

# HISTORIC AND DESIGN REVIEW COMMISSION

November 15, 2023

**HDRC CASE NO:** 2023-429  
**ADDRESS:** 1010 S FLORES ST  
**LEGAL DESCRIPTION:** NCB 2972 (SOUTH FLORES MIXED USE), BLOCK 4 LOT 11  
**ZONING:** IDZ, H, RIO-7D  
**CITY COUNCIL DIST.:** 1  
**DISTRICT:** Nathan Historic District  
**APPLICANT:** GUSTAVO LOPEZ/Budget Signs  
**OWNER:** Jerry Gonzales/Diez Flores  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** October 23, 2023  
**60-DAY REVIEW:** December 22, 2023  
**CASE MANAGER:** Edward Hall

## REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install signage at 1010 S Flores. Within this request the applicant has proposed the following:

1. One (1) set of reverse lit channel letters to read “Diez Flores”. The proposed channel letters will feature an overall width of 10’ – 0” and an overall height of 2’ – 2” inches in height for an approximate size of twenty-two (22) square feet. The proposed sign will feature an aluminum backer panel. The sign will be located on the north (W Guenther façade).
2. One (1) panel sign to feature 5’ – 0” in both width and height for a total size of approximately twenty-five (25) square feet. The proposed signage aluminum channel letters with indirect illumination. The proposed sign will be installed on the west (S Flores façade).

## APPLICABLE CITATIONS:

*Historic Design Guidelines, Chapter 6, Guidelines for Signage*

### 1. General

#### 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.

#### B. HISTORIC SIGNS

*i. Preservation*—Preserve historic signs, such as ghost signs or other signs characteristic of the building’s or district’s period of significance, whenever possible.

*ii. Maintenance*—Repair historic signs and replace historic parts in-kind when deteriorated beyond repair.

#### 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.

#### F. PROHIBITED SIGNS

- i. An abbreviated list of the types of signs prohibited within San Antonio's historic districts and on historic landmarks is provided below. Refer to UDC Section 35- 612(j) and Chapter 28 of the Municipal Code for more detailed information on prohibited signs.*
- Billboards, junior billboards, portable signs, and advertising benches.
  - Pole signs.
  - Revolving signs or signs with a kinetic component.
  - Roof mounted signs, except in the case of a contributing sign.
  - Digital and/or LED lighted signs, not to include LED light sources that do not meet the definition of a sign.
  - Moored balloons or other floating signs that are tethered to the ground or to a structure.
  - Any sign which does not identify a business or service within the historic district or historic landmark.
  - Any non-contributing sign which is abandoned or damaged beyond 50 percent of its replacement value, including parts of old or unused signs.
  - 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.

#### G. MULTI-TENANT PROPERTIES

- i. Signage Plan*—Develop a master signage plan or signage guidelines for the total building or property.
- ii. Directory signs*—Group required signage in a single directory sign to minimize visual color and promote a unified appearance.

### 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.

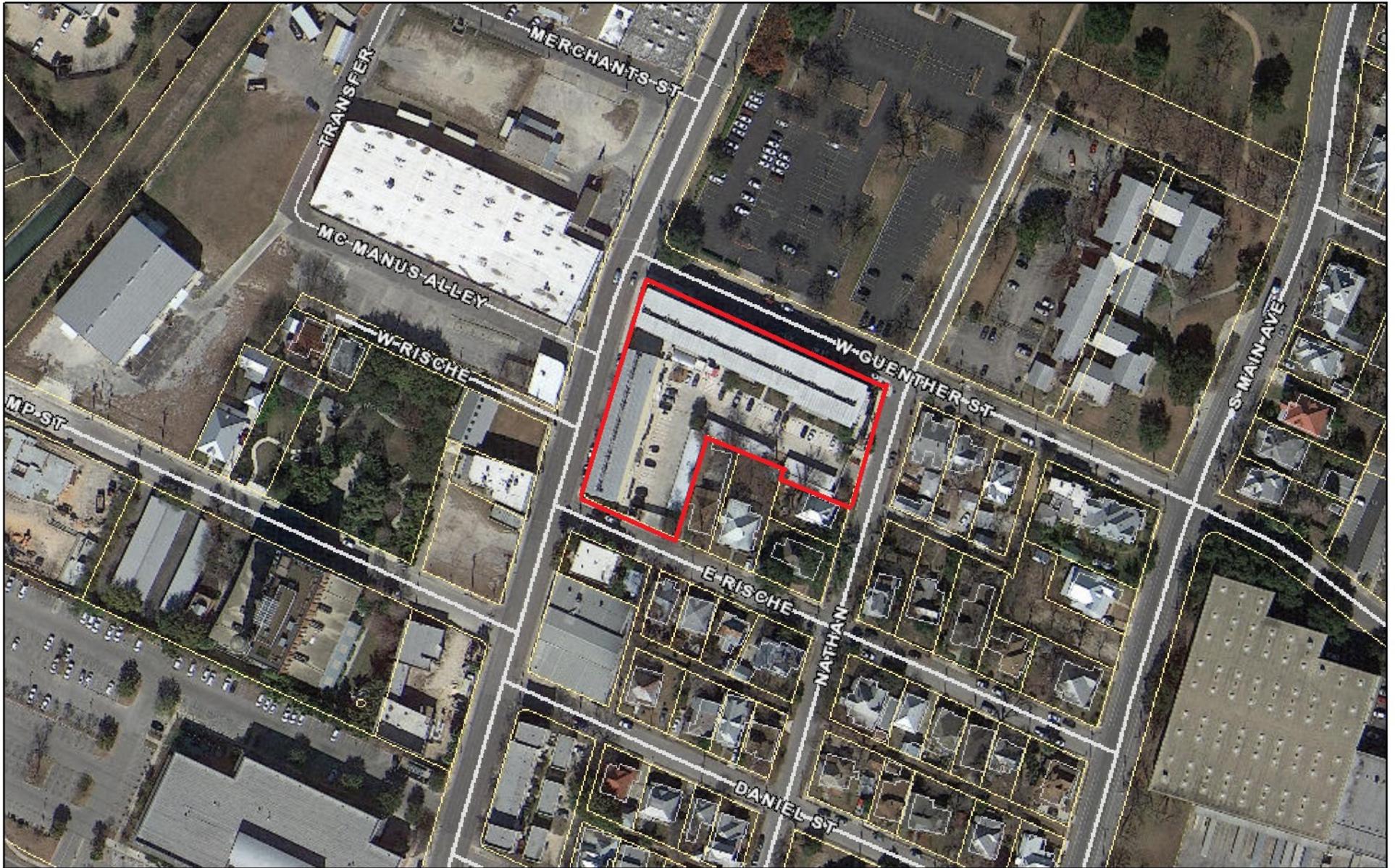
### FINDINGS:

- a. The applicant is requesting a Certificate of Appropriateness for approval to install signage at 1010 S Flores. The structure at 1010 S Flores is located within the Nathan Historic District and the River Improvement Overlay, District 7D.
- b. ALLOWABLE SIGNAGE – The Unified Development Code recommends 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. CHANNEL LETTER SIGN – The applicant has proposed to install one (1) set of reverse lit channel letters to read “Diez Flores”. The proposed channel letters will feature an overall width of 10’ – 0” and an overall height of 2’ – 2” inches in height for an approximate size of twenty-two (22) square feet. The proposed sign will feature an aluminum backer panel. The sign will be located on the north (W Guenther façade). Per the submitted sign documents, the sign will feature metal construction and indirect lighting. Staff finds the proposed sign to be appropriate and consistent with the Guidelines.
- d. PANEL SIGN – The applicant has proposed to install one (1) panel sign to feature 5’ – 0” in both width and height for a total size of approximately twenty-five (25) square feet. The proposed signage aluminum channel letters with indirect illumination. The proposed sign will be installed on the west (S Flores façade). Per the submitted sign documents, the sign will feature metal construction and indirect lighting. Staff finds the proposed sign to be appropriate and consistent with the Guidelines.

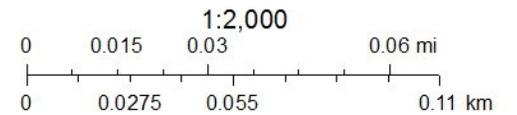
### RECOMMENDATION:

1. Staff recommends approval of item #1, a channel letter sign, as submitted, based on findings a through c.
2. Staff recommends approval of item #2, a panel sign, as submitted, based on findings a, b and d.

# City of San Antonio One Stop



November 6, 2023





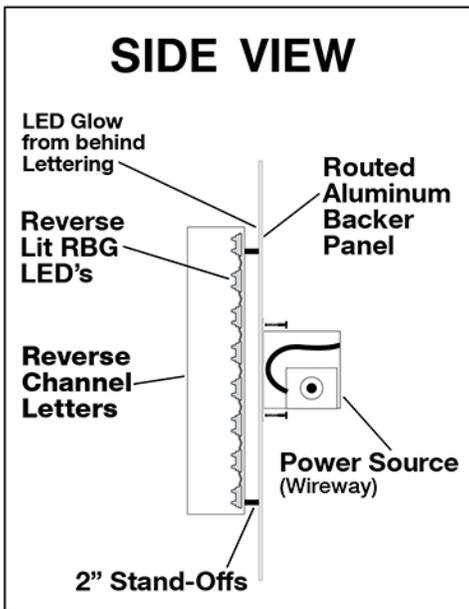
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**Reversed Lit Channel Letters - 26.4" x 120"**  
**1/8" Aluminum Routed Backer - 32.7" x 125.3" (on a wireway)**



## Reverse Lit Channel Letters on a Routed Backer

- **26.4" x 120" Channel Letters**, Copy: "Diez Flores" Logo Letters Painted Magenta
  - Seamless Welded Assembly
  - 3" Deep Aluminum Letters with 2" Standoffs
  - RGB LED Illumination
  - Sign Backing to be Clear Lexan (Diffuser)
- **32.7" x 125.3"** - 1/8" Aluminum Routed Backer, painted Black on both sides, on a wireway also painted black
- **Installation** - Channel Letters will be mounted to the I-Beam using Titanium Bolts, Penetrations will be Sealed with Silicone
- All Electrical Components will be UL Listed

**BUDGET  
SIGNS**

2801 WEST AVE  
SAN ANTONIO, TX  
78201  
(210)349-7446

www.budsigns.com  
TSCL# 18746

### CLIENT APPROVAL

- APPROVED AS SUBMITTED  
 APPROVED AS NOTED  
 REVISE AND RESUBMIT

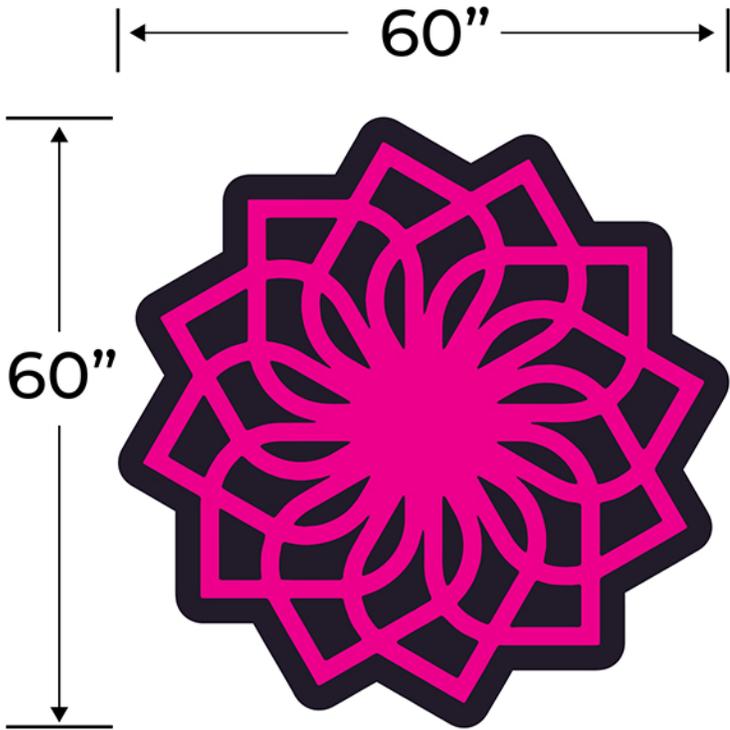
Client Signature

Date

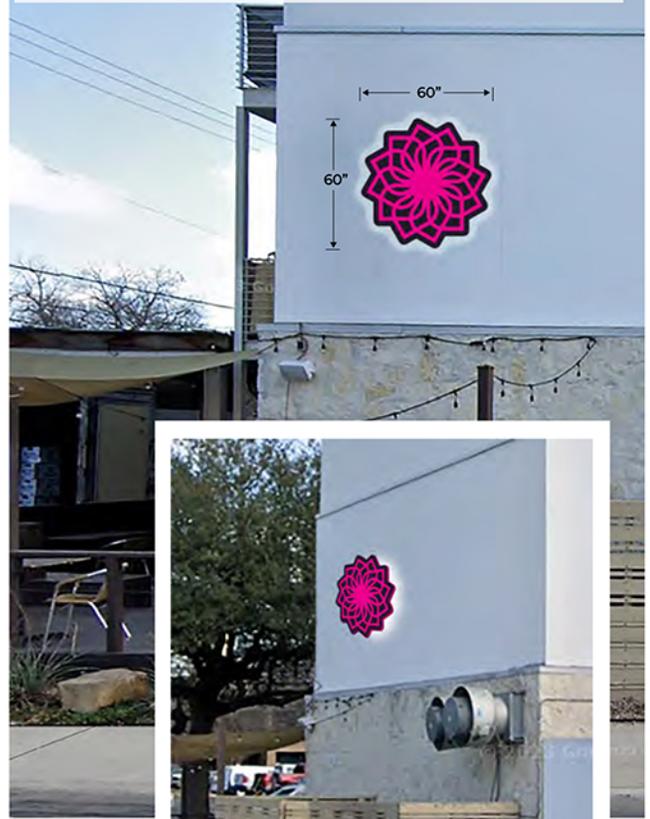
Contact:

Gus Lopez  
Gus@budsigns.com

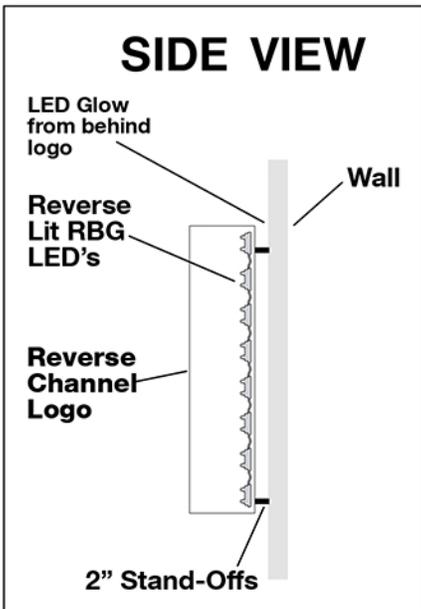




**INSTALL LOCATION RENDERING**



**REVERSE Lit Channel Letter Logo - 60" x 60"**



**Reverse Lit Channel Letter Logo**

- **60" x 60" Channel Letter Logo**, Copy: "Flower Logo Design"
  - Seamless Welded Assembly
  - 3" Deep Aluminum Letters with 2" Standoffs
  - Reverse Lit RGB, LED Illumination
  - Sign Backing to be Clear Lexan (Diffuser)
- **Installation** - Channel Letter Logo will be mounted to the building using Titanium Bolts, Penetrations will be Sealed with Silicone
- All Electrical Components will be UL Listed

**BUDGET SIGNS**  
 2801 WEST AVE  
 SAN ANTONIO, TX  
 78201  
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 TSCL# 18746

**CLIENT APPROVAL**

APPROVED AS SUBMITTED  
 APPROVED AS NOTED  
 REVISE AND RESUBMIT

.....  
 Client Signature Date

Contact:  
 Gus Lopez  
 Gus@budsigns.com