

Memo

Meeting Date: August 21, 2014

To: Design and Historic Review Commission

From: Kevin Boyd, Senior Planner

Subject: RCC 14-16: a request for approval to alter an existing freestanding sign that measures approximately 70 feet in height, to include a new interactive LED sign, within the River Corridor, on the following property:

Location: 311 North Bryant Boulevard, located immediately west of the corner of North Bryant Boulevard and West 4th Street; more specifically occupying the Halbouty T Michael Addition, Section 1, Block 1, in central San Angelo.

Purpose: Approval of this request would allow for alteration of an existing freestanding sign within the River Corridor, to include interactive LED messaging.

Contacts:

A+ Plus Sign Co., Representative	325-653-5424
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 an existing freestanding sign.

History and Background:

The subject property is located near the downtown area, west of the intersection of North Bryant Boulevard and West 4th Street. The roughly 1.8-acre tract is zoned General Commercial / Heavy Commercial (CG/CH) which allows for a maximum sign height of 50 feet. However, a provision of the River Corridor Master Plan limits the height within the district to a maximum of 30 feet. The freestanding sign measures 70 to 80 feet in height, has a sign face of 320 square feet, and is considered to be a legally nonconforming sign. This means that some minor changes to the sign may be exempt from some of the current regulatory standards and do not have to adhere to said requirements. However, if the structure is removed or replaced, the nonconforming status no longer stands and then becomes "void."

Currently the sign face reads "MOTEL" vertically, with a large number "6" that is centrally located on the sign. The applicant seeks to alter the bottom portion of the sign which is 63 square feet in size. This request does not appear to disturb the external frame of the sign, but only seeks to replace the lighted section with a more interactive LED. The remainder of the sign will remain undisturbed.

General Information

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

Existing Land Use: Motel 6 Hotel

Surrounding Zoning/Land Use:

North:	General Commercial / Heavy Commercial (CG/CH)	Car Town Hyundai and W Houston Harte Expressway
West:	Low Rise Multi-Family Residential (RM-1) and Single-Family Residential (RS-1)	North Concho River
South:	General Commercial / Heavy Commercial (CG/CH)	All American Chevrolet of San Angelo / Enterprise Rent-A-Car and US Post Office
East:	General Commercial (CG)	Starbucks, Julio's Burritos, State Farm and Subway

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 in 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 is located in the River Corridor and is in close proximity to the Concho River which flows through the downtown area. Provisions of both the Sign Ordinance and River Corridor Master Plan seek to limit light production in sensitive areas and reduce the likelihood of unwanted nuisances. The sign area proposed represents a minor alteration relative to the entire sign face. Section 12.612 Sign Ordinance requires that light sources should not be overly bright so as to constitute a hazard to pedestrians and motor vehicles. Further, the River Corridor Master Plan seeks to limit and reduce internally-illuminated signs within the corridor area. A central tenet of Section XI of the Plan entitled "Reduce Light Pollution," seeks to reduce light sources projected by signs to alleviate threats to the quality of the surrounding area. Staff finds that nature of this request does not appear to depart significantly from other area signage, and may only have a limited effect on the nearby nocturnal and associated sensitive river environment.

In considering this request, staff recognizes the right and need of businesses to effectively advertise, while preserving the physical beauty and safety of the surrounding area. One of the goals of the Sign Ordinance seeks to create an aesthetically pleasing environment that adds to the quality of life and in turn serves to attract new business and foster economic development. This helps to preserve the quality and promote the managed growth vital to the continued economic health of the area. However, the proliferation of signs without valid justifications affects the overall visual environment and may also create safety issues for traveling motorists who may become distracted by the dangerous driving conditions they could create. The sign will be internally illuminated and a condition outlined below sees to minimize excessive brightness and unforeseen nuisances.

The sign conforms to the standards outlined in Section 12.604 of the Sign Ordinance. City plans and policies seek to ensure that the size, location, and lighting of all signage meet necessary standards to protect the health, welfare and safety of the public and preserve the values of adjacent properties.

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

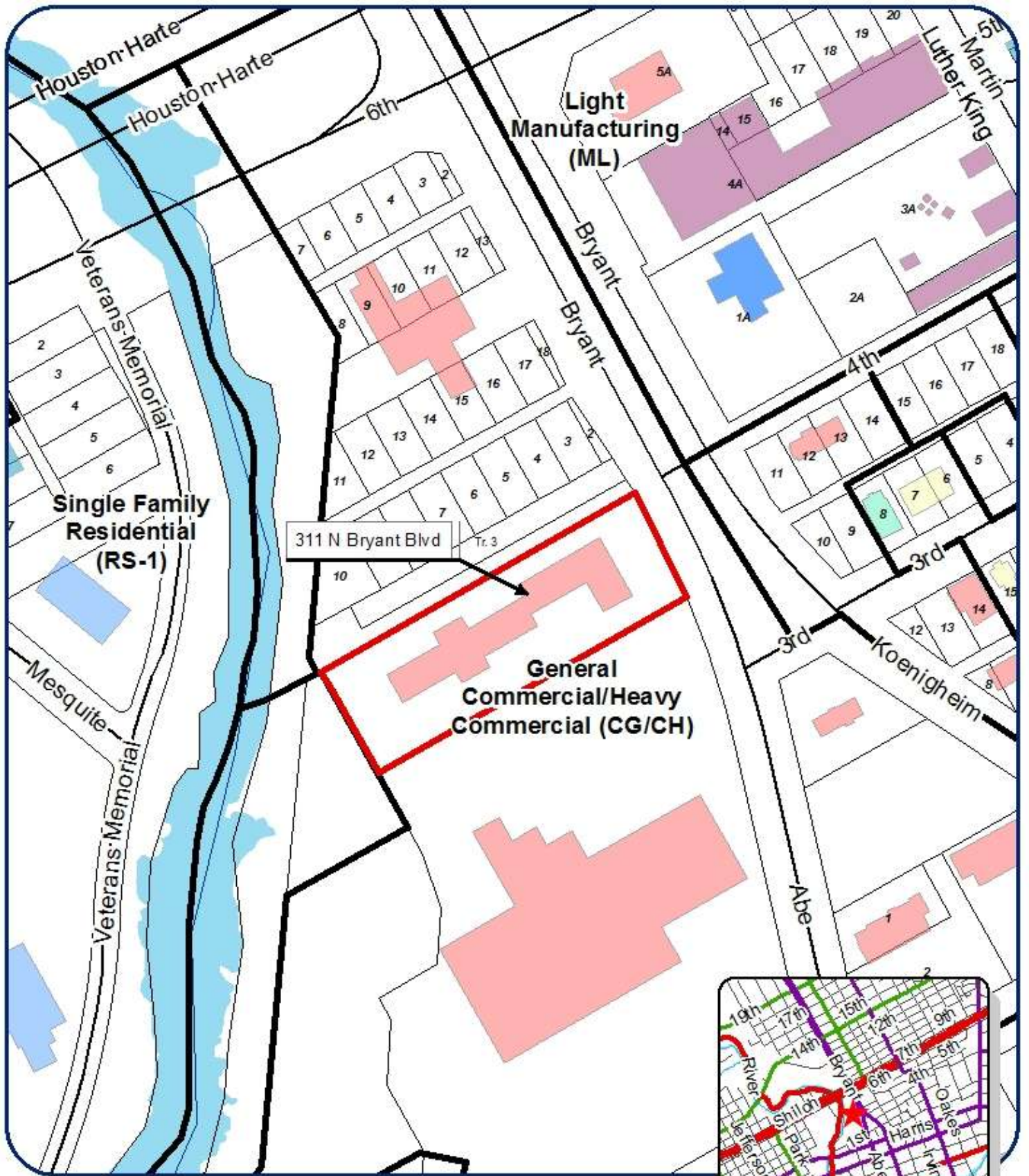
Applicant's responses from application

Presentation:

Kevin Boyd, Senior Planner

Reviewed By:

Rebeca A. Guerra, AICP, Planning Manager



Zoning Case File

Case: RCC14-16

Council District: Johnny Silvas

Neighborhood: Downtown

Scale: 1" approx. = 175 ft

Subject Property: 311 N Bryant Blvd

Legend

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





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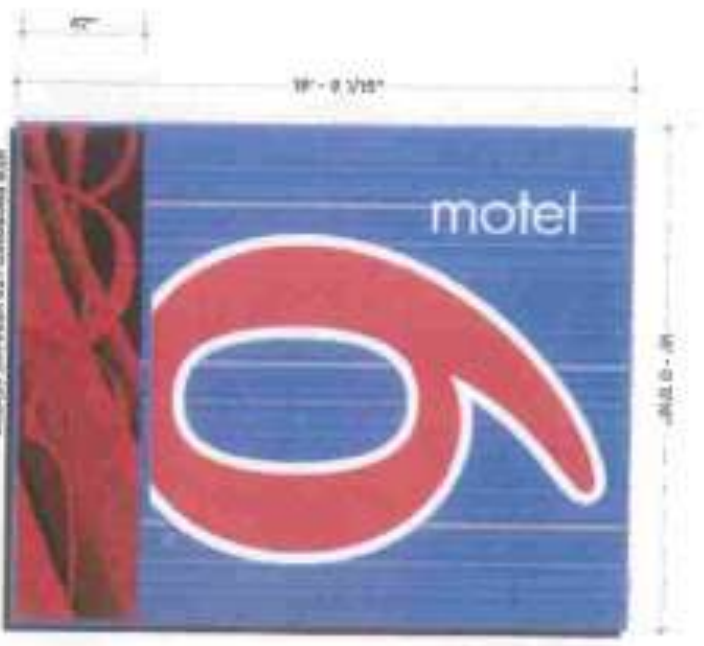
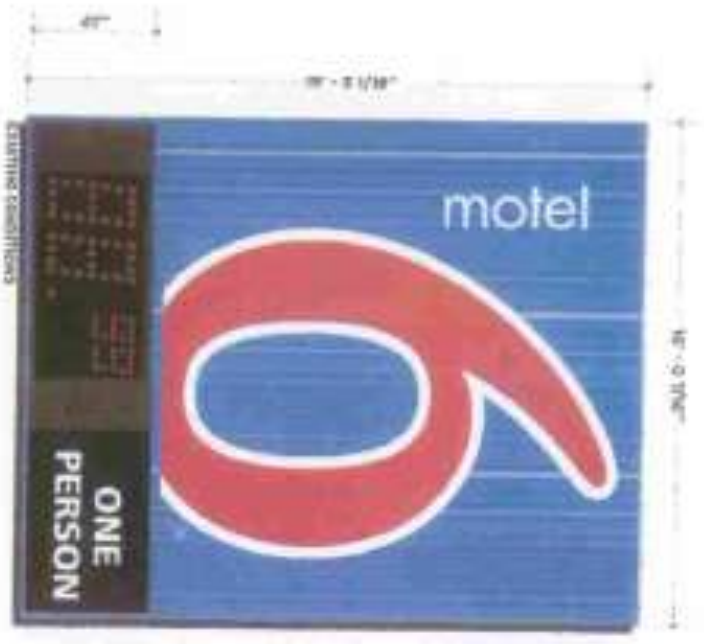
Subject Properties: —

Current Zoning: **CG/CH**

Requested Zoning Change: **N/A**

Vision: **Downtown**





EXISTING CONDITIONS: SIGNAGE CENTER LED MESSAGE CENTER
REPLACES EXISTING SIGN CENTER
LED MESSAGE CENTER WILL BE INSTALLED INSIDE OF EXISTING SIGN
CENTER AND WILL BE INSTALLED WITH LED MESSAGE CENTER

6 MOTEL

40 YEARS OF SERVICE

6

3999 WITH TAX

BARNETT

S1

LED MESSAGE CENTER
REPLACES EXISTING SIGN CENTER



SEE DIMENSION COMPETIONS

Sign to be replaced
 Size is 64 sq ft

FACE 1 820 sq ft



SEE PROPOSED CHANGES: INSTALL ETC

BARNETT SIGNAGE
 1000 W. 10TH ST. SUITE 100
 FORT WORTH, TEXAS 76104
 (817) 335-1111
 www.barnett-signage.com

40
 YEARS OF SERVICE

STATE OF TEXAS
 DEPARTMENT OF TRANSPORTATION
 LICENSED CONTRACTOR

S1

BARNETT

BARNETT SIGNAGE
 1000 W. 10TH ST. SUITE 100
 FORT WORTH, TEXAS 76104
 (817) 335-1111
 www.barnett-signage.com

NATIONAL ASSOCIATION OF SIGNAGE MANUFACTURERS
 1000 W. 10TH ST. SUITE 100
 FORT WORTH, TEXAS 76104
 (817) 335-1111
 www.nasim.com

THE SIGNAGE ASSOCIATION
 1000 W. 10TH ST. SUITE 100
 FORT WORTH, TEXAS 76104
 (817) 335-1111
 www.signage.com

FEDERAL ROAD BOARD
 1000 W. 10TH ST. SUITE 100
 FORT WORTH, TEXAS 76104
 (817) 335-1111
 www.frb.org

THANK YOU
 PROJECT NO.
 DATE

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

Name of Applicant(s): A+ PLUS SIGN CO.

Owner Tenant (Affidavit required) Representative (Affidavit required)

Mailing Address: 405 PREUSSER ST Telephone: 653 5424

City/State/Zip: SAN ANGELO, TX 76903 Fax/other: 486-0079

Contact Email Address: APLUSSIGNCO@VERIZON.NET

Subject Property Address: 311 N BRYANT SAN ANGELO

Name of Building or Site: MOTEL 6

Legal Description*: MICHAEL T. HALBOWITZ ADDN, SEC 1, BLK 1

Proposed Work:

- New construction in the Corridor over 1200 square feet.
- Remodeling the exterior of an existing ^{SIGN} ~~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:

REMOVING ONE MESSAGE CENTER, REPLACING WITH NEW UP GRADE,

* use attachment, if necessary

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

Rolar Nandy
Signature

6-30-14
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:

IT WILL BE A BETTER SIGN. WILL MAKE RIVER
LOOK BETTER THEN OLD SIGN, WILL HELP CITY
BRING IN MORE PEOPLE TO SAN ANGELO

OFFICE USE ONLY

Case No.: RCC 14 -16 Nonrefundable Fee: \$ 0

Related Case, if there is one: 0 Date related case will be heard: 8/21/14

Date Paid: 0 Received by: Roxanne Johnson

Receipt No.: 0 Description/photograph of site Sketches, plans, sketches of work
 Sample(s) of materials to be used