

## HISTORIC AND DESIGN REVIEW COMMISSION

January 15, 2020

**HDRC CASE NO:** 2019-740  
**ADDRESS:** 111 W CROCKETT ST  
**LEGAL DESCRIPTION:** NCB 148 BLK 12 LOT 22 SOUTH BANK SUBD  
**ZONING:** D, RIO-3  
**CITY COUNCIL DIST.:** 1  
**APPLICANT:** Kelly Gonyea/Texas Custom Signs  
**OWNER:** AMREIT RIVERWALK LP  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** December 04, 2019  
**60-DAY REVIEW:** February 02, 2020  
**CASE MANAGER:** Edward Hall

### REQUEST:

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

1. Install an internally illuminated hanging blade sign at the river level to feature forty-four (44) inches in width, and twenty-six (26) inches in height for a total size of approximately eight (8) square feet. The proposed sign will read “Hard Rock Café” and will be one sided. This sign is noted as sign C in the application documents.
2. Install an internally illuminated hanging blade sign at the river level to feature seventy-six (76) inches in width, and fifteen (15) inches in height for a total size of approximately eight (8) square feet. The proposed sign will read “Rock Shop” and will be one sided. This sign is noted as sign D in the application documents.
3. Install an internally illuminated hanging blade sign at the river level to feature forty-four (44) inches in width, and nine (9) inches in height for a total size of approximately three (3) square feet. The proposed sign will read “Rock Shop” and will be one sided. The proposed sign will be located on the interior of the structure; however, will be located less than ten (10) feet from exterior fenestration and is reviewed as exterior signage. This sign is noted as sign G in the application documents.

### APPLICABLE CITATIONS:

*Sec. 35-681. - Signs on the Riverside of Properties Abutting the River or Creek.*

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.

(Ord. No. 2010-11-18-0985, § 2, 11-18-10) (Ord. No. 2011-03-31-0240, § 2, 3-31-11; Ord. No. 2016-10-13-0798, § 1(Att. A), 10-13-16)

**FINDINGS:**

- a. The applicant has proposed to install signage at the river level of 111 W Crockett, for the Hard Rock Café. Per the UDC Section 35-681, all exterior and interior signs hung within ten (10) feet of an exterior fenestration, or those signs intended to be read by exterior patrons are governed by this section of the UDC.
- b. ALLOWABLE SIGNAGE – Additionally, the UDC Section 35-681(c) notes that the maximum allowable size for any sign on the riverside of a property abutting the publicly owned River Walk and visible from the River Walk shall be eight (8) square feet, and that only one (1) identification sign shall be allowed for each store, shop, restaurant, nightclub or place of business in the River Walk area and fronting on the River Walk. If a building surface is used for signage, the letters or design shall not exceed a surface area of eight (8) square feet. Additional square footage may be approved by the Commission provided that the additional signage is in conformity with the UDC and does not interfere with the pedestrian experience of the River Walk.
- c. BLADE SIGN (C) – The applicant has proposed to install an internally illuminated hanging blade sign at the river level to feature forty-four (44) inches in width, and twenty-six (26) inches in height for a total size of approximately eight (8) square feet. The proposed sign will read “Hard Rock Café” and will be one sided. Per the UDC Section 35-681(c)(6), internally illuminated signs are prohibited on the river side of properties abutting the River Walk. Staff finds that the size and design of the sign are appropriate; however, the sign should be illuminated indirectly.
- d. BLADE SIGN (D) – The applicant has proposed to install an internally illuminated hanging blade sign at the river level to feature seventy-six (76) inches in width, and fifteen (15) inches in height for a total size of approximately eight (8) square feet. The proposed sign will read “Rock Shop” and will be one sided. Per the UDC Section 35-681(c)(6), internally illuminated signs are prohibited on the river side of properties abutting the River Walk. Staff finds that the size and design of the sign are appropriate; however, the sign should be illuminated indirectly.
- e. BLADE SIGN (G) – The applicant has proposed to install an internally illuminated hanging blade sign at the river

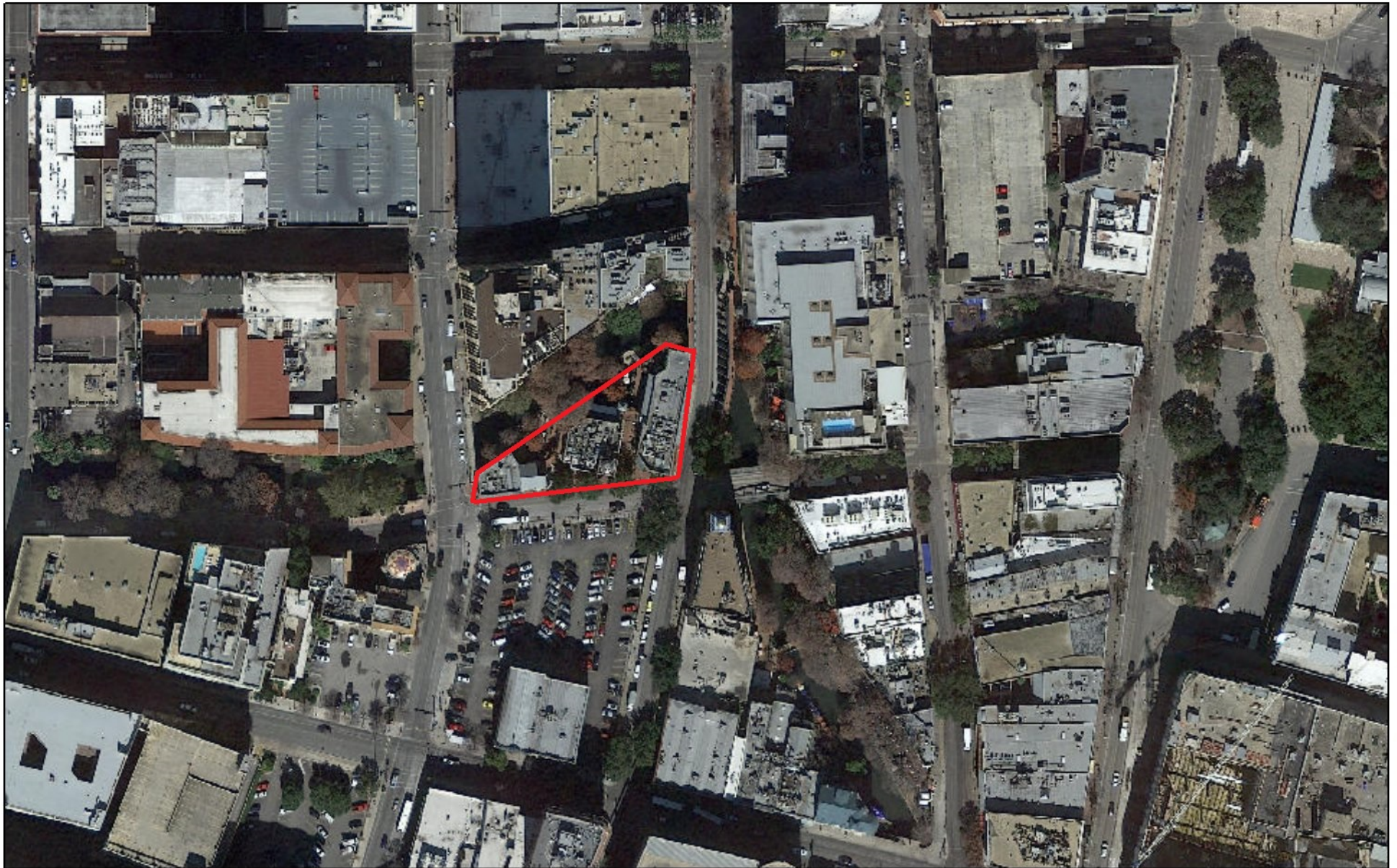
level to feature forty-four (44) inches in width, and nine (9) inches in height for a total size of approximately three (3) square feet. The proposed sign will read “Rock Shop” and will be one sided. The proposed sign will be located on the interior of the structure; however, will be located less than ten (10) feet from exterior fenestration and is reviewed as exterior signage. Per the UDC Section 35-681(c)(6), internally illuminated signs are prohibited on the river side of properties abutting the River Walk. Staff finds that the size and design of the sign are appropriate; however, the sign should be illuminated indirectly.

**RECOMMENDATION:**

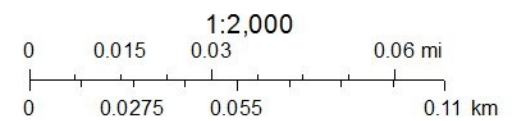
Staff recommends that the applicant install one sign featuring eight (8) square feet, and external illumination at the River Walk level.



# City of San Antonio One Stop



January 3, 2020







## Sign Package Submittal

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**Hard Rock Cafe**  
111 Crockett Street  
San Antonio, TX 78205

*Originally submitted: May 28th, 2019*

*Latest revision: September 13th, 2019*

PRESENTED BY:

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199 Wilshire Ave. SW  
Concord, NC 28025  
[www.cascosigns.com](http://www.cascosigns.com)  
Contact: Darin Martin  
704-788-9055



**Customer:**  
Hard Rock Café -  
San Antonio, TX

111 Crockett Street  
San Antonio, TX 78205

**Drawing #:**  
294395

**Date:**  
05/28/2019

**Revision:**


**Customer Approval:**

**Date:**

**Sales:**  
D. Martin

<b>Design:</b> K@	<b>Check by:</b> DD
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All components & installations are approved & listed by  UNDERWRITERS LABORATORIES

**Drawing Type:**  
Sales



# Zoning Information

- Combined Square Footage for signs C & D (under canopy signs) cannot exceed 8 sq.ft.



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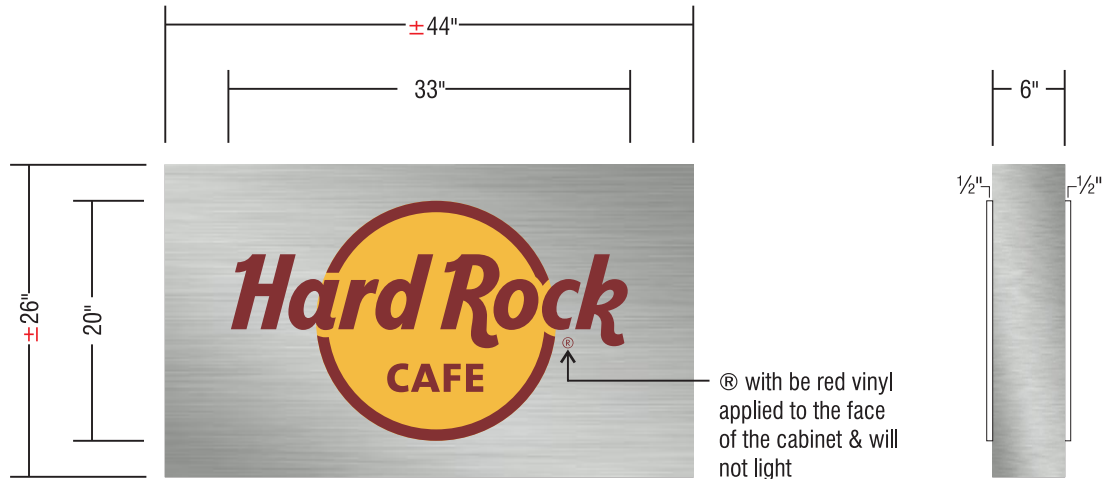
Drawing Type:  
Sales



# FIELD SURVEY REQUIRED

**Exact Design, Size & Mounting Details TBD.**

Field survey needed to verify measurements & construction of canopies. Electrical access & mounting for new blade sign. Need to know what Hard Rock Cafe would like new blade to look like (colors, material, size, display, etc.)



**C** (1) D/F Internally Illum. Blade Sign w/ push thru copy  
Scale: 3/4" = 1'-0" 26" x 44" = 7.94 sq. ft.

## Scope of Work / Sign Description

D/F Aluminum fabricated blade sign with .125" routed aluminum faces with horizontal grain finish & 1/2" clear acrylic push thru copy secured via 1/8" White polycarb backer panels. Returns to have same horizontal grain finish. 1st surface applied vinyl will be applied to the face of the copy & graphics. Internal illumination via White Principle LEDs. Cabinet will be mounted to underside of canopy structure **TBD** & approved hardware.

## Color Notes

- 1/2" Clear acrylic - push thru copy
- 7328 White polycarb - push thru backer panel
- Horizontal Grain Aluminum (satin clear) - faces & returns,
- 811 E Brush Aluminum (satin) - mounting plates, hardware, etc.
- Black (satin) - faces, supports, mounting plates & hardware
- 3M 3630-109 Light Rust Red (vinyl) (matches PMS 491 C) - copy faces, ® vinyl
- 3M 3630-235 Yellow Gold (vinyl) (matches PMS 142 C) - logo circle





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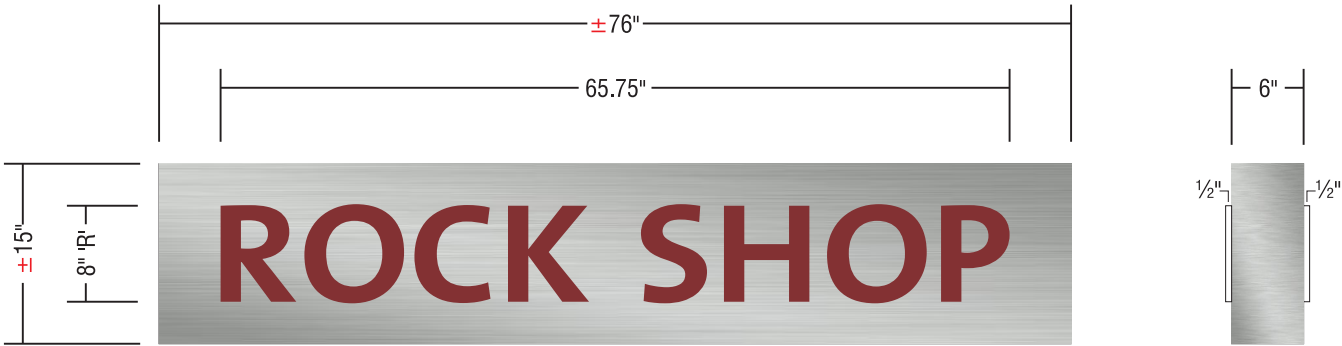
**Drawing Type:**  
Sales



# FIELD SURVEY REQUIRED

*Exact Design, Size & Mounting Details TBD.*

Field survey needed to verify measurements & construction of canopies. Electrical access & mounting for new blade sign. Need to know what Hard Rock Cafe would like new blade to look like (colors, material, size, display, etc.)



**D** (1) D/F Internally Illum. Blade Sign w/ push thru copy  
Scale: 3/4" = 1'-0" 15" x 76" = 7.916 sq. ft.

## Scope of Work / Sign Description

D/F Aluminum fabricated blade sign with .125" routed aluminum faces with horizontal grain finish & 1/2" clear acrylic push thru copy secured via 1/8" White polycarb backer panels. Returns to have same horizontal grain finish. 1st surface applied vinyl will be applied to the face of the copy & graphics. Internal illumination via **Sloan Prism Red 2700K LEDs**. Cabinet will be mounted to underside of canopy structure **TBD** & approved hardware.

## Color Notes

- 1/2" Clear acrylic - push thru copy
- 7328 White polycarb - push thru backer panel
- Horizontal Grain Aluminum (satin clear) - faces & returns,
- 811 E Brush Aluminum (satin) - mounting plates, hardware, etc.
- Black (satin) - faces, supports, mounting plates & hardware
- 3M 3630-109 Light Rust Red (vinyl) (matches PMS 491 C) - copy faces



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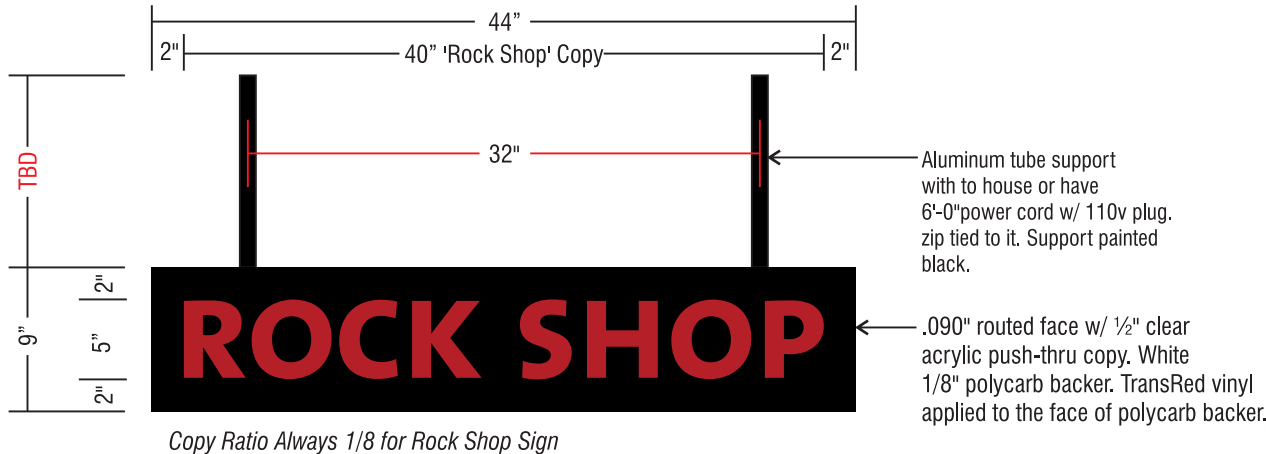
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Drawing Type:  
Sales



# MOUNTING VERIFICATION REQUIRED

Field survey will be required to determine exact length of tube support & mounting hardware / method needed.



Electrical Note: Sign will require a typical 110v (15-20amp) outlet service.

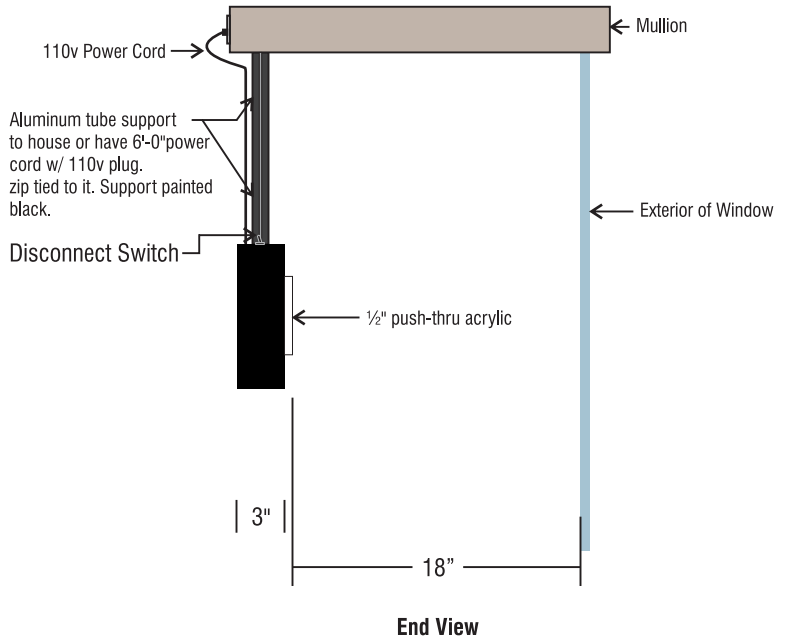
**G** (1) S/F Routed Push-Thru Cabinet Window Sign  
Scale: 1" = 1'-0"

## Sign Notes

S/F routed push-thru sign cabinet. Cabinet will be fabricated from aluminum, 3" deep and have .090" routed aluminum faces w/ 1/2" thick clear acrylic push-thru copy. All push-thru has a white polycarb backer. Trans. Red vinyl to be applied to 1st surface of polycarb backer face. Sign cabinet is illuminated via Sloan Prism Red 2700K LEDs. All wiring is UL approved and code compliant. Sign hangs from ceiling behind window on interior side of glass window. Exact mounting TBD.

## Color Notes

- 7328 White polycarb - backer
- 3M 3630-73 Dark Red (vinyl) - copy
- Black (satin) - cabinet & hardware





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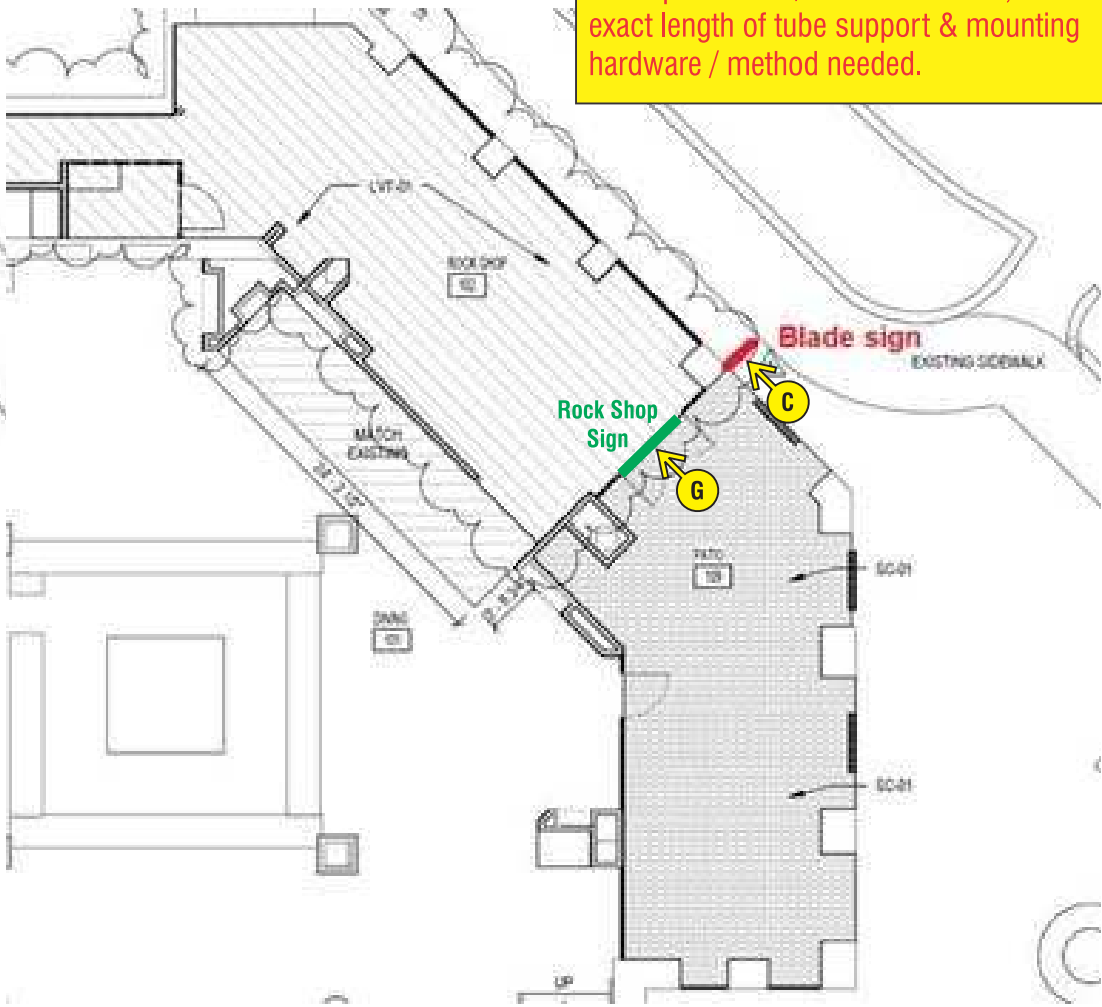
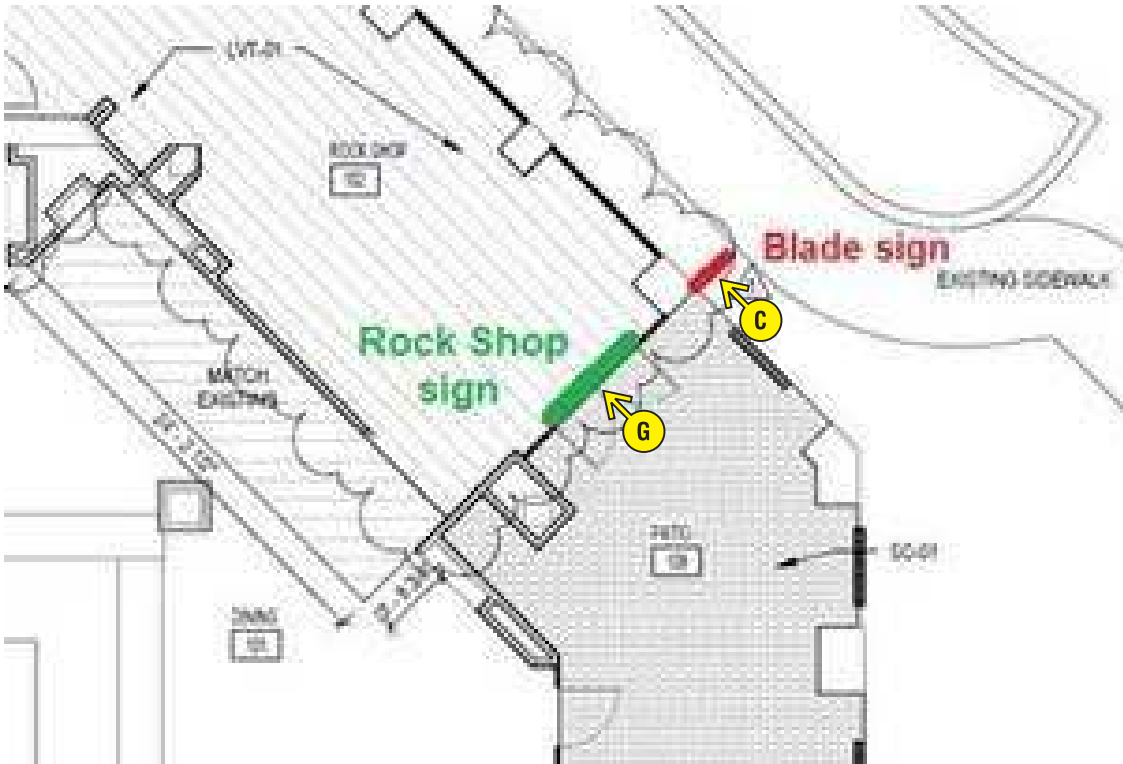
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**Drawing Type:**  
Sales



# LOCATION VERIFICATION REQUIRED

Field survey will be required to determine Exact placement / window section, exact length of tube support & mounting hardware / method needed.



**G** Interior Rock Shop Hanging Window Sign Placment  
Scale: 1" = 1'



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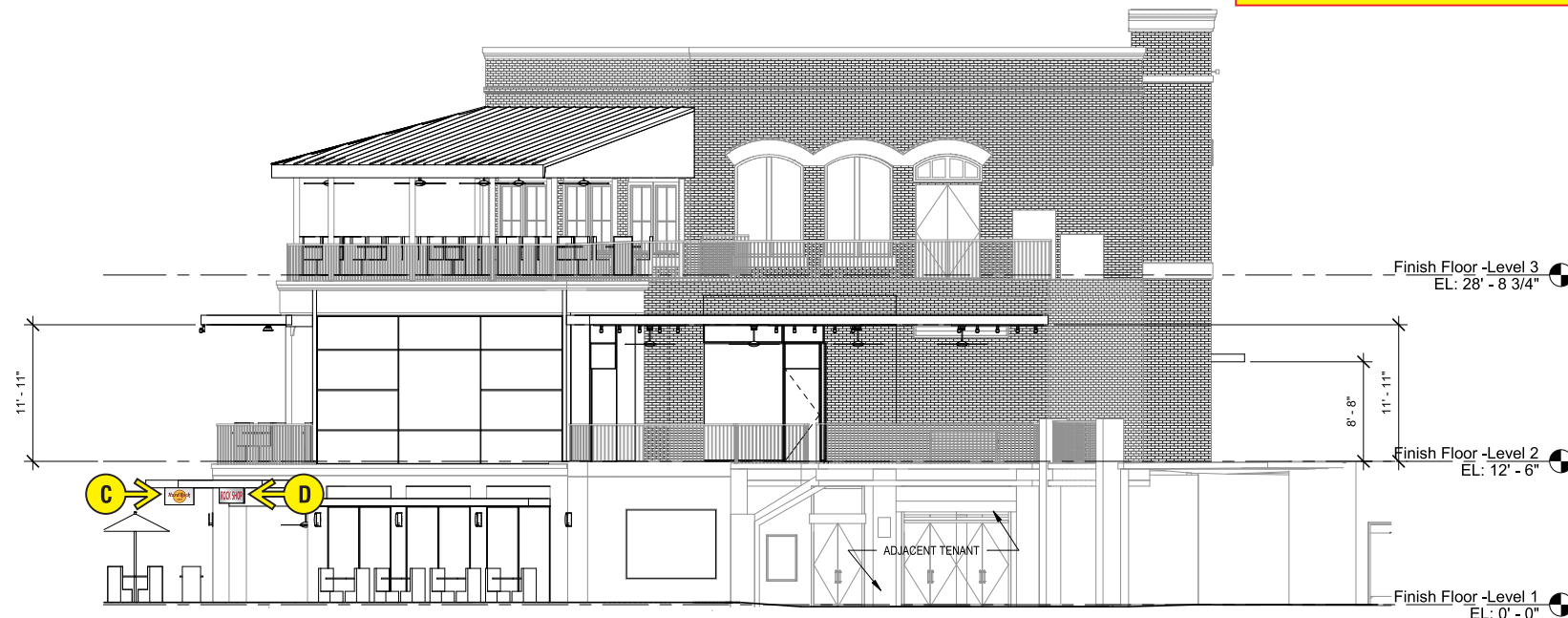
All components & installations are approved & listed by  UNDERWRITERS LABORATORIES

**Drawing Type:**  
Sales



# FIELD SURVEY REQUIRED

Field survey needed to verify measurements & construction of canopies. Electrical access & mounting for new blade sign. Need to know what Hard Rock Cafe would like new blade to look like (colors, material, size, display, etc.)



**West Elevation**

**Scale: 1/16" = 1'-0"**



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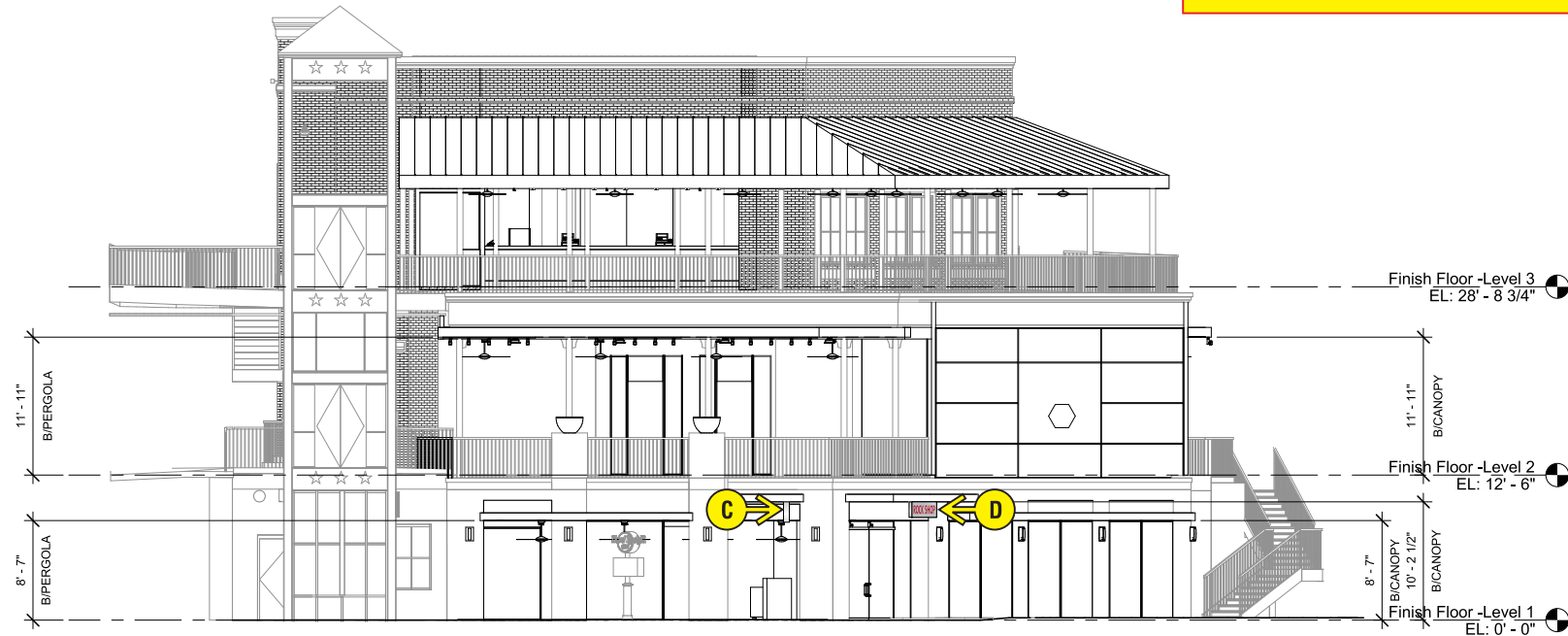
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**Drawing Type:**  
Sales



# FIELD SURVEY REQUIRED

Field survey needed to verify measurements & material of new metal canopies. Electrical access & mounting for new blade sign. Need to know what Hard Rock Cafe would like new blade to look like (colors, material, size, display, etc.)



**North Elevation**  
**Scale: 1/16" = 1'-0"**





**Customer:**  
**Hard Rock Café -**  
**San Antonio, TX**

**111 Crockett Street**  
**San Antonio, TX 78205**

**Drawing #:**  
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Revision:

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**Date:**  
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**Date:** \_\_\_\_\_

<b>Sales:</b> <b>D. Martin</b>	
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DATE	HRS	REV. #	DESIGNER	DESCRIPTION	CASCO REVISION LOG
08/06/19	1 Hr.	1	K@	Revised drawing Signs C & D to be ±smaller, changed color specs/vinyl specs and LED specs per clients mark-ups. Added ® to logo, Sign C. Got rid of window LED rope lighting per clients previous notes.	
09/03/19	30 min.	2	DD	Added Sign F LASA Mantra Backlit channel letters to match what we proposed for Atlanta GA location per DM & Clients request. Added client provided plan sections for placement. Added Rock Shop interior window hanging sign like what we proposed for Atlanta GA location per DM & Clients request. Added client provided plan sections for placement. Noted all needed field survey notes.	
09/13/14	10 min.	3	K@	Moved placement of Sign F on elevation. Called out signs on elevation with Signs G & C.	

# LOGO DESIGN / RE-DESIGN

CLIENT TO PROVIDE CASCO  
WITH CORRECT VECTOR OR HI RESOLUTION ARTWORK.  
ADDITIONAL FEES MAY APPLY IF REQUIRED TO EITHER  
CREATE OR RE-DESIGN CORPORATE LOGO

DESCRIPTION	INITIAL DESIGN
	<p data-bbox="2169 1239 2290 1253"><b>4 hrs.</b></p> <p data-bbox="2462 1539 2583 1555">Page 16 of 16</p>

## INITIAL DESIGN

**4 hrs.**