

HISTORIC AND DESIGN REVIEW COMMISSION

August 16, 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: Signage
REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install signage at St Paul Square to include the following:

- a. Single-faced signs to be mounted to the existing, dual globe street lamps.
- b. Two, single-faced pan signs to be mounted to the pedestrian bridge above E Commerce.
- c. Tri-sided directional signs to be mounted to an existing street lamp.

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 received conceptual approval at the May 17, 2017, Historic and Design Review Commission hearing for the master signage plan at St Paul Square with stipulations that the proposed wall signage be removed from consideration and that the proposed directory signage be lowered in overall height and scale. At this time, the applicant is a Certificate of Appropriateness to install two (2) single-faced signs to be mounted to the existing, dual globe street lamps, two (2) single-faced pan signs to be mounted to the pedestrian bridge above E Commerce and tri-sided directional signs to be mounted to an existing street lamp.
- b. **ROUND PANELS** – The applicant has proposed a series of single sided round signage panels that are to read “St Paul Square” that are to feature 42 inches in width and 32 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. Staff finds the proposed design appropriate for a commercial historic district.
- c. **BRIDGE SIGNAGE** –The applicant has proposed to install signage on the existing pedestrian bridge over E Commerce Street. The proposed signage is to be 12’ – 0” in length and 2’ – 6 ½” in height and feature aluminum panels with vinyl applied graphics. The signage will be indirectly illuminated. Staff finds the proposed design to be appropriate.
- d. **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 32 inches in length and 26 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.

RECOMMENDATION:

Staff recommends approval of items #1 through #3 as submitted based on findings a through c.

CASE MANAGER:

Edward Hall



Flex Viewer

Powered by ArcGIS Server

Printed: Aug 08, 2017

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VIA
28
362-2020
94549

Convention Center B →
The Alamo B →
River Walk →
Sunset Station B ↑
Alamodome ↑

Park & Ride B →
The Alamo B ↑
River Walk ↑
Rivercenter Mall ↑
Convention Center B ↑

Coefgen

CITY of SAN ANTONIO
NOTICE of HEARING
HISTORIC & DESIGN
REVIEW COMMISSION
ADDRESS: 1111 E. COMMERCE
REQUEST: MASTER SAUSAGE PLANT
HEARING DATE: AUGUST 16, 2017 Time: 3:00 PM
FOR MORE INFORMATION CONTACT
(210) 207-0035
ALL HDRC MEETINGS TAKE PLACE AT 1901 S. ALAMO



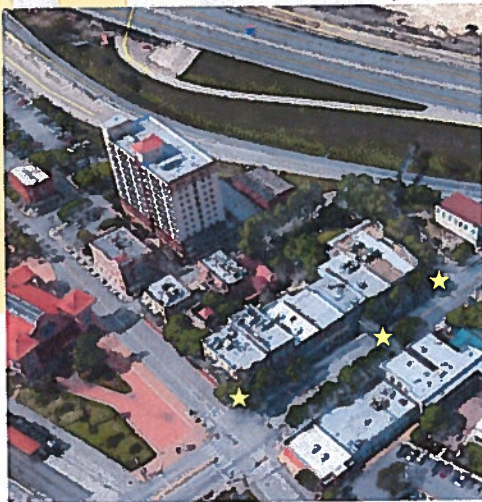
PHASE 1 / ST. PAUL SQUARE / 3.17.2017
Proposed Signage



TWO (2) SINGLE-FACE SIGNS TO MOUNT TO EXISTING DUAL-GLOBE STREET LAMP; E.COMMERCE ST. @ SYCAMORE ST.
 Signtype: Street Lamp 1.10

TWO (2) SINGLE-FACE PAN-SIGNS TO MOUNT TO BRIDGE, W/ GOOSNECK LAMPING; E.COMMERCE ST.
 Signtype: Bridge Sign(S)/ Tri-sided 1.10

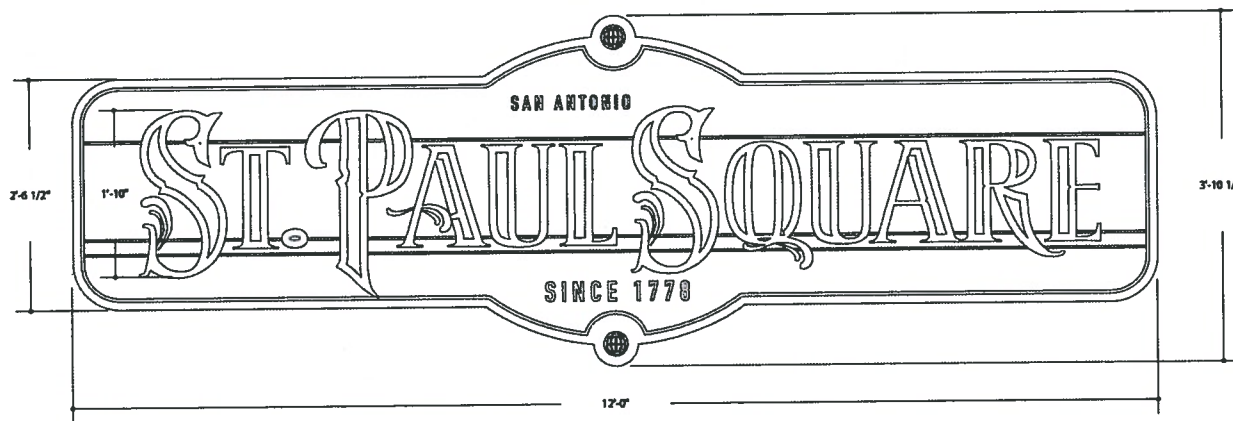
ONE TRI-SIDED DIRECTIONAL; FINAL COPY TBD; HOFEGEN AVE. @ E.COMMERCE ST.
 Signtype: Street Lamp/ Tri-sided Directory 2.20



FSG
 FACILITY SOLUTIONS GROUP

- ▣ lighting
- ▣ electrical
- ▣ energy
- ▣ technology
- ▣ signage

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



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

Color Assignments

PMS # HEX # CMYK

Pantone Black #050403 0/13/49/98

Pantone 7407 #b38100 0/28/100/30

Pantone 7498 #053300 25/0/100/80

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: 6/13/17
Job#: 9217366

Drawing:
STP_BRIDGE_1_1

Design:
Ben Anglin

Sales:
Chelsa Williams
Alan Glaus
Chelsa Fox

Project Mgr:
Adam Armentor

Lighting:
FSG Branch DE-10

Revisions:

Date:

STP_BRIDGE1

SHEET 4.01



BRIDGE DISPLAYS



- lighting
- electrical
- energy
- technology
- signage

16212 METRIC BLVD.
AUSTIN, TEXAS 78750
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St. Pauls District
E. Commerce St.
San Antonio, Texas

Contact:
Rene Garde

Start Date:
Last Revision
Job# 9237356

Drawing:
STP_BRIDGE1_1

Design:
Ben Anglin

Sales:
Chris Walters
Alan Giroux
Chris Fox

Project Mgr.
Adam Ammer

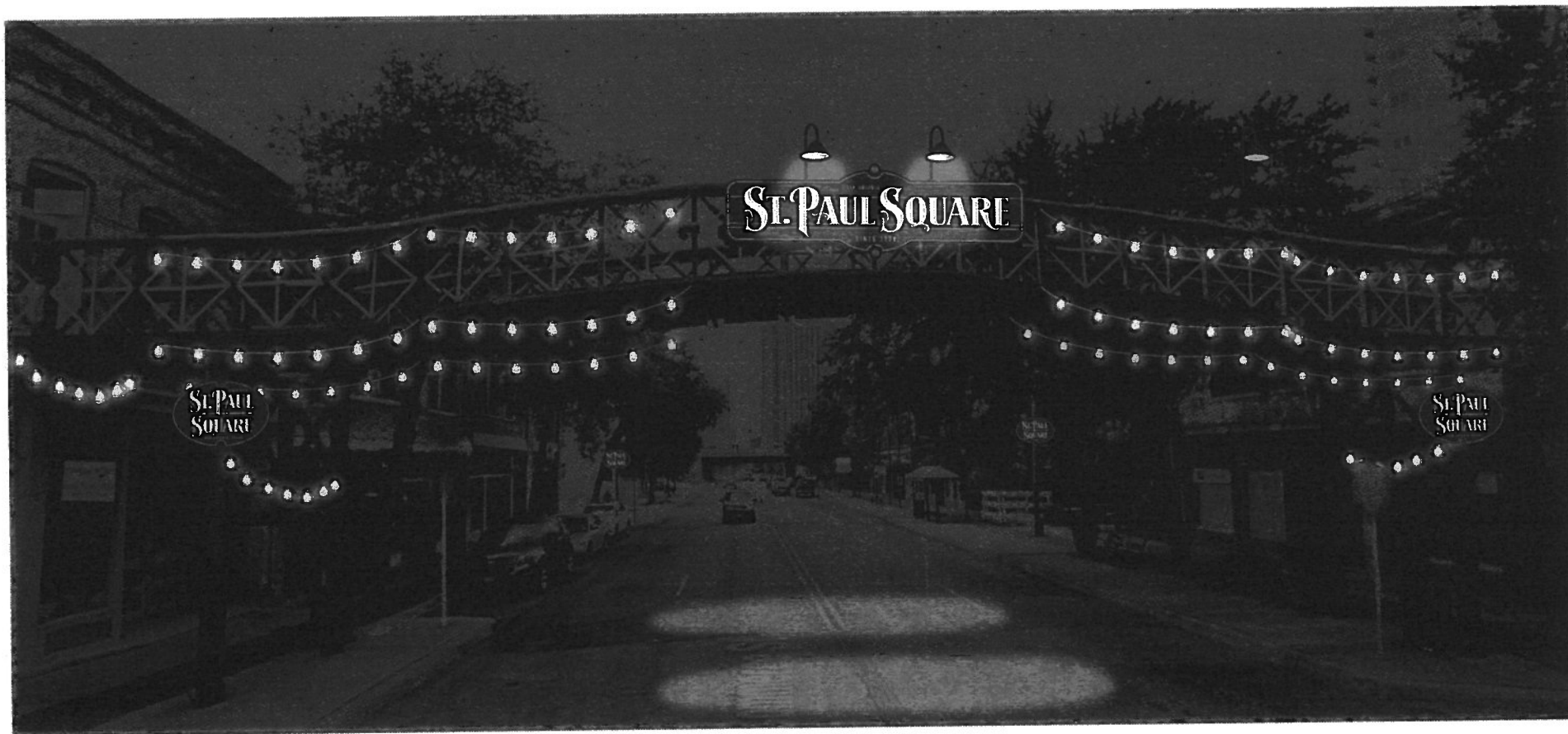
Lighting:
FSG Branch DE-10

Revisions:

Date:

CIP_BRIDGE1

SHEET 4.01



BRIDGE DISPLAYS



• lighting
 • electrical
 • energy
 • technology
 • signage

18212 METRO BLVD.
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 512.494.0082
 WWW.PSGL.COM

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

Start Date:
 Last Revision
 Job#: 32.7356

Drawing:
 STP_BRIDGE1_1

Design:
 Ben Anglin

Sales:
 Chris Walters
 Alan Glaus
 Chris Fox

Project Mgr.
 Adam Amador

Lighting:
 FSG Branch DE-10

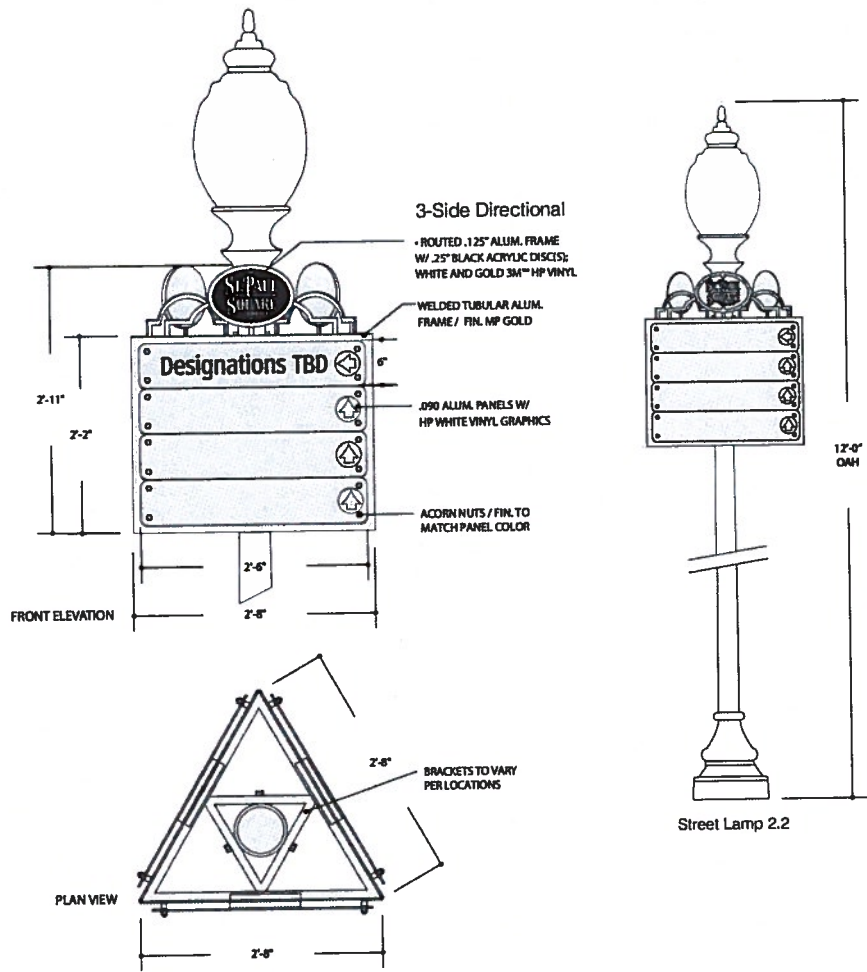
Revisions:

Date:

STP_BRIDGE1

SHEET 3.05

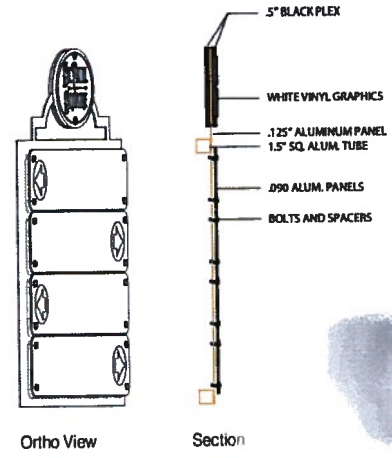
3-SIDE DIRECTIONAL



Elevation / 1" = 1'

Color Assignments

PMS #	HEX #	CMYK
Pantone Black	#050403	0 / 13 / 49 / 98
Pantone 7407	#b3b100	0 / 28 / 100 / 30
Pantone 7498	#263300	25 / 0 / 100 / 80



Ortho View

Section



18212 METROS BLVD.
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St. Pauls District
E. Commerce St.
San Antonio, Texas
Contact:
Rene Garcia

Start Date:
Last Revision: 6/13/17
Job#: 82J7356
Drawing:
STP_BRAND1_1

Design:
Ben Anglin
Sales:
Chris Walters
Alan Giroux
Chris Fox

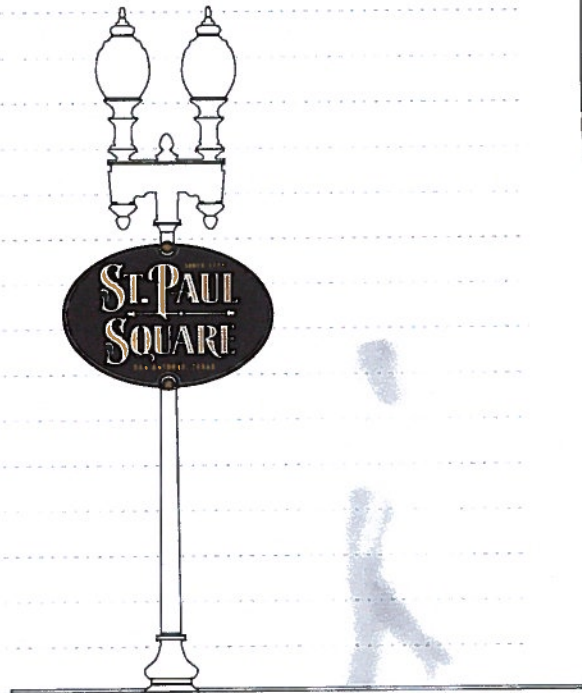
Project Mgr:
Adam Armentrout
Lighting:
FSG Branch DE-10

Revisions:

Date:

SINGLE-SIDED SIGN PANELS:

- ROUTED, 1/25" 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 Type 1.0



Color Assignments

PMS # HEX # CMYK



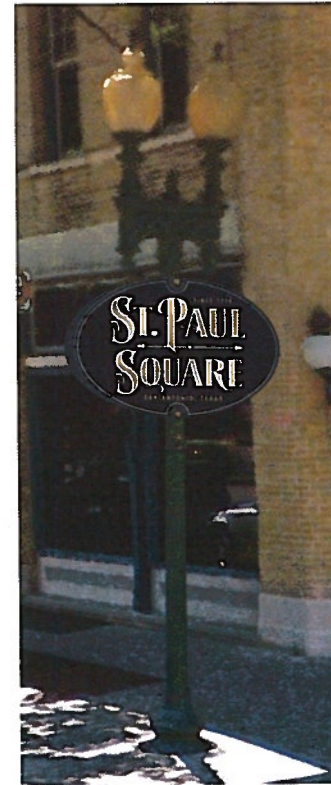
Pantone Black #650403 0 / 13 / 40 / 98



Pantone 7407 #638100 0 / 28 / 100 / 30



Pantone 7498 #263300 25 / 0 / 100 / 80



Elevation / Sycamore @ E. Commerce



Existing

SIGN PANELS FOR EXISTING POLE LOCATIONS



- lighting
- electrical
- energy
- technology
- signage

18212 METRIC BLVD.
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St. Pauls District
E. Commerce St.
San Antonio, Texas

Start Date:
Last Revision
Job#: 327358

Drawing:
STP_BRAND 1_1

Design:
Ben Anglin

Sales:
Chris Walters
Alan Groux
Chris For

Project Mgr:
Adam Amenter

Lighting:
FSG Branch DE-10

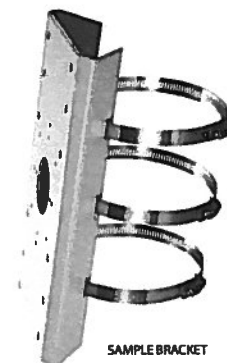
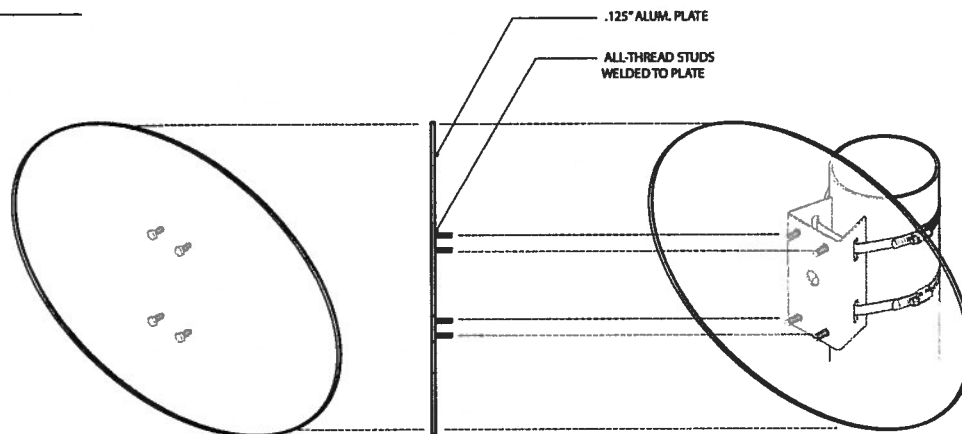
Revisions:

Date:

STP_BRAND 1_1

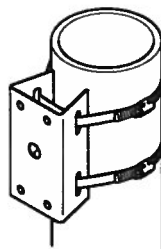
SHEET 3.01

1. POLE MOUNTING



SAMPLE BRACKET

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



COLOR SPECIFICATIONS



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

18212 METRIC BLVD.
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St. Paul District
E. Commerce St.
San Antonio, Texas

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

Design:
Ben Anglin

Sales:
Alan Glover/
Chris Fox

Project Mgr:
Adam Armentor

Lighting:
FSG Branch DE-20

Revisions:

Date:

SFP_BRAND2_1

SHEET 1.6-