

# HISTORIC AND DESIGN REVIEW COMMISSION

July 07, 2021

**HDRC CASE NO:** 2021-319  
**ADDRESS:** 306 W MARKET ST  
**LEGAL DESCRIPTION:** NCB: 157 LOT 5 & S 53.7FT OF E 44.95FT OF S103.28FT OF A2 & E 20FT OF N 86.3FT OF A3  
**ZONING:** D, RIO-3  
**CITY COUNCIL DIST.:** 1  
**APPLICANT:** KATHERINE SULLON/ACM HUB LLC  
**OWNER:** RIVERTON SUITES LTD  
**TYPE OF WORK:** Signage  
**APPLICATION RECEIVED:** May 20, 2021  
**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 the river level at 306 W Market.

1. Install one (1), double-sided blade sign to read “Ambler” to feature an overall height of 5’ – 0” and an overall width of 1’ – 1” for a total size of approximately 10.8 square feet, including both sides.
2. Install a river level sign and menu board on a stone column to replace the existing sign. The proposed sign will feature two separate signage panels, both featuring a restaurant logo “A” and a menu.

## 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.

## **FINDINGS:**

- a. The applicant is requesting a Certificate of Appropriateness for approval to install two (2) river level signs at 306 W Market.
- b. ALLOWABLE SIGNAGE – The UDC Section 35-681(c)(2) provide standards for signage on the river side of property abutting the River Walk and visible from the River Walk. The UDC Notes that maximum signage shall be eight (8) square feet. Additionally, the UDC Section 35-681(c)(5) notes that only one (1) identification sign shall be installed.
- c. BLADE SIGN – The applicant has proposed to install one (1), double-sided blade sign to read “Ambler” to feature an overall height of 5’ – 0” and an overall width of 1’ – 1” for a total size of approximately 10.8 square feet, including both sides. The proposed signage will feature internal

illumination. The proposed signage exceeds that which is recommended by the UDC. Staff recommends that the proposed signage be reduced in size to not exceed eight (8) square feet, including both sides. Additionally, the proposed signage features internal illumination, which is not consistent with the UDC Section 35-681. Staff finds that indirect illumination should be used.

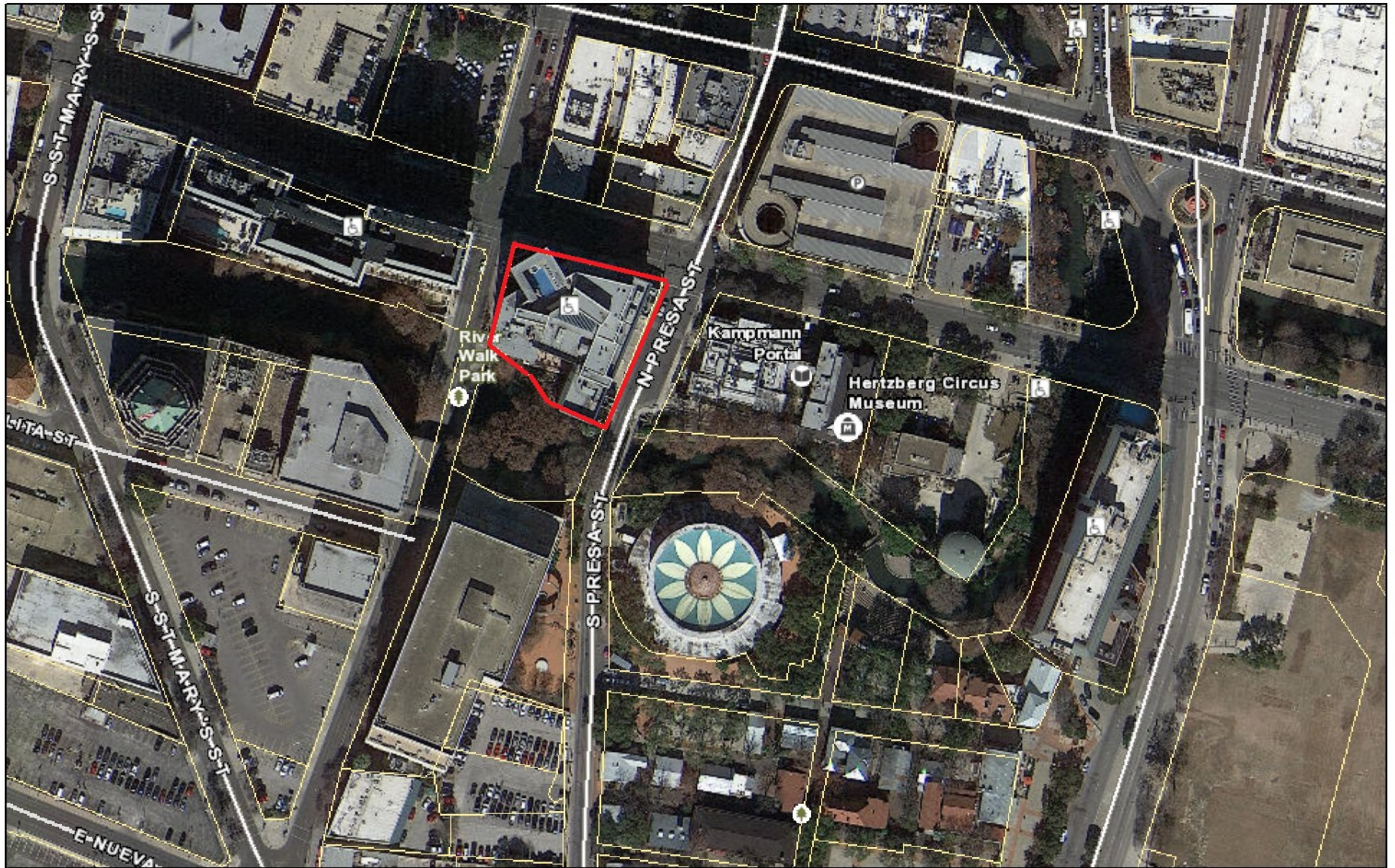
- d. **SIGN & MENU BOARD** – The applicant has proposed to install a river level sign and menu board on a stone column to replace the existing sign. The proposed sign will feature two separate signage panels, both featuring a restaurant logo “A” and a menu. As noted in finding b, only one identification signage shall be installed. Pedestrian menu boards per the UDC Section 35-681(c)(8), shall not exceed two (2) square feet. There may be no more than one (1) pedestrian menu board per establishment. Additionally, the name of the establishment may not be displayed on the menu board if the business has other signage installed on the premises.

#### **RECOMMENDATION:**

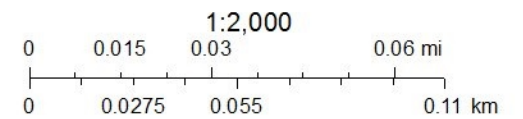
1. Staff does not recommend approval of item #1, the proposed blade sign, as proposed. Staff recommends the following:
  - i. That the proposed signage be reduced to no more than eight (8) square feet, including both sides.
  - ii. That the proposed signage feature indirect illumination.
2. Staff does not recommend approval of item #2, the proposed sign column and menu board as proposed. Staff recommends the applicant install a menu board that is consistent with the UDC Section 35-681(c)(8), that does not exceed two (2) square feet.



# City of San Antonio One Stop



July 2, 2021







SIGNS - ELECTRICAL - DESIGN - WALL WRAPS  
BRAND FORMATS - 3D RENDERING - LED DISPLAY  
STRUCTURAL ENGINEERING - CNC INSTALLATION  
ACM HUB, LLC  
DBA  
TITAN SIGN COMPANY  
ELECTRICAL LICENSE  
SEC #37286  
SIGN LICENSE  
SSC #18454  
MAIN: (210) 202-0123  
FAX: (800) 515-1046  
TitanSignCompany.com

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AMBLER  
MODERN TEXAS TAVERN

LOCATION

SHEET TITLE

PROJECT

SCALE  
AS NOTED

DATE  
05/29/21

REVISION DATE  
1 -/-/-  
2 -/-/-

PERMIT SET  
SHEET NO.

1

SETBACK  
FROM NAVARRO ST

B.1 72'

C.1 98'



- ☐ 3D SCAN
- ☐ AERIAL
- ☐ FIELD
- ☐ CL PROVIDED

Project Mgr: Mark Song  
Assist Project Mgr: Victor Martins  
Master Electrician: Tomas Eggers  
Fabrication Mgr: Elizabeth Wright  
Installation Mgr: Mike R.

Print Mgr: Christina H  
Finishing Mgr: Gerry G  
CNC: David  
Paint:  
Admin: Marie Cuellar

Design Leader: Kat Sullon  
Design Team:  
Design Coord:  
3D Rendering:  
Design View

Architect Firm: NA  
Architect: NA  
Engineer: NA  
Construction Co: NA  
General Contractor: NA

Pantone Color Schematic:

DRAWING

Signature:

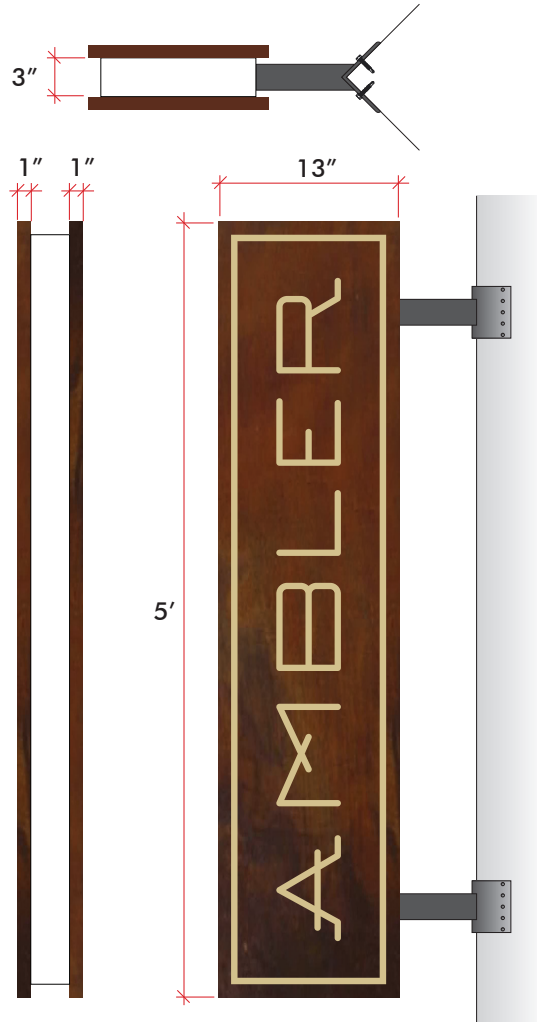
Date:

- ☐ Approved as Submitted
- ☐ Approved / Revise as Noted
- ☐ Rejected / Re-Submit
- ☐ Waiting on Permit

C.1



ACTUAL LOCATION



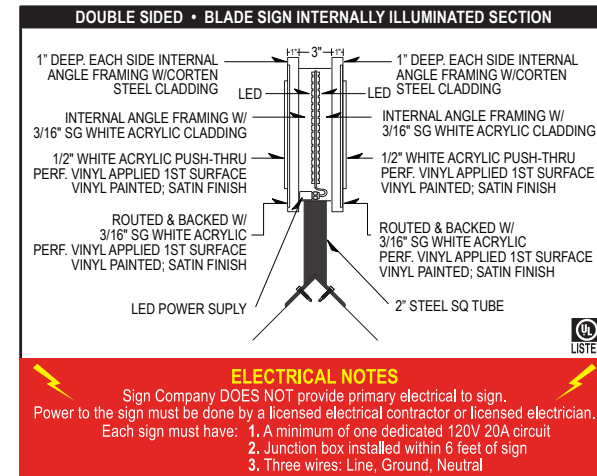
### Blade Sign Internally Illuminated w/ LED • Double Sided For Permit

#### INTERNALLY ILLUMINATED PUSH THRU SIGN

Quantity:	One (1) DOUBLE SIDED
Overall Height:	13"
Overall Length:	5'
Total Sq.Ft.:	5.4
Face:	Aluminum / Acrylic
Returns:	Angle framing w/ Acrylic cladding
First Surface:	Printed Vinyl
Illumination:	White LED - GE Tetra Max 7100K

#### NOTES:

- WHITE interiors for increased illumination



- ☐ 3D SCAN  
☐ AERIAL  
☐ FIELD  
☐ CL PROVIDED

Project Mgr: Mark Song  
Assist Project Mgr: Victor Martins  
Master Electrician: Tomas Eggers  
Fabrication Mgr: Elizabeth Wright  
Installation Mgr: Mike R.

Print Mgr: Christina H  
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3D Rendering:  
Design View

Architect Firm: NA  
Architect: NA  
Engineer: NA  
Construction Co: NA  
General Contractor: NA

Pantone Color Schematic:

DRAWING

Signature:

Date:

- ☐ Approved as Submitted  
☐ Approved / Revise as Noted  
☐ Rejected / Re-Submit  
☐ Waiting on Permit



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DBA  
TITAN SIGN COMPANY

ELECTRICAL LICENSE  
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AMBLER  
MODERN TEXAS TATTOO

BLADE SIGN

SHEET TITLE

PROJECT

SCALE  
AS NOTED

DATE  
04/22/21

REVISION DATE

1 -/-

2 -/-

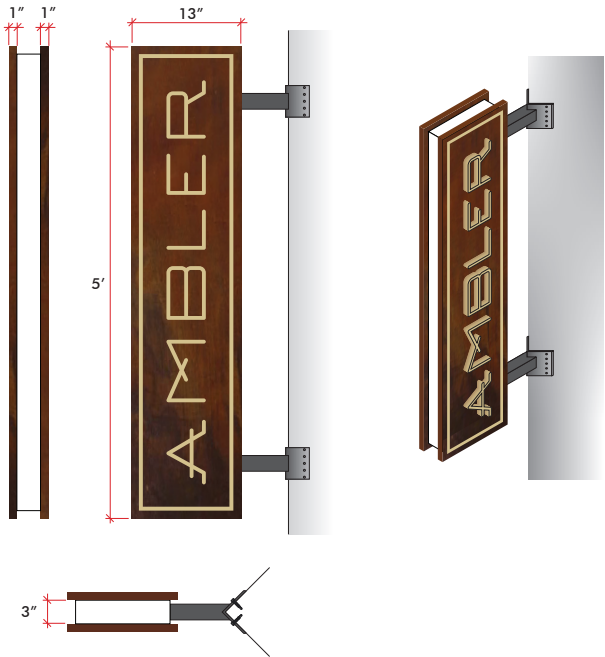
PERMIT SET

SHEET NO.

4



CURRENT LOCATION FOR INSTALL THE NEW SIGN

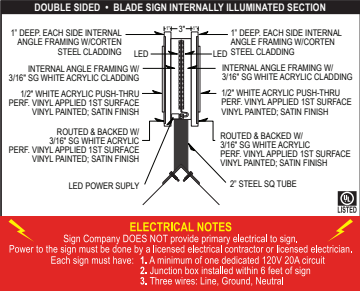


Blade Sign Internally Illuminated w/ LED • Double Sided  
For Permit

INTERNALLY ILLUMINATED PUSH THRU SIGN

Quantity: One (1) DOUBLE SIDED  
Overall Height: 13'  
Overall Length: 5'  
Total Sq.Ft.: 5.4  
Face: Aluminum / Acrylic  
Returns: Angle framing w/ Acrylic cladding  
First Surface: Printed Vinyl  
Illumination: White LED - GE Tetra Max 7100K

NOTES:  
• WHITE interiors for increased illumination



ELECTRICAL NOTES

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



3D SCAN  
AERIAL  
FIELD  
CL PROVIDED

Project Mgr: Mark Song  
Assist Project Mgr: Victor Martins  
Master Electrician: Tomas Eggers  
Fabrication Mgr: Elizabeth Wright  
Installation Mgr: Mike R.

Print Mgr: Christina H  
Finishing Mgr: Gerry G  
CNC, David  
Paint:  
Admin: Marie Cuellar

Design Leader: Kat Sullon  
Design Team:  
Design Coord:  
3D Rendering:  
Design View

Architect Firm: NA  
Architect: NA  
Engineer: NA  
Construction Co: NA  
General Contractor: NA

Pantone Color Schematic:

DRAWING

Signature:

Date:

☐ Approved as Submitted  
☐ Approved / Revise as Noted  
☐ Rejected / Re-Submit  
☐ Waiting on Permit



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DBA  
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shall constitute conclusive evidence  
of acceptance of these restrictions.

AMBLER  
MODERN TEXAS TAPERO

BLADE SIGN

SHEET TITLE

PROJECT

SCALE  
AS NOTED

DATE  
04/22/21

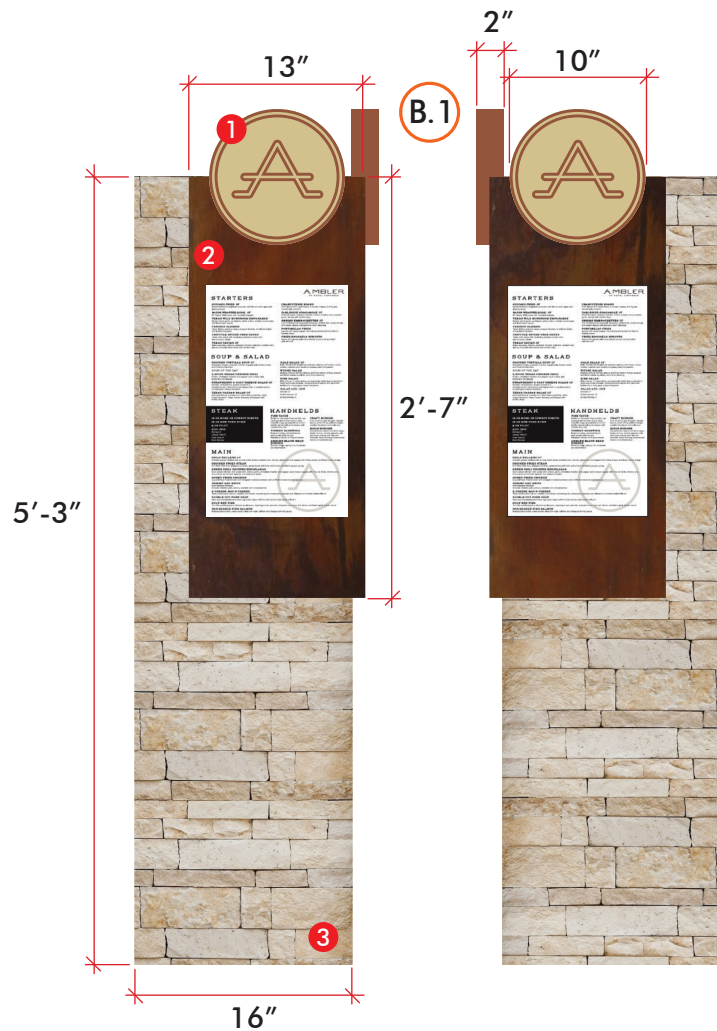
REVISION DATE  
1 -/-/-  
2 -/-/-

PERMIT SET

SHEET NO.

4





1

## Logo Cabinet Box Internally Illuminated

For Permit

## INTERNALLY ILLUMINATED ALUMINUM CABINET

Quantity: Two (2)  
 Cabinet Height: 10"  
 Cabinet Length: 10"  
 Total Sq.Ft.: 1.4  
 Face: 3/16" White Acrylic / .125 Aluminum  
 Side: .063 Aluminum  
 Back: .063 Aluminum  
 First Surface: Printed Vinyl  
 Illumination: White LED - GE Mini Max 7100K

## NOTES:

- WHITE interiors for increased illumination

2

## Menu Cabinet Box Non Illuminated

For Permit

## NON ILLUMINATED STEEL CABINET

Quantity: Two (2)  
 Cabinet Height: 2'-7"  
 Cabinet Length: 13"  
 Total Sq.Ft.: 5.6  
 Face: Steel

3

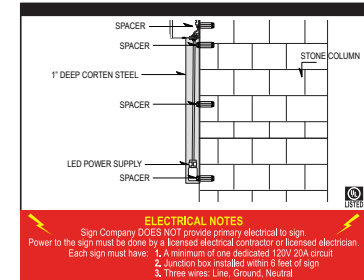
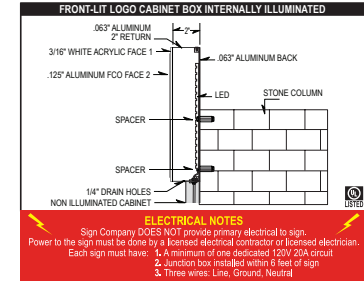
## Stone Column

For Permit

## STONE COLUMN

Quantity: One (1)  
 Cabinet Height: 5'-3"  
 Cabinet Length: 16"  
 Construction: Internal 2" Alum. Sq. Tube Frame  
 Cladded w/ 1/2" Cement Board

B.1



ACM HUB, LLC

DBA

TITAN SIGN COMPANY

ELECTRICAL LICENSE

SEC #37286

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AMBLER

MODERN TEXAS TAPERY

MENU SIGN

SHEET TITLE

PROJECT

SCALE

AS NOTED

DATE

04/22/21

REVISION DATE

1 -/-/-

2 -/-/-

PERMIT SET

SHEET NO.

3



- ☐ 3D SCAN
- ☐ AERIAL
- ☐ FIELD
- ☐ CL PROVIDED

Project Mgr: Mark Song  
 Assist Project Mgr: Victor Martins  
 Master Electrician: Tomas Eggers  
 Fabrication Mgr: Elizabeth Wright  
 Installation Mgr: Mike R.

Print Mgr: Christina H  
 Finishing Mgr: Gerry G  
 CNC: David  
 Paint:  
 Admin: Marie Cuellar

Design Leader: Kat Sullon  
 Design Team:  
 Design Coord:  
 3D Rendering:  
 Design View

Architect Firm: NA  
 Architect: NA  
 Engineer: NA  
 Construction Co: NA  
 General Contractor: NA

Pantone Color Schematic:

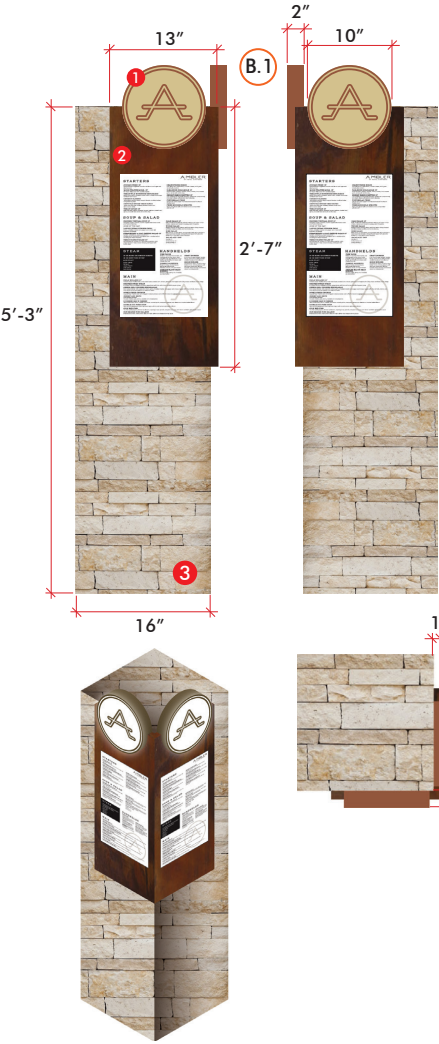
DRAWING

Signature:

Date:

- ☐ Approved as Submitted
- ☐ Approved / Revise as Noted
- ☐ Rejected / Re-Submit
- ☐ Waiting on Permit

CURRENT LOCATION FOR INSTALL THE NEW SIGN



1

Logo Cabinet Box Internally Illuminated  
For Permit  
INTERNALLY ILLUMINATED ALUMINUM CABINET

Quantity: Two (2)  
Cabinet Height: 10"  
Cabinet Length: 13"  
Total Sq.Ft.: 1.4  
Face: 3/16" White Acrylic / .125 Aluminum  
Side: .063 Aluminum  
Back: .063 Aluminum  
First Surface: Printed Vinyl  
Illumination: White LED - GE Mini Max 7100K

NOTES:  
• WHITE interiors for increased illumination

2

Menu Cabinet Box Non Illuminated  
For Permit  
NON ILLUMINATED STEEL CABINET

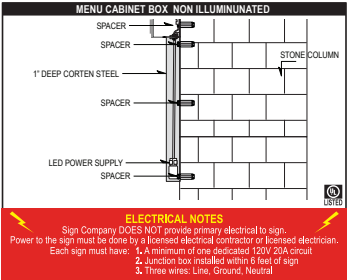
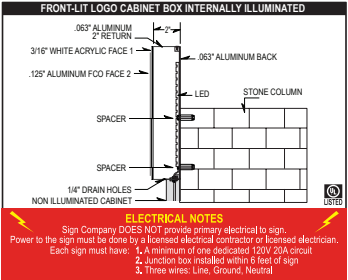
Quantity: Two (2)  
Cabinet Height: 2'-7"  
Cabinet Length: 13"  
Total Sq.Ft.: 5.6  
Face: Steel

3

Stone Column  
For Permit  
STONE COLUMN

Quantity: One (1)  
Cabinet Height: 5'-3"  
Cabinet Length: 16"  
Construction: Internal 2" Alum. Sq. Tube Frame Cladded w/ 1/2" Cement Board

B.1



ACM HUB, LLC  
DBA  
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ELECTRICAL LICENSE  
SEC #37286  
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AMBLER  
MODERN TEXAS TAPERS

MENU SIGN

SHEET TITLE

PROJECT

SCALE  
AS NOTED

DATE  
04/22/21

REVISION DATE

1 -/-/-  
2 -/-/-

PERMIT SET

SHEET NO.

3



☐ 3D SCAN  
☐ AERIAL  
☐ FIELD  
☐ CL PROVIDED

Project Mgr: Mark Song  
Assist Project Mgr: Victor Martins  
Master Electrician: Tomas Eggers  
Fabrication Mgr: Elizabeth Wright  
Installation Mgr: Mike R.

Print Mgr: Christina H  
Finishing Mgr: Gerry G  
CNC: David  
Paint:  
Admin: Marie Cuellar

Design Leader: Kat Sullon  
Design Team:  
Design Coord:  
3D Rendering:  
Design View

Architect Firm: NA  
Architect: NA  
Engineer: NA  
Construction Co: NA  
General Contractor: NA

Pantone Color Schematic:

DRAWING

Signature:

Date:

☐ Approved as Submitted  
☐ Approved / Revise as Noted  
☐ Rejected / Re-Submit  
☐ Waiting on Permit