## STAFF REPORT



Meeting: April 20, 2017

To: Design and Historic Review Commission

From: Jon James, AICP

Director of Planning and Development Services

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

**Planning Manager** 

Staff Planner: Kristina Heredia, Planner

Case: RCC17-09

Request: A request for approval, as required per Section 12.06.003(b)(1)

of the River Corridor Development Ordinance, for a new 95-

square foot Illuminated wall sign

Location: 38 North Chadbourne Street; generally located at the southeast

corner of North Chadbourne Street and East College Avenue

Legal

Description: N 25 ft. of Lot 8 and N 41.67 ft. of W 36.67 ft. of Lot 9, Harris

Block

Size: 0.055 acres

#### General Information

Future Land Use: Downtown

Zoning: Central Business District (CBD)

Existing Land Use: Art Gallery

Surrounding Zoning/Land Use:

North:	Central Business District (CBD)	Vacant Building
West:	Central Business District (CBD)	Vacant Buildings
South:	Central Business District (CBD)	Office Building-Christian Women's Job Corps
East:	Central Business District (CBD)	Parking Lot

District: SMD #3 – Harry Thomas

Neighborhood: Downtown

Thoroughfares/Streets:

Per the Major Thoroughfare Plan (MTP), North 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. North Chadbourne Street has a right-of-way of 100 feet and a paving width of 64 feet in compliance with the MTP.

#### History and Background:

On June 17, 2016, the applicant submitted this request for a River Corridor Review from the Design and Historic Review Commission (DHRC) for the exterior remodeling of the existing building (RCC16-14). The application was approved during the July 21, 2016 meeting. On March 2, 2017, the applicant submitted an application for a River Corridor Review for a new 95-square foot, illuminated attached sign for the same property facing North Chadbourne Street. The purpose of the new signage is to identify the business, "Raw 1899." The business currently has no signage on either side of their building.

#### Analysis:

Section 12.06.003(b)(1) of the River Corridor Development Ordinance requires the DHRC to review any new construction greater than 50 square feet, including signs, as well as any lit signs regardless of size, in the River Corridor. In order for the DHRC to recommend approval of this application, the request needs to be consistent with the applicable policies of the *River Corridor Master Development Plan (RCMDP)* for *Commercial and Mixed Use In the Historic City Center:* 

#### Color and Design

The RCDMP states that "the design and uniqueness of the sign can relay the character of the store." The art gallery is painted a dark grey with black trim. The sign, which will mimic a handwritten cursive, is the name of the art gallery, Raw 1899. The proposed sign will be gold in color; the paint color is called "Oracal 091 Gold." The design of the sign is complementary to the design of the building, and satisfies the criteria of the RCDMP.

#### **Materials and Lighting**

The RCMDP policies state that "quality finished materials should be used." The proposed sign will be aluminum with an acrylic face that has a quality, smooth finish which incorporates unique design features.

The sign will be back illuminated with a style called Reverse Halo, where the light will shine through from the back of the letters, not the front. Schumann's Ladies Apparel, located at 1905 Knickerbocker, also has Reverse Halo lettering for comparison. The proposed sign will be five feet in height and 19 feet in length.

The proposed sign will be backlight with LED lights called Street Fighter Heavyweight that emit a white color. The use of back lighting serves the intent of being subtle in manner as required by the RCMDP, and does not result in glare and light spill.

#### Signage – General

Sec. 12.04.005.b.2 requires that all signs be less than 25% of the wall size. The proposed sign is well within that percent. They are allowed 394 square feet and the proposed sign will be 95 square feet.

#### Staff's Recommendation:

Staff's recommendation is for the Design & Historic Review Commission to <u>APPROVE</u> Case RCC17-09, <u>subject to the following three Conditions of Approval:</u>

- 1. The applicant shall obtain a Sign Permit from the Permits and Inspections Division for the new sign.
- 2. The sign colors, materials, and location shall be consistent with the renderings approved by the Design and Historic Review Commission.
- 3. Lighting for the proposed sign shall utilize an LED light source and shall not spill over onto adjacent properties.

#### Appeals:

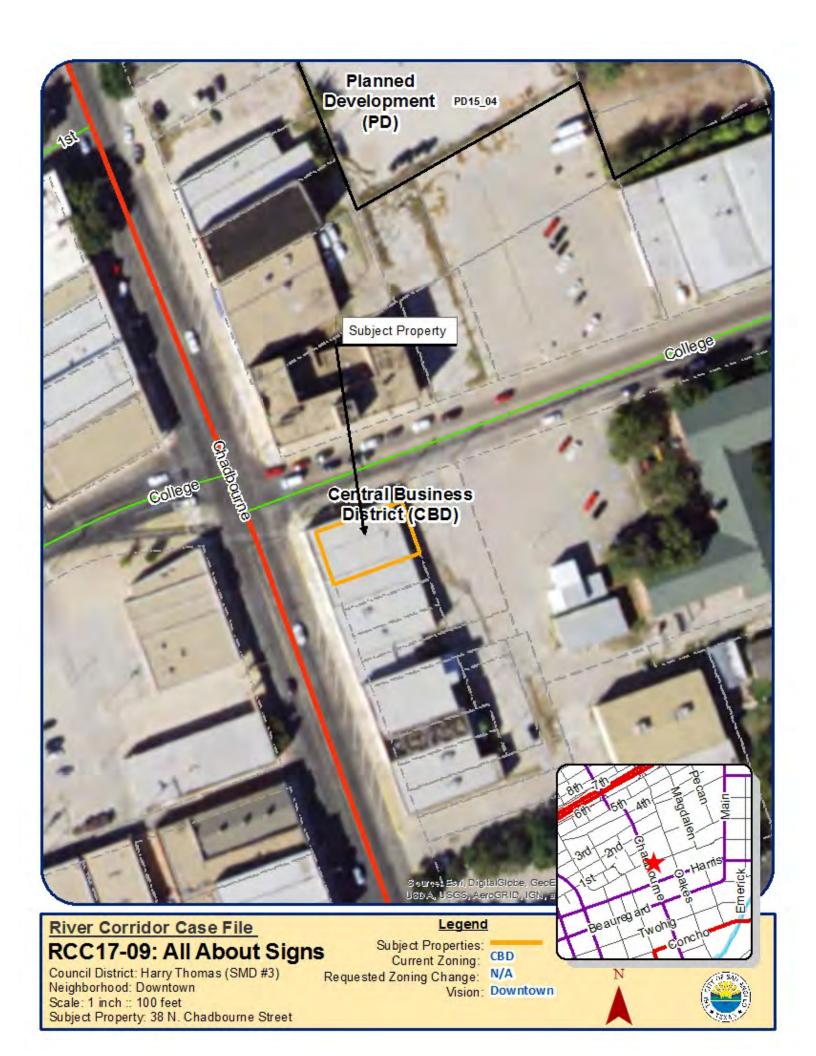
Per Section 12.06.003(g) of the River Corridor Development Ordinance, an applicant who is denied a building permit will have a right to appeal to the City Council within 30 days of the Commission's decision. If the City Council approves the proposed construction, the Building Official shall then issue a permit therefore.

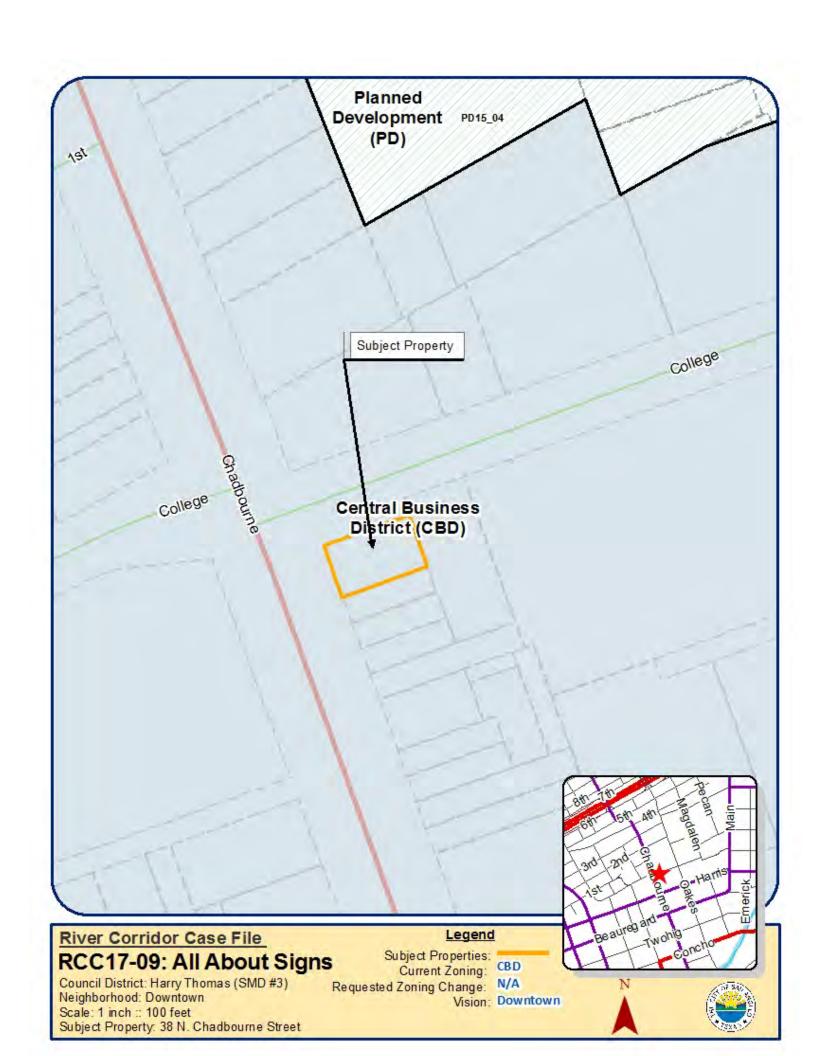
Attachments: Aerial Map

Zoning Map

Current Site photos Sign Materials Sign Rendering

Sign Examples





## Site Photos

## Store Front/West Elevation



North Elevation-Where Sign will be Located



## View Looking North



View Looking West

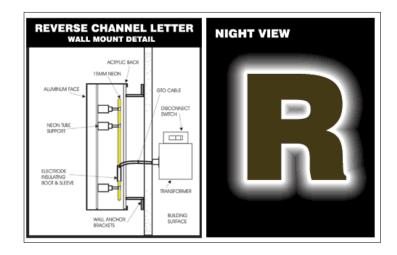


## Sign Materials

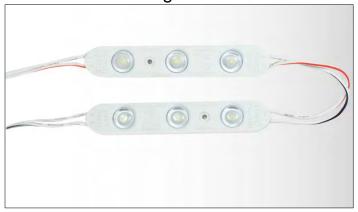
**Gold Coloring** 



### Wall Mount Detail



## **LED Lights**



## Sign Examples

### Schumann's - 1905 Knickerbocker Road



Wells Fargo – 2113 Knickerbocker Road



## Sign Rendering



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To: Design and Historic Review Commission

From: Jon James, AICP

Director of Planning and Development Services

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

Planning Manager

Staff Planner: Jeff Fisher, Planner

Case: RCC17-10

Request: A request for approval, as required per Section 12.06.003(b)(1)

of the River Corridor Development Ordinance, for 11 new freestanding signs: one monument sign with a display area of 53 square feet; two building identification signs with display areas of 23-square feet each; three wayfinding, directional signs with display areas of 33 square feet each; two parking signs with display areas of three square feet each; one disabled parking sign with a display area of five square feet; and two encroaching enter and exit signs with a display area of six square feet each

Location: 120 East Harris Avenue and various tracts (see attached PD15-

04 boundary map); generally located between North Oakes Street; east 2<sup>nd</sup> Street; North Main Street; and East Twohig

Avenue

Legal

Description: Being a part of Miles Acre lot A7 to A9, A19, all of Miles Acre lots

A31, A32; part of lots 18 & 19, lots 20 to 24 J.N. Uptons Subdivision; lots 1 to 4, block 2 Frary Addition; lots 16 to 18, block 5; the west 55' of lot 2, the east 80' of lot 3, all of lot 4, the west 100' of lot 6, all of lots 7 to 13, all of lots 18 to 20 save & except the east 15' of the west 30' of lot 20, block 6; lots A and 1 to 10, block 14A; lot A & B, block 15A; lots 9 to 12, block 21; lot 1, block 21.5; lot A, block 22A; lots 1 to 9, 12, lots 10 & 11 save & except the west 110', block 22.5, San Angelo Main Town Addition; lot A, block 1, Shannon Medical Center Downtown Campus, Section Two, lot 2, block 21A, Shannon Medical Center Downtown Campus, Section Three; San Angelo Addition, Block 15, Lots 13 and 14, City of San Angelo, Tom Green County, Texas

Size: 48.2 acres

#### **General Information**

Future Land Use: Downtown

Zoning: Existing Shannon Downtown Medical Campus:

PD15-04

Existing Land Use: Shannon Downtown Medical Campus

and associated parking lots

#### Surrounding Zoning/Land Use:

North:	Low Rise Multifamily Residential (RM-1)	Central Freshman Campus, Multi-family apartments
West:	Central Business District (CBD)	Retail commercial buildings
South:	Central Business District (CBD)	Retail commercial and residential uses
East:	General Commercial/Heavy Commercial (CG/CH)	Retail commercial buildings

District: SMD #3 – Harry Thomas

Neighborhood: Downtown

Thoroughfares/Streets:

Beauregard Avenue is classified as an "Arterial Street" and is designed to carry heavy traffic throughout the downtown area.

Main Street is classified as an "Arterial Street" and is designed to carry heavy traffic throughout the City.

Harris Avenue is classified as an Arterial Street" and is designed to carry heavy traffic throughout the City.

Oakes Street is classified as a "Local Street." A Local Street carries a fair amount of traffic like a Collector Street, but at the slower speed.

Magdalen Street is classified as a "Local Street" and is designed to carry light traffic and slower speeds.

College Avenue is classified as a "Local Street" and is designed to carry light traffic and slower speeds.

Koberlin Street is classified as a "Local Street" and is designed to carry light traffic and slower speeds.

Woodrow Street is classified as a "Local Street" and is designed to carry light traffic and slower speeds.

#### History and Background:

On March 21, 2017, City Council approved an Amendment to Planned Development (PD15-04) for the Downtown Shannon Medical Campus that added four new properties to the PD District, as well as incorporated a Master Sign Plan into the Planned Development. The approved Master Sign Plan was created to facilitate new sign construction which could better direct patrons and visitors to the various facilities throughout the campus, and also allow more flexibility in sign standards. The approved Master Sign Plan included the approval of 62 new signs. Over half of these new signs, 36 signs, are located within the River Corridor and require River Corridor review. The applicant has submitted this request to facilitate construction of 11 of these signs. All of the signs proposed match the locations.

dimensions, advertising display areas, colors, and materials that were shown on the approved concept plans as part of PD15-04. The proposed monument sign at the northeast corner of East Beauregard Avenue and South Oakes Street will be a combination of brick and aluminum with fabricated channel letters. All of the other signs will be of aluminum construction with a combination of vinyl and acrylic letters. The proposed sign colors including the Berridge Almond background and dark green insignias are consistent with the existing Shannon buildings and new Medical Office Building being constructed at 220 East Harris Avenue. All of the signs are shown to be illuminated except for the wheelchair accessible parking lot sign. The lit signs will incorporate an LED design that can control light spill. The applicant has indicated that dimmers can also be installed inside the signs to further reduce any light spillover if necessary in future.

All of the proposed signs will comply with the Sign Ordinance provisions for signs in the River Corridor, and will not exceed 30 feet in height or an advertising display area (letters, numbers, and logos) of 75 square feet. They will also not exceed the maximum sign structure area in the PD Ordinance of 220 square feet. applicant will be responsible for ensuring compliance with the remaining requirements of PD15-04, including meeting all required setbacks at time of sign permitting. The applicant has indicated that the two encroaching "enter" and "exit" signs on the north side of 120 East Harris Avenue in front of the main medical building will be removed and replaced with two new entry and exit signs. As a condition of approval, and consistent with Condition #4 of PD15-04, the applicant will be required to obtain an Encroachment Approval from City Council for the two new signs, and record the encroachment agreement with the County Clerk. In addition, placement of the proposed wayfinding sign at the northeast corner of Magdalen Street and East Beauregard Avenue may require removal of a few existing parking spaces. The PD Ordinance prohibits signs exceeding three feet in height within any 15-foot by 15-foot site triangle at the intersection of two street lines measured from back of curb. In order to comply with the site triangle provision, this sign may have to be moved back further into the parking area, requiring removal of at least one parking space. The Planning Division recommends a condition be added that the applicant shall be responsible for removing or restriping of any parking areas where future signage is to be located.

#### Analysis:

Section 12.06.003(b)(1) of the River Corridor Development Ordinance requires the DHRC to review any new construction greater than 50 square feet, including signs, as well as any lit signs regardless of size, in the River Corridor. In order for the DHRC to recommend approval of this application, the request needs to be consistent with the applicable policies of the *River Corridor Master Development Plan (RCMDP)* for *Commercial Use in the Historic City Center*, and the *Historical Preservation Design Guidelines in the Central Business District (CBD Guidelines)*.

#### **Colors and Materials**

The RCMDP policies state that "materials and color should relate to historic precedents apparent in the immediate environment" and that "quality finished materials should be used." The CBD Guidelines further state that "colors should complement neighboring buildings and reflect a traditional color palette." The proposed large monument sign will use a high quality brick base and all of the signs will use a quality, smooth aluminum finish that incorporates unique design features including aluminum accents and arches. The Berridge Almond background color on the signs provides historical consistency with both the existing Medical Campus and the list of approved color choices in the City's Historic Color Palette. The dark green color for the applicant's corporate insignia is also consistent with the Color Palette and the applicant's existing buildings downtown. Therefore, the proposed signs will meet the requirements of both the RCMDP policies and the CBD Guidelines.

#### Lighting

The lighting policy in the RCMDP requires that lighting "does not result in glare or light spill" and calls to "eliminate light trespass from building sites, improve night sky access, and reduce development impact on nocturnal environments." The subject sign locations are located adjacent to other commercial and institutional developments and are not adjacent to residential uses. However, given their location in the River Corridor and in the Historical City Center, sensitivity and attention to light spill is still a concern. As indicated previously, the applicant is proposing LED lights inside the signs which can control the amount of glare on adjacent properties. They have further indicated that in the event there is a future concern with the amount of light frequency emitted from these signs, dimmers could be installed to further reduce the light effects from these signs.

#### Staff's Recommendation:

Staff's recommendation is for the Design & Historic Review Commission to **APPROVE** Case RCC17-10, **subject to the following six Conditions of Approval:** 

- 1. The applicant shall obtain Sign Permits from the Permits and Inspections Division for the new signs.
- 2. The sign colors, materials, and location shall be consistent with the renderings approved by the Design and Historic Review Commission and shall comply with all relevant development standards of the Planned Development (PD15-04) Zoning District.

- 3. Any existing freestanding signage to be replaced shall be removed prior to erection of the new freestanding signs.
- 4. There shall be no glare of spillover illumination onto adjacent properties.
- 5. The applicant shall be required to obtain an Encroachment Approval from City Council for the two signs at 120 East Harris Avenue, and record the associated encroachment agreement.
- 6. The applicant shall be responsible for removing or restriping any parking areas where future signage shall be located. Future signage shall not impede any driveways or maneuvering areas.

#### 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

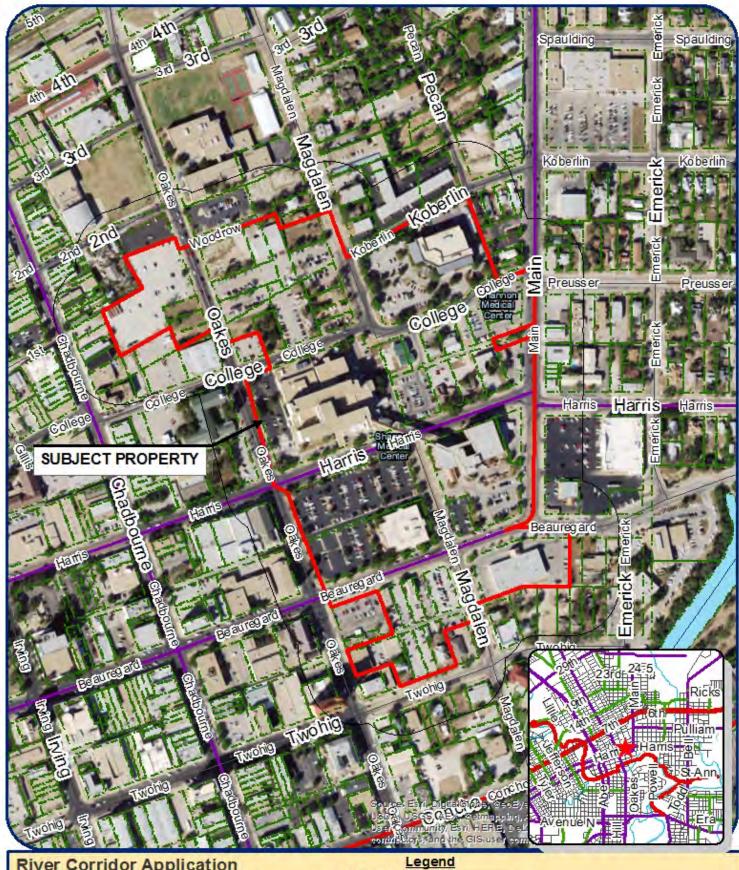
Future Land Use Map

Zoning Map

Photos of Site and Surrounding Area River Corridor Master Signage Plan

Sign Details

**River Corridor Application** 



## River Corridor Application

## RCC17-10: Shannon Medical

Council District: Harry Thomas (SMD #3) Neighborhood: Downtown

Scale: 1" approx. = 375 ft

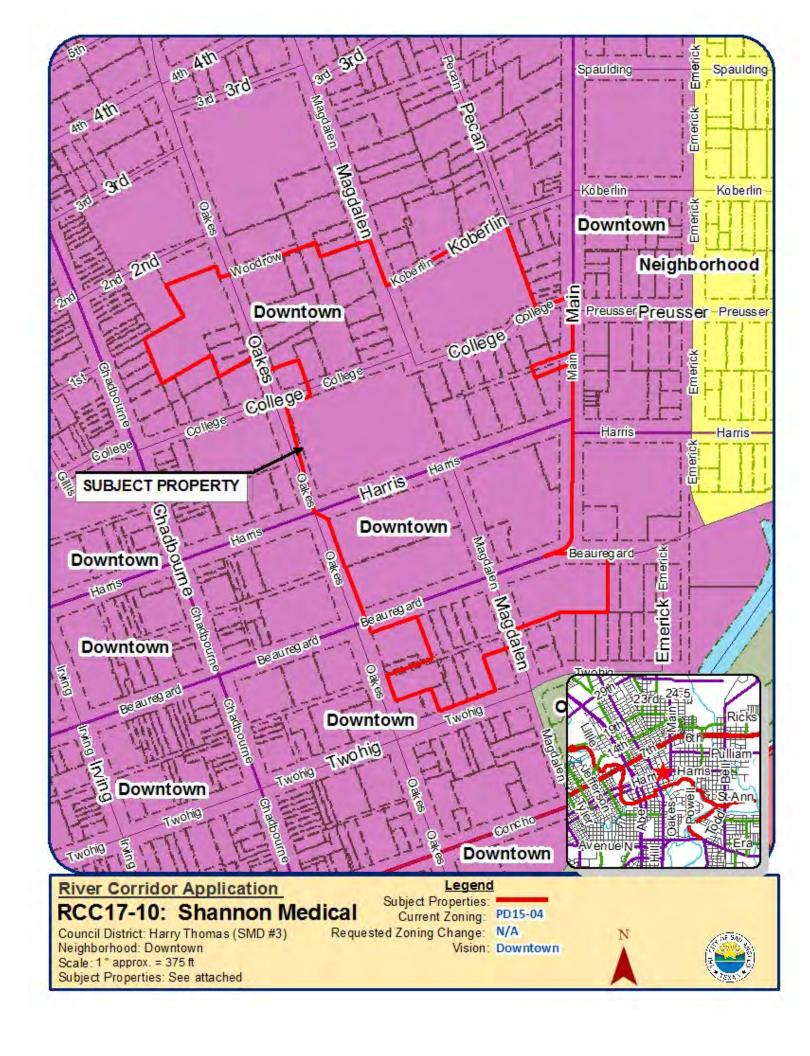
Subject Properties: See attached

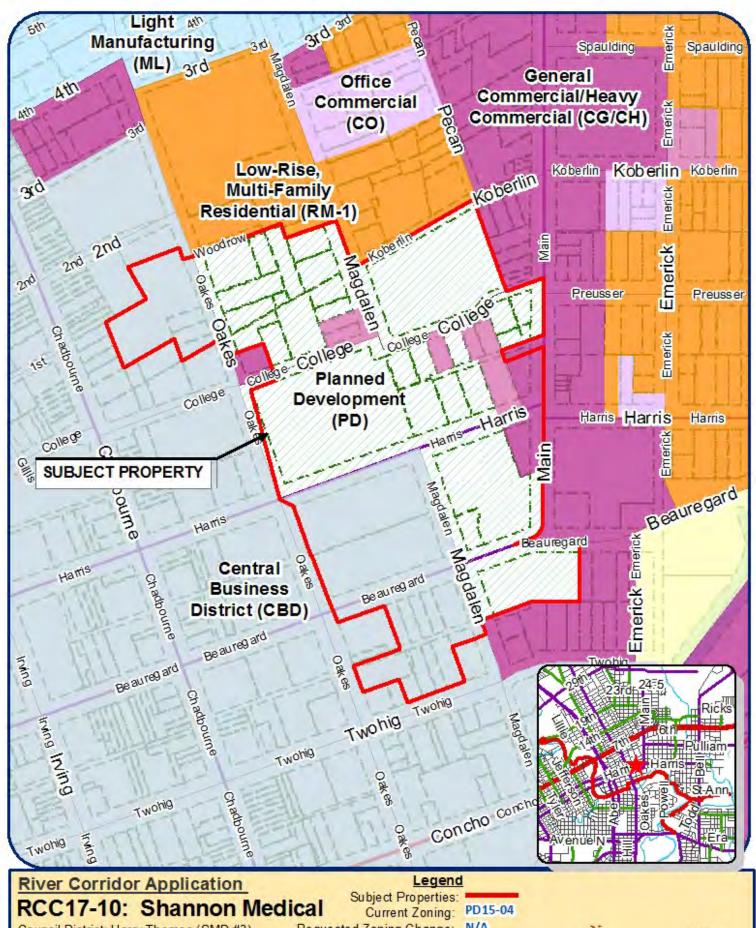
Subject Properties: Current Zoning: PD15-04

Requested Zoning Change: N/A Vision: Downtown









Council District: Harry Thomas (SMD #3) Neighborhood: Downtown Scale: 1 " approx. = 375 ft

Subject Properties: See attached

Requested Zoning Change: N/A Vision: Downtown





### <u>Photos of Site and Surrounding Area</u> (Location corresponds to number on River Corridor Signage Plan)

Existing Encroaching "Entrance" Sign (Location 10)



Existing Encroaching "Exit" Sign (Location 11)



Proposed Monument Sign Location (NE corner E. Beauregard Ave/Oakes St)



Proposed Building ID Sign (Location 3)



Proposed Building ID Sign (Location 4)



**Proposed Wayfinding Directional Sign** (Location 12)



## Photos of Site and Surrounding Area (Location corresponds to number on River Corridor Signage Plan)

Proposed Wayfinding Directional Sign (Location 13)



Proposed Wayfinding Directional Sign (Location 14)



Proposed Parking ID Sign (Location 21)



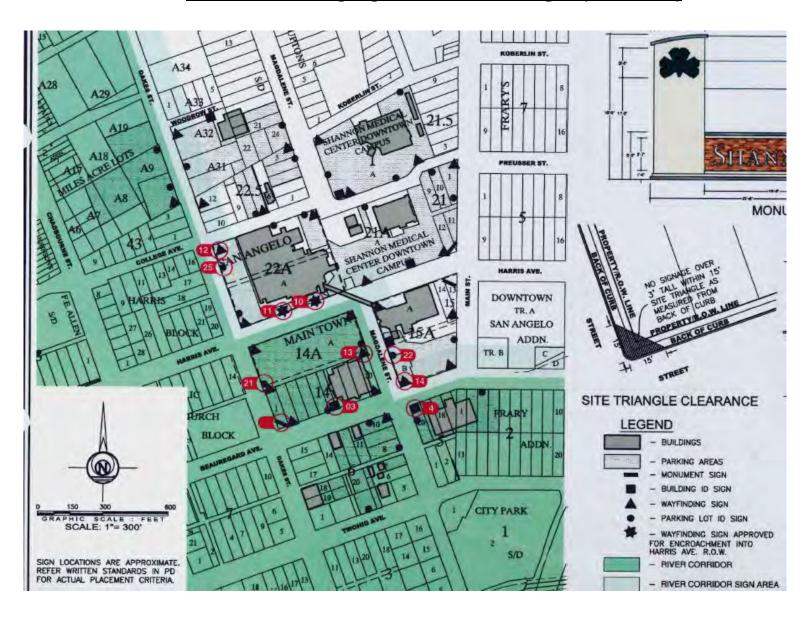
Proposed Parking ID Sign (Location 22)



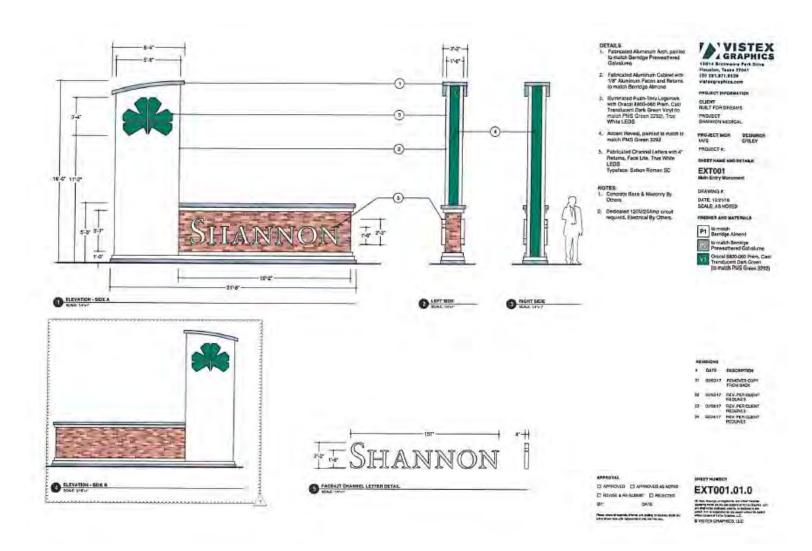
Proposed Disabled Parking ID Sign (Location 25)



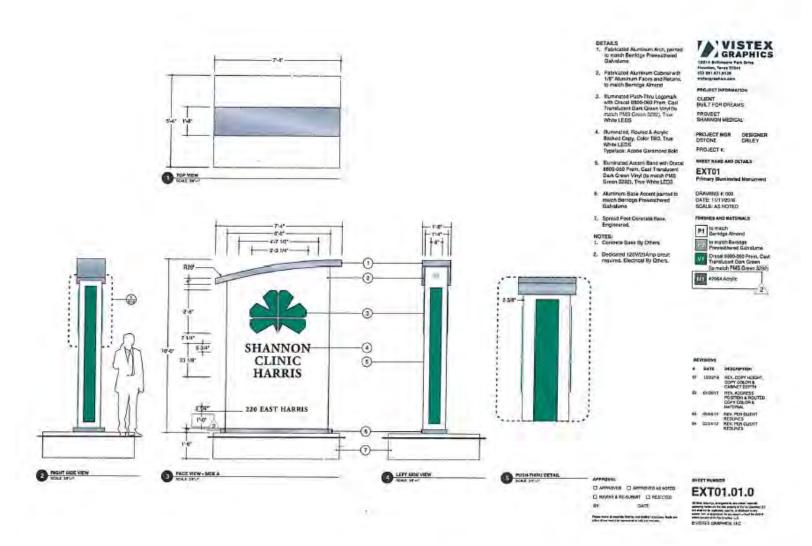
### River Corridor Signage Plan - 11 New Signs (RCC17-10)



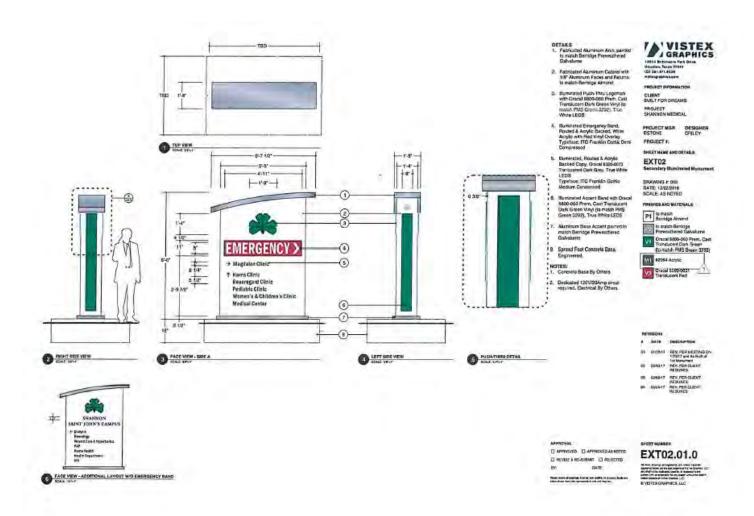
### One Monument Sign (NE Corner of Oakes St/Beauregard Ave)



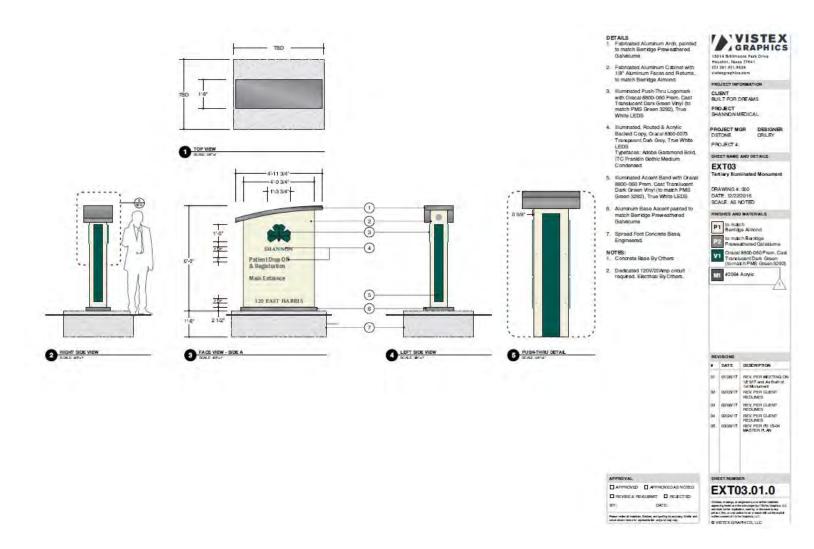
## Two Building ID Signs (Locations 3 and 4 on River Corridor Signage Plan)



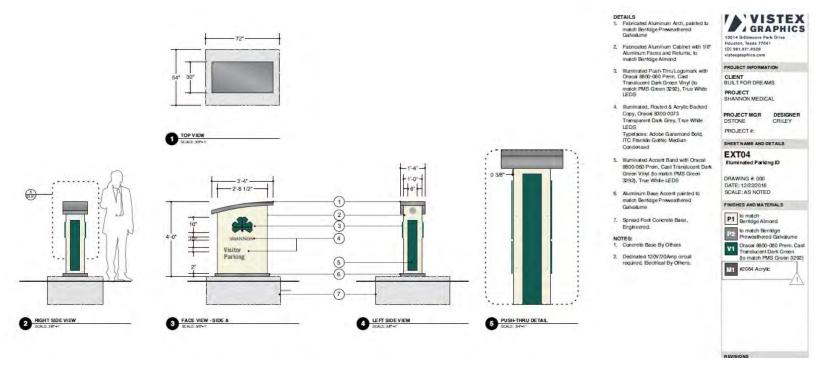
## Three Wayfinding Directional Signs (Locations 12, 13 and 14 on River Corridor Signage Plan)



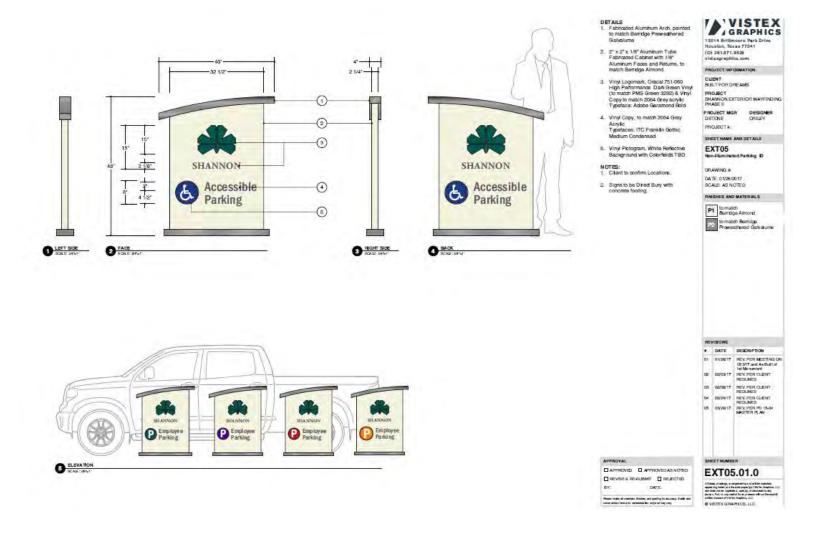
## <u>Two Enter/Exit Signs - Encroachment Approvals Required</u> (Locations 10 and 11 on River Corridor Signage Plan)



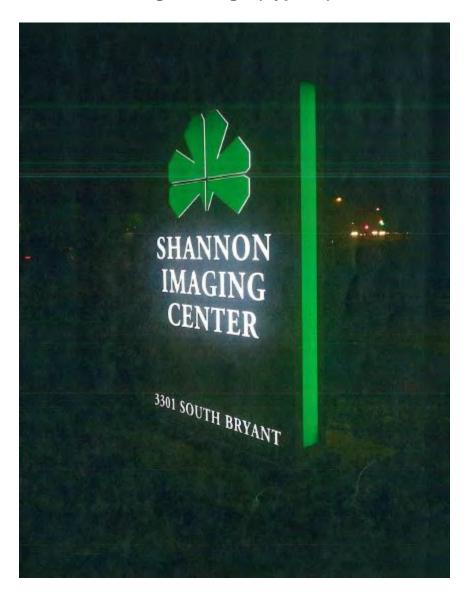
## Two Parking ID Signs (Locations 21 and 22 on River Corridor Signage Plan)



## One Disabled Parking ID Sign (Location 25 on River Corridor Signage Plan)



## **Lighted Sign (Typical)**





# City of San Angelo, Texas – Planning Division 52 West College Avenue Application for River Corridor Review



CEAN
Section 1: Basic Information
Name of Applicantis): Shannon Medical Center
The state of the s
☐ Owner ☐ Representative (Noterized Affidavit Required)
An A. 1879 San Anda TV 76827
PO Rox 1879 Santfredo TX 76902 Melling Address State Zip Code
22/152 2-2
Contact Phone Number , Contact E-mail Address
120 East Harris . Son Angelo TX 76903
Subject Property Address - City State Zip Code
Multiply locations. See Attached Legal Description Last be found on properly lex statement or at many terminations.
Lagai Description (cath be found on property lex statement or at minutomassenced com)
Zoning: PD 15.04
Section 2: Site Specific Details
Proposed Work:
New construction in the Confider over 1200 square feet.
Remodeling the exterior of an existing building in the Conidor.
Moving of an existing building to a lot within the Corridor.
Signs over 50 square feet in the Corridor.
Request for subdivision approval of any kind within the Corridor.
Illuminated sign in the Corridor (any size)
c 1.16 )
Specific details of request: "use separate attachment if necessary" See ATTached
Appendix A to the second secon

Effective January 3, 2017

Section 2 continued: Site Specific Details	A-4 /
Explain why and how you think the proposed work is necessary and/or cor	nsistent with the character of the River Corridor: See Attacks
The second secon	
Section 3: Applicant(s) Acknowledgement	
By checking the boxes you indicate that you understan	nd below regulations)
On administrative applications, the Director makes the final decision, ap	opeals may be directed to the Design and Historic Review Committee.
On other applications the Design and Historic Review Committee make	s the final decision, appeals may be directed to the City Council.
Approval of this request does not constitute approval of permits, site pla	ins, or other processes that require separate approval.
Any changes to the design made after this approval may require a seco	nd approval by the Manager and/or the Commission.
The decision of the Commission may be appealed to the City Council.	
Proposed construction into a public right-of-way may require additional	approvals.
Buildings on historical landmarks or district also require a Certificate of A	Appropriateness.
We the undersigned acknowledge that the information	provided above is true and correct
AA	provided above is a de and correct.
( ) ( ) ( ) ( ) ( ) ( )	2-12-17
ignature of licensee or authorized representative	3-/7-17 Date
Note Noll	
rinted name of licensee or authorized representative	
Shannon Medical Center	
OR OFFICE USE ONLY:  Description/photograph of site	of work Sample(s) of materials to be used
Verified Complete □ Verified Incomplete	4/0-15
	Date Related case will be heard: 1/20/1/
ionrefundable fee: \$385.00 Receipt #: 269	409 Date paid: 3 17 , 2017
eviewed/Accepted by: DRFF Fisher	[1] [1] [1] [1] [1] [1] [1] [1] [1] [1]

City	of San	Angelo	River	Corridor	Review	Responses.
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#### Specific Details of Request:

The intent of this review request is to successfully complete and execute the approved master signage plan found in PD 15-04.

Explain why and how you think the proposed work is necessary and/or consistent with the character of the River Corridor.

The Shannon Medical Center is the largest single point medical provider in the Concho Valley and prides itself on providing the highest quality and widest range of care possible to the people of San Angelo and the region. Together with the ongoing effort to improve and expand upon services and facilities available to the community, Shannon Medical has developed a comprehensive identity and wayfinding program, as indicated on the approved amendment to PD 15.04 included with this review, to clearly inform and direct patrons and visitors through its expanding campus in a highly accessible and low stress manner to the care facilities they seek.