

Memo

Meeting Date: August 21, 2014

To: Design and Historic Review Commission

From: Kevin Boyd, Senior Planner

Subject: RCC 14-17: a request for approval to replace six existing internally-illuminated signs (five wall signs and one freestanding sign) and approval to erect one additional wall sign, within the River Corridor, on the following property:

Location: 501 North Bryant Boulevard, situated immediately northwest of the intersection of North Bryant Boulevard and West 4th Street; more specifically occupying the Miles Addition, Block 1 (All lands between centerline of 4th/6th Streets Santa Fe Park/Highway 87), in central San Angelo.

Purpose: Approval of this request will allow for seven new internally illuminated signs: the replacement of six wall signs, and the addition of one freestanding sign, within the River Corridor

Contacts: Pro - Tech Signs / Cory M. Traub, Representative 830-895-4900
Kevin Boyd, Senior Planner 325-657-4210

Summary: The Design and Historic Review Commission may:

- (1) **Approve** the request; or
- (2) **Approve** the request with **conditions**; or
- (3) **Deny** the request.

Recommendation: City staff recommends **APPROVAL**, subject to two (2) **Conditions of Approval**, of the proposed request to alter of an existing freestanding sign.

History and Background:

Situated near downtown, the subject property is located west of North Bryant Boulevard and just north of West 4th Street. Additionally, the site is position directly south of W Houston Harte Expressway. The tract measures 5.560 acres (242,194 square feet) is split-zoned General Commercial / Heavy Commercial (CG/CH) and General Commercial (CG), which generally allows for a maximum sign height of 50 feet.

The applicant seeks to replace the existing sign face, which is comprised of a total of six (6) existing wall signs. In addition, the plan will add a new 30-foot freestanding sign. More specifically, the wall signs include the following: a 90-square foot combined symbol and logo sign, a 3-square foot symbol/logo “gateway” sign, a 24” x 10’ - 4 1/8” sign that reads “Car Town,” and two service area signs that that read “Service” and “Quick Lube.” The freestanding sign will measure 30 feet high and will be almost 11 feet wide. This new sign will be a pylon sign that includes the company’s logo, and positioned slightly lower will be another sign face that reads “Car Town” (see attached renderings of the sign). The applicant intends for the proposed signs to rebrand and improve the nature of the signage for the property.

General Information

Existing Zoning: General Commercial / Heavy Commercial (CG/CH) and General Commercial (CG)

Existing Land Use: Car Town Hyundai

Surrounding Zoning/Land Use:

| | | |
|--------|--|--|
| North: | General Commercial / Heavy Commercial (CG/CH) and Light Manufacturing (ML) | W Houston Harte Expressway |
| West: | Single-Family Residential (RS-1) | North Concho River |
| South: | General Commercial / Heavy Commercial (CG/CH) and Low Rise Multi-Family Residential (RM-1) | Motel 6 and All American Chevrolet of San Angelo / Enterprise Rent-A-Car |
| East: | Light Manufacturing (ML) | McDonald’s, Nunn Electric Supply Corp, Vistacare Hospice – a Gentiva Company |

Thoroughfares/Streets: North Koenigheim Street and North Abe Street are defined as an "arterial streets," and are designed to connect collector streets to freeways and carry large volumes of traffic at

high speeds. Access is secondary and mobility is the prime function of these streets.

Zoning History:

The property was annexed within the city around 1949.

Related Document Excerpts:

The River Corridor Master Development Plan, Commercial Use Outside the Historic City Center Section III (pg. 27) Building Materials and Colors States that, "*Signage and awnings which are color coordinated, can be used to introduce brighter, more intense colors.*" In addition, "*Bright corporate colors should be limited to use in signage only.*"

Section XI. of the River Corridor Master Development Plan (Pg. 48) is titled "Reduce Light Pollution." This section states that the intent is to, "eliminate light trespass from building sites, improve night sky access, and reduce development impact on nocturnal environments. Reduce overall electrical usage from site lighting, through appropriate selection of type, sizing, and operation of light fixtures."

Section 12.610, Sign Ordinance

(1) No freestanding sign shall exceed thirty (30) feet in height or seventy-five (75) square feet in area, or the regulations set forth for freestanding signs, Section 12.604(b)(1), whichever is less.

(2) No off-site sign shall be allowed.

(3) All signs in the River Corridor area shall be reviewed by the River Corridor Commission, which may recommend placing specific conditions on the sign size, location, height, illumination, etc. in excess of this article based on the individual site and location characteristics. The applicant may appeal any action of the River Corridor Commission to the city council, which shall have final authority.

Analysis:

The staff recommendation is based upon the statements listed below.

The site has direct abutting access to the North Concho River and is fully encompassed within the River Corridor area. The North Concho River flows past the site, north to south, and through the downtown area. Provisions of the Sign Ordinance and River Corridor Master Plan aim to reduce light pollution within the Corridor area. The proposed wall signs will replace existing signs and any changes in overall conditions will be minimal. The new proposal will also include a new gateway sign which will measure less than 4 square feet, as well as a freestanding sign.

The most apparent change is the proposed freestanding sign, which will measure 30 feet high, the maximum height allowed for freestanding sign within the Corridor. The existing sign measures 25 feet in height. This proposed new sign will be a pylon sign which will include the company's logo. This design is consistent with other dealerships in the City and seeks to improve the look of site by providing a more modern appeal. In addition, it appears that the pylon sign represents a reduction in the overall sign area for site.

The proposed signs conform to the standards outlined in Section 12.604 of the Sign Ordinance. Staff finds the overall nature request to be minor change, and a condition of approval will seek to ensure that signage is not excessively bright or will disturb views of the riverfront.

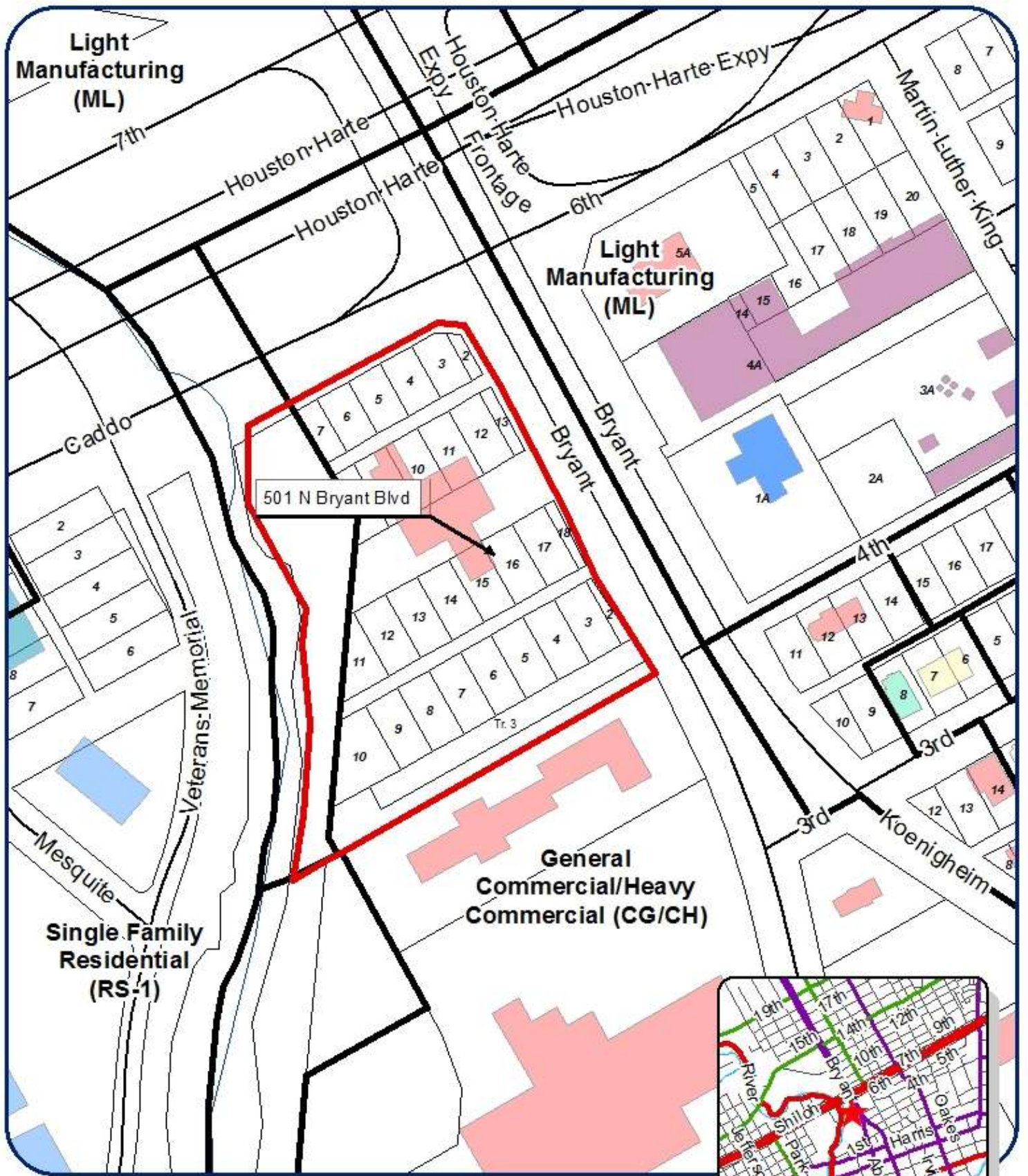
Proposed Conditions

1. Signage shall be consistent with renderings submitted as part of this request.
2. Signage illumination shall be designed in such a manner so as to minimize the potential for glare and unnecessary diffusion onto adjacent property and rights-of-way.

Attachments: Excerpt from Zoning map, highlighting subject property;
Aerial photo, highlighting subject property;
Proposed sign renderings; and
Applicant's responses from application

Presentation: Kevin Boyd, Senior Planner

Reviewed By: Rebeca A. Guerra, AICP, Planning Manager



Zoning Case File

Case: RCC14-17

Council District: Johnny Silvas
 Neighborhood: Downtown
 Scale: 1" approx. = 175 ft
 Subject Property: 501 N Bryant Blvd

Legend

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





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Site Overview Map



15'-1"

33.60"



Service

24"

HBL-33 SB-24 42.22 sq. ft

10'-4 1/8"

24"

Car Town

DB-24

13'-1/8"

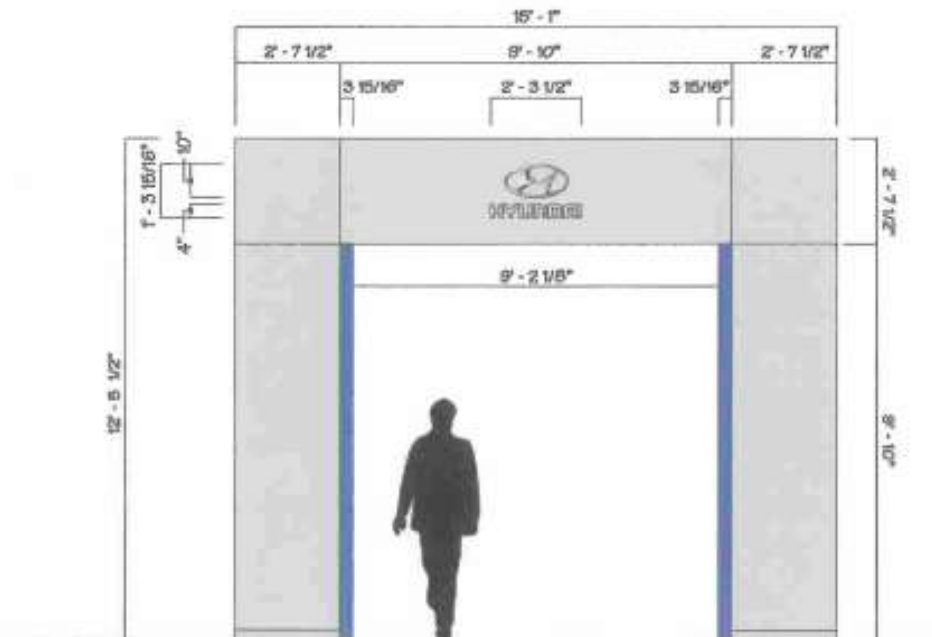
24"

Quick Lube

DB-24



GATEWAY



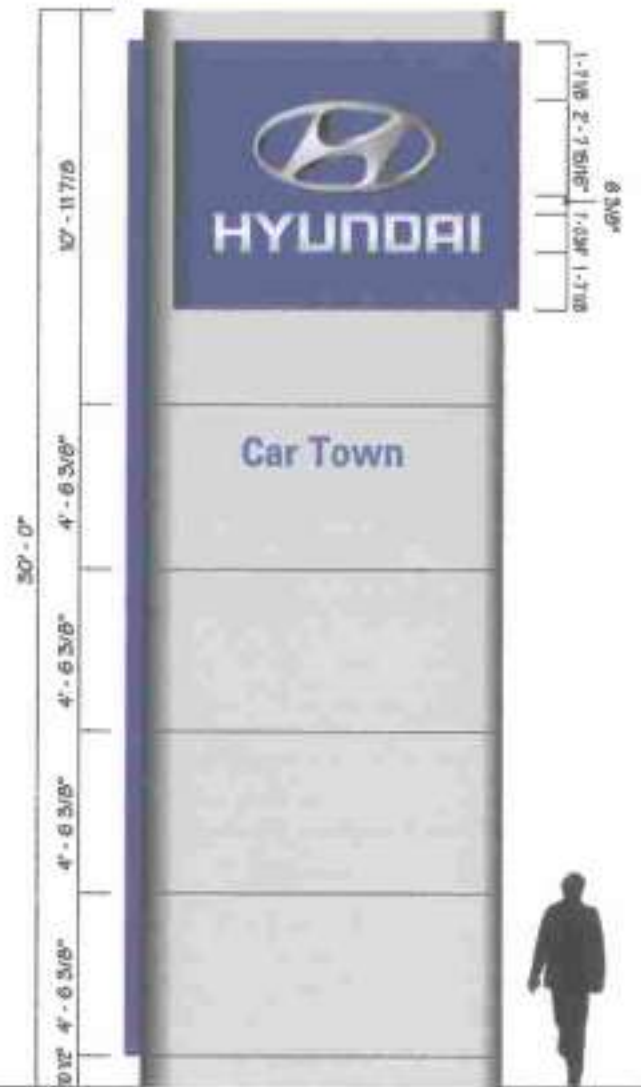
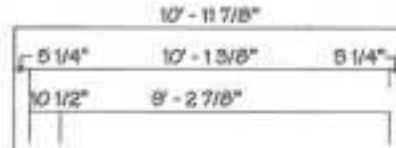
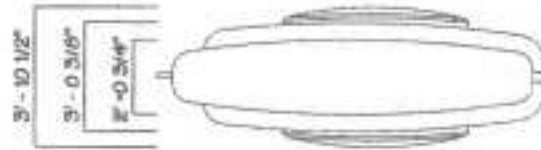
HEG-15
3.0 sq ft (SYMBOL & LOGO)

PYLONS

Dealer Name Text will vary.

HP-72-30

72.04 sq ft



The final sign location is to be determined by the authority having jurisdiction.

The approved location may vary from what is depicted in

STREET SIDE →

City of San Angelo, Texas - Planning Division
Application for River Corridor Review

Name of Applicant(s): Car Town Hyundai - Pro-Tech Signs - Cory M. Traub

Owner Tenant (Affidavit required) Representative (Affidavit required)

Mailing Address: 1684 Junction Hwy Telephone: 830-895-4900

City/State/Zip: Kerrville Fax/other: 210-579-6825

Contact Email Address: cory@pro-techsigns.com

Subject Property Address: 501 N. Bryant

San Angelo, Texas 76903

Name of Building or Site: Car Town Hyundai

Legal Description*: _____

Proposed Work:

INTERNALLY ILLUMINATED SIGNAGE IN CORRIDOR

- 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 zone change, conditional/special use, or planned development within the Corridor.
- Request for subdivision approval of any kind within the Corridor.

Specific Details of Request:

Replacing existing sign with lighted signs as shown in brandbook attached.

* use attachment, if necessary

I/We the undersigned acknowledge that the information provided above is true and correct, and have read the statements below.


Signature _____

6-24-2014
Date _____

1. The Planning Commission makes the final decision on Conditional Use requests; appeals may be directed to City Council.
2. Approval of this request does not constitute approval of permits, site plans, or other processes that require separate approval.
3. Any changes to the design made after this approval may require a second approval by the Manager and/or the Commission.
4. The decision of the Commission may be appealed to the City Council.

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

Trying to update and freshen the image of the location with new signs.

OFFICE USE ONLY

Case No.: RCC 17-17 Nonrefundable Fee: \$ 0

Related Case, if there is one: _____ Date related case will be heard: 8/21/14

Date Paid: 0 Received by: Roxanne Johnston
received 7/9/14

Receipt No.: _____ Description/photograph of site Sketches, plans, sketches of work
 Sample(s) of materials to be used