

DESIGN & HISTORIC REVIEW COMMISSION – April 19, 2018

STAFF REPORT



APPLICATION TYPE:		CASE:	
River Corridor Approval		RCC18-08: Christian House of Prayer (Fast Signs)	
SYNOPSIS:			
<p>This is an application for River Corridor Approval for the placement of two new wall mounted signs for the Christian House of Prayer Church. The first sign is an unlit monument style wall sign that is 42 square feet and the second sign is a digital message board sign that is 32 square feet and mounted against the back wall of the building. Both signs will be visible from North Koenigheim approaching the downtown area.</p>			
LOCATION:		LEGAL DESCRIPTION:	
333 West Avenue C; generally located at the intersection of West Avenue C and South Koenigheim Street		Being Lot 1-3 and the West 31' of Lot 4, and the W 31' of Lot 7, Block 19, Fort Concho Addition, San Angelo Texas.	
SM DISTRICT / NEIGHBORHOOD:		ZONING:	FUTURE LAND USE:
SMD District #3 – Harry Thomas Fort Concho Neighborhood		Neighborhood Commercial (CN)	Neighborhood Center
			SIZE:
			0.43-acres
THOROUGHFARE PLAN:			
<p>West Avenue C– Major Local, 50' min. ROW, 36' paving width required with sidewalks, 40' without Actual: 80' ROW and 36' paving width with partial sidewalks</p> <p>South Koenigheim Street– Major Arterial, 80' min. ROW, 64 paving width required. Actual: 100' ROW and 60' paving width with sidewalks</p>			
STAFF RECOMMENDATION:			
Staff recommends APPROVAL of the request to place two new signs at 333 West Avenue C, subject to two Conditions of Approval.			
PROPERTY OWNER/PETITIONER:			
<p><i>Property Owner(s):</i> Christian House of Prayer</p> <p><i>Agent(s):</i> Fast Signs</p>			
STAFF CONTACT:			
<p>Kristina Heredia Staff Planner (325) 657-4210, Extension 1546 kristina.heredia@cosatx.us</p>			

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):

Color and Design

The RCMDP states that “the design and uniqueness of the sign can relay the character of the building.” The new sign is a monument-style sign that will have the church’s updated logo and will remove the existing digital reader sign. The current sign is also broken, so replacing the sign will give the church a revitalized look as well as creating an improved visual entrance into the River Corridor and the City.

Materials and Lighting

The RCMDP policies state that “quality finished materials should be used.” The proposed digital sign will be full color LED that the church can use to communicate service times as well as upcoming community events. The sign front is acrylic and has a black steel frame that is designed to last in an outdoor environment. This sign will be 32 square feet.

The new monument style sign will be constructed of a Poly-Carb face enclosed in a steel cabinet and incorporated into the existing stone wall. Since the sign will be raised higher than the current sign, there is a reduced chance of the sign breaking by either being adjacent to the stone wall, or by passersby’s. This sign will be 42 square feet.

Staff’s Recommendation:

Staff’s recommendation is for the Design & Historic Review Commission to **APPROVE** Case RCC18-08, **subject to the following three 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.

3. The newly exposed stone face surrounding the unlit monument style sign will need to be painted the same color as the rest of the painted stone face within 90 days of the River Corridor approval.

Attachments:


1. Aerial Map
2. Future Land Use (FLU) Map
3. Zoning Map
4. Site Plan
5. Elevation
6. Site Photos



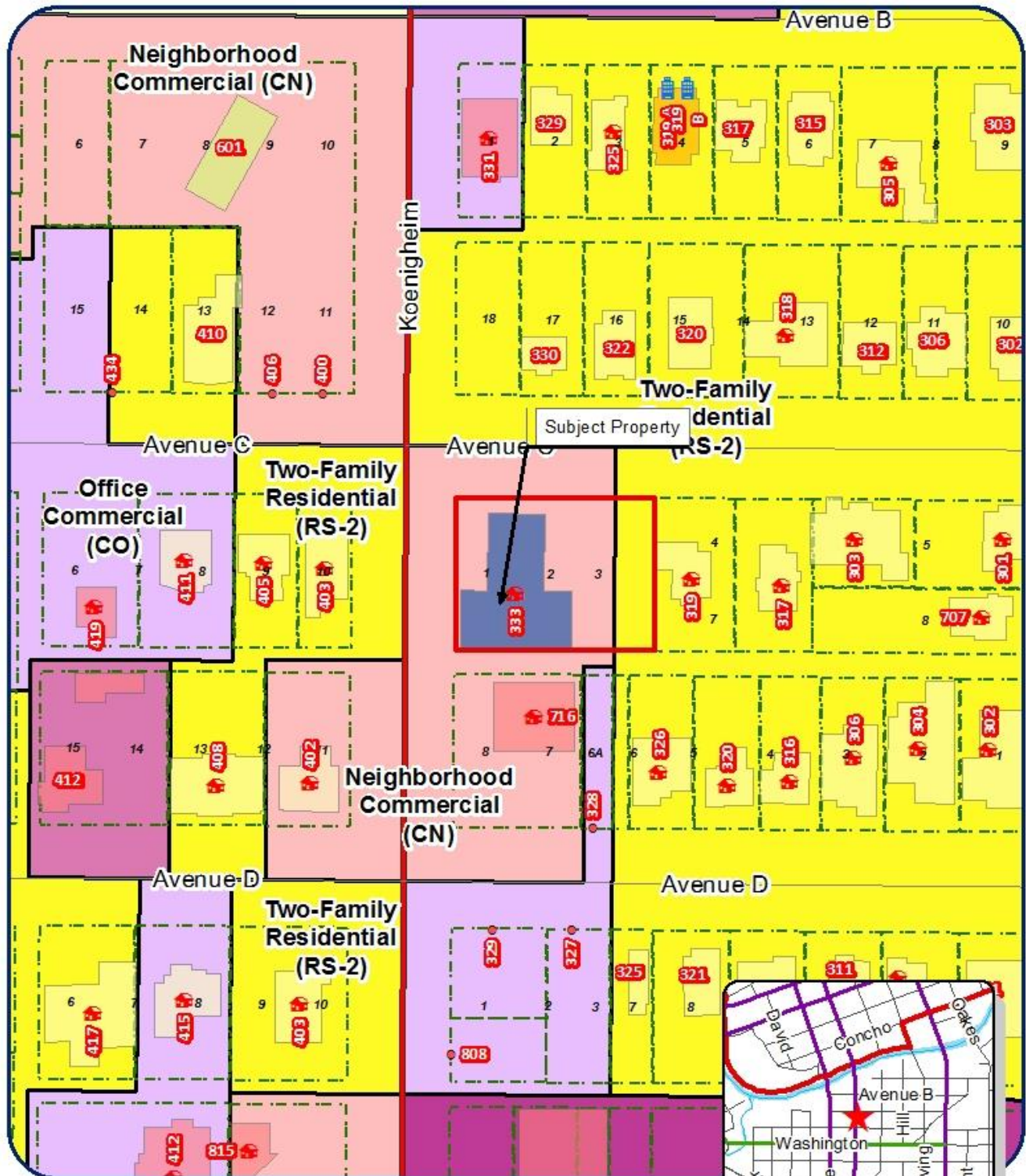
Aerial Map
Case RCC18-08

Council District: Harry Thomas
Neighborhood: Fort Concho
Scale: 1" approx. = 100 ft

Legend

Subject Properties: 
Current Zoning: **CN**
Requested Zoning Change: **N/A**
Vision: **Neighborhood Center**



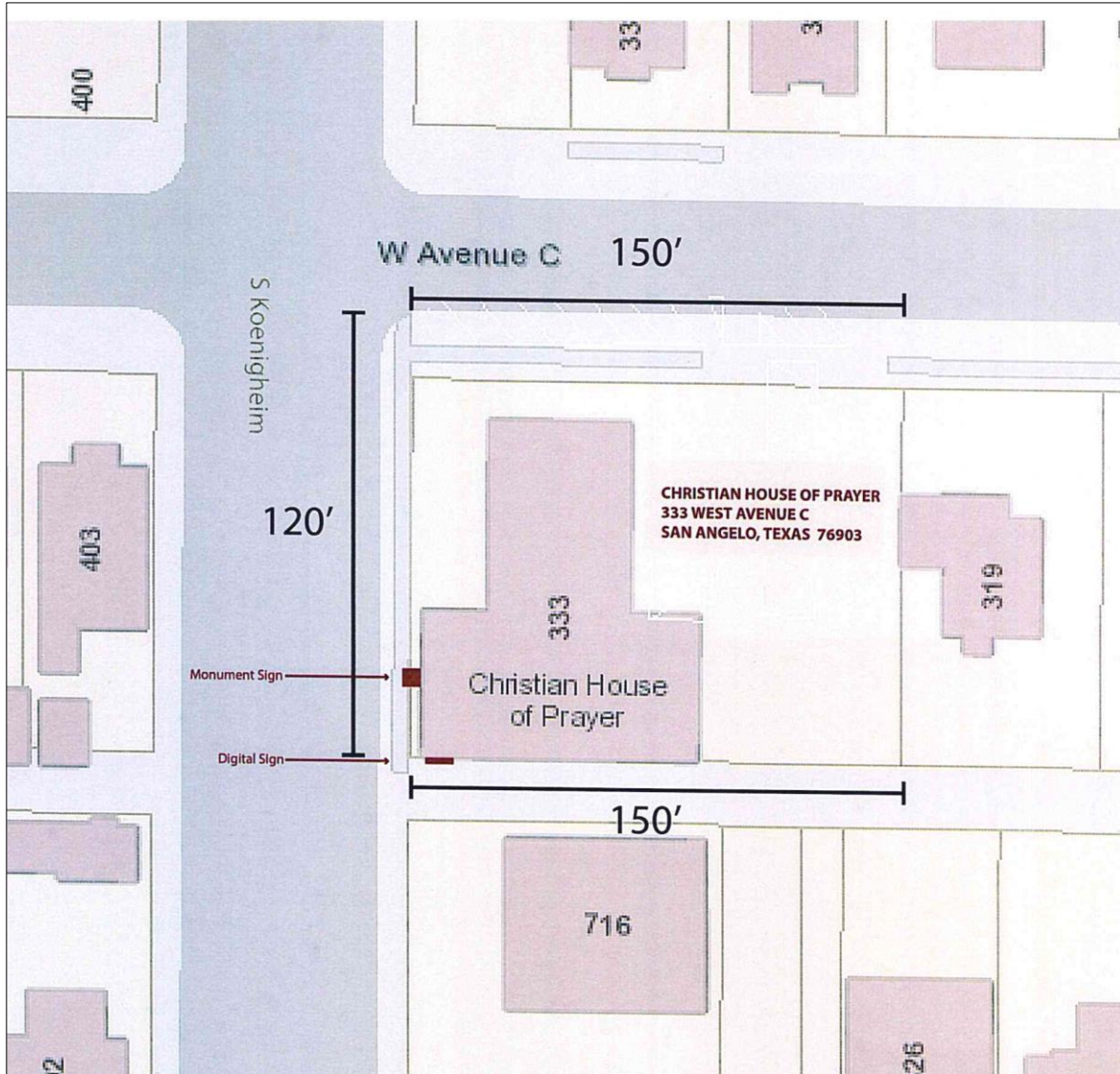


Zoning Map
Case RCC18-08
 Council District: Harry Thomas
 Neighborhood: Fort Concho
 Scale: 1" approx. = 100 ft

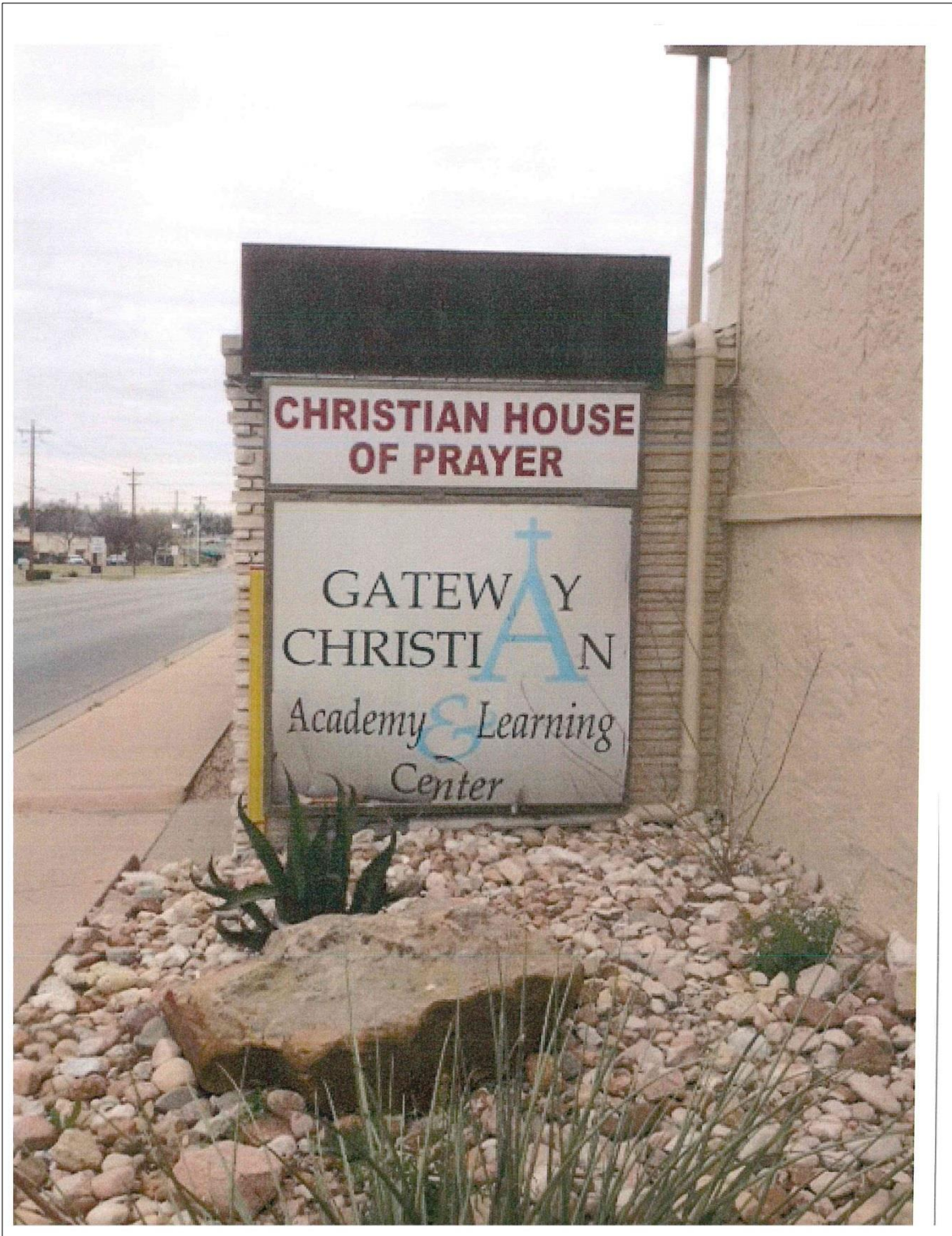
Legend
 Subject Properties: —
 Current Zoning: CN
 Requested Zoning Change: N/A
 Vision: Neighborhood Center



SITE PLAN



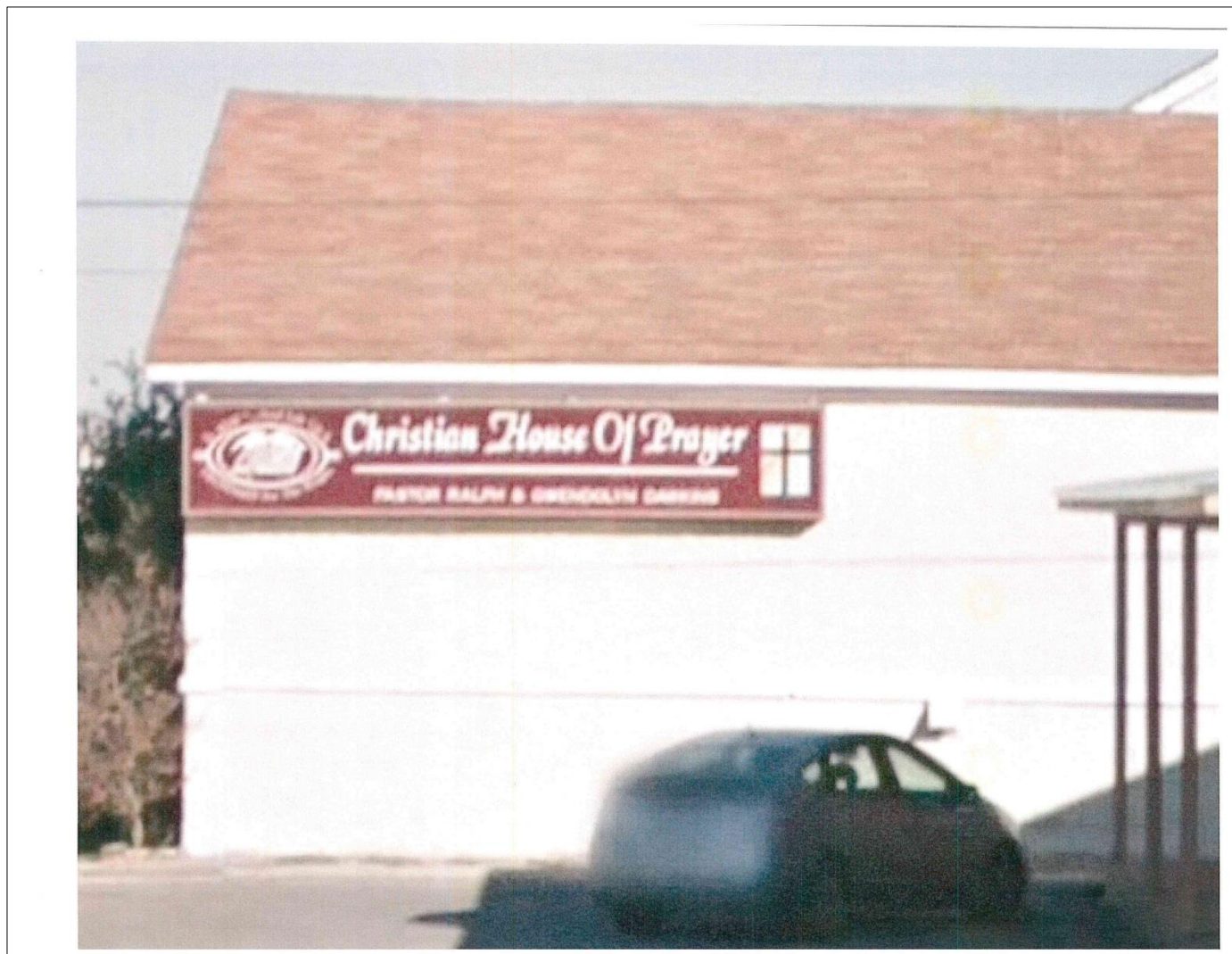
CURRENT MONUMENT STYLE SIGN



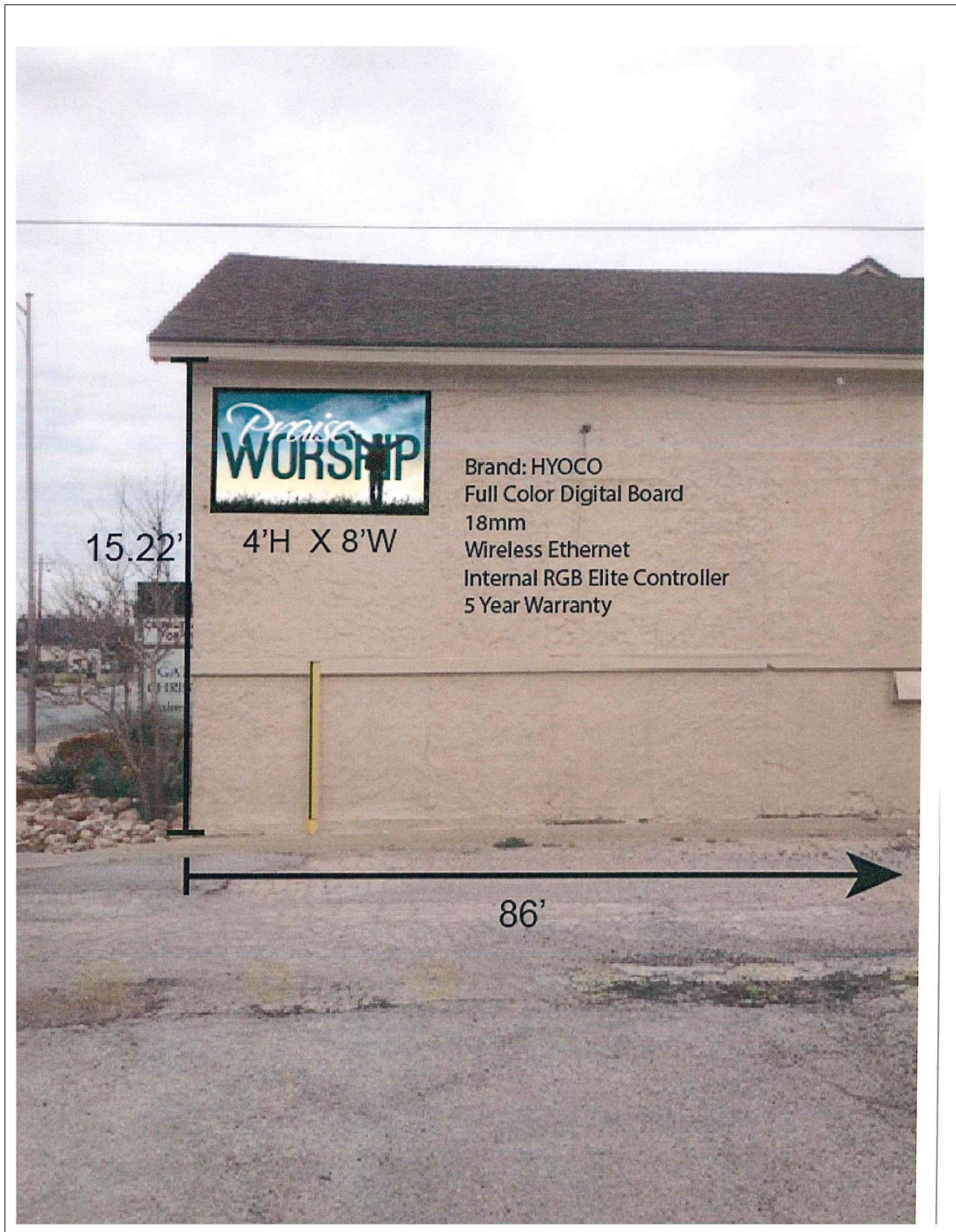
ELEVATION OF NEW MONUMENT STYLE SIGN



CURRENT WALL MOUNTED SIGN



ELEVATION OF NEW WALL MOUNTED SIGN



SITE PHOTOS
South Wall where the Digital Message Board Sign Will Go



Sam View, Different Angle



Entrance Behind Monument Style Sign



Same View, Different Angle



DESIGN AND HISTORIC REVIEW COMMISSION – April 19, 2018
STAFF REPORT



APPLICATION TYPE:		CASE:	
River Corridor Review		RCC18-09: World Finance Corp.	
SYNOPSIS:			
<p>The applicant has applied for a River Corridor Approval to allow two new wall signs, to legalize existing wall signage on the building, and to allow an existing freestanding pole sign in the public right-of-way. The applicant had applied for a River Corridor approval and associated sign variance in 2013 for similar signage (RCC13-55 & SV13-05). The Planning Commission denied the sign variance, and the Design and Historic Review Commission (DHRC) approved only the illuminated wall sign “World Finance Loans and Taxes.” The DHRC tabled the remaining wall signage request until the overall wall signage was reduced from 38% down to a maximum 25% of the wall area in accordance with the Sign Ordinance for commercial wall signage. The freestanding pole sign was not part of this request, but the Planning Division has explained in the Staff Report that City Council approval would be required. The new proposal reduces the total wall signage to 113.8 square feet, or 24.3% of the total wall area in compliance. All window signage above the telephone number sign has been removed, and the “Loans and Taxes” signs will be reduced from 20.46 and 19.22 square feet to 7.5 square feet each (see additional information).</p>			
LOCATION:		LEGAL DESCRIPTION:	
119 West Twohig Avenue; generally located approximately 200 feet southwest of West Twohig Avenue and South Irving Street.		Being the east ½ of Lot 16 in Block 10 of the San Angelo Addition, comprising a total of 0.11 acres	
SM DISTRICT / NEIGHBORHOOD:	ZONING:	FUTURE LAND USE:	SIZE:
SMD District #3 – Harry Thomas Downtown Neighborhood	CBD – Central Business District	D – Downtown	0.11 acres
THOROUGHFARE PLAN:			
<p>West Twohig Avenue – Urban Local Street Required: 50’ right-of-way, 40’ pavement and no sidewalk, or 36’ feet with a 4-foot sidewalk Provided: 100’ right-of-way, 70’ pavement with a 15’ sidewalk</p>			
NOTIFICATIONS:			
N/A			
STAFF RECOMMENDATION:			
Staff recommends APPROVAL for the vinyl wall and window signage and the freestanding sign within the public right-of-way, subject to four Conditions of Approval.			
PROPERTY OWNER/PETITIONER:			
<p><i>Property Owner:</i> Lance and Kathleen Carrico</p> <p><i>Applicants:</i> Jesse Rico, World Finance Corp.</p>			
STAFF CONTACT:			
Jeff Fisher, AICP Senior Planner (325) 657-4210, Extension 1550 jeff.fisher@cosatx.us			

Additional Information: The Planning Division received a complaint in early February 2018 about the freestanding sign in the public right-of-way and whether the wall signage on the building was permitted. After further investigation, the Planning Division found that the illuminated “World Finance Loans & Taxes” wall sign was approved by the DHRC on November 21, 2013, (RCC13-55) and had also received a sign permit #09-5590 in 2009 prior to the property being incorporated into the River Corridor. There is no record, however, of any approvals for the other signage. The purpose of this request is to approve the other signage, including the freestanding sign. The current total wall sign area is 33.49% and the proposed sign area will be 24.3% under the maximum 25% allowed in compliance with the Sign Ordinance. Notwithstanding the main sign already approved, the remaining wall signage will be unlit. There are two separate signs on the 17’-7” tall freestanding sign structure. The top 18-square foot “World Finance” sign is illuminated and the bottom 10-square foot “Loans and Taxes” sign is non-illuminated.

RCC18-09 Analysis

River Corridor Master Development Plan (RCMDP) and Historic Preservation Design Guidelines (HPD):

Section 12.06.003(b)(1) of the River Corridor Development Ordinance requires the DHRC to review any new construction of any structure in the River Corridor. This includes existing structures that require DHRC approval. The requested signs need to be consistent with the design guidelines of the *River Corridor Master Development Plan (RCMDP)*, and the *Historic Preservation Design Guidelines (HPD)* for commercial properties within the Central Business District of San Angelo. The following synopsis has been provided to determine whether each sign is consistent with the above policies.

General Sign Policies

The RCMDP policies for signs state that “signs should be incorporated into the architecture of each building” and “should have a minimum clearance of nine feet above the sidewalk for public safety.” The HPD policies indicate that “careful consideration should be given to the size, placement and graphics of a sign in order to create a uniform district and preserve the details of historic buildings,” and supports window and door signs directly applied to the display window or door window to help to attract the attention of pedestrians passing by.” The Planning Division believes that all of the signs are appropriate for a finance business and do not deter from the nature of the building. The property, while in the River Corridor, is also located west of the downtown core and located within an eclectic and diverse area of businesses and façade styles. The Planning Division recommended approval of these wall signs, and their traditional red, white and blue color in 2013 (RCC13-55) provided the signage was reduced to no more than 25% of the wall area. The new signage, which will scale down the “Loans” and “Taxes” window signs and remove the information sign above the center window, will now cover 24.3% of the wall area in compliance with the Sign Ordinance.

New freestanding pole signs are not encouraged within the Central Business District (CBD) of the River Corridor due to visual incompatibility with their surroundings as per Section 12.04.001(4) of the Sign Ordinance. The CBD area comprises of many historical buildings and enhanced facades, and these signs can deter motorists and pedestrians from being attracted to this area. However, the current freestanding sign has existed since at least 2013 when it was referenced in the RCC13-55 report. The sign is located close to the edge of curb and the 15-foot side sidewalk, leaving ample room for pedestrians and wheelchairs to pass in an unobstructed manner. It has a clearance of 9'-2" in compliance with the above policy, and Section 12.04.016 of the Sign Ordinance allows a sign in the public right-of-way only if approved by City Council. As a condition of approval, consistent with previous Staff's recommendation, the Planning Division will recommend that the applicant obtain City Council approval for the freestanding sign in the public right-of-way. This shall include entering into a temporary nonexclusive sidewalk license agreement with the City.

Materials and Colors

The RCMDP policies require that "materials and color should relate to historic precedents apparent in the immediate environment" and that "subtle yet rich colors rather than intense, bright colors is keeping with historic precedents in San Angelo. Colors should be harmonious with those colors found in adjacent buildings." It further states that "quality finished materials should be used." The HPD policies mirror the RCMDP policies and require that "colors should complement neighboring buildings and reflect a traditional color palette" and that "only colors similar to or comparable to the palette adopted by the National Trust for Historic Preservation shall be used." As indicated above, the traditional red, white and blue colors are consistent with the previous submission. These colors are found on the adjacent building to the east at 117 West Twohig Avenue, "The Door Christian Fellowship Church" and on the approved facades for 203 North Abe Street (RCC12-01). The traditional solid blue signage on a white background for the freestanding pole sign is consistent with similar freestanding signs including the Firestone sign at 38 West Concho Avenue. These solid, neutral colors are consistent with the Historical Color Palette.

Lighting

The RCMDP lighting policy requires that lighting should "not result in glare and light spill" and that "exterior lighting can be used in a subtle manner to emphasize distinctive architectural elements on a building, the building entrances, and individual storefronts." The Planning Division is satisfied that the 18-square foot lit portion of the freestanding sign will not result in significant glare or light spill given its size and perpendicular orientation. The property is surrounded by commercial businesses in all four directions within the Central Business (CBD) Zoning District. However, should a residential use, which is permitted in the CBD Zoning District, ever be established in close proximity and light spill becomes an issue, the Planning Division recommends an approval condition that dimmers or motion timers be installed if necessary between 10:00 p.m. and 7:00 a.m. at that time on all lit signage.

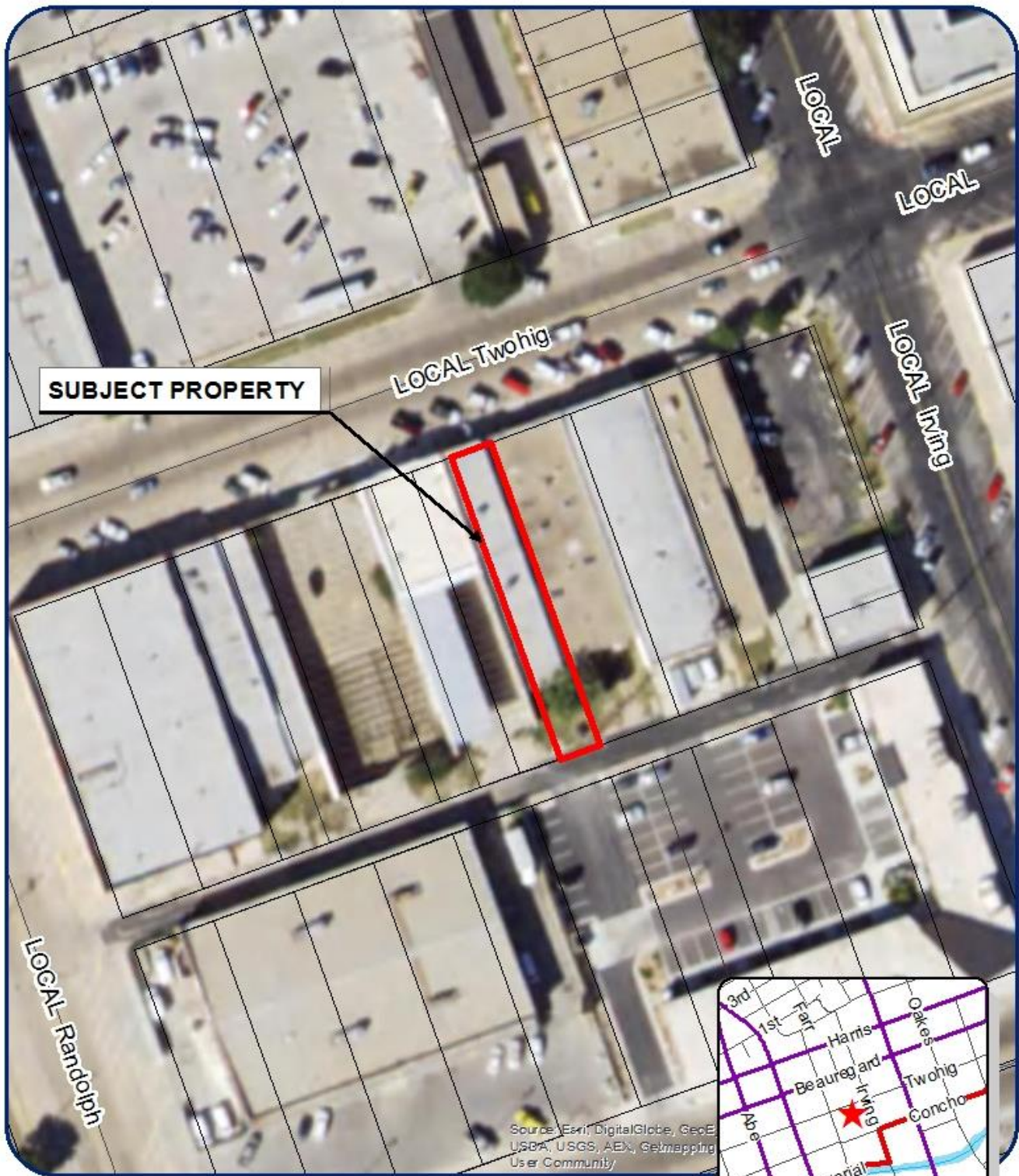
Recommendation:

Staff's recommendation is for the Design and Historic Review Commission to **APPROVE** Case RCC18-09 for the vinyl wall signage totaling 23-square feet, and the freestanding sign with a sign area of 28 square feet within the public right-of-way, **subject to the following four Conditions of Approval:**

1. The colors and materials of all signs shall be consistent with the renderings approved by the Design and Historic Review Commission, and as revised by the Planning and Development Services Director.
2. The applicant shall obtain Sign Permit(s) for all proposed signage as required.
3. Should there be excessive spillover glare onto adjacent properties, dimmers or motion timers between the hours of 10:00 pm and 7:00 am may be required to be installed on all lit signs, as determined by the Planning Director.
4. The applicant shall be required to obtain an Encroachment Approval for the existing freestanding sign from City Council, and this shall include entering into and recording a temporary nonexclusive sidewalk license agreement or equivalent agreement with the City.

Attachments:

Aerial Map
Future Land Use Map
Zoning Map
Photographs
Existing Signage
Proposed Signage
Applications



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

River Corridor Case File

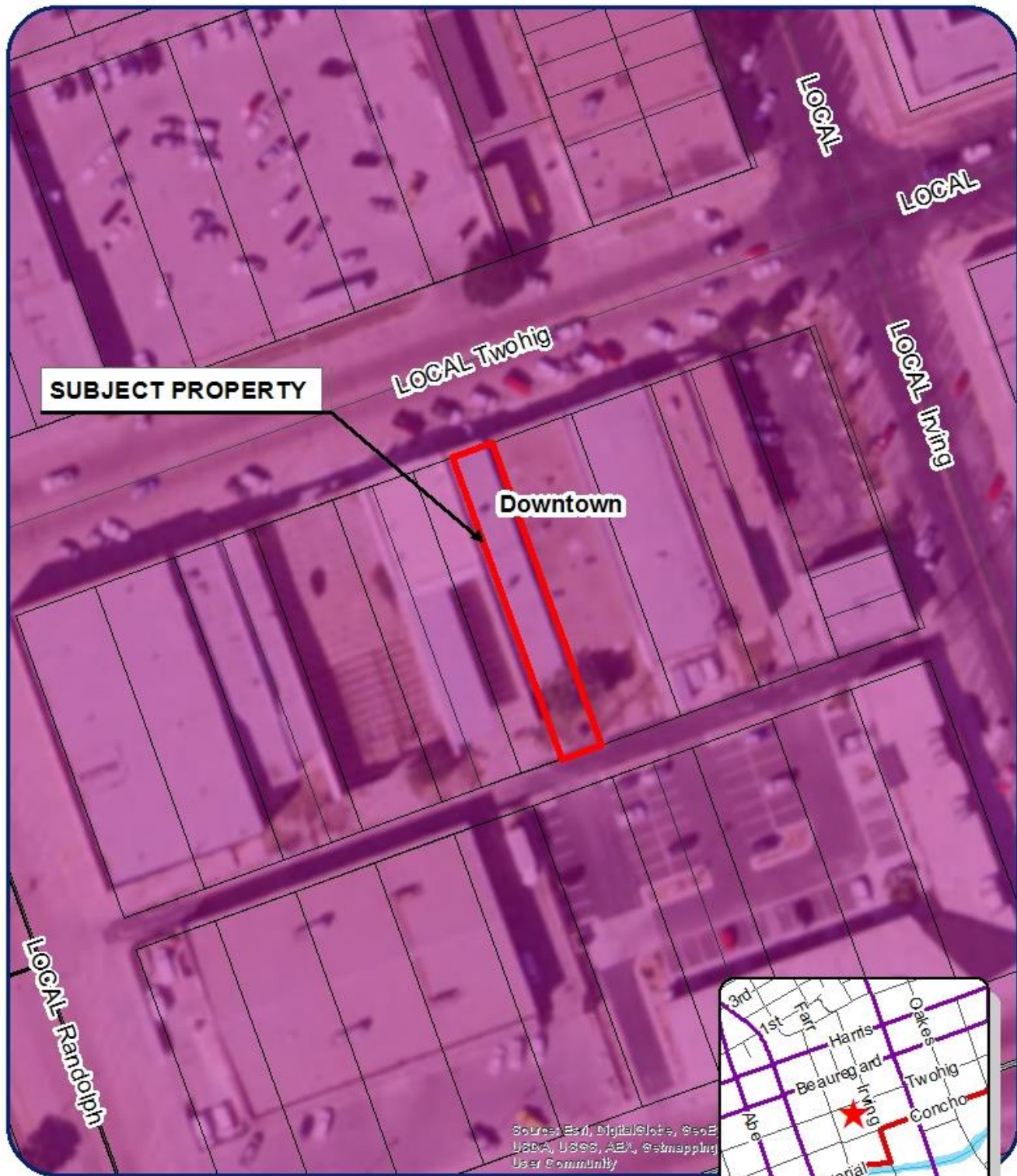
RCC18-09: World Finance Corp.

Council District: Harry Thomas (SMD#3)
 Neighborhood: Downtown
 Scale: 1" approx. = 75 ft
 Subject Property: 119 W. Twohig Avenue

Legend

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






Source: Esri, DigitalGlobe, GeoEye, IGN, USDA, USGS, Aero, GeoMapping, User Community

River Corridor Case File

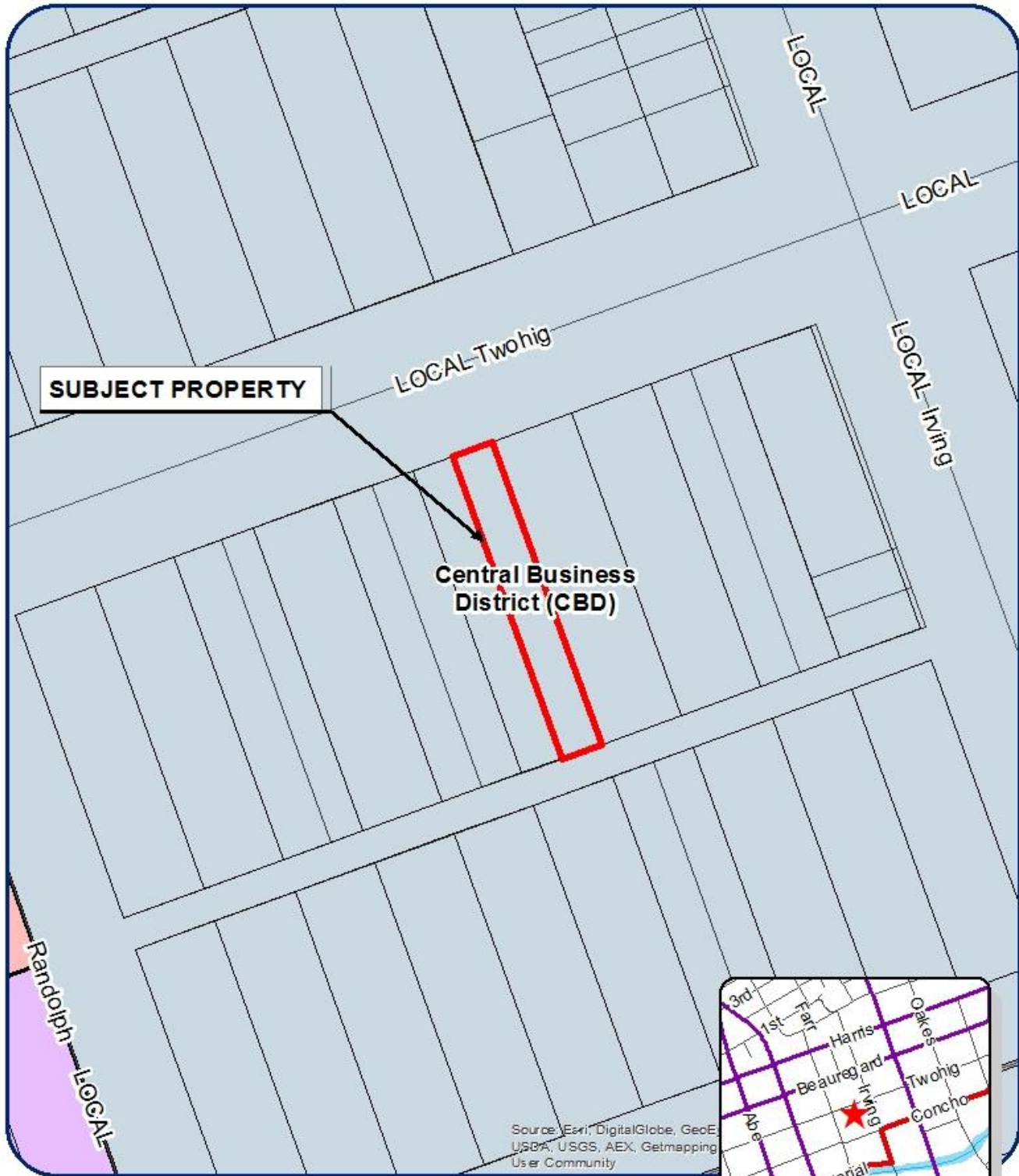
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Requested Zoning Change: **N/A**
Vision: **Downtown**



Photos of Site and Surrounding Area

WEST



EAST



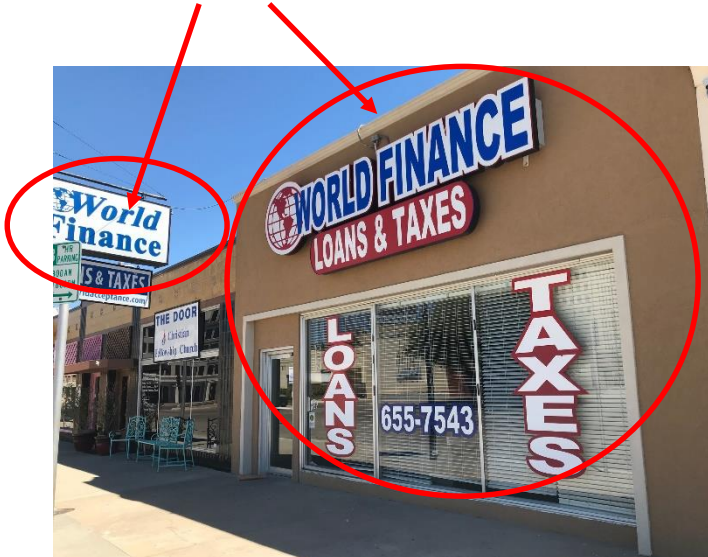
NORTH



SOUTH AT EXISTING BUILDING



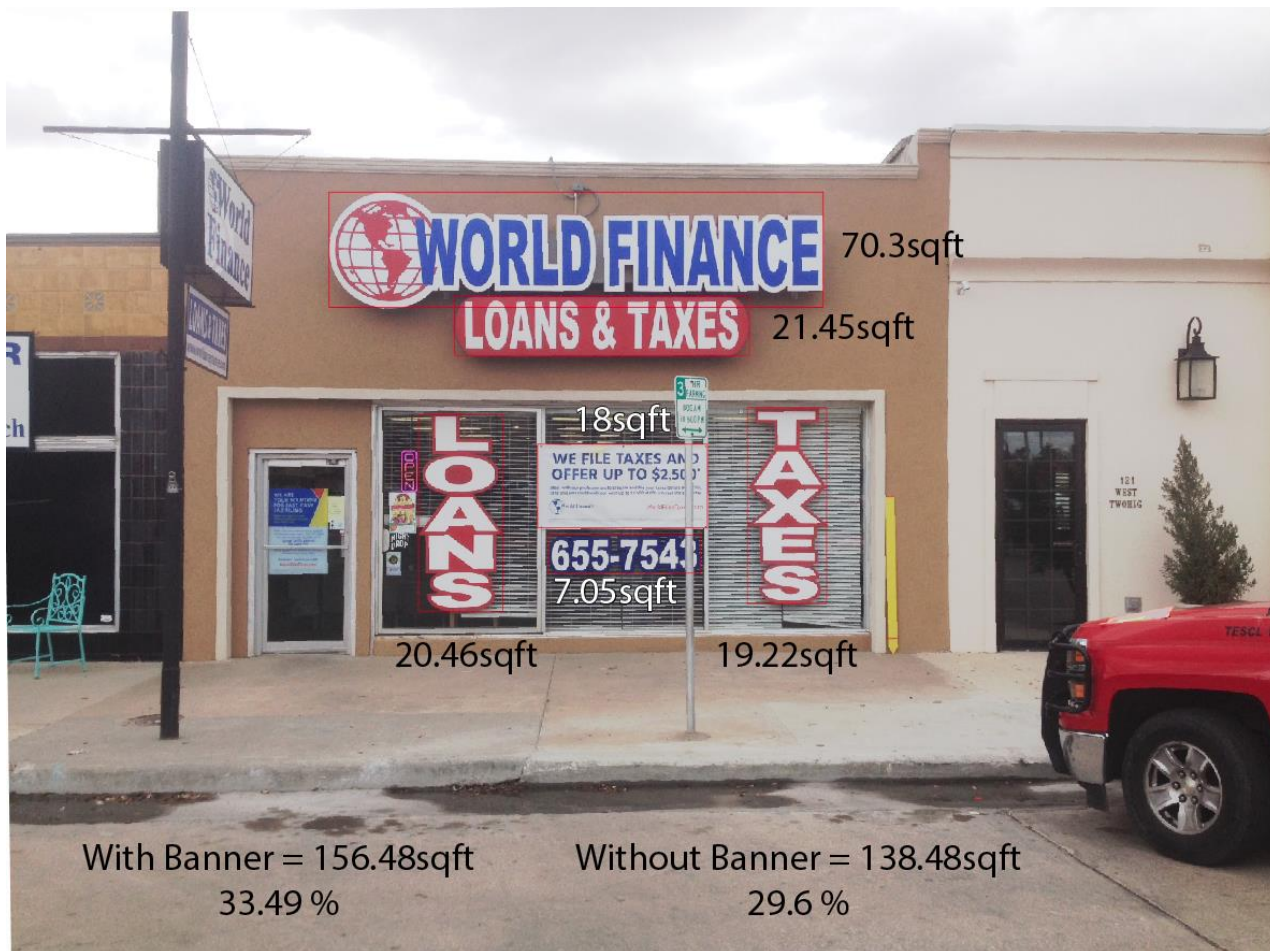
EXISTING SIGNAGE



EXISTING FREESTANDING SIGN



Existing Signage



Proposed Signage





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



Section 1: Basic Information

Name of Applicant(s): Jose Rico (World Finance Corp.)
 Owner Representative (Notarized Affidavit Required)

Mailing Address: 4800 Buffalo Gap #2700 Abilene TX 79605
City State Zip Code

Contact Phone Number: 325-725-6578
Contact E-mail Address: jose.rico@worldacceptance.com

Subject Property Address: 11911 W Tomhis San Angelo TX 76903
City State Zip Code

Legal Description (can be found on property tax statement or at www.tomgreencad.com)
San Angelo Addition Block 10 E 1/2 of lot 16

Zoning: CBD

Section 2: Site Specific Details

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 subdivision approval of any kind within the Corridor.
- Illuminated sign in the Corridor (any size)

Specific details of request: "use separate attachment if necessary"

1. to allow existing and new wall signs totalling 23% of the total wall area.

2. to allow the existing free standing pole sign of public right away with the ht. of 17 ft. in and total sign of

Effective January 3, 2017

Section 2 continued: Site Specific Details

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

Wall signage is important to the success of the office by drawing attention to our business.

In addition, we are working on getting signage down to the required 25% requirement for the City of San Angelo.

**Section 3: Applicant(s) Acknowledgement
 (By checking the boxes you indicate that you understand below regulations)**

- On administrative applications, the Director makes the final decision, appeals may be directed to the Design and Historic Review Committee.
- On other applications the Design and Historic Review Committee makes the final decision, appeals may be directed to the City Council.
- Approval of this request does not constitute approval of permits, site plans, or other processes that require separate approval.
- Any changes to the design made after this approval may require a second 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 Appropriateness.

I/We the undersigned acknowledge that the information provided above is true and correct.

JR _____ Date 3/20/18
 Signature of licensee or authorized representative

Jesse Rico
 Printed name of licensee or authorized representative

World Acceptance Corp (World Finance)
 Name of business/Entity of representative

FOR OFFICE USE ONLY:

- Description/photograph of site Sketches, plans, sketches of work Sample(s) of materials to be used
- Verified Complete Verified Incomplete

Case No.: RCC 18-09 Related Case No.: _____ Date Related case will be heard: 4/19/18

Nonrefundable fee: \$ 385.00 Receipt #: 287647 Date paid: 3, 20, 18

Reviewed/Accepted by: J. Fisher Date: 3, 20, 18