

City Council - Regular

Meeting Date: 08/05/2024

Initiated by: Jose A. Valdez Jr., Assistant City Manager/City Secretary

Initiated by: Natalia Quiroga, Owner

Staff Source: Vanessa Guerra, Interim
Planning Director

SUBJECT:

Public Hearing to approve the installation of aluminum metal letters to be attached to an existing monument sign for advertising on Lots 11 and 12, Block 559, Eastern Division, located at 902 Market Street. This property is a local historic landmark.

Historic District Landmark Board failed to establish quorum on July 11, 2024, therefore, the item is being presented for Council consideration pursuant to Municipal Code of Ordinances Section 2-156, which states, *"To the extent permitted by law, if a committee is unable to establish a quorum for a regularly scheduled meeting, the city manager may bypass the committee and place any item on the committee's agenda for that meeting on the next regularly scheduled city council meeting."* (Ordinance Number 2018-O-050)

Staff **supports** the application.

HD-005-2024

District III

PREVIOUS COUNCIL ACTION

None.

BACKGROUND:

Previous Action:

- On February 17, 2005, the Historic District/Landmark Board (HDLB) approved the removal of existing signs, installation of a new sign mounted above the parapet on the south elevation, and the repair of the outer stairway entrance. However, the HDLB denied a proposed illuminated, freestanding sign and the proposed tile for the repair of the stairway.
- On July 21, 2005, the Historic District/Landmark Board denied the proposed construction of a storage addition to the rear of the structure.
- On September 15, 2005, the Historic District/Landmark Board denied the proposed construction of a storage addition to the rear of the structure.
- On April 25, 2006, the Historic District/Landmark Board approved the proposed installation of a freestanding sign in the southwest corner of the property with the recommendation of removing the curve on top of the proposed sign (existing monument sign) and repainting of a wall to remove the painted wall signage and table the proposed construction of a storage addition to the rear of the structure.

Proposed Scope of Work:

The applicant is proposing the installation of aluminum metal letters to be attached to an existing monument sign used for advertising.

- The proposed aluminum metal letters are to state "Casa Luna Reception Hall with logo CL", which includes the following dimensions:
 1. "CL" Logo Letters
 - Letter height = 22 inches
 - Letter width = 19 inches
 2. "Casa" Letters:
 - Letter height = 9.7 inches
 - Letter width = 37.2 inches
 3. "Luna" Letters:
 - Letter height = 9.7 inches
 - Letter width = 37.2 inches
 4. "Reception Hall" Letters:
 - Letter height = 8.5 inches
 - Letter width = 42 inches
 5. Line height = 22inches
 6. Line width = 0.7inches
 7. The colors of the proposed letters are black and gold.
 - Please see attached Exhibit C for clarification on the proposed letters dimensions.
 - The proposed attached letters will be installed on the existing monument sign with adhesive.
 - The proposed attached letters will not be illuminated and will be placed on both sides of the existing monument sign.
 - Please see attached Exhibit D for clarification on the proposed material for the attached letters.

Building Type:

The Roberto Zuniga House was built in 1923 by the John O. Buenz Lumber Company, and is an outstanding example of Prairie style architecture with its low overhanging, bracketed eaves, tall windows, and horizontal appearance. The porch features steps with short stucco piers bearing planters. In 1944, the house was sold to Nicolas Elias Canavati.

As per the 1996 City of Laredo Historic Preservation Plan (page 25) indicates the prairie style building type was built during the period of 1900-1920. The prairie style building was created by Frank Lloyd Wright, and is characterized by its overall horizontal appearance featuring bands of casement windows, long terraces and balconies, flanking wings, low-pitched roofs with wide overhangs, and darkly colored strips and bands on exterior walls.

Site: On December 8, 1995, the Webb County Commission unanimously approved 902 Market Street as a designated local historic landmark as the Roberto Zuniga House. The property is a B-3 zoning district.

Letters sent to surrounding property owners: 28

- **For:** 0
- **Against:** 0

Granting or Denying an Application:

- As per the Laredo Land Development Code, Section 24.1.2.2(2), the Historic District Landmark Board shall utilize the Secretary of the Interior's Standards for Rehabilitation and Illustrated Guidelines for Rehabilitating Historic Buildings; and the City of Laredo, Texas, Historic Urban Design Guidelines.

The Historic District/Landmark Board utilizes the following Secretary of the Interior's Standards:

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces and spatial relationships.
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces and spatial relationships that characterize a property will be avoided.
3. Each property will be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

COMMITTEE RECOMMENDATION

None. (Failure to establish quorum on July 11, 2024)

STAFF RECOMMENDATION

Staff **supports** the proposed installation of aluminum metal letters to be attached to an existing monument sign used for advertising in the following ways:

1. The proposed freestanding signage complies with the City of Laredo Sign Ordinance 2017-O-044. The maximum area of square footage allowed is 60 square feet (sqft). The total area for the proposed freestanding sign is 15 sqft.
2. The proposed freestanding signage complies with the 1997 City of Laredo Historic Urban Guidelines, page 5-9, which states, "*business signs on buildings shall be limited...to two signs for corner lots.*" The applicant is proposing one freestanding sign on the historic landmark property.
3. The historic character of the structure will be retained and preserved.

Staff General Comments:

1. Any improvements which are approved by the Historic District Landmark Board shall also comply with all Building Code requirements and other regulations as provided in the Laredo Land Development Code.
2. Approval by the Historic District Landmark Board does not guarantee approval of a building permit or any other permit which may be required.
3. It is recommended that all existed improvements utilize the following resources as a guide:
 1. The Secretary of the Interiors' Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings
 2. City of Laredo Historic Urban Design Guidelines
 3. City of Laredo Historic Preservation Plan
4. No other improvements, changes to the building, site or new construction on the property shall be permitted without prior review and approval by staff and/or Historic District Landmark Board, to meet compliance.
5. As per the Secretary of the Interior's Standards for Rehabilitation and Illustrated Guidelines for Rehabilitating Historic Buildings, all proposed scope of work should be physically and visually compatible to the original materials and features of the historical structure.

Attachments

Maps

Proposed Scope of Work

Site Plan

Specs for Proposed Signage

Material Description & Photos

Proposed Rendering

Existing Monument Sign Measurements

Existing Monument Sign Photos
