

# HISTORIC AND DESIGN REVIEW COMMISSION

May 17, 2017

**HDRC CASE NO:** 2017-218  
**ADDRESS:** ST PAUL SQUARE HISTORIC DISTRICT, Bound by the Union Pacific Railroad to the east, Montana to the south, IH 37 S Access Road to the East and approximately N Center to the north.  
**LEGAL DESCRIPTION:** UZROW  
**ZONING:** D,HE  
**CITY COUNCIL DIST.:** 2  
**DISTRICT:** St. Paul Square Historic District  
**LANDMARK:** Southern Pacific Railroad Station  
**APPLICANT:** Nick Harris/FSG  
**OWNER:** Rene Garcia  
**TYPE OF WORK:** Master signage plan  
**REQUEST:**

The applicant is requesting conceptual approval to develop a master signage plan for the St. Paul Square Historic District. The proposed master signage plan is to include on premise, wayfinding and direction signage. The applicant has also proposed kiosks to be located throughout the district.

## 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.

#### C. PLACEMENT AND INSTALLATION

- 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.

#### 4. Freestanding Signs

##### A. GENERAL

- i. *Appropriate usage*—Freestanding signs are most appropriate in locations where building forms are set back from the street, such as in areas where historic residences have been adapted for office or retail uses, or in commercial districts where they may be used to identify parking areas or other accessory uses.
- ii. *Placement*—Place freestanding signs near the public right-of-way where they are clearly visible to passing pedestrians and motorists, a minimum of five feet from the street right-of-way and ten feet from all interior side lot lines. No freestanding sign should be placed in a manner that obstructs the pedestrian walkway.

##### B. DESIGN

- i. *Height*—Limit the height of freestanding signs to no more than six feet.
- ii. *Area*—The size of new signs should be appropriate within the historic context, and should not exceed 25 square feet on either side, for a total of 50 square feet. Appropriate size shall be determined by considering historic precedent, sign patterns within historic districts, and conditions specific to individual properties.
- iii. *Structural supports*—Use subtle structural elements (in terms of their scale and mass) with historically compatible materials to support a freestanding sign.

#### FINDINGS:

- a. The applicant is requesting conceptual approval for a master signage plan for the St Paul Square Historic District. The proposed master signage plan is to include on premise, wayfinding and direction signage. The applicant has also proposed kiosks to be located throughout the district. The proposed signage will be located in the public right of way. The applicant is responsible for obtaining the proper permits and approvals for the installation of signage in the public right of way.
- b. **ROUND PANELS** – The applicant has proposed a series of single sided round signage panels that are to read “St Paul Square” and vary in sizes from 42 inches in length and 28 inches in height to 36 inches in length and 24 inches in height. The proposed signage panels are to be made from routed aluminum with applied vinyl graphics. The panels are to be located on existing street light poles, existing street lamp poles and existing bridge supports. Generally, staff finds the proposed design appropriate for a commercial historic district.
- c. **SQUARE PANELS** – The applicant has proposed square signage panels that are to read “St Paul Square” that are to be located on existing street lamps. The proposed panels are to feature 28 inches in length and 8 inches in height. The proposed signage panels are to be made from routed aluminum with applied vinyl graphics. Generally, staff finds the proposed design appropriate for a commercial historic district.
- d. **DIRECTIONAL SIGNAGE** – The applicant has proposed to install directional signage panels to be three-sided on existing street lamps noting directions to the Alamodome, Park and Ride stations, the Alamo and convention center. The panels will be constructed of aluminum panels with applied vinyl graphics. Staff finds the proposed materials and signage appropriate.
- e. **BUILDING SIGNAGE** – The applicant has proposed to apply building signage reading “St Paul Square” to various structures throughout the district. The proposed signage is to be aluminum with vinyl applied graphics and feature eight feet in length and approximately 5.5 feet in height. Staff finds the installation of the proposed signage on a historic structure, at this size to be inappropriate and inconsistent with the Guidelines. Signage would not have historically existing in this manner.
- f. **BRIDGE SIGNAGE** –The applicant has proposed to install signage on the existing pedestrian bridge over E Commerce Street. The proposed signage is to be 13’ – 6” in length and 4’ – 0” in height and feature aluminum panels with vinyl applied graphics. This signage is to be indirectly illuminated. Staff finds that the proposed new signage should be consistent with the existing signage at this location in regards to size.
- g. **DIRECTORY TOWER** – At the corner of Hoefgen Avenue and E Commerce, the applicant has proposed to install a direction directory signage tower. The applicant has provided documents noting the proposed scale, which staff finds larger than appropriate. Staff finds the installation of a directory of businesses and structures at this location appropriate; however, that structure should respond to the site and architecture of the district.
- h. **WALL INFORMATIONAL DISPLAYS** – The applicant has proposed a number of informational displays to be mounted to walls. Staff finds the installation of these directories to be appropriately sized and scaled.

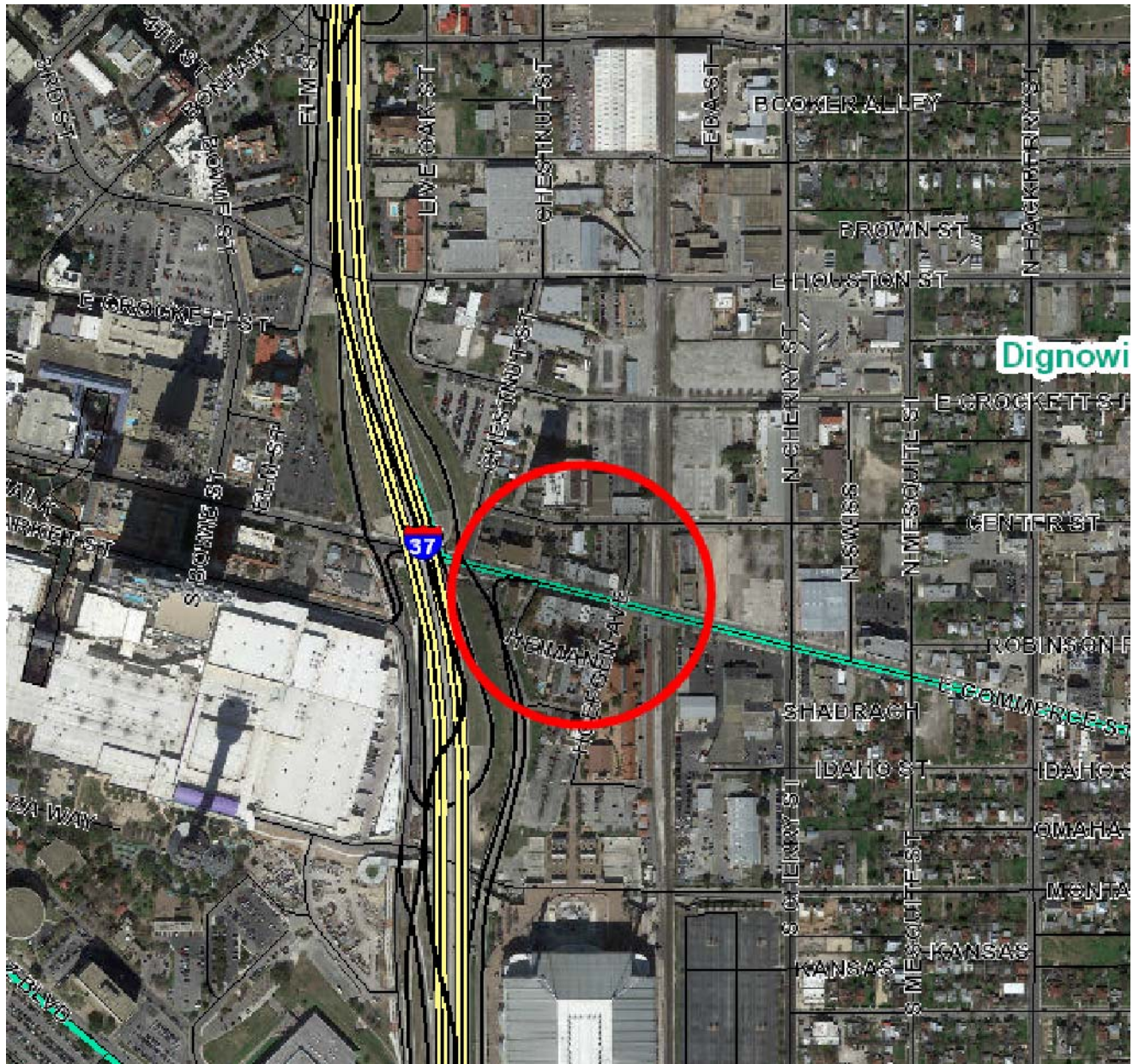
#### RECOMMENDATION:

Generally staff finds the proposed master signage plan to be appropriate and recommends conceptual approval of all proposed signage with the exception of the proposed wall signage and directory tower. Staff does not find the installation of district signage on individual structures to be appropriate nor does staff find the proposed scale of the directory tower to be appropriate.

The applicant is to return to the HDRC for approval of all signage sizes, locations and designs.

**CASE MANAGER:**

Edward Hall



## Flex Viewer

Powered by ArcGIS Server

Printed: May 10, 2017

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VARIANT W/ SOLID TEXT



VARIANT W/ INLINED TEXT

THE BRAND:

This design brings Victorian Hand-tooled lettering together with an ovate retro-frame to make a highly visible statement about the history of St. Paul Square.

The primary font is Signamere Caballo Mrk created by Belgian, Luc Devroye, noted mathematician and type designer. Swash capitals join well with non-decorated characters to form a clean body of text.

The sub-font is Din Schrift, a face used in German railway signage in the past century;

A chiseled “in-line” on the main letters is available to create a variety of options, i.e. gold-leaf, silver-leaf, and other color possibilities.

There is a fine line to walk when graphically balancing yesterday with today. While the main font [Signamere] is truly hand-rendered, it was in reality, only built a few years ago, therefore it has rarely been seen in public use. It maintains an originality and newness, but carries that unmistakeable Victorian flavor.

Per railroad protocol, the inclusion of a destination-name in signage is both traditional and fundamental. For our purposes, the mention of “San Antonio” is always pure equity, and tag-lining with “Since 1778” is a time-honored positioning tool. I selected that date to coincide with the opening of the depot. Subject to change, of course.

The globe-icons at top and bottom are added as a reminder of San Antonio’s diverse multi-national orientation. They anchor the design and echo the ornamentation so glorified in the 1880’s.



GLOBE DETAIL



SINGLE-COLOR VERSIONS

BRAND SUMMARY



FACILITY SOLUTIONS GROUP

- lighting
- electrical
- energy
- technology
- signage

10212 METRIC BLVD.  
AUSTIN, TEXAS 78758  
1.800.327.1104  
512.494.0002  
WWW.FSGI.COM

St. Paul District  
E. Commerce St.  
San Antonio, Texas

Start Date: 12/03/2015  
Last Revision  
Job#:  
Drawing #: STP\_BRANDNU\_1

Design:  
Ben Anglin

Sales:  
Alan Giroux/  
Chris Fox

Project Mgr.  
Adam Armentor

Lighting:  
FSG Branch DE-20

Revisions:  
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• \_\_\_\_\_  
• \_\_\_\_\_  
• \_\_\_\_\_

Date:  
\_\_\_\_\_  
\_\_\_\_\_  
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STP\_BRAD\_1

SHEET 1.03

1.MAIN COLORS

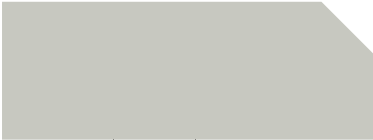


Primary Pantone assignments;

PMS #	HEX #	CMYK
		
Pantone Black	#050403	0 / 13 / 49 / 98
		
Pantone 7407	#b38100	0 / 28 / 100 / 30







2. SUPPORT COLORS

Optional colors for backgrounds

		
Pantone 420	#d9d9d9	0 / 0 / 0 / 15
		
Pantone 7498	#263300	25 / 0 / 100 / 80
		
Pantone 484	#b50900	0 / 95 / 100 / 29

2. METALLIC OPTIONS

	Flat Gold
	Flat Silver
	Gold Leaf
	Silver Poly

COLOR SPECIFICATIONS



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St. Paul District  
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San Antonio, Texas

Start Date: 12/03/2015  
Last Revision  
Job#:  
Drawing #: BRANDNU\_COLORSPECS

Design:  
Ben Anglin

Sales:  
Alan Giroux/  
Chris Fox

Project Mgr.  
Adam Armentor

Lighting;  
FSG Branch DE-20

Revisions:

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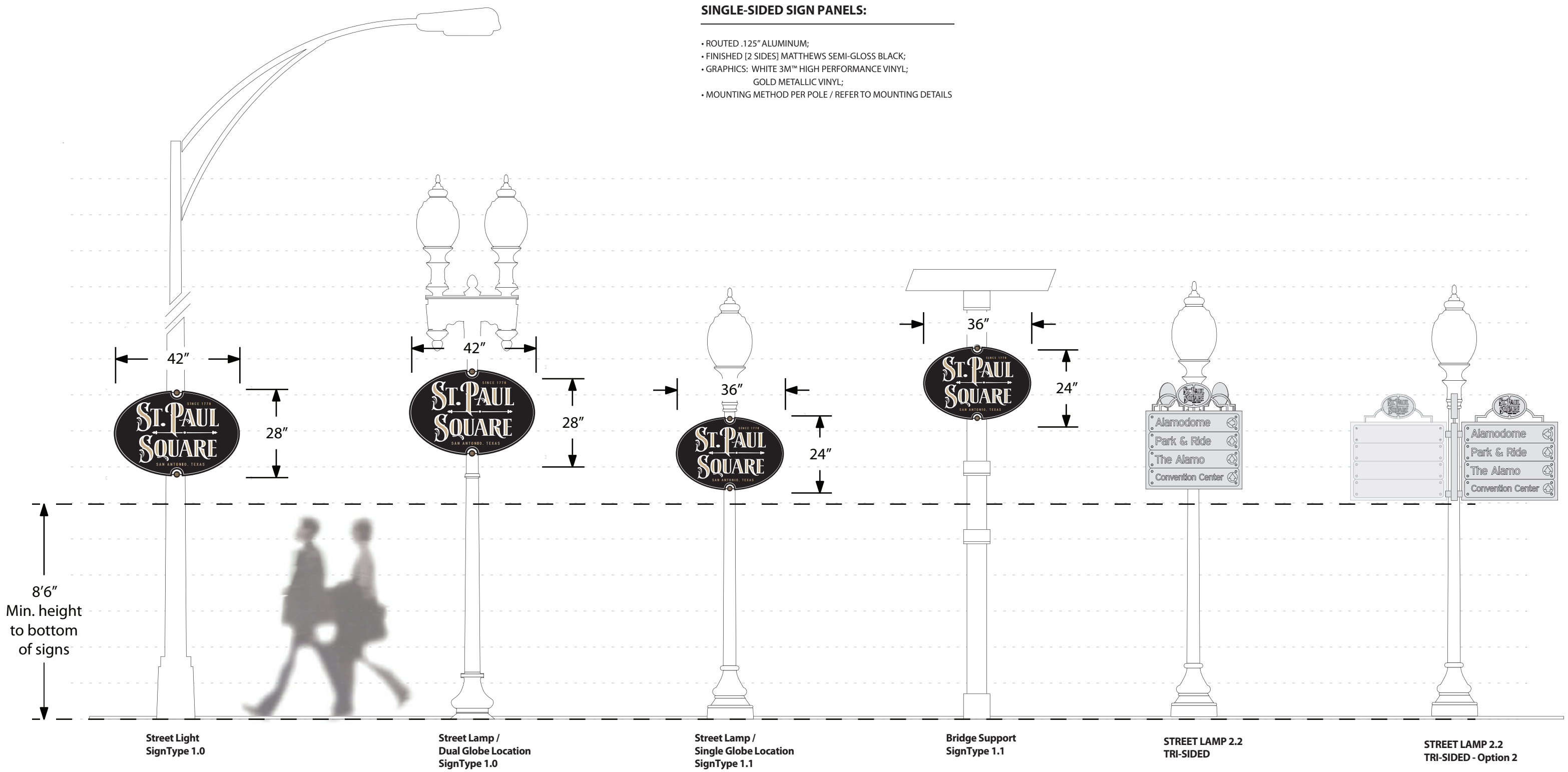
Date:


STP\_BRAND\_1

SHEET 1.031

SINGLE-SIDED SIGN PANELS:

- ROUTED .125" ALUMINUM;
- FINISHED [2 SIDES] MATTHEWS SEMI-GLOSS BLACK;
- GRAPHICS: WHITE 3M™ HIGH PERFORMANCE VINYL;
- GOLD METALLIC VINYL;
- MOUNTING METHOD PER POLE / REFER TO MOUNTING DETAILS



SIGN PANELS FOR EXISTING POLE LOCATIONS

3/8" = 1'-0"



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St. Pauls District  
E. Commerce St.  
San Antonio, Texas

Start Date:  
Last Revision  
Job#:92J7356

Drawing:  
STP\_BRAND1\_1

Design:  
Ben Anglin

Sales:  
Chris Walters  
Alan Giroux  
Chris Fox

Project Mgr.  
Adam Armentor

Lighting:  
FSG Branch DE-10

Revisions:
•
•
•
•

Date:





STREET SIGN DIRECTIONALS



- ▀ lighting
- ▀ electrical
- ▀ energy
- ▀ technology
- ▀ signage

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St. Pauls District  
E. Commerce St.  
San Antonio, Texas

Start Date:  
Last Revision  
Job#:92J7356

Drawing:  
STP\_OPTIONSITE4

Design:  
Ben Anglin

Sales:  
Chris Walters  
Alan Giroux  
Chris Fox

Project Mgr.  
Adam Armentor

Lighting:  
FSG Branch DE-10

Revisions:

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Date:

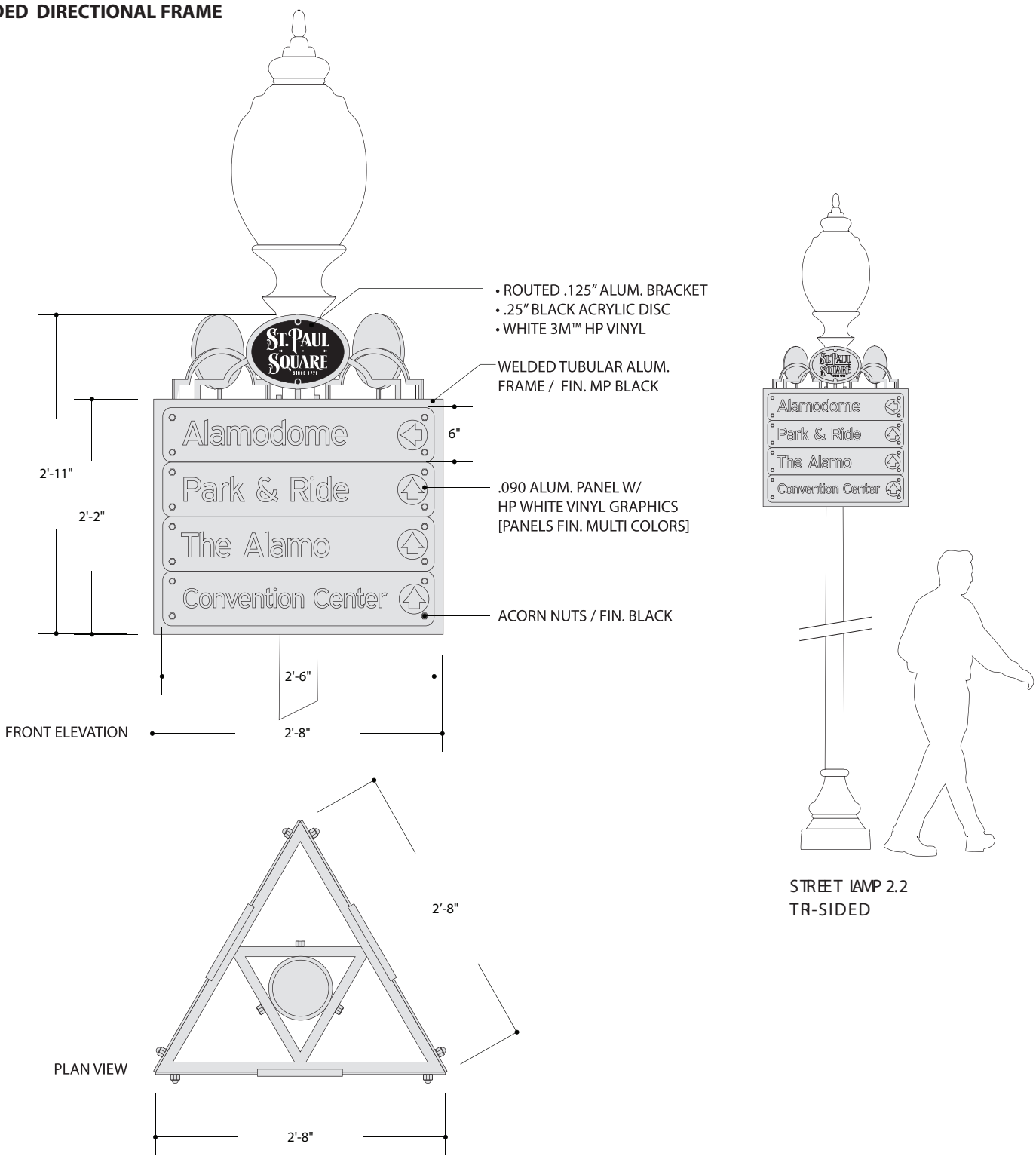
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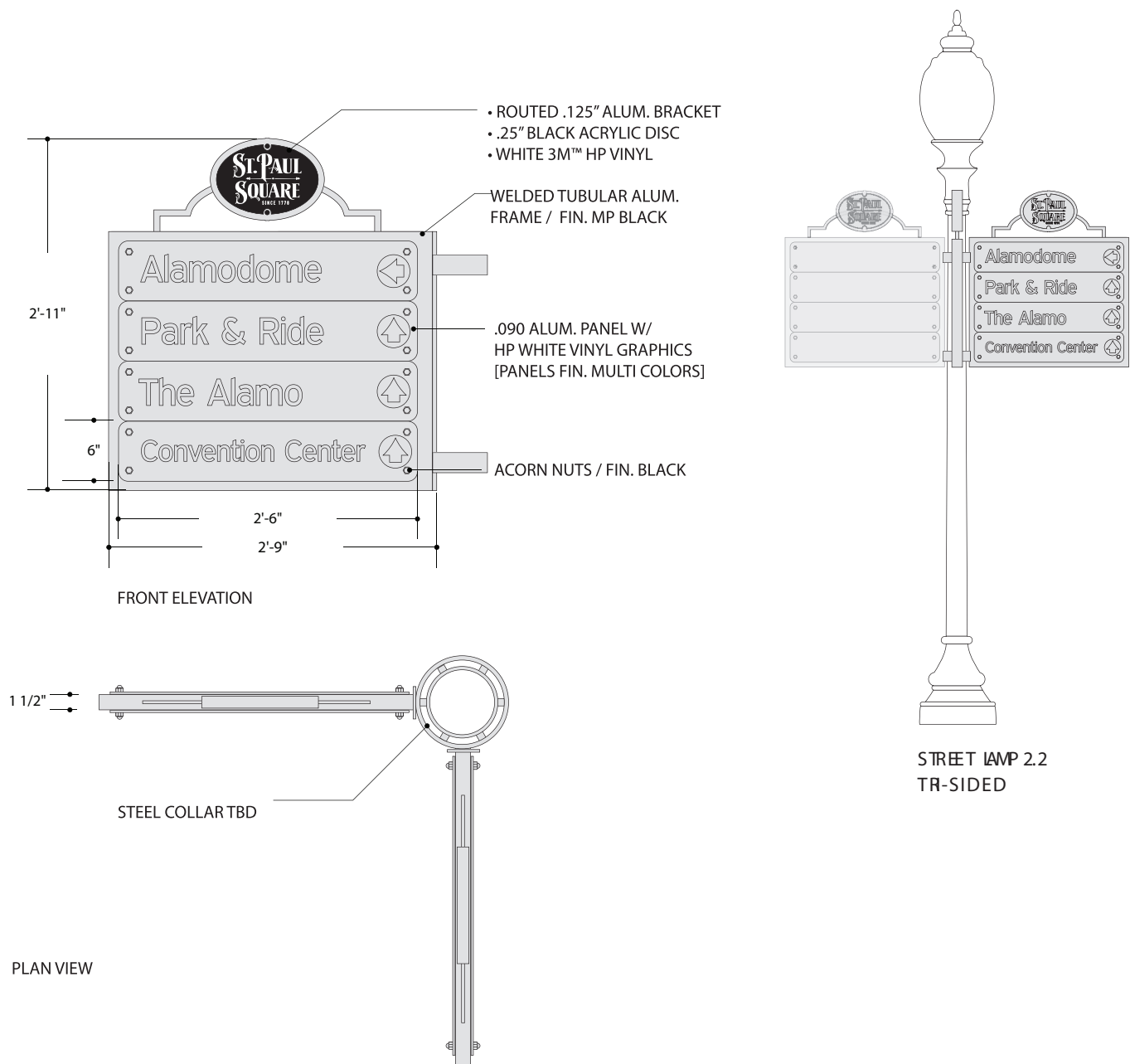
SHEET 3.11



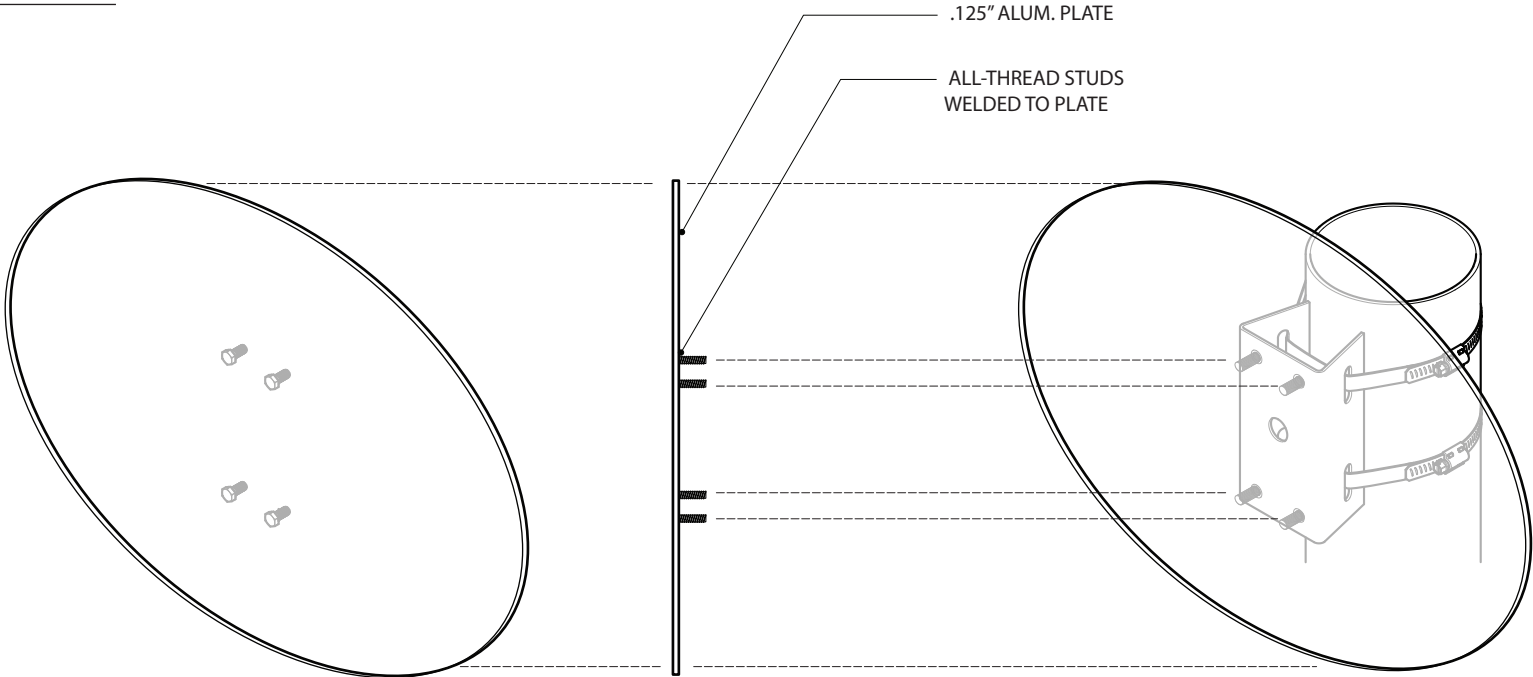
3-SIDED DIRECTIONAL FRAME



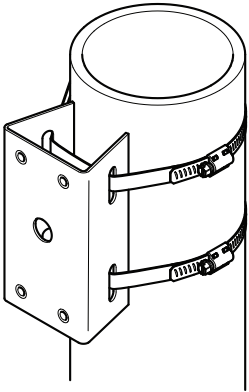
DOUBLE-SIDED [INDIVIDUAL] BLADES



1. POLE MOUNTING



MACHINE-BREAK .125 ALUMINUM MOUNTING PANELS;  
TAPPED FOR MULTIPLE HOLE-ARRANGEMENTS  
CAN BE DIRECTLY WELDED TO SIGN PANEL  
STEEL BAND ATTACHMENT;



COLOR SPECIFICATIONS



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Ben Anglin

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Chris Fox

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Adam Armentor

Lighting;  
FSG Branch DE-20

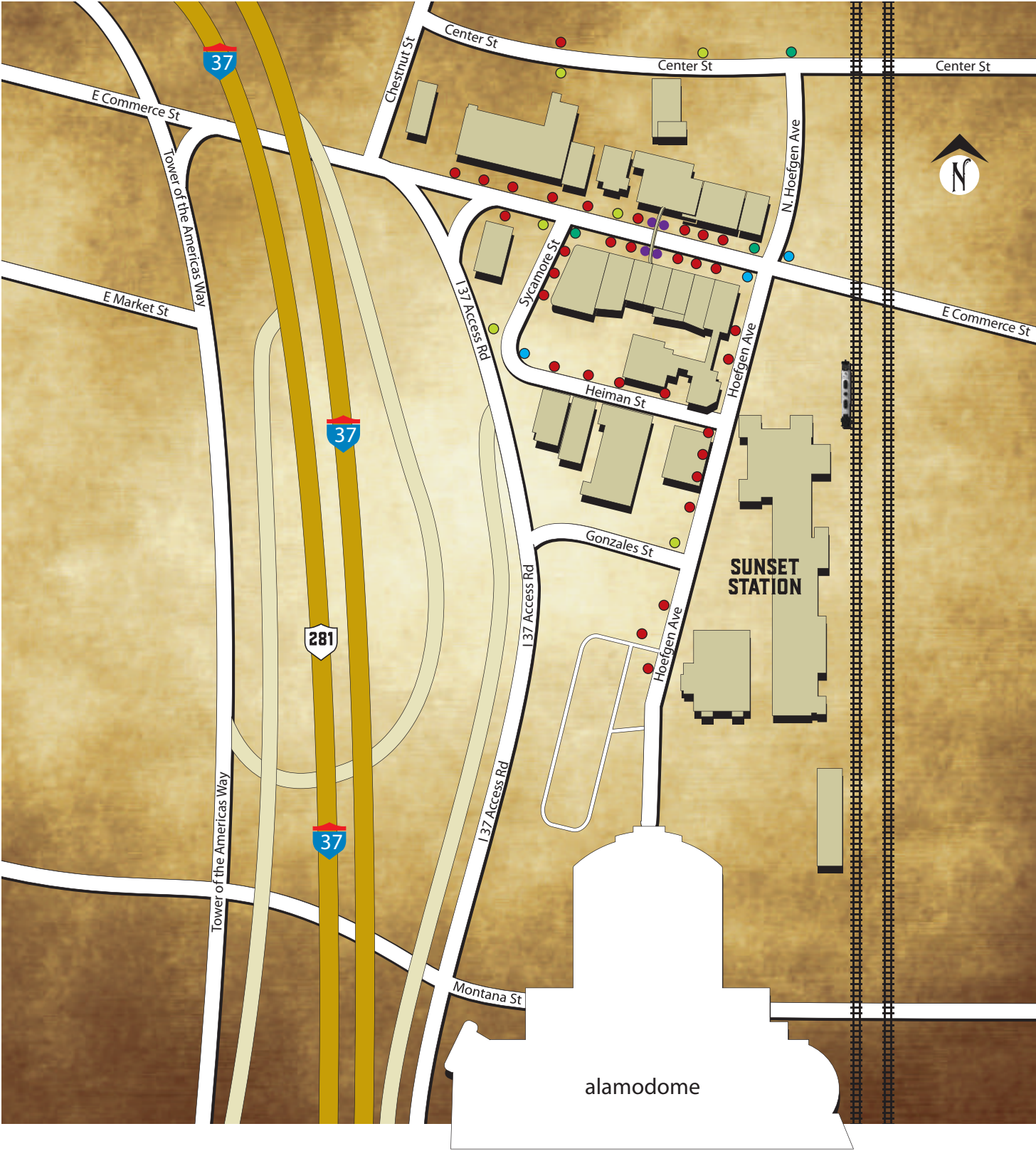
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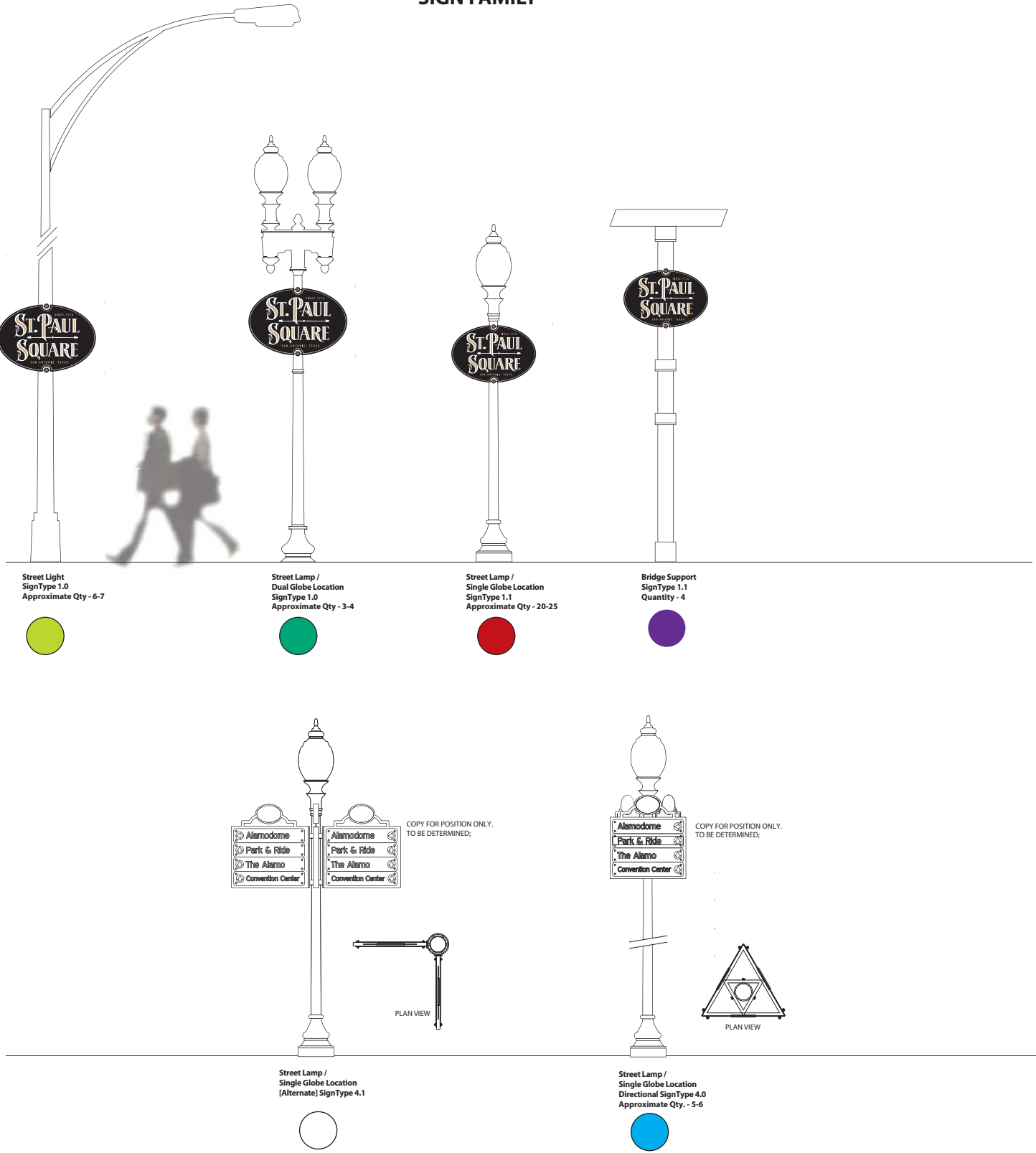
STP\_BRAND2\_1

SHEET 1.6-

SIGN LOCATIONS / ST. PAUL SQUARE / SAN ANTONIO, TEXAS



SIGN FAMILY



SITE MAP / PRODUCT LOCATOR



FACILITY SOLUTIONS GROUP

- lighting
- electrical
- energy
- technology
- signage

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St. Paul District  
E. Commerce St.  
San Antonio, Texas

Start Date: 12/03/2015  
Last Revision  
Job#:  
Drawing #: LOCATOR

Design:  
Ben Anglin

Sales:  
Alan Giroux/  
Chris Fox

Project Mgr.  
Adam Armentor

Lighting:  
FSG Branch DE-20

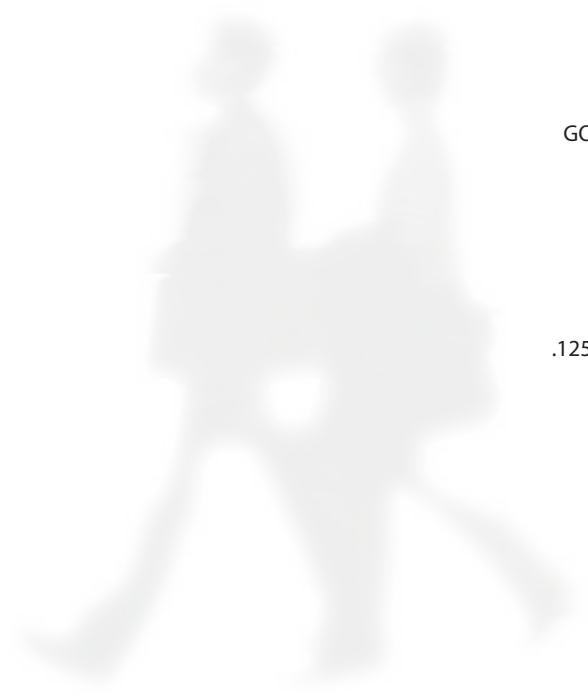
Revisions:

Date:

STP\_BRAND\_1

SHEET 1.032





ALUM. BRACKETS TO MOUNT  
OVER EXISTING HANDRAIL;  
FIN. TO MATCH DK. GREEN

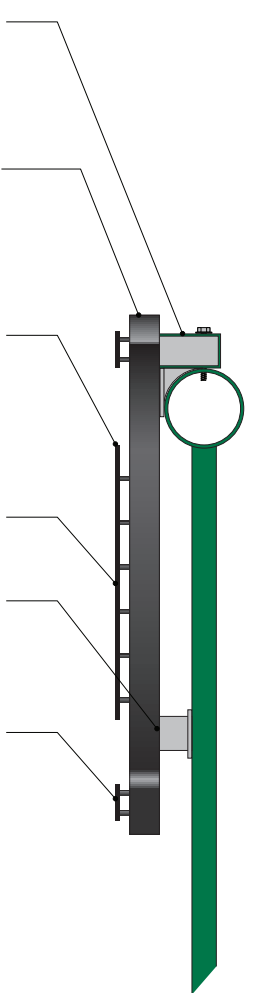
TUBULAR ALUM. PAN W/  
.090 ALUM. FACE, SIDES,  
AND BACK;  
FIN. MP BLACK

.125" ROUTED ALUM. LETTERS;  
FIN. MP WHITE;  
STUD-MOUNTED TO PAN  
W/ 1" STANDOFF

GOLD INLINE OVER LETTERS

TUBULAR ALUM. SPACER  
AS NEEDED

.125" ROUTED ALUM. GLOBES  
FIN. MP BLACK W/  
GOLD GRAPHICS



## BRIDGE DISPLAYS



- lighting
- electrical
- energy
- technology
- signage

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St. Pauls District  
E. Commerce St.  
San Antonio, Texas

Contact:  
Rene Garcia

Start Date:  
Last Revision  
Job#:92J7356

Drawing:  
STP\_BRIDGE1\_1

Design:  
Ben Anglin

Sales:  
Chris Walters  
Alan Giroux  
Chris Fox

Project Mgr.  
Adam Armentor

Lighting:  
FSG Branch DE-10

Revisions:

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BRIDGE DISPLAYS



FACILITY SOLUTIONS GROUP

- lighting
- electrical
- energy
- technology
- signage

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St. Pauls District  
E. Commerce St.  
San Antonio, Texas

Contact:  
Rene Garcia

Start Date:  
Last Revision  
Job#:92J7356

Drawing:  
STP\_BRIDGE1\_1

Design:  
Ben Anglin

Sales:  
Chris Walters  
Alan Giroux  
Chris Fox

Project Mgr.  
Adam Armentor

Lighting:  
FSG Branch DE-10

Revisions:

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STP\_BRIDGE

SHEET 4.01





BRIDGE DISPLAYS



FACILITY SOLUTIONS GROUP

- ▀ lighting
- ▀ electrical
- ▀ energy
- ▀ technology
- ▀ signage

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Project Mgr.  
Adam Armentor

Lighting:  
FSG Branch DE-10

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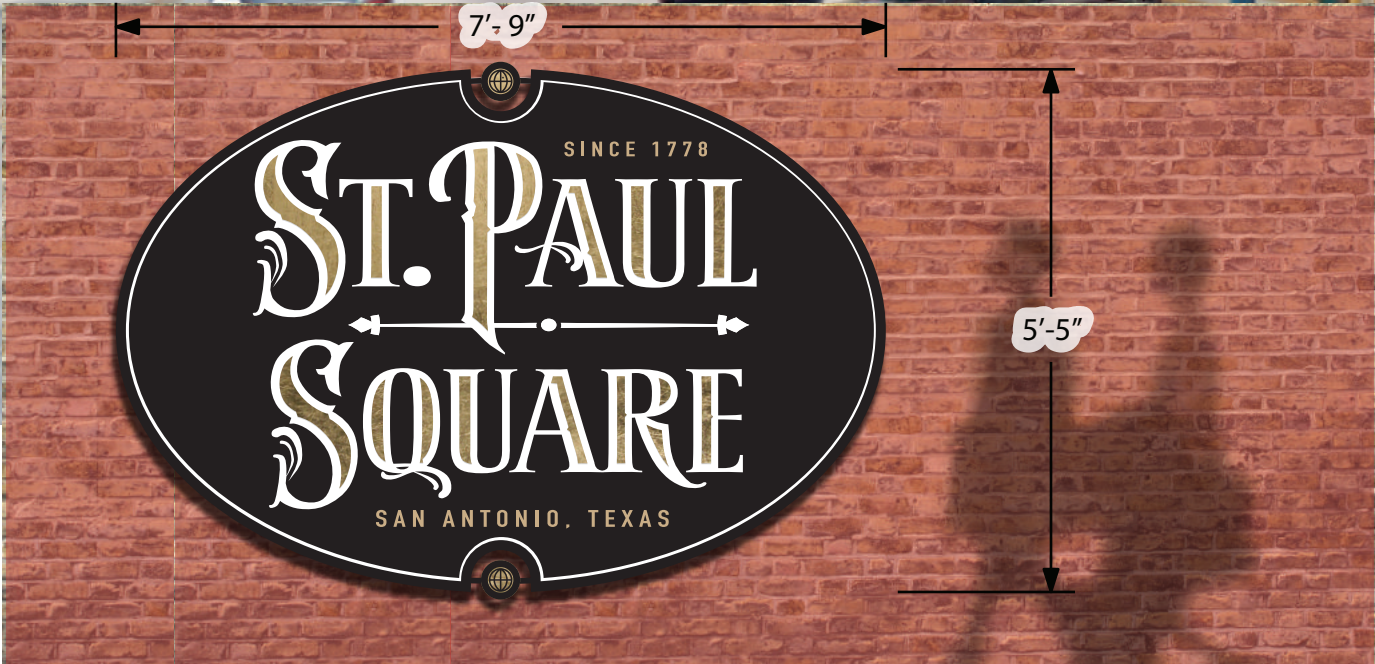
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STP\_BRAND\_1

SHEET 3.05



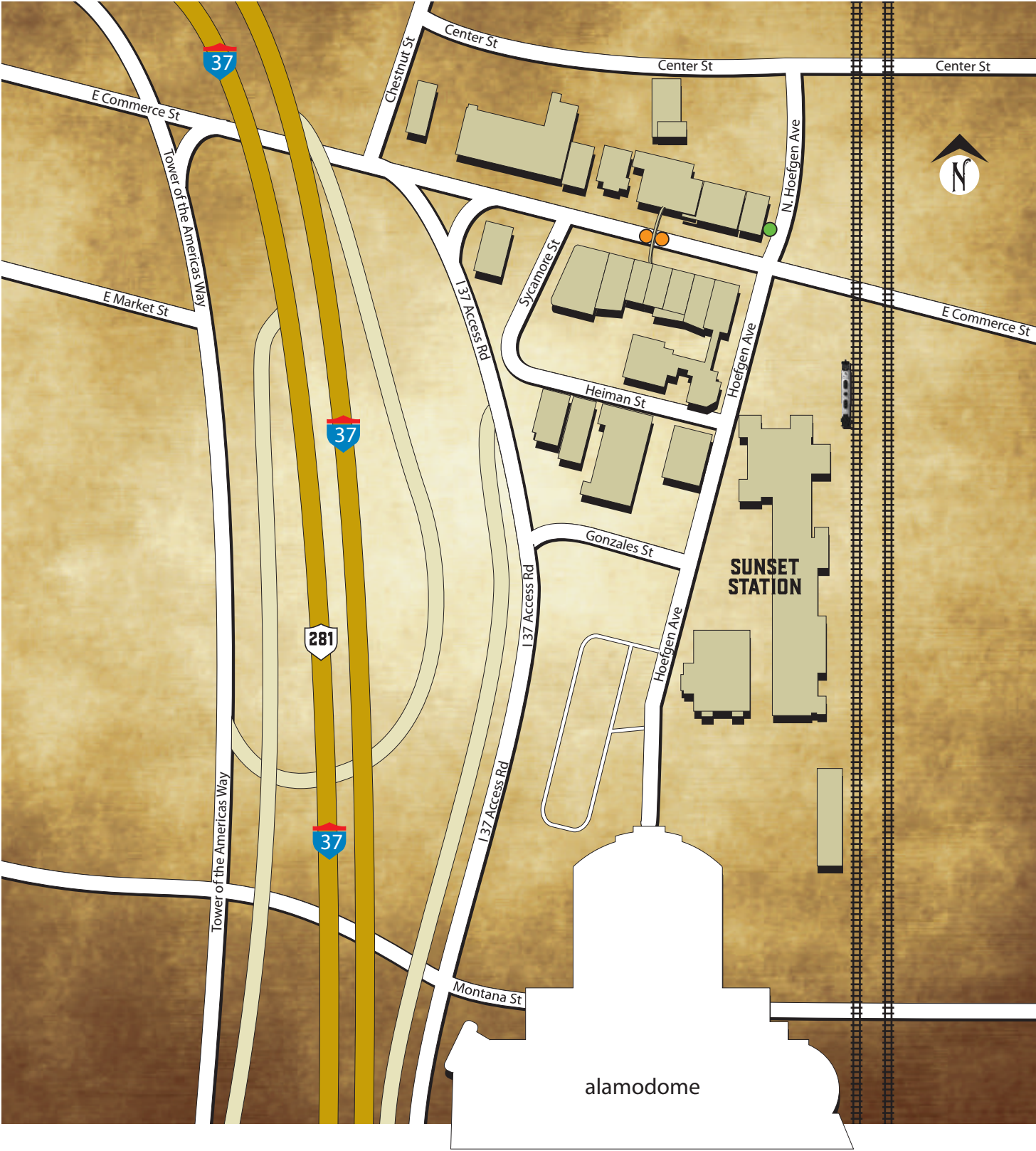


DIMENSIONS: 5'-5" VERTICAL x 7'-9" HORIZONTAL x 2 1/2" DEEP

- REVERSE PAN SIGN
- WELDED TUBULAR ALUMINUM FRAMEWORK WITH .090 ALUM FACE AND SIDES;
  - FINISHED MP SEMI-GLOSS BLACK;
  - WHITE ENGINEER GRADE REFLECTIVE WHITE LETTERING AND BORDER;
  - GOLD METALLIC VINYL SUBTEXT AND ACCENTS;
  - BRACKET MOUNT TO WALL THRU MORTAR-JOINTS W/ APPROVED HARDWARE



SIGN LOCATIONS / ST. PAUL SQUARE / SAN ANTONIO, TEXAS



SIGN FAMILY



Building Mounted Sign



Bridge Signs /  
Mount to railing  
SignType 5.1



SITE MAP / PRODUCT LOCATOR



FACILITY SOLUTIONS GROUP

- lighting
- electrical
- energy
- technology
- signage

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St. Paul District  
E. Commerce St.  
San Antonio, Texas

Start Date: 12/03/2015  
Last Revision  
Job#:  
Drawing #: LOCATOR

Design:  
Ben Anglin

Sales:  
Alan Giroux/  
Chris Fox

Project Mgr.  
Adam Armentor

Lighting:  
FSG Branch DE-20

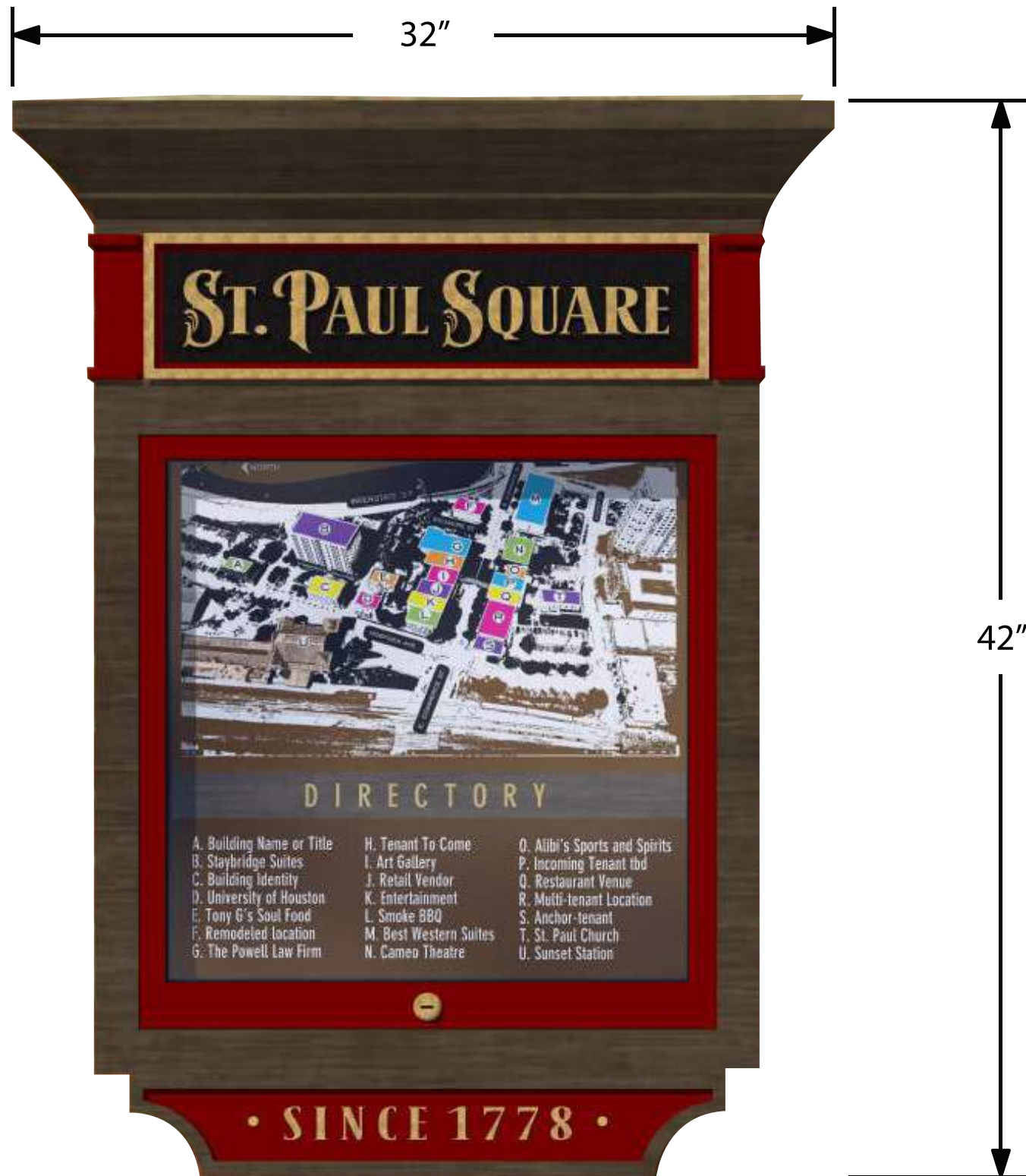
Revisions:  
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Date:

STP\_BRAND\_1

SHEET 1.032





## St. Paul Square Wayfinding/Informational Displays;

### Letter of Design Intent:

Our concept/design for the St. Paul Square wayfinding displays is centered toward a traditional appearance and usage. Mapping and informational materials should be functional, while leaning toward the historical.

Color range and finishes are conceptual and not specified; We suggest a weatherized metal finish with clear protective coat and a deep red polyurethane as a primary color; Other color may be used in areas to coordinate with the architectural surroundings; Antique gold and black would be standard colors;

### Design considerations include:

- Product Endurance / construction methodology;
- Implementation of germane historical design elements;
- Functionality, i.e. access, lighting, and mounting;
- Human interaction and pedestrian safety;

### Construction :

- Welded tubular aluminum with .090 aluminum plate;
- White LED illumination [within cabinet];
- Access door with .25" clear Lexan™ panel;
- Tumbler lock;
- Clipper-frame to secure maps and other printed materials;
- Cast-brass [ST. PAUL SQUARE] plaque at top, surrounded with push-through clear plex border for halo-illumination; Border to have antique gold finish on face and clear sidewalls;
- [SINCE 1778] to be routed .25" black plex letters finished antique gold on faces;
- Freestanding double-sided display to anchor;
- Electrical requirement: 120v;

Freestanding displays may include a non-illuminated version for frequent repositioning; Mapping is shown for conceptual only. Final mapping to follow;



Height Not to  
Exceed 84"



Construction :

- Welded tubular aluminum with .090 aluminum plate;
- White LED illumination [within cabinet];
- Access door with .25" clear Lexan™ panel;
- Tumbler lock;
- Clipper-frame to secure maps and other printed materials;
- Cast-brass [ST. PAUL SQUARE] plaque at top, surrounded with push-through clear plex border for halo-illumination; Border to have antique gold finish on face and clear sidewalls;
- [SINCE 1778] to be routed .25" black plex letters finished antique gold on faces;
- Freestanding double-sided display to anchor;
- Electrical requirement: 120v;

Freestanding displays may include a non-illuminated version for frequent repositioning; Mapping is shown for conceptual only. Final mapping to follow;

FINAL DESIGN TO BE DETERMINED



St. Paul Square Wayfinding/Informational Displays;

#### Letter of Design Intent:

The Southwest corner of Hoefgen Avenue and East Commerce Street offers a different opportunity for branding and visual attention, in addition to wayfinding.

This location is somewhat separated from the remainder of the district; We aren't convinced the area pulls sufficient attention for a full-blown directory, however an iconic placement with a possible [single] directory may be more effective for the overall plan for St. Paul Square.

Our "placeholder" design is meant to encourage further thought on the use of this location. Other designs may focus on elements from an architectural perspective as opposed to a railroad-association.

The goal is to attract, identify and direct; A structure that can drive pedestrian and vehicular movement from a distance could be of considerable value to St. Paul Square.

We encourage your input.

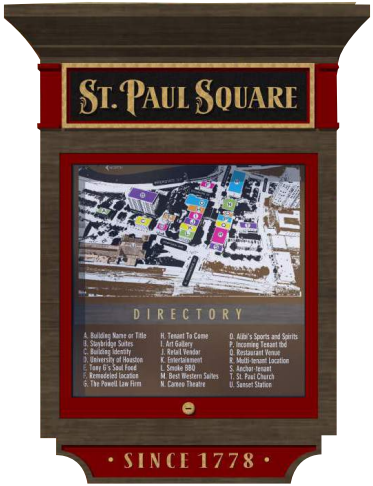
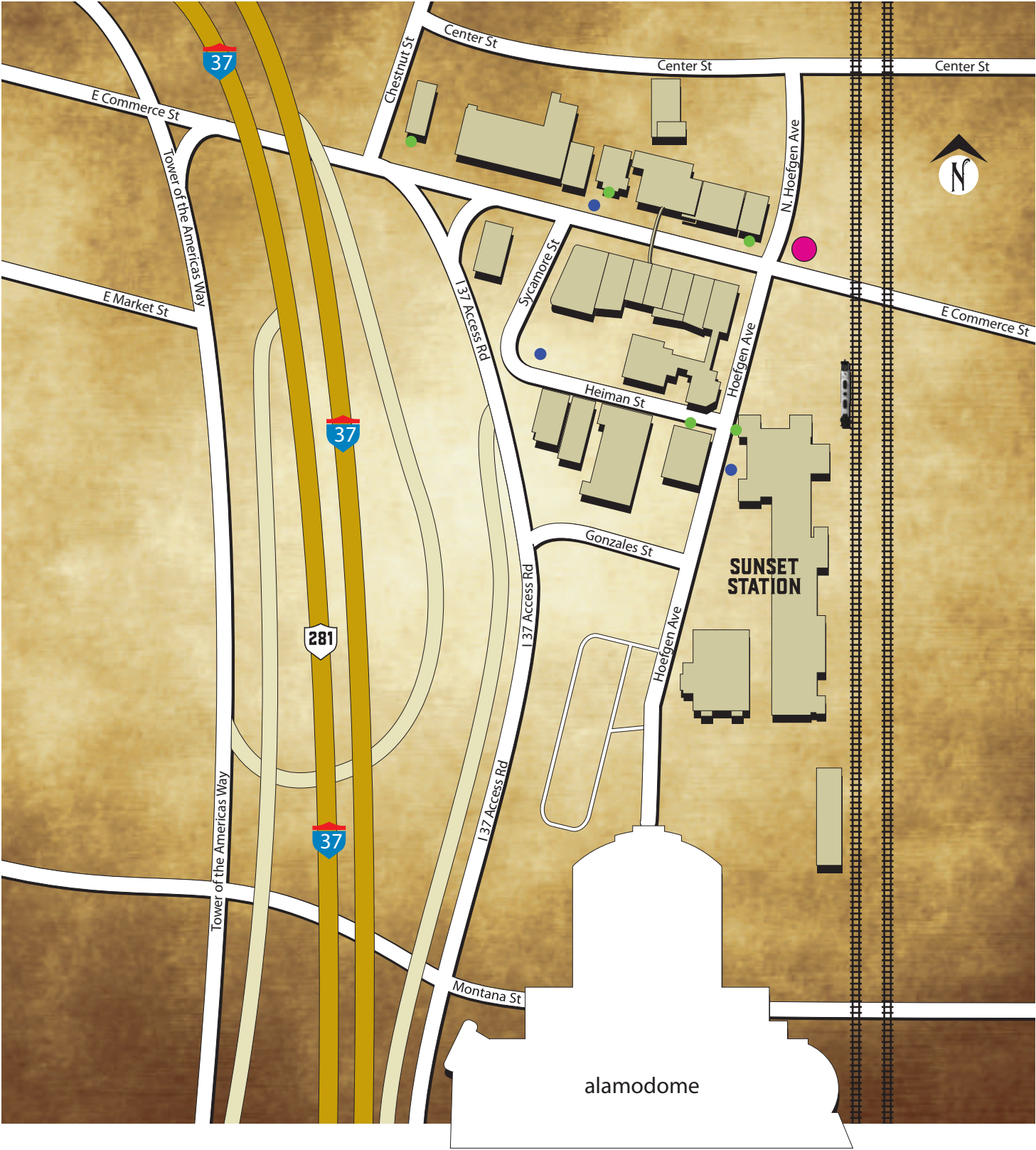
**FSG Design Group**



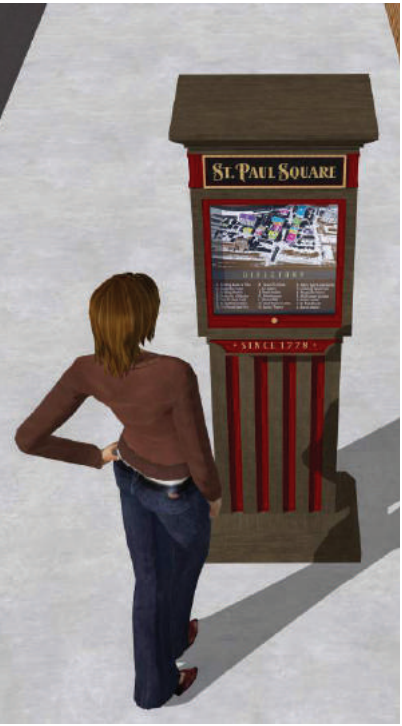
FINAL DESIGN TO BE DETERMINED



SIGN LOCATIONS / ST. PAUL SQUARE / SAN ANTONIO, TEXAS



Wall Directory  
(Estimated qty 5-6)



KIOSK  
(Estimated qty 3-4)



MONUMENT SIGN - qty x1



SITE MAP / PRODUCT LOCATOR



10212 METRIC BLVD.  
AUSTIN, TEXAS 78758  
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St. Paul District  
E. Commerce St.  
San Antonio, Texas

Start Date: 12/03/2015  
Last Revision  
Job#:  
Drawing #: LOCATOR

Design:  
Ben Anglin

Sales:  
Alan Giroux/  
Chris Fox

Project Mgr.  
Adam Armentor

Lighting:  
FSG Branch DE-20

Revisions:  
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Date:  
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