

STAFF REPORT



Meeting: October 15, 2015

To: Design and Historic Review Commission members

From: Jon James, AICP
Director of Planning and Development Services

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

Planner: Jeff Fisher
Planner I

Case: RCC15-30

Request: A request for approval, as required by Section 12.703(b)(1) of the River Corridor Development Ordinance, for one (1) new 35-square foot, non-illuminated wall sign with four (4) interchangeable sign faces.

Location: 29 South Chadbourne Street, generally located at the northwest corner of West Beauregard Avenue and South Chadbourne Street.

Legal Description: San Angelo Addition, Block 13, the south 110 feet of Lots 1 & 2.

Size: 0.253 acres

General Information

Future Land Use: Downtown
Zoning: Central Business District
Existing Land Use: Existing Drug Store Building
Surrounding Zoning/Land Use:

North:	Central Business District (CBD)	Edward Jones Investments, KIDY Fox News
West:	Central Business District (CBD)	Parking Lot
South:	Central Business District (CBD)	Fuentes Café Restaurant, Retail Stores
East:	Central Business District (CBD)	Parking Lot, Trust Building

District: CMD #3 - Johnny Silvas
Neighborhood: Downtown
Thoroughfares/Streets: South Chadbourne Street and West Beauregard Avenue are both Major Arterial Streets in the City of San Angelo’s Master Thoroughfare Plan (MTP) and are designed to connect collector streets to freeways and other arterials carrying large volumes of traffic at high speeds.

Recommendation:

The Planning Division recommends **APPROVAL** of this request, **subject to two (2) Conditions of Approval.**

History and Background:

On October 13, 2015, the applicant received an administrative approval from the Director of Planning and Development Services for one (1) 35-square foot, non-illuminated wall sign, inside an existing aluminum frame attached to the south elevation of the Myers Drug Store building (RCC15-29). The purpose of the sign was to provide advertising for the drug store for flu shots. The sign was approved until December 31,

2015, and it was agreed upon by the applicant that to continue beyond that date, all proposed sign faces must be approved by the Design and Historic Review Commission (DHRC).

The applicant is now seeking approval for four (4) 35-square foot flex-face sign faces, one sign at a time to be placed within the existing aluminum frame, at the applicant's discretion, as follows:

- One (1) blue and red "Flu Shot" sign (this is for the same sign administratively approved with RCC15-29, but would now allow a continuation of this sign indefinitely);
- One (1) hunter green "Holiday Gift Guide" sign;
- One (1) hunter green "SyncRx" sign; and,
- One (1) gold "6/12 Discount Generic Program" sign

Each sign may be used at different times of the year to advertise various specials and promotions for the drug store. Rather than returning each time to the DHRC, the applicant requests these (4) four signs be approved at one meeting.

Analysis:

Section 12.703(b)(1) of the River Corridor Development Ordinance requires the DHRC to review any new construction in the River Corridor, which include signs. 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 (RCMDP) – Commercial and Mixed Use in the Historic City Center*.

The property is also located within the Central Business District (CBD), and is also subject to the *Historic Preservation Design Guidelines – Central Business District*.

Color and Design

The RCMDP states that "signs should be incorporated into the architecture of the building." It encourages "subtle yet rich colors" and that these colors should "relate to historic precedents apparent in the immediate environment." The CBD policies do not permit "extremely bright, fluorescent or neon colors" and "colors should complement neighboring buildings and reflect a traditional color palette," "similar to or comparable to the palette adopted by the National Trust for Historic Preservation" (see attached).

Planning Staff conducted a site visit on October 13, 2015, and compared the proposed signage with other existing signs in the Central Business District of the River Corridor.

All of the proposed signage uses traditional block letters, which can be found on the two “MYERS DRUG” signs on the existing building, as well as the “THE MAN STORE” sign and the “RESTAURANT AND BREWERY” SIGN painted sign on the east wall of Zero One Ale House on West Beauregard Avenue. The “Holiday Gift Guide” and “SyncRx” signs use the traditional dark green color found on the existing Myers Drug signs and would be most consistent with the existing building. The original building was constructed in 1906 and the Historic Color Palette for this period, “Victorian – 1900’s” approved a Rockwood Dark Green accent color, very similar to the dark green being proposed in these two signs. Staff requests that as a Condition of Approval, that the applicant uses a subtle tone of blue and red for the Flu Shot sign, and a darker gold for the Generic Program sign. While the Central Business District does provide an eclectic mix of modern retail stores with more traditional apparel, the signage in this area maintains more neutral colors, and avoids signs that would be considered flashy or too bright.

Materials

The RCDMP requires “quality materials” that “promote a sense of permanence” and that the “quality finished materials should be used.”

The applicant’s sign company indicated that the proposed signs will be constructed of a 13-ounce, flex-face material, which is a type of banner. One sign at a time would be inserted into the existing aluminum bracket on the south elevation.

Planning Staff believes the aluminum bracket provides a professional appearance, suitable for new signs. The frame is painted black which gives a suitable accent to the building while reflecting its traditional character. However, Staff does not believe that the use of a banner within an aluminum sign bracket meets the intent of the RCDMP for signage which is to be constructed of a “quality material” that “promotes a sense of permanence.” A more permanent type of sign face is recommended instead. Signage comprised of a nonflexible material offers a flatter, more polished appearance which would appear to be in keeping with other permanent signage in the area that have a finished look.

Lighting

The Lighting Policy in the Historic City Center encourages states that integrating lighting into a building “should not result in glare and light spill.”

All of the signs would be non-illuminated and therefore will comply with all lighting policies of the RCMDP.

Action Requested:

The action requested is for the Planning Commission to **APPROVE** an amendment to Case RCC15-30, **subject to the following two (2) Conditions of Approval:**

1. **A darker or more subtle tone of blue and red shall be utilized for the “Flu Shot” sign, and a darker tone of gold shall be used for the “Generic Program” sign, in to be consistent with other signage in the River Corridor and the Historic Color Palette of the National Trust for Historic Preservation.**
2. **Signage permitted as part of this approval shall not include banners or signs printed on banner-type material. The four (4) signs approved as part of the amendment to Case RCC15-30 shall be printed on a surface of quality, nonflexible material.**

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
Sign Location on Building (South Elevation)
Color Renderings of Signs
Site Photos

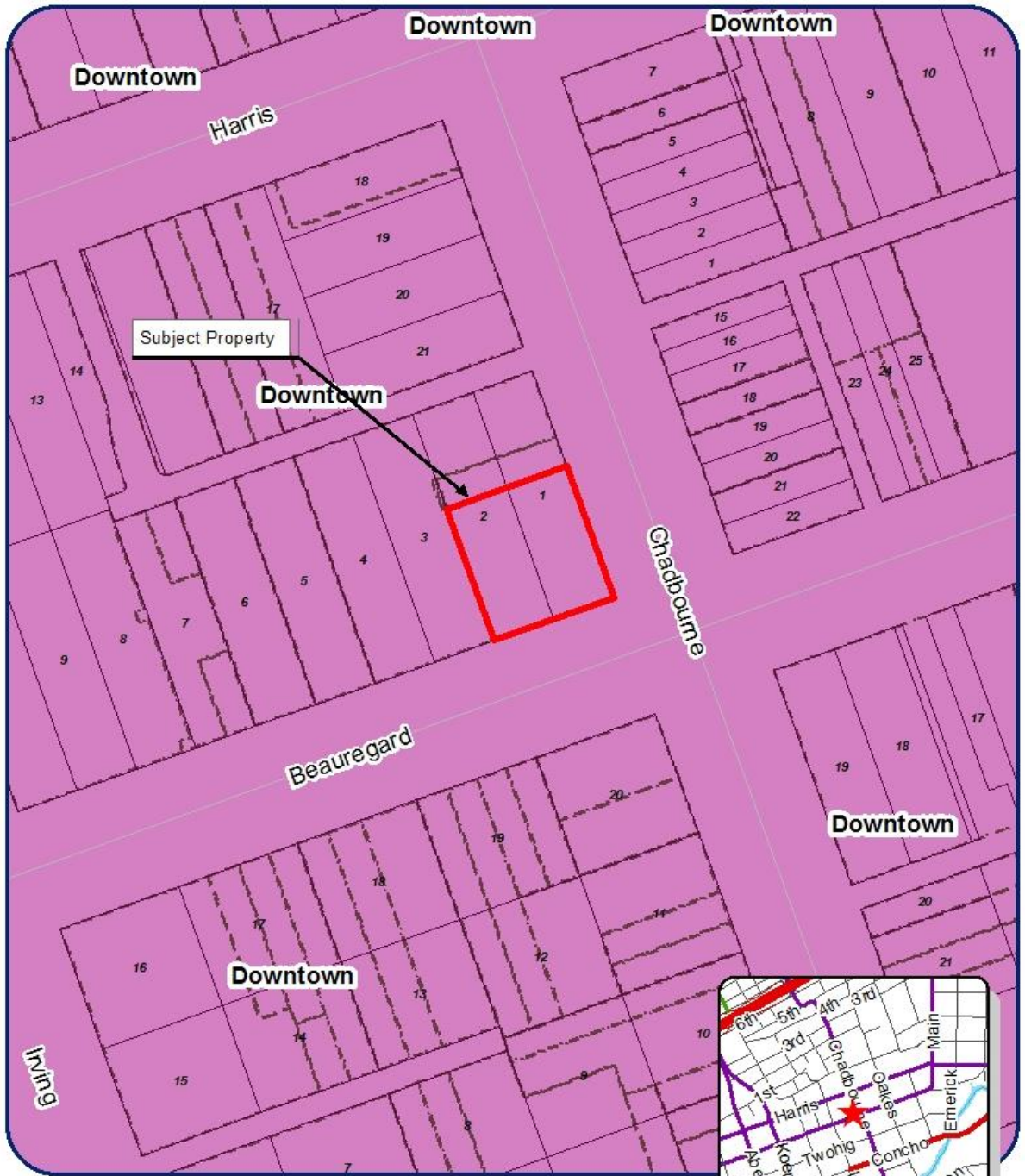


River Corridor Case File
Case RCC15-30: Myers Drug

Council District: Johnny Silvas (SMD #3)
 Neighborhood: Downtown
 Scale: 1" approx. = 100 ft
 Subject Property: 29 S. Chadbourne St.

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





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 Current Zoning: CBD
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Sign Location on Building (South Elevation)



Sign #1: Blue and Red "Flu Shot" Sign

MD, Flu-Shot, 8.5x6, 11/10/2015, 11:02:35 AM

Flu Shots

now available

No waiting!

\$25
Cash Price

Medicare
& Insurance
Accepted

 MYERS DRUG
Downtown

Sign #2: Hunter Green "Holiday Gift Guide" Sign



Hunter Green


Sign #3: Hunter Green "SyncRx" Sign

SAVE 75% ON BANNER_SYNC-RX PROGRAM OUTSIDE-FRANCLIN 1 10/18/2015 11:34:10 AM

Save **TIME & MONEY**

No more waiting for Prescription Refills

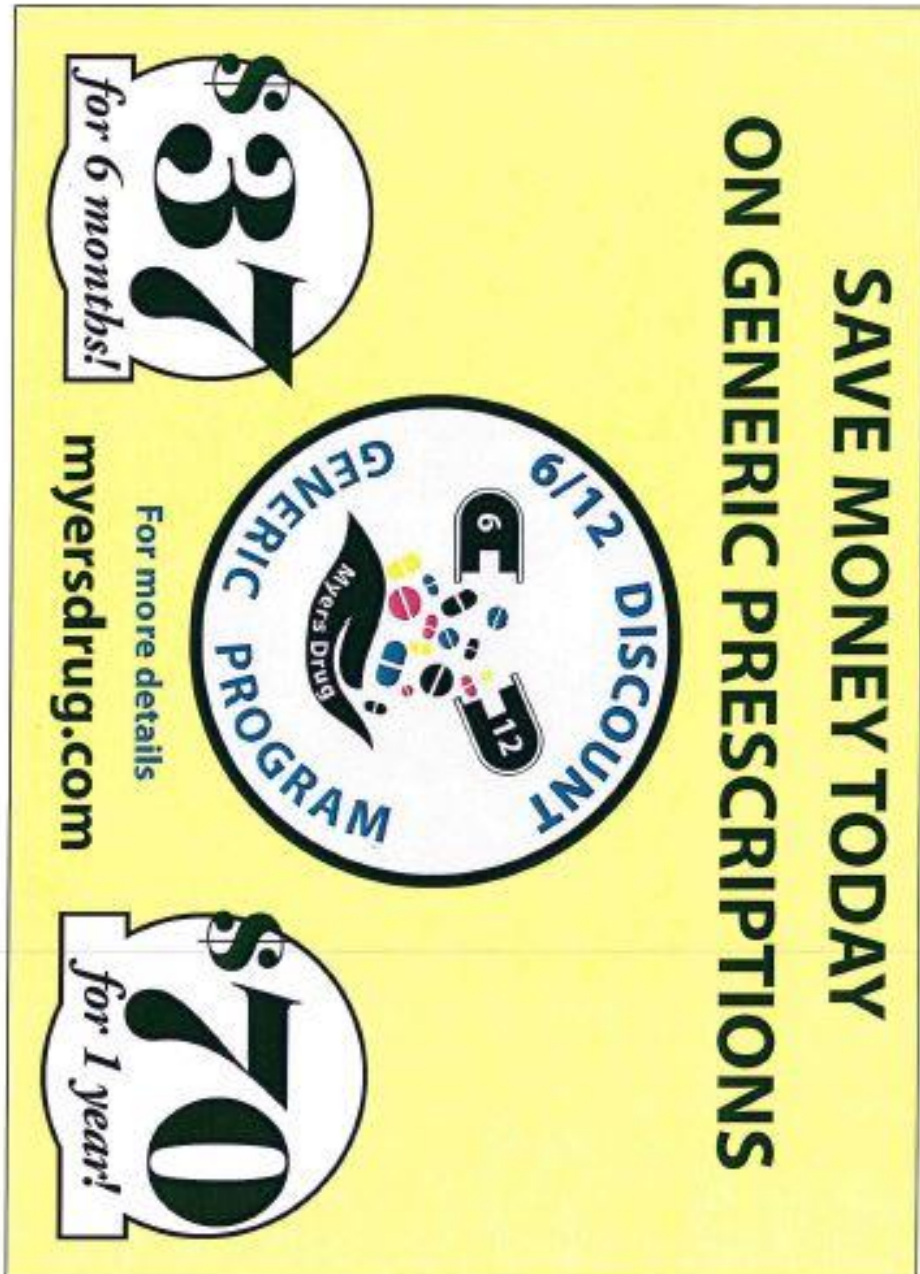
**SyncRx is
Your Solution!**



www.myersdrug.com/SyncRx

Hunter Green Background

Sign #4: Gold "6/12 Discount Generic Program" Sign



MYERS_DRUG_GENERIC_6-12_POSTER_OUTSIDE_FINAL.r 1 10/8/2015 10:50:02 AM

Gold Background

Photos of Site and Surrounding Area

South Elevation (Sign Location)



West Elevation (Front of Building)



East



South



North

