

## HISTORIC AND DESIGN REVIEW COMMISSION

July 19, 2023

**HDRC CASE NO:** 2023-265  
**ADDRESS:** 2119 N IH 35  
**LEGAL DESCRIPTION:** NCB 1274 BLK 6 LOT 6  
**ZONING:** C-1, H  
**CITY COUNCIL DIST.:** 2  
**DISTRICT:** Government Hill Historic District  
**APPLICANT:** Pedro Ramos | PR Custom Signs  
**OWNER:** JD Ibarra | G&S Interests LLC  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** June 30, 2023  
**60-DAY REVIEW:** August 29, 2023  
**CASE MANAGER:** Bryan Morales

### REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install two roof mounted signs using acrylic, internal illumination, and measure 35.8 square feet each.

### 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 property located at 2119 N IH 35 is a one-story Folk Victorian style commercial structure constructed c. 1910 and first appears on the 1912 Sanborn map, addressed as 923/925 Van Ness. The structure features a modified L-plan with gabled and hipped roof forms, a window bay, wood windows and doors, and a front porch. The front porch has been substantially expanded and enclosed for commercial use. The structure list located at the corner of Rogers Ave and Frontage Rd facing the interstate. This property contributes to the Government Hill Historic District.
- b. CASE HISTORY – The HDRC reviewed a signage application at this property for a different establishment on June 2, 2021 and, in their decision, stipulated that the portion of the signage that reads “Food, Drinks, Sports & Music” be removed from each roof sign and that the roof top signs must be lowered in height closer to the roof as possible.
- c. MATERIALS – The applicant is requesting to install two signs using white and red acrylic. The Historic Design Guidelines for Signage 1.D.i. states to no use plastic, fiberglass, highly reflective materials that will be difficult to read, or other synthetic materials not historically found in the district. Staff finds the inclusion of acrylic material does not conform to guidelines.
- d. LIGHTING – The applicant is requesting to install two signs using internal illumination. Guidelines for Signage 1.E.i. states to use only indirect or bare-bulb sources that do not produce glare to illuminate signs and internal illumination should not be used. Staff finds the inclusion of internal illumination does not conform to guidelines.
- e. TOTAL SQUARE FOOTAGE – The applicant is requesting to install two, main signs totaling approximately 72 square feet. Guidelines for Signage 1.A.i. states that each building will be allowed one major and two minor signs and total requested signage should not exceed 50 square feet. Staff finds the installation of two major signs of equal size and the total size of the signage does not conform to guidelines.
- f. PLACEMENT – The applicant is requesting to install the two signs on a previously installed roof mounted system. Guidelines for Signage 1.F.i. lists the prohibited signs within San Antonio’s historic districts and on historic landmarks, in conjunction with UDC Section 35-612(j), and states the installation of roof mounted signs, except in the case of a contributing sign, is prohibited.

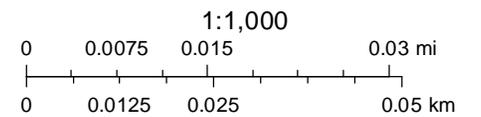
**RECOMMENDATION:**

Staff does not recommend approval of the request, based on findings a through f. Staff recommends that the applicant submit a signage package for the property that incorporates durable materials, external illumination, reduce the total size of the signage, and not to mount the signs on the roof.

# City of San Antonio One Stop



July 12, 2023



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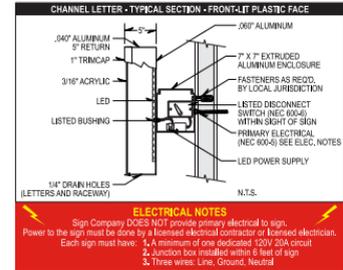
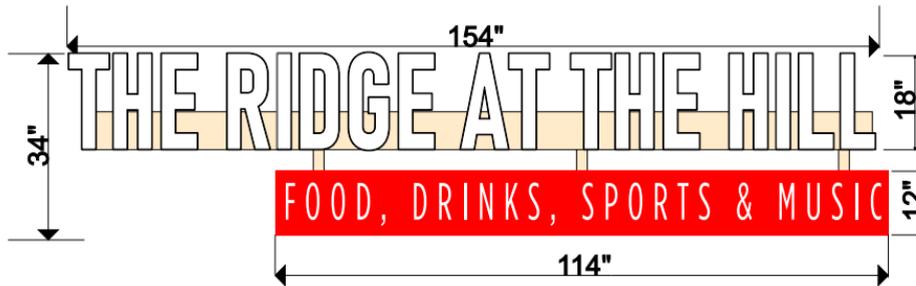
88 CERVECERIA  
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2116

88 CERVE

# Front lit plex-face internally illuminated whit led's channel letters- raceway mounted



**Quantity: 2**  
**Overall Height: 2.8'**  
**Overall Length: 12.8'**  
**Total SqFt: 35.8 sq ft**  
**Faces: White and red acrylic whit red vinyl for capsules**  
**Return: Black**  
**Trimcap: Black**  
**Illumination: Internally Illuminated whit white led's**  
**Raceway: To match fascia**



Client Name: \_\_\_\_\_  
 Location: 2119 N I-35 Frontage Rd  
 San Antonio TX 78208

• \_\_\_\_\_  
 Client Approval \_\_\_\_\_  
 • \_\_\_\_\_  
 Landlord Approval \_\_\_\_\_

Sales Rep: \_\_\_\_\_  
 Designer: \_\_\_\_\_