


**DESIGN AND HISTORIC REVIEW COMMISSION – December 17, 2020
STAFF REPORT**



APPLICATION TYPE:		CASE:	
Downtown District Review		DD20-22: 29 East Concho Avenue (Jessie Rose Mercantile)	
SYNOPSIS:			
The applicant has submitted an application for a Downtown District Review of three signs totaling approximate 73-square feet, a 71.04-square foot car panel sign and two existing door decals each being 1-square foot, located at 29 East Concho Avenue. This application requires approval because the property is located in the City’s Downtown District Overlay.			
LOCATION:		LEGAL DESCRIPTION:	
29 East Concho Avenue		Being the west 49.2’ of the east 80.5’ of Lots 24 & 27, Block C, San Angelo Addition	
SM DISTRICT / NEIGHBORHOOD:	ZONING:	FUTURE LAND USE:	SIZE:
SMD District #3 – Harry Thomas Neighborhood – Downtown	CBD	Downtown	0.23 acres
THOROUGHFARE PLAN:			
West Concho Avenue – Major Arterial Street , 80’ ROW required (100’ Existing), 64’ pavement required (70’ provided)			
NOTIFICATIONS:			
N/A			
STAFF RECOMMENDATION:			
Staff recommends DENIAL of a 71.04-square foot car panel sign and APPROVAL of two existing door decals each being 1-square foot for case DD20-22.			
PROPERTY OWNER/PETITIONER:			
Owner: Alfred Strain Representative: All About Signs, Kathleen Quanz			
STAFF CONTACT:			
Shelly Paschal Planner (325) 657-4210, Ext. 1533 shelly.paschal@cosatx.us			

Additional Information: The proposed two window signs already exist on the doors. The existing door/window signs are 1 foot by 1 foot. These two smaller signs are elegant and are consistent with the architecture of the building. The sign above the doors will be removed. The proposed new large wall sign is a salvaged part from a 1960's Ford Ranchero. The size of this car panel sign is 15.5 feet long and 4.583 feet tall totaling approximately 71.04 square feet.

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

Section 212(D) of the Zoning Ordinance requires the DHRC to review any exterior improvements, including signs, within the Downtown District Overlay. 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 Downtown District of San Angelo. The following synopsis has been provided to determine whether each improvement is consistent with the above policies.

Purpose of Downtown District Overlay Zone

The purpose of the Downtown District Overlay Zone is to facilitate regeneration of Downtown San Angelo as a principal commercial service and cultural center of the City. This overlay zone is intended to: 1) protect and enhance the City's architectural, historical, and cultural heritage through appropriate design standards; 2) promote economic prosperity within the Downtown Overlay District by encouraging expanded occupancy and use of property and associated improvements; 3) encourage redevelopment of a mixture of uses, neighborhood services, and amenities Downtown that enhance its long term viability and success; and 4) protect and enhance the area's attractiveness to visitors by ensuring that new development and redevelopment is consistent with the Downtown District Overlay Zone standards.

Staff does not believe the proposed large sign is consistent with the above statements. The proposed sign could visually overpower and would be a distraction, taking away from neighboring businesses and character of the area. According to intent #1, the City's architecture should be protected and enhanced with appropriate design standards. The proposed design for the sign for this building is definitely unique. However, it is large and does not fit with the character of this street. Per the RCMDP, the historic Block One of Concho Avenue offers a wonderful opportunity to preserve and restore the character of the city in one of the earliest stages of its development. The subject property is within this historic area of Concho Avenue and the proposed sign would not preserve the character of this area, due to its extravagant design and colors. The River Corridor Master plan also discourages "inappropriate renovations that hide the original façades and introduce materials that are out of context for a particular building." Staff believes this car sign could hide the building's original features and is out of context with the building's historic features.

Proposed Signage

According to the River Corridor Master Development Plan (RCMDP), signs are an important element that can be an integral component of the building. In the historic city center, pedestrian-oriented signs can be small, and the design and uniqueness of the sign can relay the character of the store. Hanging

signs perpendicular to the building are attractive and easily read by pedestrians.

Per the RCDMP, “signs should be incorporated into the architecture of each building.” The proposed large sign will not tie into the architecture of the building nor with the character of surrounding properties. This subject property is within the historic city center and includes elegant and attractive building features. The proposed large sign will detract from these features. The proposed smaller window signs are in keeping with the character of the building and area and, therefore, staff believes they comply with this criteria.

The RCDMP states that “the design and uniqueness of the sign can relay the character of the store.” While this subject property’s store is unique, staff does not believe that the proposed sign relays the character of the store. The large sign will be a car panel that is a salvaged part from a 1960’s Ford Ranchero. The large sign is proposed to be mostly turquoise in color with features of leopard print and roses. The design of the sign is not complementary to the design of the building, and it doesn’t satisfy this criteria of the RCDMP. The size of this large proposed sign is 15.5 feet long and 4.583 feet tall. The proposed door/window signs that are existing are 1 foot by 1 foot and will be white lettering.

Since this structure was designed by an engineer, the Permits and Inspections Division would also require an engineer’s signature regarding placement of this sign onto the structure.

Recommendation:

Staff’s recommendation is for the Design and Historic Review Commission to **DENY** a 71.04-square foot car panel sign and **APPROVE** two existing door decals each being 1-square foot for Case DD20-22.

If the Commission chooses to approve the request, staff recommends the following **two Conditions of Approval:**

1. The colors, dimensions, and materials of the sign, 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 building permits for the new signs from the City’s Permits and Inspections Division, as required.

Attachments:


Aerial Map
Future Land Use Map
Zoning Map
Photograph of Subject Property
Proposed New Signs
Application



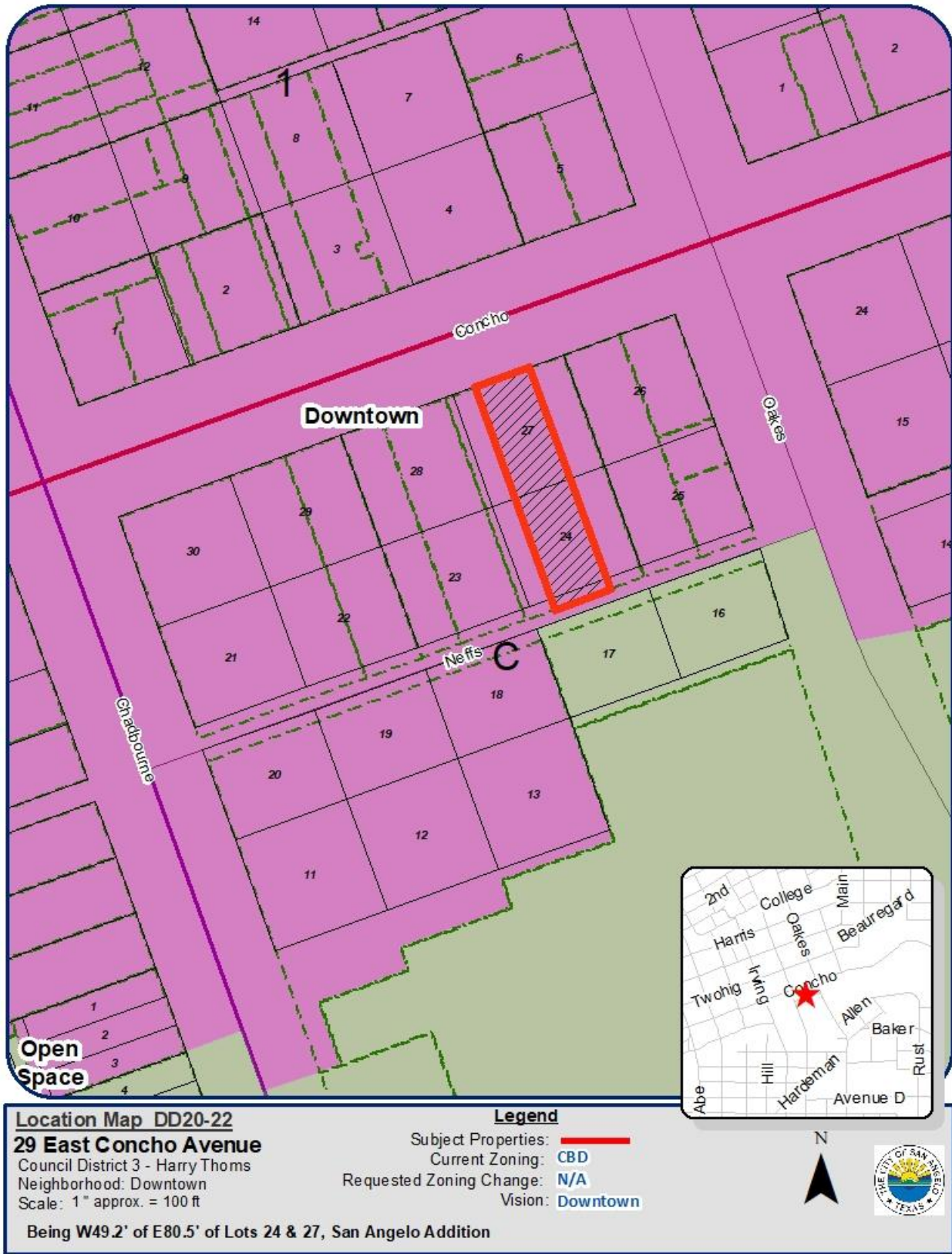
Location Map DD20-22
29 East Concho Avenue
Council District 3 - Harry Thoms
Neighborhood: Downtown
Scale: 1" approx. = 100 ft

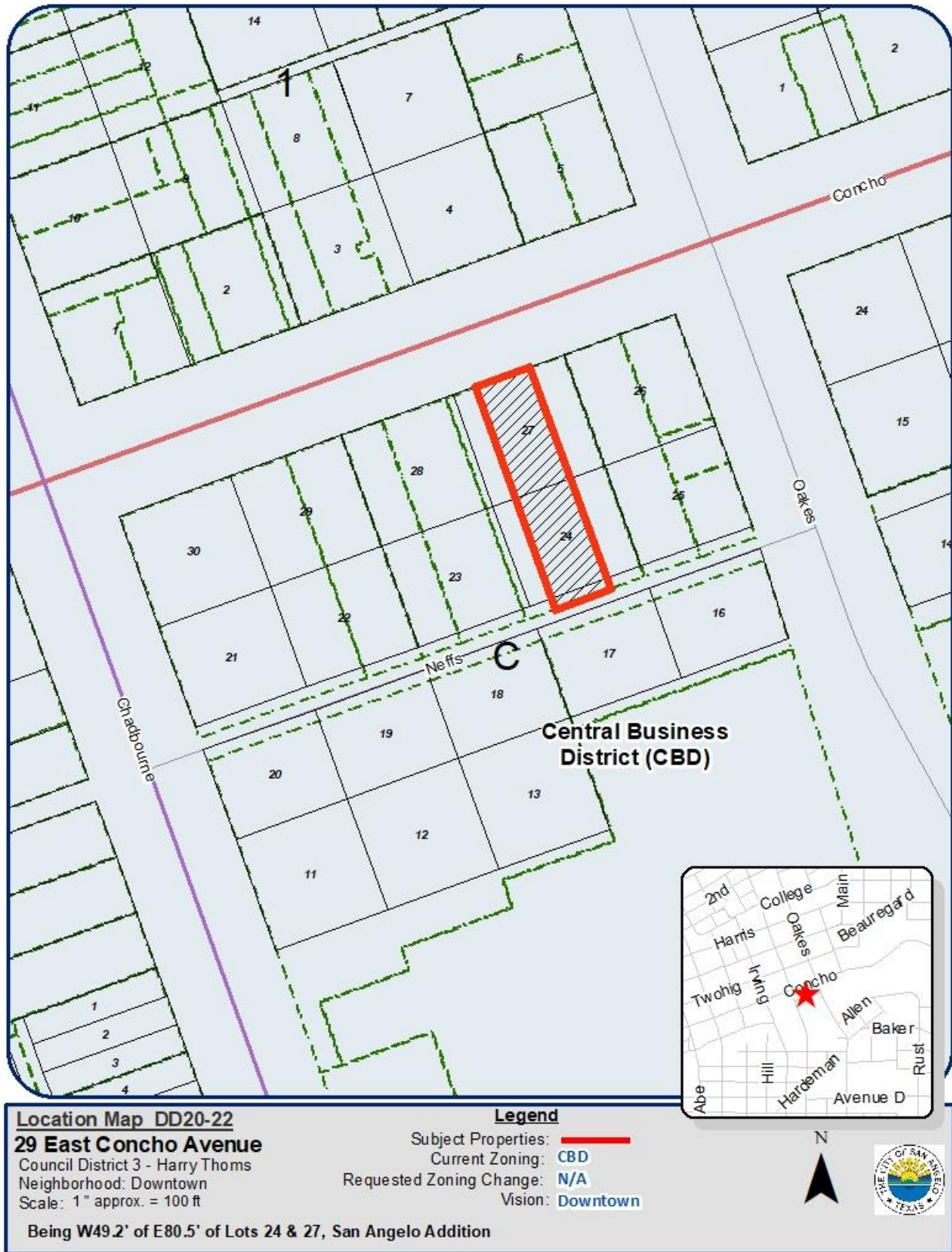
Being W49.2' of E80.5' of Lots 24 & 27, San Angelo Addition

Legend

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







Proposed Sign





Allowable Signage = 266.89 sf
Proposed Signage = 15.5' x 4.483' = 71.04 sf
Existing door dccals = 10" x 14" ea x 2 = 2 sf
Total Proposed Signage = 73.02 sf

Photos of Subject Property



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): <u>All About Signs for Jessie Rose Mercantile (Alfred Strain -owner 325-716-1196)</u>		
<input type="checkbox"/> Owner <input checked="" type="checkbox"/> Representative (Notarized Affidavit Required)		
PO Box 62544	San Angelo TX	76906
Mailing Address	City	State Zip Code
325-212-3496 Kathleen Quanz	ksquanz@gmail.com or service@allaboutsingstx.com	
Contact Phone Number	Contact E-mail Address	
29 E Concho	San Angelo TX	76901
Subject Property Address	City	State Zip Code
Blk: C, Subd: SAN ANGELO ADDITION, W49.2' OF E80.5' OF LOTS 24 & 27 (29-31 E CONCHO)		
Legal Description (can be found on property tax statement or at www.tomgreencad.com)		
Zoning: <u>CBD</u>		
Section 2: Site Specific Details		
Proposed Work:		
<input type="checkbox"/> New construction in the Corridor over 1200 square feet. <input type="checkbox"/> Remodeling the exterior of an existing building in the Corridor. <input type="checkbox"/> Moving of an existing building to a lot within the Corridor. <input checked="" type="checkbox"/> Signs over 50 square feet in the Corridor. <input type="checkbox"/> Request for subdivision approval of any kind within the Corridor. <input type="checkbox"/> Illuminated sign in the Corridor (any size)		
Specific details of request: *use separate attachment if necessary* <u>Replacing existing 96" x 49.5" storefront sign</u>		
<u>with custom Car Side Panel sign with vinyl graphics to be mounted with steel tubing frame to existing balcony railing.</u>		
<u>Car panel measures 15.5' L x 4.583' H = 71.04 sf</u>		
<u>Storefront measurements are 46.083' L x 23.166' H = 1067.56 sf</u>		
<u>Allowable signage (25%) = 255.89 sf</u>		
<u>Proposed sign = 71.04 sf + 2 existing door decals @ 2sf = 73.04 sf</u>		
 <u>Car Panel is a salvaged part from a 1960's Ford Ranchero.</u>		

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: _____

Unique vintage style sign will add character and enhance visibility of successful store in Historic District.

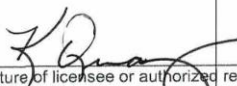
Artistic flair is in keeping with other downtown business signs, murals and sheep statues which add to the vibrant atmosphere of our Art and Tourism sector.

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

11/12/2020

Date

Kathleen Quanz

Printed name of licensee or authorized representative

All About Signs

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

Nonrefundable fee: \$ _____ Receipt #: _____ Date paid: _____/_____/_____

Reviewed/Accepted by: _____ Date: _____/_____/_____