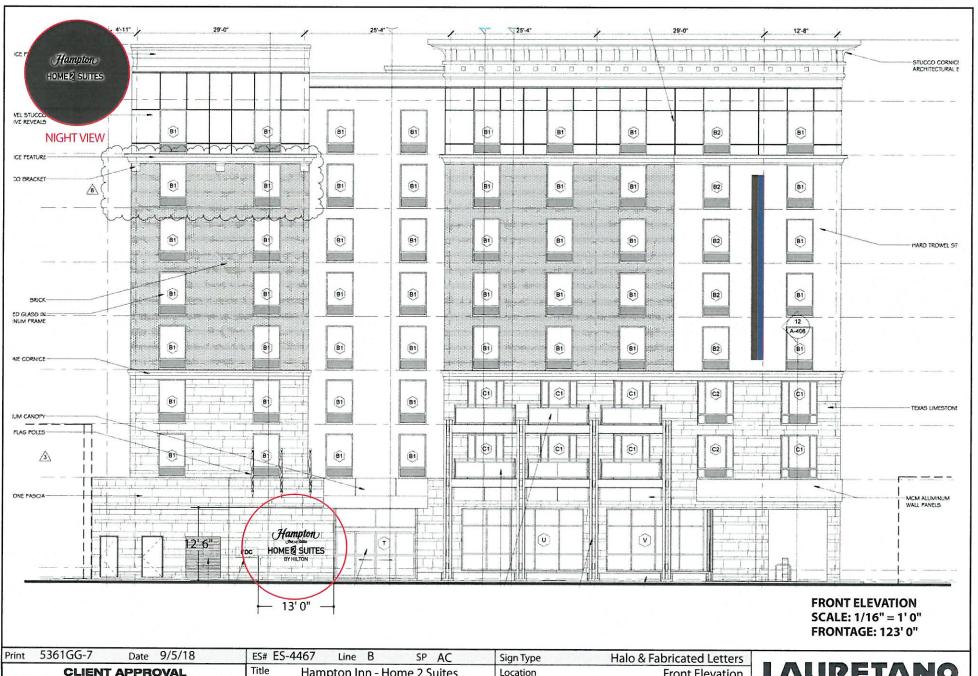




-	ES# ES-4467 SP AC	SITE PLAN
V-200	Title Hampton Inn - Home 2 Suites	
	City/State San Antonio, TX	
	Customer Hampton Inn - Home 2 Suites	
DATE	Int. Note	
		City/State San Antonio, TX Customer Hampton Inn - Home 2 Suites

LAURETANO

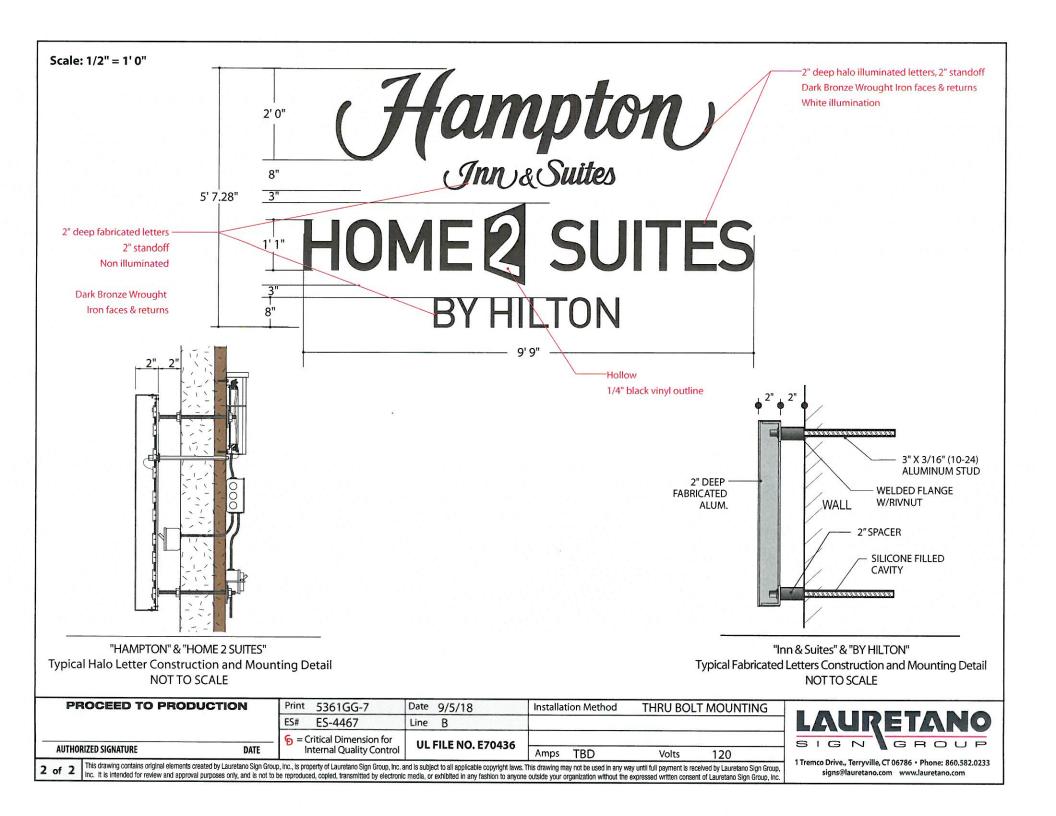
1 Tremco Drive. Terryville, CT 06786 phone: 860.582.0233 fax: 860.583.0949 signs@lauretano.com www.lauretano.com

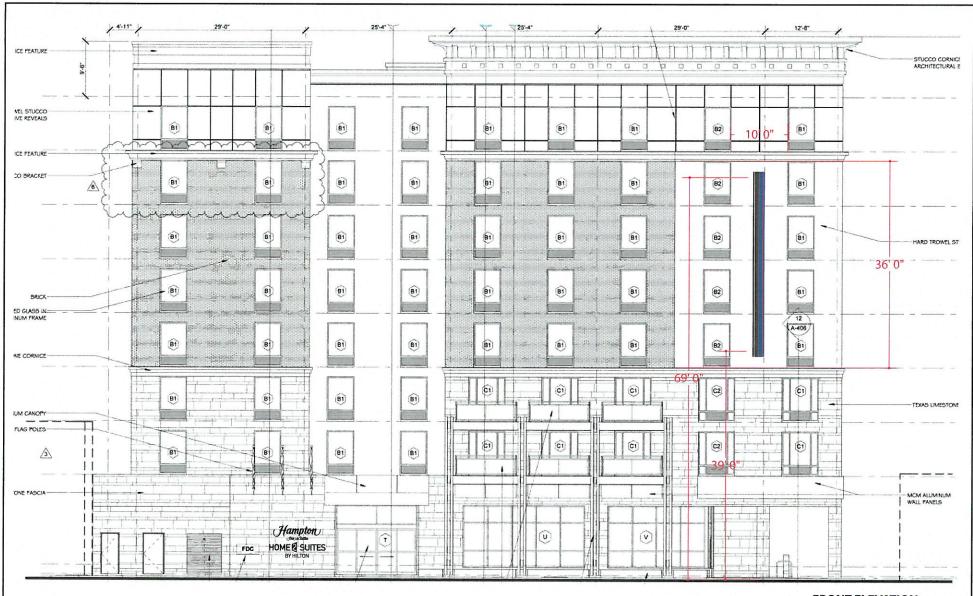


Print 5361GG-7 Date 9	0/5/18	ES# ES-4467 Line B SP AC	Sign Type	Halo & Fabricated Letters
CLIENT APPROVAL		Title Hampton Inn - Home 2 Suites	Location	Front Elevation
		City/State San Antonio, TX	Size	5' 7.28" x 9' 9" (54.6 sq ft)
		Customer Hampton Inn - Home 2 Suites	Description	Wrought-Iron faces/returns, halo
AUTHORIZED SIGNATURE DATE		Int. Note		minated letters & fabricated letters
This decudes contains adalast also cuts as				

LAURETANO

1 Tremco Drive. Terryville, CT 06786 phone: 860.582.0233 fax: 860.583.0949 signs@lauretano.com www.lauretano.com





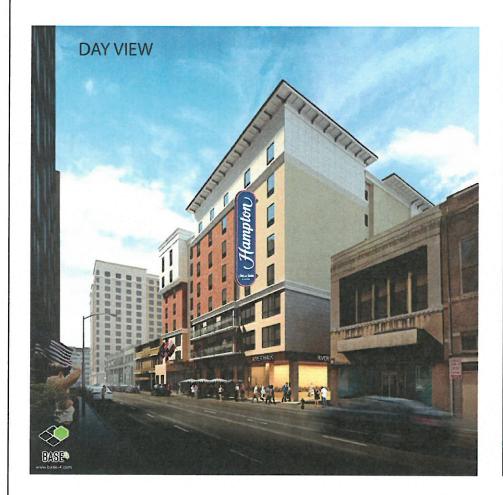
FRONT ELEVATION SCALE: 1/16" = 1'0" FRONTAGE: 123'0"

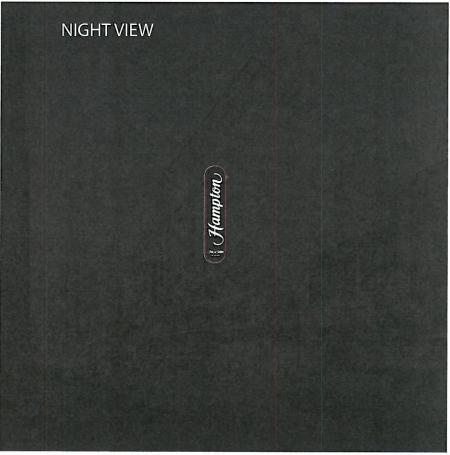
Print	5360GG-8	Date 8/31/18		ES# ES-4467 Line A SP AC	Sign Type	Dual Brand Blade Sign
CLIENT APPROVAL			Title Hampton Inn - Home 2 Suites	Location	Front Elevation	
			City/State San Antonio, TX	Size	32' 0" x 7' 0" (224 sq ft)	
				Customer Hampton Inn - Home 2 Suites	Description	Double faced, illuminated
AUTHORIZED SIGNATURE DATI		ATE	Int. Note	flex-face vertical sign		

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1 Tremco Drive. Terryville, CT 06786 phone: 860.582.0233 fax: 860.583.0949 signs@lauretano.com www.lauretano.com

1 of 4 This drawing contains original elements created by Lauretano Sign Group, inc., is property of Lauretano Sign Group, inc. and is subject to all applicable copyright laws. This drawing may not be used in any way until full payment is received by Lauretano Sign Group, inc. It is intended for review and approval purposes only, and is not to be reproduced, copied, transmitted by electronic media, or exhibited in any fashion to anyone outside your organization without the expressed written consent of Lauretano Sign Group, inc.

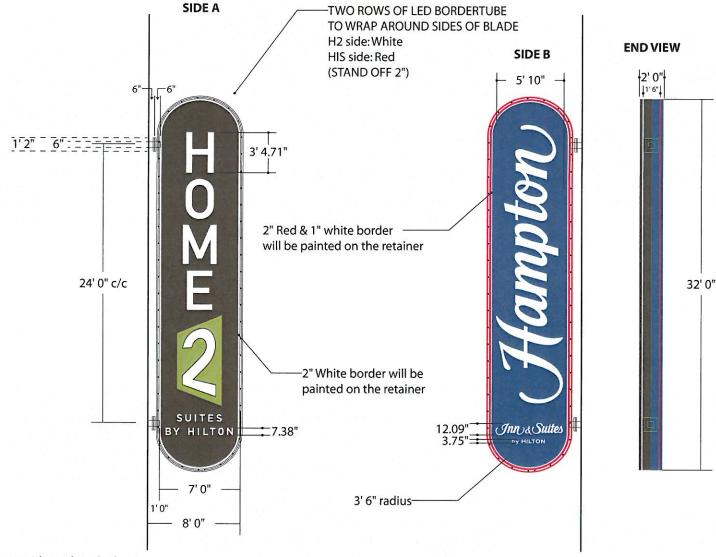




PROCEED TO PRODUCTION	Pri	nt 5360GG-8	Date 8/31/18	
	ES	# ES-4467	Line A	
AUTHORIZED SIGNATURE DATE		 Critical Dimension for Internal Quality Control 	UL FILE NO. E70436	



Amps TBD Volts 120



Panaflex faces with vinyl applied HAMPTON: Blue opaque, white sho-thru text HOME 2 SUITES: Brown opaque, green translucent, black opaque, white sho-thru text White internal LED illumination

NOTES

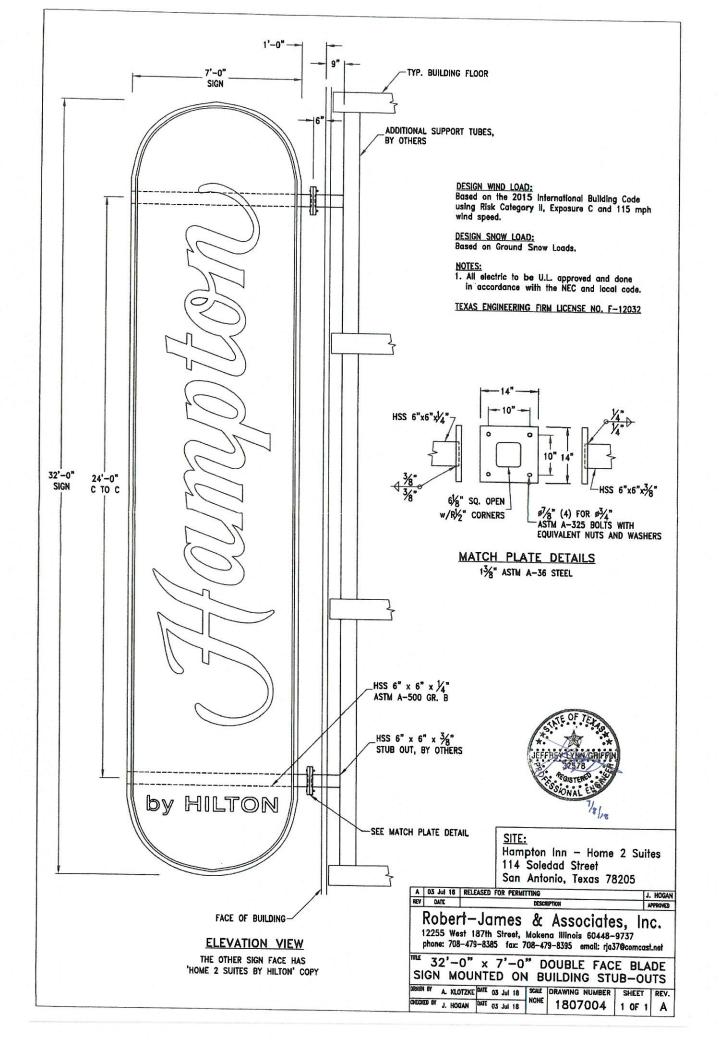
STEEL FRAMEWORK REQUIRED TO SUPPORT SIGN

PROCEED TO PRODU	CTION	Print	5360GG-8	Date	8/31/18	14" x 14" x 1.375" matchplates
		ES#	ES-4467	Line	Α	6" x 6" x 3/8" stud-outs
		6 = Critical Dimension for		UL FILE NO. E70436	6" x 6" x 1/4" poles inside sign	
AUTHORIZED SIGNATURE	DATE	Internal Quality Control		OL FILE NO. E70436		7/8" holes, 10" c/c, for 3/4" bolts w/ nuts/wasers



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Scale: 1/8" = 1'0"



Sign Type Exterior 4' x 24' Exterior Sign / Bracket Locations

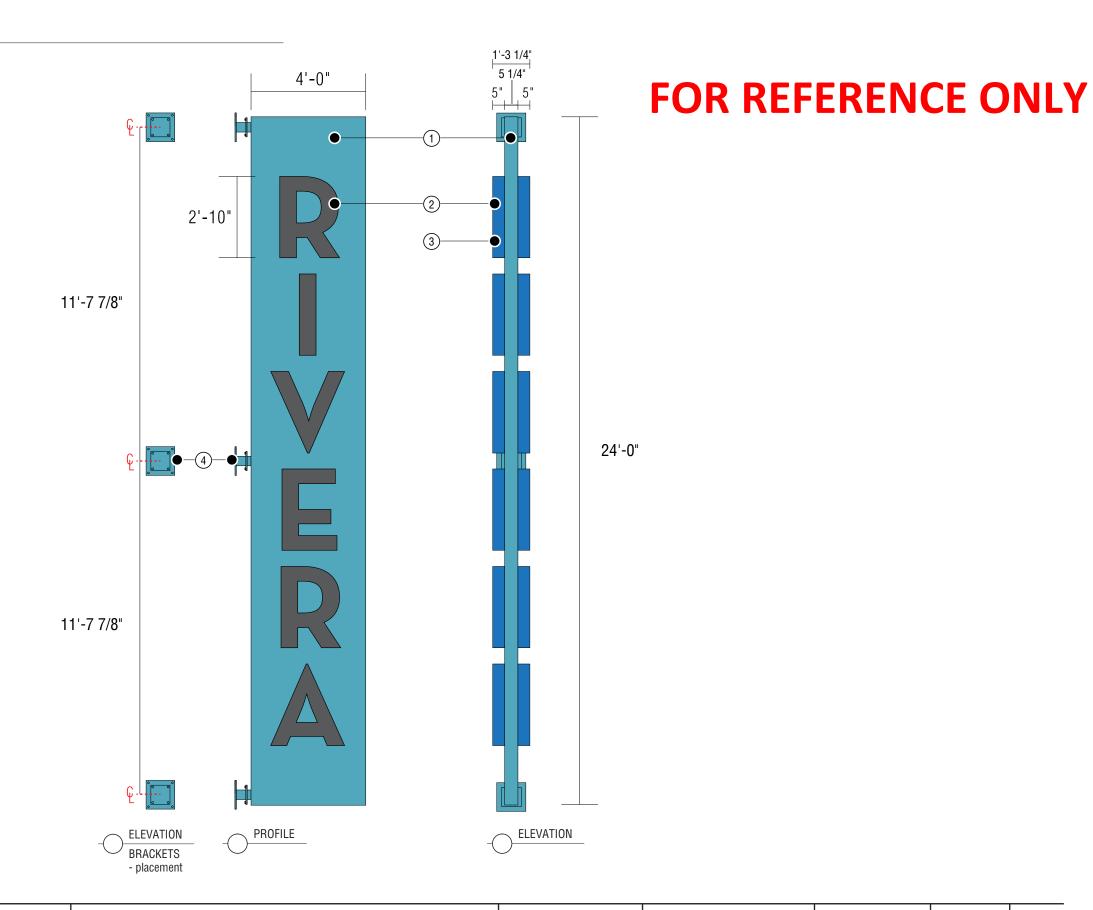
KEY NOTES

- 1) 4' 0" x 24'-0" x 5 1/4" cabinet painted P1.
- Face lit channel letters with LED lighting. While translucent acrylic face with perforated vinyl overlay painted P2.
- Channel letter returns painted P3.
- Steel brackets see details (xx) on page (xx).

COLOR IS TBD

SUBMITTAL APPROVAL: X

The signer hereby acknowledges that he/she has examined the layout for accuracy. Any changes or corrections should be clearly noted on the layout. Furthermore, the signer acknowledges that any subsequent changes or corrections previously not noted will be considered additional and can potentially result in additional charges to the client.





CLIENT Rivera

PROJECT Rivera

- 4'x24' Exterior SIgn

DRAWING TITLE **Bracket Locations**

SPECIFICATIONS See Key Notes

DRAWN BY Oether Adams Extension: 104 Oether@CASAustin.com

FILE PATH Z:\Rivera\Work\ rivera_4ftx24ft_exterior_sign.fs DATE October 23, 2015

VERSION 1

SHEET 1.3

FOR REFERENCE ONLY





0387513Ar3

Sheet 7 of 9

HILTON GARDEN INN

408 E. HOUSTON ST.

SAN ANTONIO, TX. 78205

M. WILSON Designer

01.29.16 Date

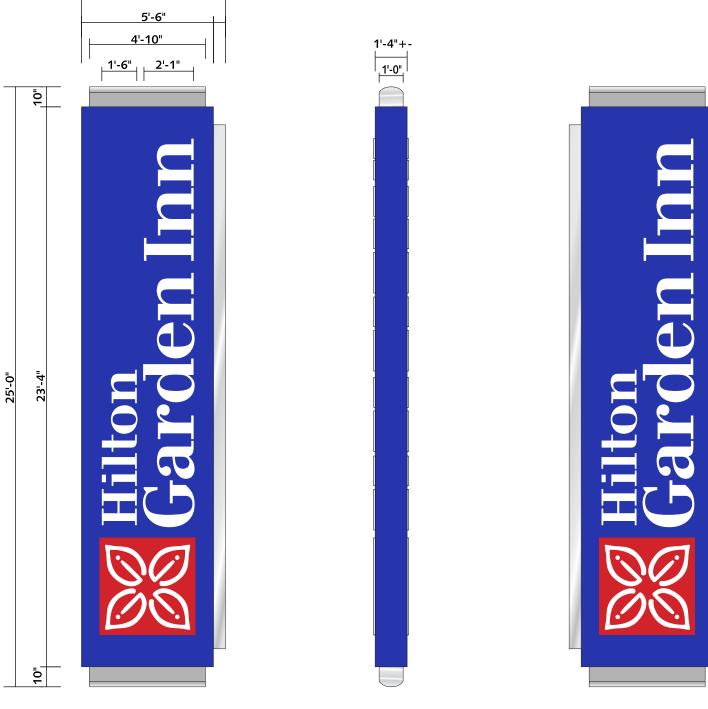
Client Engineering Landlord

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

R3 RFF 06.07.16 update

Chandler Signs





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**

6'-0"

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