

HISTORIC AND DESIGN REVIEW COMMISSION

December 05, 2018

HDRC CASE NO: 2018-593
ADDRESS: 215 LOSOYA ST
LEGAL DESCRIPTION: NCB 914 BLK LOT W IRR 105 FT OF A3
ZONING: D,HE
CITY COUNCIL DIST.: 1
DISTRICT: Alamo Plaza Historic District
LANDMARK: Denman / Spears Building
APPLICANT: Eureka Ambriz/Aetna Sign Group
OWNER: Gourdough's Public House
TYPE OF WORK: Signage
APPLICATION RECEIVED: November 16, 2018
60-DAY REVIEW: January 15, 2018
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install a blade sign on the structure addressed 215 Losoya St. The sign will measure with for a total square footage of 66.4 square feet.

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 structure located at 215 Losoya St is a 2-story commercial block constructed in 1927 in the Italianate style. The structure features a brick and stucco façade, two arched openings, five six over six wood windows on the

second floor, and decorative cornice detailing. The structure is an individually designated local landmark carrying the name Denman / Spears Building. The structure is contributing to the Alamo Plaza Historic District.

- b. **SIZE** – The applicant has proposed to install a repurposed sign from the business’ Austin location. The sign is a double-sided blade measuring 14’-6” in height, 4’-0” in width at its widest point, 1’-11” in width at its narrowest point, and 10” in overall depth. The sign totals 66.4 square feet. According to the Historic Design Guidelines, total requested signage for a building should not exceed 50 square feet. The building is multitenant and features a square blade sign on the northern edge of the façade. While the proposed sign exceeds the allowable square footage, staff finds that its size is appropriate for the scale of the building and its surrounding pedestrian and slow-moving vehicular environment.
- c. **MATERIAL** – The proposed sign is constructed of aluminum painted black. The lighting materials include neon and circular bare bulbs. Staff finds the materiality appropriate.
- d. **LIGHTING** – The proposed sign features a combination of bare bulb and neon lighting. The top portion of the sign features a donut mascot holding a beer, constructed of neon, which will animate in three steps. Staff finds that the proposed lighting techniques do not detract from the significance of the structure or the surrounding block and is appropriate.

RECOMMENDATION:

Staff recommends approval of the proposed blade sign based on findings a through d with the following stipulations:

- i. That the temporary window graphics approved on October 3, 2018, be removed prior to the issuance of a Certificate of Appropriateness.

CASE MANAGER:

Stephanie Phillips

CASE COMMENTS:

The applicant received approval for temporary installation of four opaque, printed screen graphics at the existing doors at the River Walk level on October 3, 2018. The graphics are to be removed sixty (60) days from the date of issue of the Certificate of Appropriateness (December 2, 2018). The issuance of a Certificate of Appropriateness for the requested blade sign is contingent upon the removal of the temporary signs.



Flex Viewer

Powered by ArcGIS Server

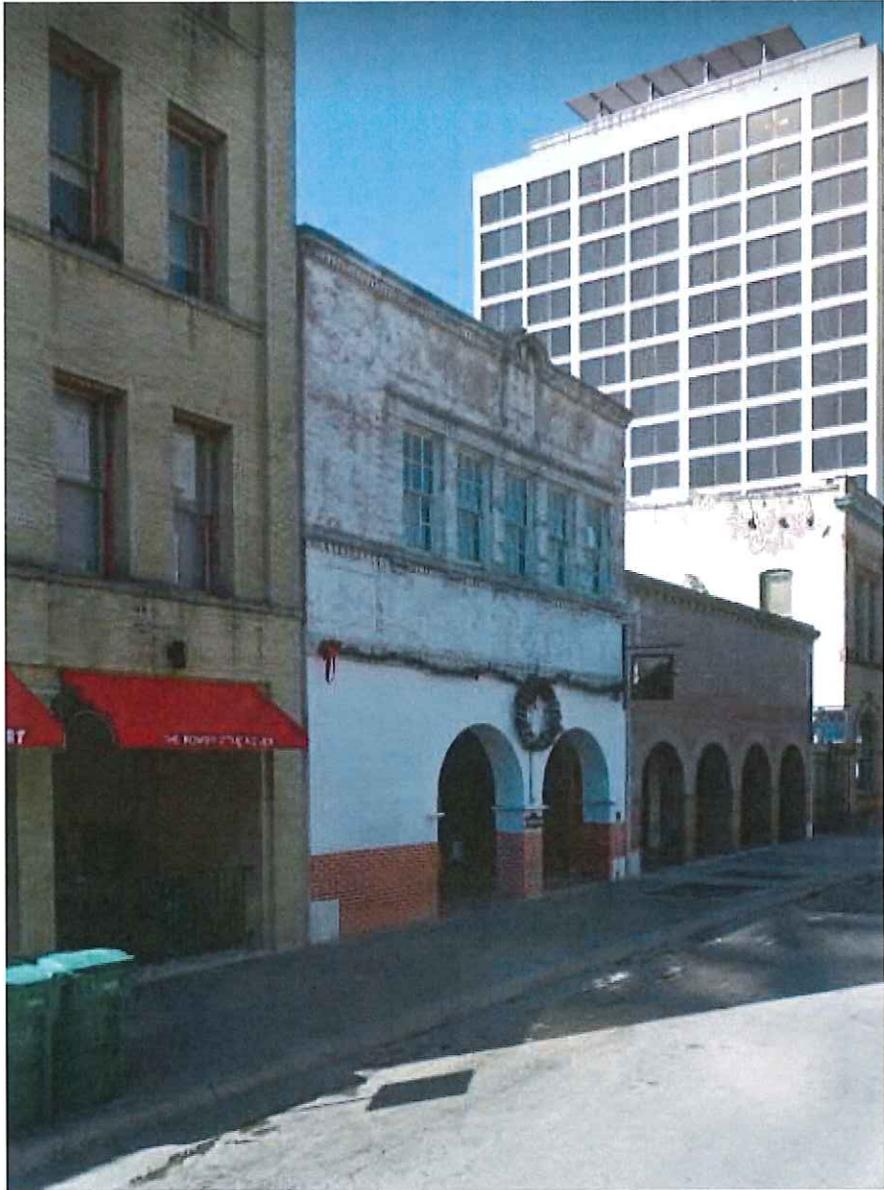
Printed: Nov 20, 2018

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GOURDOUGH'S PUBLIC HOUSE 215 LOSOYA, RIVERWALK SAN ANTONIO, TEXAS 78205



proposed sign location







CELEBRATING 85 YEARS OF SIGNING THE BEST NAMES IN BUSINESS!

Eureka Ambriz
Project Manager
(210) 477-2318
eureka@aetnasign.com

To whom it may concern:

Aetna Sign Group proposes the installation of one (1) existing, 4'-0" X 14'-6" X 10" illuminated blade sign for Gourddough's Public House located at 215 Losoya, San Antonio, Texas 78205. Aetna Sign Group proposes the use of 4" square tubing and mounting plates to secure the signage to the building fascia on the street level. The signage is of sound construction consisting of: an aluminum constructed cabinet, painted Black; illuminated bulbs along both sides; applied vinyl copy with double stroke White neon lettering, border and logo accents; hand to animate in three (3) step; bottom portion of signage to have single stroke, exposed Yellow neon with White neon accents; 4" square tubing and mounting plates.

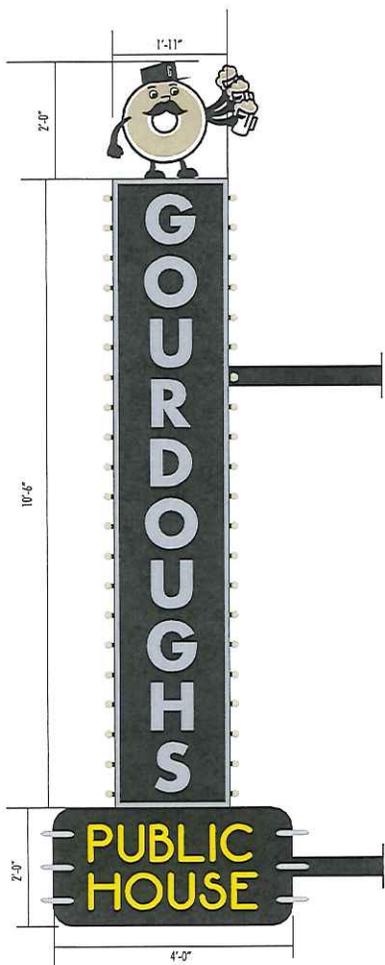
The Historic and Design Review Commission's consideration for approval is greatly appreciated.

Sincerely,

A handwritten signature in black ink, appearing to read "Eureka Ambriz", written over a printed name.

Eureka Ambriz
Project Manager
Aetna Sign Group

11-16-2010

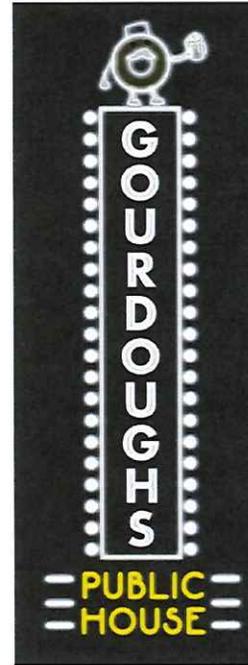


Front View Scale: 1/2" = 1'

Specifications:
 Install one (1) existing D/F blade sign.
 Aluminum sign cabinet painted black. Lit bulbs along both sides.
 Applied vinyl copy with double stroke white neon
 lettering, border and logo accents. Hand to animate
 in three steps.

Bottom portion to have single stroke exposed yellow
 neon with white neon accents.

4" square tubes and plates for mounting.



Night View

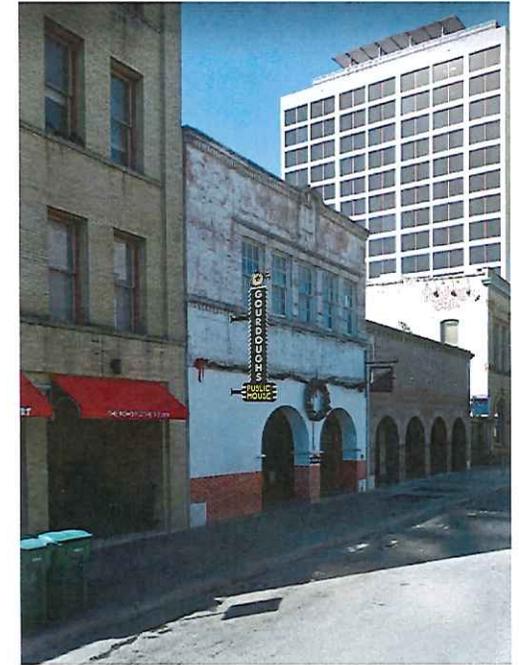


Photo Survey: NTS



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 FAX: 210.477.2323 + WWW.AETNASIGN.COM + FOLLOW US ON

CLIENT	Gourdough's	DRWG#	3941.2
ADDRESS	215 Losoya	SALES REP	Cesley
CITY	San Antonio, Texas	DESIGNER	Kate A.
DATE	9-21-18	CLIENT APPROVAL	

COMPUTER FILE: art\drwg\misc\3941_Gourdough's
 REVISION HISTORY:

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National Building Codes now states all signs that utilize neon transformers, sized at 7,500 volts and up, must utilize UL2161 (GFI) transformers. This type of transformer must have a dedicated electrical (GFI) circuit with ground for the transformer to work. You are responsible to have the proper electrical service to the sign location. Please contact your Aetna Sign Group representative if you need additional information.

All signs will be manufactured to accommodate 120 volt current unless otherwise instructed by customer. Note: Aetna will supply transformers, boxes, disconnects, switches & letters. Installers are to provide all other necessary hardware to accomplish installation.



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