

**DESIGN AND HISTORIC REVIEW COMMISSION – June 20, 2019
STAFF REPORT**



APPLICATION TYPE:		CASE:	
River Corridor Review		RCC19-09: FastSigns	
SYNOPSIS:			
A request for approval for the construction of 1) a new 82 square foot (166" x 71") lit sign and 2) a new 1 square foot (18" x 6") window sign.			
LOCATION:		LEGAL DESCRIPTION:	
5 South Chadbourne Street		Located approximately 60 feet south of the intersection of Chadbourne Street and West Harris Avenue; more specifically occupying the San Angelo Addition, Block 13, Lots 19 Thru 21 & Lot 18 Except the North 40' of the East 125' & East 1/2 of Lot 17, in central San Angelo, Tom Green County, Texas.	
SM DISTRICT / NEIGHBORHOOD:	ZONING:	FUTURE LAND USE:	SIZE:
SMD District #3 – Harry Thomas Downtown Neighborhood	CBD – Central Business District	Downtown	0.12 acre
THOROUGHFARE PLAN:			
<u>South Chadbourne Street</u> –Major Arterial Street, 80' ROW required (100' Existing), 64' pavement required (70' Provided)			
<u>East Harris Avenue</u> – Minor Arterial Street, 80' ROW required (100' Existing), 64' pavement required (70' Provided)			
NOTIFICATIONS:			
N/A			
STAFF RECOMMENDATION:			
Staff recommends APPROVAL of case RCC19-06, subject to two Conditions of Approval.			
PROPERTY OWNER/PETITIONER:			
<u>Property Owner:</u> KIDY FOX West Texas			
<u>Applicant:</u> Virginia Fernandez			
STAFF CONTACT:			
Shelly Paschal Planner (325) 657-4210, Ext. 1533 shelly.paschal@cosatx.us			

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 including signs on any property in the River Corridor. The proposed improvements 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 improvement is consistent with the above policies.

New signage

The RCMDP signage policies 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 requires 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.” In addition, “materials shall appear to be similar to those used traditionally” and “colors should complement neighboring buildings and reflect a traditional color palette” and be “similar to or comparable to the palette adopted by the National Trust for Historic Preservation.” The Planning Division believes that the proposed signage meets all of the above policies and guidelines. The proposed blue background, with white letters for the wall sign and the proposed white letters for the door window are consistent as well with the current signage guidelines.

The subject property, situated within a block of the intersection of South Chadbourne Street and East Harris Avenue, is located in the heart of the downtown area. Along that stretch of South Chadbourne Street, few internally illuminated signs exist – unlit and painted signs are more common in the area. A passage of the RCMDP is directed to light pollution in areas near the River Corridor, entitled "Reduce Light Pollution" Section XI. Given the nature of the proposed sign, as well as the conditions outlined below, staff believes that the light source projected from the sign will not threaten the quality of the surrounding area.

Placement of the sign is necessary in order to identify the establishment. The colors and overall orientation of the sign reflects the logo that FOX WEST TEXAS station currently uses. The proposed wall sign is 82 square feet. The wall sign will also be internally illuminated. The sign will be made of aluminum, with a poly or acrylic face (plastic cover). The proposed sign is colorful, with a blue background and "FOX WEST TEXAS" and "MYFOXZONE.COM" in white lettering. Generally, in the River Corridor the usage of bright colors should be limited, but the Plan does give an exception for signage.

Although the property is situated several blocks north of the historic city center - the building was built in the late 1950s and has features that should be preserved. More, several buildings in the area are historically significant (many more from the 1950 - 60s, the old Trust Building, completed in back in 1909), any request granted will have impact aspects of the generalized area. The River Corridor Master Development Plan, regarding Commercial and Mixed Use in the Historic City Center, discourages the placement of internally illuminated signage. While, in both instances, the Plan seeks to reduce these types of signs in the area - in this case, staff finds that special consideration should be given due to the nature of the business and the fact that the hours of operation may vary from other establishments in the downtown area.

In terms of proximity, the distance from the building to the river is quite sizable and will have lesser affect on the more sensitive areas in which the Corridor seeks to protect. The building measures more than 2,000

feet from nearest portion of the river. A small surface parking lot, owned by First Baptist Church is positioned directly across from the site and the signage is expected to be viewable from many portions of the lot. Established oak trees and a utility pole will partially screen the sign while approaching the sign from the south, along South Chadbourne Street. The street, including the ROW access, measures roughly 100 feet across. Given the vantage point of where the sign will be placed, it will not be noticeable from a far distance, in any direction. The sign will be placed directly across from a parking lot across the street and will be in plain view from that site. The proponent request for the placement of a single sign along the front face the building – replacing the existing KIDY Fox sign.

The proponent's decision to place a flush-mounted wall sign is appropriate, considering the area and is more preferred over a hanging sign or monument sign. Tom Green County records indicate that the building was constructed back in 1957. It is very consistent with buildings built during that time - it has a box-like appearance, without an overhang supported by piers or columns. For such reasons, staff believes that a hanging sign would appear completely out-of-place given those aspects. Similarly, placement of a monument sign would be an unnatural fit for the area - considering that the buildings along this stretch are built along the street. In order to be cohesive with the layout of the site, a monument sign would have to be placed parallel to the street, which would significantly reduce the viewing angle for passing motorists to discern.

The sign meets ***all*** of the standards outlined in Section 12.604 of the Sign Ordinance. Given the size of the sign in relation to the building, the sign measures roughly 10 percent of the face area of the front facade of the building - the Ordinance allows for a maximum ratio of 25 percent. In addition, there is no setback requirement for signs in the CBD zoning district, per Section 12.604 of the Sign Ordinance.

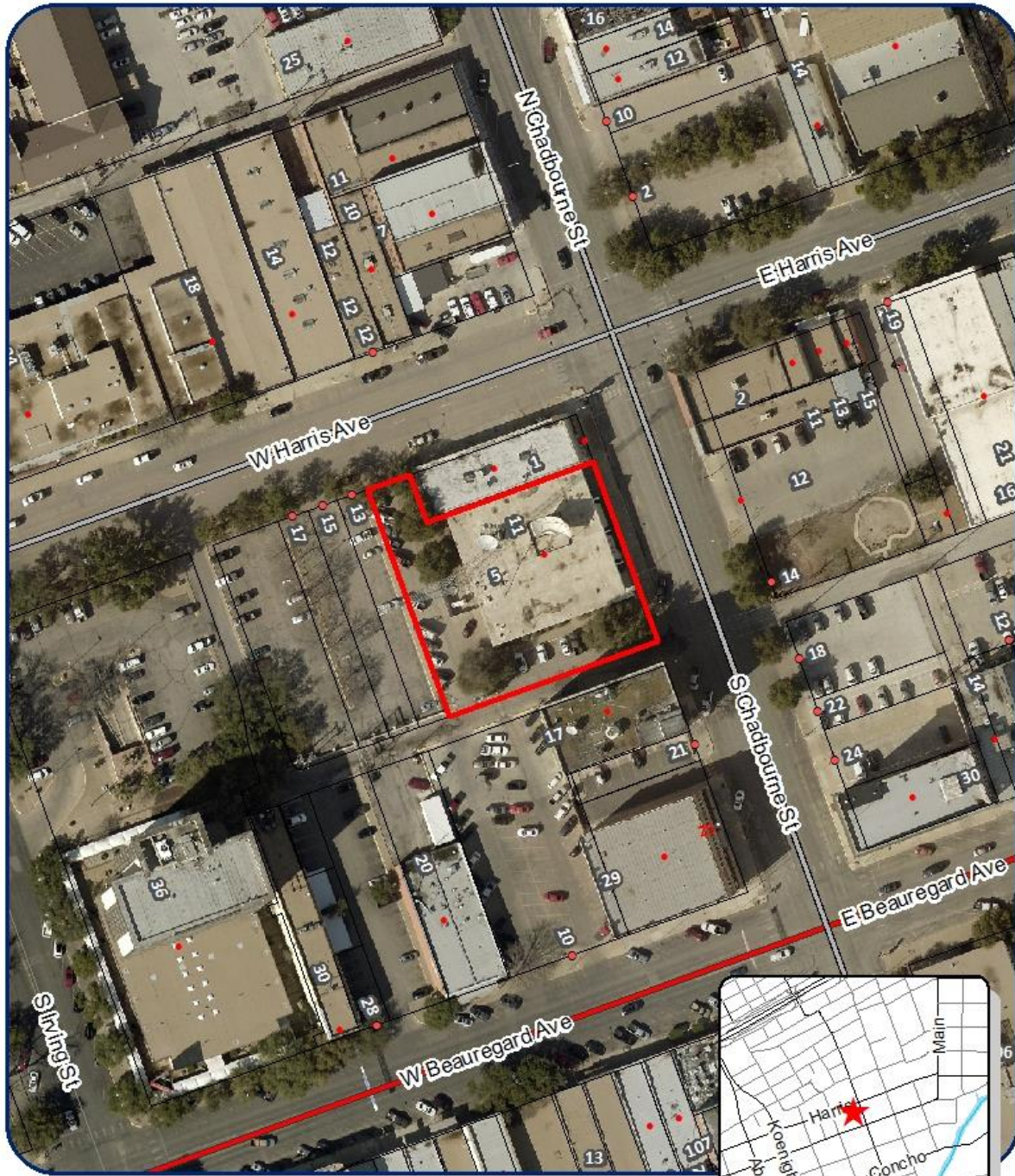
Recommendation:

Staff's recommendation is for the Design and Historic Review Commission to **APPROVE** Case RCC19-06 for the construction of 1) a new 82 square foot (166" x 71") lit sign and 2) a new 1 square foot (18" x 6") window sign, **subject to two Conditions of Approval:**

1. The colors, dimensions, 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) from the Inspections & Permits Division for all proposed signage as required.

Attachments:

Aerial Map
Future Land Use Map
Zoning Map
Photographs
Renderings of Proposed Signs
Application

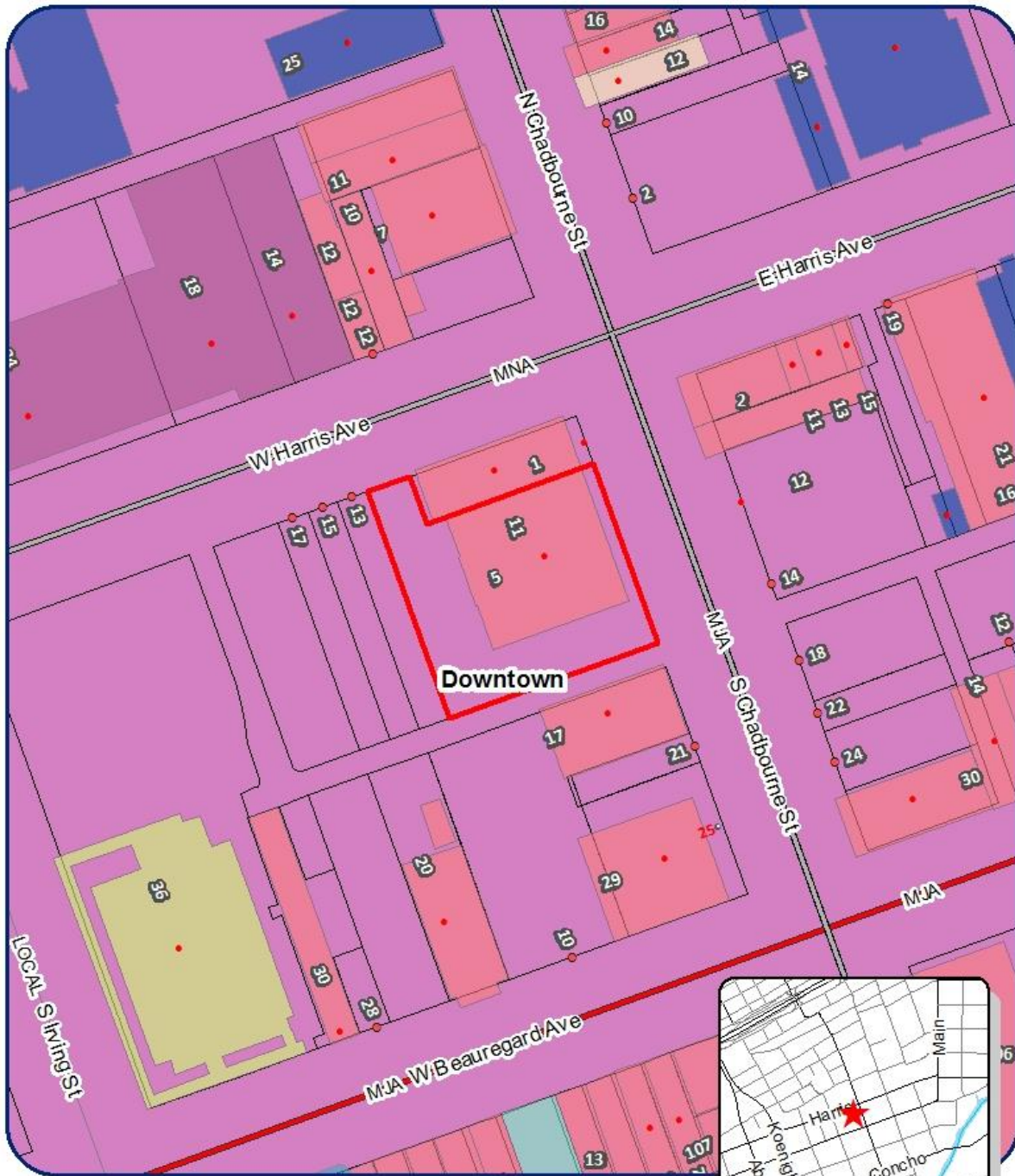


RCC19-06: Fastsigns
5 S Chadbourne St

Council District: SMD #3 - Harry Thomas
 Neighborhood: Downtown
 Scale: 1" approx. = 100 ft

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



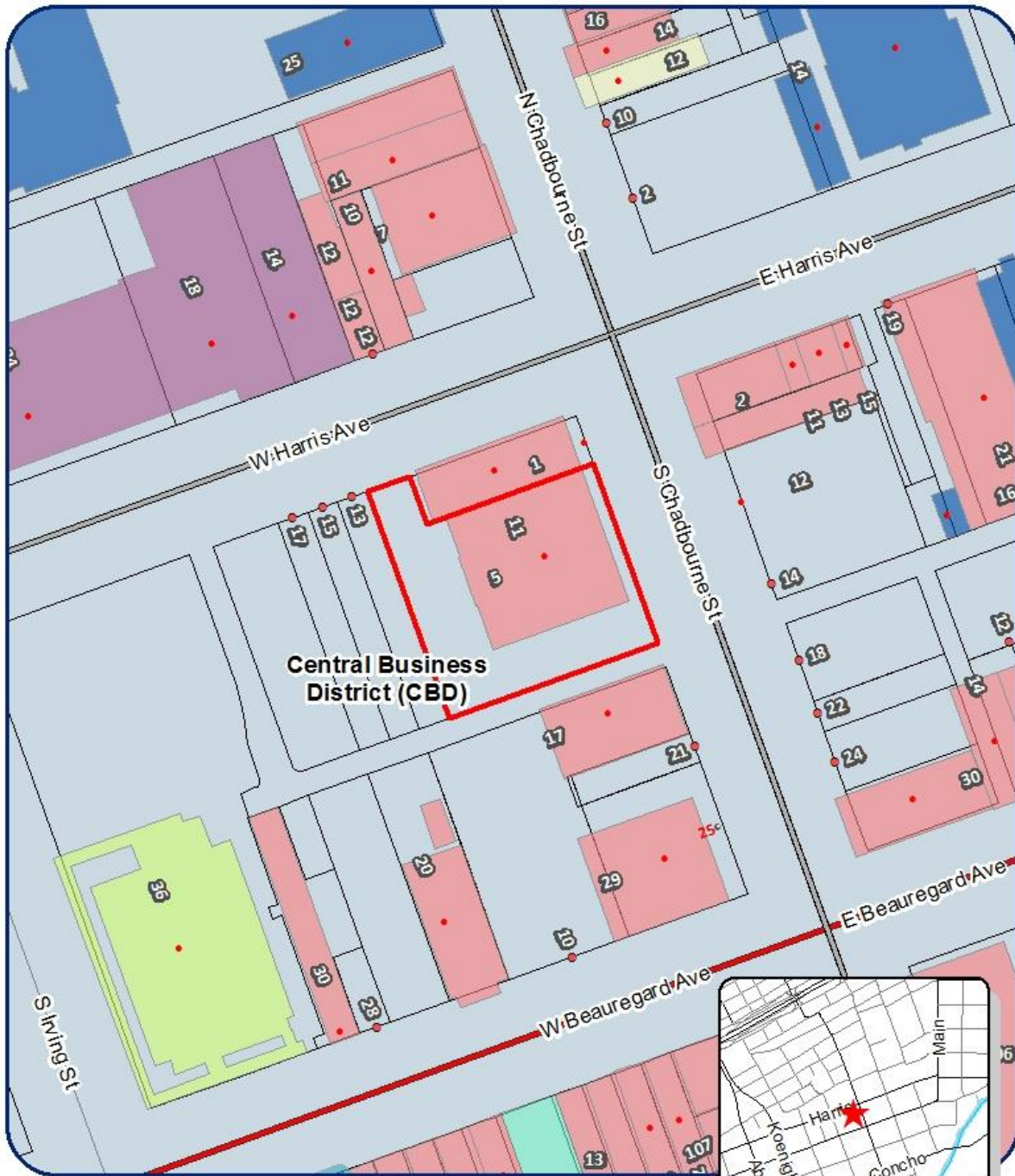


RCC19-06: Fastsigns
5 S Chadbourne St

Council District: SMD #3 - Harry Thomas
 Neighborhood: Downtown
 Scale: 1" approx. = 100 ft

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





RCC19-06: Fastsigns
5 S Chadbourne St

Council District: SMD #3 - Harry Thomas
Neighborhood: Downtown
Scale: 1" approx. = 100 ft

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



Photos of Facade



Surrounding Area (looking North)



Example of Proposed Sign



Example of Proposed Window Sign



Application

Effective January 3, 2017



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



Section 1: Basic Information

Name of Applicant(s): FASTSIGNS of San Angelo

Owner Representative (Notarized Affidavit Required)

720 Knickerbocker Road San Angelo TX 76903
Mailing Address City State Zip Code

325-277-4826 227-4826 virginia.fernandez@fastsigns.com
Contact Phone Number Contact E-mail Address

5 South Chadbourne San Angelo TX 76903
Subject Property Address City State Zip Code

Blk: 13, Subd: SAN ANGELO ADDITION, LOTS 19 THRU 21 & LOT 18 EXC N40' OF E125' & E 1/2 OF LOT 17
Legal Description (can be found on property tax statement or at www.tomgreencad.com)

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* KIDY Fox is rebranding and changing their logo. Due to the rebranding, they are needing to change out their existing sign face which, displays their old logo, to a new sign face showcasing their new logo.

The entrance door also displays their old logo so, we would like to replace the old vinyl logo with vinyl of their new logol.

Application cont.

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: _____

The proposed artwork is necessary for brand identity. The Logo sign is the face and voice of their business.

It's what consumers think of when they hear the company's name.

The logo design is very clean and simple. It will not clash with existing river corridor signage.

**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.

Virginia Fernandez
Signature of licensee or authorized representative

4-26-19
September 4, 2019
Date

Virginia Fernandez
Printed name of licensee or authorized representative

FASTSIGNS of San Angelo
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 19 -- 06 Related Case No.: _____ Date Related case will be heard: _____

Nonrefundable fee: \$ 385.00 Receipt #: 219218 Date paid: 04 / 26 / 19

Reviewed/Accepted by: _____ Date: / /

DESIGN AND HISTORIC REVIEW COMMISSION – June 20, 2019

STAFF REPORT



APPLICATION TYPE:		CASE:	
River Corridor Review		RCC19-07: Mendez Café	
SYNOPSIS:			
<p>The applicant has applied for a River Corridor Approval to allow new signage to advertise their mobile food unit (food truck) on the subject property. These signs include a 32-square foot freestanding sign facing North Chadbourne Street; a 16-square foot freestanding sign facing West 3rd Street; and four food-truck wall signs, being two banner signs, 12-square feet and 8-square feet each, a 15-square foot business name sign, and a 4-square foot food name sign at 229 N. Chadbourne Street.</p>			
LOCATION:		LEGAL DESCRIPTION:	
229 North Chadbourne Street; generally located at the southwest corner of North Chadbourne Street and West 3 rd Street.		Being the east 100 feet of Lots 1-4 in the Pauls W. A. Addition, comprising a total of 0.42 acres	
SM DISTRICT / NEIGHBORHOOD:	ZONING:	FUTURE LAND USE:	SIZE:
SMD District #3 – Harry Thomas Downtown Neighborhood	CBD – Central Business District	D – Downtown	0.25 acres
THOROUGHFARE PLAN:			
<p>North Chadbourne Street – Urban Arterial Street Required: 80’ right-of-way, 64’ pavement Provided: 100’ right-of-way, 70’ pavement</p> <p>West 3rd Street – Urban Local Street Required: 50’ right-of-way, 40’ pavement and no sidewalk, or 36’ feet with a 4-foot sidewalk. Provided: 60’ right-of-way, 40’ pavement</p>			
NOTIFICATIONS:			
N/A			
STAFF RECOMMENDATION:			
Staff recommends APPROVAL for all proposed signage, subject to five Conditions of Approval.			
PROPERTY OWNER/PETITIONER:			
<p><i>Property Owners: Robert and Janice Hatfield</i></p> <p><i>Applicant:</i> Mrs. Diana Mendez (Mendez Café)</p>			
STAFF CONTACT:			
Jeff Fisher, AICP Principal Planner (325) 657-4210, Extension 1550 jeff.fisher@cosatx.us			

Additional Information: The requested signs were erected when the mobile food unit was placed on the property. The food truck received a required food service permit from the Health Department on March 26, 2019 but did not require a building permit and is therefore exempt from a River Corridor Review. However, all signs in the River Corridor require a River Corridor Review as per Section 12.06.003 of the River Corridor Development Ordinance.

River Corridor Master Development Plan (RCMDP): 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 signs of any type. The requested signs need to be consistent with the design guidelines of the *River Corridor Master Development Plan (RCMDP)* for commercial and mixed use properties inside of the Historic City Center.

Signs

The RCMDP policies state that “pedestrian-oriented signs can be small, and the design and uniqueness of the sign can relay the character of the store” and that “signs should be incorporated into the architecture of the building”. In this case, the signs are designed to capture attention of pedestrians and vehicles along Chadbourne Street and West 3rd Street to the food truck, and are small and pedestrian-oriented in their size and scope. The largest sign is only 32-square feet, consistent with this policy. The sign messages also convey the intent of the food truck for Mendez Café which sells Mexican and American food (tacos, burgers, etc.). **It is noted there is a 6-square foot “Now Open” freestanding informational sign in the public right-of-way, as well as 5 other informational signs attached to the front fence, each under 4 square feet. As a condition of approval, the sign face on the “Now Open” sign shall be relocated onto private property as required and reduced to a maximum of 4 square feet or removed. The other informational signs do not extend past the property line and do not exceed the maximum sign area and can remain as existing. None of these signs require sign permits.**

Materials and Color

The RCMDP policies for signs inside the Historic City Center state that “materials and color should relate to historic precedents apparent in the immediate environment” and use “subtle yet rich colors rather than intense, bright colors” and that these “should be harmonious with those colors found on adjacent buildings”. Similar to the sign policies above, Staff interpret this to also include harmony with the adjacent food truck since these are intended to advertise for the food truck. Staff believes the proposed colors of all signs are consistent with the mobile food truck, and with other buildings on the site and in the surrounding vicinity. The solid neutral yellow on the two freestanding signs and two food truck signs is complimentary to the solid neutral red background on the food truck. Staff believes that these signs, including the orange-and-yellow business logo sign on the truck enhance the aesthetic appeal of the site, while keeping with a similar theme of red and of yellow/beige color on adjacent buildings along this portion of North Chadbourne Street.

The structural frames of the freestanding signs also are consistent with similar signs downtown in the River Corridor painted solid black. However, Staff is concerned about the lack of quality finished material used in these structures. While the food truck remains on the property, its signage should convey a sense of permanence and quality design, similar to other uses in the River Corridor. **As a condition of approval, Staff recommends that the structural frames of the two freestanding signs are replaced with new structures of quality material and which are aesthetically appropriate for this traditional area of the River Corridor. The following are examples used for other properties in the River Corridor:**



Lighting

The lighting policy in the RCMDP indicates that “internally illuminated signs are not appropriate for the historic city center” and to “eliminate light trespass from building sites, improve night sky access, and reduce development impact on nocturnal environments.” The “Tacos” sign to be located on the front of the food truck, will face North Chadbourne Street and other commercial enterprises, and at four square feet will not have any negative impact on adjacent properties. The sign will be lit by a fluorescent tube on the sign itself as opposed to the entire sign bracket being internally lit, consistent with the above policy. In order to provide additional assurance of limiting light spillover, Staff will require as a condition of approval that dimmers or other mitigation measures shall be installed or undertaken to the satisfaction of the Planning Director, if it is determined there is spillover glare into adjacent properties or the public right-of-way.

Recommendation:

Staff’s recommendation is for the Design and Historic Review Commission to **APPROVE** Case RCC19-07 for all proposed signage, **subject to the following five Conditions of Approval:**

1. The colors, dimensions, 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 permits for all proposed signage as required.
3. The structural frames of the two freestanding signs shall be replaced with new structures made of quality material and which are aesthetically appropriate for the River Corridor to the satisfaction of the Planning Director.
4. Should there be excessive spillover glare onto adjacent properties or the right-of-way, dimmers or other mitigation measures shall be installed or undertaken to the satisfaction of the Planning Director.
5. The existing informational sign “Now Open” shall be relocated onto private property and the sign face shall be reduced to a maximum four square feet, or removed, in accordance with the Sign Ordinance.

Attachments:

Aerial Map

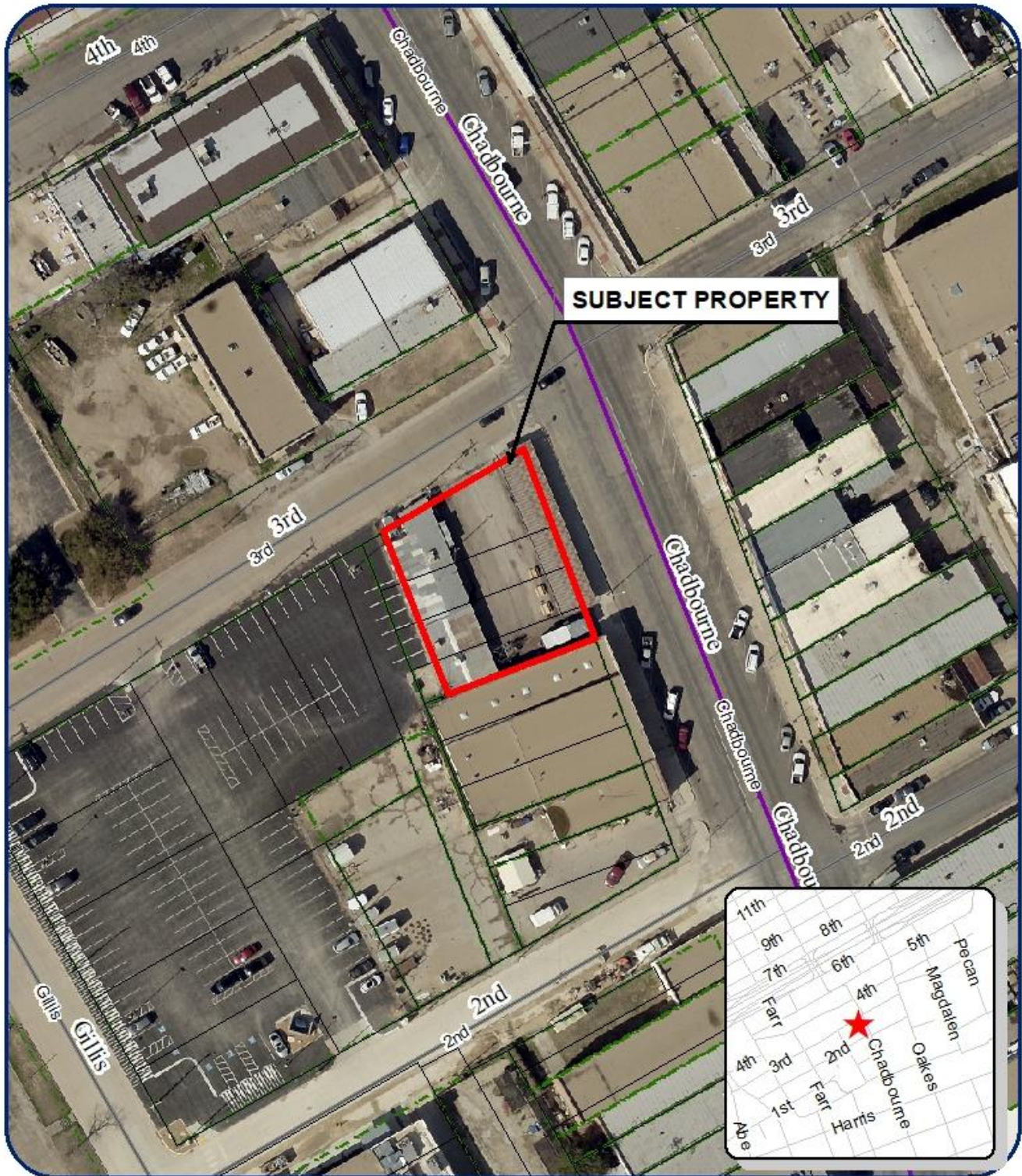
Future Land Use Map

Zoning Map

Photographs of Signage and Surrounding Area

Site Plan

Application



River Corridor Review

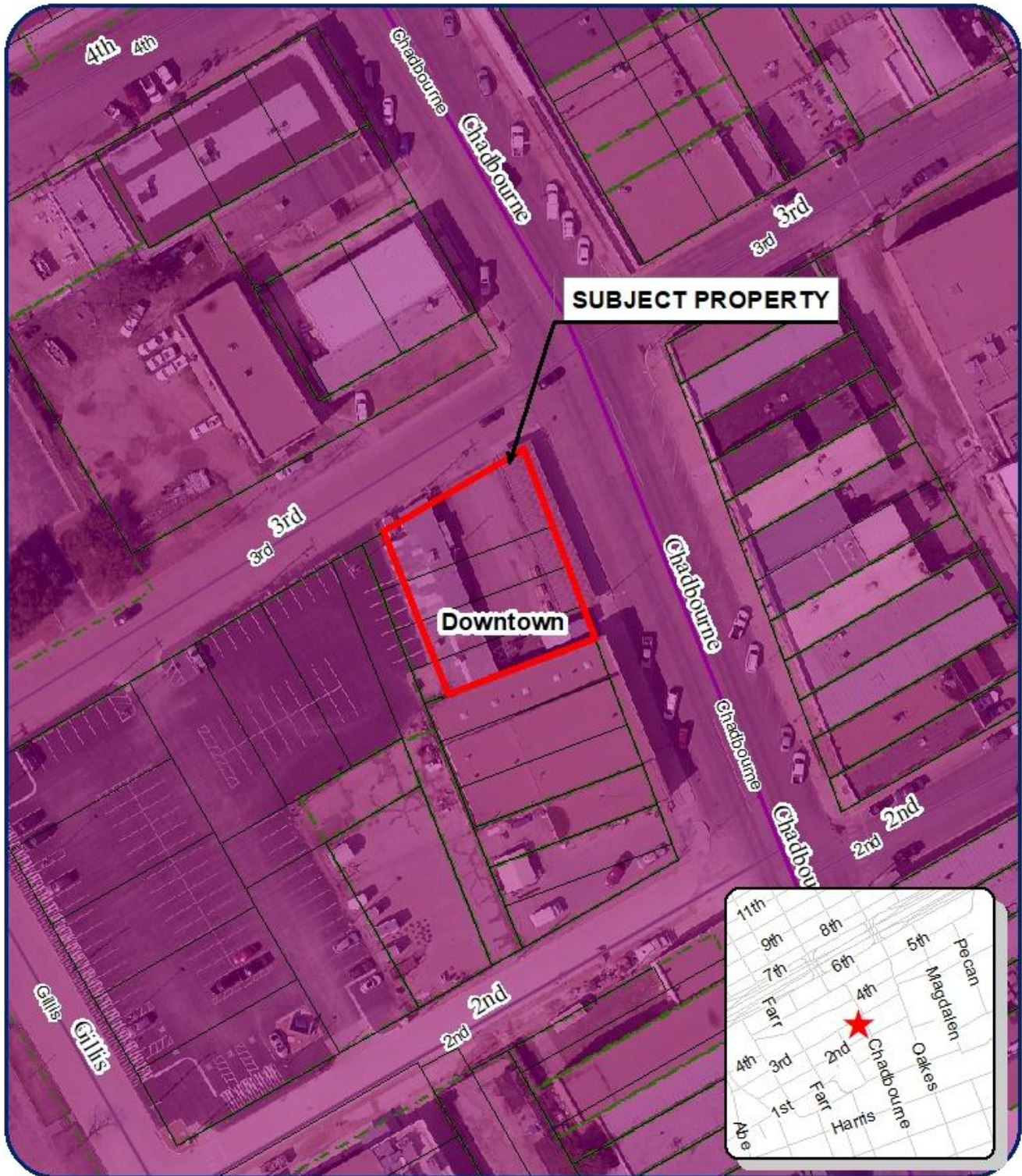
RCC19-07: Mendez

Council District: Harry Thomas District 3
 Neighborhood: Downtown
 Scale: 1" approx. = 75 ft
 229 N. Chadbourne St.

Legend

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





River Corridor Review

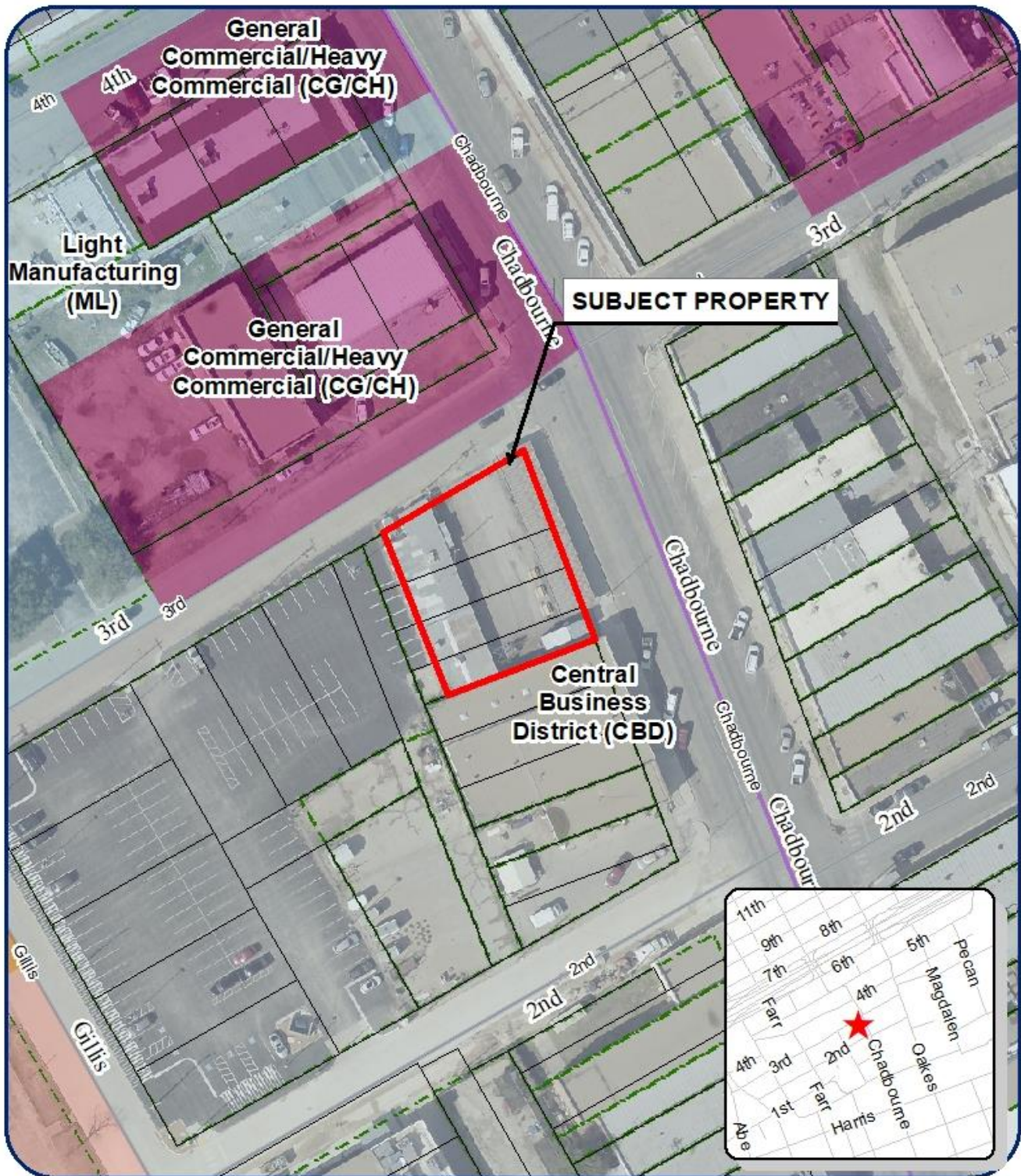
RCC19-07: Mendez

Council District: Harry Thomas District 3
Neighborhood: Downtown
Scale: 1" approx. = 75 ft
229 N. Chadbourne St.

Legend

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






River Corridor Review

RCC19-07: Mendez

Council District: Harry Thomas District 3
Neighborhood: Downtown
Scale: 1" approx. = 75 ft
229 N. Chadbourne St.

Legend

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



Photos of Site and Surrounding Area

PROPOSED 32-SQUARE FOOT
FREESTANDING SIGN
(TO FACE N. CHADBOURNE ST.)



PROPOSED 16-SQUARE FOOT
FREESTANDING SIGN
(TO FACE W. 3RD ST.)



PROPOSED FOOD TRUCK SIGNS (15, 12 AND 8-SQUARE FEET EACH)



Photos of Site and Surrounding Area

PROPOSED 4-SQUARE FOOT
ILLUMINATED SIGN
(TO BE RELOCATED ONTO FRONT
OF FOOD TRUCK



PROPOSED 16-SQUARE FOOT
FREESTANDING SIGN



PATIO AREA IN FRONT OF FOOD TRUCK



VIEW SOUTH ON CHADBOURNE STREET



ADJACENT BUILDINGS ON SAME PROPERTY



EAST SIDE OF CHADBOURNE STREET



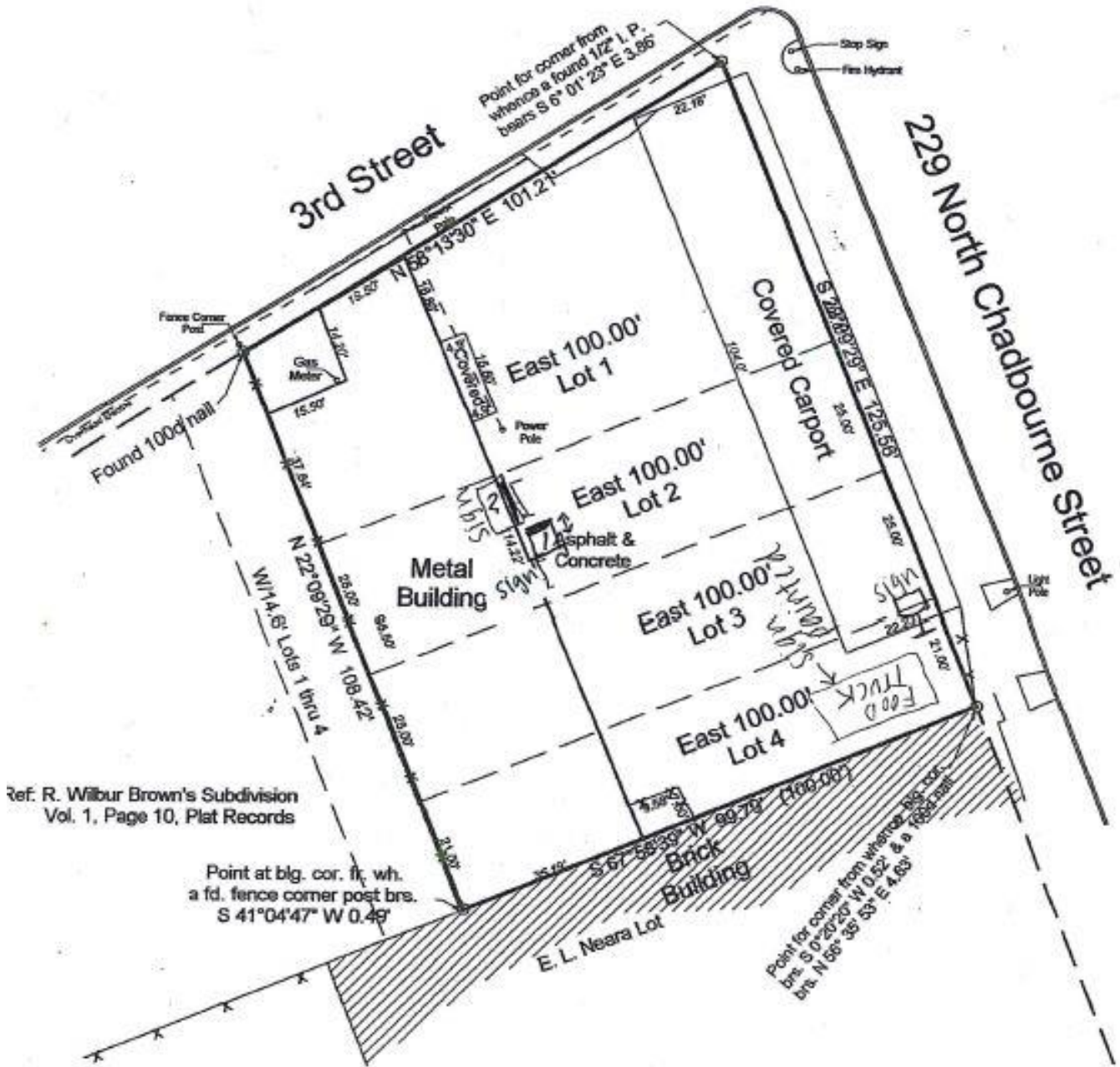
EXISTING INFORMATIONAL SIGN IN
RIGHT-OF- WAY (TO BE RE-LOCATED ONTO
PRIVATE PROPERTY)



EXISTING INFORMATIONAL SIGNS
(NO PERMIT REQUIRED)



Site Plan



Effective January 3, 2017



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



Section 1: Basic Information

Name of Applicant(s): Diana Mendez
 Owner Representative (Notarized Affidavit Required)

2568 Sunset Drive San Angelo TX 76904
Mailing Address City State Zip Code

325-245-1336 mendezdiana17@gmail.com
Contact Phone Number Contact E-mail Address

229 N. Chadbourne San Angelo TX 76904
Subject Property Address City State Zip Code

Pauls WA Addition, E 100' of Lots 1-4
Legal Description (can be found on property tax statement or at www.tamgreencad.com)

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. Signs in the river 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 Food truck sign put in brackets wall
 - ② Free standing sign facing Chadbourne st.
 - ③ Free standing sign facing 3rd st. 4x4
 - ④ Food truck Taro Led sign.
- see Attached:

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:

The colors and material are consistent with the characters of the downtown scene.

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

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- On other applications the Design and Historic Review Committee makes the final decision, appeals may be directed to the City Council.
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- 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.

Diana Mendez
Signature of licensee or authorized representative

5/13/19
Date

Diana Mendez
Printed name of licensee or authorized representative

Mendez Mobile Cafe
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 19-07 Related Case No.: --- Date Related case will be heard: ---

Nonrefundable fee: \$ 385.00 Receipt #: 242505 Date paid: 5/29/19

Reviewed/Accepted by: J. Fisher Date: 5/17/19