

# STAFF REPORT



Meeting: December 15, 2016

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: David Stallworth, AICP  
Principal Planner

Case: RCC16-33: Cuellar

Request: A request for approval, as required by Section 12.06.003(e)(4) of the River Corridor Development Ordinance, for the following improvements to the front building elevation of an existing commercial building: (a) a new awning for all-weather protection along the adjoining sidewalk; and (b) a new 32-square-foot, illuminated attached sign

Location: 204 South Chadbourne Street; generally located along the east side of South Chadbourne Street, between East Concho and East Twohig Streets

Legal  
Description: San Angelo Addition, Block 1, the North 25' of the South 45' of Lot 20, and the South 25' of the North 80' of the Western ½ of Lot 28

Size: 0.09 acres

General Information

Future Land Use: Downtown  
Zoning: Central Business (CBD) District  
Existing Land Use: Retail/Service (Night Club)

Surrounding Zoning/Land Use:

|        |                                 |                           |
|--------|---------------------------------|---------------------------|
| North: | Central Business District (CBD) | Retail/Service/Commercial |
| West:  | Central Business District (CBD) | Retail/Service/Commercial |
| South: | Central Business District (CBD) | Retail/Service/Commercial |
| East:  | Central Business District (CBD) | Retail/Service/Commercial |

District: CMD #3 – Harry Thomas

Neighborhood: Downtown

Thoroughfares/Streets: Per the Major Thoroughfare Plan (MTP), South Chadbourne Street is a “Major Arterial Street” which connects freeways and other arterials. Arterial Streets in the MTP require an 80-foot right-of-way and a 64-foot paving width. South Chadbourne Street has a right-of-way of 100 feet, in compliance, and a paving width of 68 feet, in compliance with the MTP.

History and Background:

The subject property is located in the Central Business District in Downtown San Angelo in the River Corridor, and while it is adjacent to historical buildings, this property does not carry a historic designation. The commercial building located at 19 West Concho Avenue is a one-story, 3,300-square-foot building that was built in the mid-1950’s and currently houses the Swagito Night Club. The subject property is located the east side of South Chadbourne Street, between East Concho and East Twohig Streets within the River Corridor area, as delineated in Section 12.06.002 of the River Corridor Development Ordinance. The property is also situated at inside a three-block-long entertainment area along South Chadbourne that contains an eclectic mix of bars, restaurants, and other entertainment venues. The Petitioner is requesting

approval of the following improvements along the front building elevation of the night club: (a) a new 150-square-foot awning that will extend six feet from the building façade into the adjoining public right-of-way to provide all-weather protection and building enhancement; and (b) a new 32-square-foot, illuminated sign. On November 14, 2016, the Petitioner obtained TIRZ (Tax Increment Reinvestment Zone) funding in order to proceed with the erection of the proposed awning. Both DHRC and City Council approval will be necessary in order to facilitate this action.

Analysis:

Section 12.06.003(e)(4) of the River Corridor Development Ordinance (RCMDP) requires the DHRC to review and approve plans for new illuminated signage in the River Corridor area. Section 12.06.003(e)(6) also requires the DHRC to review and approve plans to materially change the appearance of a structure in the River Corridor area. 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 – Commercial and Mixed Use in the Historic City Center*. The existing one-story building contains a contemporary commercial storefront exterior that has no historic or architectural significance. The front building elevation consists of striated, tan-colored stucco paneling at pedestrian level and rust-colored textured stucco paneling along the top and parapet. The building also has two fixed pane windows with affixed clear signage that is not part of this application, as well as a recessed entry with a single conventional storefront door. The name of the night club, “Swagito,” is hand-painted on the parapet and is illuminated by a projecting up-light.

### **Color and Design**

The proposed awning will be 25 feet in length, 6 feet in depth and ½-foot in depth. The awning will be painted blue (PPG #1154-7, Regatta Bay) and will be suspended approximately 8 feet above the sidewalk area by new cabled stanchions along the building parapet. Most of the building’s front facade will be repainted Burgundy Wine (PPG #1053-7), while pedestrian-level, waist-high horizontal banding (PPG #1014-5, Gray Violet) and thinner horizontal banding (PPG #1005-4, Slate Pebble) underneath the new signage will be included along the facade. The awning will be contain recessed lighting for pedestrians; no additional lighting is proposed. The existing door will be painted the same color as the proposed awning.

Sign design and colorations will utilize a wood background with white decorative trim and white lettering that resembles an Old-West motif. The sign, to be suspended from the top of the parapet by 1-1/2-inch straps, will be colored Molasses Brown (PPG #1079-7), and it will be illuminated an existing up-light. The proposed sign design incorporates colorations and graphics that “...relate to historic precedents apparent to the immediate environment...” as dictated by the RCMDP. The proposed sign appears to be in keeping with this policy.

## Materials

The RCDMP requires “quality materials” that “promote a sense of permanence” and that the “quality finished materials should be used.” The design and extent of proposed exterior changes does not appear to overwhelm the building and is complementary to the surrounding area. Additionally, the RCDMP requires that “signs...should be incorporated into the architecture of each building.” It also states that “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.” The proposed dark brown background, in conjunction with the white bordering and decorative lettering, creates an interesting visual amenity and building adornment.

## Lighting

No additional lighting, other than recessed lighting under the new awning, is proposed for this project. Ideally, site lighting “should not result in glare and light spill...” particularly when considering matters of residential adjacency. The RCDMP further stresses that, under ideal circumstances, the style and placement of exterior lighting should enhance a building’s architectural elements, provide adequate pedestrian safety and should not result in excessive glare and light spill. A condition is therefore recommended that all exterior lighting be designed to reduce spillover of illumination onto adjacent properties.

Staff Recommendation:

Staff’s recommendation is for the Design & Historic Review Commission to **APPROVE** Case RCC16-33 for the following improvements to the front building elevation of an existing commercial building: (a) a new awning for all-weather protection along the adjoining sidewalk and (b) a new 32-square-foot, illuminated attached sign, **subject to four Conditions of Approval**:

1. The Petitioner shall obtain any necessary permits from the Permits and Inspections Division.
2. The colors, materials, sign location and awning placement shall be consistent with the renderings approved by the Design and Historic Review Commission.
3. The Petitioner shall obtain City Council approval for any awnings projecting into the South Chadbourne Street public right-of-way.
4. All exterior lighting shall be designed to reduce glare and spillover of illumination onto adjacent properties. Light fixture locations will be shown on building elevations and, at the discretion of the Director of Planning and Development Services, may be subject to administrative review and approval. Any site

lighting and sign illumination shall utilize a light-emitting diode (LED) light source.

Appeals:

Per Section 12.06.003(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:

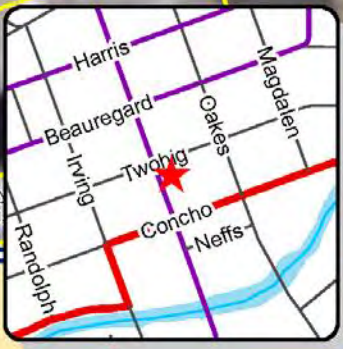
Aerial Map  
Future Land Use Map  
Zoning Map  
Major Thoroughfare Map  
Site Photographs  
Details of Proposed Modifications



Source: Esri, DigitalGlobe, GeoEye, USDA, USGS, AEX, Getmapping, User Community

**River Corridor Case File**  
**Case RCC16-33, Cuellar**  
 Council District: SMD #3 (Harry Thomas)  
 Neighborhood: Downtown  
 Scale: 1 inch :: 50 feet  
 Legal Descr.: N25' of S45' of Lot 20 & S25' of N80' of W1/2 of Lot 19, Blk 1, San Angelo Add'n

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

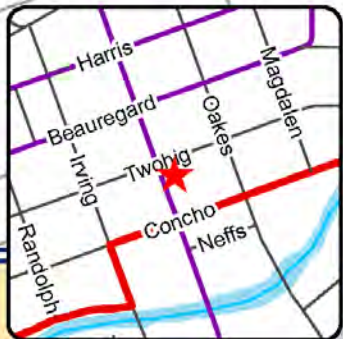


**SUBJECT  
PROPERTY**

Twohig


**Downtown**

Chabourne



**River Corridor Case File**  
**Case RCC16-33, Cuellar**

Council District: SMD #3 (Harry Thomas)  
Neighborhood: Downtown  
Scale: 1 inch :: 50 feet  
Legal Descr.: N25' of S45' of Lot 20 & S25' of N80' of W1/2 of Lot 19, Blk 1, San Angelo Add'n

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



SUBJECT  
PROPERTY

Twohig

Chadbourne




Central  
Business  
District (CBD)



**River Corridor Case File**  
**Case RCC16-33, Cuellar**

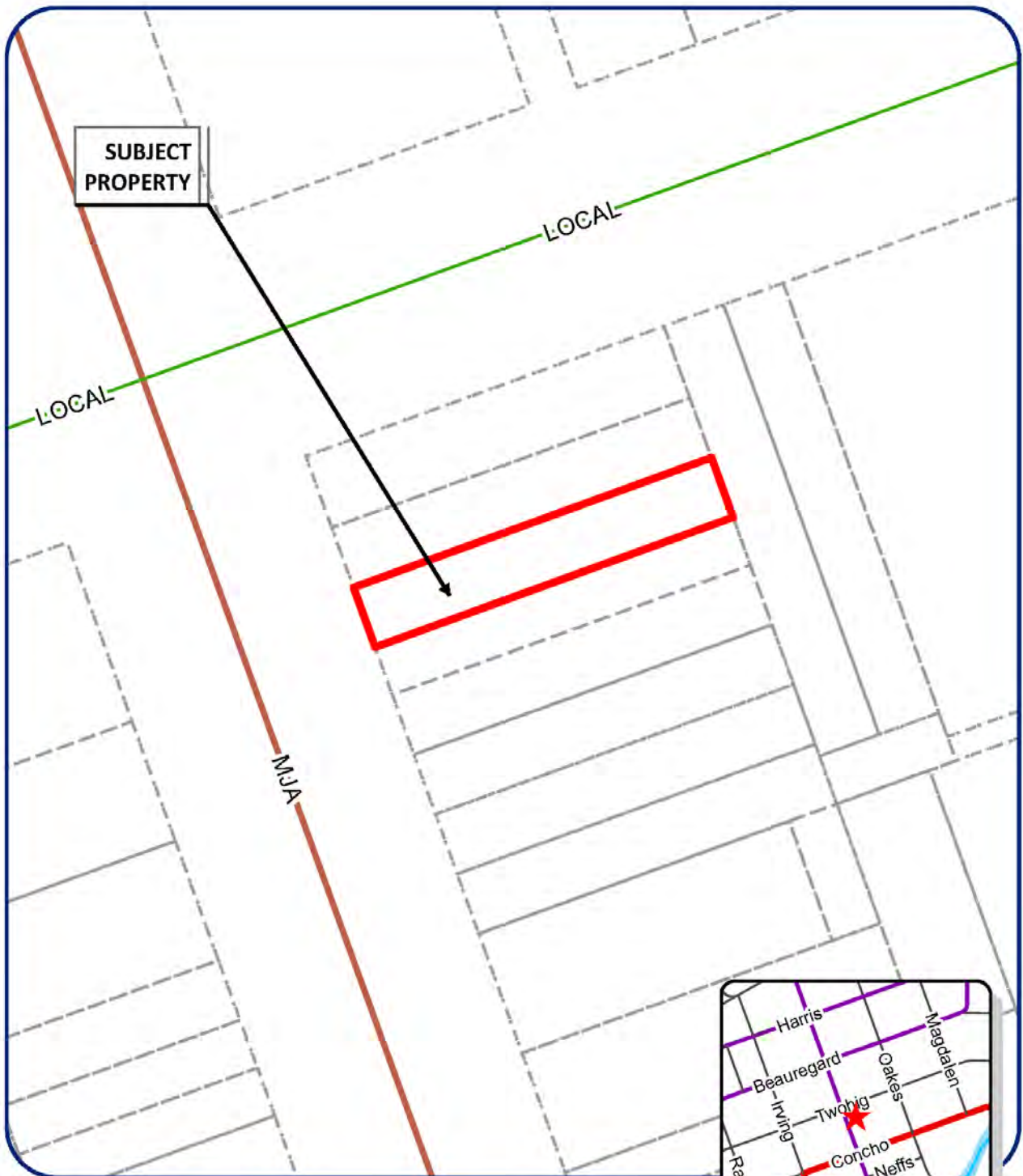
Council District: SMD #3 (Harry Thomas)  
Neighborhood: Downtown  
Scale: 1 inch :: 50 feet  
Legal Descr.: N25' of S45' of Lot 20 & S25' of N80' of W1/2 of Lot 19, Blk 1, San Angelo Add'n

**Legend**


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







**River Corridor Case File**  
**Case RCC16-33, Cuellar**  
 Council District: SMD #3 (Harry Thomas)  
 Neighborhood: Downtown  
 Scale: 1 inch :: 50 feet  
 Legal Descr.: N25' of S45' of Lot 20 & S25' of N80' of W1/2 of Lot 19, Blk 1, San Angelo Add'n

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



**Exhibit-A: Existing conditions of the subject property**



**Exhibit-B: Area conditions along east side of South Chadbourne**



**Exhibit-C: Area conditions along west side of South Chadbourne**



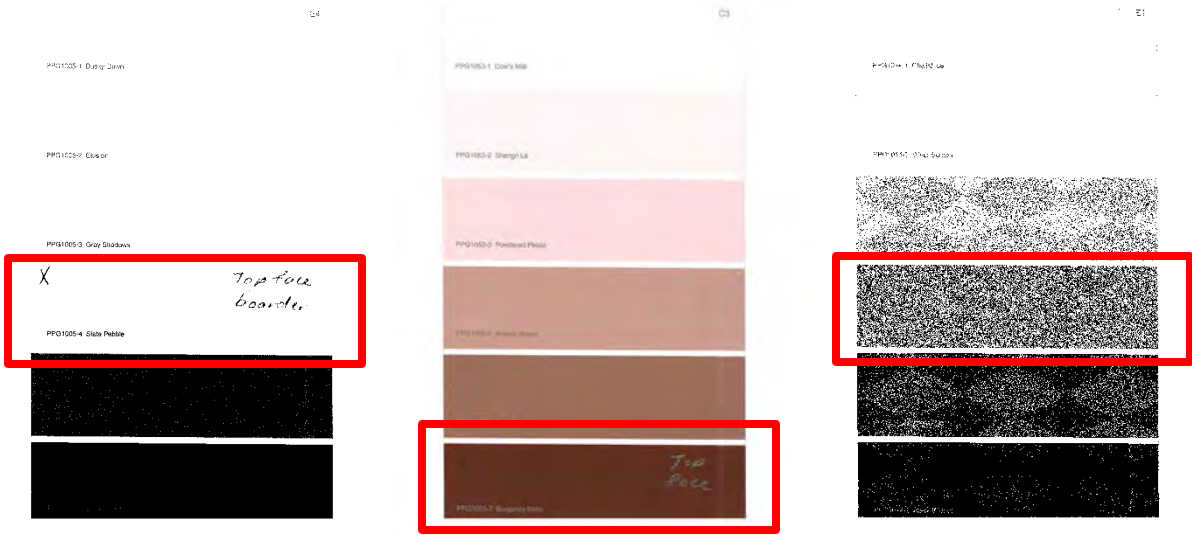
Exhibit-D1: Proposed building modifications



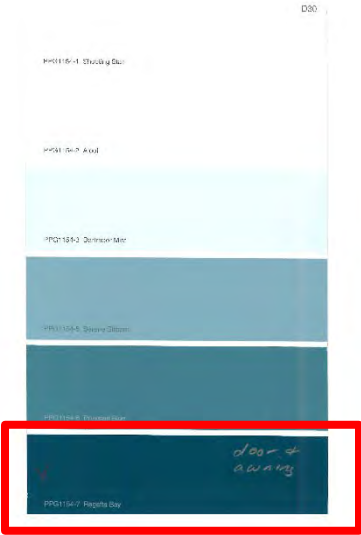
Signage Inspiration:



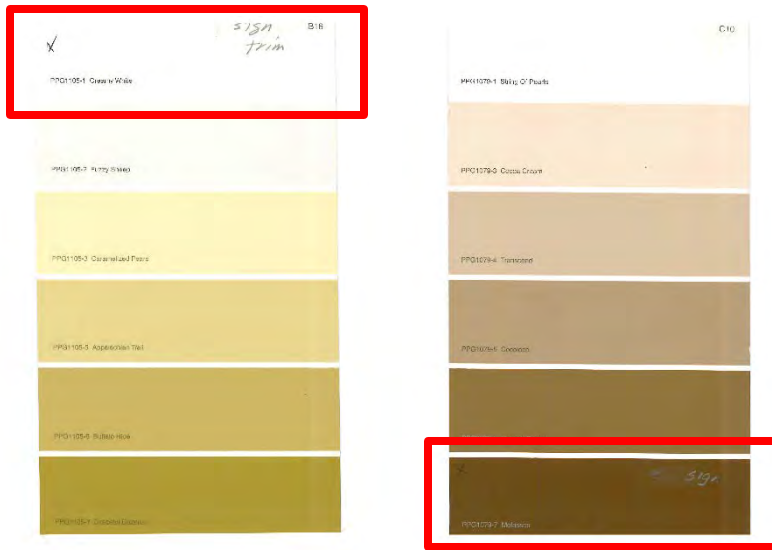
**Exhibit-D2: Proposed building façade colors**



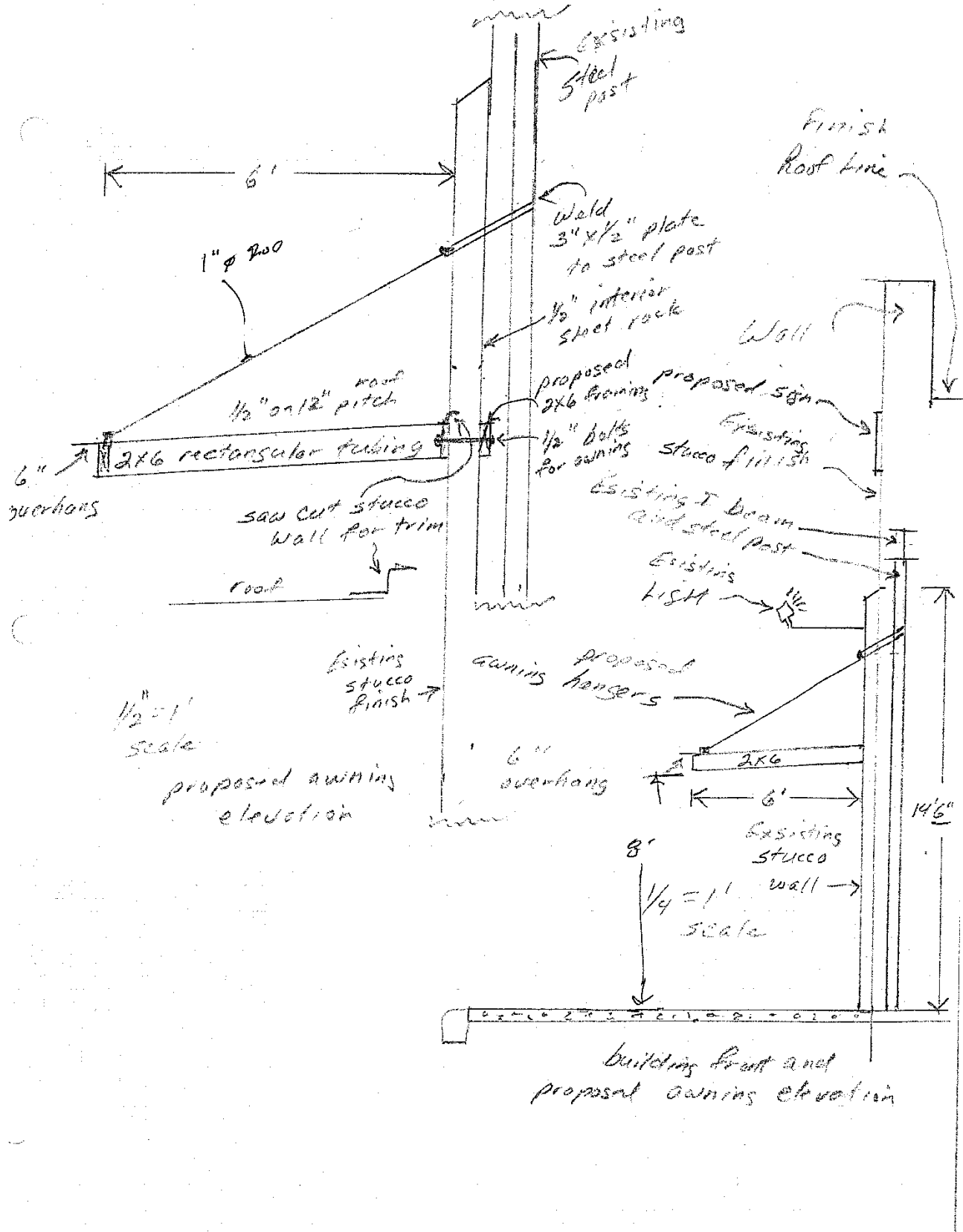
**Exhibit-D2: Proposed awning and door color**



### Exhibit-D3: Proposed sign face / sign letter and trim colors



# Exhibit-E: Awning Details



# 204.5 Chadbourne awning, detailed

All C-purlins Attached  
to Rectangular Tubing  
with 4x7 Gussetts

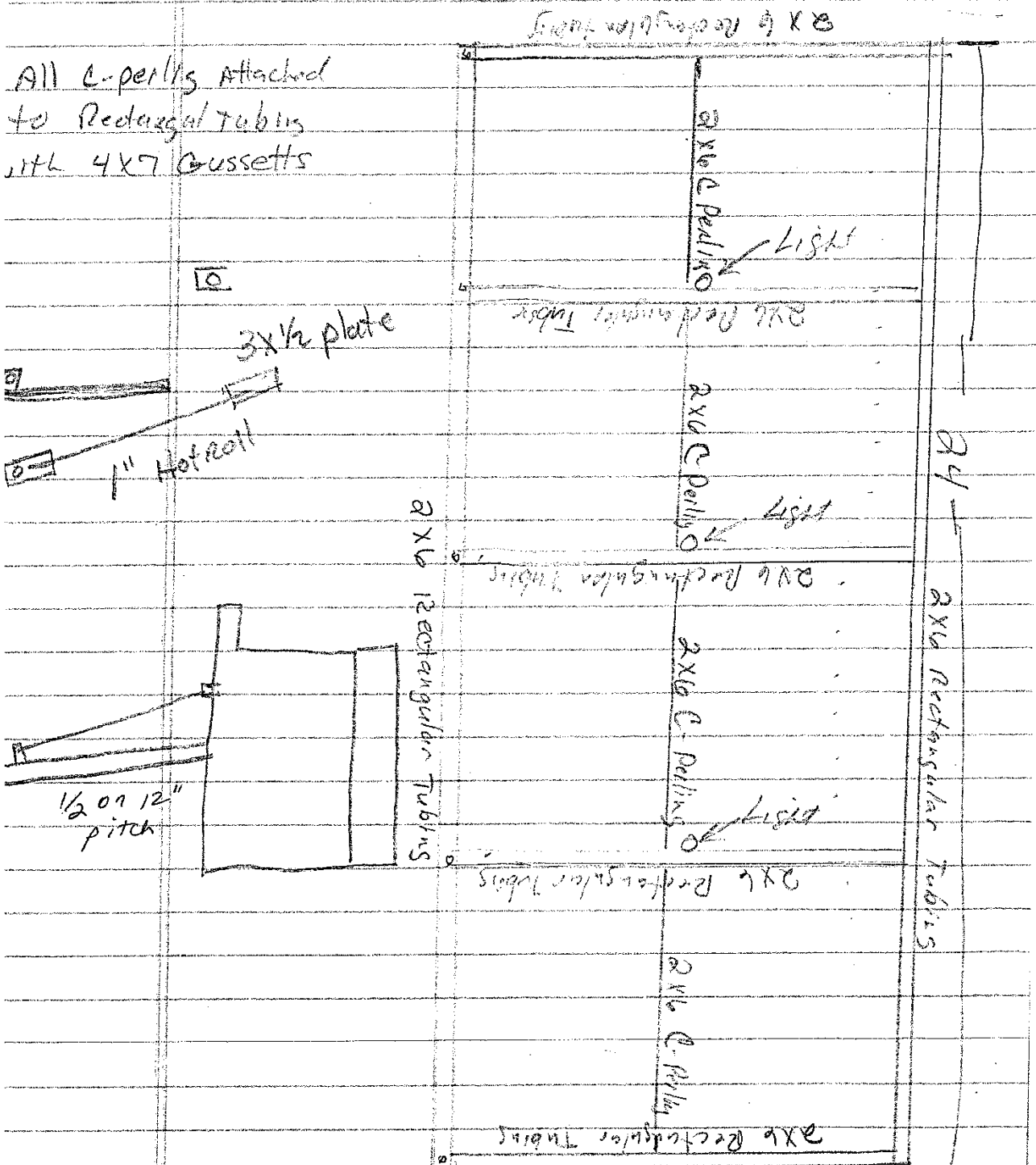
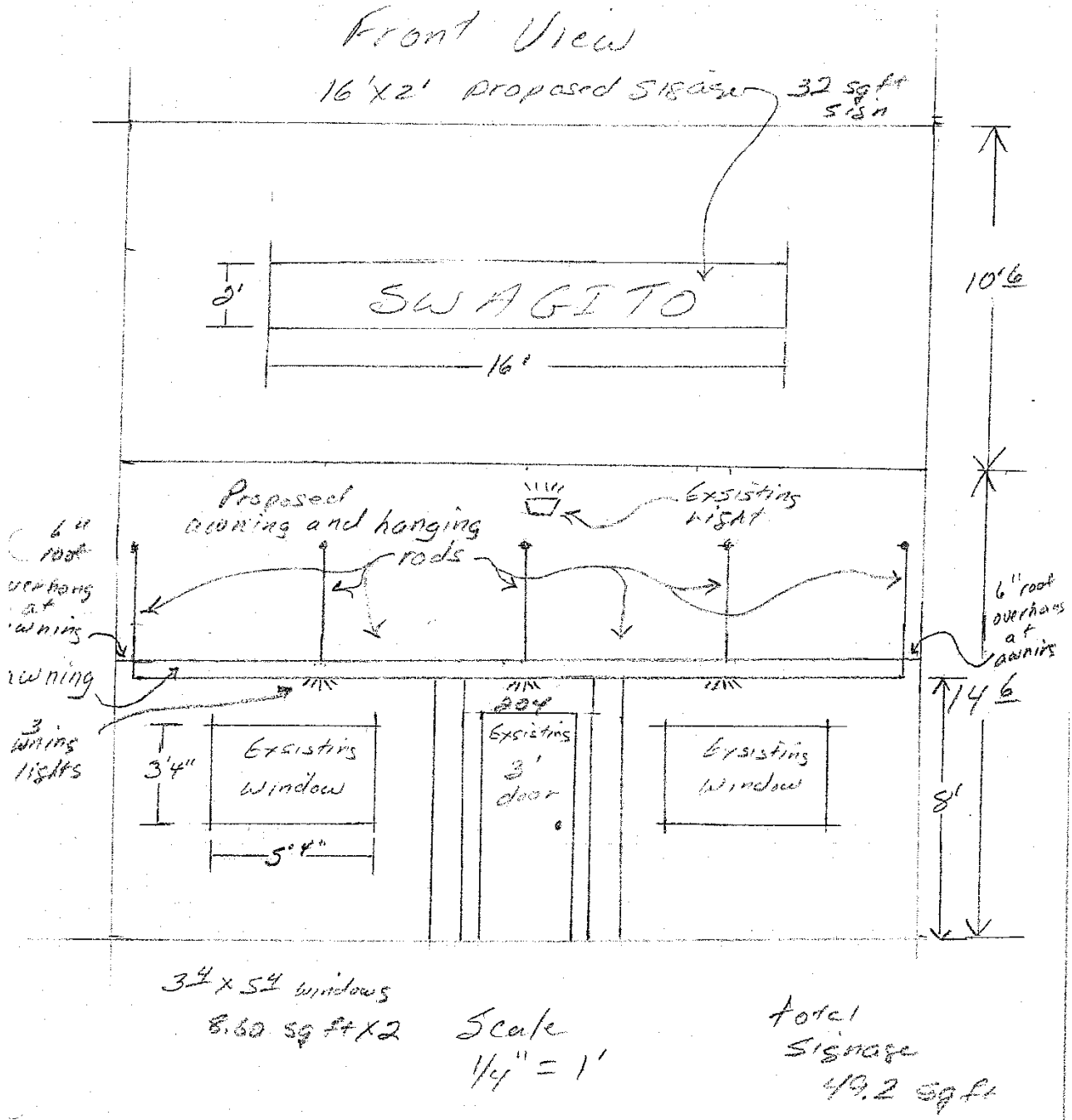
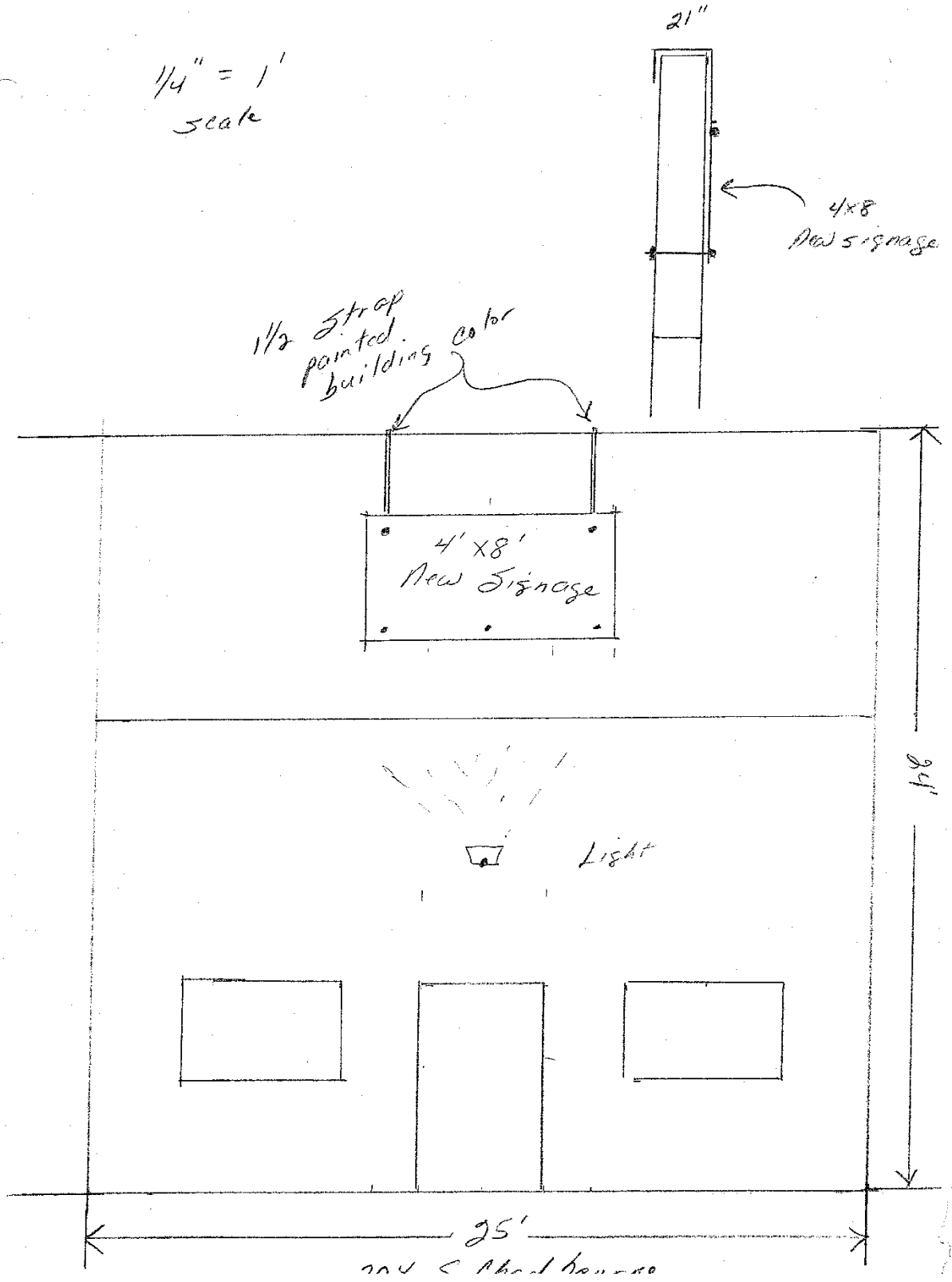




Exhibit-F: Front façade and signage details



1/4" = 1'  
scale





The City Of  
**San Angelo, Texas**

Economic Development Department  
 69 N. Chadbourne St., 76903

Nov. 14, 2016

Swagito LLC  
 c/o Simon Cuellar Jr.  
 204 S. Chadbourne  
 San Angelo, TX 76903

Re: TIRZ Incentive Application - Official Letter to Proceed

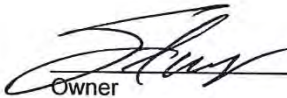
Dear Simon,

This letter is to notify you that your Tax Increment Reinvestment Zone (TIRZ) incentive request has been approved as listed below. This correspondence authorizes you to proceed with improvements proposed for 204 S. Chadbourne.

Attached is a signed copy of the agreement, outlining the terms of this arrangement, which include but are not limited to: a) 10% of the funding will be payable within 30 days from the date of execution of the agreement, b) The remaining estimated balance will be payable within 30 days from the date that the Owner provides all items listed in item 4.A.b on page 3, c) the improvements will be completed within 2 years for the date of execution of this agreement, d) the \$4,995 awarded to this project is limited to the following improvements to be made, as outlined in Exhibit A of the signed agreement:

|  |                |
|--|----------------|
| Façade Improvement                                     | \$4,995        |
| <b>Approved Incentives TOTAL</b>                       | <b>\$4,995</b> |
| 10% payable within 30 days of executed agreement       | \$499.50       |
| Estimated remaining balance to be paid upon completion | \$4,495.50     |


Please sign below and return this letter to us in the enclosed envelope, which has already been addressed and stamped for your convenience. Your signature below acknowledges your receipt of the signed agreement and your understanding that the project may proceed as specifically authorized.

  
 \_\_\_\_\_  
 Owner

11-14-16  
 \_\_\_\_\_  
 Date

Congratulations on your successful incentives request. We look forward to seeing the completed project and witnessing the positive impact on the TIRZ district. If you have any questions, feel free to contact our office at (325) 653-7197 #4.

Sincerely,

A handwritten signature in black ink that reads "Shannon Scott". The signature is written in a cursive, flowing style.

Shannon Scott  
Economic Development Specialist