

Review of signs for Courtyard Marriott Hotel, 8th & R Streets

Background: The new hotel nearing completion at 8th & R Streets has been developed with City TIF assistance under a redevelopment agreement. While the hotel is located just north of the designated Haymarket Landmark District and is not subject to the Special Sign Criteria of Haymarket, the redevelopment agreement directs that various design aspects of the hotel, including the sign package, be submitted for design review by the City, with input from the city design boards. UDC & HPC are asked to advise the city administration on this submittal.

Discussion: Within the designated Haymarket Landmark District, traditional sign types with the appearance of painted wall signs, externally illuminated signs, and exposed neon illuminated signs are encouraged. Plastic-faced, internally illuminated signs are not allowed. Channel letters illuminated with neon-stroke or LED tubing have been well-used at several locations on 8th Street. The Marriott sign package uses channel letter signs in several locations, appropriately scaled for the size of the building and their locations. Most have colored vinyl faces, but they do not vary greatly from Haymarket signs. The wall sign proposed for high on the east wall (“F”) appears to be a plastic faced cabinet-type sign that would not be allowed in Haymarket, but it is orient away from the district and is mounted over 6 stories up.

One sign that might be considered for re-design is the pedestrian –oriented under-canopy sign (D) which appears to be an interior-illuminated white plastic sign, 8-feet long and two feet tall, with white letters for “Courtyard” and red fir “Marriott.” The west face is oriented to the 8th & R intersection, with 16 sq. feet of illuminated white plastic. The legibility of “Courtyard” seems to be rather modest for the amount of light-spill and the sign-type seems inelegant at best.



Photo simulation, view south on N. 8th St.

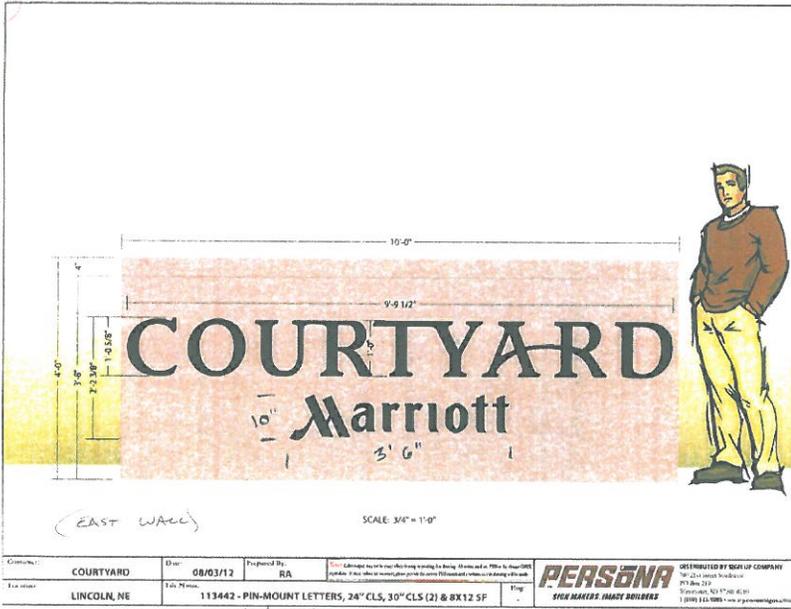


Photo simulation, looking northeast across 8th & R intersection

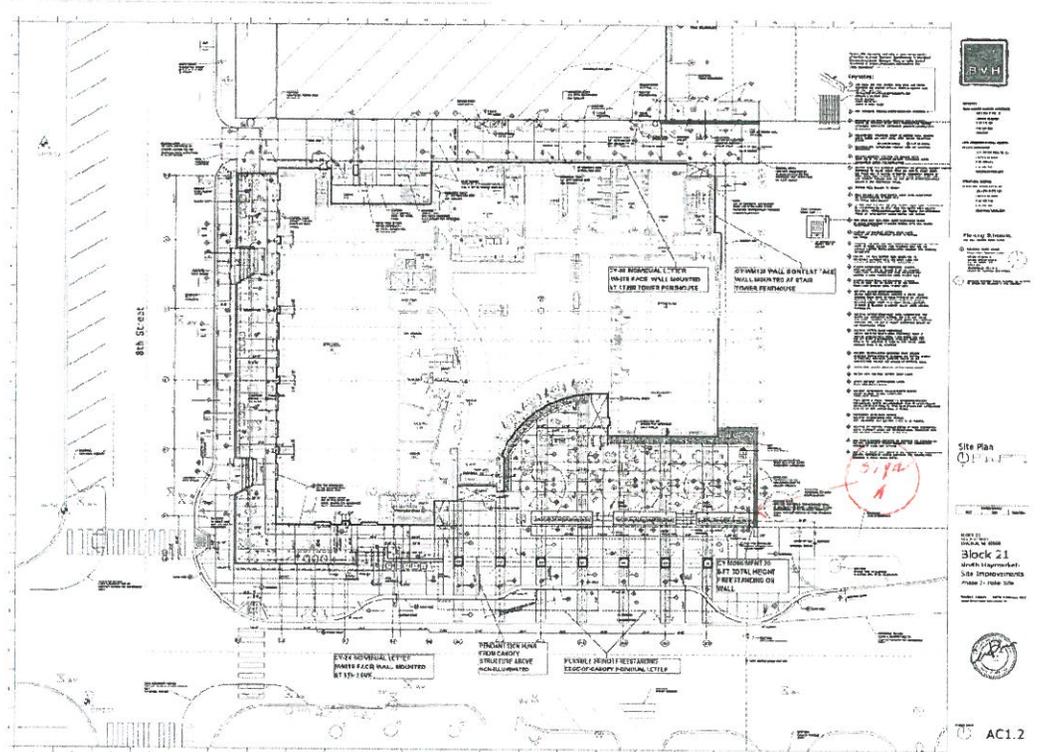


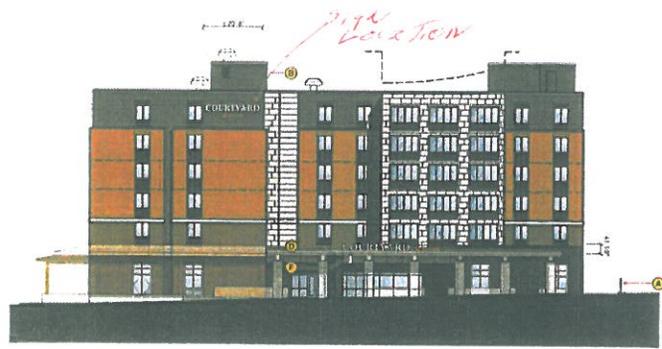
Photo simulation, view to northwest to hotel entrance courtyard





Sign for east wall of entrance courtyard, facing 9th St.





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



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

Customer:	COURTYARD	Date:	08/03/12	Prepared By:	RA	Notes:	Color requires one week turn time starting 45 days before used on P&H or the above date applies. If installation to be done after project has started, please contact us for lead time to be made.		DISTRIBUTED BY:	SIGN UP COMPANY
Location:	LINCOLN, NE	File Name:	113442 - PIN-MOUNT LETTERS, 24" CLS, 30" CLS (2) & 8X12 SF	File #:					700 25th Street South 911 Box 210 Wauwatosa, WI 53226 1 (800) 845-9888	

Channel letters, back-lit with red LED or white neon, colored acrylic faces

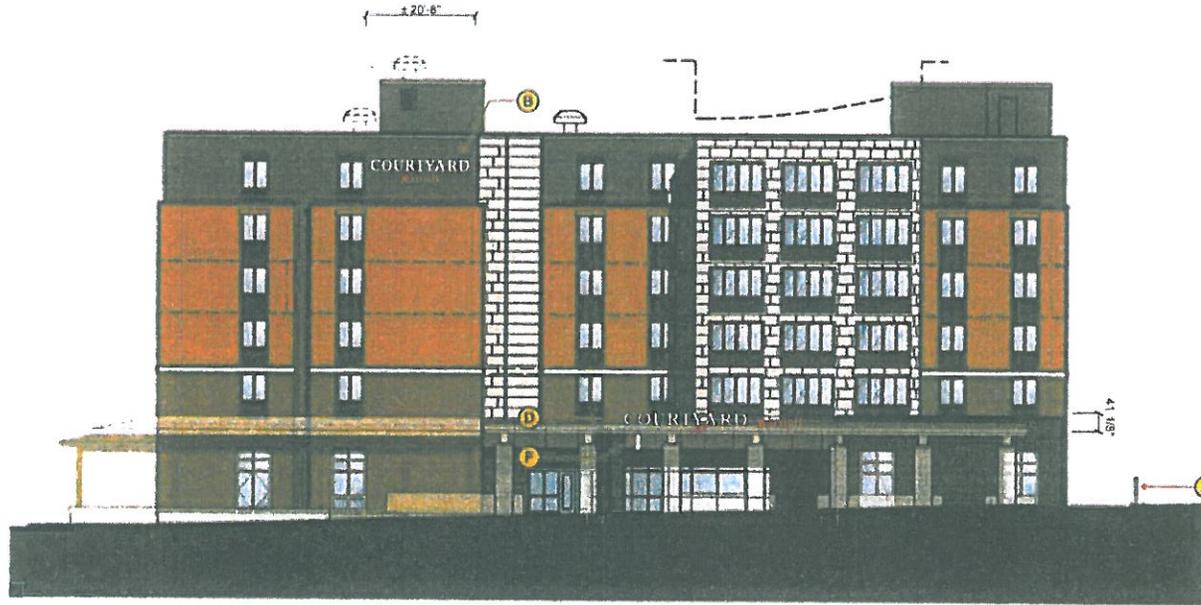
COURTYARD RACEWAY 2-LINE CHANNEL LETTER SPECIFICATIONS

LETTER "C" HEIGHT	LETTER "T" HEIGHT	LETTER "M" HEIGHT	OVERALL HEIGHT	OVERALL LENGTH	AMP LOAD	BOXED SQUARE FOOTAGE	ACTUAL SQUARE FOOTAGE
A	B	C	D	E			
2'-1 1/4"	24"	1'-8"	4'-4 13/16"	19'-6 15/16"	13.75	86.15	18.74
2'-7 9/16"	30"	2'-1"	5'-5 15/16"	24'-5 3/4"	20.40	134.61	29.29
3'-1 7/8"	36"	2'-6"	6'-7 3/16"	29'-4 1/2"	24.15	193.84	42.18
4'-2 1/2"	48"	3'-4"	8'-9 9/16"	39'-1 15/16"	38.40	344.60	74.98

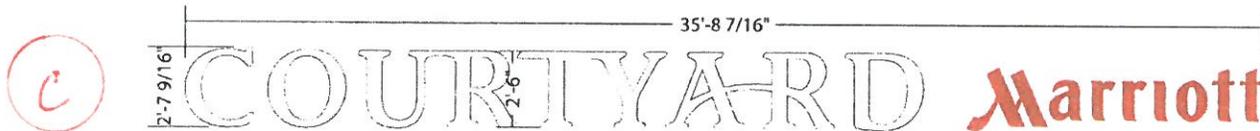
NOTES:
ELECTRICAL: 120 VOLTS
U.L. APPROVED

Customer: **COURTYARD** Date: **08/05/09** Prepared By: **RA**
 Item Number: COM-TCURWZ-5 File Name: **RACEWAY CHANNEL LETTERS** Revision: **2**
 Note: Color requires one week turn time starting 45 days before used on P&H or the above date applies. If installation to be done after project has started, please contact us for lead time to be made.

PERSONA SIGN MAKERS / IMAGE BUILDERS DISTRIBUTED BY SIGN UP COMPANY
 700 25th Street South
 911 Box 210
 Wauwatosa, WI 53226
 1 (800) 845-9888 • www.persona-inc.com



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



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

Customer:	COURTYARD	Date:	08/03/12	Prepared By:	RA	<small>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.</small>		DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1 (800) 843-9888 • www.personasigns.com
Location:	LINCOLN, NE	File Name:	113442 - PIN-MOUNT LETTERS, 24" CLS, 30" CLS (2) & 8X12 SF					

"Pin-mount" letters standing atop canopy, 35'8" long

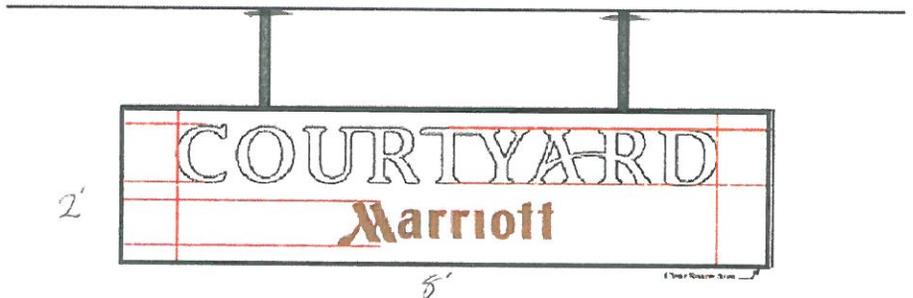


SOUTH ELEVATION
SCALE: 1/16" = 1'-0"

19'-6 15/16"

Sign D

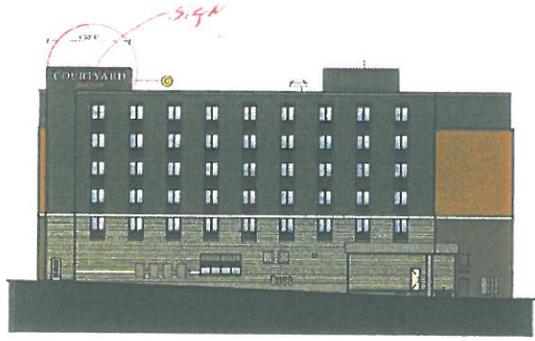
Sign below canopy, two-faces, oriented to east and west
Interior-lit, plastic-faced sign



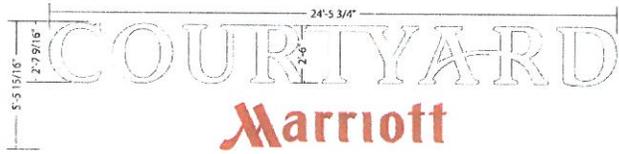
PENDANT-HUNG SIGN

WHITE VINYL 'COURTYARD' AND
RED VINYL 'MARRIOTT'
BOTH SIDES OF 2-FT HIGH
PENDANT-HUNG NON-ILLUMINATED 2-INCH DEEP
BACKGROUND CABINET

(E)



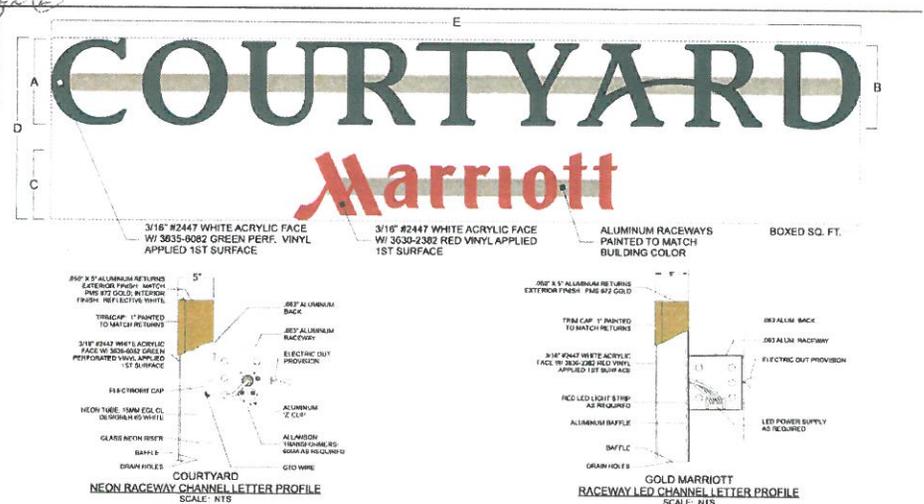
NORTH ELEVATION
SCALE: 1/16" = 1'-0"



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

Customer:	COURTYARD	Date:	08/03/12	Prepared By:	RA	Notes: Color setup and on location site drawing in planing the drawing. All colors used on PMS or the closest CMYK equivalent. If there colors are not in PMS, please provide the name PMS match and a color bar for color matching. If the color is not in PMS, please provide the name PMS match and a color bar for color matching. If the color is not in PMS, please provide the name PMS match and a color bar for color matching.		DISTRIBUTED BY SIGN UP COMPANY 701 21st Street SouthWest P.O. Box 220 Waukegan, IL 60087-0220 1 (800) 843-9888 • www.persona-inc.com
Location:	LINCOLN, NE	File Name:	113442 - PIN-MOUNT LETTERS, 24" CLS, 30" CLS (2) & 8X12 SF	Eng:				

North sign, oriented toward I-180
 24' 5" long
 Letters pin-mounted on wall, internal illumination



LETTER "C" HEIGHT	LETTER "T" HEIGHT	LETTER "M" HEIGHT	OVERALL HEIGHT	OVERALL LENGTH	AMP LOAD	BOXED SQUARE FOOTAGE	ACTUAL SQUARE FOOTAGE
A	B	C	D	E			
2'-1 1/4"	24"	1'-8"	4'-4 13/16"	19'-6 15/16"	13.75	86.15	18.74
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Item Number:	CON-113442-1 CON-113442-2 CON-113442-3 CON-113442-4	File Name:	RACEWAY CHANNEL LETTERS			Revision:	2	

F
sign

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

F

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

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Location:	LINCOLN, NE	File Name:	113442 - PIN-MOUNT LETTERS, 24" CLS, 30" CLS (2) & 8X12 SF		Eng:	-		

Described as Pin-mount letters, but appears to be back-lit,
 plastic faced cabinet, 8'x12'9"
 Oriented toward 9th Street