

March 12, 2015

1. Rooftop Sign: The proposed 4-sided rooftop “cube” sign is the “premiere” identifying and signature signage prescribed by the hotel brand. It is an iconic and unifying element amongst the brand’s hotels around the world, and is viewed as essential to the hotel’s recognizability. See Exhibit Sheets 1-4 to follow. Also, the proposed placement of the “cube” sign in the proposed design is at the northwest corner of the building so the north face of the sign is in the same plane as the face of the building wall below. The west face of the sign extends out 2’ beyond the west face of the building wall below. In other words, it is positioned to create the impression that the most visible sign faces are a vertical extension of the wall surface below, rather than an independent rooftop sign.
2. Porte Cochere Sign exceeding the maximum allowed square footage (40sf proposed vs. 20sf allowed): Due to its location at the interior of the development site, the proposed signage will not be directly visible from any public right of way. The porte cochere sign will largely be visible only to private intra-development tenants and guests entering the site. As such, the proposed sign size makes a more appropriate and more proportionate welcome statement to arriving guests of the hotel. The size and scale of the proposed signage is also consistent with the hotel brand design standards and built prototypical hotels by this brand. See Exhibit Sheets 5-7 to follow.
3. Canopy Sign located above the maximum allowed height (proposed top of sign at 16’-3” above grade vs. 12’ height allowed above grade): The proposed canopy sign located on the west side of the building is positioned for proper visibility from the intersection of Lindau and 24th Avenue South. The proposed hotel is located much further east than is ideal for the sake of including the important public amenity of the landscaped corner plaza/park (northwest corner) in the development site plan. For this reason, it is necessary to increase the elevation of this signage above grade.
4. Additional Wall Sign at east elevation of building: Assuming the acceptance of the 4-sided rooftop sign in #1 above, the inclusion of the wall sign proposed at the east side of the building would not be in compliance with Section 19.121 (2) (A) stating, “Each elevation shall be permitted one (1) identification sign.” Should the rooftop sign be granted, the east wall sign would also be necessary due to the substantial length of the proposed building in the east-west direction. The rooftop sign would have limited visibility or be partially obscured from many vantage points at ground level

by westbound traffic and pedestrians along Lindau Lane. Considering the east sign face of the rooftop “cube” sign to be a wall sign belonging to the east building elevation approximately 250’ away does not seem reasonable.

5. Additional Wall Sign at south elevation of building: For similar reasons as noted in #4 above, the proposed wall sign on the south side of the building is a necessary feature. The setback of the potential rooftop sign would render it invisible or obscured from many vantage points on the south side of the building/site.

6. Additional Wall Signs at south elevation entry: We propose the inclusion of two small wall signs at the south building elevation in addition to (a) the wall sign proposed in item #5 above and (b) the south face of the proposed rooftop “cube” sign in item #1. The two hotel logo badges shown flanking the main entrance to the building are, again, brand standard elements. The proposed signs are only 5.5 square feet combined and actually 30% smaller than what is recommended by the brand. Their location at eye level at the primary building entrance is very important to the identity of the hotel brand. See Exhibit 8 for additional information.

In further support of items #1, #4, #5 and #6 above, we offer the following tabulation chart:

Building Elevation	Wall Signage Allowed Sq. Ft.	Proposed Wall Sign Sq. Ft.	Proposed Rooftop "Cube" Sign Sq. Ft.	Total Proposed Sq. Ft.	Over/ (Under)
North	100		100	100	-
South	250	55	100	155	(96)
East	250	100	100	200	(50)
West	100		100	100	-
Total	700	155	400	555	(146)

-21%

Illustrated in the table above is the fact that, based on the maximum wall sign surface areas allowed by the Sign Regulations, the proposed design (1) does not exceed the maximum square footage allowed per elevation for any of the proposed building elevations, and (2) has an aggregate wall signage area 21% less than (146 square feet under) the allowable square footage.



AC PORTO



AC ALICANTE



AC FORUM OVIEDO



AC CUENCA

EXAMPLES OF HOTEL BRAND ROOFTOP "CUBE" SIGN

EXHIBIT 1



AC ALGECIRAS



AC BOLOGNA



AC BRESCIA



AC CORDOBA

EXAMPLES OF HOTEL BRAND ROOFTOP "CUBE" SIGN

EXHIBIT 2



AC LOS VASCOS



AC GUADALAJARA



AC PONFERRADA



AC MADRID FERIA

EXAMPLES OF HOTEL BRAND ROOF TOP "CUBE" SIGN

EXHIBIT 3

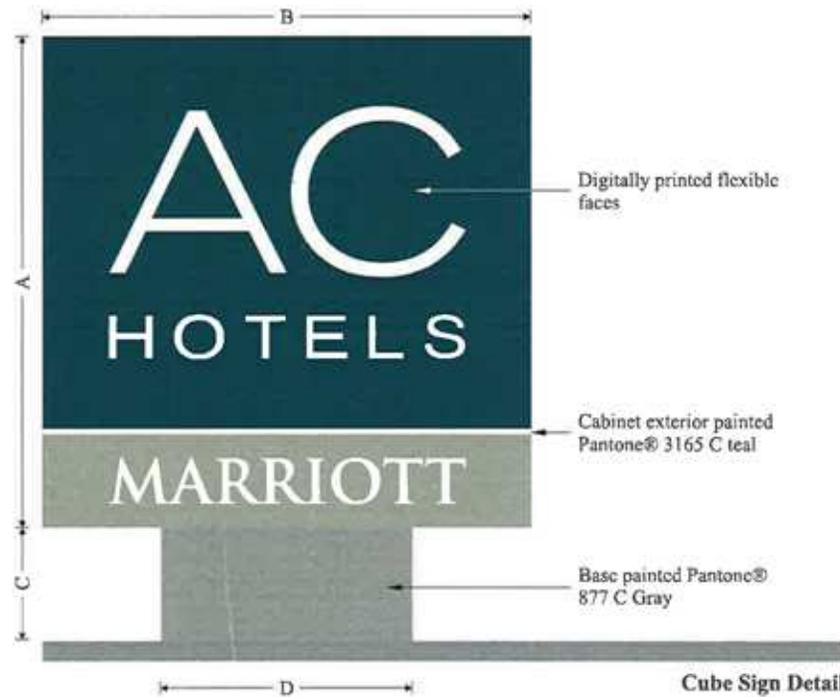
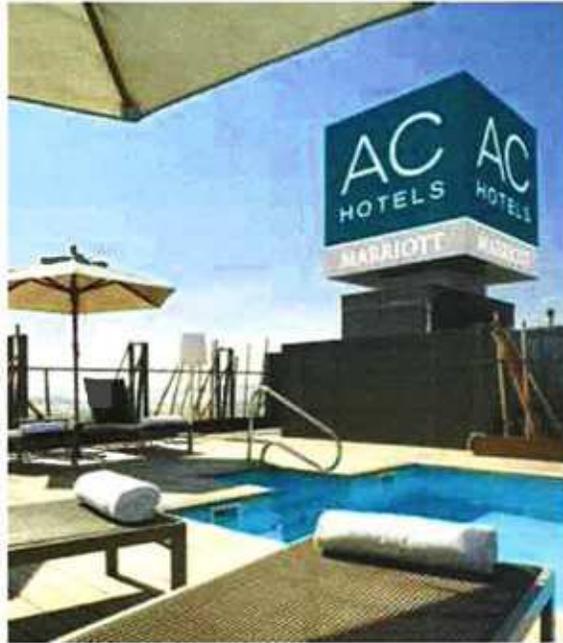


Project: AC Hotels Sign Guidelines

Revision Date: Mar. 10, 2014

Scale: Not to scale

Notes: Shown here is the cube sign.



Cube Sign

Cabinet Specifications:
Steel angle frame construction with flexible faces. Cabinet to be skinned with steel sheeting. Faces to bleed to edge of cabinet. Exterior to be painted to match PMS 3165 C teal. Cabinets to be illuminated with 7100 K white LED's.

Base Specifications
Aluminum angle construction with .063" aluminum skins painted Pantone® 877 C gray.

Colors:

Paint:

-  Pantone® 3165 C teal, satin finish
-  Pantone® 877 C gray, satin finish

Face Decoration:

-  CMYK: 62,16,42,67 green
-  CMYK: 30,31,28,22 gray
-  White



Cube sign to be placed on building roof where it will be viewable from long distances.



AC ELDA



AC MILANO



AC ALMERIA



AC SEVILLA TORNEO



AC GUADALAJARA



AC ALGECIRAS



AC PORTO



AC LA FINCA

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Revision Date: Mar. 10, 2014

Scale: Not to scale

Notes: Shown here are the entrance letters.



The hotel name is to be incorporated into the entrance letters as shown above.

Entrance Letters

Entrance Letter Specifications:

Polished aluminum letter bodies and backs. Mount as such so letters appear to float above the entrance canopy.

Faces: 1/8" 7328 white acrylic.

Illumination: 7100 K white LED's

Color:

Letter Exterior:

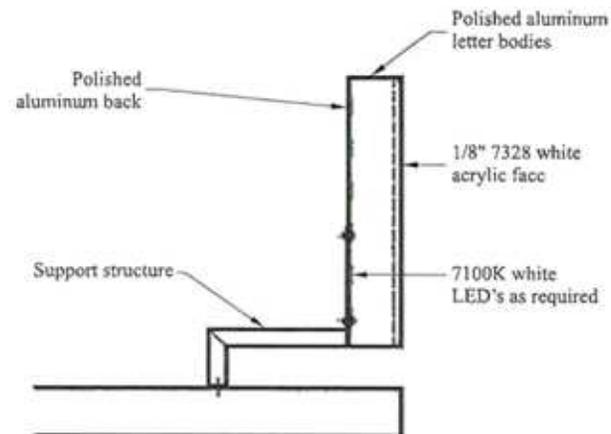
Polished aluminum

Letter Faces:

7328 white acrylic



Entrance Letter Layout



Entrance Letter Detail

Project: AC Hotels Sign Guidelines

Revision Date: Mar. 10, 2014

Scale: Not to scale

Notes: Shown here is the main entrance logo.

Main Entrance Logo

Main Entrance Logo Specifications:
Mirror polished aluminum sign cabinet with internal LED's for illumination.

Faces: .118" clear acrylic backs.

Illumination: 7100K white LED's

Color:

Cabinet Exterior:

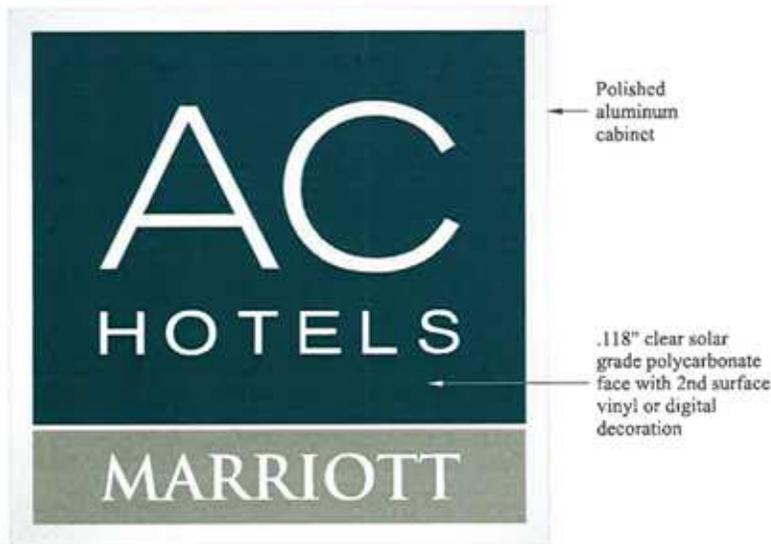
- Polished aluminum

Vinyl Faces:

- Oracal 8500-618 Dragon Green translucent film
- 3M 3630-61 Slate Gray translucent film
- 3M 3630-20 White translucent film

Digitally Printed Faces:

- CMYK: 62,16,42,67
- CMYK: 30,31,28,22
- CMYK: 0,0,0,0



Main Entrance Logo Detail

Main entrance logo signs to be installed on each side of the main entrance to the building.