

HISTORIC AND DESIGN REVIEW COMMISSION

November 03, 2021

HDRC CASE NO: 2021-552
ADDRESS: 1103 E COMMERCE ST
LEGAL DESCRIPTION: NCB 587 BLK 1 LOT 1 ST PAUL SQUARE SUITES HOTEL
ZONING: D, H
CITY COUNCIL DIST.: 2
DISTRICT: St Paul Square Historic District
LANDMARK: Individual Landmark
APPLICANT: Philip Ewing/Signarama
OWNER: WEINRITTER ST PAUL SQUARE LLC
TYPE OF WORK: Signage
APPLICATION RECEIVED: October 12, 2021
60-DAY REVIEW: Not applicable due to City Council Emergency Orders
CASE MANAGER: Edward Hall

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to:

1. Install a wall mounted, internally illuminated wall sign to feature 8' – 0" in height and 7' – 9 11/16" in width for a total size of approximately 62 square feet, to be located on the east facade. This sign will feature plastic faces and will replace an existing wall sign. This sign is identified as N01 in the signage documents.
2. Install a wall mounted, internally illuminated wall sign to feature 5' – 6 11/16" in height and 5' – 6 7/8" in width for a total size of approximately 31 square feet, to be located on the north façade of the rear canopy. The sign will feature plastic faces. This sign is identified as N02 and will not replace an existing sign in this location.
3. Reface an existing, freestanding sign that is currently located at the Center Street entrance to the property. This sign will not change in size or location. This sign is identified as N03 in the signage documents.
4. Reface an existing, freestanding sign that is currently located at the Chestnut Street entrance to the property. This sign will not change in size or location. This sign is identified as N04 in the signage documents.
5. Install a wall mounted, internally illuminated wall sign to feature wall sign to feature 8' – 0" in height and 7' – 9 11/16" in width for a total size of approximately 62 square feet, to be located on the south facade. This sign will feature plastic faces and will replace an existing wall sign. This sign is identified as N05 in the signage documents.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 6, Guidelines for Signage

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.

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.

E. LIGHTING

- i. Lighting sources*—Use only indirect or bare-bulb sources that do not produce glare to illuminate signs. All illumination shall be steady and stationary. Internal illumination should not be used.
- ii. Neon lighting*—Incorporate neon lighting as an integral architectural element or artwork appropriate to the site, if used.

3. Projecting and Wall-Mounted Signs

A. GENERAL

- i. Mounting devices*—Construct sign frames and panels that will be used to be attach signs to the wall of a building of wood, metal, or other durable materials appropriate to the building's period of construction.
- ii. Structural supports*—Utilize sign hooks, expansion bolts, or through bolts with washers on the inside of the wall depending upon the weight and area of the sign, and the condition of the wall to which it is to be attached.
- iii. Appropriate usage*—Limit the use of projecting and wall-mounted signs to building forms that historically used these types of signs, most typically commercial storefronts. To a lesser degree, these signage types may also be appropriate in areas where residential building forms have been adapted for office or retail uses, if sized accordingly.

B. PROJECTING SIGNS

- i. Placement*—Mount projecting signs perpendicularly to a building or column while allowing eight feet of overhead clearance above public walkways.
- ii. Public right-of-way*—Limit the extension of projecting signs from the building facade into the public right-of-way for a maximum distance of eight feet or a distance equal to two-thirds the width of the abutting sidewalk, whichever distance is greater.
- iii. Area-Projecting signs* should be scaled appropriately in response to the building façade and number of tenants.

C. WALL-MOUNTED SIGNS

- i. Area*—Limit the aggregate area of all wall-mounted signs to twenty-five percent of a building facade.
- ii. Projection*—Limit the projection of wall-mounted signs to less than twelve inches from the building wall.
- iii. Placement*—Locate wall signs on existing signboards—the area above the storefront windows and below the second story windows—when available. Mount wall signs to align with others on the block if an existing signboard is not available.
- iv. Channel letters*—Avoid using internally-illuminated, wall-mounted channel letters for new signs unless historic precedent exists. Reverse channel letters may be permitted.

FINDINGS:

- a. The applicant is requesting a Certificate of Appropriateness a Certificate of Appropriateness for approval to install signage at 1103 E Commerce, located within the St Paul Square Historic District.

- b. ALLOWABLE SIGNAGE – The Historic Design Guidelines recommend one major and two minor signs per application, not to exceed fifty (50) square feet total. The Commission may approve additional signage and square footage.
- c. EXISTING SIGNAGE – The property at 1103 E Commerce currently features a number of signs, including three walls signs and two walls signs, one canopy sign and two freestanding signs. The applicant has noted that the existing, channel letter and cabinet signs on the north façade will be removed.
- d. WALL SIGN (East Façade) – The applicant has proposed to install a wall mounted, internally illuminated wall sign to feature 8’ – 0” in height and 7’ – 9 11/16” in width for a total size of approximately 62 square feet, to be located on the east facade. This sign will feature plastic faces and will replace an existing wall sign. This sign is identified as N01 in the signage documents. The Guidelines for Signage note that signage should not feature plastic or be internally illuminated. Staff finds the proposed signage to be inconsistent with the Guidelines.
- e. WALL SIGN (East Façade, Automobile Canopy) – The applicant has proposed to install a wall mounted, internally illuminated wall sign to feature 5’ – 6 11/16” in height and 5’ – 6 7/8” in width for a total size of approximately 31 square feet, to be located on the north façade of the rear canopy. The sign will feature plastic faces. This sign is identified as N02 and will not replace an existing sign in this location. The Guidelines for Signage note that signage should not feature plastic or be internally illuminated. Staff finds the proposed signage to be inconsistent with the Guidelines.
- f. FREESTANDING SIGNS (Center and Chestnut Streets) – The applicant has proposed to reface two existing, freestanding signs that are currently located at vehicular entrances on Chestnut and Center Streets. Staff finds the proposed refacing of both signs to be appropriate.
- g. WALL SIGN (South Façade) – The applicant has proposed to install a wall mounted, internally illuminated wall sign to feature wall sign to feature 8’ – 0” in height and 7’ – 9 11/16” in width for a total size of approximately 62 square feet, to be located on the south facade. This sign will feature plastic faces and will replace an existing wall sign. This sign is identified as N05 in the signage documents. The Guidelines for Signage note that signage should not feature plastic or be internally illuminated. Staff finds the proposed signage to be inconsistent with the Guidelines.

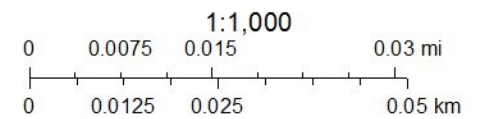
RECOMMENDATION:

1. Staff does not recommend approval of item #1, the installation of a wall mounted, internally illuminated sign as noted in finding d. Staff recommends the applicant install signage that features metal construction and indirect illumination.
2. Staff does not recommend approval of item #2, the installation of a wall mounted, internally illuminated sign as noted in finding e. Staff recommends the applicant install signage that features metal construction and indirect illumination.
3. Staff recommends approval of item #3, the refacing of the freestanding sign on Center Street based on finding e.
4. Staff recommends approval of item #4, the refacing of the freestanding sign on Chestnut Street based on finding f.
5. Staff does not recommend approval of item #5, the installation of a wall mounted, internally illuminated sign on the south façade as noted in finding g.

City of San Antonio One Stop



October 29, 2021







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**by BEST
WESTERN**

**Aiden by Best Western
Signage Catalog
San Antonio, TX
February 11, 2021**

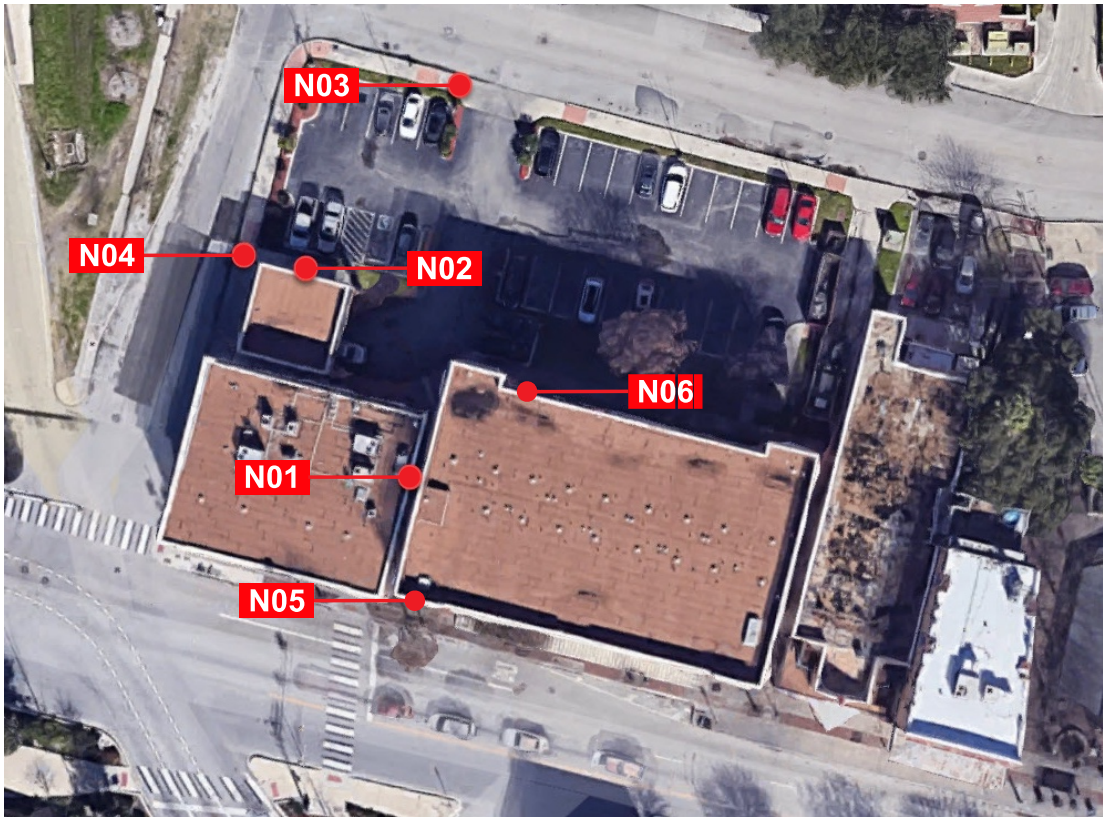


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Customer Approval / Signature

Signature: _____ Date: _____



Scope of work:

- N01** - Quantity 1 - S/F Wall Sign - Aluminum Face 8'-0" x 7' 9-11/16"
- N02** - Quantity 1 - Channel Letters - 5' 6-11/16" x 5' 0-7/8"
- N03** - Quantity 2 - S/F Replacement Face - 3' 6" X 2' 0"
- N04** - Quantity 2 - S/F Replacement Face - 3' 6" X 2' 0"
- N05** - Quantity 1 - S/F Wall Sign - Flex Face 8'-0" x 7' 9-11/16"
- N06** - Quantity 1 - Channel Letters - Removal Only

DESIGN INTENT ONLY
Engineering Required to
Determine Actual Production
& Installation Requirements

ILLUMINATED WALL SIGN

- Artwork for presentation only
- LED Illumination
- NOT TO BE USED FOR MANUFACTURING

Halo Lit Icon Option

Sign to be used at lower building elevations.

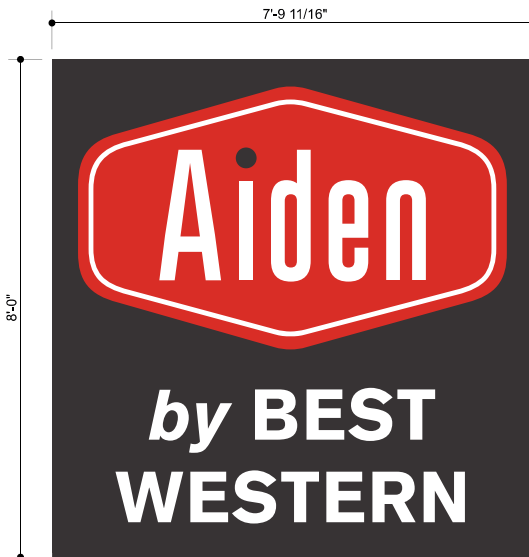
Cabinet Specifications:

Construction: Aluminum Angle Frame mounted over aluminum angle frame that is secured to the wall like a shoebox
Face Construction: .125" Routed Aluminum with backer, bottom section removable with cs screws for installation and service
Backer Details: .125" 7328 white poly
Side Skin Construction: Exposed angle frame
Illumination: GE 7100K white LEDs
Interior Finish: Paint reflective white
Exterior Finish: Painted black

Icon Specifications:

Construction: 1" square aluminum tube cabinet (6" depth) with MP5 extrusion for attaching face
- Cabinet skins will finish at 7 1/2" deep to house contour lighting.
Exterior Finish: Painted PMS 485C red
Face Material: 3M Panagraphics III
Face Decoration: Digitally printed
Back Material: .063" thick aluminum sheet
Illumination:

Front: GE 7100K white LEDs as required
Back: GE Red Contour



Elevation
Scale: 1/2"=1'-0"



Side Elevation
Scale: 1/2"=1'-0"

Existing Conditions



As Proposed



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Client:
Aiden by Best Western

Address:
1103 E. Commerce St.
San Antonio, TX 78205

Date:
01/19/21

File Name:
OP024409_San Antonio, TX_107

Sales: **House** **Design:** **FK** **PM:** **TP**

Page #:
3 of 8

#	Date	Description
1	12/22/20	add raceway to channel letters
2	01/06/21	rework entire drawing
3	01/07/21	N02 dimensions
4	01/19/21	Directional Changes
5	01/28/21	Added N05
6	02/11/21	Added N06

Initial:
NM
NM
NM
RL
FK
FK

Client Review Status

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Client Signature:

Approval Date:

DESIGN INTENT ONLY
Engineering Required to
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& Installation Requirements

ILLUMINATED CHANNEL LETTER SIGN

- Artwork for presentation only
- LED Illumination
- NOT TO BE USED FOR MANUFACTURING

Standard Aiden Icon Specifications:

Construction: 1" deep aluminum back frame with "Aiden" and white border 3" deep channel letter construction mounted to backer panel

Exterior Finish: Painted PMS 485C red, white, and black

Face Material: .438" thick clear acrylic routed with .188" trimless lip

Face Decoration: Aiden Logo: 3M 3635-210 white dual-color film (applied 1st surface) and 3M 3630-143 Poppy Red vinyl (applied 2nd surface)

Dot: 3M 3635-222 black perforated vinyl for (applied 1st surface) and 3M 3635-70 white diffuser film (applied 2nd surface)

Back Material: Aluminum

Illumination: GE Red LEDs as required
-GE 7100K white LEDs for "I" dot

Standard "by Best Western" Copy

Specifications:

Construction: 3" aluminum return

Exterior Finish: Painted black

Light Wall Face Material: .438" thick clear acrylic routed with .188" trimless lip

Light Wall Face Decoration: 3M 3635-222 black perforated vinyl for (applied 1st surface) and 3M 3635-70 white diffuser film (applied 2nd surface)

Dark Wall Material: .438" thick 7328 white acrylic routed with .188" trimless lip

Illumination: GE 7100K white LEDs

Halo Lit Aiden Icon Specifications:

Construction: 1" deep aluminum back frame with "Aiden" and white border 3" reverse lit channel letter construction mounted to backer panel

Exterior Finish: Painted white letters and border, PMS 485C red backer frame, and black dot

Face Material: Aluminum

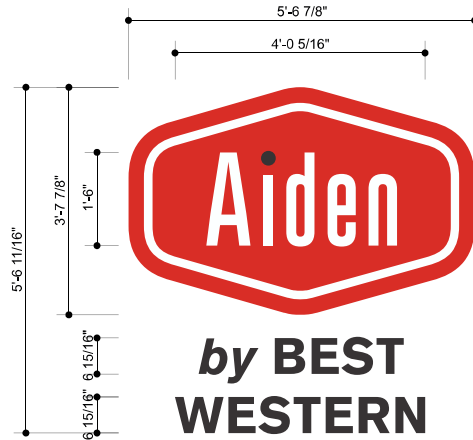
Face Decoration: Painted white letters and border, PMS 485 C red backer frame & black dot

Back Material: .188" thick clear poly

Back Decoration: 1st surface vinyl, 3630-143 Poppy Red

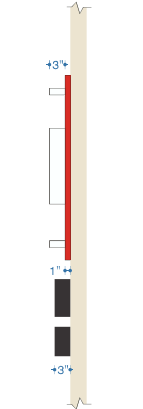
Back Illumination: GE Red LEDs

-GE 7100K white LEDs for dot



Elevation

Scale: 1/2"=1'-0"



STANDARD CHANNEL LETTER

Scale: NTS

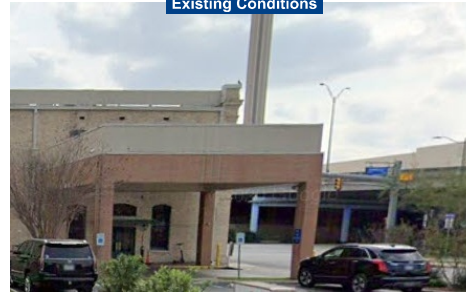
Side Elevation

Scale: 1/2"=1'-0"

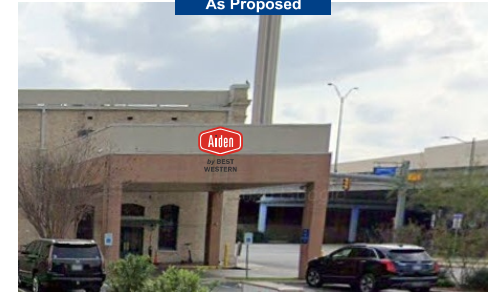
Channel Letter Set - N02



Existing Conditions



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Sales: **House** Design: **FK** PM: **TP**

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1	12/22/20	add raceway to channel letters
2	01/06/21	rework entire drawing
3	01/07/21	N02 dimensions
4	01/19/21	Directional Changes
5	01/28/21	Added N05
6	02/11/21	Added N06

Initial:
NM
NM
NM
RL
FK
FK

Client Review Status

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Client Signature:

Approval Date:

D/F Face Replacement - N03

Use existing cabinet

DESIGN INTENT ONLY
Engineering Required to
Determine Actual Production
& Installation Requirements

ILLUMINATED DIRECTIONAL SIGN

- Artwork for presentation only
- LED Illumination
- NOT TO BE USED FOR MANUFACTURING

Films

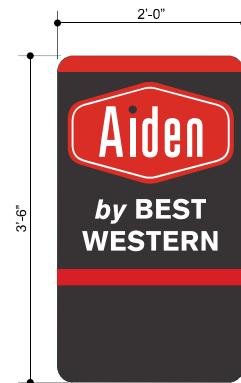
3M 3630-143 Poppy Red

3M Black

3M Black Perforated Film

Acrylics/Polycarbonate

.438" 7328 White Acrylic



Elevation

Scale: 3/4"=1'-0"

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FK

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D/F Face Replacement - N04

Use existing cabinet

DESIGN INTENT ONLY
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ILLUMINATED DIRECTIONAL SIGN

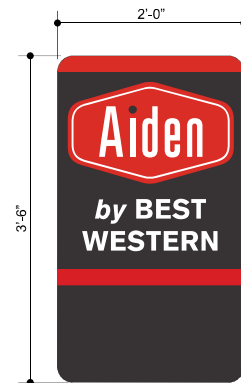
- Artwork for presentation only
- LED Illumination
- NOT TO BE USED FOR MANUFACTURING

Films

- 3M 3630-143 Poppy Red
- 3M Black
- 3M Black Perforated Film

Acrylics/Polycarbonate

- .438" 7328 White Acrylic



Elevation

Scale: 3/4"=1'-0"

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ILLUMINATED WALL SIGN

- Artwork for presentation only
- LED Illumination
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Face: 3M Panagraphics III

Returns: 14" deep .063" Alum. Skin over reverse angle frame
Removable for service

Backs: .040" Aluminum skin

Illum: GE 7100k White LEDs as required by manufacturer
Remote power supplies
Interior of cabinet to be painted white for light reflectivity

Wall Type: Undetermined

Install: Logo Cabinet to be installed using min. 3/8" all thread
fasteners (or approved equivalent) and wood blocking
as required

Graphics: Digitally printed direct to face material

Quantity: (1) ONE LETTERSET REQUIRED FOR EXTERIOR
ELEVATION



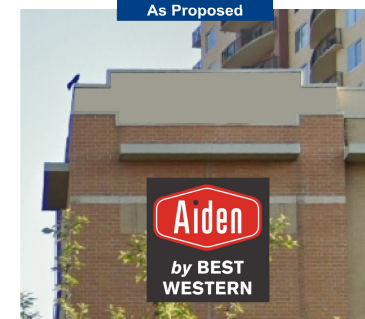
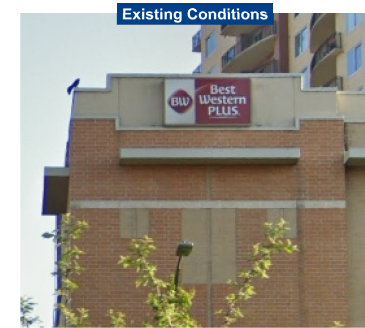
Elevation

Scale: 1/2"=1'-0"



Side Elevation

Scale: 1/2"=1'-0"



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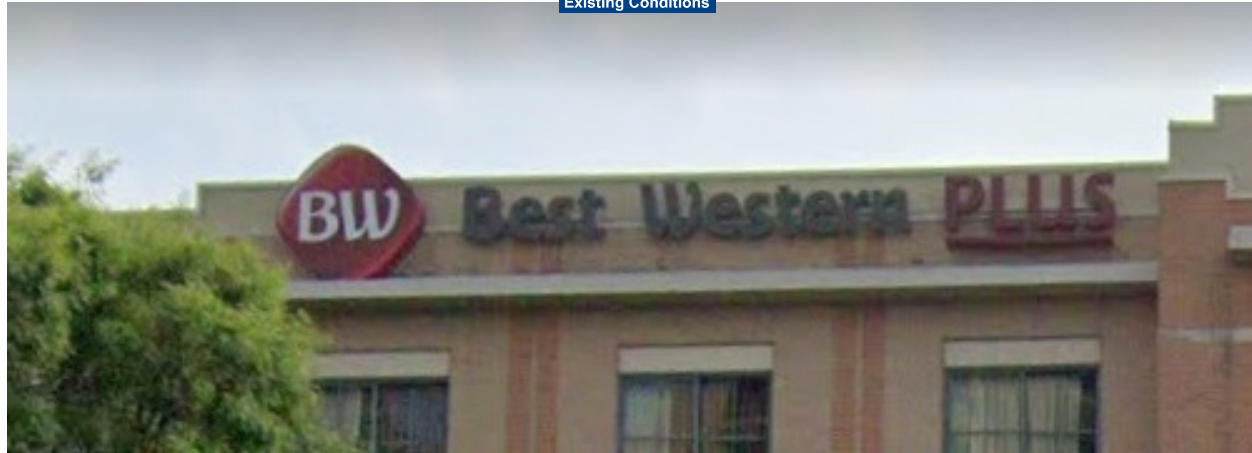
Channel Letter Set - N06

Removal only

LED ILLUMINATED CHANNEL LETTERS

- Remove and replace with nothing

Existing Conditions



As Proposed

