

## HISTORIC AND DESIGN REVIEW COMMISSION

April 03, 2019

**HDRC CASE NO:** 2019-155  
**COMMON NAME:** Multiple locations - City Sightseeing  
**ADDRESS:** 205 E HOUSTON ST  
217 N ST MARYS  
110 LEXINGTON  
216 E CROCKETT ST  
**LEGAL DESCRIPTION:** NCB 407 BLK 17 LOT 1,3, & S 45.86 FT OF 2,4,6, & W PT OF 5  
NCB 404 BLK 20 LOT 10 HOLIDAY INN RIVERWALK SUBD.  
NCB: 804 BLK: 32 LOT: W IRR 69.22' OF A9 & W IRR 96.14' OF A10  
NCB 143 BLK P-101A & LOT 1 THRU 4  
**ZONING:** D,HS, FBZ T6-2,HL, D,HE  
**CITY COUNCIL DIST.:** 1  
**DISTRICT:** Alamo Plaza Historic District  
**LANDMARK:** Gunter Hotel, Null, Menger Hotel  
**APPLICANT:** David Strainge/City Sightseeing  
**OWNER:** David Strainge/City Sightseeing  
**TYPE OF WORK:** A-Frame signs at multiple downtown locations  
**APPLICATION RECEIVED:** March 22, 2019  
**60-DAY REVIEW:** May 21, 2019  
**CASE MANAGER:** Huy Pham  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to display off-site plastic sandwich boards and Coroplast signs for City Sightseeing at El Tropicano Hotel, Holiday Inn Riverwalk, and Sheraton Gunter Hotel.

### **APPLICABLE CITATIONS:**

OHP Policy Document - portable sandwich board signs  
Summary of UDC Section 35-612, Signs and Billboards

**PROVISION** - Notwithstanding provisions of section 28-17, sandwich boards are permitted in historic districts, river improvement overlay districts, and historic landmarks as on premises signs provided permitting requirements of chapter 28, section 28-17 are met. Sandwich boards count as a single sign, and should be included when reviewing overall signage for any business.

**SIZE AND CONFIGURATION** - Sandwich board means a sign of A-frame construction designed for placement on the sidewalk near or in front of the place of business being advertised, and which shall be no larger than two (2) feet wide, and three (3) feet tall when extended. Only true, "A-frame" sandwich boards are permitted in accordance with this definition.

**MATERIAL** - Any sandwich board should be constructed of appropriate materials (wood or metal). Plastic, posterboard or coroplast are not recommended. The message panel may either be a chalkboard or have a permanent display using appropriate materials, fonts or imagery. Off-premises advertising, brand logos or attachments to the sandwich board are not allowed.

**PLACEMENT** - Any sandwich board which conflicts with the Americans with Disabilities Act, or which disrupts or interferes with pedestrian or other traffic is prohibited by code. The placement of any sandwich board should allow for a minimum 72" of free and clear pedestrian path, per recommendation of the Public Works Disability Access Office.

**ADMINISTRATIVE APPROVAL** - In accordance with UDC Section 35-611, Administrative Approval, sandwich boards may be eligible for administrative approval. Signage applications that comply with UDC sections 35-678, 35-612, 35-681 or 35-645, and have a square footage equal to or less than 50 sf are eligible. Signage applications above the allowable square footage shall be forwarded to the HDRC for their recommendation. Therefore, sandwich boards may be approved administratively provided that the sandwich board is one of only three signs, and the total signage for the business does

not exceed 50 sf. A typical 2' x 3' sandwich board accounts for 12 sf of signage (both sides counted). In most instances, a sandwich board is requested in addition to the maximum allowable signage and may be forwarded to the HDRC for approval.

**APPLICATION FEE** - All applications for a sandwich board shall require either a measured drawing or photograph of the requested sign and a measured site plan that illustrates the sign's location on the City sidewalk. A \$100 signage application fee must be assessed for any sign application, including sandwich boards.

**COMPLIANCE** - When a Certificate of Appropriateness for a sandwich board has been issued (either administratively or through HDRC), make sure to forward a copy of the COA with attached materials to both the Historic Code Enforcement Officer and Downtown Operations Contract Manager.

#### **FINDINGS:**

- a. City Sightseeing – San Antonio is a business that is located at 216 E Crockett located in the Mengar Hotel historic site, Alamo Plaza Historic District, and RIO-3. The tour bus business has coordinated with three hotel businesses to provide stop locations and pedestrian advertisement for City Sightseeing at: (1) Holiday Inn Riverwalk – 216 N St Marys –RIO 3, (2) El Tropicano Hotel – 110 Lexington – individual landmark and RIO-2, (3) Sheraton Gunter Hotel – 205 E Houston – Gunter Hotel historic landmark and RIO-3.
- b. SIGN SIZE AND NUMBER\_– The applicant has proposed to display a total of three (3) sandwich boards, one at each of the three hotels. Per the Policy Document: Provisions, sandwich boards count as a single sign, and should be included when reviewing overall signage for any business. Staff finds that each of these hotel business have maximized their permanent signage allotment with existing historic signs, contemporary pedestrian signs, or sandwich boards for valet service. Because these proposed sandwich boards are not permanent features, staff finds that they are appropriate if the signs are only displayed during operating hours of City Sightseeing.
- c. MATERIALS \_–The applicant has proposed to display yellow plastic sandwich board signs and coroplast signs where mountable. Per the Policy Document: Materials, appropriate materials include wood and metal whereas coroplast, posterboard, and plastic are not recommended. The message panel may either be a chalkboard or have a permanent display using appropriate materials, fonts or imagery. Off-premise advertising, brand logos or attachments to the sandwich board are not allowed. Staff finds that the sandwich boards should feature metal or wood constructed, be reduced in advertising, brand logos or attachments, and the additional mounted coroplast sign should be removed,
- d. PLACEMENT – The applicant has proposed to display the signs at drop-off / pick-up locations at the coordinating hotels in the sidewalk right-of-way or under structural canopies. Per the Policy Document: Placement, any sandwich board which conflicts with the Americans with Disabilities Act, or which disrupts or interferes with pedestrian or other traffic is prohibited by code. The placement of any sandwich board should allow for a minimum 72" of free and clear pedestrian path, per recommendation of the Public Works Disability Access Office. Additionally, placement in the right-of-way in the Downtown District and RIO may require additional review and/approval by City Center Downtown Operations (CCDO).

#### **RECOMMENDATION:**

Staff recommends approval based on finding b with the following stipulations based on findings c and d.

- i. Coroplast signs are removed from the signage plan. Additional signage beyond sandwich boards requires additional review and approval.
- ii. The sandwich boards are to be compliant to the sandwich board policy, especially regarding the use of metal or wood signs instead of plastic and the reduction of advertising, brand logos or attachments.
- iii. Placement in the right-of-way in the Downtown District and RIO may require additional review and/approval by City Center Downtown Operations (CCDO) and the Development Services Department (DSD).



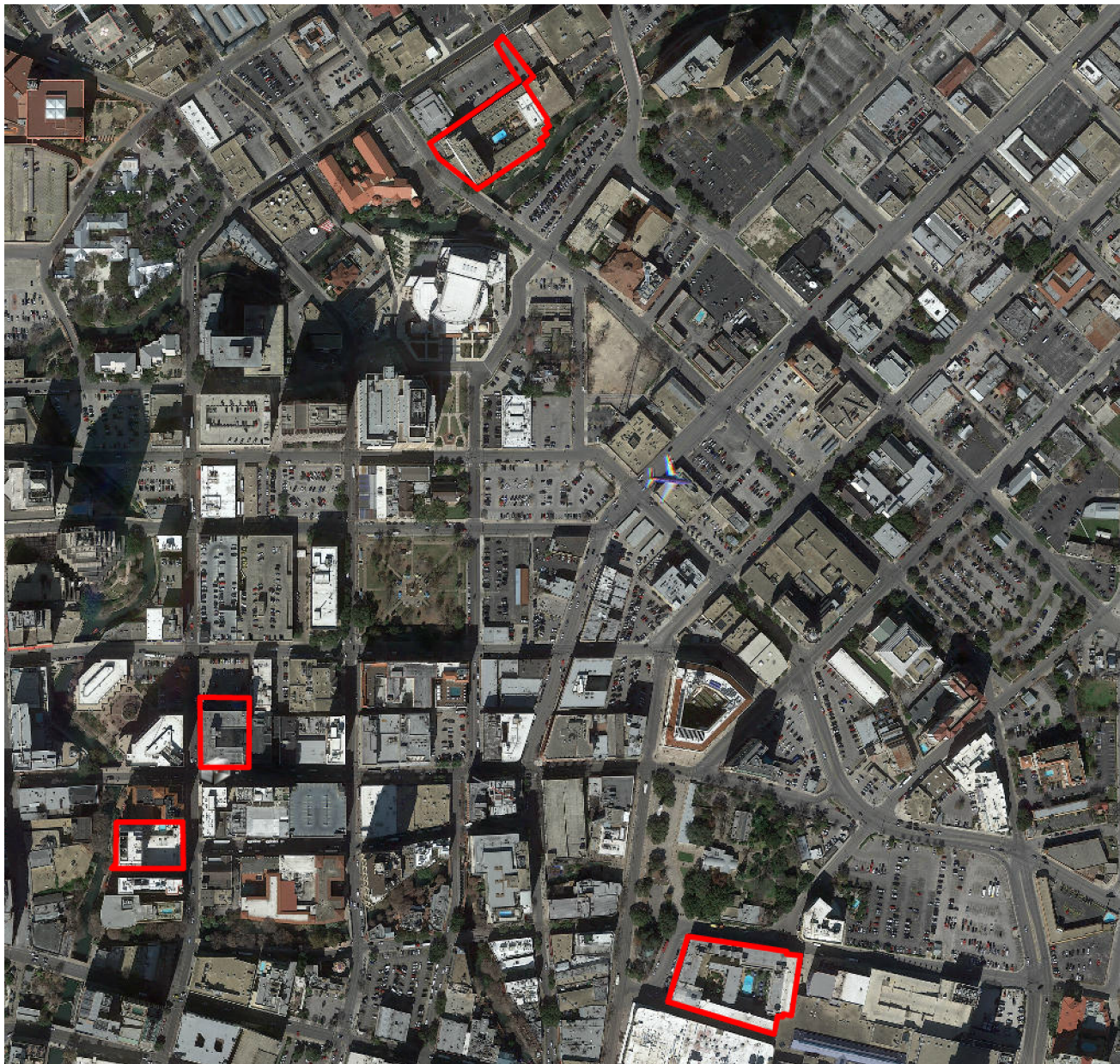
216 E Crockett

Powered by ArcGIS Server

Printed: Mar 26, 2019

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216 E Crockett + 3 stops

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The Crockett

AMC Rivercenter 11  
with Alamo IMAX

Menger

216 East Crockett Street

Häagen-Dazs®  
Ice Cream Shop

Silver Spur

Starbucks

H&M

Dave & Buster's

H&M

Lollypop Carriage

Plaza Market Place

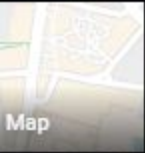
Smoke To  
Vapor & Sn

Wyndham  
Reservation Center

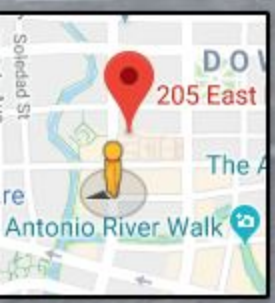
Alamo Gift Shop

The Alamo

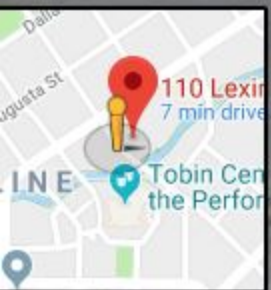
Google



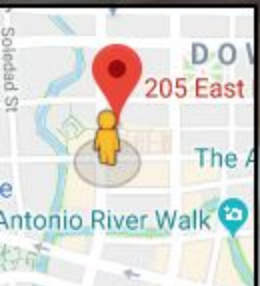




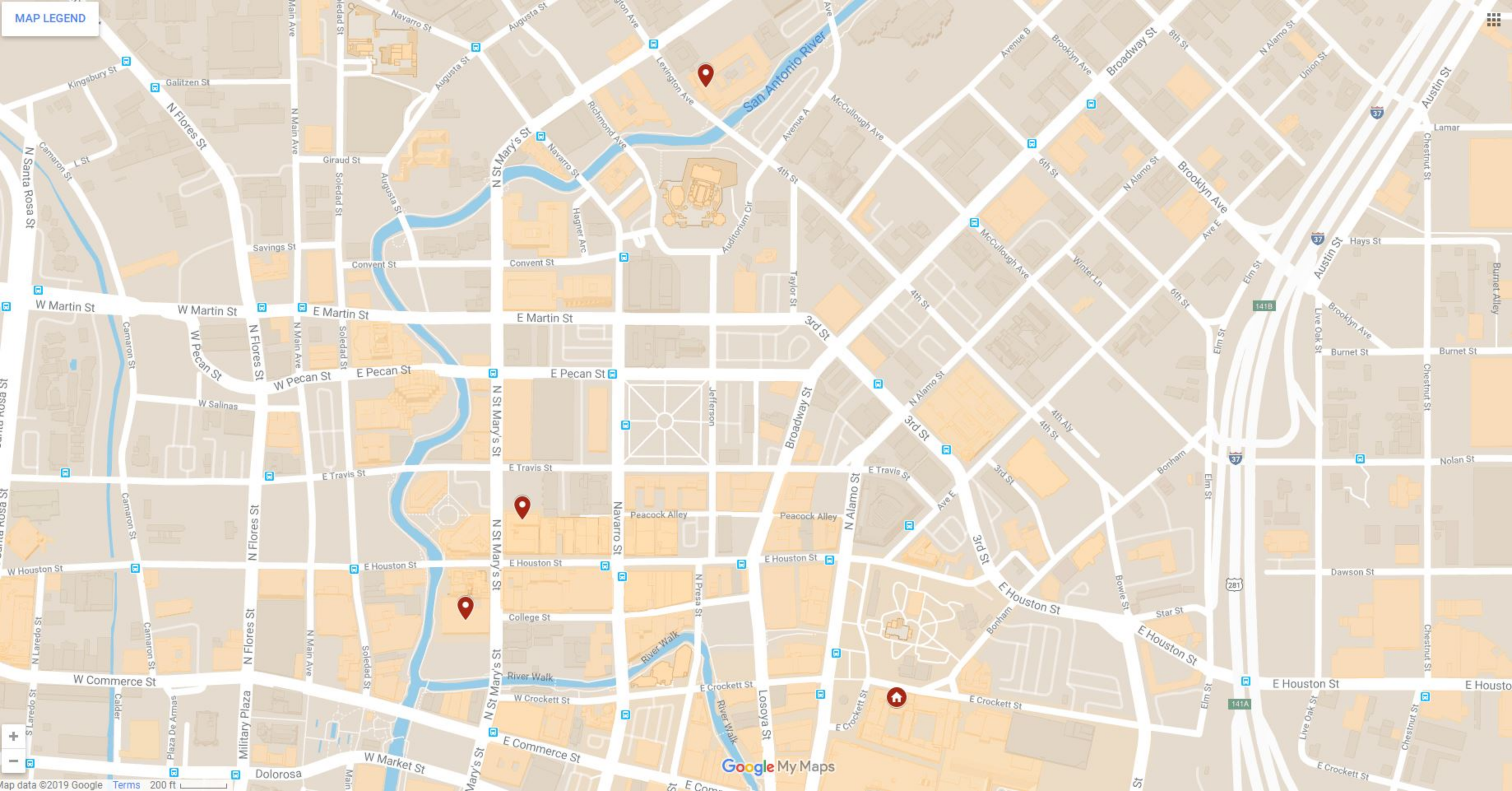












MAP LEGEND





# CITY SIGHTSEEING TOURS IN SAN ANTONIO

## LOCATIONS FOR VISITORS PICK UPS

Sheraton Gunter Hotel, [Address](#): 205 E Houston St, San Antonio, TX 78205

Holiday Inn River Walk, [Address](#): 217 N St Mary's St, San Antonio, TX 78205

El Tropicano Hotel, [Address](#): 110 Lexington Ave, San Antonio, TX 78205



February 28, 2019 at 4:02 PM  
205 E Houston St  
San Antonio TX 78205  
United States



**TOUR BUS  
STOP**

**Hop-On  
Hop-Off  
Double  
Decker**



**Hop-On Hop-Off**

**Temporary Bus Stop No. 11**

**Every 20 Minutes, Every Day  
9:30am to 4:45pm**



**Maps, Coupons, Brochures &  
Timetables At The Front Desk**






Due to Construction, this Hop-On Hop-Off stop (#11) will be at the corner of St. Mary's & Houston, outside the Sheraton Gunter hotel.

# Hop-On Hop-Off

## Holiday Inn River Walk

### TOUR BUS STOP NO. 11

Every 20 Minutes, Every Day  
9.30am to 4.45pm



**CitySightseeing**  
**San Antonio**

**OFFICIAL TOUR**

Tickets, Brochures, Maps, Coupons  
& Timetables At The Front Desk

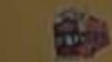


COLLEGE

**Hop-On Hop-Off**

**Holiday Inn River Walk  
TOUR BUS STOP NO. 11**

Every 20 Minutes - Every Day  
9:30am to 4:45pm



Tickets, Reservations, & Information

& Information



# Hop-On Hop-Off

Temporary Bus Stop No. 11

Every 20 Minutes, Every Day  
9:30am to 4:45pm



**Sheraton**  
GUNTER HOTEL SAN ANTONIO

**CitySightseeing**  
**San Antonio**

**Maps, Coupons, Brochures &  
Timetables At The Front Desk**





## CITY OF SAN ANTONIO OFFICE OF HISTORIC PRESERVATION

### **OHP policy regarding portable sandwich board signs**

Sandwich boards (or A-frame signs) are permitted within OHP's jurisdiction. This is unique to our office as these signs are generally prohibited within the Sign Ordinance (Chapter 28 Code of Ordinances). In an effort to better serve applicants, reduce interdepartmental confusion and improve overall consistency among OHP staff, the following policy regarding sandwich boards was drafted in accordance with **UDC Section 35-612, Signs and Billboards** and should be referenced in reviewing all future requests.

- Notwithstanding provisions of section 28-17, **sandwich boards are permitted in historic districts, river improvement overlay districts, and historic landmarks as on premises signs** provided permitting requirements of chapter 28, section 28-17 are met. Sandwich boards count as a **single sign**, and should be included when reviewing overall signage for any business.
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