

**DESIGN AND HISTORIC REVIEW COMMISSION – July 18, 2019
STAFF REPORT**



APPLICATION TYPE:		CASE:	
River Corridor Review		RCC19-09: FastSigns	
SYNOPSIS:			
A request for approval for the construction of a new 32 square foot (96" x 48") lit sign.			
LOCATION:		LEGAL DESCRIPTION:	
609 Rio Concho Drive		Being 2.75 acres out of the middle part of Lots 21 thru 23 and the west 25' of Lot 24, Fort Concho River lots in San Angelo, Tom Green County, Texas.	
SM DISTRICT / NEIGHBORHOOD:	ZONING:	FUTURE LAND USE:	SIZE:
SMD District #3 – Harry Thomas Fort Concho Neighborhood	Low Rise Multifamily Residential (RM-1)	Neighborhood	2.75 acre
THOROUGHFARE PLAN:			
Rio Concho Drive – Parkway, No minimum standards. Actual 35' ROW, 35' Paving Width without sidewalks.			
NOTIFICATIONS:			
N/A			
STAFF RECOMMENDATION:			
Staff recommends APPROVAL of case RCC19-09, subject to two Conditions of Approval .			
PROPERTY OWNER/PETITIONER:			
<u>Property Owner:</u> Arbor Terrace <u>Applicant:</u> Stacy McIntrye			
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 properties within the River Corridor of San Angelo. The following synopsis has been provided to determine whether each improvement is consistent with the above policies.

New signage

The HPD requires that “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 gray background, with blue letters for the free-standing sign is consistent as well with the current signage guidelines.

The subject property, situated on Rio Concho Drive directly across the road from the river, is located near the downtown area. Along that stretch of Rio Concho Drive, 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 of Arbor Terrace Healthcare Center. The proposed free-standing sign is 32 square feet. The 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 gray background and "Arbor Terrace" and "Skilled nursing & Rehabilitation" in blue lettering and "Healthcare Center" and "609 Rio Concho Drive" in gray lettering. Generally, in the River Corridor the usage of bright colors should be limited, but the Plan does give an exception for signage.

The sign meets **all** of the standards outlined in Section 12.604 of the Sign Ordinance. In no case shall the nonresidential use within a residential district sign exceed 64 square feet and the proposed sign doesn't exceed this limitation. The maximum height is 8 feet and the proposed height of 7 feet at the proposed location on the property meets this standard. The proposal of just one freestanding sign is also allowed. The proposed setback is also consistent with the Sign Ordinance.

Recommendation:

Staff's recommendation is for the Design and Historic Review Commission to **APPROVE** Case RCC19-09 for the construction of a new 32 square foot (96" x 48") lit 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. Minor deviations may be approved 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 Sign

Proposed location of Sign

Application

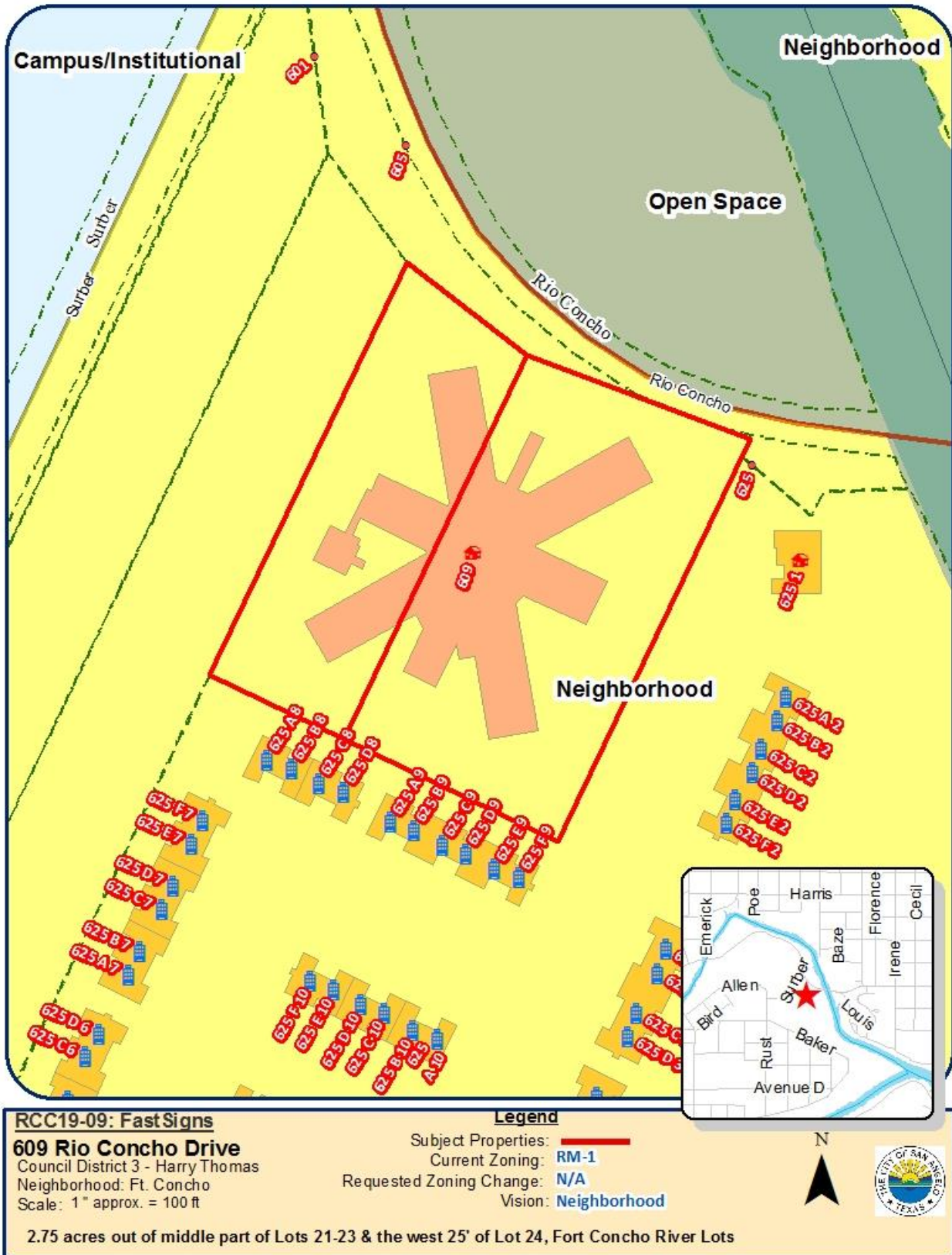


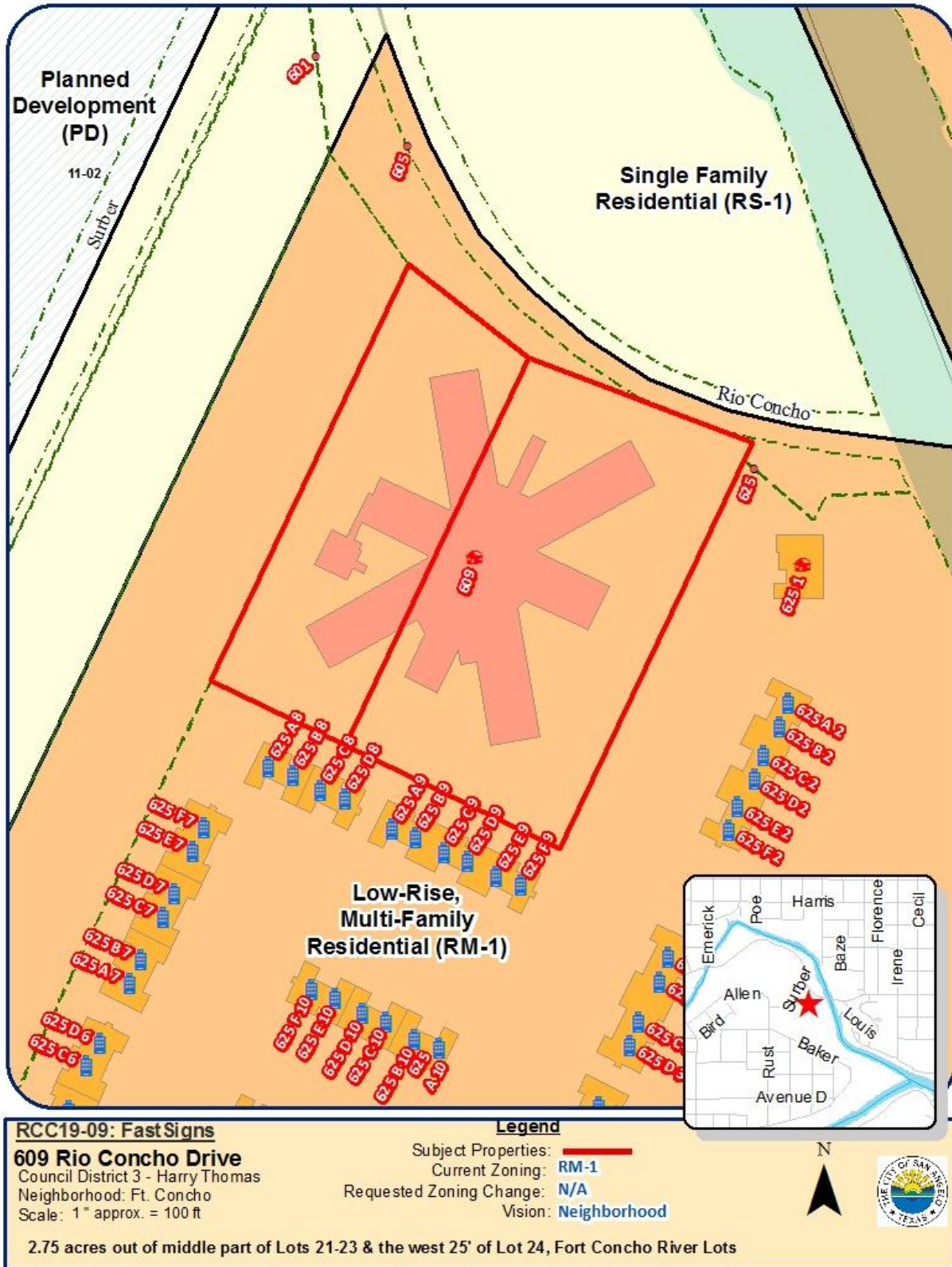
RCC19-09: FastSigns
609 Rio Concho Drive
 Council District 3 - Harry Thomas
 Neighborhood: Ft. Concho
 Scale: 1" approx. = 100 ft

Legend
 Subject Properties: —
 Current Zoning: **RM-1**
 Requested Zoning Change: **N/A**
 Vision: **Neighborhood**



2.75 acres out of middle part of Lots 21-23 & the west 25' of Lot 24, Fort Concho River Lots





Front of Subject Property



Side of Subject Property



Proposed location of sign

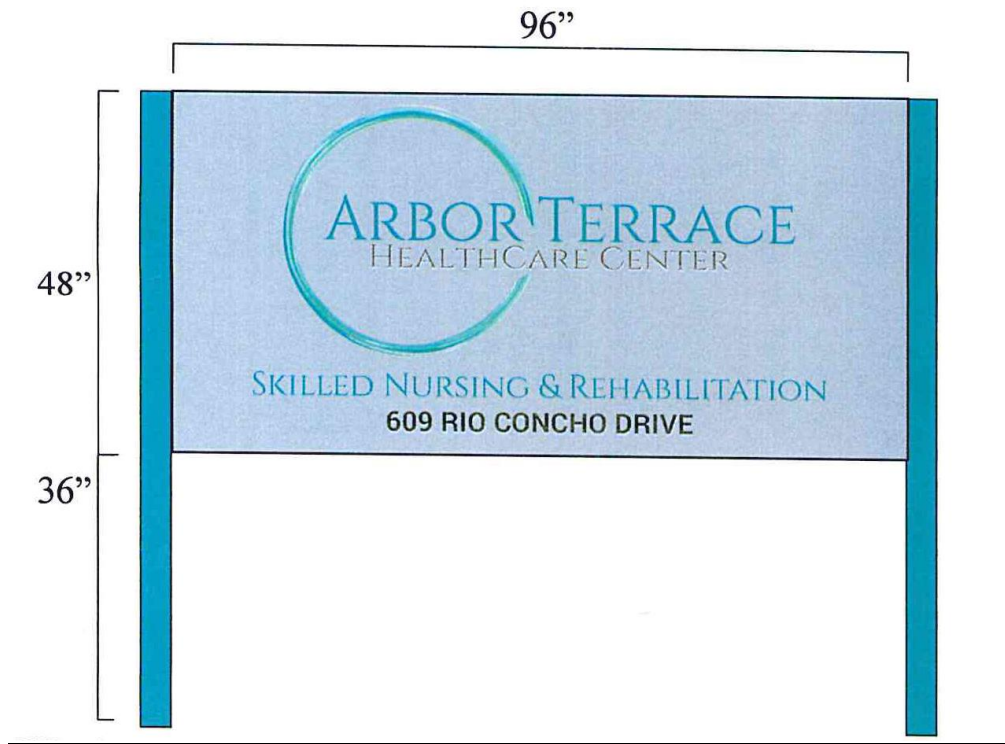


57' To curb
327' Frontage
Monument Sign

ArcGIS Web Map



Example of Proposed 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): Fast Signs of San Angelo - Stacy McIntyre

Owner Representative (Notarized Affidavit Required)

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

325-456-7757 stacy.mcintyre@fastsigns.com
Contact Phone Number Contact E-mail Address

609 Rio Concho Dr, San Angelo, Tx 76903
Subject Property Address City State Zip Code

Subd: Fort Concho River Lots, 2.750 Acres out of the middle part of lots 21 thru 23 & The W25' of Lot 24
Legal Description (can be found on property tax statement or at www.tomgreencad.com)

Zoning: RM-1

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* _____

This sign will replace the old sign (already removed). It will be located in the same are as the previous sign. The new sign will have the new owner's logo.

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: _____

This sign will be a true upgrade to the previous sign for the property and area. The sign is necessary for property identification.

**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.



Signature of licensee or authorized representative

6-14-19

Date

Stacy McIntyre

Printed name of licensee or authorized representative

FAst Signs 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 19-09 Related Case No.: _____ Date Related case will be heard: _____

Nonrefundable fee: \$385.00 Receipt #: 272888 Date paid: 6-17-19

Reviewed/Accepted by: J. Fisher Date: 6-17-19

**DESIGN AND HISTORIC REVIEW COMMISSION – July 18, 2019
STAFF REPORT**



APPLICATION TYPE:		CASE:	
River Corridor Review		RCC19-10: FastSigns of San Angelo	
SYNOPSIS:			
<p>The applicant has applied for a River Corridor Approval to allow two signs, a new 16-square foot projecting sign and an existing 12-square foot door sign. The purpose of both signs is to provide advertising and attract customers to “The Latest Scoop” ice cream store on the property. The projecting sign will be a vintage lit sign with an acrylic face “The Latest Scoop” located on top of the small canopy facing West Concho Avenue. The vinyl door sign will match the logo and shape of the projecting canopy sign (see additional information).</p>			
LOCATION:		LEGAL DESCRIPTION:	
37 West Concho Avenue; generally located approximately 75 feet east of the intersection of West Concho Avenue and South Irving Street.		Being Lot 28 and the east 25 feet of Lot 29 in Block B of the San Angelo Addition	
SM DISTRICT / NEIGHBORHOOD:		ZONING:	FUTURE LAND USE:
SMD District #3 – Harry Thomas Downtown Neighborhood		CBD – Central Business District	D – Downtown
			SIZE:
			0.34 acres
THOROUGHFARE PLAN:			
<i>West Concho Avenue</i> –Parkway, Provided: 100’ right-of-way, 70’ pavement with 12-foot sidewalks on both sides			
NOTIFICATIONS:			
N/A			
STAFF RECOMMENDATION:			
Staff recommends APPROVAL for all proposed signage, subject to four Conditions of Approval.			
PROPERTY OWNER/PETITIONER:			
<i>Property Owner: Kinney Franke Enterprise LLC</i>			
<i>Applicant: Stacy McIntyre, FastSigns of San Angelo</i>			
STAFF CONTACT:			
Jeff Fisher, AICP Principal Planner (325) 657-4210, Extension 1550 jeff.fisher@cosatx.us			

Additional Information: The Latest Scoop ice cream store is located at the front of the existing building as “37A” West Concho Avenue, with Kinney Franke Architects using the back of the building on the same lot as “37B” West Concho Avenue. The ice cream store has been operating in this location since 2016. The 16-square foot sign will be located on top of an existing canopy that projects into the Concho Avenue public right-of-way. However, because the sign is not greater than 16-square feet, the Sign Ordinance allows this sign, located in the Central Business District, to extend into the right-of-way without an additional approval from City Council. On their site visit of June 26, 2019, Staff discovered an existing door sign, a small ice cream sign on top of the canopy, and two flag signs in the sidewalk right-of-way, none of which were permitted. The ice cream sign on the canopy, and the two flag signs in the sidewalk right-of-way will be required to be removed. The door sign is part of this request will require a sign permit as a condition of approval.

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, and the *Historic Preservation Design Guidelines for the Central Business District (HPDG)*.

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”, that “signs should be incorporated into the architecture of the building”, and that they “should have a minimum clearance of nine feet above the sidewalk for public safety” consistent with the Sign Ordinance. The HPDG policies encourage awning signs and perpendicular projecting signs. The proposed signs are consistent with these policies and compatible with other signs in the Central Business District and River Corridor. Other projecting signs include the “37” rooftop sign on the same property (RCC11-07); the Leddy’s Boots projecting boot sign at 22 South Oakes Street (RCC06-08); the Angry Cactus rooftop sculpture sign at 1 West Concho Avenue (RCC14-23); and the Twisted Root rooftop truck sign (RCC14-25). The projecting sign at 16-square feet is large enough to be visible from the street right-of-way without being intrusive. The sign is over 10 feet above the ground in accordance with the above policy. The door sign has the same colors and includes additional burgundy lettering at the bottom “Made Fresh Inside...from our family to yours”. Staff is satisfied that this sign will enhance the storefront and compliment the projecting canopy sign.

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”. The HPDG policies state that signs should “have a wide variety of colors and icons to create a unique character”. Staff is satisfied with the proposed colors and materials of the signs, which are

similar to other businesses in the surrounding area. They both combine a wide variety of solid colors, a beige (tan) cone, with white, teal, and green on the ice cream. As indicated, the door sign contains additional burgundy letters on the bottom of the sign. All of these colors are consistent with the color palette of the National Trust for Historic Preservation. The acrylic projecting sign and vinyl door sign are consistent with similar signs in the River Corridor. The structural mounting of the canopy sign will be reviewed as part of the permitting process.

Lighting

The lighting policy in the RCMDP for the Historic City Center states that lighting shall be integrated into the building “but should not result in glare and light spill.” Staff is satisfied that the proposed LED projecting lit sign will not create any spillover glare issues onto surrounding properties which comprise of non-residential uses. However, as a condition of approval, Staff will require that if it is determined there is spillover glare onto adjacent properties or the public right-of-way, the applicant shall install dimmers or other mitigation measures to the satisfaction of the Planning Director.

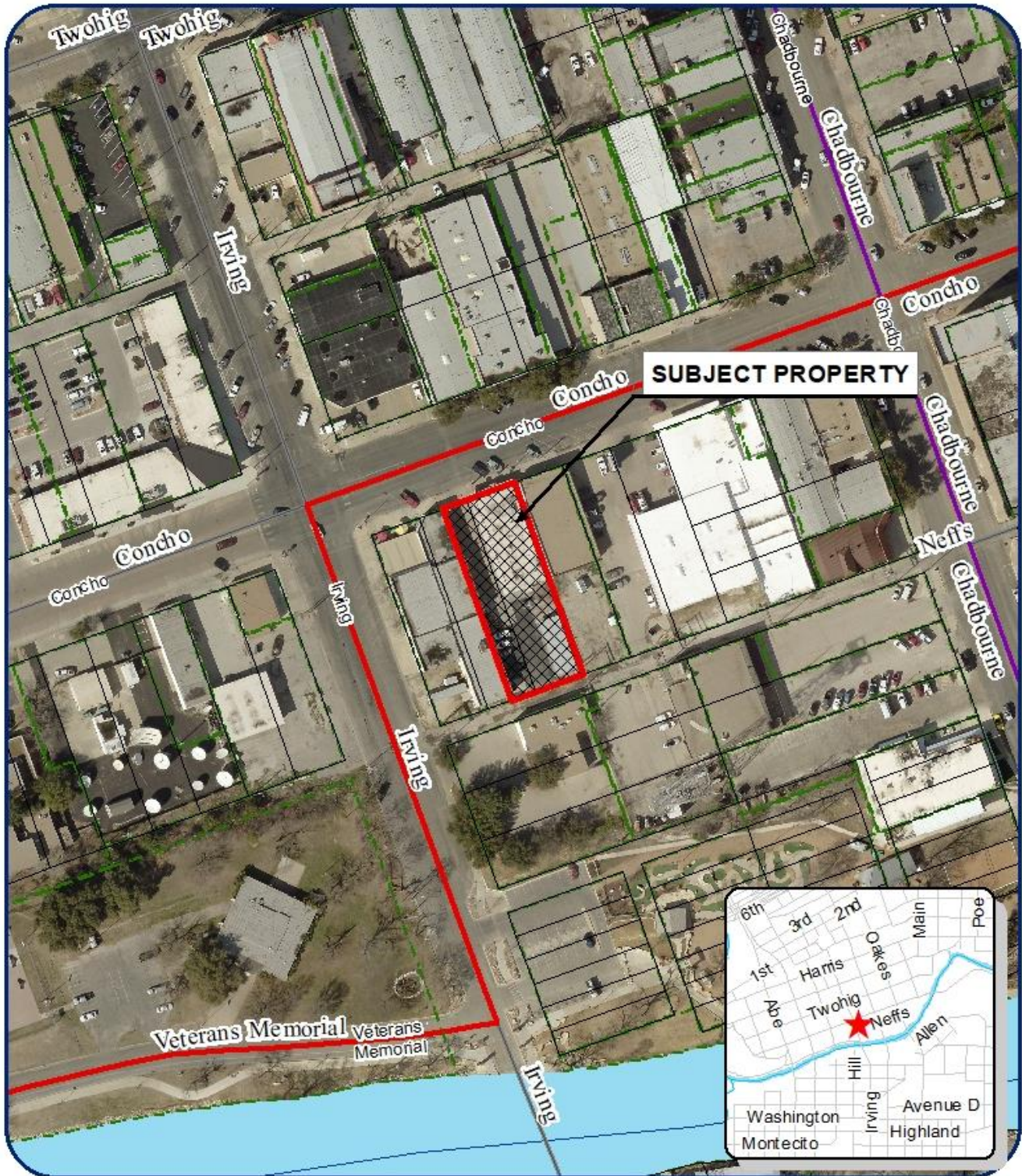
Recommendation:

Staff’s recommendation is for the Design and Historic Review Commission to **APPROVE** Case RCC19-10 for all proposed signage, **subject to the following four 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. Minor deviations may be approved by the Planning and Development Services Director.
2. The applicant shall obtain sign permits for all proposed signage as required.
3. 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.
4. The current ice cream sign on the front canopy, and the two flag signs in the sidewalk right-of-way shall be removed prior to issuance of sign permits for the new signs.

Attachments:

- Aerial Map
- Future Land Use Map
- Zoning Map
- Photographs of Signage and Surrounding Area
- Projecting Sign Rendering
- Door Sign Rendering
- Application



River Corridor Review

RCC19-10: Fast Signs (Latest Scoop)

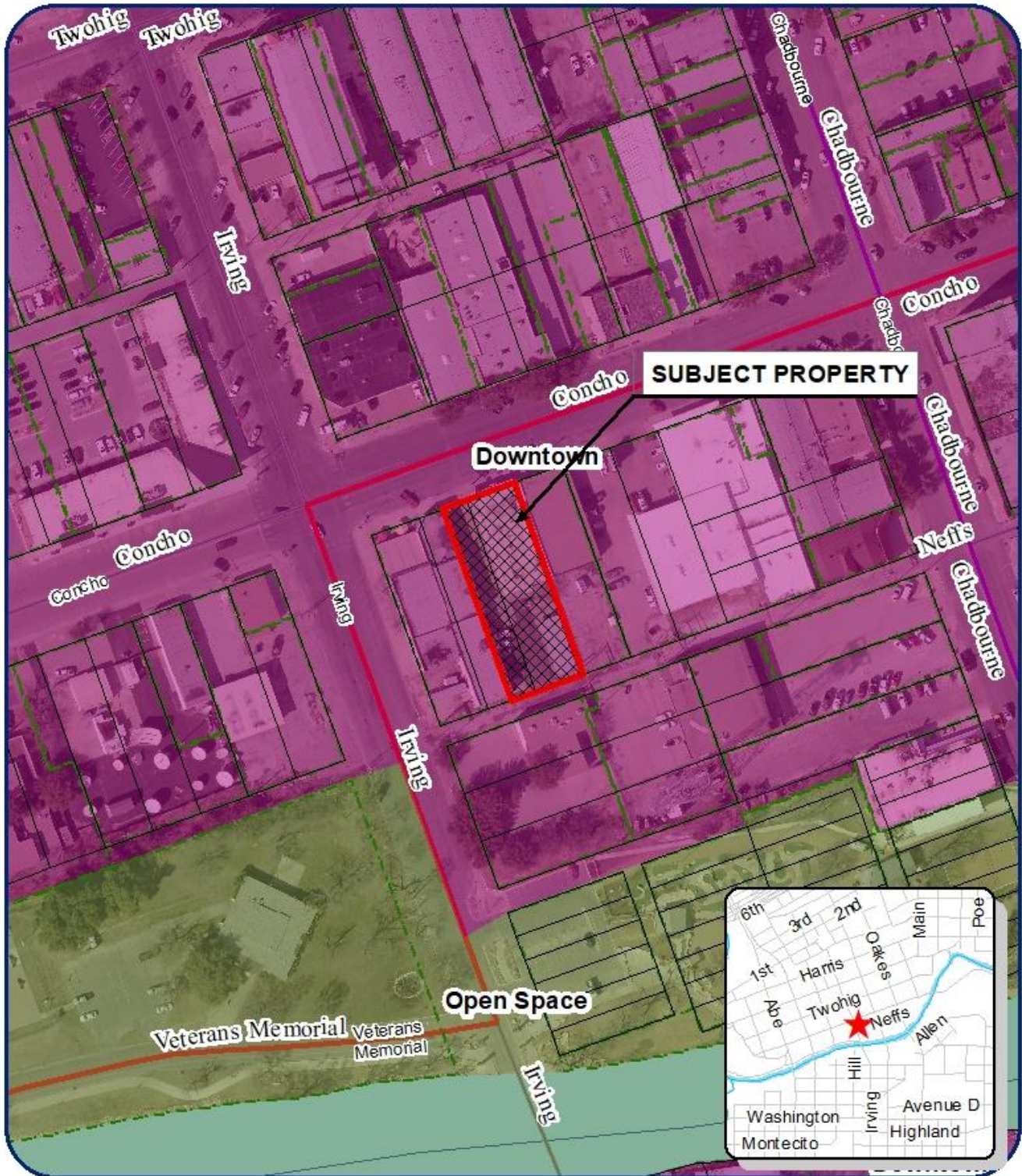
Council District: Harry Thomas District 3
 Neighborhood: Downtown
 Scale: 1" approx. = 125 ft

37 West Concho Ave.

Legend

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





River Corridor Review

RCC19-10: Fast Signs (Latest Scoop)

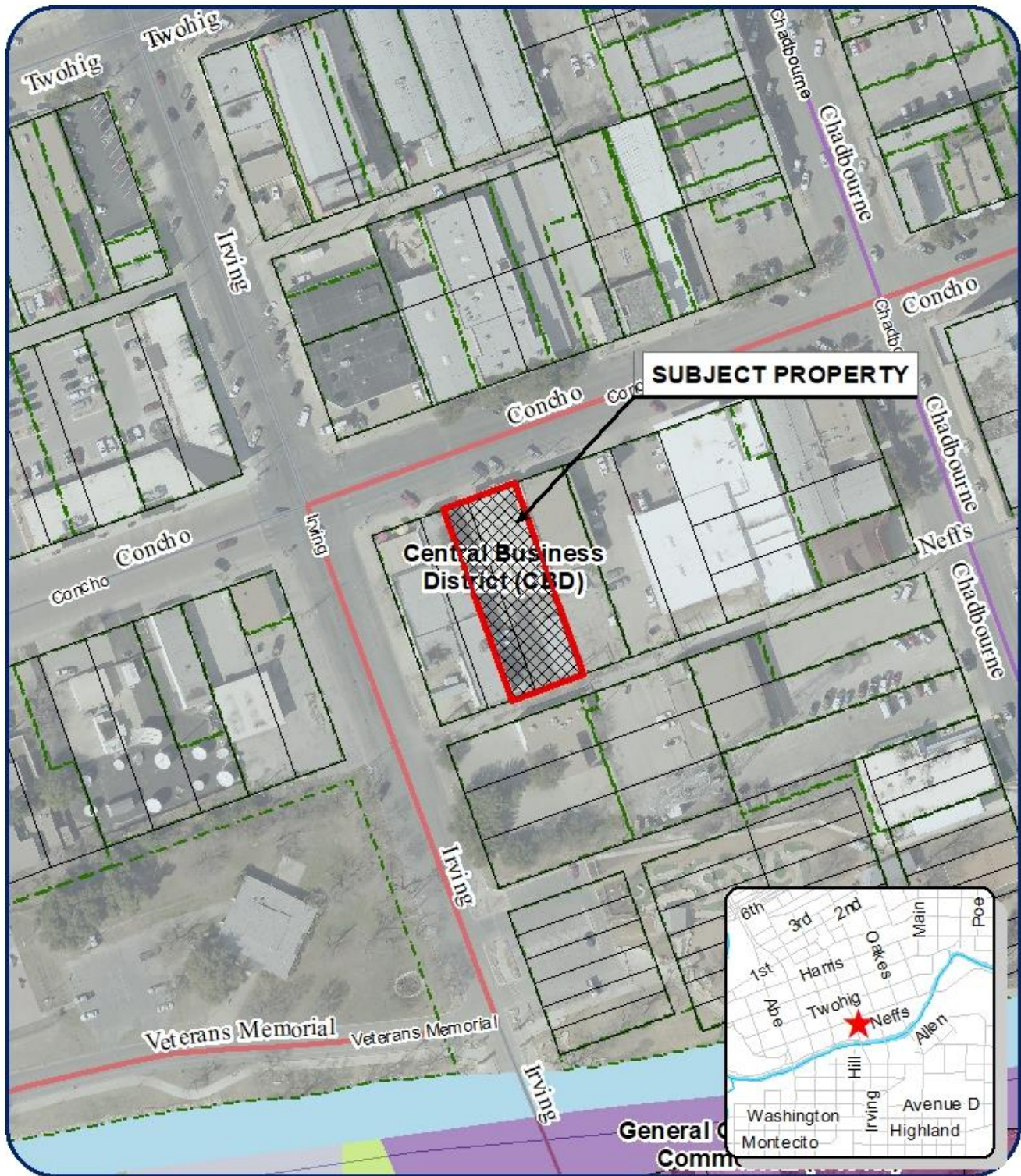
Council District: Harry Thomas District 3
 Neighborhood: Downtown
 Scale: 1" approx. = 125 ft

37 West Concho Ave.

Legend

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





River Corridor Review

RCC19-10: Fast Signs (Latest Scoop)

Council District: Harry Thomas District 3
 Neighborhood: Downtown
 Scale: 1" approx. = 125 ft

37 West Concho Ave.

Legend

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



Photos of Site and Surrounding Area

FRONT OF BUILDING
(FLAG SIGNS IN RIGHT-OF-WAY AND
ICE CREAM CONE TO BE REMOVED)



EXISTING DOOR SIGN
(REQUIRES DHRC APPROVAL AND PERMIT)



LOOKING WEST ON WEST CONCHO AVENUE



LOOKING EAST ON WEST CONCHO AVENUE



Photos of Site and Surrounding Area

WEST



EAST



NORTH



PROJECTING SIGN EXAMPLE (LEDDY'S BOOTS)



PROJECTING SIGN EXAMPLE (ANGRY CACTUS)

PROJECTING SIGN EXAMPLE (TWISTED ROOT)



Proposed 16-square foot projecting lit sign



Proposed 12-square foot unlit door sign



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 Stacy McIntyre

Owner Representative (Notarized Affidavit Required)

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

325-456-7757 stacy.mcintyre@fastsigns.com
Contact Phone Number Contact E-mail Address

37 W. Concho Avenue San Angelo TX 76903
Subject Property Address City State Zip Code

Lot:28 & E. 25FT of Lot 29, Blk: B, Subd: San Angelo Addition
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* Installation of "new" vintage lit sign for ice cream venue, "The Latest Scoop", in the river corridor.

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: _____

This sign will allow the business to be visible to it's customers. The roof top mounting will lend to the vintage look of this area of downtown San Angelo.

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.
- 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.



Signature of licensee or authorized representative

6/20/19
Date

STACY McINTYRE
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 - 10 Related Case No.: _____ Date Related case will be heard: _____

Nonrefundable fee: \$ 385.00 Receipt #: 277071 Date paid: 6, 21, 2019

Reviewed/Accepted by: J. Fisher Date: 6, 21, 2019