

## HISTORIC AND DESIGN REVIEW COMMISSION

March 06, 2019

**HDRC CASE NO:** 2019-073  
**ADDRESS:** 420 E HOUSTON ST  
**ZONING:** D, H, RIO-3  
**CITY COUNCIL DIST.:** 1  
**DISTRICT:** Alamo Plaza Historic District  
**APPLICANT:** David Fuller/Executive Signs Enterprises  
**OWNER:** Todd Koym/TSP420LLC  
**TYPE OF WORK:** Signage and Neon Lighting  
**APPLICATION RECEIVED:** February 14, 2019  
**60-DAY REVIEW:** April 15, 2019  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install signage at 420 E Houston. Within the request, the applicant has proposed the following:

1. Install one, cabinet wall sign to read “The Ticket Sports Bar” to feature 9’ – 6” in lengths and 2’ – 3” in height for a total size footage of 17.25 square feet. The proposed signage is to feature internal illumination with vinyl plex faces. The proposed signage is to be installed on the south façade of the structure.
2. Modify the existing blade sign to feature the following; new colors (red, white, yellow and green), white, open channel letters with neon outlines, internally illuminated channel letters, and two new electronic message boards.
3. Install 54 linear feet of neon lighting on the north and west facades of the building at the street level.

### 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 historic structure at 401 E Houston is commonly known as the Pincus Building and is located within the Alamo Plaza Historic District. At this time, the applicant is requesting approval to install new building signage, modify existing building signage, and install neon lighting elements on the historic structure's north and east facades.
- b. SIGNAGE AREA – The Guidelines for Signage 1.A.i. notes that each building will be allowed one major and two minor signs and that total request signage should not exceed fifty (50) square feet. This property currently features signage that exceeds fifty (50) square feet in size.
- c. WALL SIGN – Install one, cabinet wall sign to read “The Ticket Sports Bar” to feature 9’ – 6” in lengths and 2’ – 3” in height for a total size footage of 17.25 square feet. The proposed signage is to feature internal illumination with vinyl plex faces. The proposed signage is to be installed on the south façade of the structure. The Guidelines for Signage 1.A.ii. notes that new signs should be designed to respect and respond to the character and/or period of the area in which they are being placed. The Guidelines for Signage 1.D.i. notes that plastic, fiberglass, highly reflective or synthetic materials should not be used. Additionally, the Guidelines for Signage 1.E.i. notes that internal illumination should not be used. The proposed sign is not consistent with the Guidelines.
- d. BLADE SIGN – The applicant has proposed to modify the existing blade sign to feature the following; new colors (red, white, yellow and green), white, open channel letters with neon outlines, internally illuminated channel letters, and two new electronic message boards. The Guidelines for Signage D.1.iii. notes that colors for signs within historic districts should be limited to no more than three. The Guidelines for Signage 3.C.iv. notes that internally illuminated channel letters should not be used. Additionally, the Guidelines for Signage 1.E.i. notes that internal illumination should not be used. The proposed sign is not consistent with the Guidelines. Staff finds the proposed modifications to the blade sign are not consistent with the Guidelines for Signage.
- e. NEON TUBE LIGHTING – The applicant has proposed to install 54 linear feet of neon lighting on the north and west facades of the building at the street level. The Guidelines for Signage 1.D.ii. notes that neon lighting should be incorporated as an integral architectural elements or artwork appropriate for the site. Staff finds that the installation of neon in a location where it was not originally located is inappropriate and inconsistent with the Guidelines.

### RECOMMENDATION:

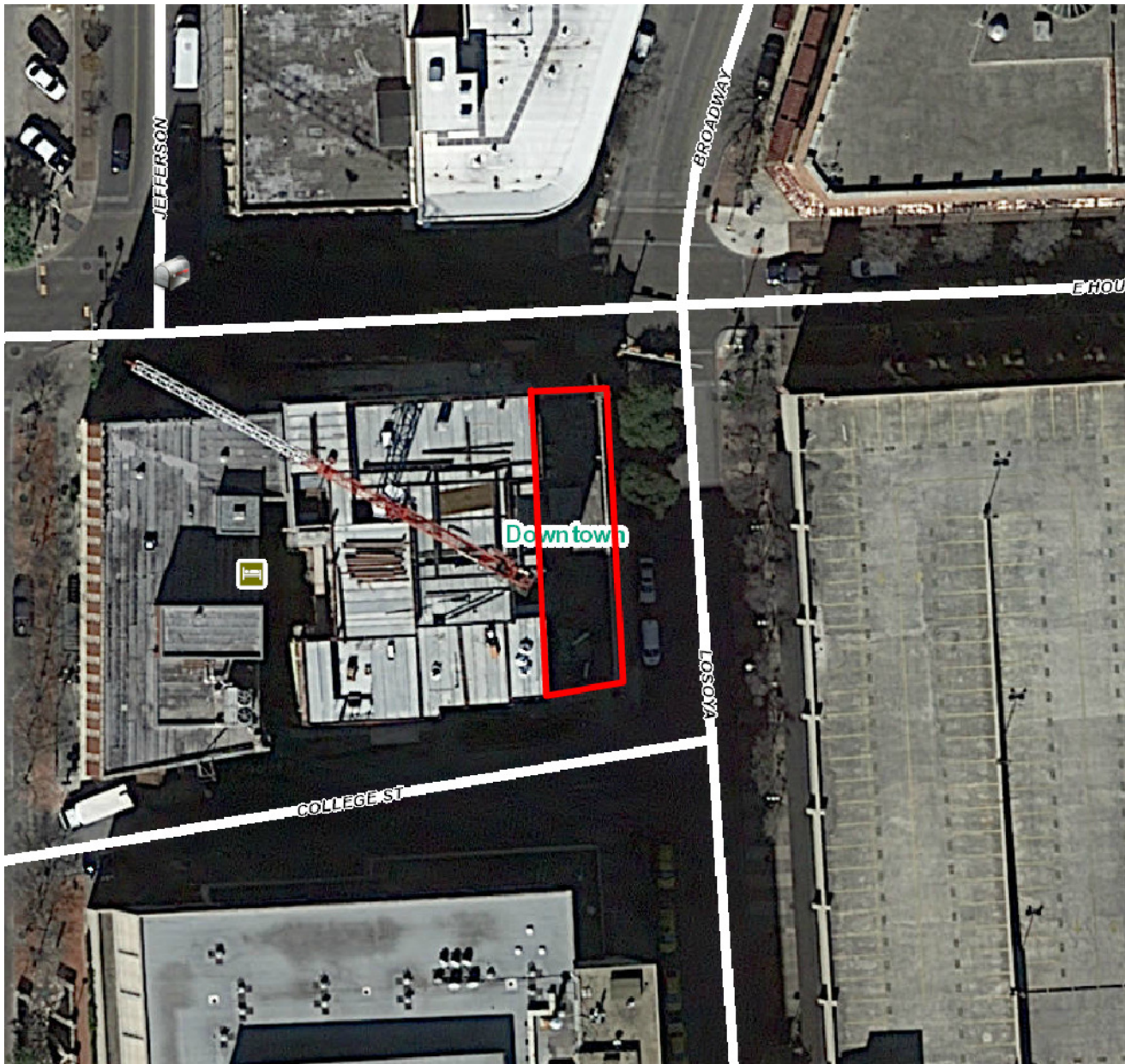
Staff does not recommend approval of items #1 through #3 based on findings a through e. Staff finds that the reface of the existing sign without the installation of internally illuminated channel letters, no digital message board and no more than three colors is eligible for administrative approval.

### CASE MANAGER:

Edward Hall

### CASE COMMENT:

The applicant had also proposed to replace the existing message boards at the bottom of the existing marquee sign with electronic message boards. The use of digital message boards is prohibited and cannot be included as part of this request.



## Flex Viewer

Powered by ArcGIS Server

Printed: Feb 27, 2019

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FEB 13 2019  
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FEB 14 2019



NORTH FRONT ELEVATION - HOUSTON ST.

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

54 LINEAR FT OF NEON

ONE (1) 15,000 30 MA TRANSFORMER

1 of 7



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TEXAS SIGN ASSOCIATION

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2. Junction box installed within 6 feet of sign  
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All Signs will be manufactured to accommodate 120 volt current unless otherwise instructed by customer.

Client: The Ticket Sports Bar  
Address: 420 E. Houston  
San Antonio, TX  
Location: 78205

Sales: DF Designer: JR  
Date: 02.07.19  
x/The Ticket  
z/The Ticket Sports Bar Bldg. Neon 020719

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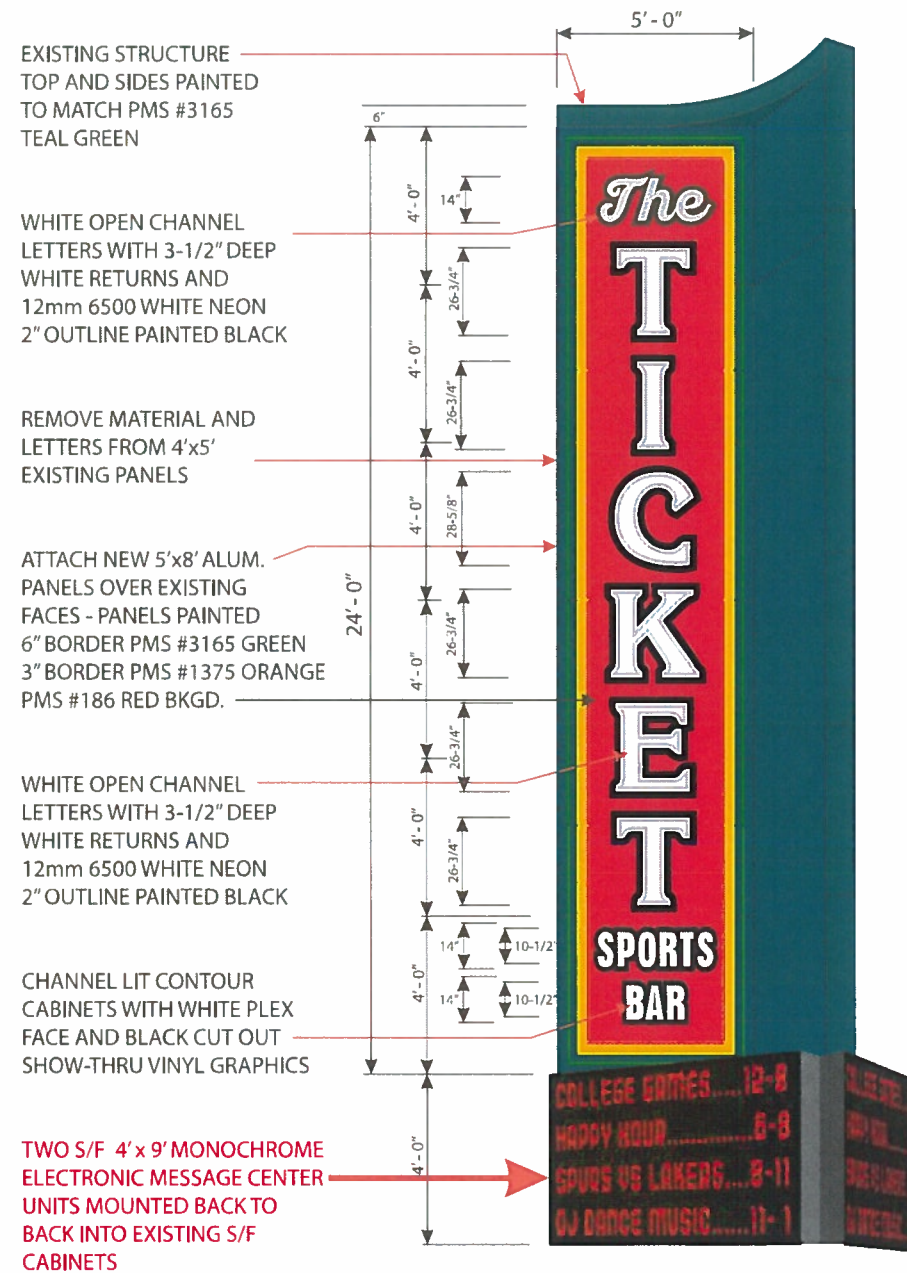
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SCALE : 3/16" = 1' - 0"

54 LINEAR FT OF NEON

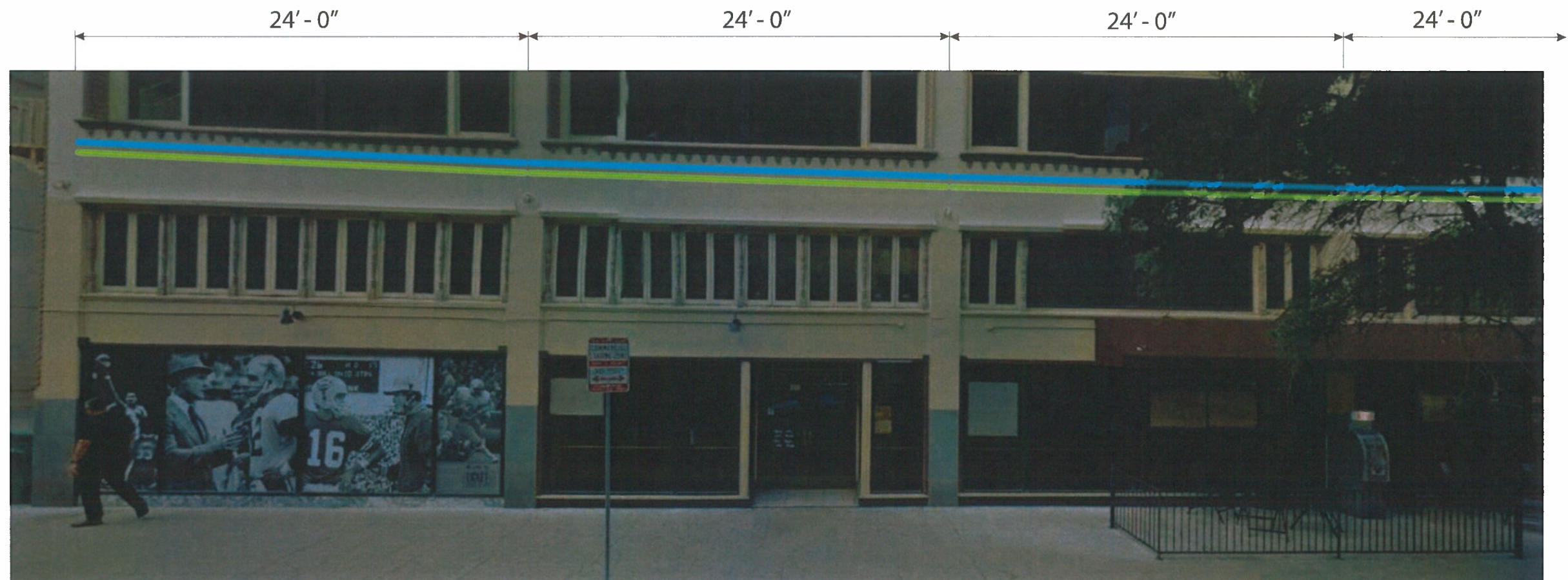
ONE (1) 15,000 30 MA TRANSFORMER

 <b>EXECUTIVE SIGNS</b> .com	<b>16147 College Oak St. #100 San Antonio, TX 78249</b> ① 210-492-9436 ② 210-492-9483 Toll Free: 888-492-9436	<b>State License TSCL 18330</b> Regulated by the Texas Department of Licensing and Regulation PO Box 12157, Austin, Tx. 78711, 1-800-803-9202, 512-463-6599 license.state.tx.us/complaints  	<small>Sign Company DOES NOT provide primary electrical to sign. Power to the sign must be done by a licensed electrical contractor or licensed electrician. Each sign must have: 1. A minimum of one dedicated 120V 20A Circuit 2. Junction box installed within 6 feet of sign 3. Three wires: Line, Ground, Neutral All Signs will be manufactured to accommodate 120 volt current unless otherwise instructed by customer.</small>	Client: The Ticket Sports Bar Address: 420 E. Houston San Antonio, TX Location: 78205	Sales: DF      Designer: JR Date: 02.07.19 x/The Ticket z/The Ticket Sports Bar Bldg. Neon 020719	<small>This is an original drawing created by Executive Signs. It is submitted for your personal use, however, it shall at all times remain the property of Executive Signs. It may be used in connection with the project being planned for you by Executive, but not otherwise. You are not authorized to show these drawings to anyone outside your organization, nor is it to be reproduced, used, copied or exhibited in any fashion.</small>
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FRONT ELEVATION  
SCALE : 1/4" = 1' - 0"





# EAST SIDE ELEVATION - LOSOYA ST.

SCALE : 3/16" = 1' - 0" 216 LINEAR FT OF NEON

FOUR (4) 15,000 30 MA TRANSFORMERS

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SOUTH BACK ELEVATION - COLLEGE ST. @ LOSOYA

SCALE : 3/8" = 1' - 0"

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**Designer: JR**

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SOUTH BACK ELEVATION - COLLEGE ST. @ LOSOYA  
SCALE : 3/8" = 1' - 0"





ONE (1) S/F LED CABINET WITH DIGITAL PRINTED VINYL FACE

SCALE : 3/8" = 1' - 0"

MANUFACTURE AND INSTALL ONE (1) D/F I.D. CABINET SIGN WITH  
DIGITAL PRINTED VINYL ON PLEX FACE MOUNTED ON BUILDING FASCIA

CABINET TO BE ALUM. 12" DEEP PAINTED PMS #3165 GREEN

FACE TO BE .150 WHITE POLY-CARBONATE WITH DIGITALLY PRINTED  
ON TRANSLUCENT WHITE VINYL WITH A CLEAR UV PROTECTIVE  
LAMINATE APPLIED

CABINET MOUNTED FLUSH WITH LAG BOLTS THRU WALL

7 of 7



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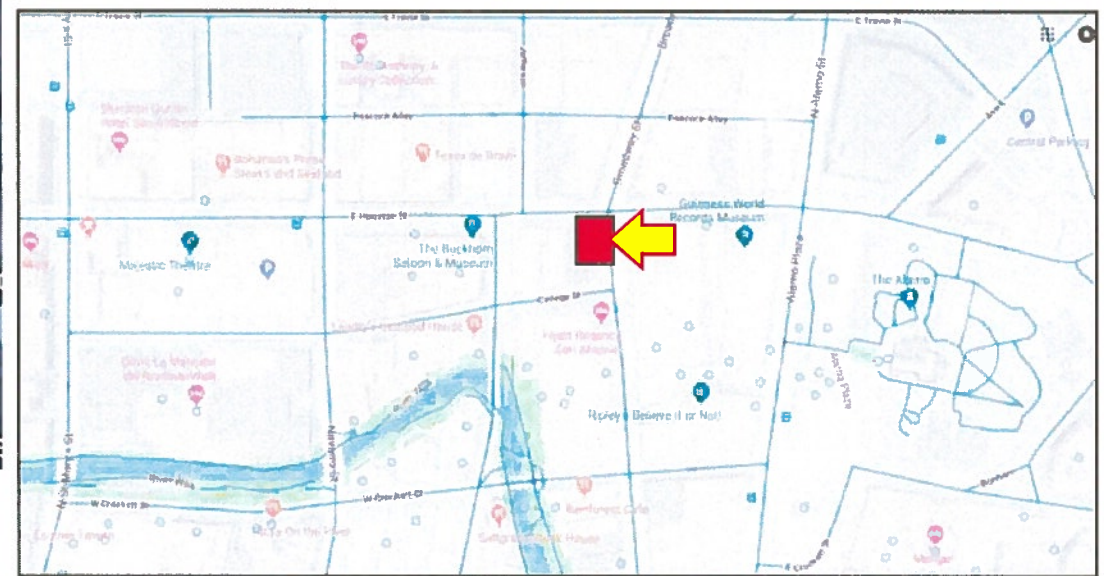
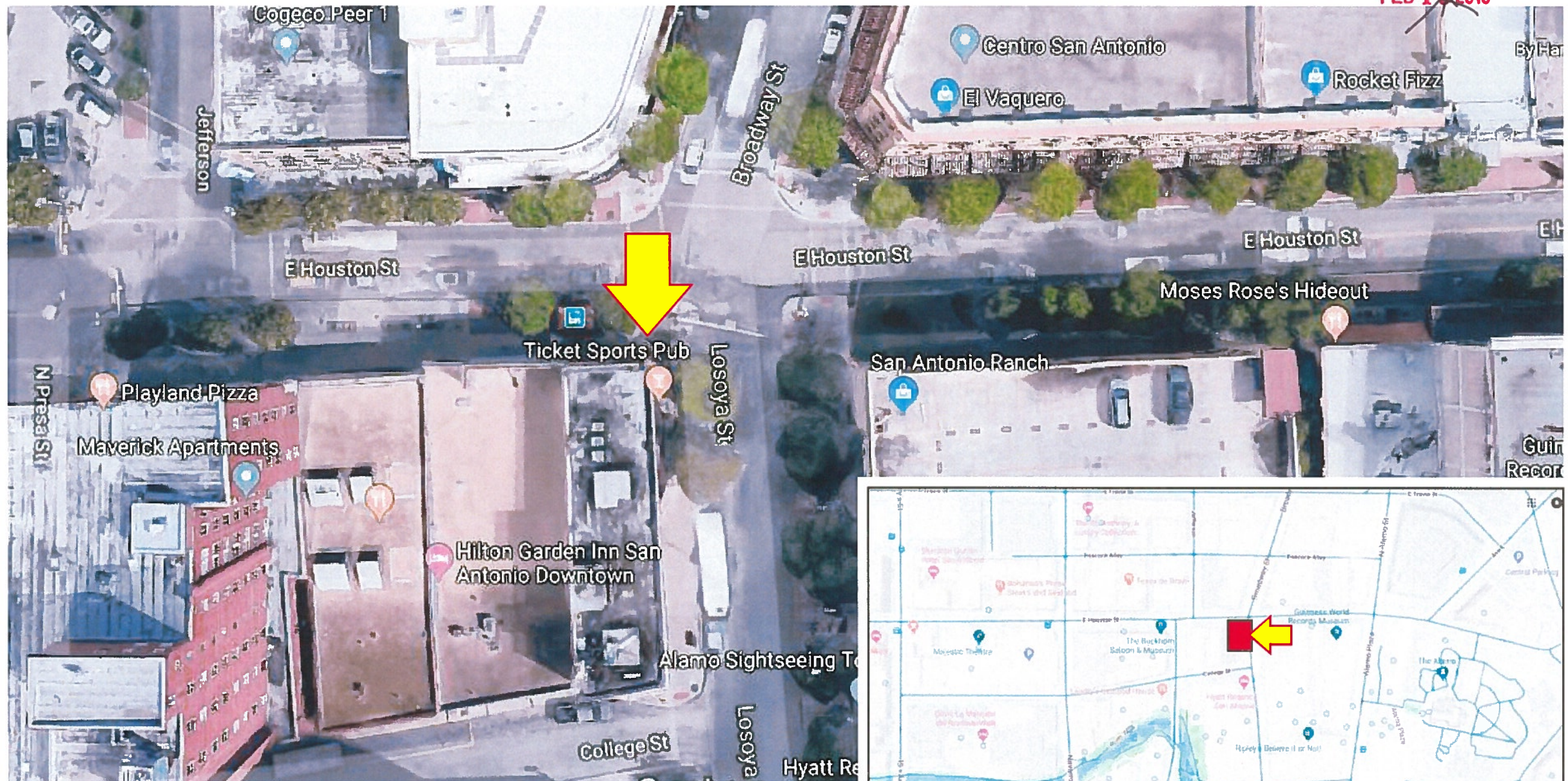
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INTERSECTION E. HOUSTON @ LOSOYA AND BROADWAY

↓ AERIAL VIEW - PROPOSED SIGN RENOVATION LOCATION

1 of 10



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Client: The Ticket Sports Bar  
Address: 420 E. Houston  
San Antonio, TX  
Location: 78205

Sales: SB  
Date: 12.18.18  
x/The Ticket  
z/The Ticket Sports Bar 121818

Designer: JR

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INTERSECTION E. HOUSTON @ LOSOYA AND BROADWAY

➡ EASTBOUND VIEW - PROPOSED SIGN RENOVATION LOCATION

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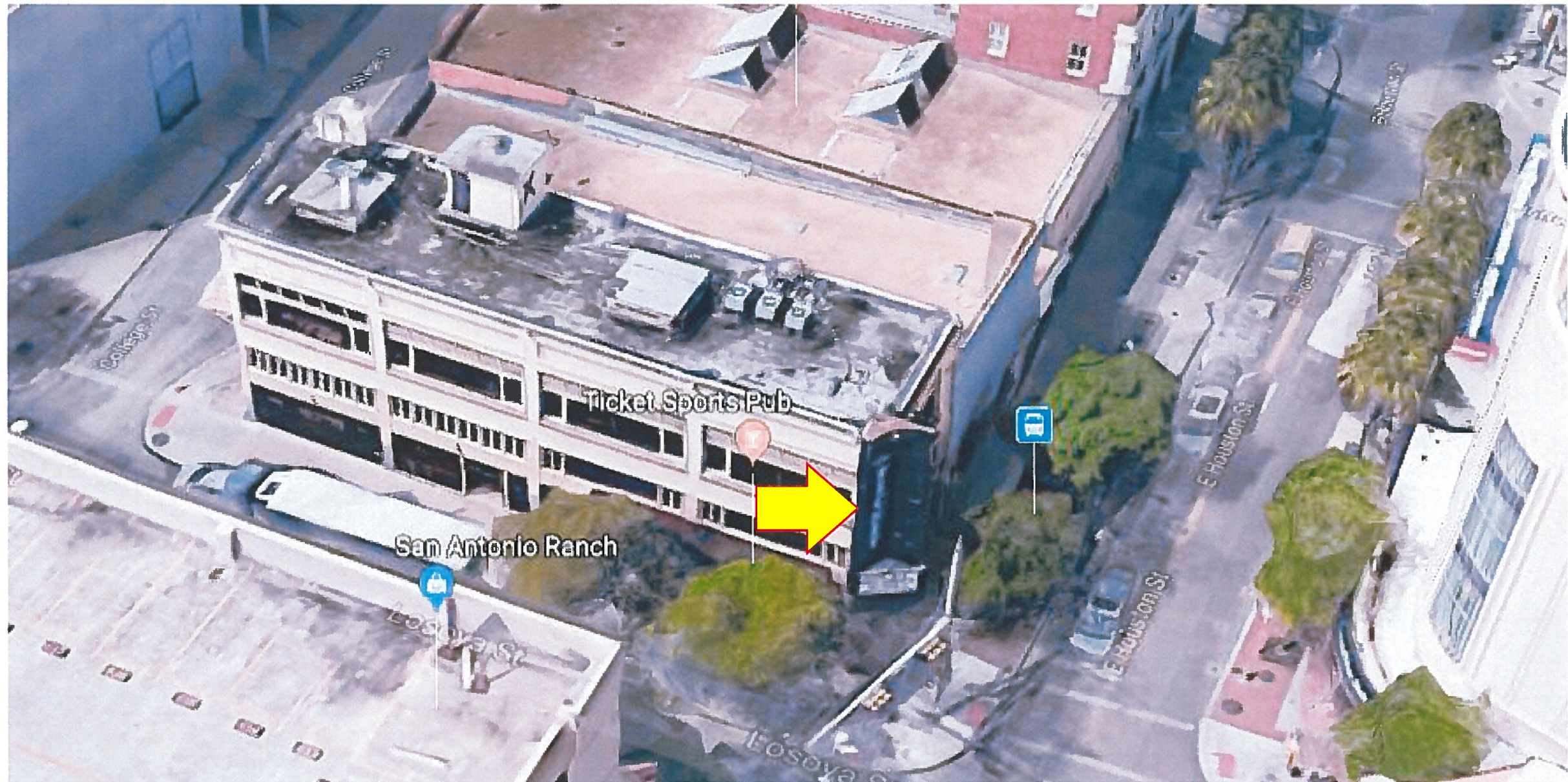
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**San Antonio, TX**  
**Location: 78205**

**Sales: SB**  
**Date: 12.18.18**  
**x/The Ticket**  
**z/The Ticket Sports Bar 121818**

**Designer: JR**

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INTERSECTION E. HOUSTON @ LOSOYA AND BROADWAY

➡ WESTBOUND VIEW - PROPOSED SIGN RENOVATION LOCATION

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INTERSECTION E. HOUSTON @ LOSOYA AND BROADWAY

← SOUTHBOUND VIEW - PROPOSED SIGN RENOVATION LOCATION

4 of 10



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