

STAFF REPORT



Meeting: April 16, 2015

To: Design and Historic Review Commission members

From: Patrick B. Howard, AICP
Director

Through: Rebeca A. Guerra, AICP, LEED-AP, CPD
Planning Manager

Staff Planner: Edward Vigil
Senior Planner

Case: RCC15-04

Request: A request for approval to replace two unlit wall signs in the River Corridor as required Per Section 12.04.017 for the following: (1) to relocate an existing nine-square foot unlit wall sign from the front façade to the side façade and (2) to erect a new 100- square foot unlit wall sign on the front façade

Location: 25 West Concho Avenue: generally located at the southeast corner of south Irving Street and west Concho Avenue.

Legal Description: Lot 27, Block B, San Angelo Addition subdivision

Size: 0.230 acres

General Information

Existing Zoning: Central Business District (CBD)
Existing Land Use: San Angelo Lions Charities, Inc.
Vision Plan: Neighborhood Center
Neighborhood: Downtown
District: SMD #3 Johnny Silvas
Surrounding Zoning/Land Use:

North:	Central Business District	Firestone Tire Center & vacant retail shops
West:	Central Business District	Kinney Franke Architects
South:	Central Business District	AT&T
East:	Central Business District	Vacant Lot

Thoroughfares/Streets: West Concho Avenue is defined as a "Parkway," which is designed to provide access to and from, but not necessarily through, the surrounding land uses. A 40-foot wide pavement in a 60 foot right-of-way is normally appropriate for most collector streets and parkways.

Staff Recommendation:

The Planning Division recommends **APPROVAL** of this request, **subject to one (1) Condition of Approval.**

History and Background:

On February 20, 2015, an application was submitted to seek approval from the Design & Historical Review Commission for permission to replace two existing unlit wall signs for the San Angelo Lions Charities, Inc. building, located in the River Corridor. This site is located within the Downtown Neighborhood, in the Central Business District, and within the River Corridor. The existing building is also the

business for the eyeglass recycling center owned and operated by the San Angelo Lions Charities, Inc.

The applicant is seeking Design and Historic Review Commission (DHRC) approval for the final sign area details, including design, materials, and colors. The proposed wall signs will be unlit. The first wall sign will be located on the front façade, near the roofline, at the center of the building, and is proposed to be 5 feet tall by 20 feet wide, with a total sign area of 100 square feet. The second wall sign will be located on the east exterior wall, on the upper north corner of the building, and is proposed to be 3 feet tall by 3 feet wide, in the shape of an oval, replicating the logo for the San Angelo Lions Charities, Inc. Both signs are two dimensional, made out of Dibond material. Dibond is an aluminum composite material comprised of two pre-painted sheets of .0121" aluminum with a solid polyethylene core. The colors proposed for both signs are purple, gold, white, and black.

Analysis:

Section 12.610 of the Sign Ordinance requires that all signs in the San Angelo River Corridor, as well as those within one hundred and fifty feet of this corridor, be reviewed by the Design & Historic Review Commission. It appears the signs' location, height, materials, and colors are consistent with the surrounding area. Staff finds the nature of this request does not appear to depart significantly from other area signage, and will not disrupt the character or historical significance of the River Corridor area, adjacent businesses, or the community. However, in order for the DHRC to recommend approval of this application, the request needs to be consistent with the design guidelines of the *River Corridor Master Development Plan* and meet the *Historic Preservation Design Guidelines* for commercial properties within the Central Business District and River Corridor area. Staff believes the proposed signs meet these requirements for the reasons stated below.

Colors

Section 1.B.3 of the Master Development Plan states that: "materials and colors should relate to historic precedents apparent in the immediate environment....using subtle yet rich colors rather than intense, bright colors." The Design Guidelines outline further principles for building materials and colors: "Colors should compliment neighboring buildings and reflect a traditional color palette." The colors proposed include a rich purple, gold, white, and black. The colors indicated by this request are neither too bright, nor too intense. Rather, they appear to be in keeping with the overall theme of the existing business and with the general color palette displayed by other establishments in the immediate vicinity.

Lighting

Section 1.B.7 of the River Corridor Master Development Plan also sets guidelines for lighting: “integrating lighting into a building can enhance the façade and architectural features, and provide for the safety of pedestrians, but should not result in glare and light spill.” In Section 12.604 of the Sign Ordinance, City policies seek to ensure that the size, location, and lighting of all signage meet necessary standards to protect the health, welfare and safety of the public and preserve the values of adjacent properties. However, this application does not propose any illumination for either of the two proposed wall signs.

Action Requested:

The action requested is for the Planning Commission to **APPROVE** Case RCC15-04, **subject to the following Condition of Approval:**

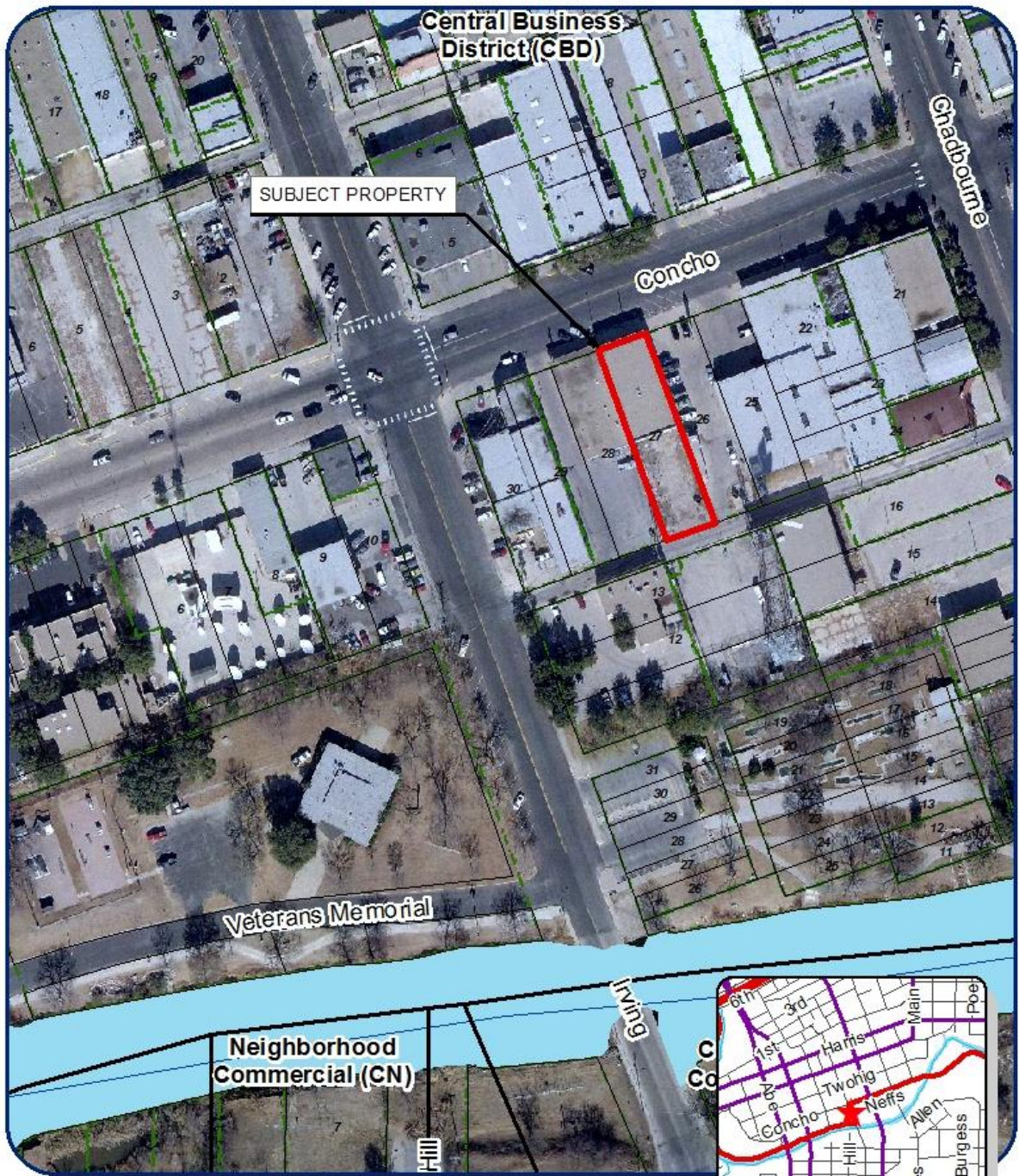
1. Signage shall be consistent with renderings submitted as part of this request.

Appeals:

Per Section 12.703(g) of the River Corridor Development Ordinance, an applicant who is denied a building permit will have a right to appeal to the City Council within 30 days of the Commission’s decision. If the City Council approves the proposed construction, the Building Official shall then issue a permit therefore.

Attachments:

Aerial Map
Future Land Use Map
Zoning Map
Photos of Site
Existing Sign Rendering
Proposed Sign Renderings






DHRC Case File

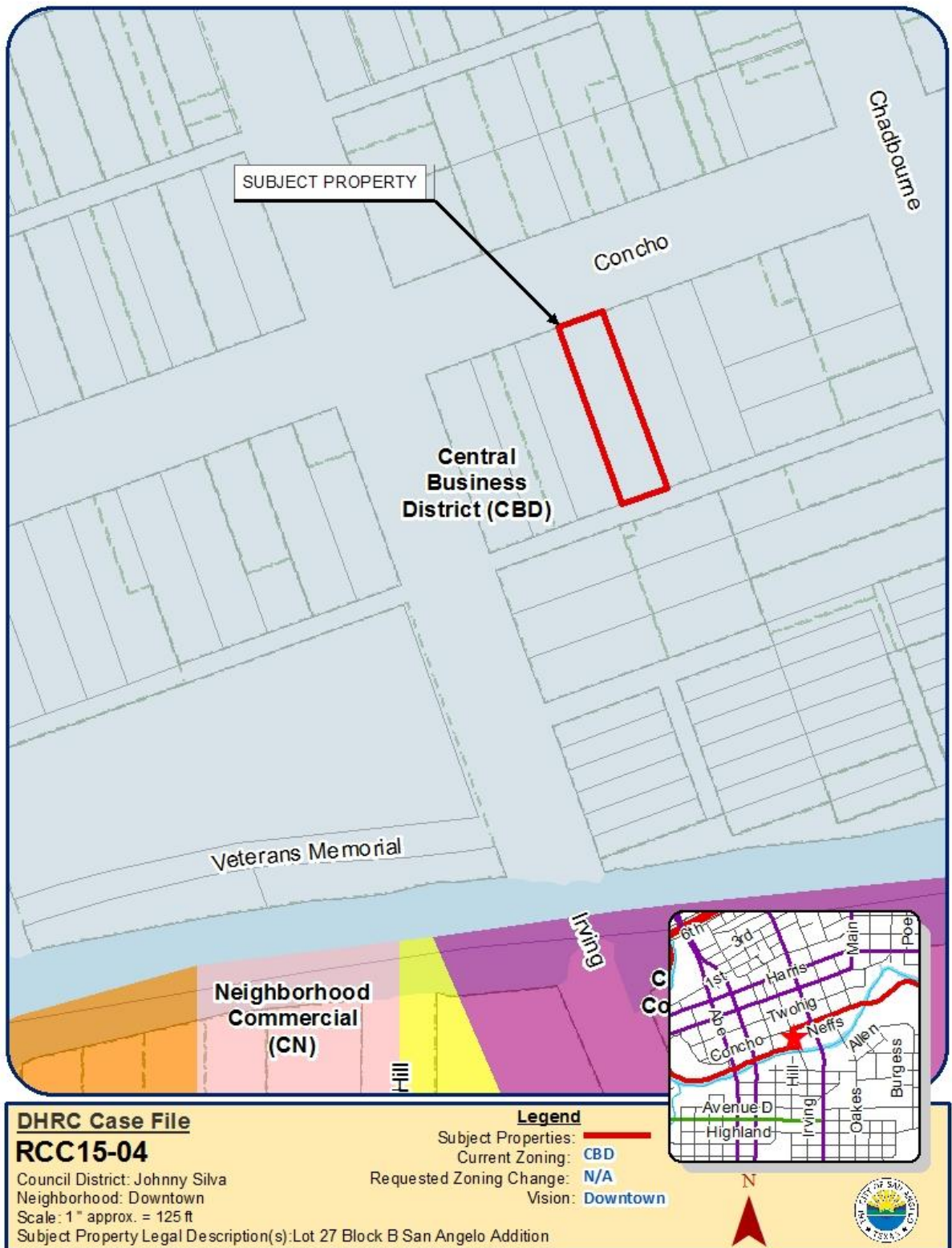
RCC15-04

Council District: Johnny Silva
 Neighborhood: Downtown
 Scale: 1" approx. = 125 ft
 Subject Property Legal Description(s): Lot 27 Block B San Angelo Addition

Legend

Subject Properties: 
 Current Zoning: **CBD**
 Requested Zoning Change: **N/A**
 Vision: **Downtown**





SITE PHOTOS

Front (North)



Looking East on Concho



East building elevation

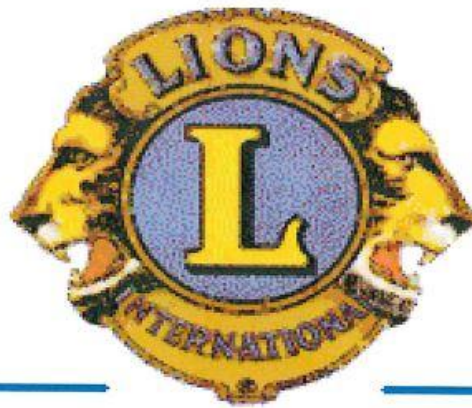


EXISTING SIGN ON FRONT FACADE



PROPOSED WALL SIGNS

20 ft x 5 ft



3 ft x 3 ft