

HISTORIC AND DESIGN REVIEW COMMISSION

June 2, 2021

HDRC CASE NO: 2021-218
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: Hector Solis (Cerveceria 88) & Pedro Ramo (PR Custom Signs)
OWNER: JD Ibarra/G&S INTERESTS LLC
TYPE OF WORK: Signage
APPLICATION RECEIVED: April 29, 2021
60-DAY REVIEW: Not applicable due to City Council Emergency Orders
CASE MANAGER: Huy Pham

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to:

1. Install 2 roof top signs, 1 blade sign, and miscellaneous window decals and banners
2. Construct a freestanding wood stage in front bay window
3. Expand the front covered porch with new shed roofing, columns, steps, and attached wood box
4. Install outdoor patio dining area including furniture, artificial turf, and gravel areas

APPLICABLE CITATIONS:

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.

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.

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.

5. Window Signs

A. GENERAL

- i. *Location*—Limit the use of window signs to first floor windows where they may be readily viewed by pedestrians.
- ii. *Appropriate building types*—Use window signs in high traffic pedestrian areas, such as on commercial storefronts or other buildings that have been adapted for non-residential use.
- iii. *Historic signage*—Retain historic window signage if it reflects a historic building name, owner, or early business.

B. DESIGN

- i. *Window coverage*—Do not cover more than 30 percent of the window area with signage.
- ii. *Opacity*—Do not use window signs constructed of opaque materials that obscure views into and out of windows, either partially or completely.
- iii. *Prohibited window signs*—Do not use paper signs, banners, or graphic films that adhere to the exterior of window glazing.
- iv. *Symbols and lettering*—Incorporate lettering, symbols, and other design elements that reflect the type of business or institution at the location to increase a sign's impact.
- v. *Temporary signs and banners*—Place temporary signs in a manner that is appropriate for the building scale and style, as allowed by UDC sec. 35-612(i).

2. Guidelines for Exterior Maintenance and Alterations

7. Architectural Features: Porches, Balconies, and Porte-Cocheres

A. MAINTENANCE (PRESERVATION)

- i. *Existing porches, balconies, and porte-cocheres*—Preserve porches, balconies, and porte-cocheres. Do not add new porches, balconies, or porte-cocheres where not historically present.
- ii. *Balusters*—Preserve existing balusters. When replacement is necessary, replace in-kind when possible or with balusters that match the originals in terms of materials, spacing, profile, dimension, finish, and height of the railing.
- iii. *Floors*—Preserve original wood or concrete porch floors. Do not cover original porch floors of wood or concrete with carpet, tile, or other materials unless they were used historically.

B. ALTERATIONS (REHABILITATION, RESTORATION, AND RECONSTRUCTION)

- i. *Front porches*—Refrain from enclosing front porches. Approved screen panels should be simple in design as to not change the character of the structure or the historic fabric.
- ii. *Side and rear porches*—Refrain from enclosing side and rear porches, particularly when connected to the main porch or balcony. Original architectural details should not be obscured by any screening or enclosure materials. Alterations to side and rear porches should result in a space that functions, and is visually interpreted as, a porch.
- iii. *Replacement*—Replace in-kind porches, balconies, porte-cocheres, and related elements, such as ceilings, floors, and columns, when such features are deteriorated beyond repair. When in-kind replacement is not feasible, the design should be compatible in scale, massing, and detail while materials should match in color, texture, dimensions, and finish.
- iv. *Adding elements*—Design replacement elements, such as stairs, to be simple so as to not distract from the historic character of the building. Do not add new elements and details that create a false historic appearance.
- v. *Reconstruction*—Reconstruct porches, balconies, and porte-cocheres based on accurate evidence of the original, such as photographs. If no such evidence exists, the design should be based on the architectural style of the building and historic patterns.

FINDINGS:

- a. The structure at 2119 N IH 35 was constructed circa 1910 and first appears on a 1912 Sanborn map, addressed as 923/925 Van Ness. The structure features a modified L-plan with gabled and hipped roofs, a window bay, wood windows and doors, and a front porch, typical to the Folk Victorian architectural style. The front porch has been substantially expanded and enclosed for commercial use. The structure is located at the corner of Rogers Ave and Frontage Rd facing the highway and is a contributing structure to the Government Hill Historic District.
- b. COMPLIANCE – On a site visit on April 12, 2021, staff found that a number of items were installed prior approval including: signage, branded umbrellas, landscaping, and construction of a stage. The applicant was cooperative to the Stop Work Order and submitted an application to be heard at the next available HDRC hearing.
- c. SIGNAGE – The applicant has proposed to install two (2) 38.5 square-foot roof top signs, one (1) 2 square-foot blade sign on the front porch column, and a number of window decals and vinyl banners throughout.
- d. SIGN SIZE & NUMBER – Per the Guidelines for Signage 1.A.i., each building will be allowed one major and two minor signs and total requested signage should not exceed 50 square feet. Staff finds the proposed signage is inconsistent with the Guidelines by featuring two major signs and one minor sign, and a total square footage of approximately 79 square feet excluding the window and banner signs. Staff finds that one of the main roof top signs should be removed – or the total signage plan should be reduced and revised, and that all window decal and vinyl banners be removed.
- e. SIGN LOCATION – The applicant has proposed to locate the two main signs on the non-original roof top of the expanded porch and the blade sign on the front porch column. Per the Guidelines for Signage 1.C.i., applicants should place signs where historically located and reuse sign attachment parts where they exist and avoid erecting 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. Staff find that the rooftop signage is prohibited per the Guidelines for Signage 1.F.i. and should be removed.
- f. SIGN DESIGN – The proposed roof top signs features 3 bases colors, internally illuminated acrylic channel lets, on a raceway skid and the blade sign features an internally illuminated round cabinet face with 2 mounting arms. Staff finds the proposed signage is inconsistent in material and lighting. The signage should feature wood, wrought iron, steel, aluminum, and metal with indirect or bare bulb lighting.
- g. STAGE – The applicant has proposed to construct a 20-foot wide, 10-feet tall triangle wood stage with a green wall for noise reduction. Staff finds the placement and height of the stage obstructs the bay window, which is one

of the few remaining character-defining features of the structure. Staff finds that the stage should be relocated to area that does not any primary historic features such as the rear yard or reduced in size in a different front yard corner. The applicant is responsible for comply with any noise or use restrictions or other related building code per the designated zoning.

- h. PORCH MODIFICATIONS – The applicant has proposed to expand the front covered porch with new shed roofing, columns, steps, and attached wood box. Staff finds the proposed modifications are inconsistent with the Guidelines for Exterior Maintenance 7.A.i through B.v and should be restored to its original size configuration, and material based on photographic evidence.
- i. OUTDOOR PATIO – The applicant has proposed to modify the surrounding yard areas of the property to feature an outdoor dining area including artificial turf and gravel surfaces, wood tables and chairs, and fabric umbrellas. Staff finds that the outdoor furniture and modifications are generally appropriate in the context of the commercial use of a historically residential property, with the stipulation that all furniture feature simply designs, high quality materials, and exclude branding or signage.
- j. DESIGN REVIEW COMMITTEE – The request was referred to a DRC site visit at the May 19, 2021 HDRC hearing. The DRC met with applicant on May 26, 2021 on site. The DRC noted the following: Signage should be greatly reduced but were supportive of keeping 1 of 2 rooftop signs based on immediate context. The stage must be greatly reduced in height, set away from neighboring property lines and front façade features. The porch may potentially be kept with corrections to railing, columns, and skirting.

RECOMMENDATION:

Staff does not recommend approval of item 1. signage as proposed based on findings b through f regarding total square footage, material, illumination, and prohibited sign type (new roof mounted sign). Staff recommends the signage plan is reduced and revised per the Guidelines for Signage before resubmission.

Staff does not recommend approval of item 2. Stage construction based on finding g. Staff recommends that the stage is relocated to area that does not obscure any primary historic features such as the rear yard or reduced in size in a different front yard corner. The applicant is responsible for complying with any noise or use restrictions or any other related building code per the designated zoning.

Staff does not recommend approval of item 3. porch modifications. The porch should be restored to its original size configuration, and material based on photographic evidence.

Staff recommends approval of item 4. outdoor patio installation with the stipulation that all furniture feature simple designs, high quality materials, and exclude branding or signage.



2119 N IH 35

Powered by ArcGIS Server

Printed: Feb 14, 2018

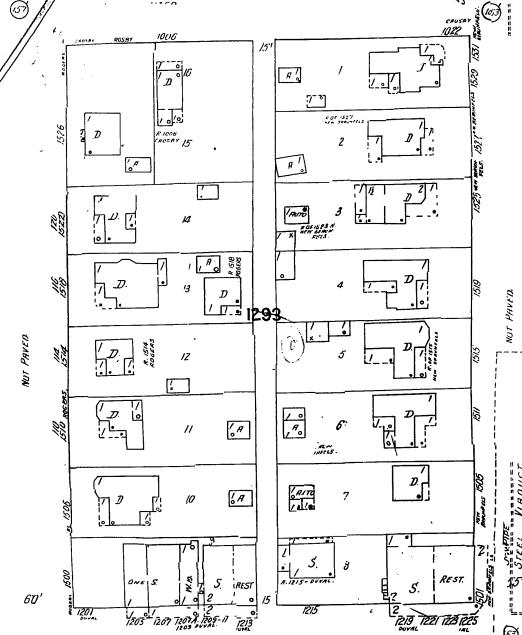
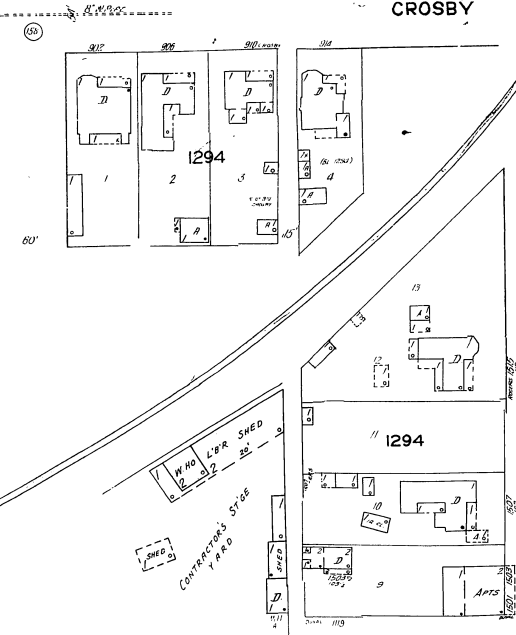
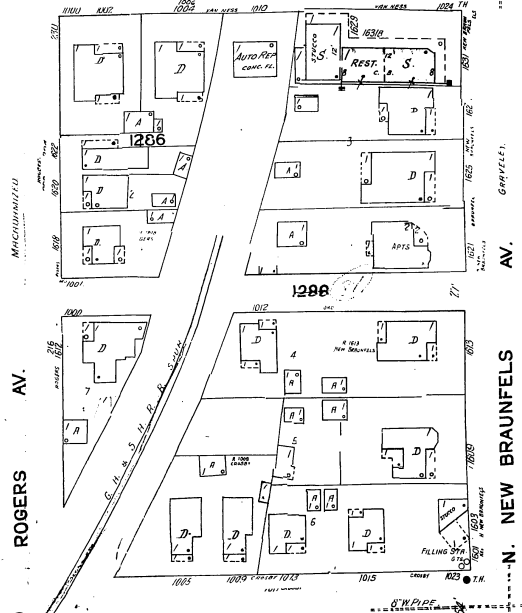
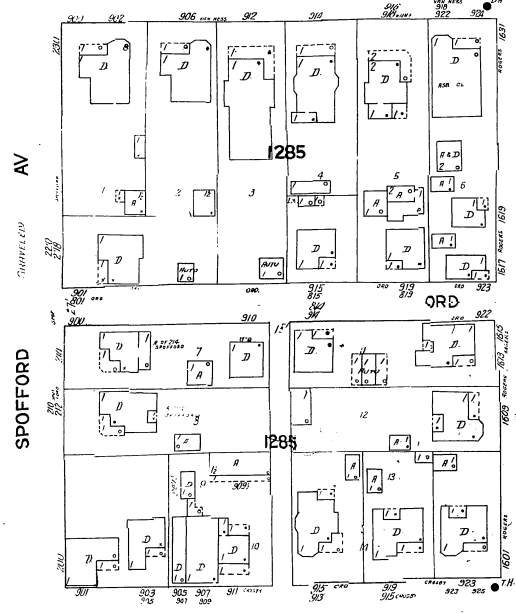
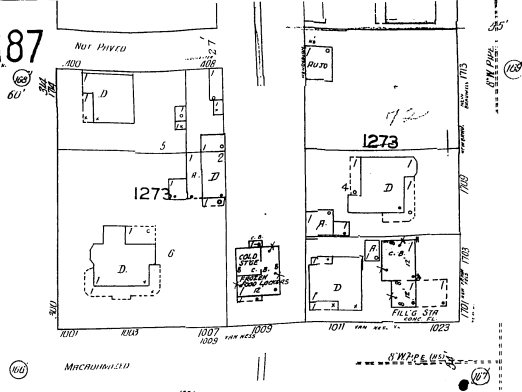
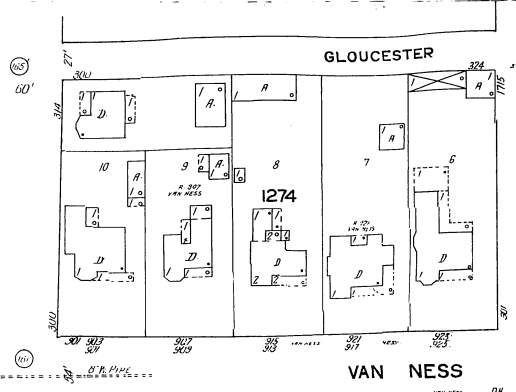
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188

STAFFORD ST.

189

190



N. NEW BRAUNFELS AV.

FOARD ST.

BOWERS ST.

185

186

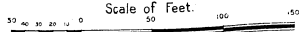
PIERCE ALLEY

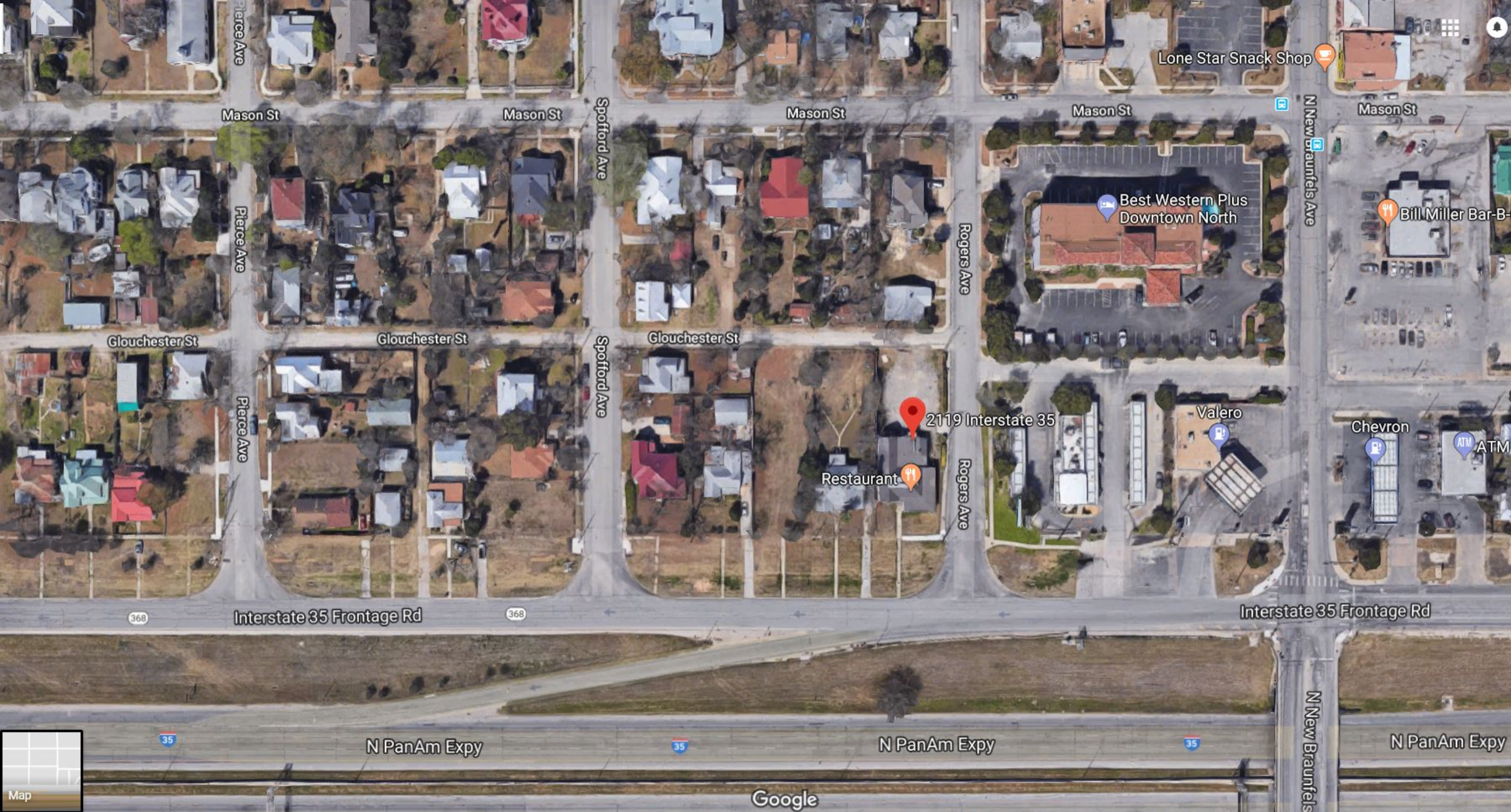
AV
SPOFFORD

AV
ROGERS

DUVAL

Scale of Feet.







2119 Interstate 35

Restaurant

Rogers Ave

Rogers Ave

Rogers Ave

Google





2119 Interstate 35 Frontage Rd

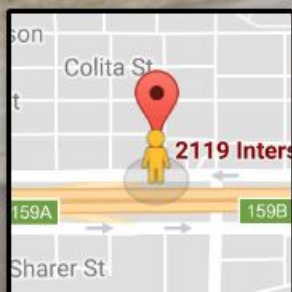
San Antonio, Texas



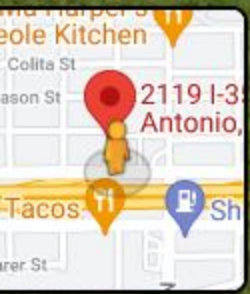
Google, Inc.



Street View - Jul 2016



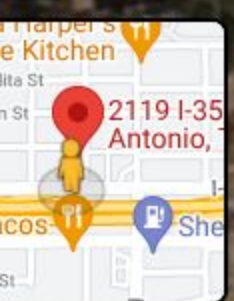
Google



I-35 Frontage Rd
San Antonio, Texas

Google

Street View



Google



Investigation Report

Property

Address	2119 N IH 35
District/Overlay	Government Hill
Owner Information	G&S Interests

Site Visit

Date	04/12/2021
Time	10:31 AM (-5 GMT)
Context	citizen report, follow-up
Present Staff	Huy Pham
Present Individuals	Other
Types of Work Observed	Exterior Maintenance and Alterations, Site Elements, Signage
Amount of Work Completed	Completed
Description of work	Signage, stage construction, branded outdoor furniture, landscaping
Description of interaction	Staff notified employee on site to have manager, Hector , contact the staff. Second site visit required because no compliance actions have been taken by the owner/manager.

Action Taken

Violation Type	No Certificate of Appropriateness (Code 35-451a), Beyond scope of Certificate of Appropriateness (Code 35-451h)
OHP Action	Posted "Notice of Investigation"
Will post-work application fee apply?	No

Documentation

Photographs	 <p>April 12, 2021 at 10:27 AM 2119 S I-35 Frontage Rd San Antonio TX 78208 United States</p>
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Investigation Report





Investigation Report





Investigation Report





Investigation Report





Investigation Report





Investigation Report





Investigation Report



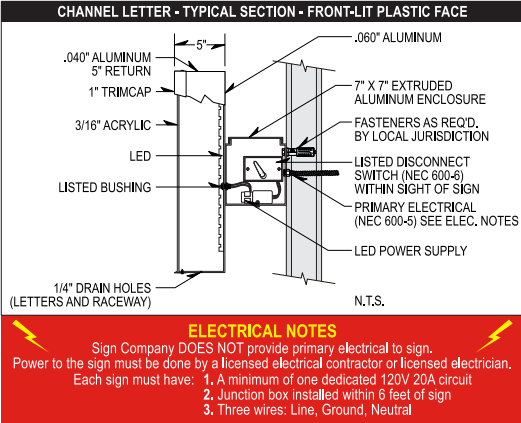
April 12, 2021 at 10:30 AM
2119 S I-35 Frontage Rd
San Antonio, TX 78208
United States



April 12, 2021 at 10:29 AM
2119 S I-35 Frontage Rd
San Antonio, TX 78208
United States


04/12/2021 10:36 AM

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



Quantity: 2
Overall Height: 3'
Overall Length: 12.8'
Total SqFt: 38.4 sq ft
Faces: White and red acrylic white red vinyl for capsules
Return: Black
Trimcap: Black
Illumination: Internally Illuminated white white led's
Raceway: To match fascia



 <div>10869 Hillpoint San Antonio TX 78217 210.281.8888 210.781.5393 www.prcustomsigns.com</div>	<div>Client Name:</div> <div>Location: 2119 N I-35 Frontage Rd San Antonio TX 78208</div>	<div><div><div></div></div><div>Client Approval</div></div> <div><div><div></div></div><div>Landlord Approval</div></div>	<div>Sales Rep:</div> <div>Designer:</div>
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88 CERVEJERIA
FOOD, DRINKS, SPORTS & MUSIC



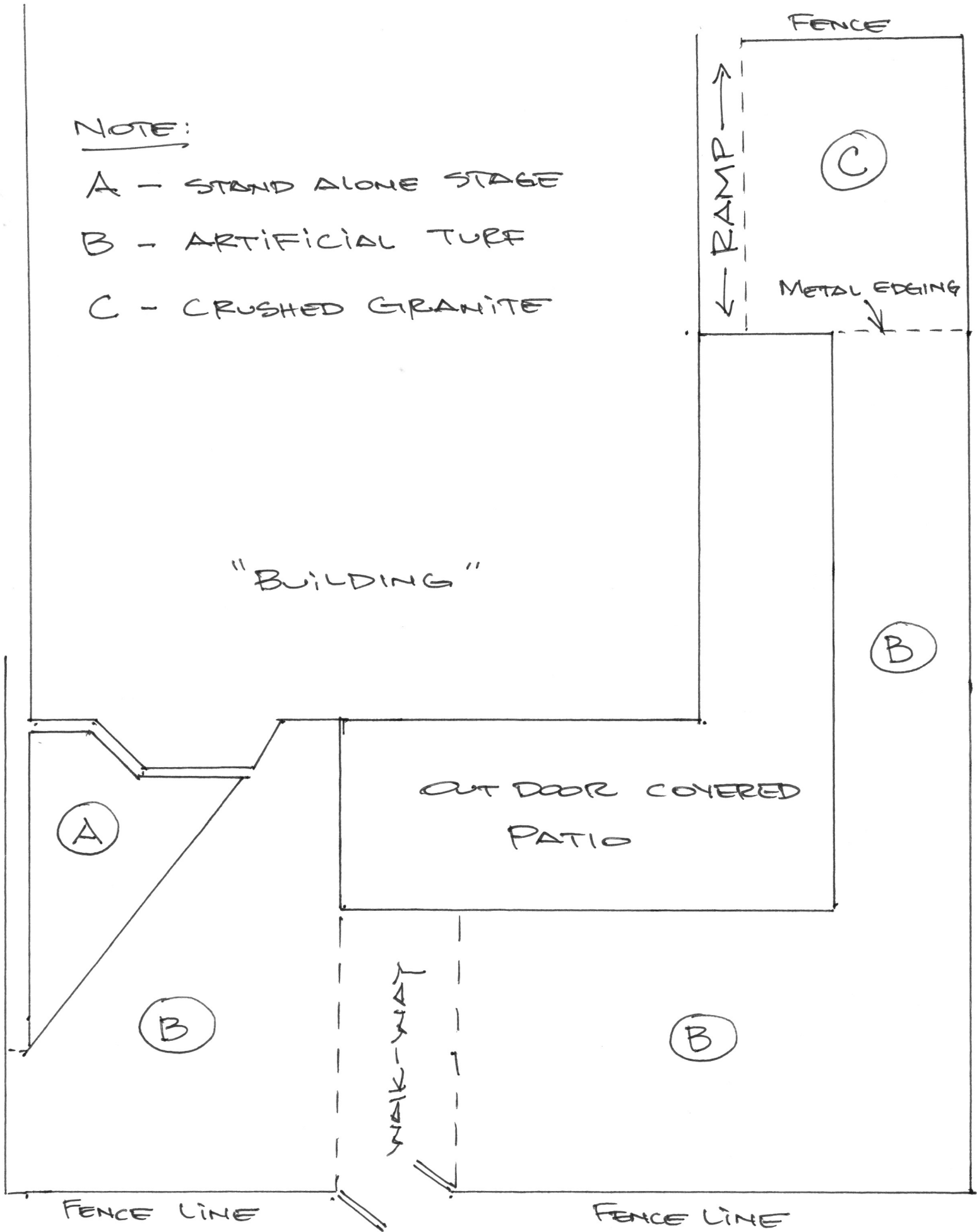


NOTE:

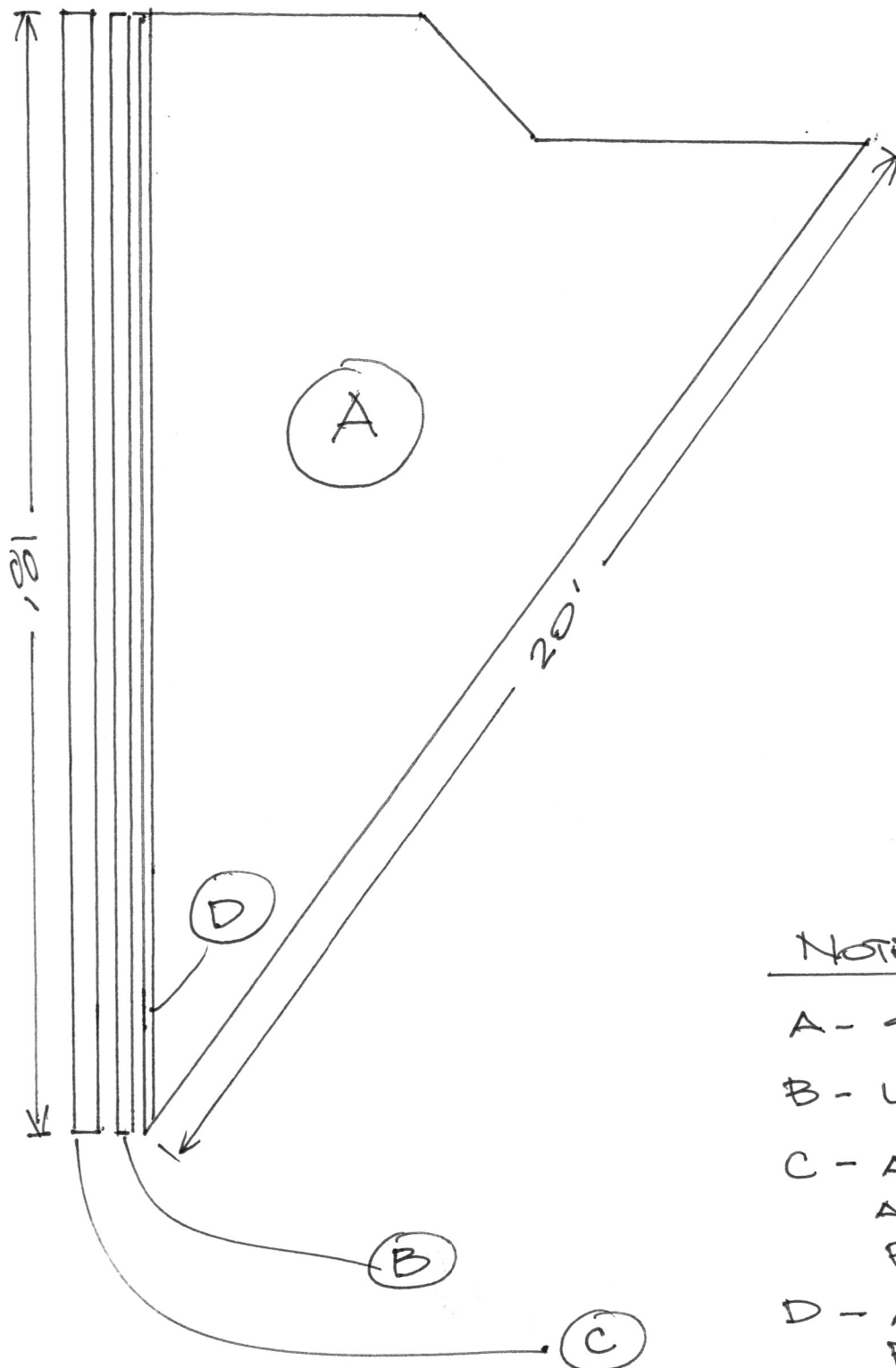
A - STAND ALONE STAGE

B - ARTIFICIAL TURF

C - CRUSHED GRANITE



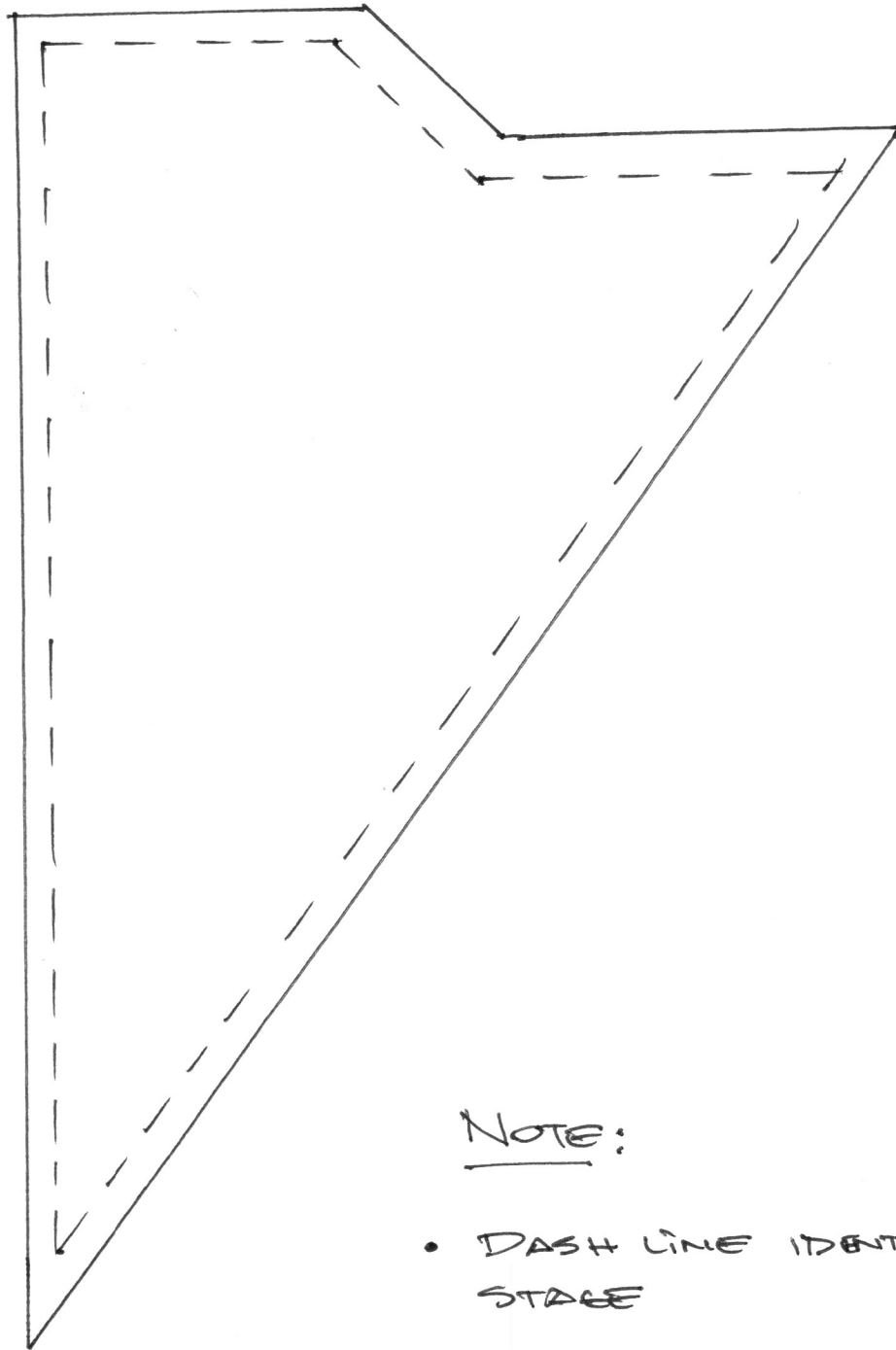
STAND ALONE STAGE



NOTE:

- A - STAND ALONE STAGE
- B - LATTICE PANEL
- C - ACOUSTIC ABSORPTION PANEL
- D - ARTIFICIAL BOXWOOD PANELS

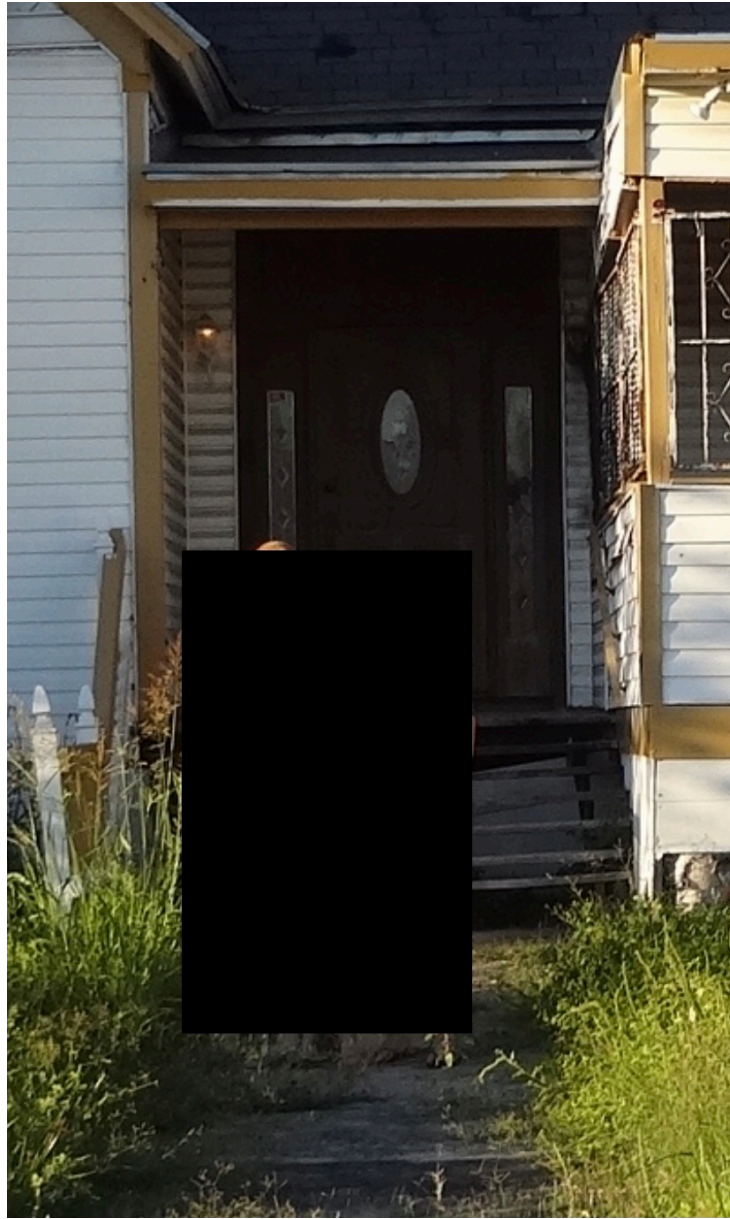
STAGE AWNING



NOTE:

- DASH LINE IDENTIFIES STAGE
- SOLID LINE IDENTIFIES AWNING "SOLAR SHAPE"

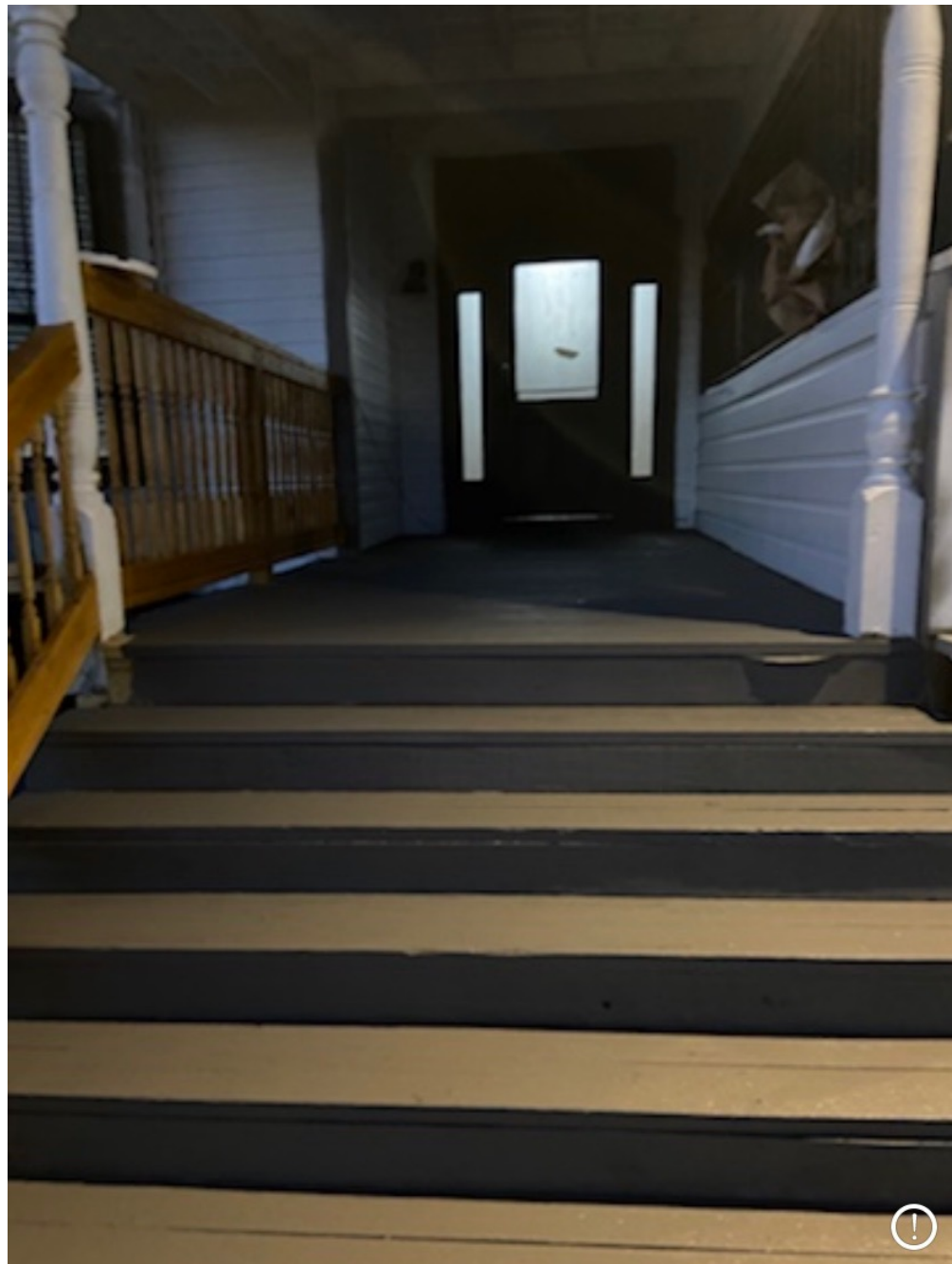
Porch













Signage in Historic Government Hill



























DURING COVID
tourism dropped &
neighbours have lost
jobs, yet
property
taxes
increased
25%

ALL IS NOT
ROSES

GHANA
IS A DEVELOPER
GROUP

PROPERTY
TAXES HAVE
RISEN 4X
in 4 YEARS

TAXPAYER
OVER
FREE-LOADER
DEVELOPER

STOP
Pushing
US
OUT

HELP



**SAME
• DAY •
SERVICE!**

*Serving
THE
MILITARY*

CLEANERS

**ALTERATIONS
•••
REPAIRS!**







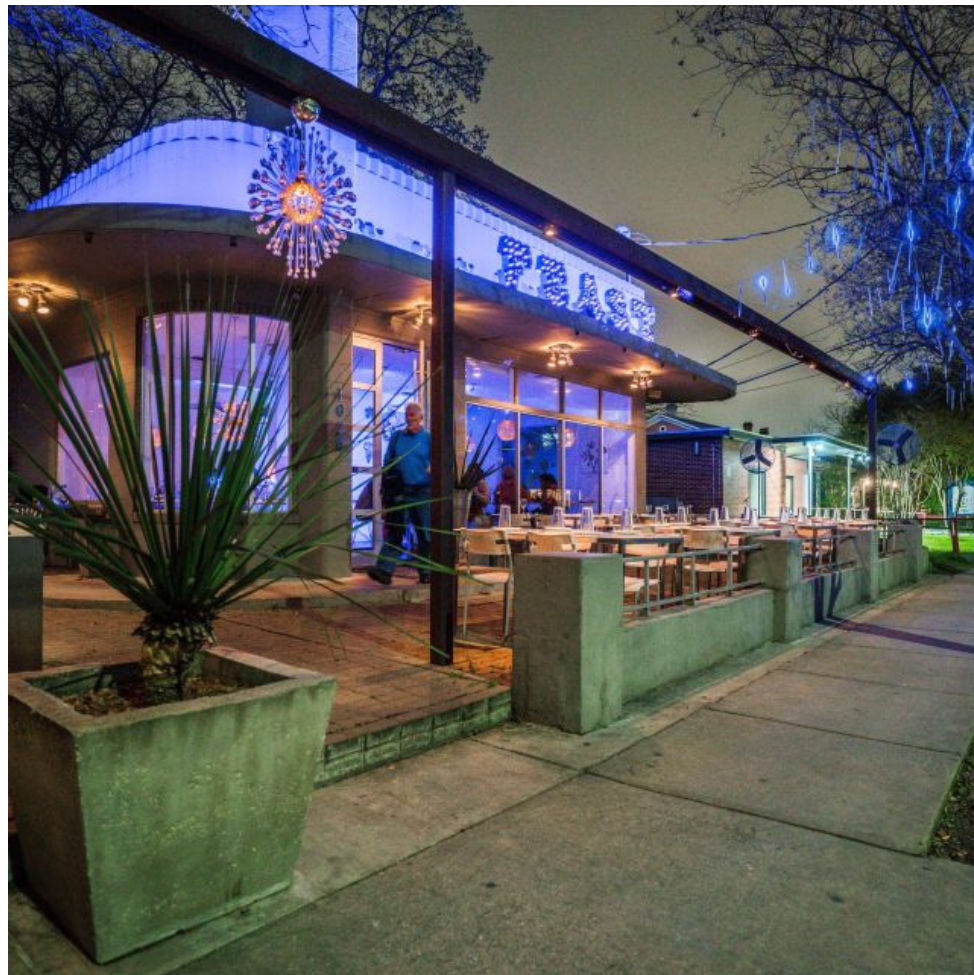




Signage in King William















CITY OF SAN ANTONIO
**OFFICE OF HISTORIC
PRESERVATION**

Historic and Design Review Commission
Design Review Committee Report

DATE: 5/26/2021

HDRC Case #: 2021-222

Address: 2119 IH 35 N

Meeting Location: On Site

APPLICANT: Hector Solis

DRC Members present: HDRC Commissioners Jeffrey Fetzter, Curtis Fish

Staff Present: Huy Pham

Others present:

REQUEST:

1. Install 2 roof top signs, 1 blade sign, and miscellaneous window decals and banners
2. Construct a freestanding wood stage in front bay window
3. Expand the front covered porch with new shed roofing, columns, steps, and attached wood box
4. Install outdoor patio dining area including furniture, artificial turf, and gravel areas

COMMENTS/CONCERNS:

FISH / FETZER –

SIGN: Both was support of general sign type, lighting, and individual sizes based on existing highway/franchise commercial neighbors. However, suggested that one of the two roof top signs should be removed, and the remaining sign should be oriented diagonal toward the highway. All other signage such as branded umbrellas, banners, flags, and circle blade sign should be removed.

STAGE: Both were concerned about setback from the neighboring property line and overhead structure. The suggested smaller free standing stage that has been administratively approved before.

PORCH: Fish noted that he was part of consultation years ago, two owners/tenants prior, and that the front porch as seen in the 2019 photos may have already been an extension from the original farther recessed porch. Fetzter and Fish were supportive to the fact the applicant used found columns and stairs on site, but remained concerned about finishing details such as railing and upside down column.

OVERALL COMMENTS:

Signage should be greatly reduced but were supportive of keeping 1 of 2 rooftop signs based on immediate context. The stage must be greatly reduced in height, set away from neighboring property lines and front façade features. The porch may potentially be kept with corrections to railing, columns, and skirting.

Huy Pham (OHP)

From: General Manager <.com>
Sent: Thursday, May 27, 2021 9:33 PM
To: Huy Pham (OHP)
Cc: Hector Solis; etc.
Subject: Re: [EXTERNAL] Fwd: 2119 IH 35N - work without approval

Huy;

After your walk through yesterday I feel we are back to square one. I took y'all's suggestions into consideration but I feel I still have valid agreement:

1- Signage, I am having a sign vendor send us the actual sq footage of the actual signs since that is what should count when calculating our signage. I think everyone is going based on the conceptual drawings and that is how you're coming up with 36 sq ft per sign when in fact the actual sign is 25.6 sq ft.

The Leaving one sign Angled would only make it look odd since we currently have a square and uniformed look.

2- the umbrellas I suppose we can swap them out for plain non branded, but I still find it hard to believe that having metal branded wall of signs showing in a historic area is ok because you all call it art!

3- the stage. We will remove the top part and we will cut the back half to your set back rules.

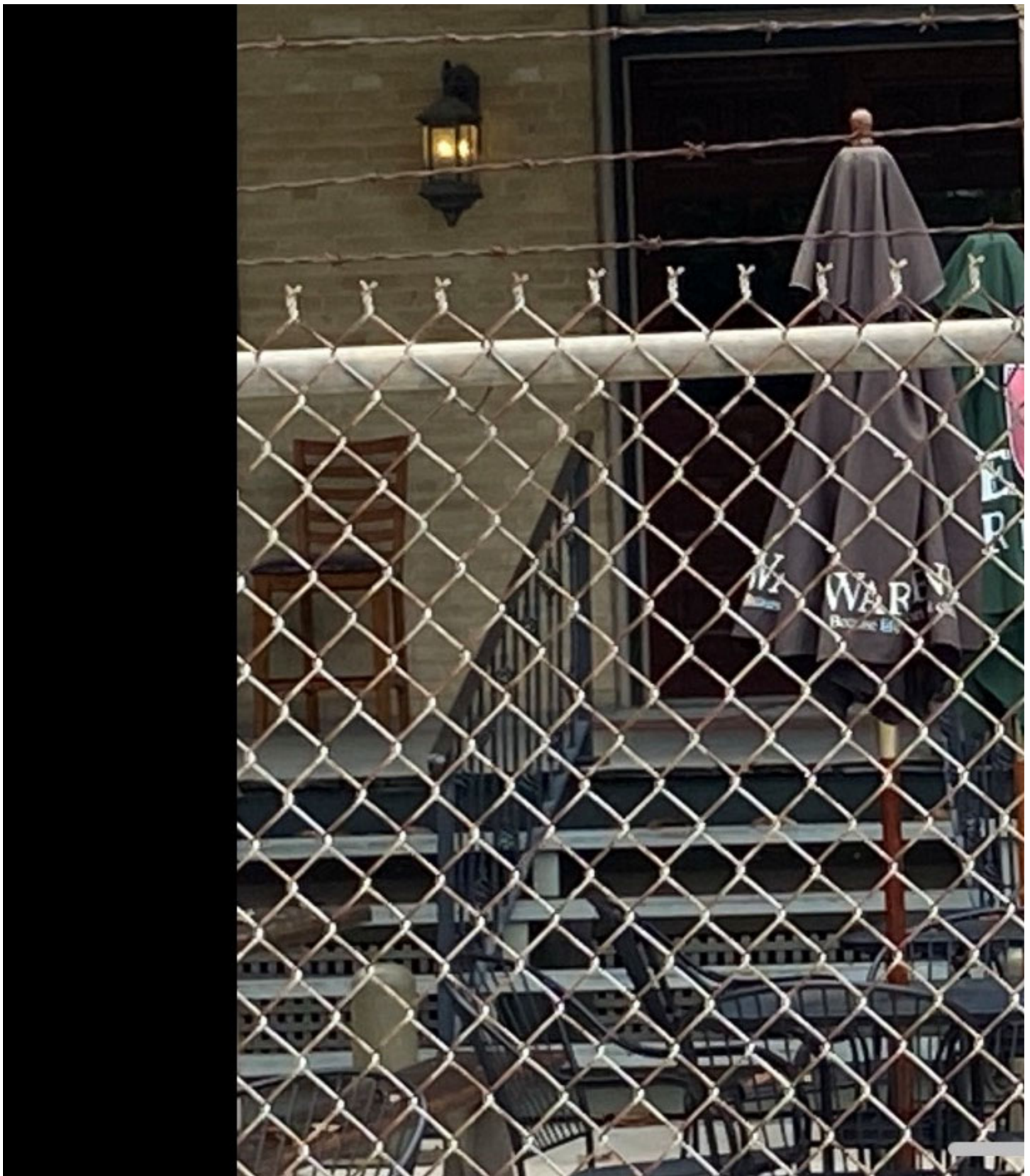
4- the porch not sure where you all left off here

5- the round 88 sign having to be removed is a bit petty. It's no difference than having a porch light especially when we have guests coming in and out the porch in the evening. Not sure what the harm in having a small sign with my brand on it. I'd like more info why I can't have. I think it's artistic if you ask me

We will remove the fiesta corona banners since they aren't allowed despite signs in the neighborhood.

I have included more pics we can discuss next week.





On Wed, May 26, 2021 at 12:09 PM General Manager <gm@cervceria88.com> wrote:
See you here Huy.
Thanks,