



JW MARRIOTT
SAN ANTONIO RIVER WALK
AT IBC CENTRE

OHP CONCEPTUAL REVIEW
10.17.2025

ARCHITECTURAL NARRATIVE

A HOTEL IN THE CULTURAL HEART OF SAN ANTONIO

At the confluence of St. Mary's Street, East Houston, and the River Walk, this project is uniquely positioned to become a cultural and architectural anchor in downtown San Antonio. Framed by the historic 1926 Texas Theater façade and the adaptive reuse of O'Neil Ford's 1983 office building, the hotel weaves past and future together. It offers a vibrant hospitality experience that honors San Antonio's architectural heritage, urban character, and the dynamic energy of the River Walk, creating a destination that is both historically grounded and forward-looking.

JW MARRIOTT
SAN ANTONIO RIVER WALK

ARCHITECTURAL INSPIRATION

HISTORICAL INSIGHTS

Downtown San Antonio, set along the banks of the San Antonio River, embodies over three centuries of layered history and cultural convergence. Established in 1718 with the founding of Mission San Antonio de Padua and the Presidio San Antonio de Béxar, the settlement became a cornerstone of Spanish colonial expansion in Texas and the foundation of a city defined by resilience and adaptation.

Throughout the 19th century, San Antonio served as a stage for transformative moments—from Mexican governance and the Texas Revolution to statehood in the United States. The 1836 Battle of the Alamo remains a defining symbol of courage and collective memory, anchoring the city's identity within the broader narrative of Texas independence.

German immigrants arriving in the mid-1800s brought craftsmanship and building traditions that shaped the architectural character of the city. Working with locally sourced limestone and native timber, they introduced a fusion of European design and regional materiality that endures in San Antonio's built fabric today.

The 20th century ushered in a new era of urban revitalization with the creation of the River Walk—a visionary transformation of the natural waterway into a civic and cultural heart. Its lush landscape, stone bridges, and layered pedestrian experience redefined downtown and continue to inspire design dialogue between history and modernity.

Preservation remains central to San Antonio's evolution. The city's Spanish colonial missions—San José, Concepción, San Juan, and Espada—were designated a UNESCO World Heritage Site in 2015, recognizing their role as living symbols of cultural exchange among Indigenous, Spanish, and Mexican traditions. Continuing this legacy, the Alamo Plaza Master Plan and annual celebrations like Fiesta San Antonio reaffirm the city's commitment to honoring its past while fostering a dynamic, inclusive future.



RESPECTING THE PAST, REFRAMING THE FUTURE

The preserved 1926 Texas Theater façade, once a beacon of cultural performance, now forms a secondary hotel entry—its public role reimaged as a gesture of continuity. More than preservation, its integration honors the spirit of gathering and extends its legacy into a new chapter.

The hotel guestrooms are housed within the adaptively reused 1983 O’Neil Ford office building, a respectful transformation that honors the integrity of its original modernist design.



ARCHITECTURAL INSPIRATION

PHYSICAL INSIGHTS

The architecture of downtown San Antonio, Texas, weaves together a rich tapestry that mirrors the city's diverse history and cultural influences. Starting with Spanish colonial styles in the 18th century, structures were crafted from adobe, limestone, and local materials. Notably, the Spanish colonial missions, including the iconic Alamo, exhibit this era's characteristics with thick walls, arched doorways, and simple facades. The Mexican and Republic of Texas periods that followed introduced elements from Mexican architecture, leaving an indelible mark on the city's aesthetic.

The arrival of German immigrants in the 19th century contributed Victorian-style homes featuring intricate woodwork and decorative details. The growth of the city also embraced Neoclassical, Romanesque Revival, and Beaux-Arts styles in commercial and governmental buildings. The 1920s and 1930s brought the development of the enchanting River Walk, giving rise to Spanish Revival and Mediterranean Revival architectural motifs. Modernist and Mid-Century styles gained prominence in the mid-20th century, exemplified by structures like the Tower Life Building and the Tower of the Americas.

As preservation efforts gained momentum, historic buildings underwent revitalization, often harmonizing new elements with the city's historical fabric. Festivals like Fiesta San Antonio celebrate this architectural heritage, while ongoing projects like the Alamo Plaza Master Plan seek to conserve and showcase the area's historic significance.



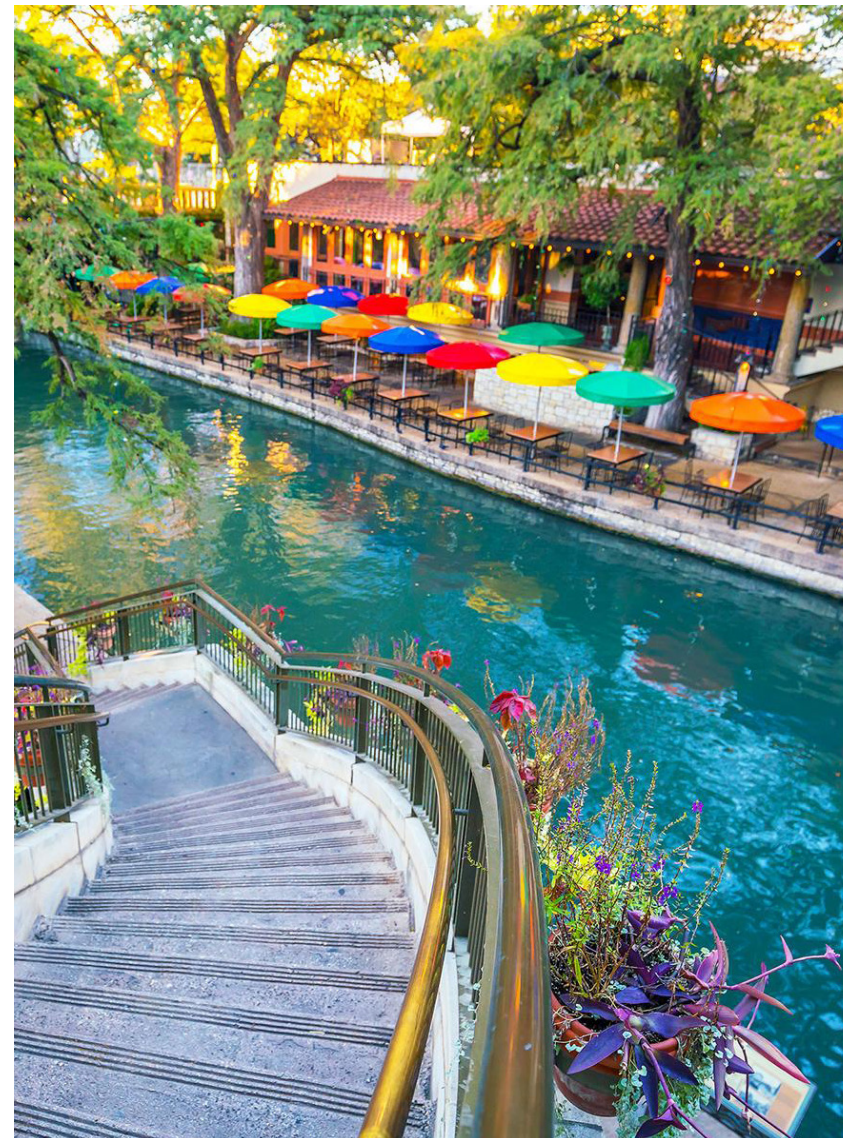
ARCHITECTURAL INSPIRATION

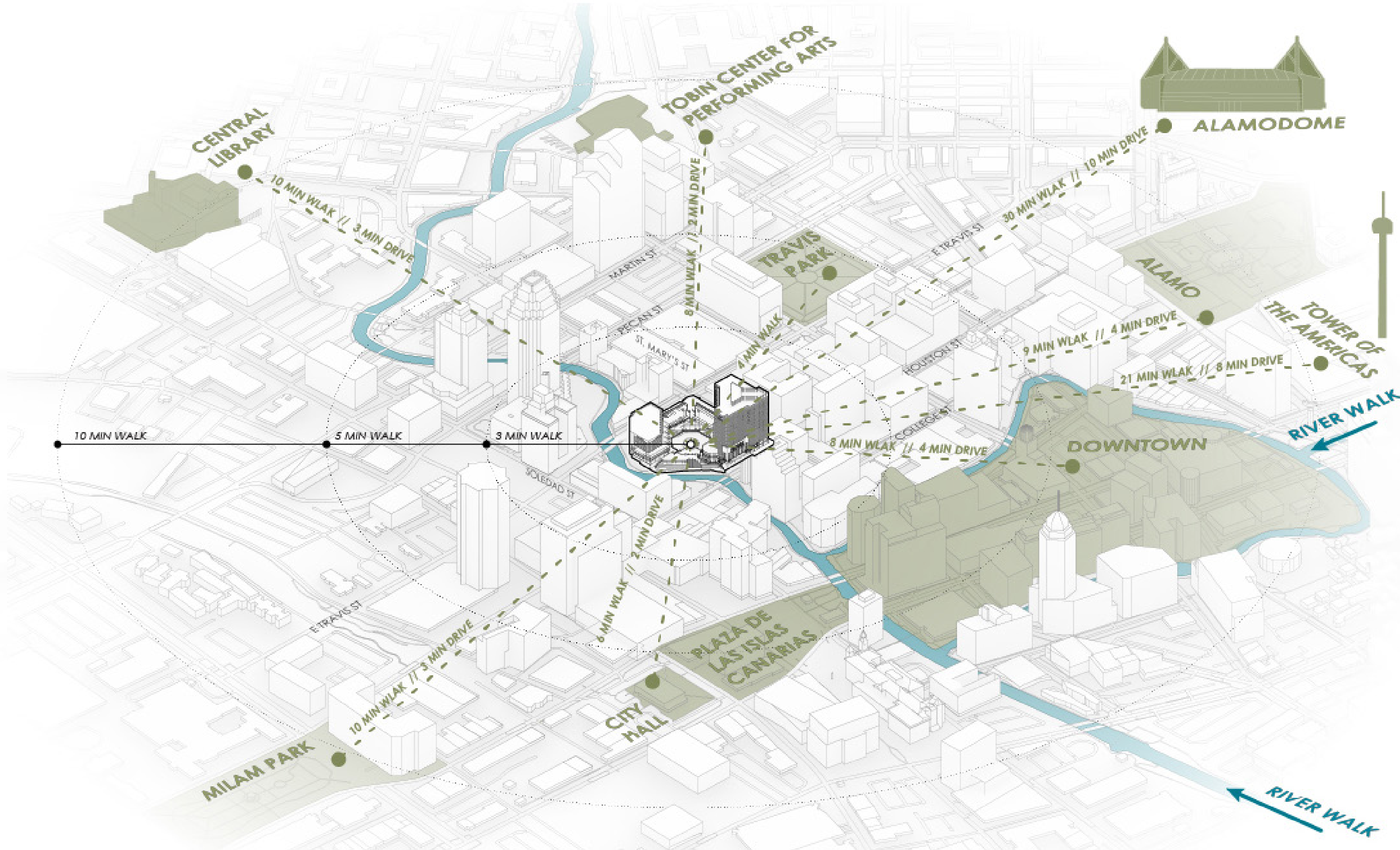
SOCIAL INSIGHTS

Nestled at the crossroads of urban vibrancy and serene river waters, the JW Marriott emerges as an iconic hotel that seamlessly blends outdoor spaces, downtown energy, and the tranquil allure of the San Antonio River Walk. With an architectural ethos that champions connectivity and immersion, the hotel is designed to invite guests to embrace both the dynamic cityscape and the soothing embrace of the river. Every aspect of the design encourages interaction with the environment, creating a sense of discovery and engagement.

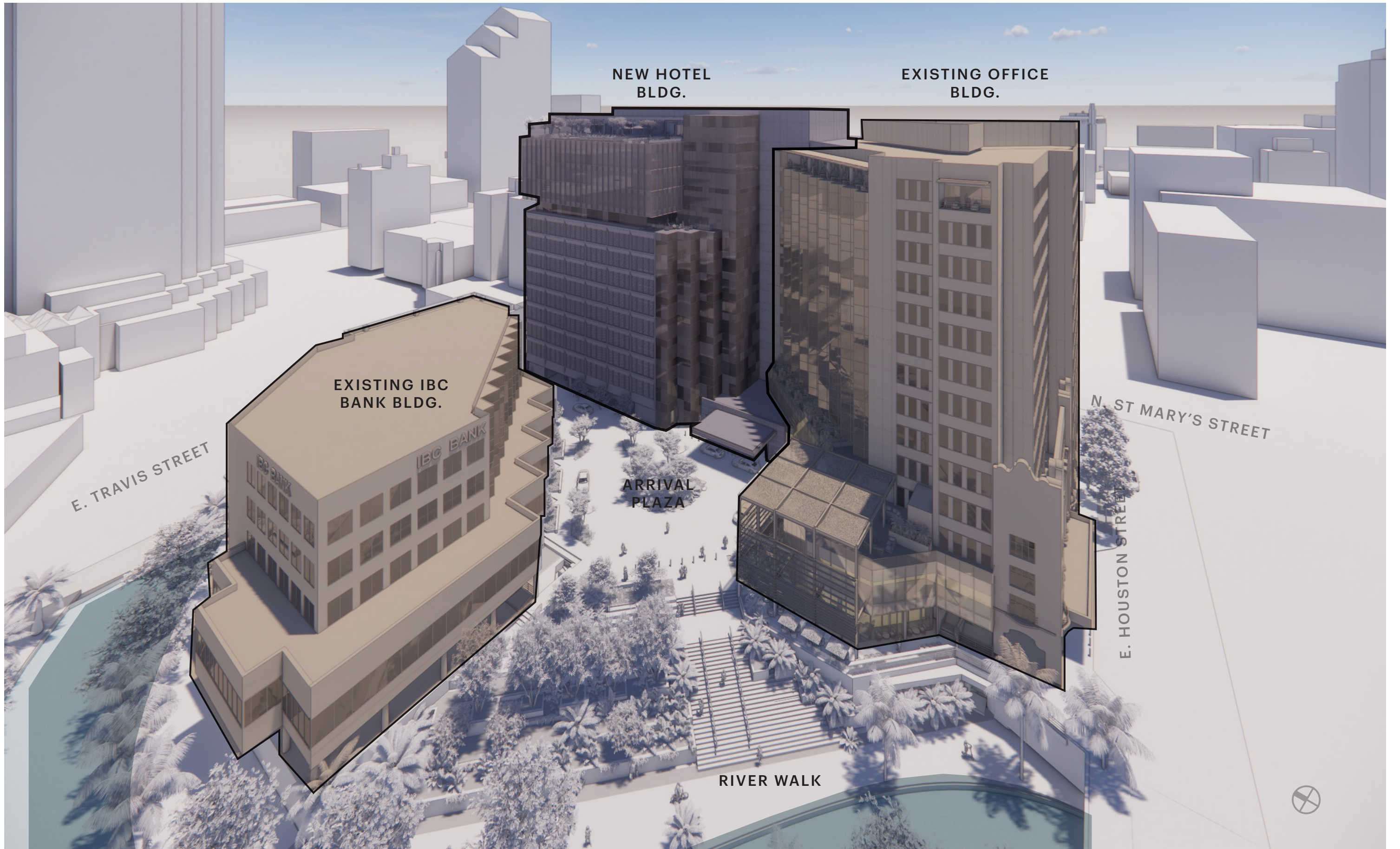
The hotel's design orchestrates a variety of outdoor sanctuaries, each uniquely attuned to the guest's experience. Rooftop gardens with panoramic skyline views beckon for evening gatherings, social moments, and reflective retreats, while riverside dining offers a front-row seat to the water's gentle dance. Paved pathways guide guests effortlessly from the lively streets of downtown to the tranquil riverside promenade, promoting the seamless fusion of these distinct yet harmonious environments.

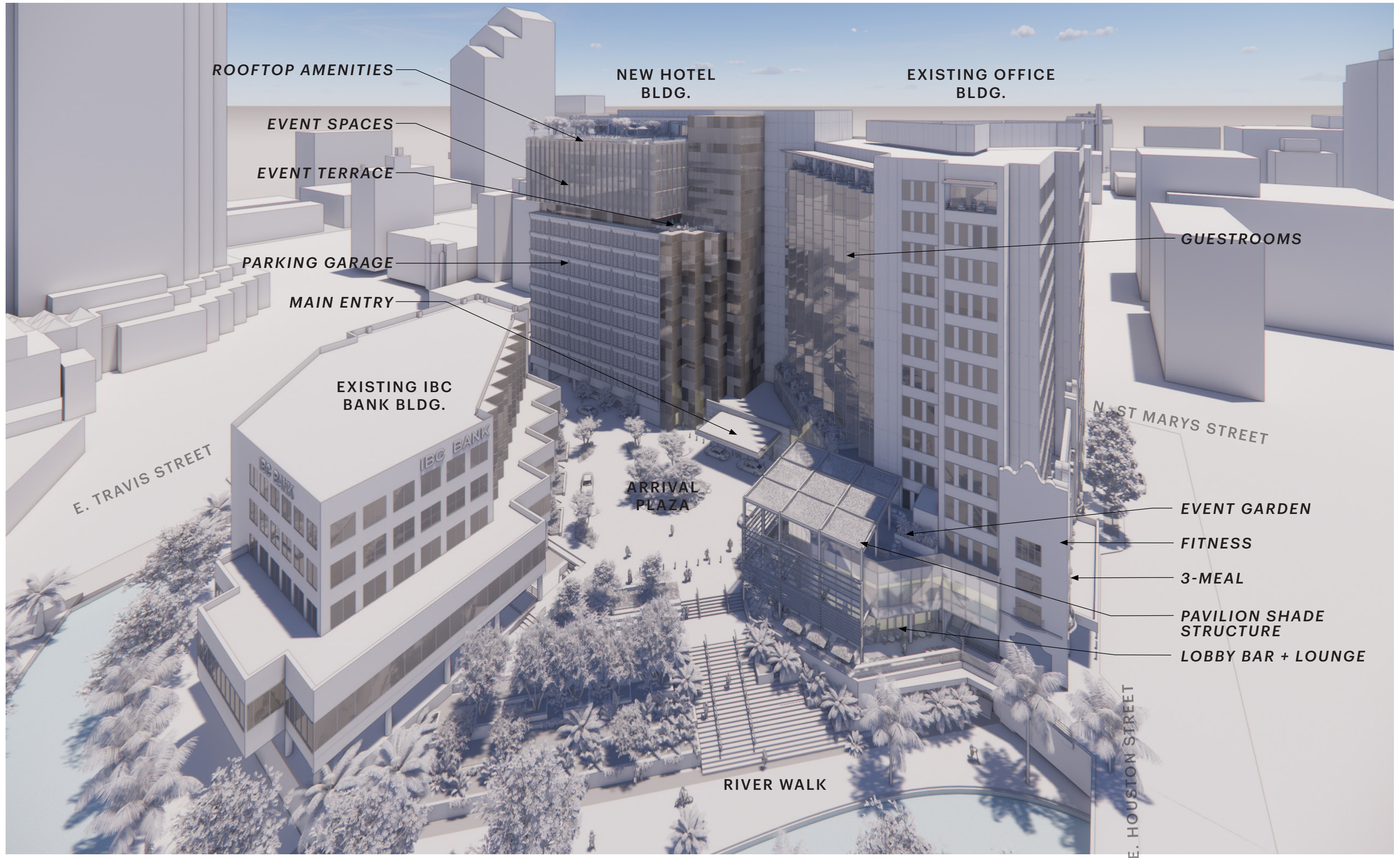
Connecting to the river, the hotel presents tiered terraces that cascade toward the water. These terraces feature intimate gardens, inviting firepits, and shaded dining nooks, all immersed in the soothing sights and sounds of the river. Together, these spaces create a layered, immersive experience that harmonizes urban energy, architectural elegance, and the natural beauty of the River Walk, offering guests a distinctive sense of place and connection.



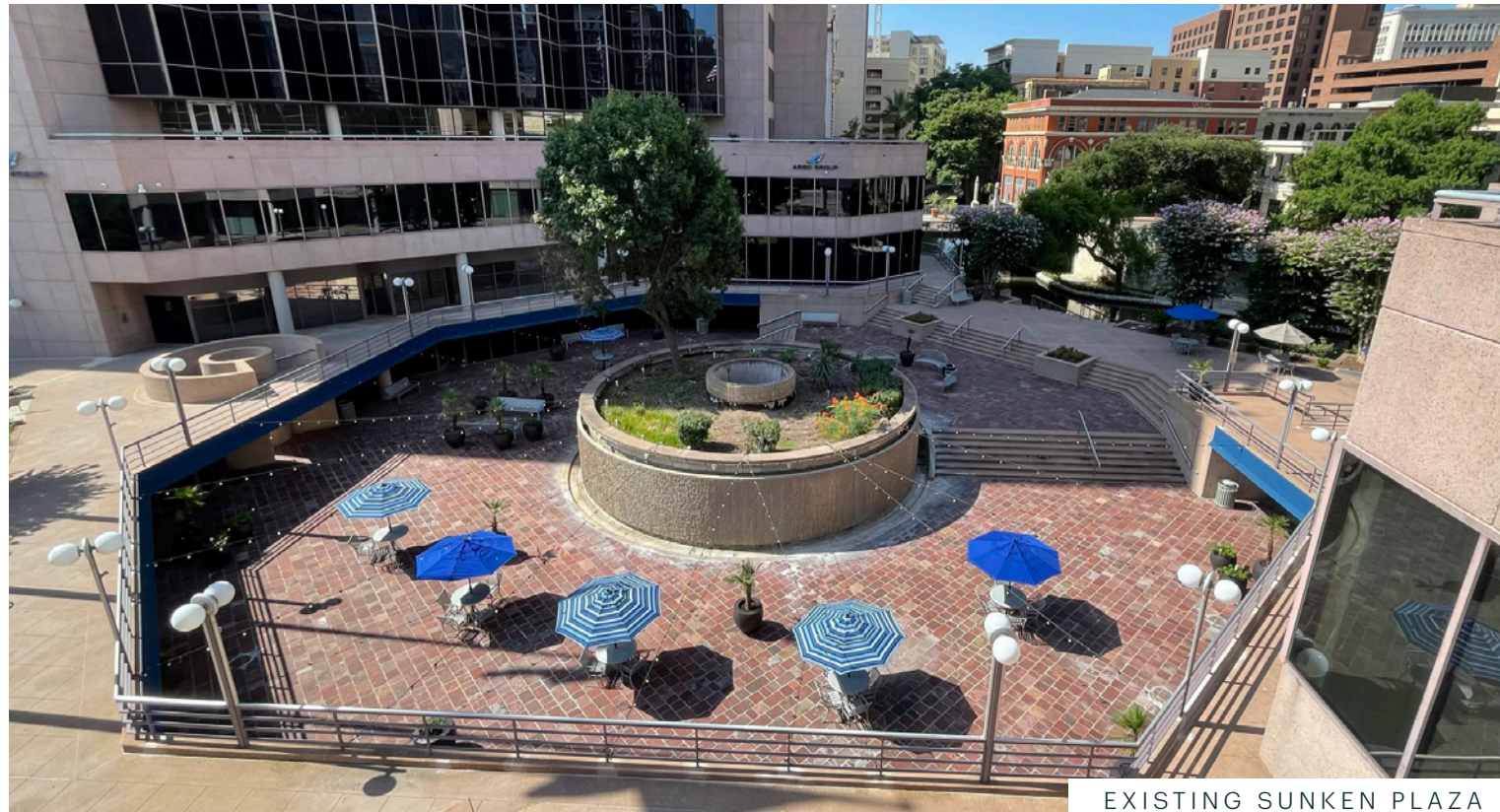








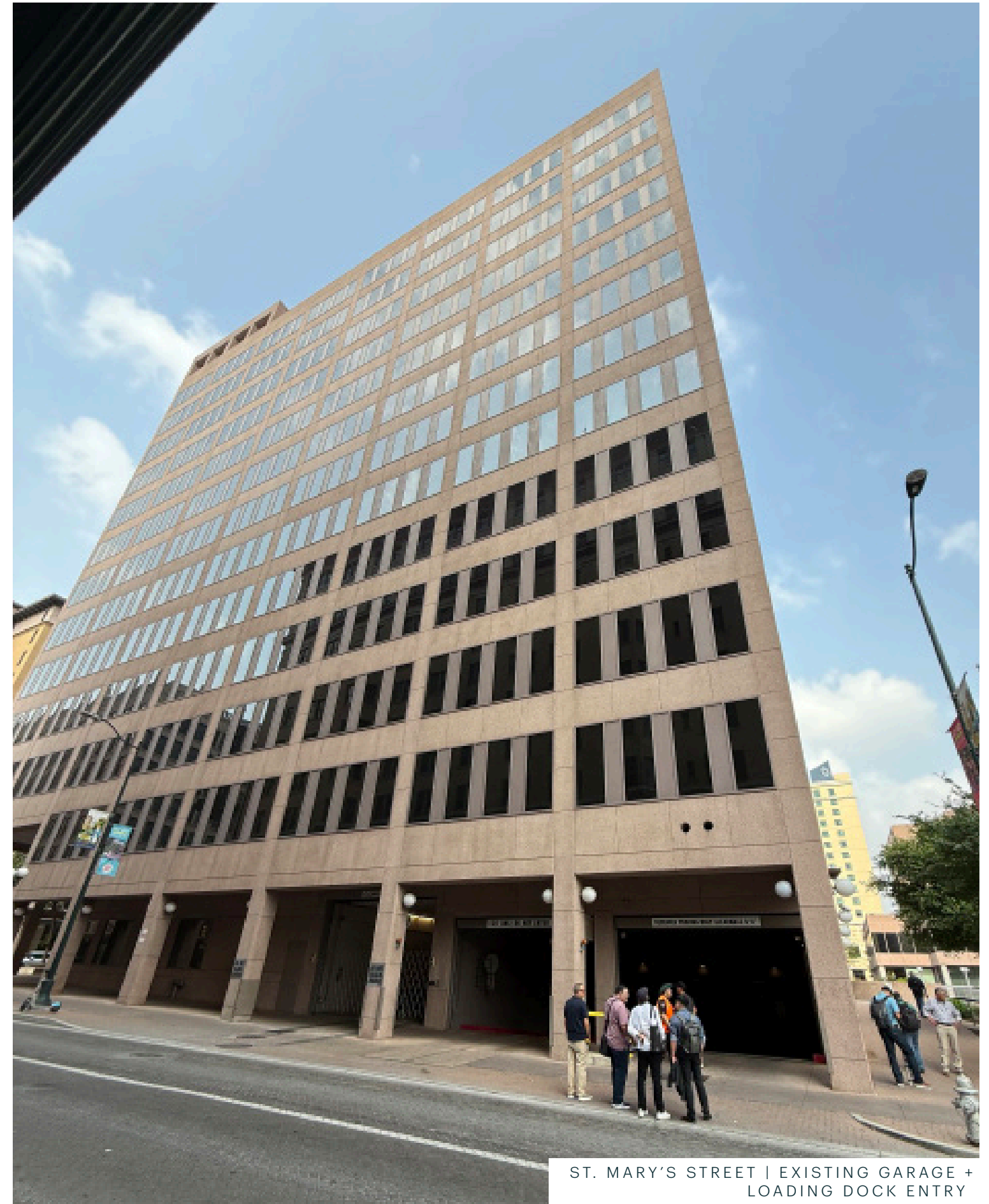




EXISTING SUNKEN PLAZA



E. HOUSTON ST.
EXISTING TEXAS THEATER



ST. MARY'S STREET | EXISTING GARAGE +
LOADING DOCK ENTRY



EXISTING RIVERWALK VIEW
EXISTING SITE PHOTOS



EXISTING RIVERWALK VIEW



EXISTING SUNKEN PLAZA



EXISTING RIVERWALK VIEW
EXISTING SITE PHOTOS



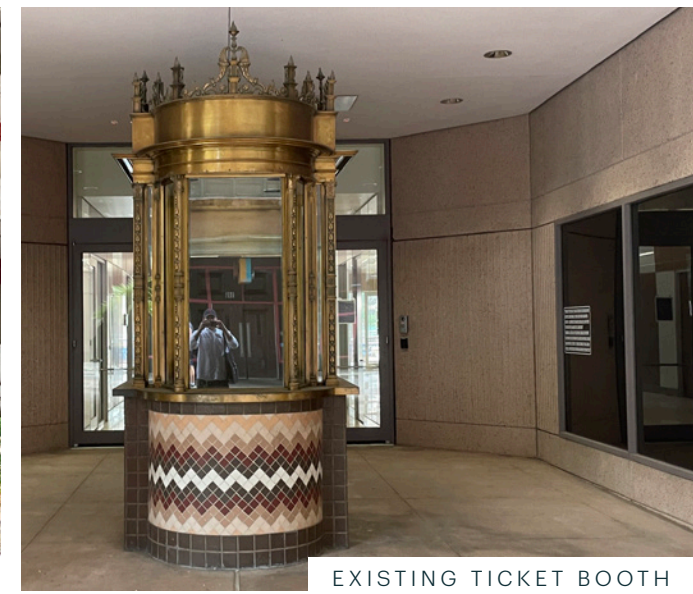
EXISTING OFFICE ENTRY



EXISTING THEATER BALCONY



EXISTING THEATER CANOPY



EXISTING TICKET BOOTH



EXISTING CLOCK



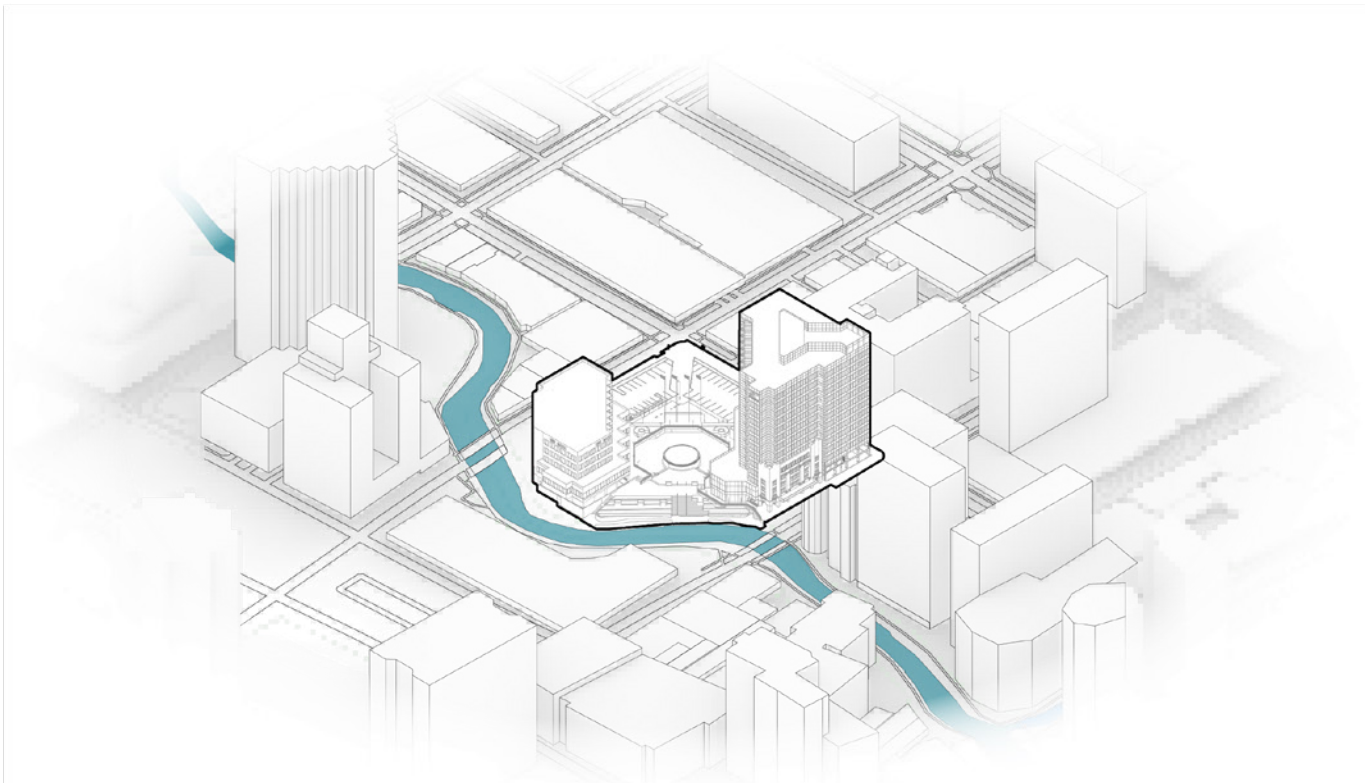
E. HOUSTON ST.
EXISTING TEXAS THEATER



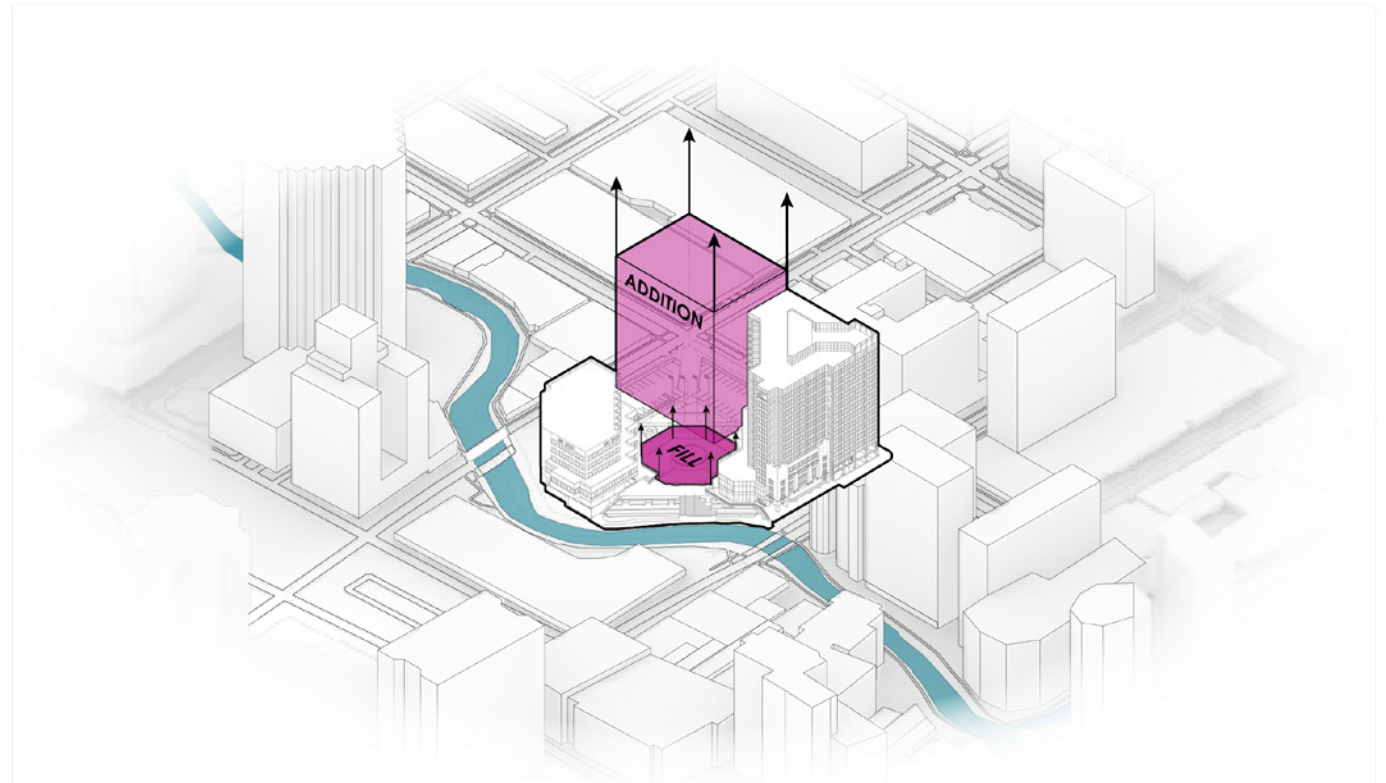
EXISTING SIDEWALK @ E.HOUSTON ST.



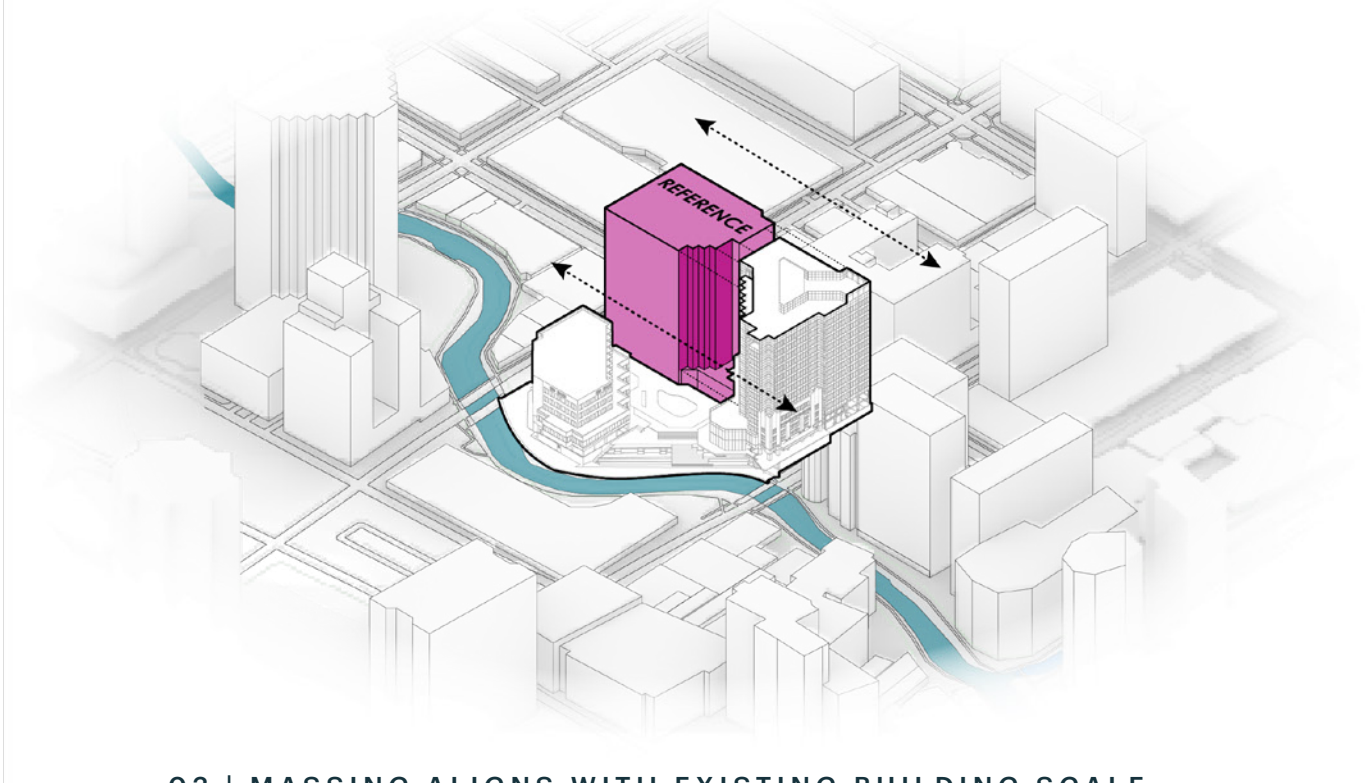
VISION



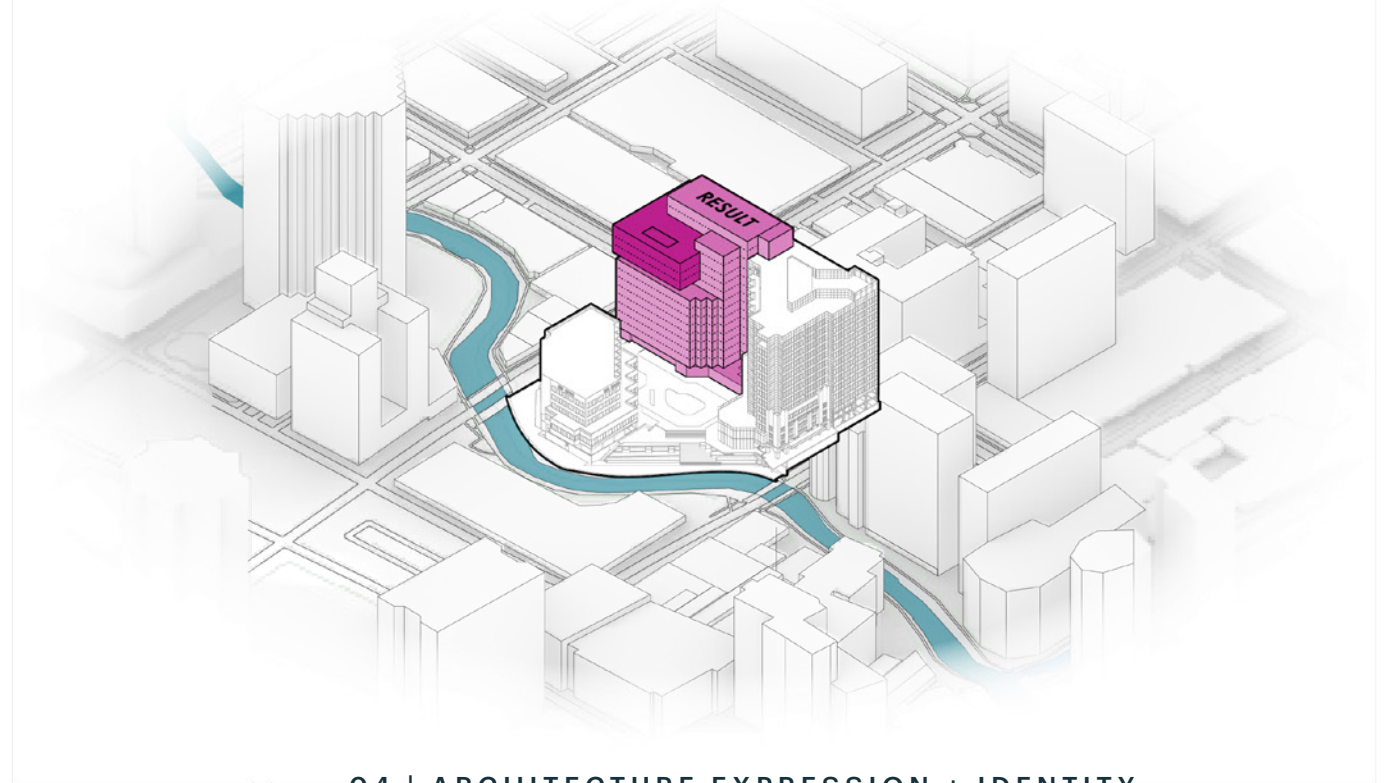
01 | EXISTING CONDITION



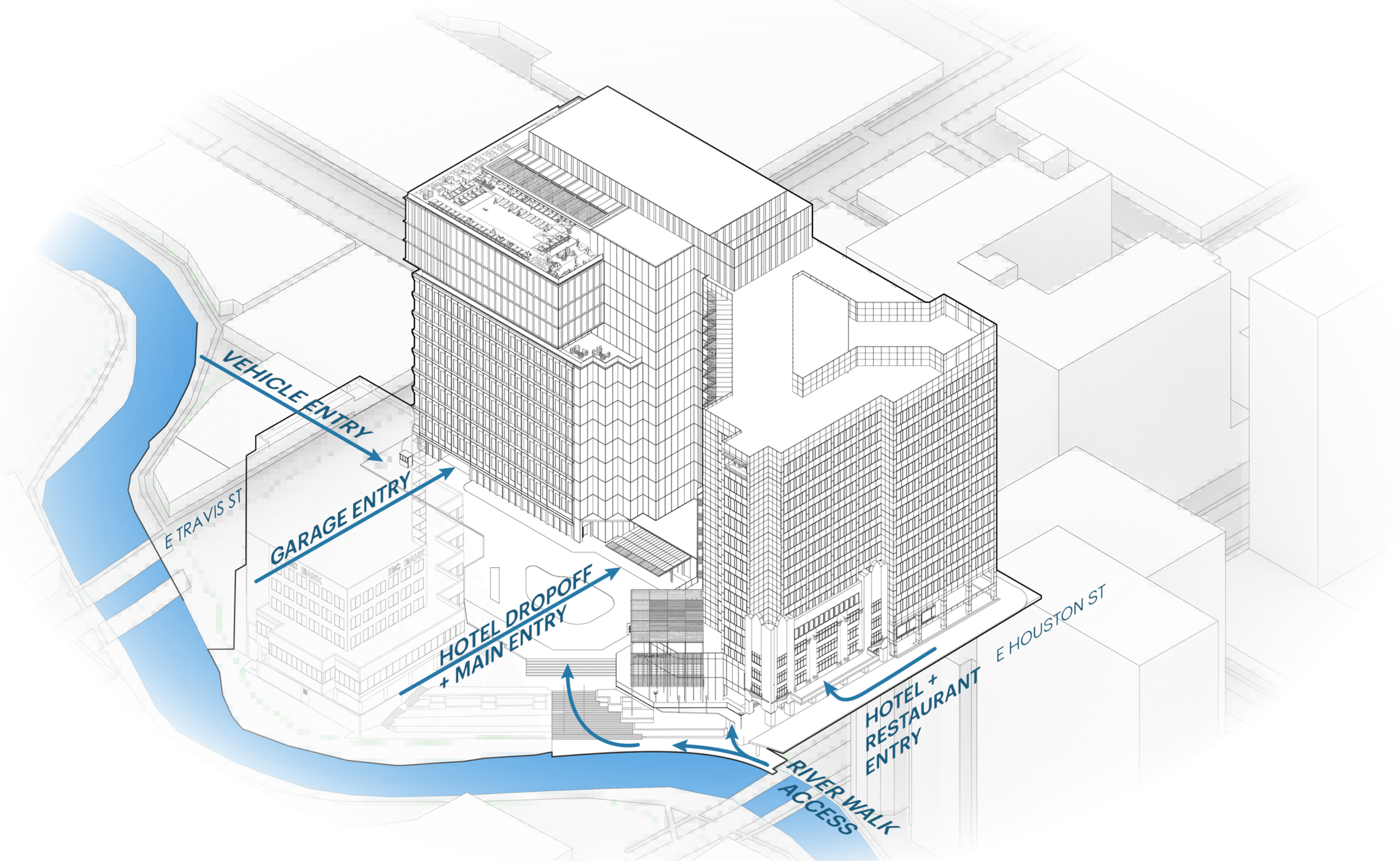
02 | PLAZA INFILL + ADDITION

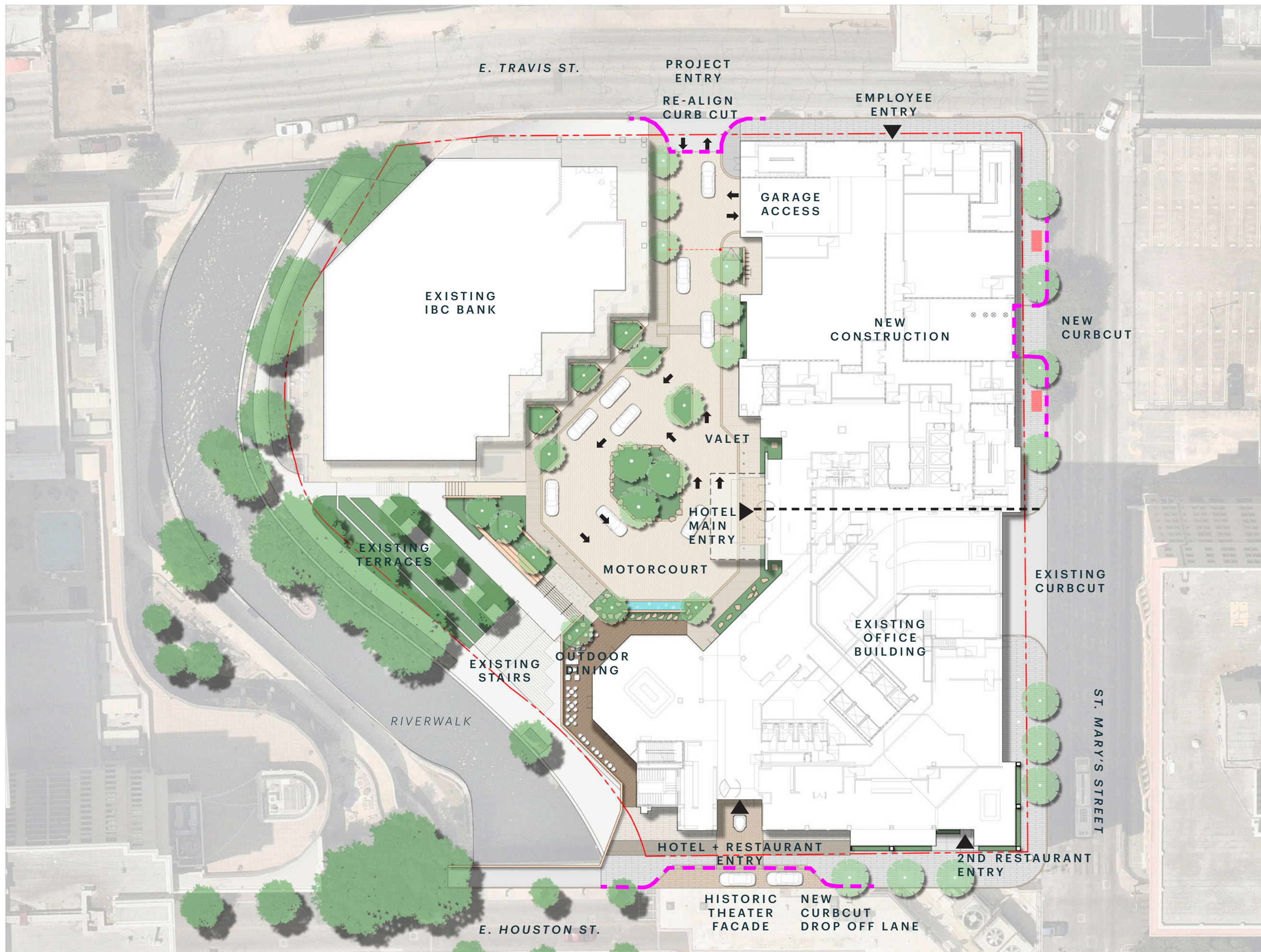


03 | MASSING ALIGNS WITH EXISTING BUILDING SCALE



04 | ARCHITECTURE EXPRESSION + IDENTITY





ARCHITECTURE MATERIAL PALETTE



NEW LIGHT PRECAST

PODIUM GLASS

EXTRUDED METAL MESH

EXISTING PRECAST

TOWER GLASS

WHITE OAK

DARK METAL ACCENT

LIGHT METAL ACCENT

DARK PRECAST

TRAVERTINE

LANDSCAPE MATERIAL PALETTE

LEVEL 01

KEYSTONE -
CONCRETE PAVERS



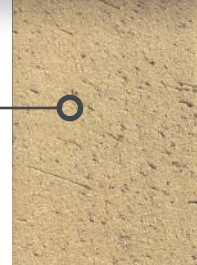
TRAVERTINE -
DURANGO VEIN CUT



DWARF OLIVE

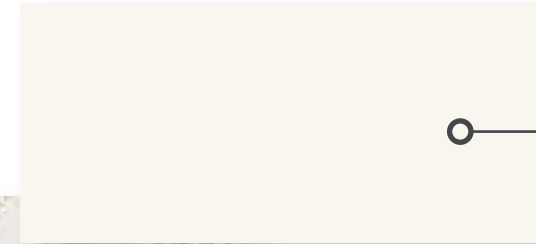


CLAY BRICK PAVER



LEVEL 14

RAISED PLANTER
- LIGHT METAL



CONCRETE COLLABORATIVE
TERRAZZO ALABASTER

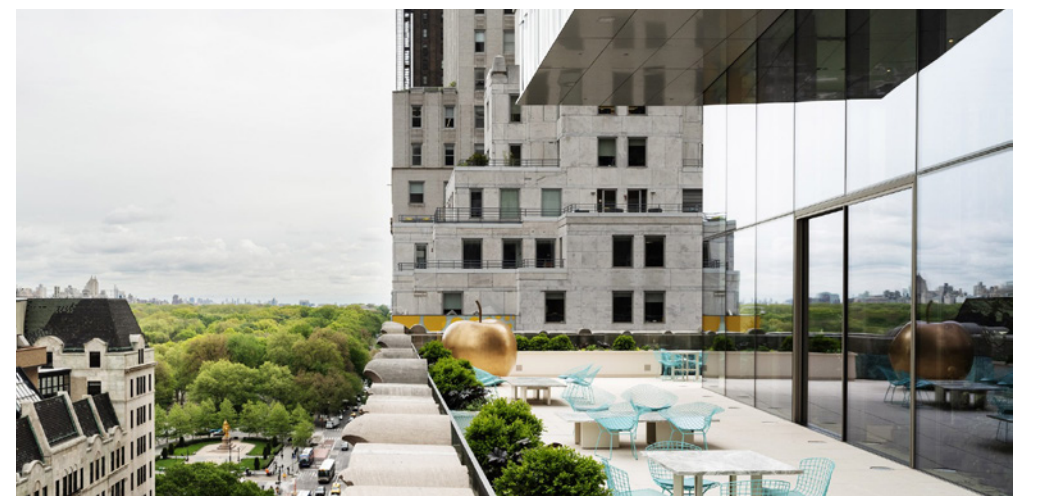
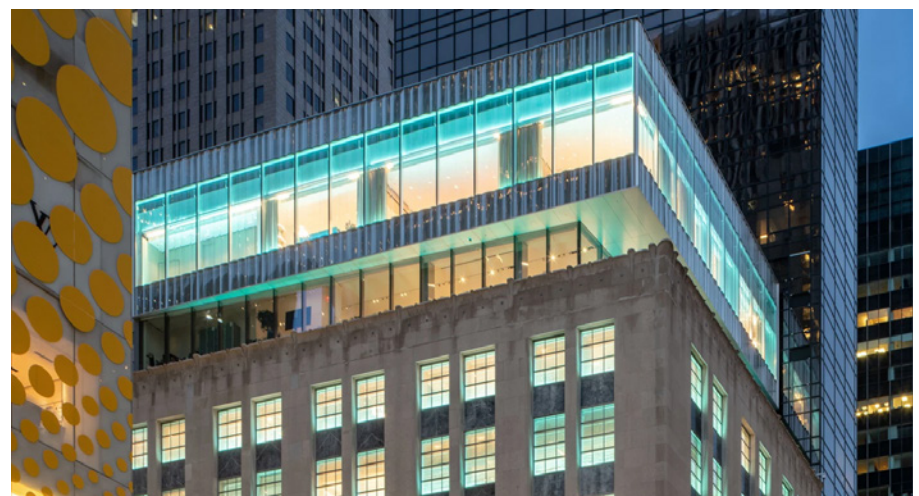


HANOVER
PORCELAIN PAVERS

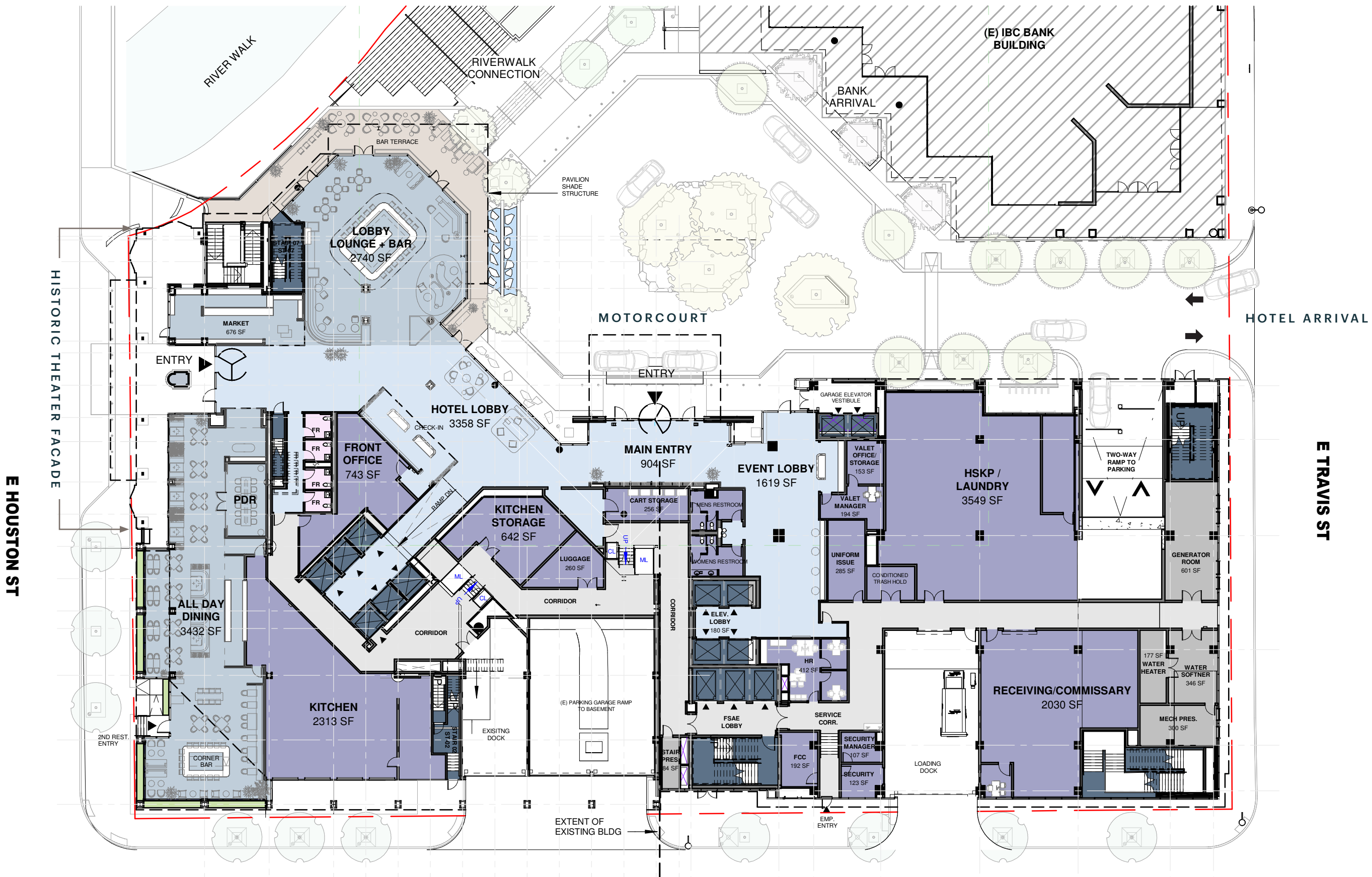


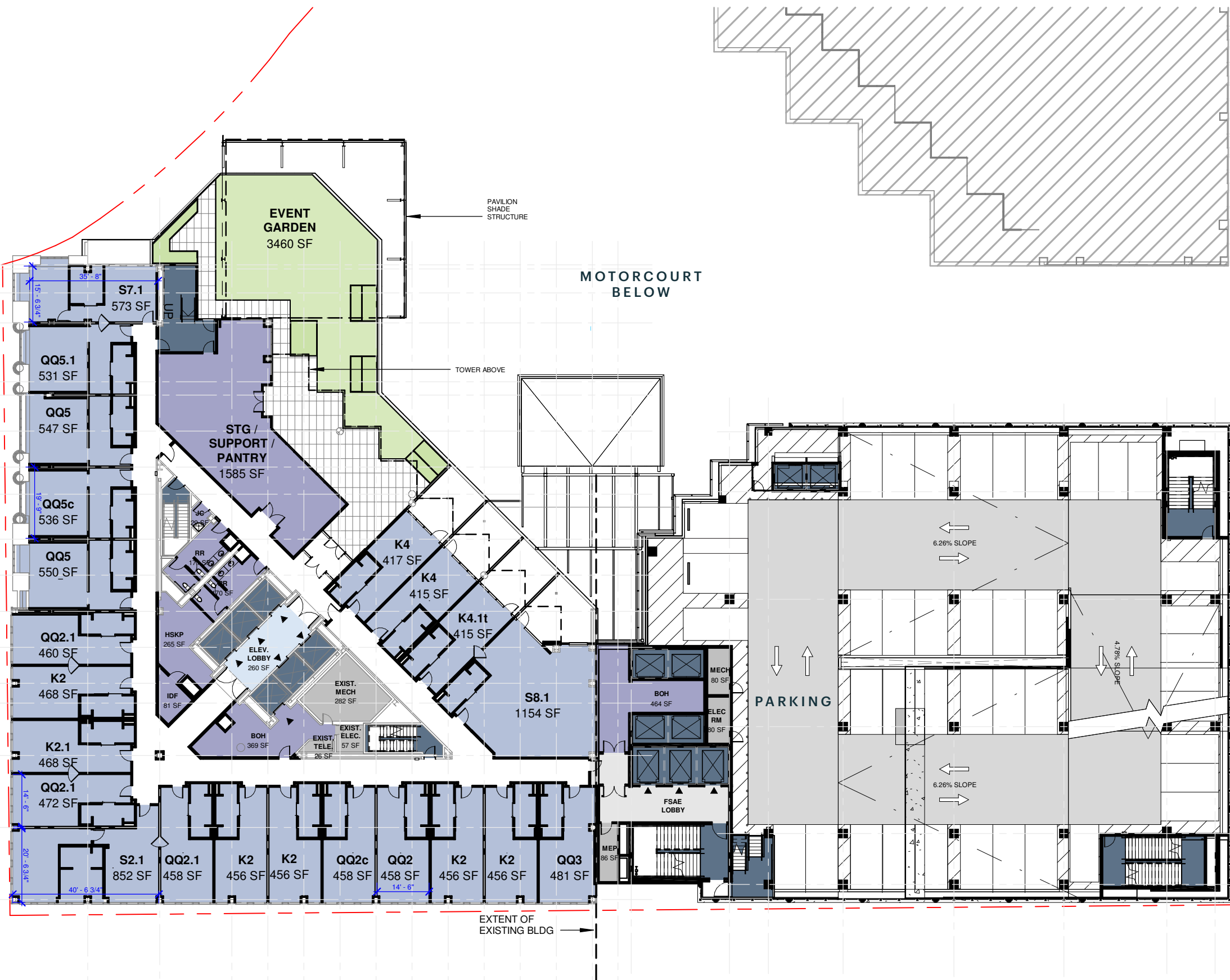
TEXAS SAGE

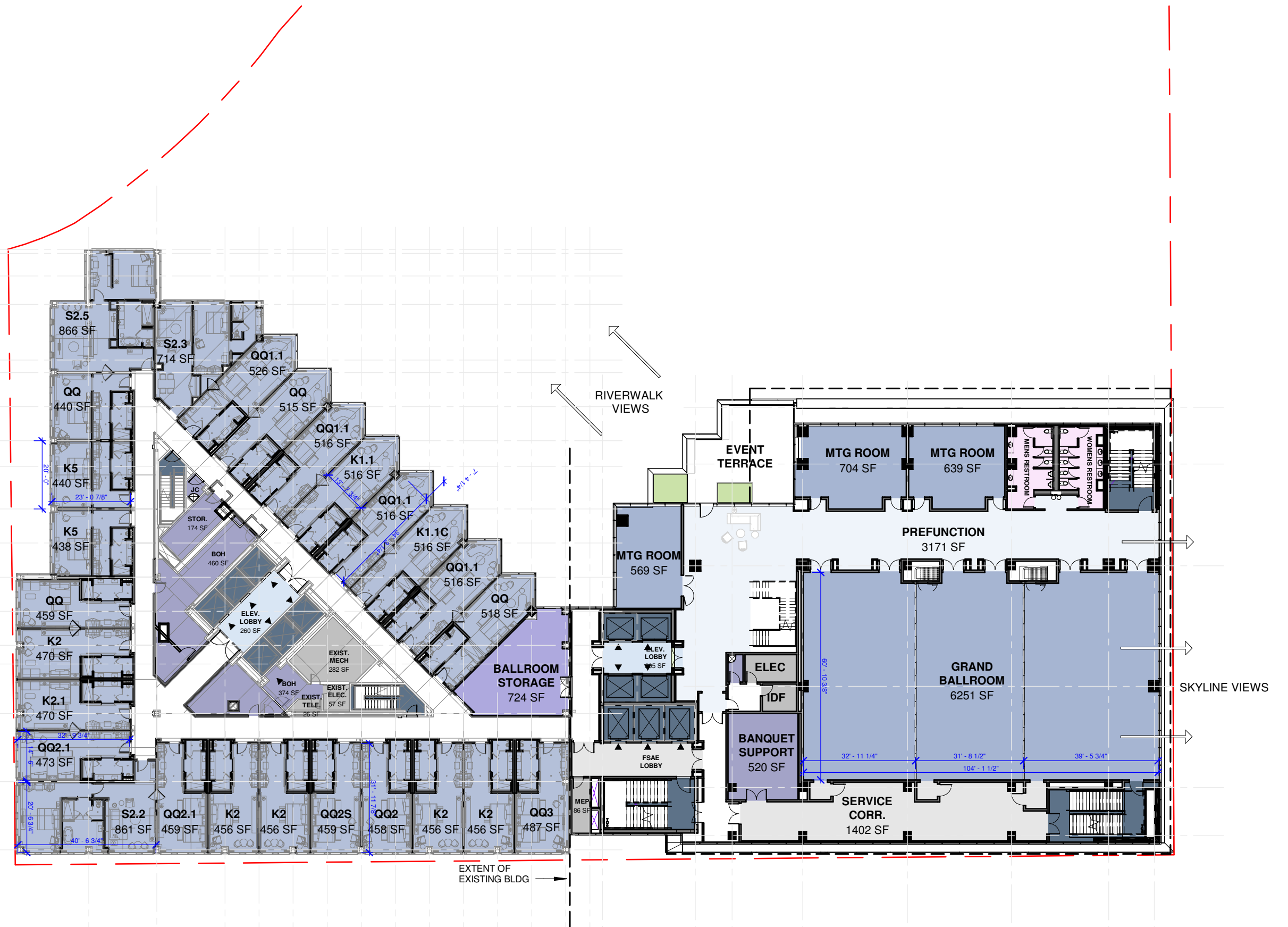




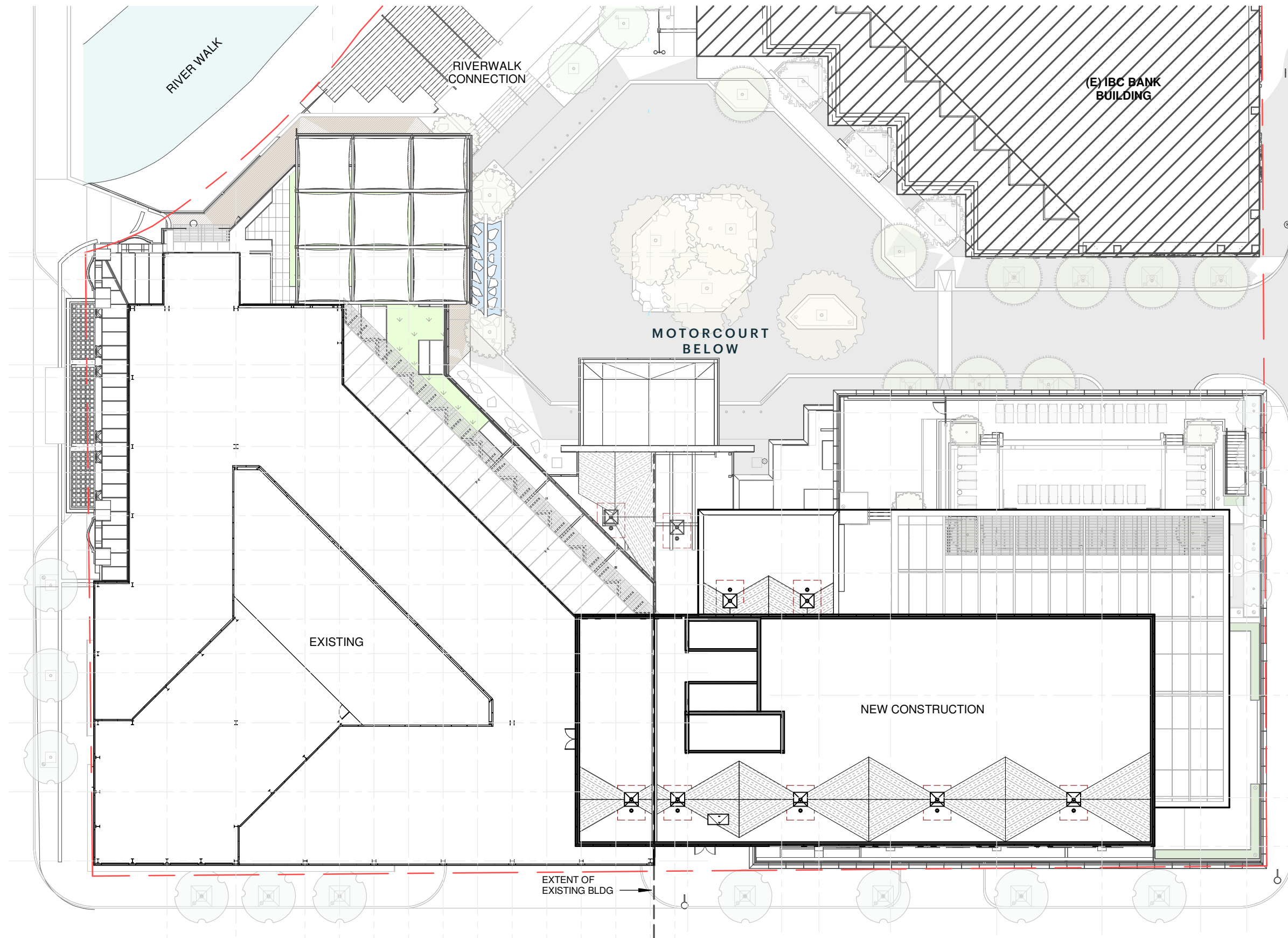


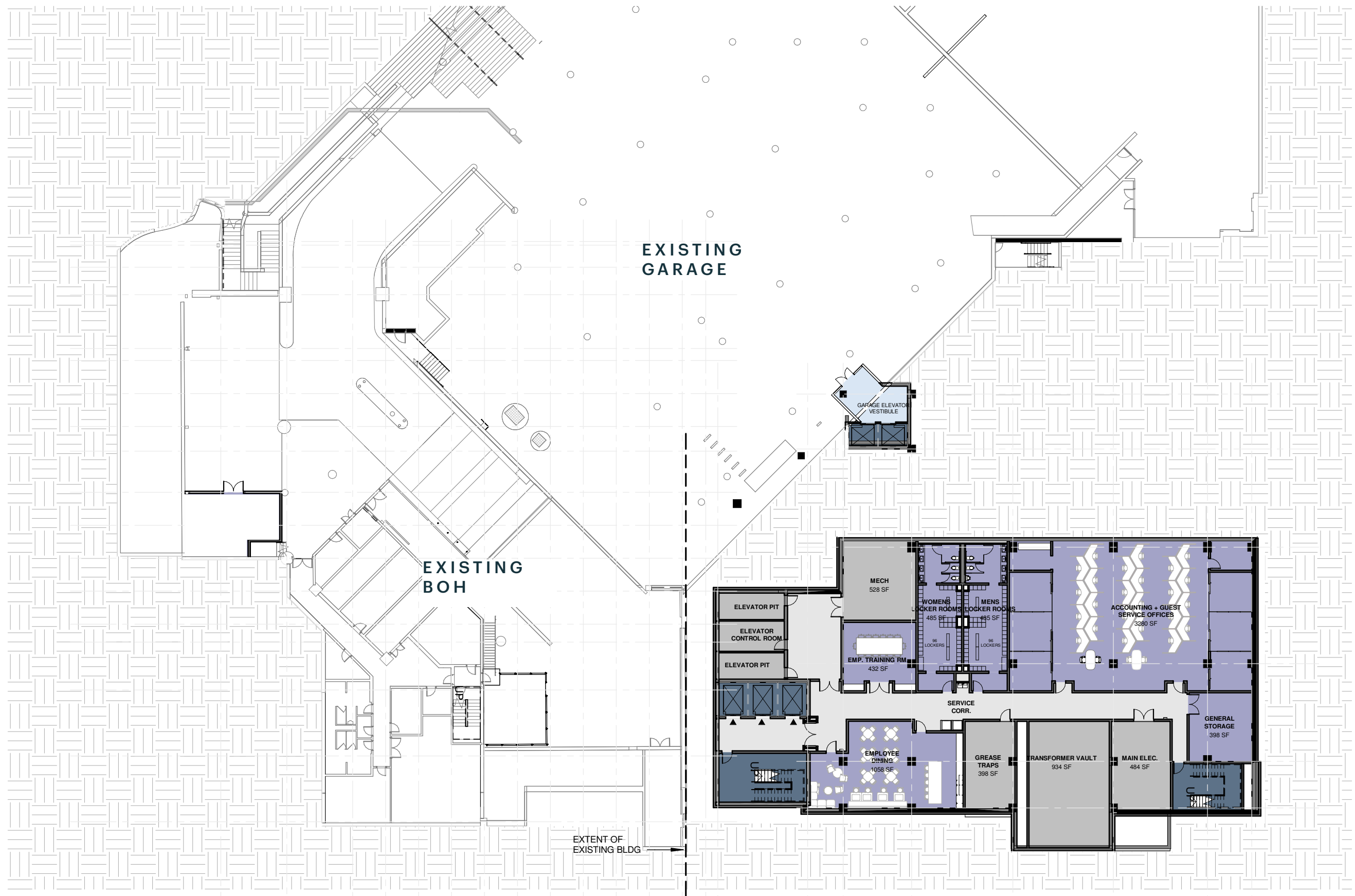












EXISTING GARAGE

EXISTING BOH

EXTENT OF EXISTING BLDG

LEVEL B1 OVERALL



SD2.B1 10/17/2025 23915.000



EXISTING PRECAST

JW MARRIOTT — ILLUMINATED SIGNAGE

EXISTING THEATRE FACADE

PAVILION SHADE STRUCTURE

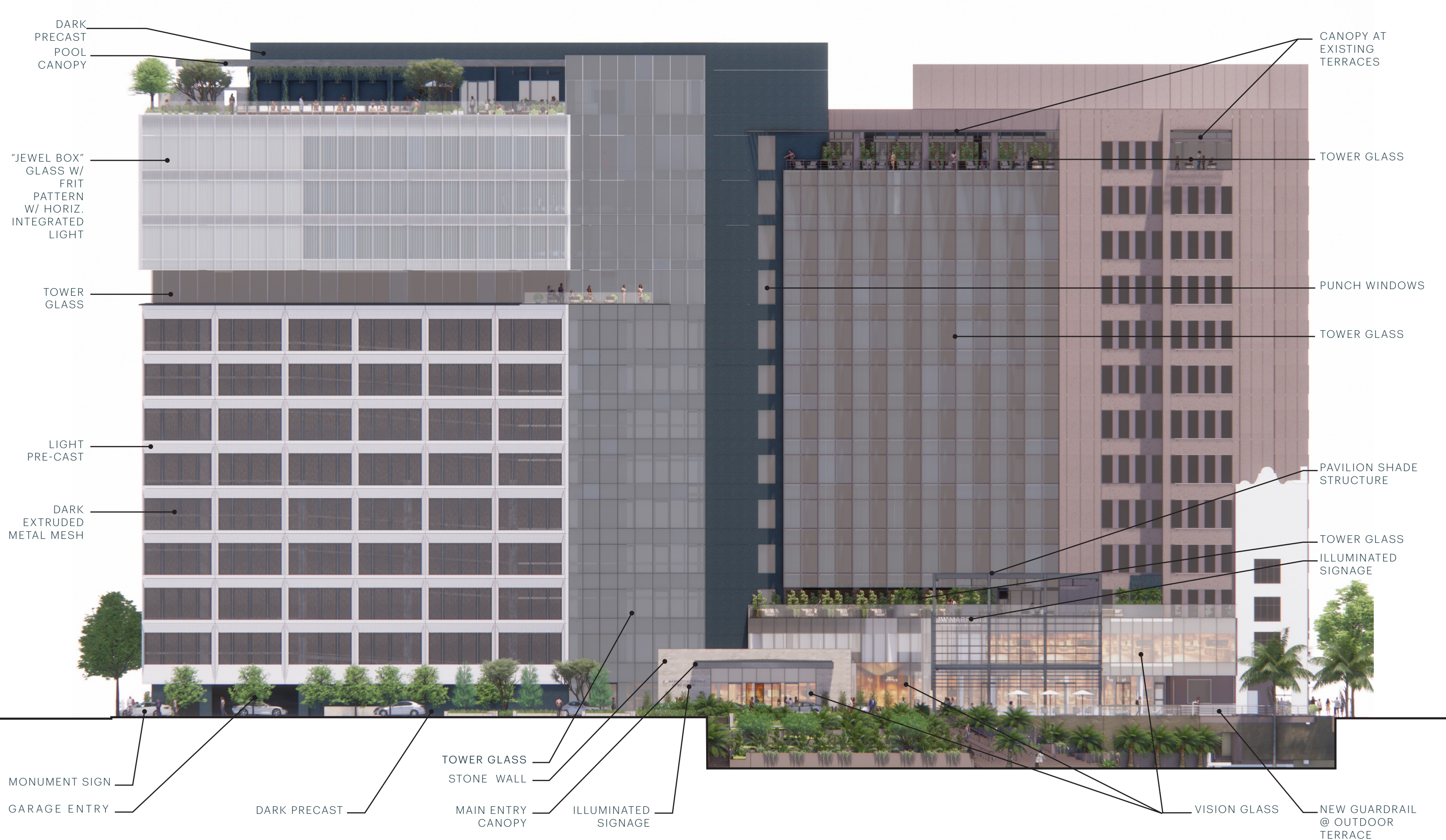
ILLUMINATED SIGNAGE

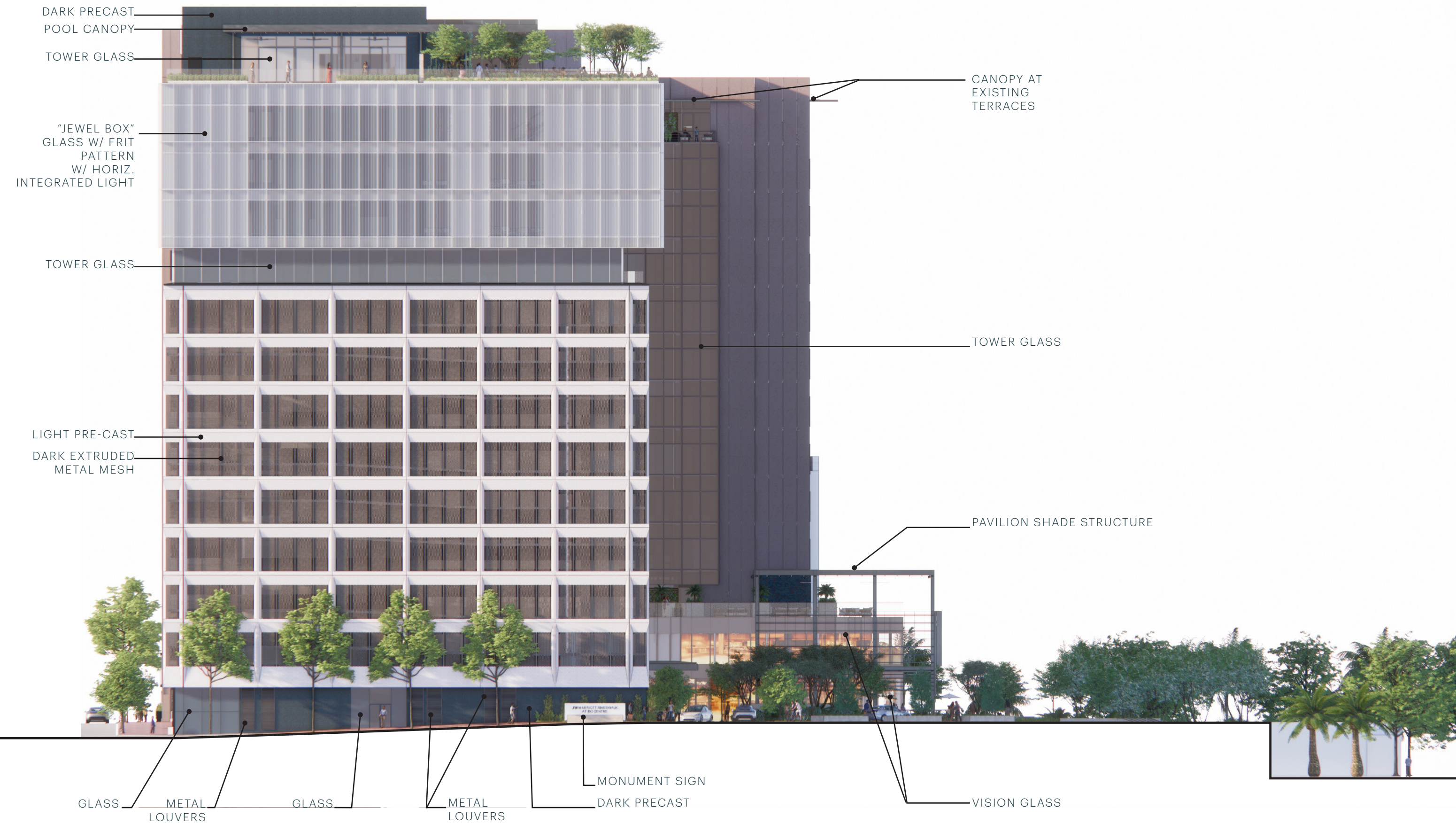
VISION GLASS

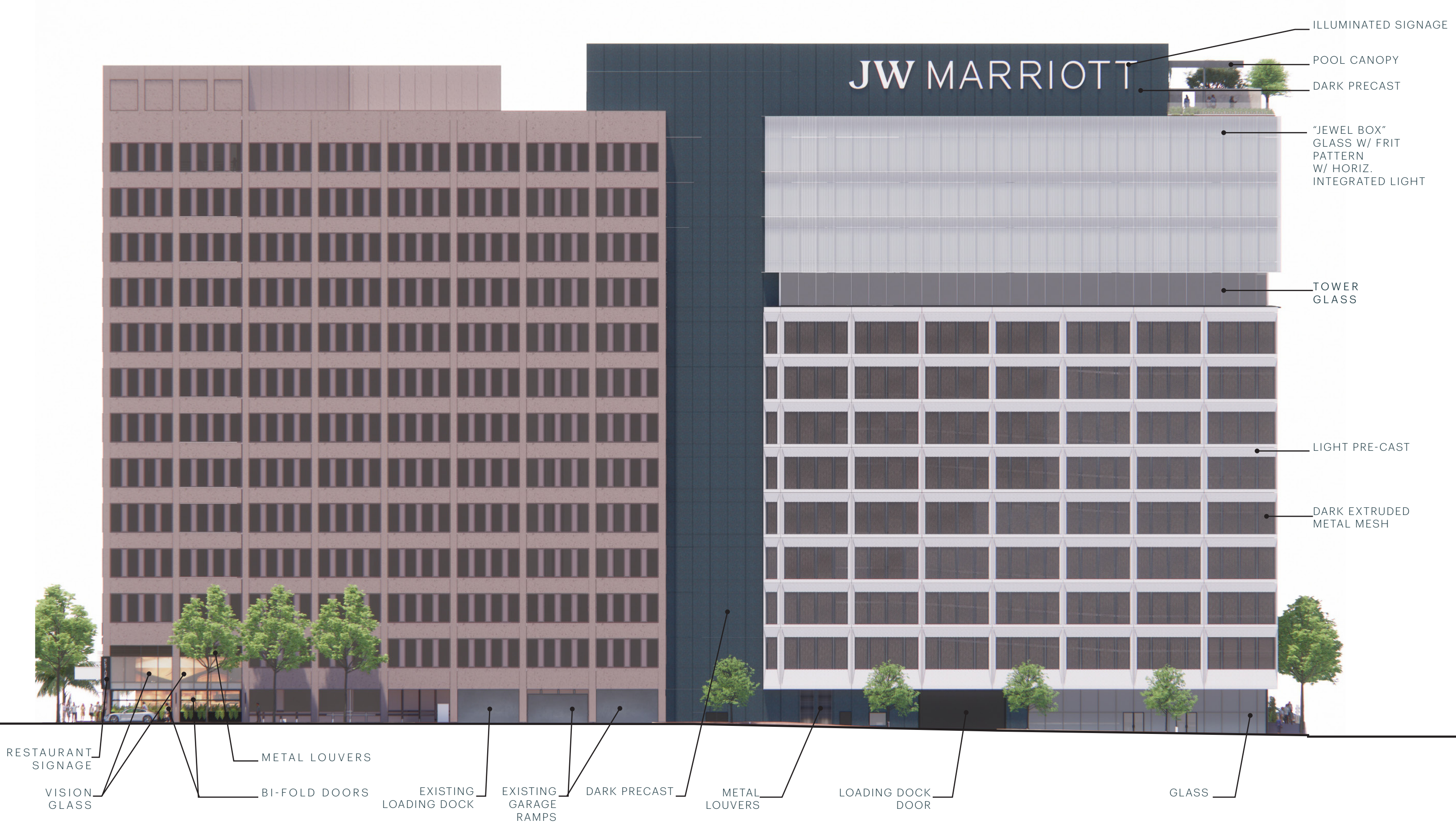
HOTEL RESTAURANT SIGNAGE

METAL LOUVERS
VISION GLASS
BI-FOLD DOORS

RESTAURANT SIGNAGE







JW MARRIOTT

ILLUMINATED SIGNAGE

POOL CANOPY

DARK PRECAST

"JEWEL BOX"
GLASS W/ FRIT
PATTERN
W/ HORIZ.
INTEGRATED LIGHT

TOWER
GLASS

LIGHT PRE-CAST

DARK EXTRUDED
METAL MESH

RESTAURANT
SIGNAGE

METAL LOUVERS

VISION
GLASS

BI-FOLD DOORS

EXISTING
LOADING DOCK

EXISTING
GARAGE
RAMPS

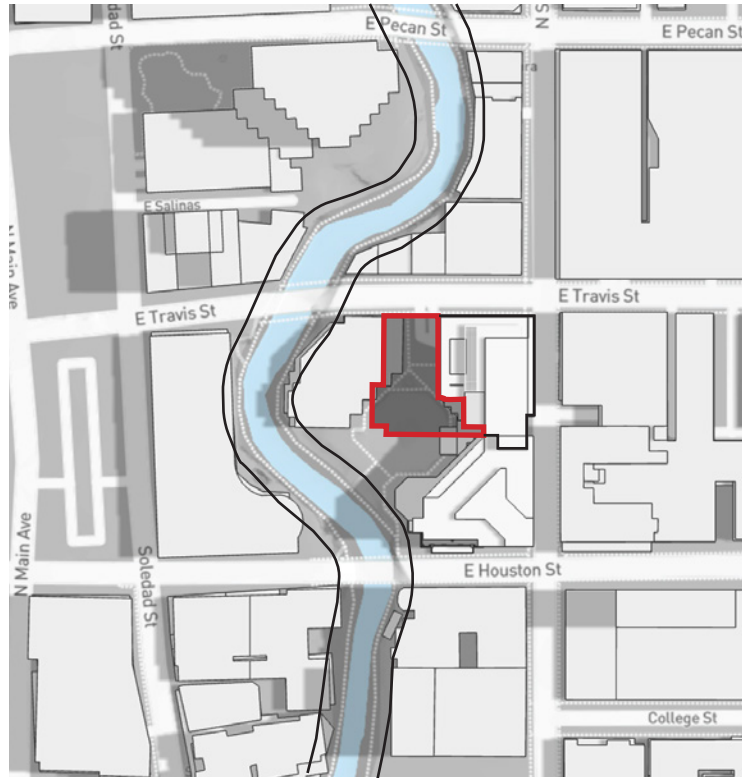
DARK PRECAST

METAL
LOUVERS

LOADING DOCK
DOOR

GLASS

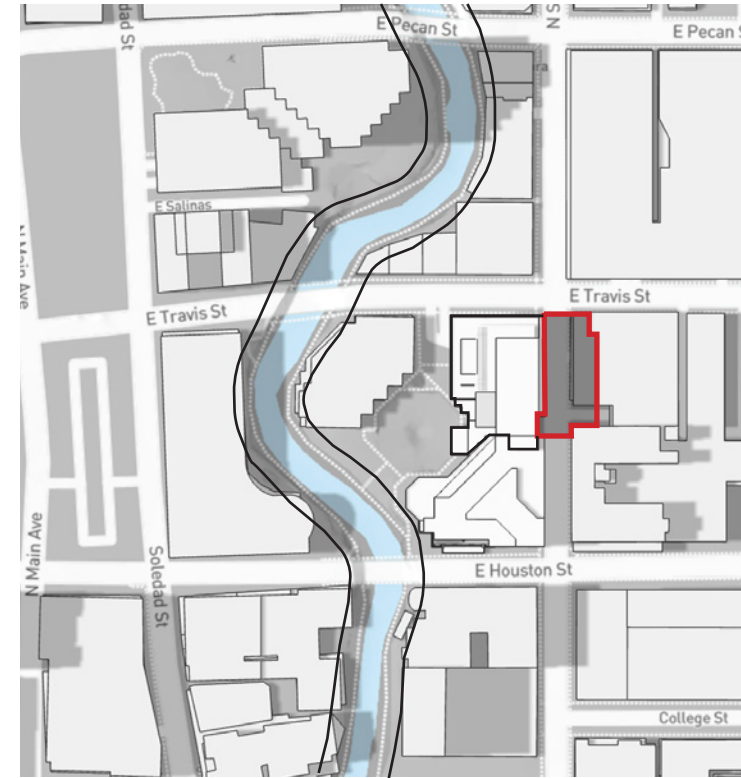




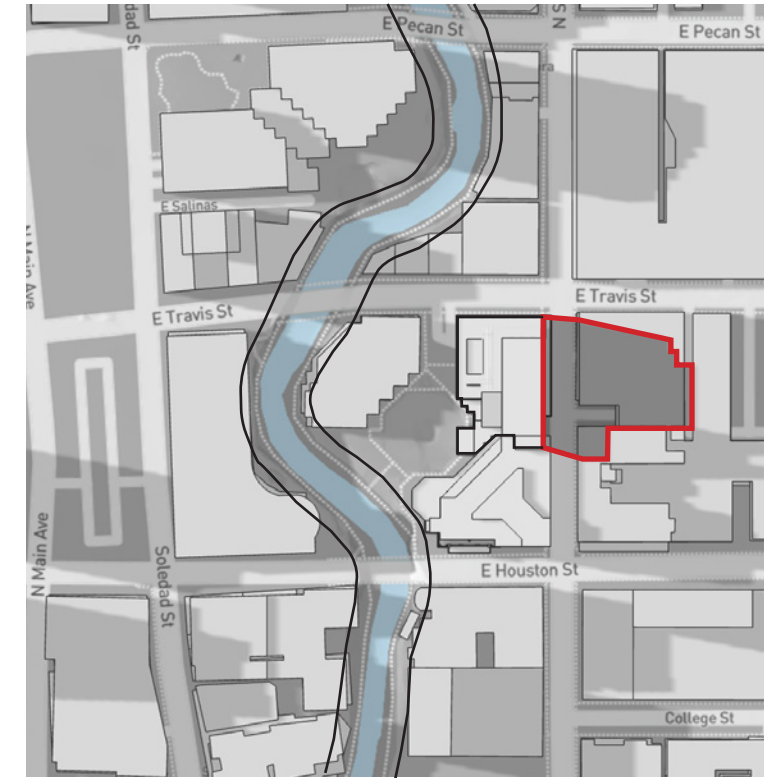
SUNRISE = 06:34 AM
SUMMER SOLSTICE | 11:00 AM



SUMMER SOLSTICE | 2:00 PM

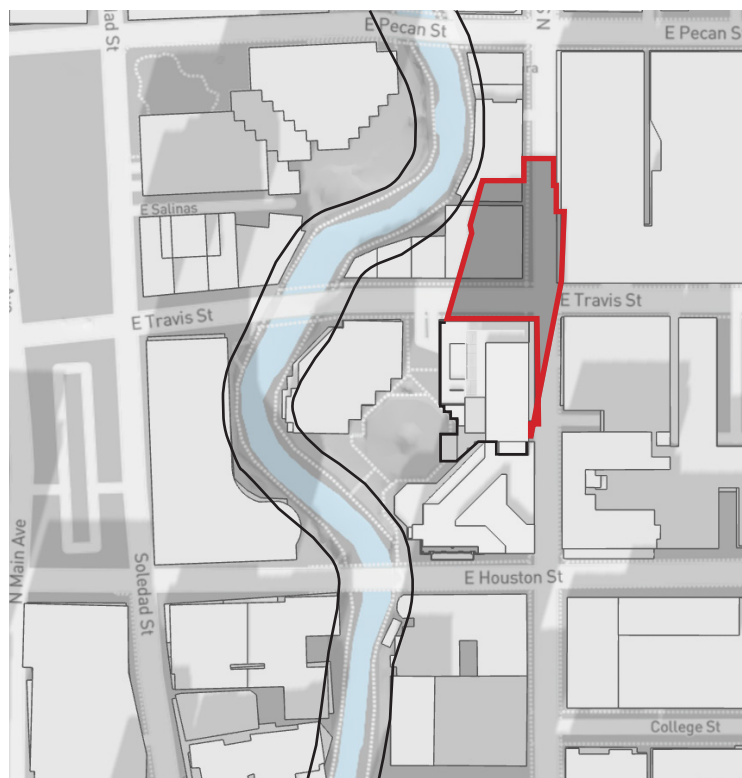


SUMMER SOLSTICE | 4:00 PM

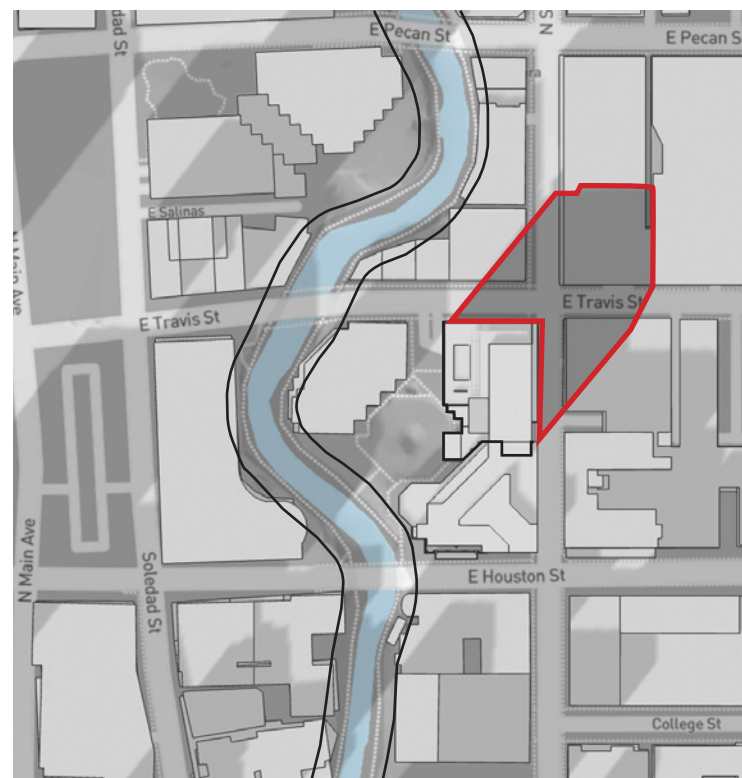


SUNSET = 8:36 PM
SUMMER SOLSTICE | 6:30PM

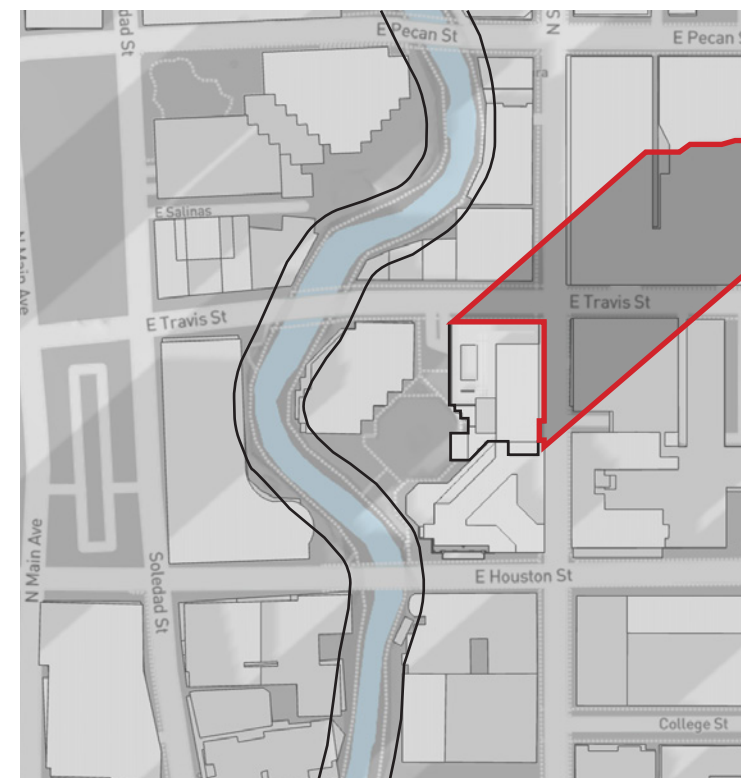
RECEIVES A MINIMUM OF SEVEN AND ONE-HALF (7.5) HOURS OF DIRECT SUNLIGHT, MEASURED 30-FOOT SETBACK FROM THE RIVER'S EDGE



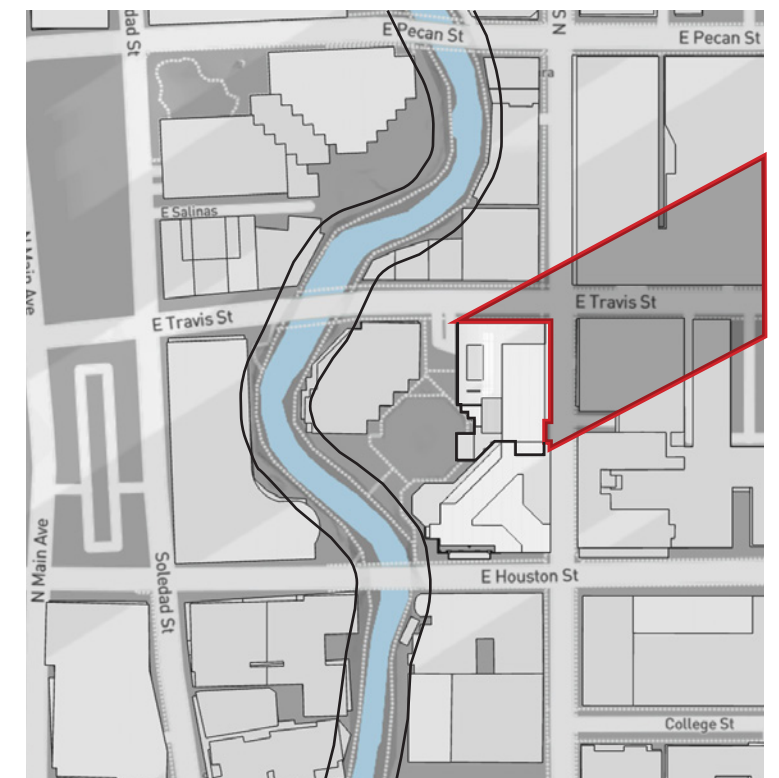
SUNRISE = 07:25 AM
WINTER SOLSTICE | 12:00 PM



WINTER SOLSTICE | 2:00 PM



WINTER SOLSTICE | 3:00 PM



SUNSET = 5:37 PM
WINTER SOLSTICE | 5:30PM

RECEIVES A MINIMUM OF FIVE AND ONE-HALF (5.5) HOURS OF DIRECT SUNLIGHT, MEASURED 30-FOOT SETBACK FROM THE RIVER'S EDGE





THANK YOU

OHP CONCEPTUAL REVIEW
10.17.2025