

# HISTORIC AND DESIGN REVIEW COMMISSION

May 18, 2022

**HDRC CASE NO:** 2022-249  
**ADDRESS:** 111 W CROCKETT ST  
**LEGAL DESCRIPTION:** NCB 148 BLK 12 LOT 22 SOUTH BANK SUBD  
**ZONING:** D, H, RIO-3  
**CITY COUNCIL DIST.:** 1  
**APPLICANT:** Brent Adcock/Sign Technologies, Inc. dba Republic Sign  
**OWNER:** AMREIT RIVERWALK LP  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** April 26, 2022  
**60-DAY REVIEW:** Not applicable due to City Council Emergency Orders  
**CASE MANAGER:** Edward Hall  
**REQUEST:**

The applicant is requesting a Certificate of Appropriateness for approval to install signage at 111 W Crockett. Within this request the applicant has proposed to:

1. Install one, internally illuminated channel letter sign to read “Fat Tuesday”, to be located on the south façade of the building. The proposed signage will feature an overall width of 15’ – 11 7/8” and an overall height of 2’ – 5 1/8” for a total size of approximately 38.81 square feet. This sign is identified as sign S1 in the application documents.
2. Install one, internally illuminated channel letter sign to read “Fat Tuesday”, to be located on the north, river facing façade of the building. The proposed signage will feature an overall width of 15’ – 11 7/8” and an overall height of 2’ – 5 1/8” for a total size of approximately 38.81 square feet. This sign is identified as sign S2 in the application documents.
3. Install one, internally illuminated channel letter sign to read “Fat Tuesday”, to be located above the southeast corner entrance. The proposed signage will feature an overall width of 2’ – 10 ½” and an overall height of 3’ – 5” for a total size of approximately 9.82 square feet.
4. Install one, internally illuminated blade sign to read “Fat Tuesday”, to be located on the north, river facing façade of the building. The proposed signage will feature an overall width of 3’ – 9” and an overall height of 2’ – 6 ¾” for a total size of 19.22 square feet, including both sides.

## 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.

## 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.

This section governs all exterior signs on the riverside of public and private property abutting the San Antonio River and its extensions, San Pedro Creek, and all interior signs hung within ten (10) feet of an exterior fenestration, or those signs intended to be read by exterior patrons on the riverside of a building.

(a) Character of Signs. Signs should respect and respond to the character of the historic Riverwalk area or Creek Improvements. The display of signs and other graphics on the riverside of property abutting the river shall not be permitted except as provided for in this article. Additionally, when reviewing applications for signage the historic preservation officer and the historic and design review commission shall consider the visual impact on nearby historic resources.

(b) Sign Definitions. For signage definitions, refer to subsection 35-612(b) and chapter 28 of the City Code.

(c) Standards for Signage.

(1) Proportion. For all signage, signage width and height must be in proportion to the facade, respecting the size, scale and mass of the facade, building height, and rhythms and sizes of window and door openings. The building facade shall be considered as part of an overall sign program but the sign shall be subordinate to the overall building composition. Additionally, signs shall respect and respond to the character and/or period of the area in which they are being placed.

(2) Size. The maximum allowable size for any sign on the riverside of property abutting the publicly owned Riverwalk and visible from the Riverwalk shall be eight (8) square feet. If a building surface is used for signage, the letters or design shall not exceed a surface area of eight (8) square feet. In RIO-7, the maximum allowable size of any sign on the creek-side of property abutting the publicly owned Paseo shall be twelve (12) square feet. However, additional square footage may be approved, except in RIO-3, provided that the additional signage is in conformity, and does not interfere with, the pedestrian experience on the Riverwalk. The additional square footage shall be based upon the size and design of the site, setback from the river and shall be appropriate for the area in which it is being placed.

(3) Roof Top/Parapet Signs. No signs shall be displayed from the parapet or roof of any building unless designated by the historic preservation officer as a contributing structure.

(4) Signs for Riverwalk Business Only. No sign, visual display, or graphic shall be placed in the Riverwalk area unless it advertises a bona fide business conducted in, or on premises adjacent to the Riverwalk. Only buildings that have an entrance directly onto the Riverwalk may display a sign or graphic.

(5) Number of Signs. Only one (1) identification sign shall be allowed for each store, shop, restaurant, nightclub, or place of business in the Riverwalk area and fronting on the Riverwalk. In addition to a sign, establishments serving food or beverages may erect a menu board, which shall be used only for displaying menus.

(6) Illumination. Internally illuminated signs are prohibited in RIOs 1 through 6. The light source for exterior illumination shall be steady light concealed by a hood or other acceptable method of indirect lighting. Flashing lights, rope lighting and exposed neon lights are prohibited. In RIO-7, halo-lit letters are permitted as a source of internal illumination.

(7) Materials. Signs may be constructed of wood, metal, glass. Lettering may be painted, stamped, etched, carved, applied metal or wood. Vinyl lettering may be permitted for interior signs provided it respects and responds to the character of the historic Riverwalk area.

(8) Pedestrian Menu Boards.

(A) Pedestrian menu boards shall not exceed two (2) square feet.

(B) Permanently displayed menus may be properly installed inside the business' window or in an approved wall-mounted or freestanding display case adjacent to the business entrance.

(C) The name of the establishment may not be displayed on the menu board if the business has other signage installed on the premises. It is permissible for the name of the restaurant to be placed on the actual menu. The established logo of a business is considered a sign.

(D) All items listed on a menu board must be placed within the border of the menu board or within the display case.

(E) There may be no more than one (1) pedestrian menu board per establishment unless there are two primary entrances to a building on different facades, in which case a pedestrian menu board for each entrance may be approved.

(9) Signage on Umbrellas or Street Furniture. Advertising brand name products may not be placed on umbrellas, tables, chairs, table decorations or other street furniture that are located on outdoor patio areas. Additionally, logos or wording of any kind may not be placed on umbrellas, tables, chairs, table decorations or other street furniture that are located on outdoor patio areas.

(10)Directory Signage. Buildings with several businesses may be permitted to install directory signage in lieu of individual signs. Directory signage may not exceed eight (8) square feet.

(11)Revolving Signs, Etc. Revolving signs, flashing lights, search lights and attention-getting devices, including, but not limited to, banners, festoons, paper and vinyl rope-like-banners are not permitted. Digital and/or LED lighted signs, with or without rotating, flashing lettering, full motion video, icons or images are also not permitted.

(12)Projecting Arm Signs. Signs hung from poles are allowed on the riverside of properties abutting the publicly owned river right-of-way as long as the pole height does not exceed seven (7) feet, the pole diameter does not exceed three (3) inches, and does not encroach upon the right-of-way.

(13)Temporary Signage. No more than one (1) temporary sign is allowed at any given time. Temporary signs facing the river shall not exceed eight (8) square feet in RIO-3 and twenty-four (24) square feet in all other RIO districts. Temporary signage for special events shall be limited to installation forty-eight (48) hours before the event and must be removed within twenty-four (24) hours of completion of the event for a total of no more than thirty (30) days.

(14)Prohibited Signs. No billboards, junior billboards, portable signs, posters, sandwich boards or advertising benches shall be allowed on the riverside of buildings abutting the river. Any sign, visual display, or graphic which is located in the Riverwalk area and which is visible from the publicly owned portion of the San Antonio River channel or adjacent walkways must meet the requirements for signs, visual displays, and graphics as set out in this division. No sign, visual display or graphic shall be allowed in the Riverwalk area unless it is advertising or giving information concerning a business or activity that is located on the same lot as the sign, visual display or graphic.

(d)Installation. Signs, posters, decals or advertisements may not be tacked, nailed, pasted, or taped to any portion of a building, object, site or structure in a manner that will cause irreversible damage or loss, or is considered inappropriate under any applicable guidelines utilized by the office of historic preservation.

(e)Hardship Cases.

(1)Whenever the location, topography or configuration of any lot is such as will cause a hardship by the limitations placed on the signs permitted by this article due to sight distances, existing vegetation, location of buildings on adjacent lots, and/or the topography of the parcel, approval may be granted to either allow additional signage, or to increase the amount of building mounted sign area by not more than twenty-five (25) percent.

(2)No additional signage shall be approved unless it is found that approval of the proposed application will not be of substantial detriment to adjacent property and that the character of the area will not be changed by the granting of additional signage.

(3)Any additional signage approval shall be limited to the applicant only, and shall not apply to any future tenant or business.

(f)Nonconforming Status. Any legally erected sign which, by reason of revisions to this chapter, no longer complies with its provisions, shall be awarded nonconforming status upon review of all necessary city departments.

(g)Violations in River Improvement Overlay Districts and on the Riverwalk. In those instances where a sign is erected or maintained in violation of the aforementioned restrictions, the historic preservation officer, the department of development services or park police shall notify the sign's owner, agent, operator, or lessee. If the owner, agent, operator, or lessee of the sign fails to remove the sign within three (3) days after notification, the department of development services, park police or historic preservation officer may remove the sign within three (3) days after notification, and/or the department of development services, the historic preservation officer or park police may file an action in municipal court as outlined in section 28-15. In addition, nothing herein shall prevent the city attorney from seeking civil remedies.

(1)Dilapidated Signs. All signs shall be maintained in good working condition so as to present a neat and orderly appearance. The historic preservation officer, through the office of historic preservation, code compliance department, department of planning and development services or the park police may give written notice to remove or repair any sign which shows gross neglect or which becomes dilapidated. Failure to comply shall be considered a violation of this chapter, and the sign shall be removed at the owner's expense.

(2)Abandoned Signs. A sign, including its supporting structure or brackets, shall be removed by the owner or lessee of the premises upon which the sign is located when the business which it advertises is no longer on the premises and such sign has been determined to be abandoned under the provisions of chapter 28. Such sign, if not removed within thirty (30) days from the determination of abandonment by such business shall be considered to be in violation of this chapter, and shall be removed at the owner's expense. This does not include signs that are currently approved as contributing structures.

## **FINDINGS:**

- a. The applicant is requesting a Certificate of Appropriateness for approval to install signage at 111 W Crockett. The applicant has proposed a total of four signs.
- b. **ALLOWABLE SIGNAGE** – The Historic Design Guidelines and Unified Development Code recommend one major and two minor signs per application, not to exceed fifty (50) square feet total. The Commission may approve additional signage and square footage. Per the UDC Section 35-681, the maximum allowable size for any sign on the riverside of property abutting the publicly owned Riverwalk and visible from the Riverwalk shall be eight (8) square feet.
- c. **WALL SIGN (South Façade)** – The applicant has proposed to install one, internally illuminated channel letter sign to read “Fat Tuesday”, to be located on the south façade of the building. The proposed signage will feature an overall width of 15’ – 11 7/8” and an overall height of 2’ – 5 1/8” for a total size of approximately 38.81 square feet. This sign is identified as sign S1 in the application documents. Generally, staff finds the proposed signage to be appropriate in size; however, staff finds that the proposed signage should feature metal faces and indirect or halo lighting as to not produce internally glowing signage cabinets.
- d. **WALL SIGN (North/River Façade)** – The applicant has proposed to install one, internally illuminated channel letter sign to read “Fat Tuesday”, to be located on the north, river facing façade of the building. The proposed signage will feature an overall width of 15’ – 11 7/8” and an overall height of 2’ – 5 1/8” for a total size of approximately 38.81 square feet. This sign is identified as sign S2 in the application documents. Per the UDC Section 35-681(c)(2), the maximum allowable size for any sign on the riverside of property abutting the publicly owned Riverwalk and visible from the Riverwalk shall be eight (8) square feet. Additionally, signage on the river side of properties abutting the river are to feature indirect lighting, per the UDC Section 35-681. Staff finds the proposed signage to be inconsistent with the UDC.
- e. **WALL SIGN (Southeast Entrance)** – The applicant has proposed to install one, internally illuminated channel letter sign to read “Fat Tuesday”, to be located above the southeast corner entrance. The proposed signage will feature an overall width of 2’ – 10 ½” and an overall height of 3’ – 5” for a total size of approximately 9.82 square feet. Generally, staff finds the proposed signage to be appropriate in size; however, staff finds that the proposed signage should feature metal faces and indirect or halo lighting as to not produce internally glowing signage cabinets.
- f. **BLADE SIGN (River Façade)** – The applicant has proposed to install one, internally illuminated blade sign to read “Fat Tuesday”, to be located on the north, river facing façade of the building. The proposed signage will feature an overall width of 3’ – 9” and an overall height of 2’ – 6 ¾” for a total size of 19.22 square feet, including both sides. This sign is inconsistent with the UDC Section 35-681 regarding both size and lighting. Signage on the river side of properties abutting the river are to feature indirect lighting.

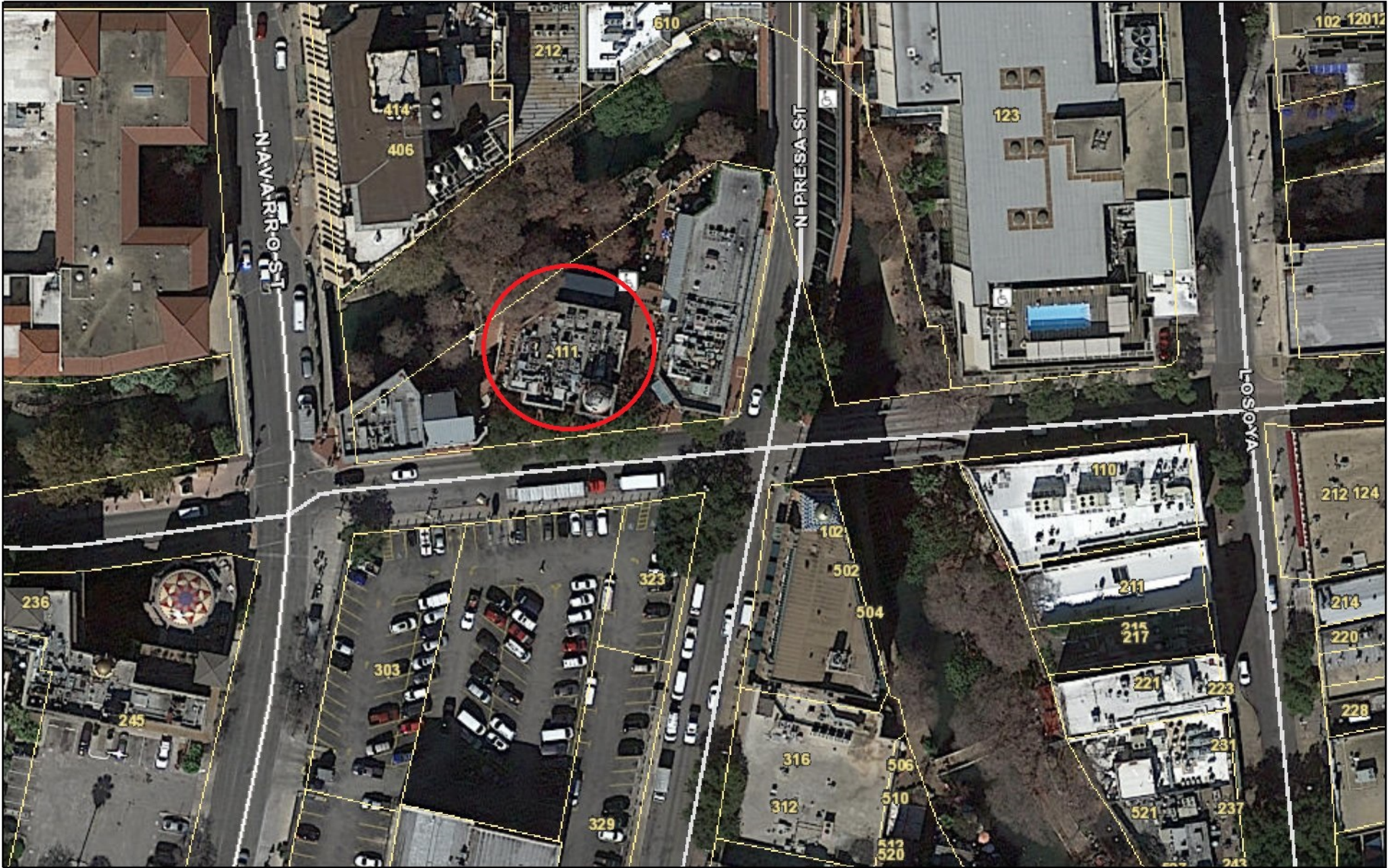
## **RECOMMENDATION:**

1. Staff recommends approval of item #1, a wall sign on the south façade based on finding c with the stipulation that the proposed signage feature metal faces and indirect or halo illumination.
2. Staff does not recommend approval of item #2, the installation of a wall sign on the north/river façade based on finding d. Staff recommends the applicant install signage that does not exceed eight (8) square feet total (including both sides), and signage that features indirect lighting on the river facing façade.
3. Staff recommends approval of item #3, the installation of a wall sign at the southeast entrance based on finding e with the stipulation that the proposed signage feature metal faces and indirect or halo illumination.
4. Staff does not recommend approval of item #4, the installation of a blade sign on the river façade. Staff recommends the applicant install signage that does not exceed eight (8) square feet total (including both sides), and signage that features indirect lighting on the river facing façade.

Staff recommends that total signage on the river façade not exceed eight (8) square feet, per the UDC Section 35-681. A reface of the existing blade sign would be eligible for administrative approval.



City of San Antonio One Stop



May 12, 2022





**Recommendation Book For:**  
**San Antonio, TX**  
**111 W Crockett St.**  
**South Bank San Antonio**  
**12/20/2021**



**FAT TUESDAY®**





Revisions:	
X	_____
X	_____
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X	_____



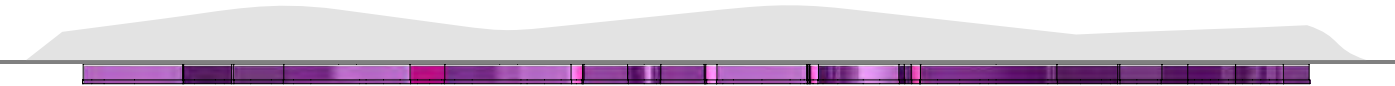
S1

Face-Lit Letterset

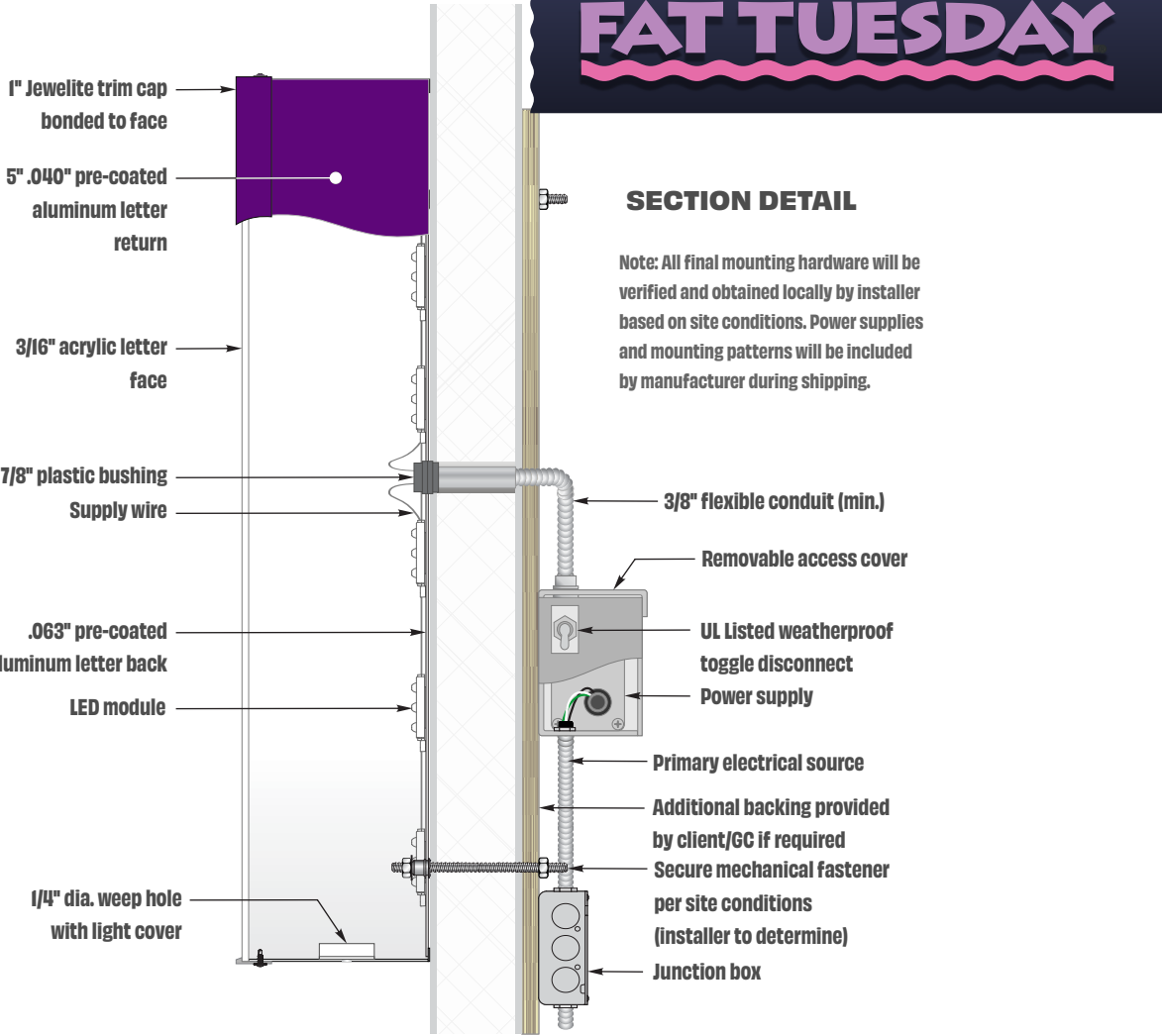
Remove Flower boxes. Install new illuminated letterset. New electrical run required.  
Tech survey required to verify all facade dimensions and electrical access.

FAT

- FACE: #2406 Optix LD acrylic
- RETURN: .040" aluminum coil painted to match Pantone 3515C Nola, satin finish
- TRIM CAP: Painted to match returns
- FILM: Digitally printed on translucent white carrier to match Pantone 3515C; include matte overlaminate for UV protection
- BACK: .063" Pre-coated white aluminum
- LED: White modules (all elements); 6500k LED temp
- #2406 Optix LD acrylic
- RETURN: .040" aluminum coil painted to match Pantone 813C Punch, satin finish
- TRIM CAP: Painted to match returns
- FILM: Digitally printed on translucent white carrier to match Pantone 813C; include matte overlaminate for UV protection
- BACK: .063" Pre-coated white aluminum
- LED: White modules (all elements); 6500k LED temp
- 1/4" flat cut out aluminum disc with opaque white print and Pantone 3515C Nola ink



	B							
A	FAT TUESDAY							G
C	F							D E
	F							
	A	B	C	D	E	F	G	SQ. FT.
FT-CH-FL-LB-H-18	1'-6"	15'-11 7/8"	2'-5 1/8"	5 3/8"	9 1/4"	15'-11"	3 1/16"	38.81



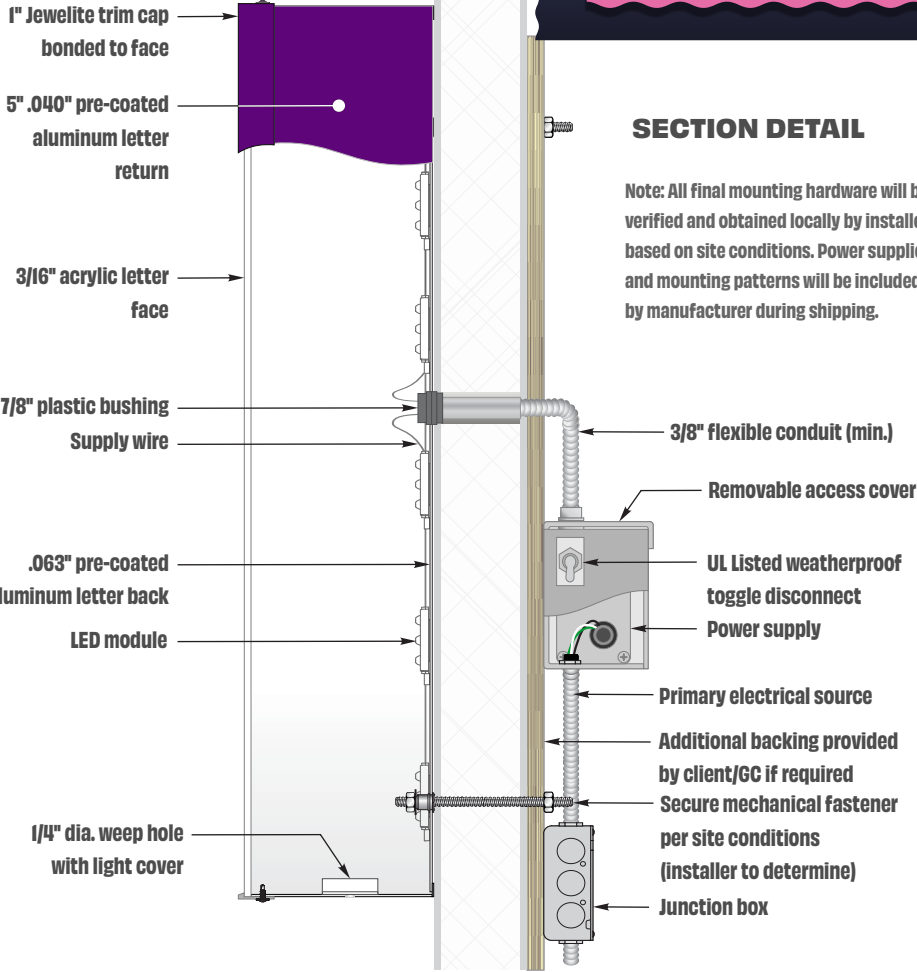
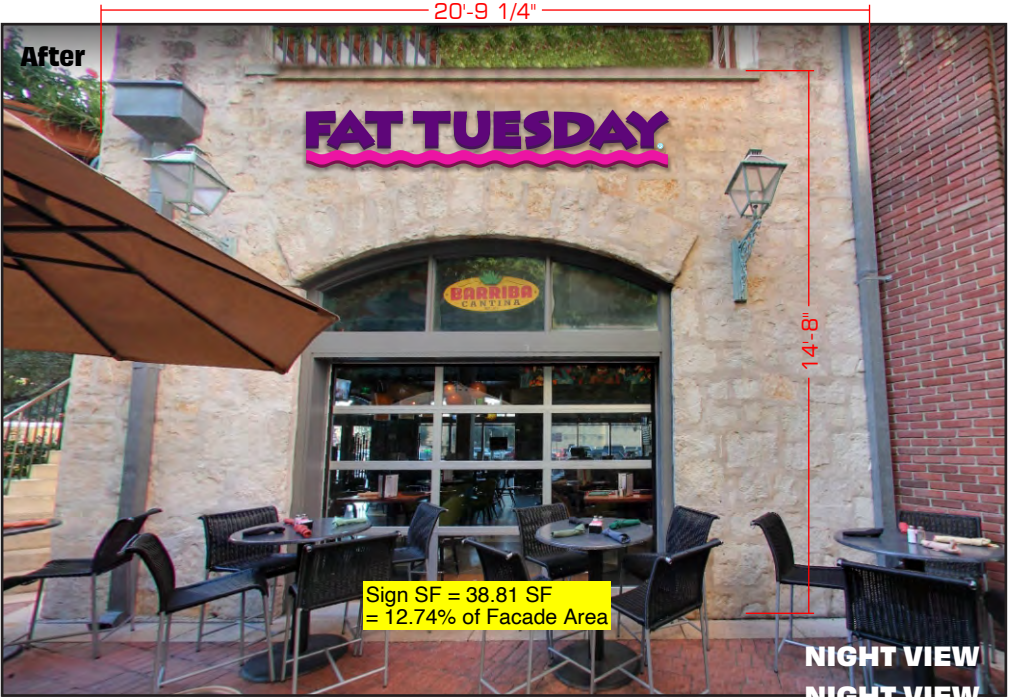
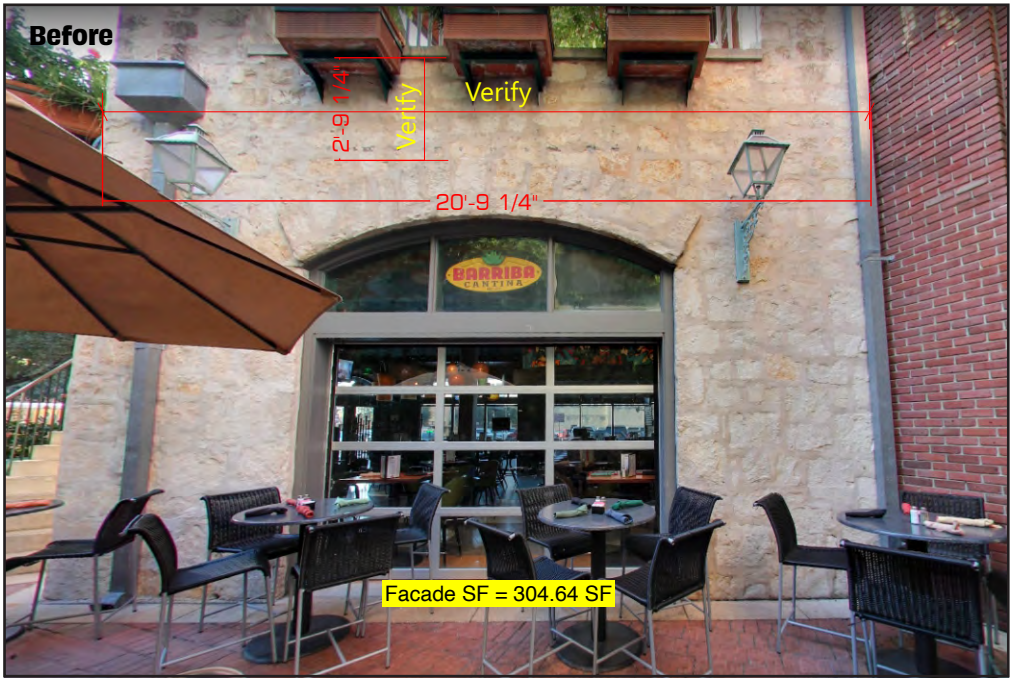
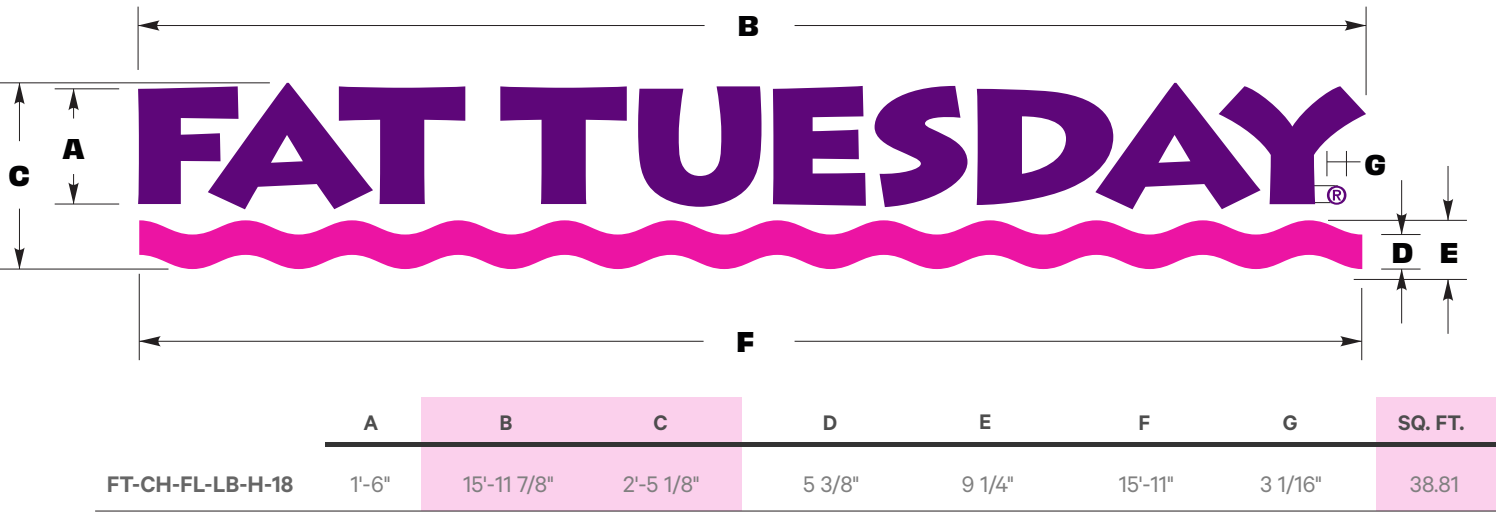
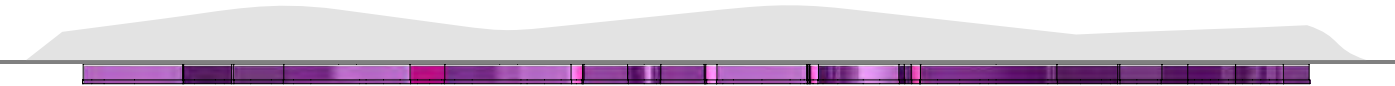


Face-Lit Letterset

Remove Flower boxes. Install new illuminated letterset. New electrical run required.  
Tech survey required to verify all facade dimensions and electrical access.

FAT

- FACE: #2406 Optix LD acrylic
- RETURN: .040" aluminum coil painted to match Pantone 3515C Nola, satin finish
- TRIM CAP: Painted to match returns
- FILM: Digitally printed on translucent white carrier to match Pantone 3515C; include matte overlamine for UV protection
- BACK: .063" Pre-coated white aluminum
- LED: White modules (all elements); 6500k LED temp
- #2406 Optix LD acrylic
- RETURN: .040" aluminum coil painted to match Pantone 813C Punch, satin finish
- TRIM CAP: Painted to match returns
- FILM: Digitally printed on translucent white carrier to match Pantone 813C; include matte overlamine for UV protection
- BACK: .063" Pre-coated white aluminum
- LED: White modules (all elements); 6500k LED temp
- 1/4" flat cut out aluminum disc with opaque white print and Pantone 3515C Nola ink



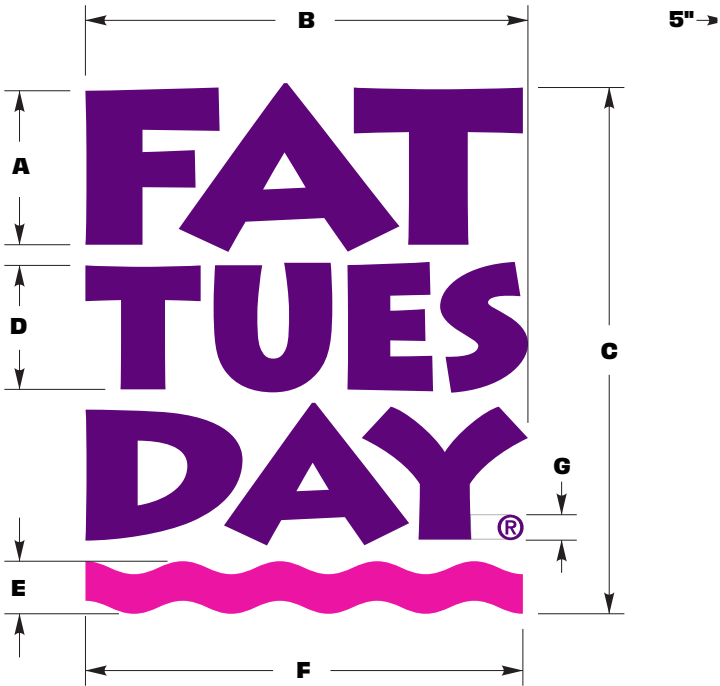


Face-Lit Letterset

Remove Flower boxes. Install new illuminated letterset. New electrical run required.  
Tech survey required to verify all facade dimensions and electrical access.

FAT

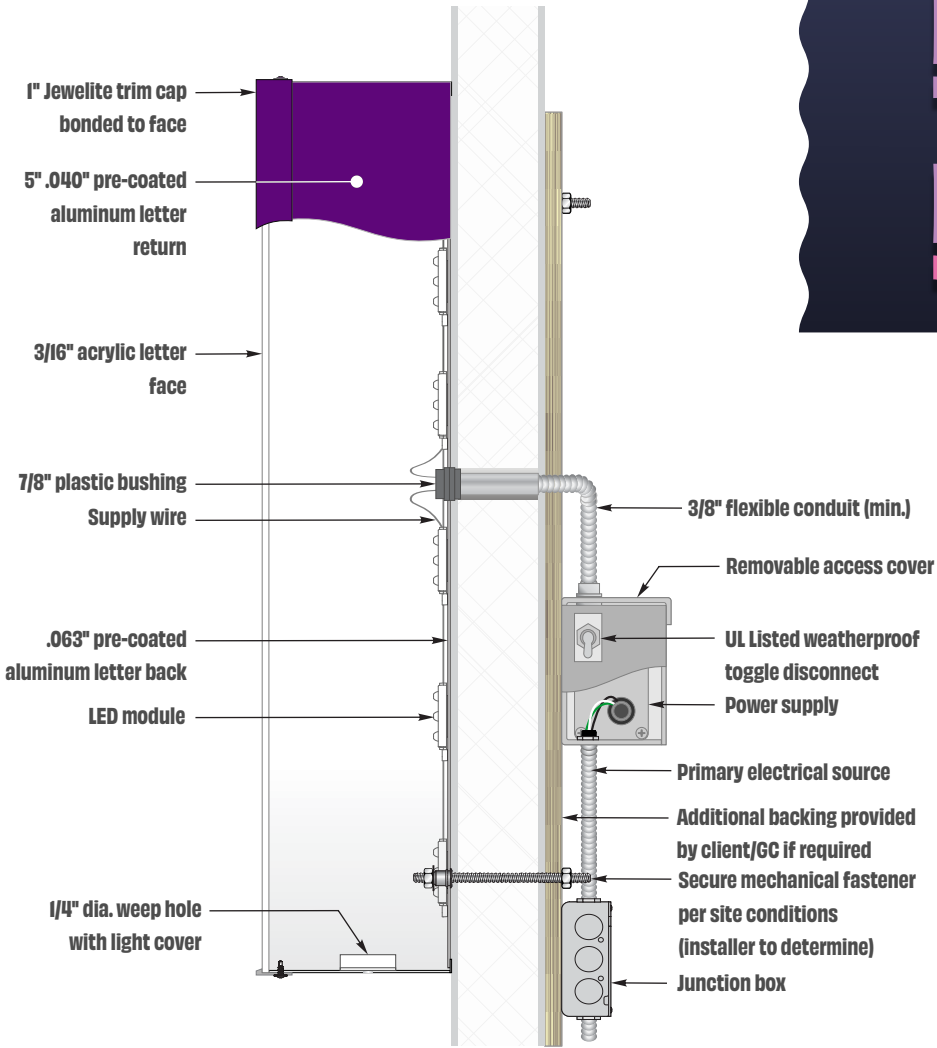
- FACE: #2406 Optix LD acrylic
- RETURN: .040" aluminum coil painted to match Pantone 3515C Nola, satin finish
- TRIM CAP: Painted to match returns
- FILM: Digitally printed on translucent white carrier to match Pantone 3515C; include matte overlaminate for UV protection
- BACK: .063" Pre-coated white aluminum
- LED: White modules (all elements); 6500k LED temp
- #2406 Optix LD acrylic
- RETURN: .040" aluminum coil painted to match Pantone 813C Punch, satin finish
- TRIM CAP: Painted to match returns
- FILM: Digitally printed on translucent white carrier to match Pantone 813C; include matte overlaminate for UV protection
- BACK: .063" Pre-coated white aluminum
- LED: White modules (all elements); 6500k LED temp



	A	B	C	D	E	F	G	SQ. FT.
FT-CH-FL-LB-V-12	1'-0"	2'-10 1/2"	3'-5"	9 11/16"	4 1/8"	2'-10 1/16"	2"	9.82



® 1/4" flat cut out aluminum disc with opaque white print and Pantone 3515C Nola ink



SECTION DETAIL

Note: All final mounting hardware will be verified and obtained locally by installer based on site conditions. Power supplies and mounting patterns will be included by manufacturer during shipping.



Custom Blade Sign

Install new D/F illuminated blade sign with .125 routed aluminum faces and push thru acrylic copy.  
Tech survey required to verified electrical access.

- Black paint - Satin finish
- 3/4" routed push-thru acrylic  
1/2" exposed
- FILM: Digitally printed on translucent white carrier to match Pantone 310C; include matte overlaminate for UV protection
- FILM: Digitally printed on translucent white carrier to match Pantone 813C; include matte overlaminate for UV protection
- FILM: 3M 3735-50 diffuser film  
2nd surface applied

