

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:**

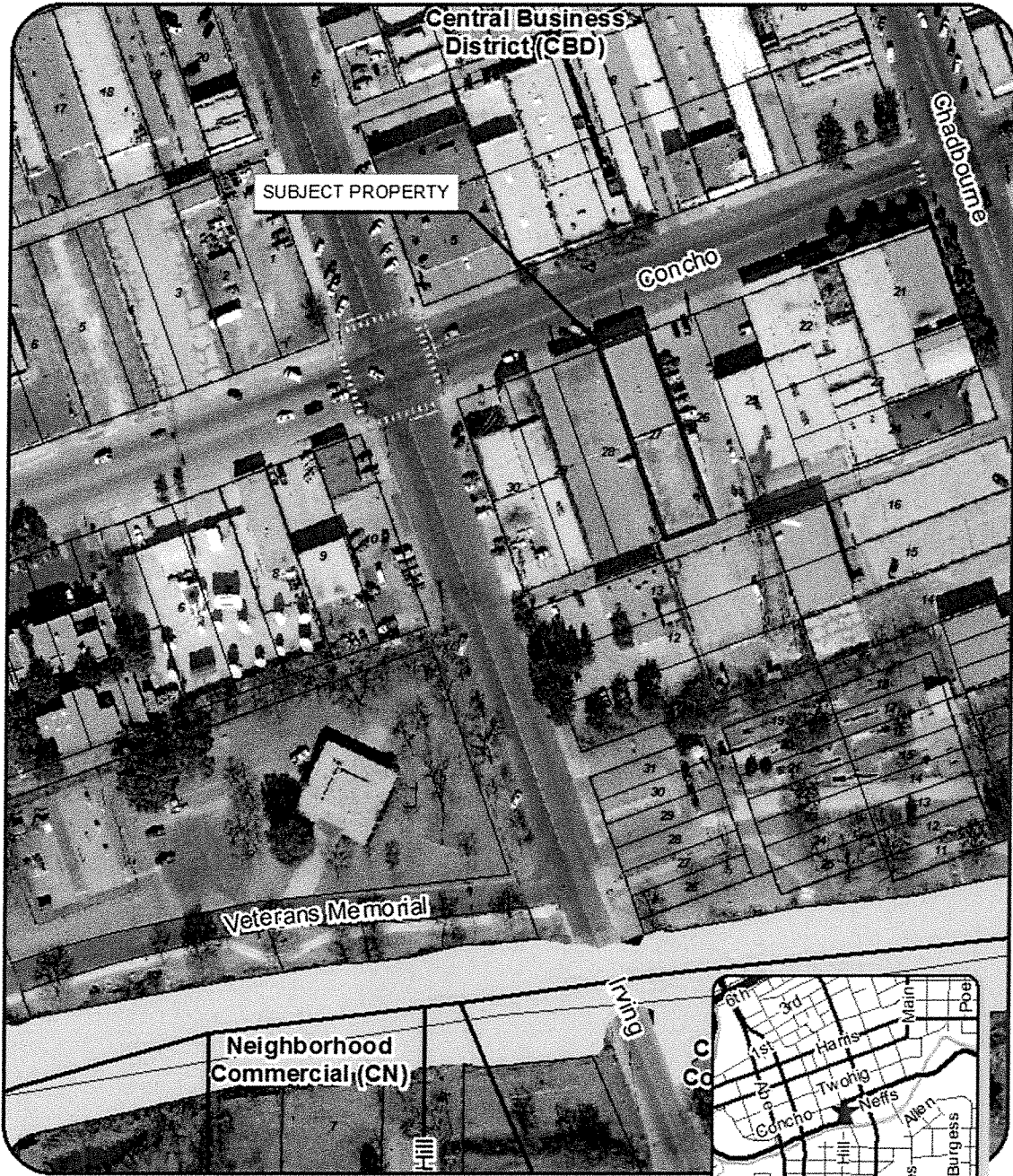
1. Signage shall be consistent with renderings submitted as part of this request.

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.

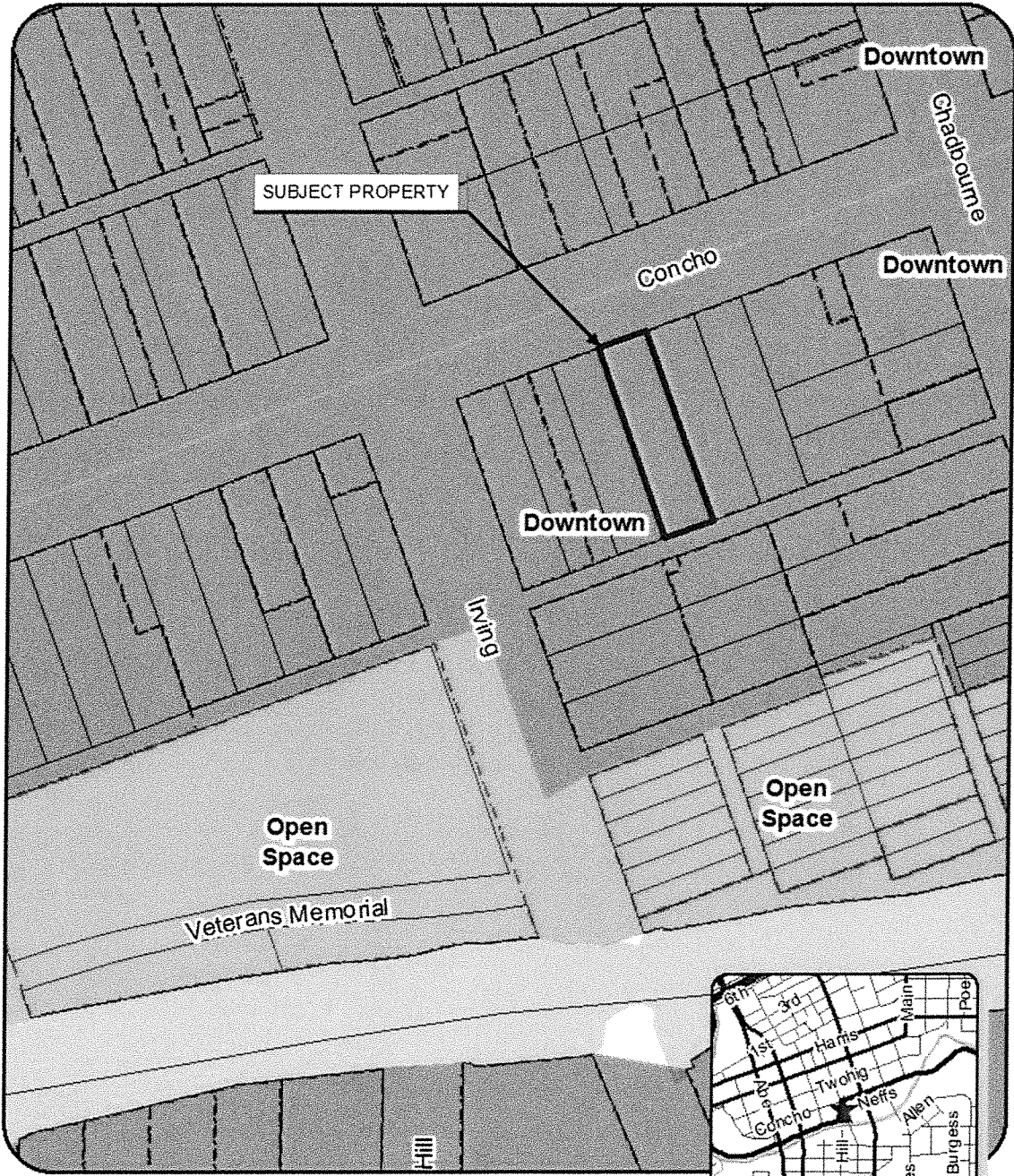
Attachments:

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

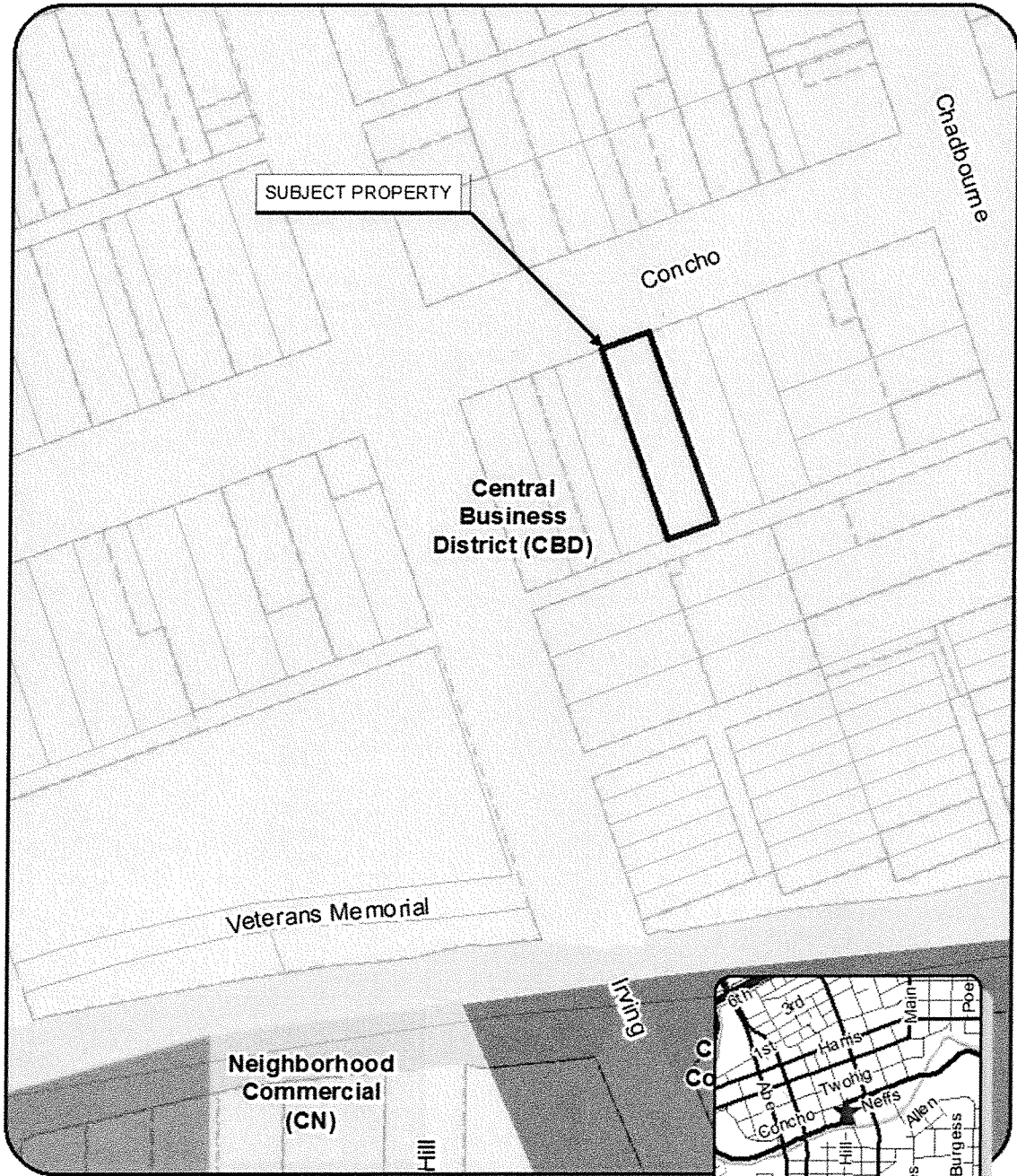


DHRC Case File
RCC15-04
 Council District: Johnny Silva
 Neighborhood: Downtown
 Scale: 1" approx. = 125 ft
 Subject Property Legal Description(s): Lot 27 Block B San Angelo Addition

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



<p>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</p>	Legend		
	Subject Properties:		
	Current Zoning:	CBD	
	Requested Zoning Change:	N/A	
	Vision:	Downtown	



DHRC Case File
RCC15-04
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 Vision: Downtown



SITE PHOTOS

Front (North)



Looking East on Concho



East building elevation

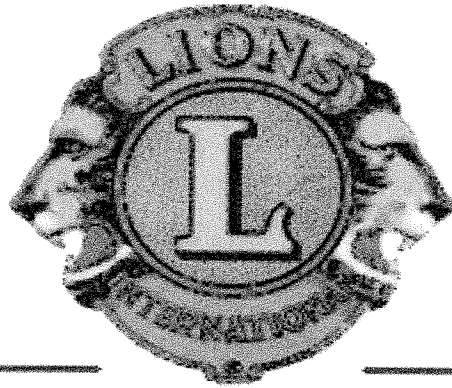


EXISTING SIGN ON FRONT FACADE



PROPOSED WALL SIGNS

20 ft x 5 ft



3 ft x 3 ft

STAFF REPORT



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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: Santiago Abasolo, AICP
Senior Planner

Case: RCC15-07

Request: A request for approval for a remodeling to the exterior of an existing building in the River Corridor as required by Section 12.06.003(a) of the River Corridor Development Ordinance for the following: 1) the painting of brick walls; 2) the painting of two existing awnings; 3) the painting of metal casings around the windows and doors on the front façade; and 4) the removal of all text from an existing sign without replacement.

Legal Description: 109 South Chadbourne Street, generally located at the southwest corner of Beauregard Avenue and Chadbourne Street: and specifically occupying the North 50 feet of lot 11 and East 50 feet of lot 12 of the San Angelo Subdivision, in San Angelo, Texas.

Size: 0.172 acres

General Information

Future Land Use: Downtown
Zoning: Central Business District (CBD)
Existing Land Use: Retail Personal Services
Surrounding Zoning / Land Use:

North:	Central Business District (CBD)	The Man Store, Fuentes Restaurant , Myers Drugstore, Offices
West:	Central Business District (CBD)	Zero One Ale House, Retail
South:	Central Business District (CBD)	San Angelo Civic Ballet, House of FiFi DuBois, Retail, Offices, Vacant retail store
East:	Central Business District (CBD)	Fat Boss Restaurant, Vacant retail store, Parking lot

District: CMD #3 Johnny Silvas
Neighborhood: Downtown
Thoroughfares/Streets: Per the Major Thoroughfare Plan, South Chadbourne Street is a "Major Arterial Road" which connects freeways and other arterials. South Chadbourne Street is paved approximately 40 feet, 24 feet less than required. However, the subject property is within the Central Business District with established buildings developed with zero-foot setbacks.

Recommendation:

The Planning Division recommends **APPROVAL** of this request, **subject to five (5) Conditions of Approval.**

History and Background:

The applicant has submitted an application for River Corridor Review for the exterior remodeling of an existing building at 109 South Chadbourne Street in downtown San Angelo. The existing building was constructed in 1957 where the front wall of the building abuts the front property line. The purpose of the remodeling is to update the existing façade in order to attract more people to the existing consignment store and to the downtown area, in general. Included in the submission were photographs, renderings, and color samples of the proposed façade improvements.

The proposed improvements include the following:

1. Painting black and white stripes on the upper floor exterior brick walls. The stripes will match up with the original upper story windows evenly.
2. Painting black and white stripes on the two existing awnings facing Chadbourne Street.
3. Painting the metal casings around the windows and doors at the entrance. The metal casings are proposed to be painted metallic gold.
4. Remove the remaining letters of an existing sign. It shall then be painted completely white - without text.

Analysis:

Section 12.06.003.(b).2 of the River Corridor Development Ordinance requires the DHRC to review the "remodeling of the exterior of an existing structure." In order for the DHRC to recommend approval of this application, the request needs to be consistent with the design guidelines set forth in the *River Corridor Master Development Plan* and meet the *Historic Preservation Design Guidelines* for commercial properties within the Central Business District of San Angelo.

Planning Staff has reviewed all of the renderings, colors and materials submitted, and the *Master Development Plan and Design Guidelines*, and provides the following comments:

Painting of the brick walls

Section II of the Design Guidelines, included in the River Corridor Master Development Plan, states that historically significant buildings “help convey a sense of San Angelo’s early character are historically significant” and that “these structures are typically at least fifty years old.” The subject property seems to be an example of a commercial building that was built in the 1950’s when downtown San Angelo was the main commercial area and before the opening of the first suburban shopping mall. The building façade defines the street space and, with the adjacent buildings, creates a unique urban space not found anywhere in San Angelo.

Section II.A of the River Corridor Master Development Plan states that “brick or stone surfaces of a building should be maintained in their original unpainted state, where feasible”

Section One of the Historic Preservation Design Guidelines for the Central Business District also states that “building materials of structures should contribute to the visual continuity of the area. They should appear similar to those seen traditionally to establish a sense of visual continuity.”

Section Two of the Historic Preservation Design Guidelines for the Central Business District states that “the best way to preserve or rehabilitate older building materials is through well-planned maintenance.”

Section Three of the Historic Preservation Design Guidelines for the Central Business District recommends that “the use of traditional building materials found in the area should be continued.” This section explains that “brick and stone—used for building walls, supports and foundations—were the primary materials used in many historic commercial buildings.” The same section states that “the distinct characteristics of the building material, including the scale of the material unit, its texture and finish, contribute to the historic character of a building.” Section Three of the Historic Preservation Design Guidelines for the Central Business District also states that “materials shall appear to be similar to those used traditionally;” that “brick and cast stone were the traditional materials of commercial style buildings;” and that “a simple material finish is encouraged for a large expanse of wall pane.” Section Three of the Historic Preservation Design Guidelines for the Central Business District further states that “the appropriate use of color can be used to embellish building façade elements and enhance the attractive details of commercial buildings and should not disguise or overpower them. Colors should compliment neighboring buildings and reflect a traditional color palette.”

The black and white vertical painted stripes proposed for the existing brick façade do not maintain the original unpainted brick surface as mandated per the Design Guidelines, and therefore will not appear to contribute to the visual continuity of the area. Most of the adjacent and surrounding buildings are of light tan, light red, or light

gray colors and most the brick façades maintain their original state. The proposed painted black and white vertical stripes for the existing brick façade also do not appear to be similar to any other adjacent or existing façade in this area. In addition, the proposed black and white painted stripes will not contribute to identify the historic character of the building since the original brick façade will be hidden by the black and white stripes. The proposed black and white painted stripes will not allow the identification of the primary materials and the scale of the material unit and its texture. Additionally, the proposed black and white stripes may become a disruptive design element at the urban scale without contributing to the historical character of the area.

Painting of the two existing awnings

Section II.A of the River Corridor Master Development plan states that “color of awnings should be coordinated with the color scheme for the entire building.” Section Three of the Historic Preservation Design Guidelines for the Central Business District recommends using “awning colors that are compatible with the overall color scheme of the façade” and that “solid colors or simple, muted-stripe patterns are appropriate.”

Section I.B.3 of the River Corridor Master Development plan states that “quality building materials for new development reinforces the image and character of the historic city center.” This section also indicates that “particularly on the ground floor of buildings, quality building materials convey a sense of richness to the pedestrian environment.” The same section indicates that “quality materials promote a sense of permanence and are encouraged.” It further recommends that “building materials and texture on the ground floor add to the pedestrian experience, and quality finish materials should be used.”

The proposed black and white painted stripes for the two existing awnings seem to be compatible with the existing white overhang and with the black bulkhead of the display window. Since the size of the existing awning is relatively small in comparison with the whole façade, the proposed stripe pattern will not disrupt the overall color scheme. However, the proposed painting over the existing awnings does not seem to provide a finished surface compatible with other existing awnings in the area. Nor will it produce a desirable quality surface color, and will likely deteriorate within a short period of time. If the intent is to have awnings of a multi-striped design, the fabric of the awnings themselves must be replaced, or infeasible, both awnings replaced altogether in order to satisfy the requirements set forth by the Design Guidelines.

Painting of the metal casings around the windows and doors at the entrance

Section I.B.3 the River Corridor Master Development plan recommends that “materials and color should relate to historic precedents apparent in the immediate environment” and states that “using subtle yet rich colors rather than intense, bright colors is in keeping with historical precedents in San Angelo.” The same section recommends that “colors should be harmonious with those colors found on adjacent buildings.”

The proposed Gold Rush color for the window casing on the ground floor does not appear to relate to any historic precedent that can be found in the surrounding area. Most of the buildings in the surrounding have windows casing of dark brown, white, or green colors with a matte finished. A shiny, metallic color for the windows casings do not seem to convey the historic period of a building which was built in 1957.

Removal of all text from the existing sign

Section I.B.6 the River Corridor Master Development plan states that “signs are an important element that can be an integral component of the building” and that “hanging signs perpendicular to the building are attractive and easily read by pedestrians.” The same section recommends that “hanging signs can use a wide variety of colors and icons to create a unique character for the historic city center and are encouraged” and that “signs should be incorporated into the architecture of each building.”

The removal of all the existing letters from the existing sign without replacing them with new letters creates an architectural element that does not communicate its function. The proposed sign without any letters does not contribute to creating a unique character for the historic city center. Moreover, the large expanse of white may quickly become dirty and detract from any façade improvements made to the building.

Action Requested:

The action requested is for the Design & Historic Review Commission to **APPROVE** Case RCC15-07, **subject to the following five (5) Conditions of Approval:**

1. The applicant shall remove all existing painting from the brick façade along South Chadbourne Street, and restore the brick façade to its original, unpainted state.
2. In the event that awnings with black and white stripes are proposed, the fabric of the existing awnings, or the awnings themselves, shall be replaced and shall not be painted over.
3. The metal casings around the windows and doors on the front façade shall be painted a dark, matte color.
4. In the event the existing sign is to remain, the current letters shall be restored and/or replaced as needed. In addition, the sign may maintain a white background with letters of a contrasting, dark color.
5. Final design of the building and signage shall be subject to review and approval by the Planning & Development Director or his/her designee and consistent with the Design & Historic Review Commission approval.

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.

Attachments:


Aerial Map
Future Land Use Map
Zoning Map
Photos of Surrounding Area
Existing building facade – Before proposed painting
Building rendering – After proposed painting
Color Sample: proposed windows and doors metal casing
Application and Responses

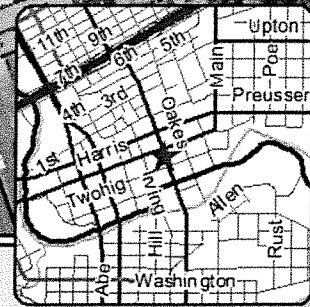


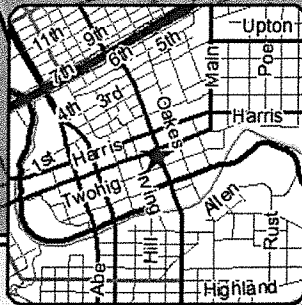
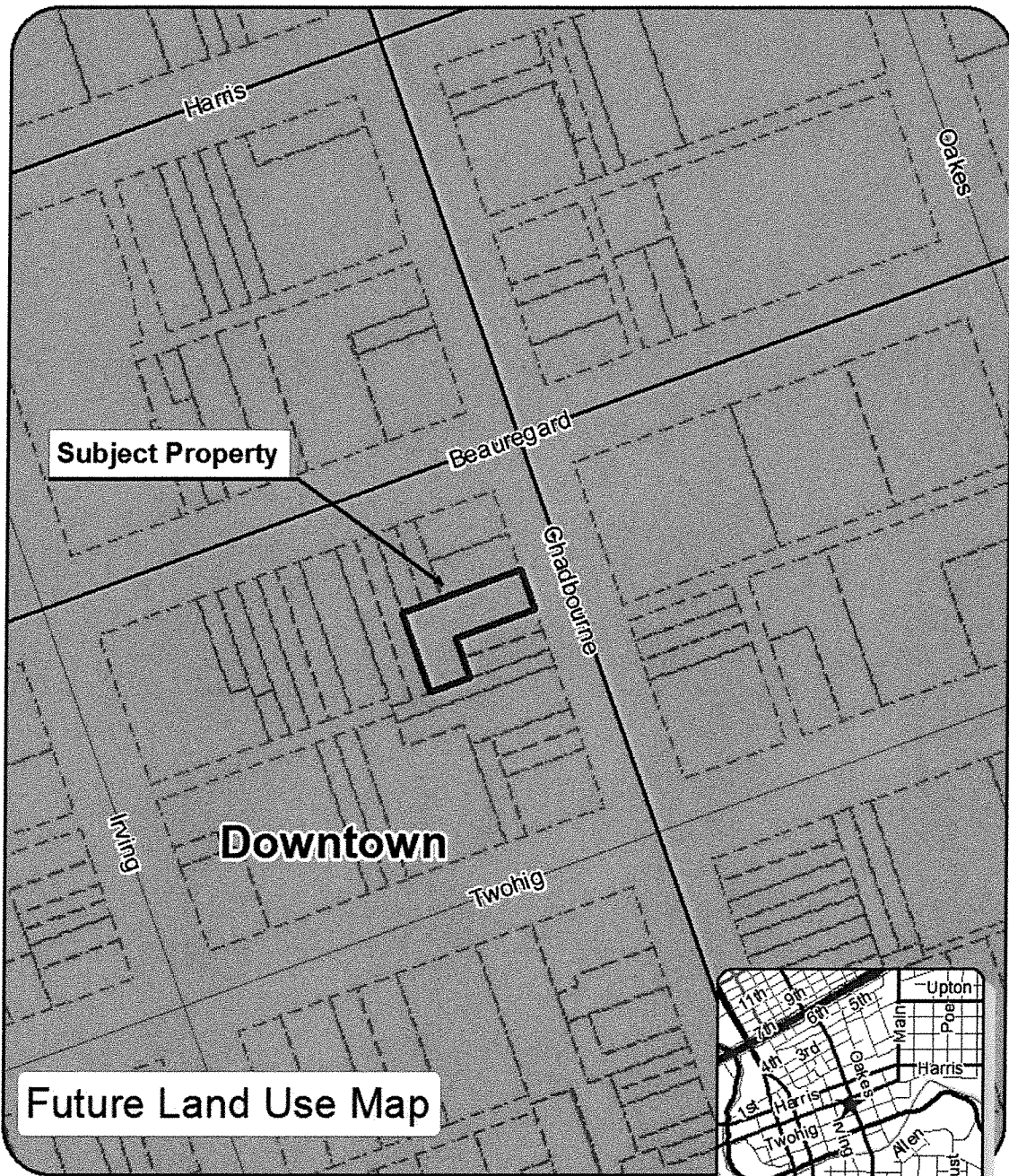
River Corridor Case File

RCC15-07
 Council District: Johnny Silvas
 Neighborhood: Downtown
 Scale: 1" approx = 150 ft
 Subject Property: 109 S. Chadbourne

Legend

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





River Corridor Case File

RCC15-07

Council District: Johnny Silvas

Neighborhood: Downtown

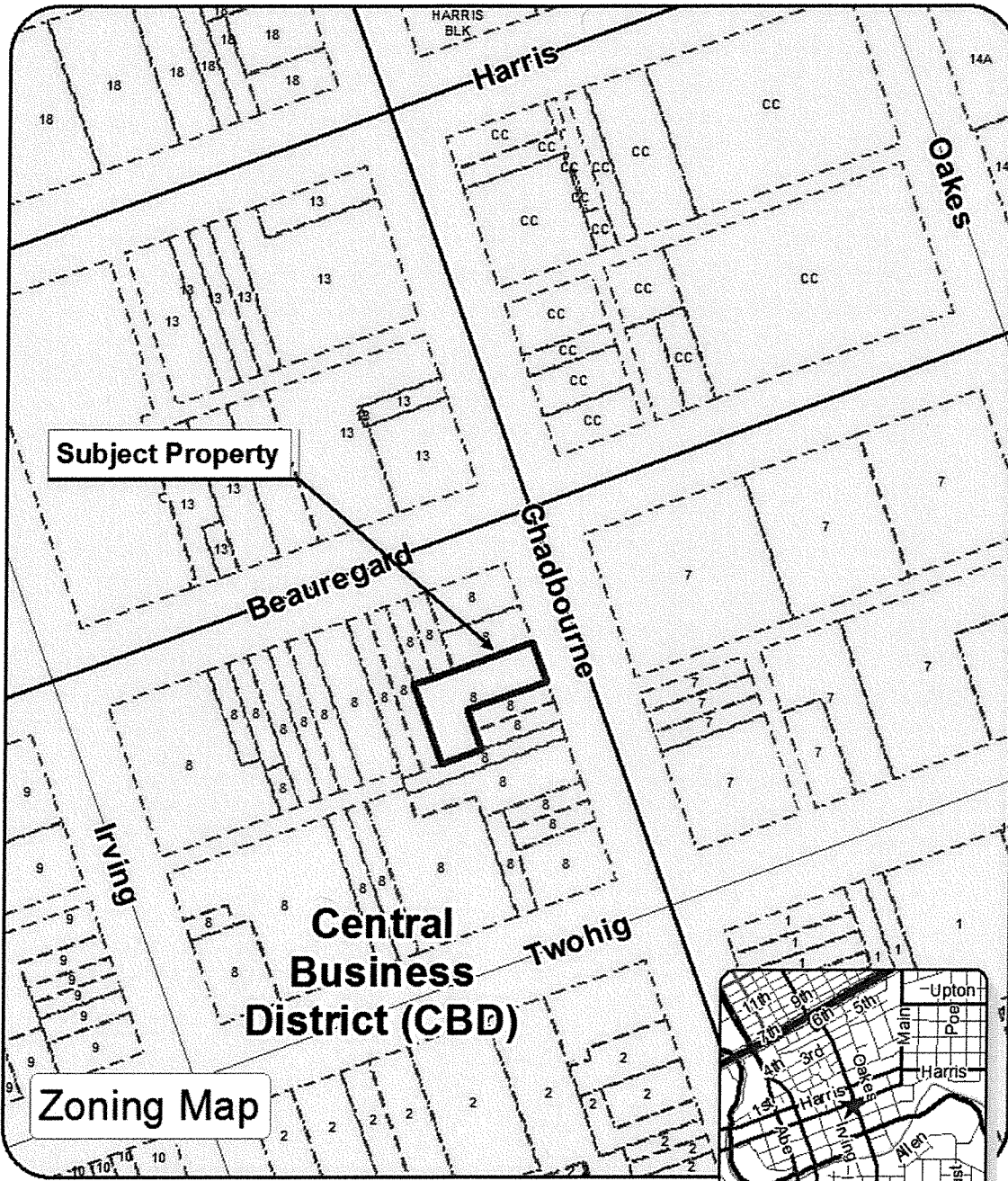
Scale: 1" approx. = 150 ft

Subject Property: 109 S. Chadbourne

Legend

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





River Corridor Case File
RCC15-07
 Council District: Johnny Silvas
 Neighborhood: Downtown
 Scale: 1" approx. = 150 ft
 Subject Property: 109 S. Chadbourne

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

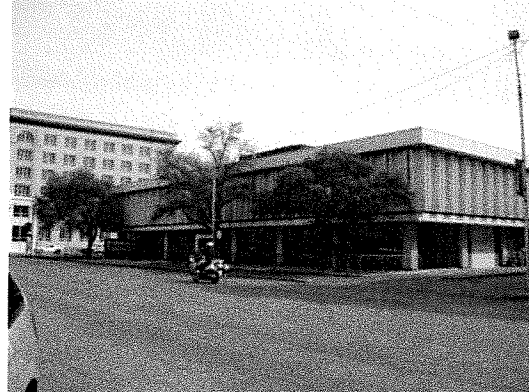


Photos of Surrounding Area

South of building



North of the building



East of building



Northwest of Building



Adjacent Buildings



Existing awnings and entrance



Existing building façade – Before proposed painting

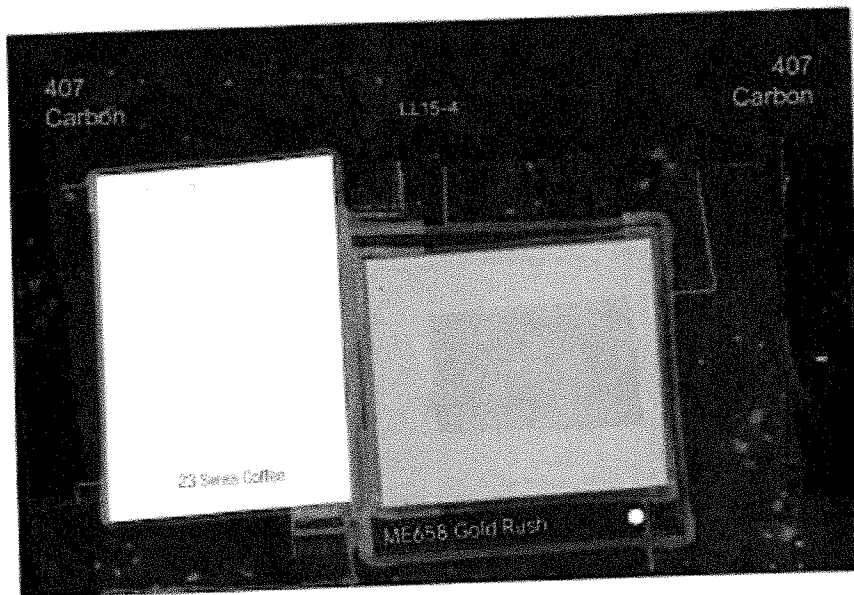


Building rendering – After proposed painting



Color Sample: proposed windows and doors metal casing

Carbon: standard exterior black
swiss coffee: standard exterior white
gold rush: (for the window casings)



Application

City of San Angelo, Texas - Planning Division
Application for River Corridor Review

Name of Applicant(s): Hilton Harris

Owner Tenant (Affidavit required) Representative (Affidavit required)

Mailing Address: 1709 Cox Ln Telephone: 325-212-8116
City/State/Zip: San Angelo Tx 76903 Fax/other: 325-653-5566
Contact Email Address: hltuharris@yahoo.com
Subject Property Address: 109 S Chadbourne

Name of Building or Site: Consignments

Legal Description*: San Angelo Addition, BLK: 8, N50 of Lot 11 and E50 of 12 Situs: 109 S Chadbourne

Proposed Work:

- New construction in the Corridor over 1200 square feet.
- Remodeling the exterior of an existing building in the Corridor.
- Moving of an existing building to a lot within the Corridor.
- Signs over 50 square feet in the Corridor.
- Request for zone change, conditional/special use, or planned development within the Corridor.
- Request for subdivision approval of any kind within the Corridor.

Specific Details of Request:

Paint exterior (front) of building including window frames

* use attachment, if necessary

I/We the undersigned acknowledge that the information provided above is true and correct, and have read the statements below.

Hilton Harris
Signature

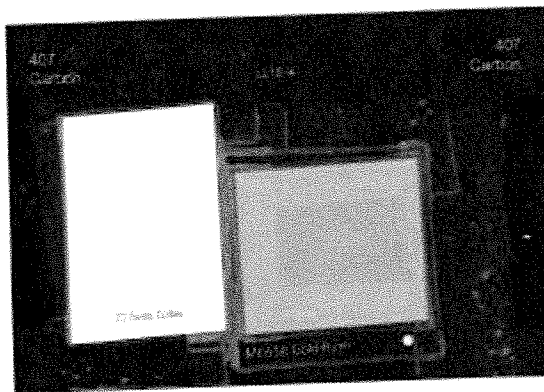
3/12/15
Date

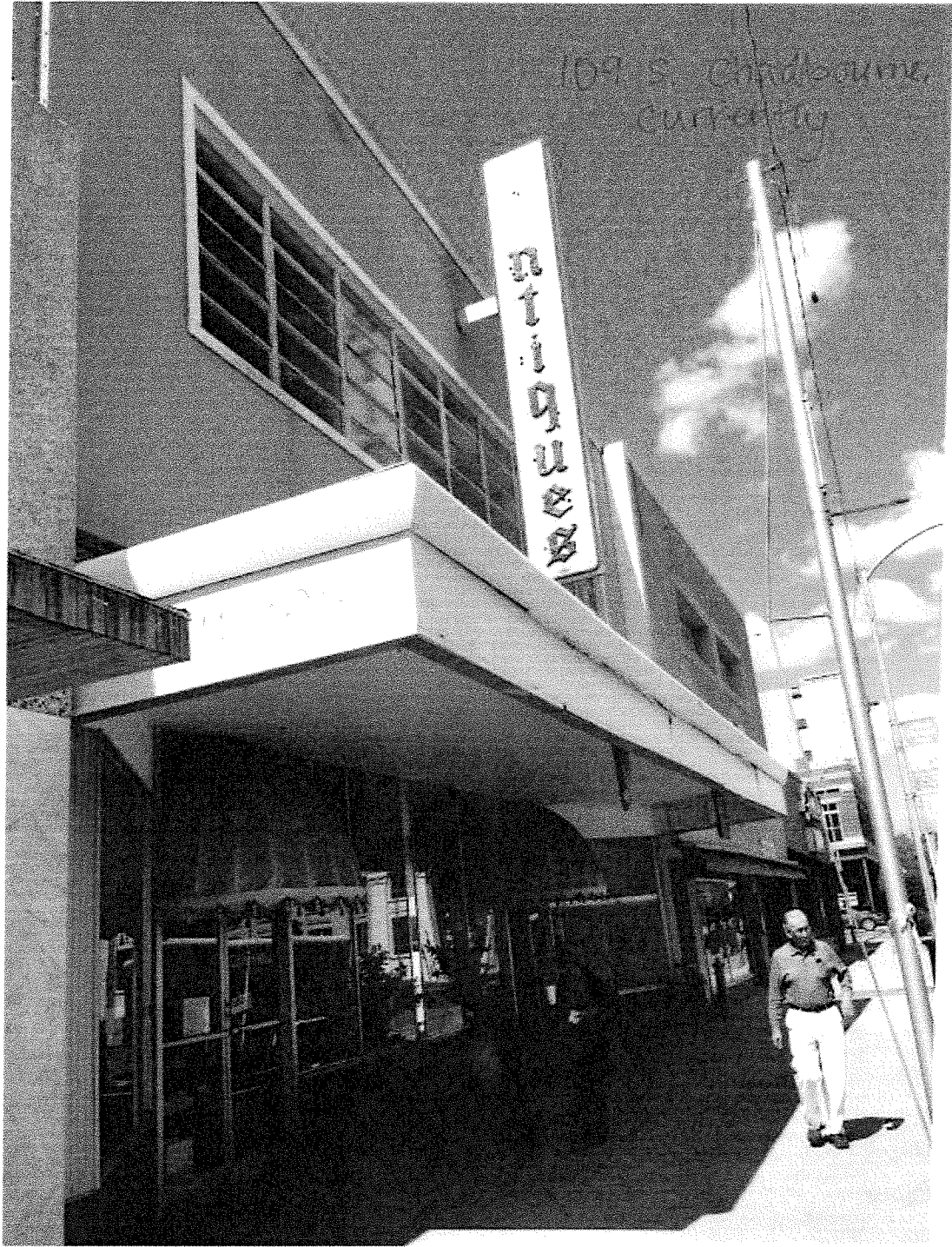
attached explanation:

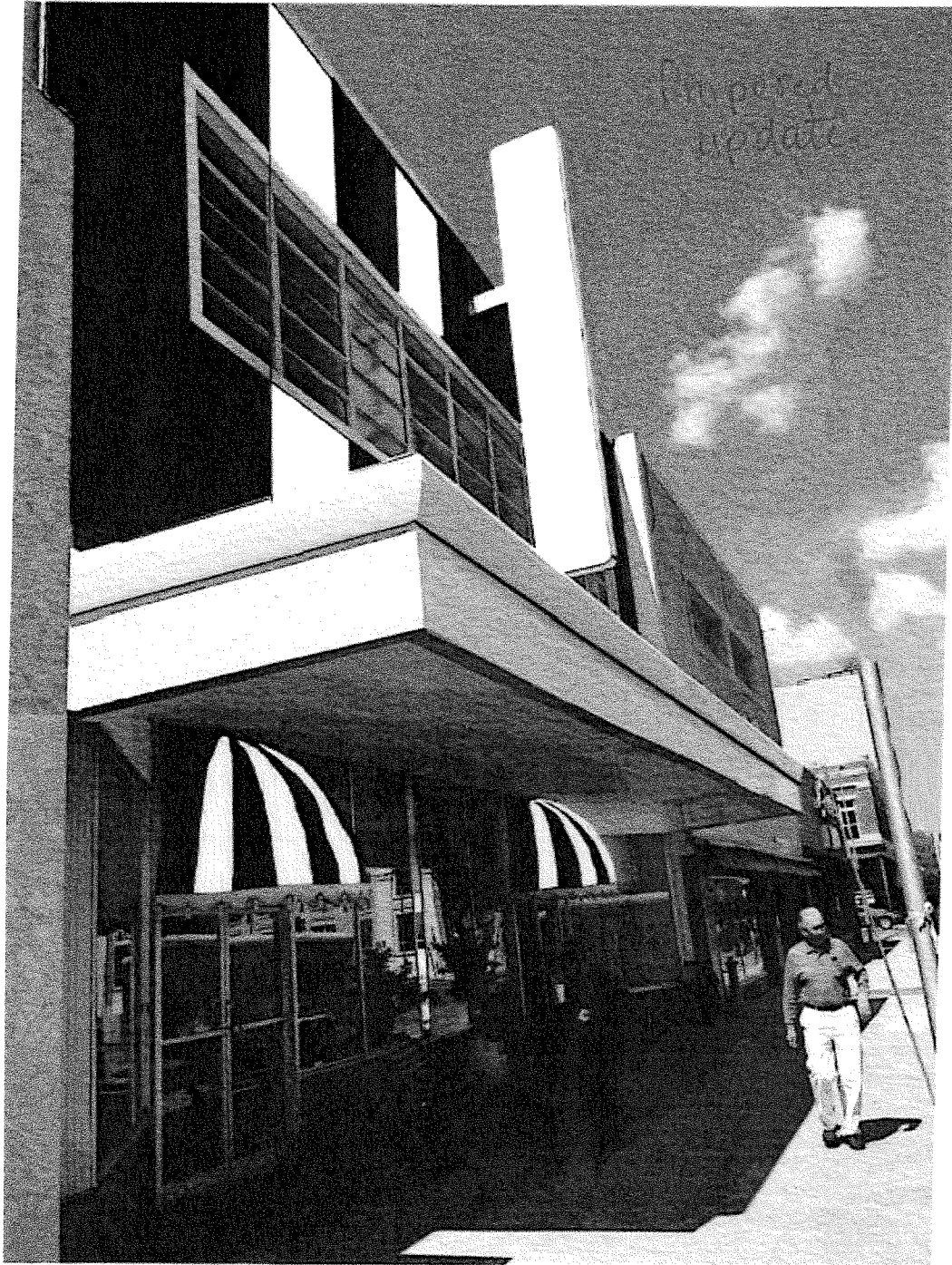
This update on the façade of the building will clean it up and give it a nice, new look. Downtown is a neat place to shop, dine, and socialize. Especially Chadbourne Street. Revitalizing the façade will bring back the "wow" to this great building, as well as draw people downtown, hopefully raising local business and economy. It sits next to two buildings (The Pink Piano and Eyes of Texas Optical – both of which are rundown and unused.) This façade update will complement the uniqueness of each building downtown. Black and white stripes are a timeless, classy look that have always been in style. The awnings are reminiscent of the "olden days" of downtown. Keeping the upper original windows will keep the historical/original look of the building as well.

proposed colors:

Carbon: standard exterior black
Swiss coffee: standard exterior white
gold rush: (for the window casings)







The 2nd story brick would be painted black and white stripes. (11 stripes total).

The stripes would match up with the original 2nd story windows evenly.

The old sign that says "Antiques" on it is falling apart. We would remove the remaining letters and paint it solid white to clean it up.

The two awnings outside would also be striped.

The metal casings around the windows and doors at the entrance would be painted gold to clean them up. They are tarnished and scraped. We feel that this is an exciting/creative look that will clean up this building that is in need of a clean look.

