

# STAFF REPORT



**Meeting:** November 20, 2014

**To:** Design and Historic Review Commission members

**From:** Patrick B. Howard, AICP  
Director

**Through:** Rebeca A. Guerra, AICP, LEED-AP, CPD  
Planning Manager

**Staff Planner:** Jeff Fisher  
Planner

**Case:** RCC14-23

**Request:** Approval of a sign in the River Corridor, as required by Section 12.703(a) of the River Corridor Development Ordinance, to allow for a new freestanding (roof) sign with a total sign height of 36 feet, measured from the ground, and a total sign area of 75 square feet.

**Location:** 1 West Concho Avenue, generally located at the southwest corner of the intersection of West Concho Avenue and South Chadbourne Street; more specifically San Angelo Addition, Block B, Lot 21 & N 49' 5 1/2" of the E 100 feet of Lot, in central San Angelo.

**Legal Description:** San Angelo Addition, Block B, Lot 21 & N 49' 5 1/2" of the E 100' of Lot.

**Size:** 0.343 acres

**General Information**

Future Land Use: Downtown  
Zoning: Central Business District (CBD)  
Existing Land Use: Vacant one-story building  
Surrounding Zoning / Land Use:

North:	Central Business District (CBD)	Heritage Haus Clocks, San Angelo Finance, JL Mercer Boots, Lucky You Boutique, Art Glass Studio, Stango's Coffee Shop
West:	Central Business District (CBD)	Parking lot, historic buildings, financial loans, Michelin Tires
South:	Central Business District (CBD)	Vacant stores, Freedom Fellowship Church
East:	Central Business District (CBD)	Trashy's Treasures, Concho Quiltery, clothing stores, Miskey's Gifts, Cactus Book Shop

District: CMD #3 Johnny Silvas  
Neighborhood: Downtown

Thoroughfares/Streets: Per the Major Thoroughfare Plan, West Concho Avenue is a "Parkway" which is used to serve public areas characterized by open spaces and waterfront features. South Chadbourne Street is a "Major Arterial Road" which connects freeways and other arterials. West Concho Avenue is approximately 36 feet paved, 4 feet less than required. South Chadbourne Street is approximately 40 feet paved, 24 feet less than required. However, the subject property is within the Central Business District with established buildings developed with zero-foot setbacks. The existing road network appears to be able to accommodate

the proposed restaurant where the sign would be located.

**Recommendation:**

The Planning Division recommends APPROVAL of this request, **subject to five (5) Conditions of Approval.**

**History and Background:**

**This request was tabled at the October 28, 2014, Design and Historic Review Commission Meeting, at the request of the Commission, to allow the applicant to reevaluate the height of his proposed freestanding sign, and to submit revised building façade renderings associated with his previous approval, RCC14-13. The applicant has submitted new renderings but has decided to maintain the existing sign height, area, and visual appearance. Therefore, Planning Staff comments remain unchanged as per below.**

On May 28, 2014, the applicant, Tim Condon, submitted an application for a River Corridor Review for an exterior remodeling of an existing vacant one-story building, with attached wall signs, at 1 West Concho Avenue for a future restaurant, "The Angry Cactus West Texas Bar and Grill" (RCC 14-13). Included in his submission for the restaurant building were renderings for a 15'-18' rooftop cactus sculpture, which was later determined by the Permits Division to be a sign. Under the definition in the Sign Ordinance in Section 12.602, a sign shall be "any object, device, display, plaque, poster, painting, drawing, or structure, or part thereof, which is used to advertise, identify, display, direct or attract attention to a person, institution, organization, business, product, service, message, event or location by any means, including words, letters, figures, design, symbols, fixtures, colors, illumination, or projected images."

Shortly before the Design and Historic Review Commission Meeting of June 19, 2014, for RCC14-13, the applicant decided not to proceed with the cactus roof sign, and so it was not made part of the Development Historic Review Commission (DHRC) approval for the building facades and wall signs.

The applicant later decided to proceed with the rooftop cactus, and submitted new applications on August 19, 2014. The first request was for a Sign Variance (SV 14-04) to allow the cactus sign in the River Corridor to have a total sign height of 34 feet, measured from the ground, whereas the maximum sign height is 30 feet, measured from the ground. The second variance, was to receive DHRC approval because the sign was in the River Corridor (RCC 14-23).

On Monday, September 15, 2014, the Planning Commission approved Sign Variance Application SV14-04 to allow for a sign height of 36 feet, measured from the ground, based on the special circumstance that the additional height would allow for greater visibility from the street level. This approval still allowed the sign area and final dimensions to be flexible so long as the height of the cactus was not greater than 36 feet from the ground as approved by the variance, and that the total sign area did not exceed 75 square feet, the maximum sign area allowed in the River Corridor.

On Monday, November 17, 2014, the applicant submitted revised building renderings showing the cactus sign (RCC14-13). The revised submission shows fully scaled elevation drawings showing a new canopy at the front of the building at the corner of West Concho Avenue and South Chadbourne Street. The new canopy is 10 feet high and would project 3 feet into the street right-of-way along the first 16 feet of both the West Concho Avenue and South Chadbourne Street frontages. The 10 foot high cactus sign with 2 foot base would sit on top of the canopy and remains the same as before.

**As indicated, the applicant has made no changes to the cactus sign since the last DHRC Meeting of October 28, 2014. The applicant is requesting approval of a cactus sign with the same visual appearance and dimensions, 7.5 feet wide by 10 feet high on a 2 feet base, with a total sign area of 75 square feet. However, it should be noted that the proposed sign is expected to extend into the City right-of-way by at least three (3) feet. This protrusion will require that a Right-of-Way Encroachment agreement be approved by City Council prior to a Sign Permit being granted. This action is reflected in proposed Condition of Approval #5.**

**Analysis:**

Section 12.703(a) of the River Corridor Development Ordinance requires the DHRC to review signs greater than 50 square feet in size. In order for the DHRC to recommend approval of this application, the request needs to be consistent with the design guidelines of the *River Corridor Master Development Plan* and meet the *Historic Preservation Design Guidelines* for commercial properties within the Central Business District of San Angelo.

The existing vacant building on the property was built in 1969 and covers the entire site up to the property lines. The applicant had stated he would have liked to erect a freestanding cactus on the ground in front of the building, but there is insufficient space. His only option was to erect the cactus on the roof. The sculpture is a unique feature used specifically to advertise the applicant's restaurant and to draw potential customers walking or driving downtown to the site. As indicated, the applicant was granted a sign variance from the Planning Commission to allow the roof sign to be 36

feet in height, measured the ground, 6 feet above the maximum allowed of 30 feet from the ground (application SV14-04).

The River Corridor Master Development Plan outlines guidelines for colors and lighting in the River Corridor which would apply to signs. Staff has addressed each of the following:

### **Colors**

Section 1.B.3 of the Master Development Plan states that: “materials and colors should relate to historic precedents apparent in the immediate environment...using subtle yet rich colors rather than intense, bright colors.” The Design Guidelines outline further principles for building materials and colors: “Colors should compliment neighboring buildings and reflect a traditional color palette. Only colors similar to or comparable to the palette adopted by the National Trust for Historic Preservation will be allowed.” The proposed color palette provides sample colors for buildings built during multiple periods in history. Because the subject building was built in 1969, staff recommends that the cactus be of a green similar to the color palette of the last period – the Suburban Modern from the 1950s – which in this case would be an Avocado, Plymouth Green, or a similar green (see attached color palette).

Staff conducted a site visit on September 11, 2014, and found samples of the suburban modern color palette as well as darker shades of green in the area. The wall face of the Chester Dornier Jewelry Store at 219 S. Chadbourne Street, north of the property appears to match the Plymouth Green of the color palette. The doors and window frames around the Miss Hattie’s Restaurant and Lounge on 26 E. Concho Avenue east of the property also uses a Plymouth Green. Miss Hatties and the Sassy Fox Botique at 36 East Concho Street to the east, use a darker green for their overhanging canopies (see attached photos).

Staff would therefore support a subtle shade of green, whether light or dark for the sign, similar to the above developments in the area and the color palette of the National Trust for Historic Preservation. As a Condition of Approval, Staff recommends the applicant submit final colors and materials for the sign to the Planning Director, or his or her designee, for approval.

### **Lighting**

Planning staff’s recommendations on lighting standards remain unchanged from the previous approval (RCC14-13).

Section 1.B.7 of the River Corridor Master Development Plan sets guidelines for lighting: “integrating lighting into a building can enhance the façade and architectural features, and provide for the safety of pedestrians, but should not result in glare and light spill.” Moreover, near the River Front, it is encouraged

under Section XI 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.”

Staff understands the sign would be used to attract patrons to the applicant’s bar and grill which includes live music at night, and therefore, requires sufficient lighting. However, the above guidelines require that signage not result in glare or light spill given the historical character of the River Corridor.

Staff conducted a second site visit on Monday, September 15, 2014, at night to look at the illumination of other signage in the River Corridor. Staff found a consistent type of lit signage in the area. Signs were lit from the back, usually with an LED light, but did not produce lighting that was excessively bright or that spilled over onto adjacent properties. Examples include the freestanding sign for J.L. Mercer Boots at 224 South Chadbourne Street, Stango’s Coffee at 221 South Chadbourne Street, The Deadhorse Music Lounge at 210 South Chadbourne Street, Grinners Daiquiri Bar at 217 South Chadbourne Street, Casa Décor Furniture Store at 39 West Concho Avenue and the “37” sign for Iggy’s Italian Ice at 37 West Concho Avenue in San Angelo (see photos attached). Such signage is consistent with other DHRC approvals where glare and light spill are minimized, such as the signage for the Twisted Root Burger bar/restaurant at 333 South Chadbourne Street (RCC 13-51) and for Angelo Mercantile at 135 West Twohig Avenue (RCC 12-54). As a Condition of Approval, staff recommends that any lighting proposed for the sign not be excessively bright or spill over onto adjacent properties.

**Action Requested:**

The action requested is for the Planning Commission to **APPROVE** Case RCC14-23, **subject to the following five (5) Conditions of Approval:**

- 1. Approval of the Sign shall be consistent with dimensions per the attached renderings.**
- 2. The sign shall be predominantly painted a shade of green that is consistent with the color palette of the National Trust for Historic Preservation for the Suburban Modern – 1950s period.**
- 3. All exterior lighting shall be shielded and positioned in such a matter so as to not spill over onto any adjacent property.**

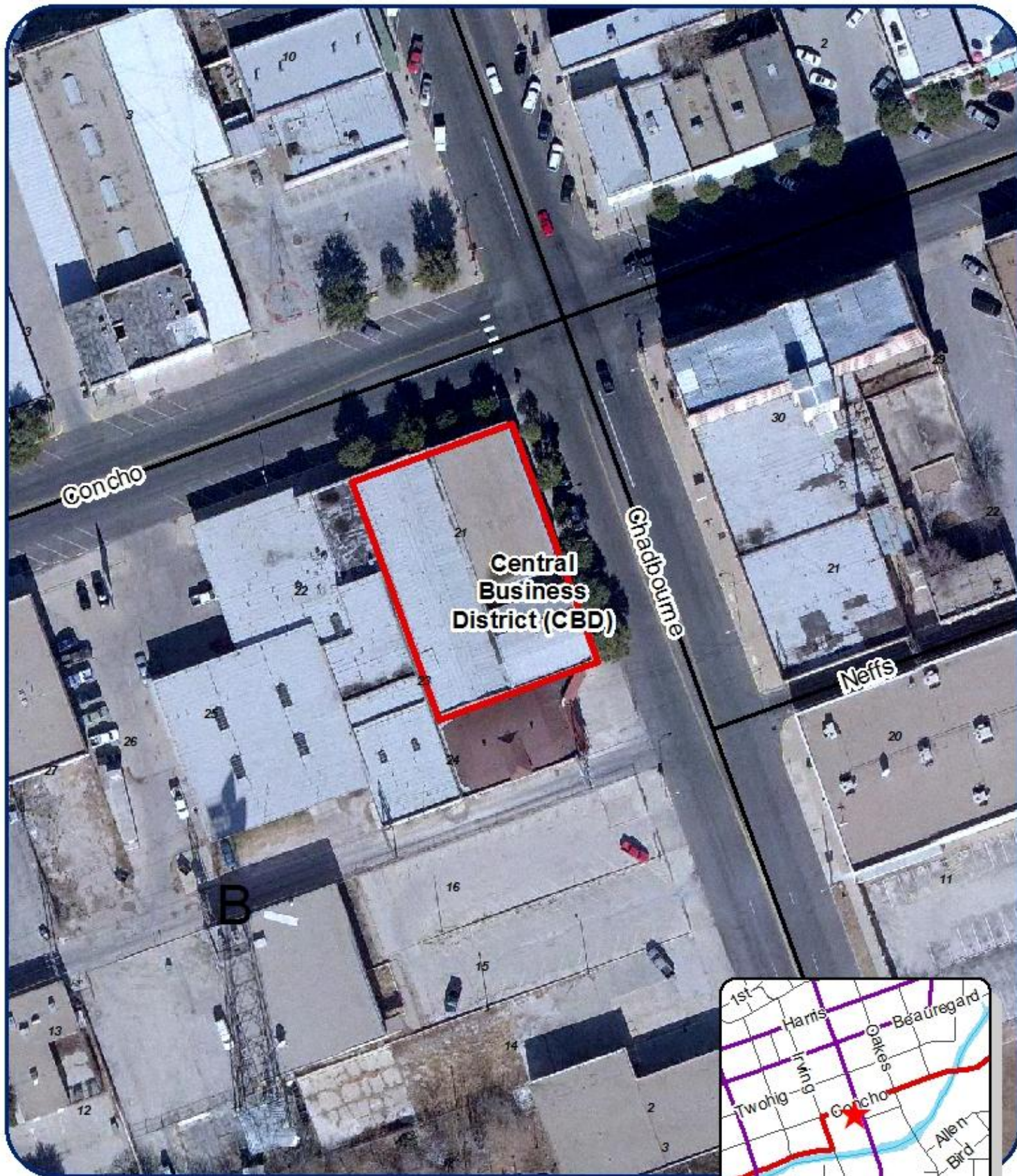
4. Final color samples, signage renderings, and lighting details shall be submitted to the Planning & Development Services Director, or his or her designee, for final authorization prior to sign permit approval.
5. Prior to final approval of the sign permit, the applicant shall obtain a Right-Of-Way Encroachment Agreement from City Council for any portion of the proposed signage which projects onto a public right-of-way.

**Appeals:**

Per Section 12.703(g) of the River Corridor Development Ordinance, an applicant who is denied a building permit will have a right to appeal to the City Council within 30 days of the Commission's decision. If the City Council approves the proposed construction, the Building Official shall then issue a permit therefore.

**Attachments:**

Aerial Map  
Future Land Use Map  
Zoning Map  
Photos of Site and Surrounding Area Signage  
Color Palette - National Trust for Historic Preservation.  
Original Cactus Sign Renderings  
Building with Sign Renderings (June 19, 2014)  
Canopy Renderings (Nov 17, 2014)



**Zoning Case File**  
**Case RCC14-23**

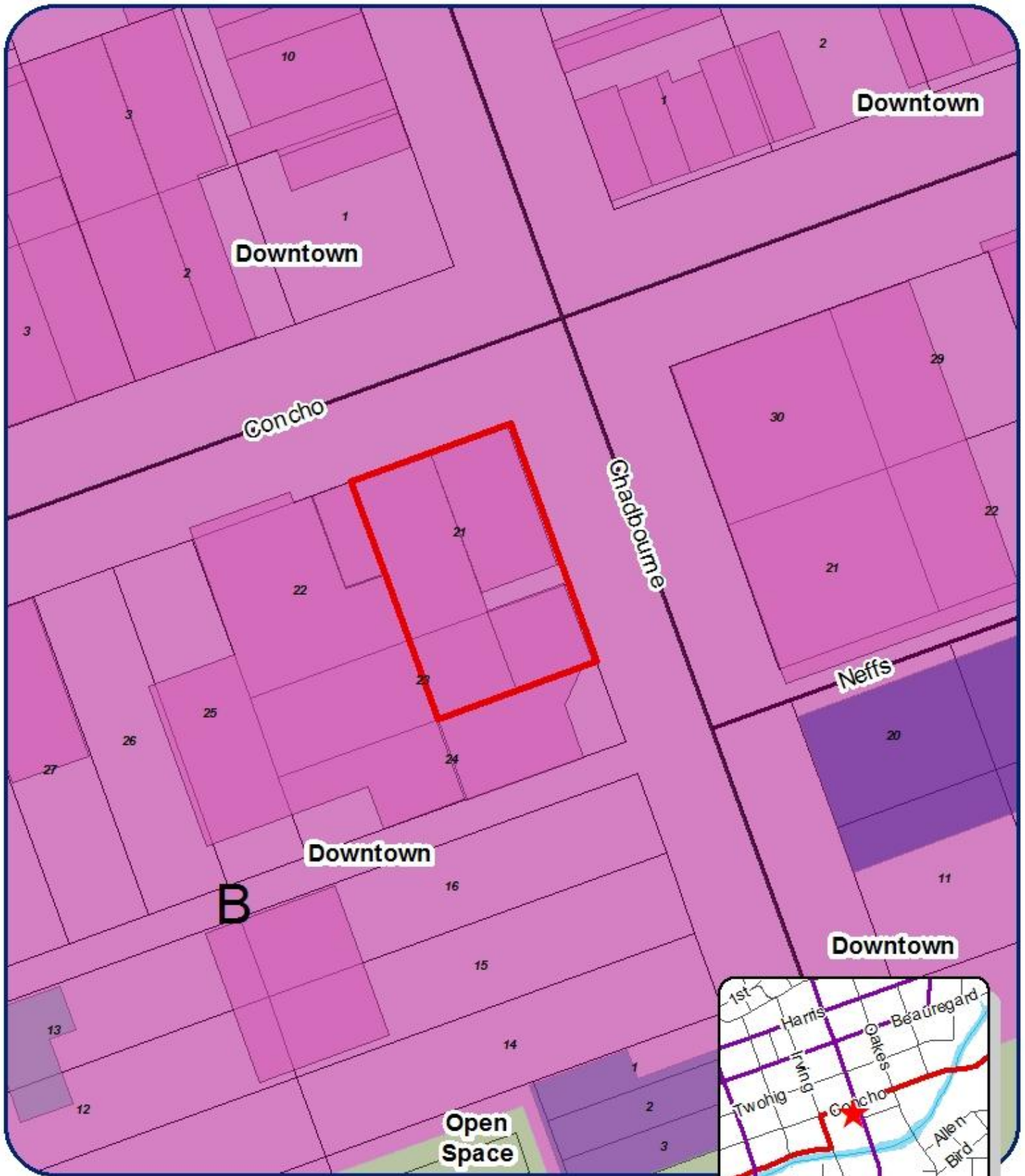
Council District: Johnny Silvas  
 Neighborhood: Downtown  
 Scale: 1" approx. = 75 ft  
 Subject Property: 1 W Concho Avenue

**Legend**

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







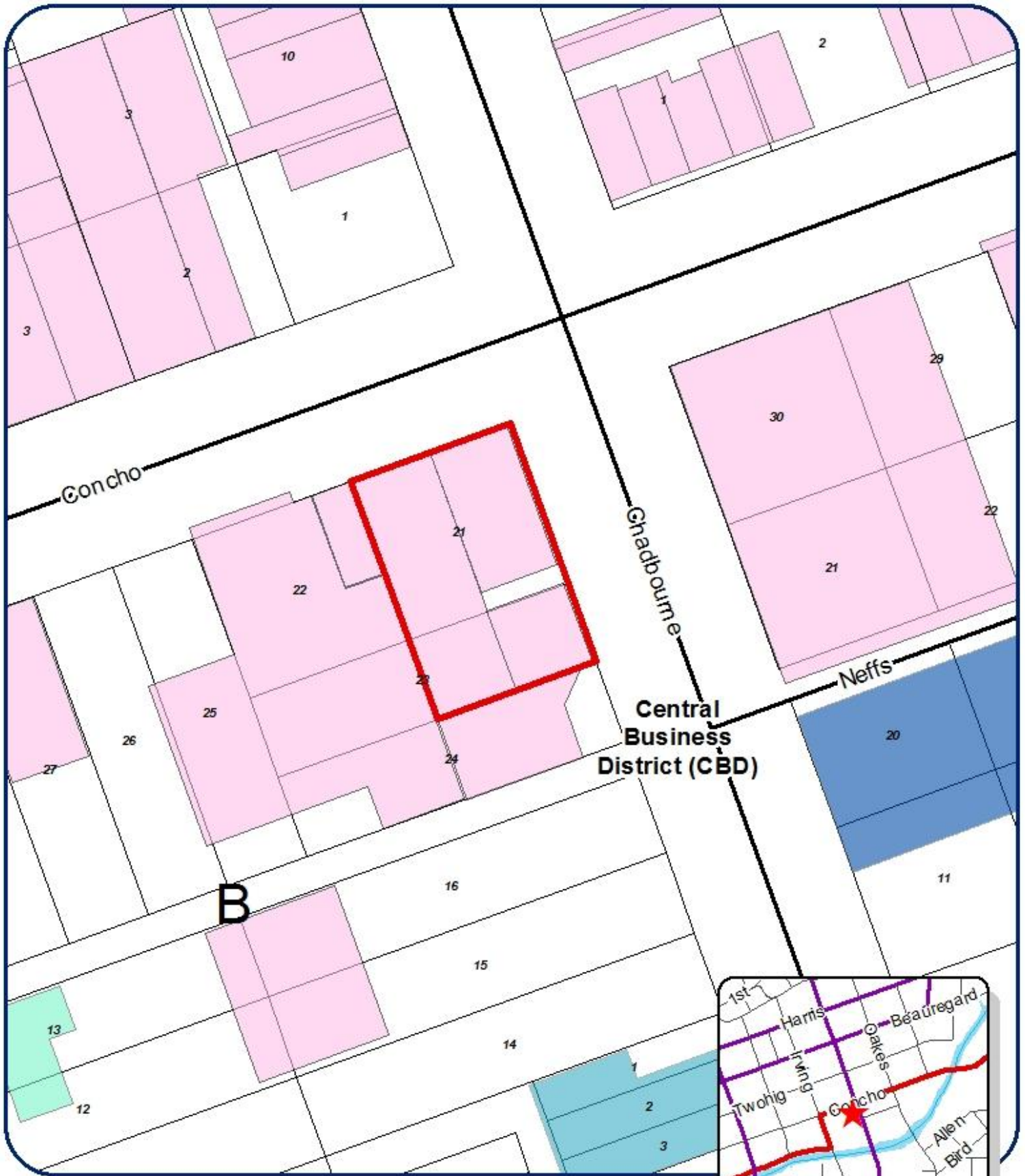
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**Case RCC14-23**

Council District: Johnny Silvas  
 Neighborhood: Downtown  
 Scale: 1" approx. = 75 ft  
 Subject Property: 1 W Concho Avenue

**Legend**

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





**Zoning Case File**  
**Case RCC14-23**

Council District: Johnny Silvas  
 Neighborhood: Downtown  
 Scale: 1" approx. = 75 ft  
 Subject Property: 1 W Concho Avenue

**Legend**

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



**Photos of Site and Surrounding Area**

**Looking South at building (W. Concho)**



**Looking East at building (S. Chadbourne)**



**North**



**South**



**West**



**East**



## Photos - Continued

**Chester Dorner Jewelry – 219 S. Chadbourne St**



**Miss Hatties – 26 E. Concho Ave**



**Sassy Fox – 36 E. Concho Ave**



## Photos - Continued

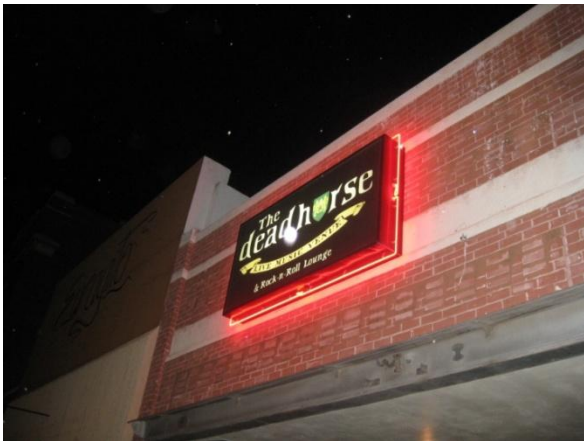
**J.L. Mercer Boots – 224 S Chadbourne**



**Stangos Coffee – 221 S Chadbourne**



**Deadhorse Lounge – 217 S Chadbourne**



**Grinners Bar – 217 S Chadbourne**



**Casa Décor – 39 West Concho Ave**



**Iggys Italian Ice – 37 West Concho Ave**



## Suburban Modern – 1950's



**WALL** Harvest Gold SW 2858  
**TRIM** Avocado SW 2861  
**ACCENT** Super White SW 6995



**WALL** Westchester Gray SW 2849  
**TRIM** Chelsea Gray SW 2850  
**ACCENT** Stratford Blue SW 2864

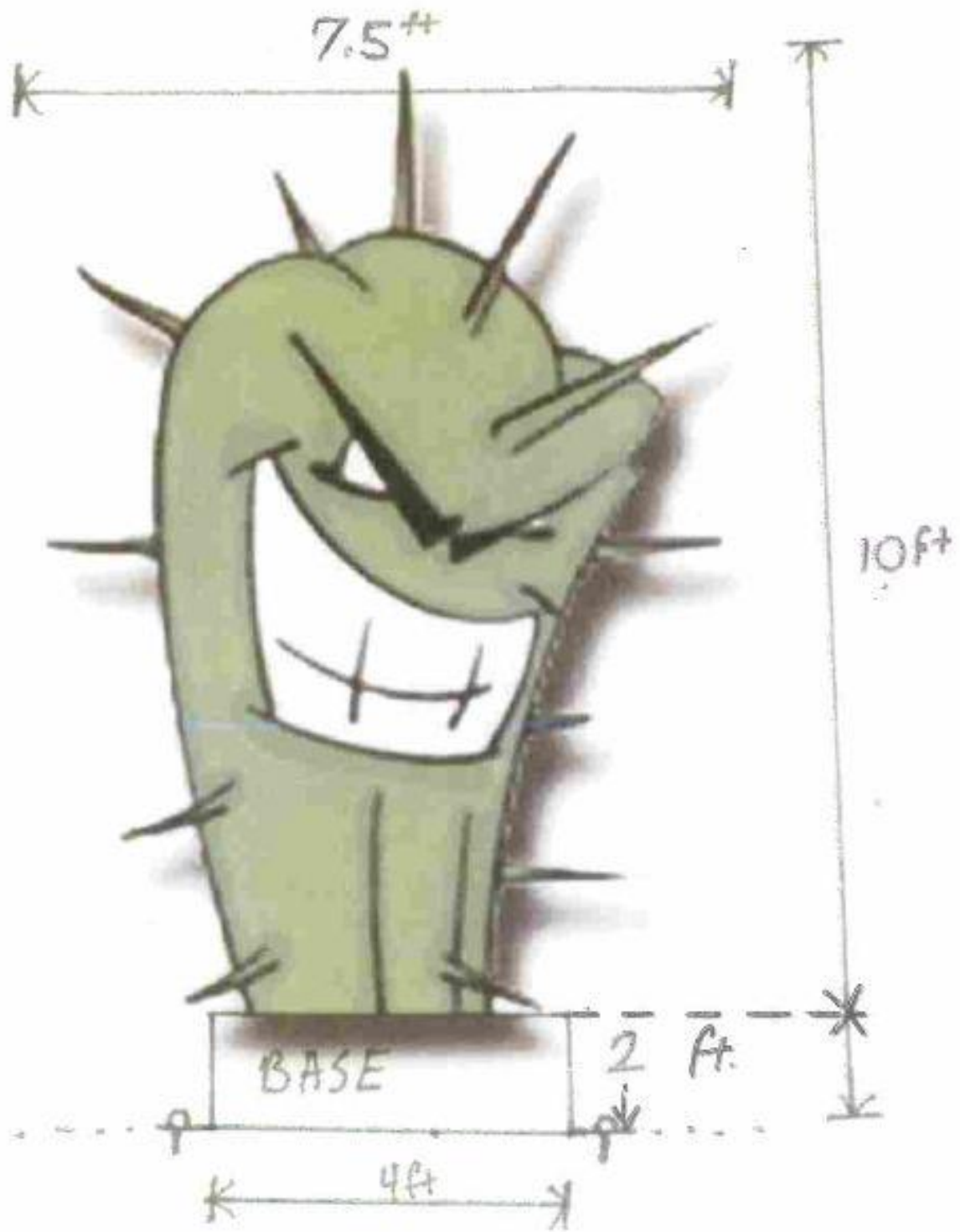


**WALL** Stratford Blue SW 2864  
**TRIM** Super White SW 6995  
**ACCENT** Plymouth Green SW 2852

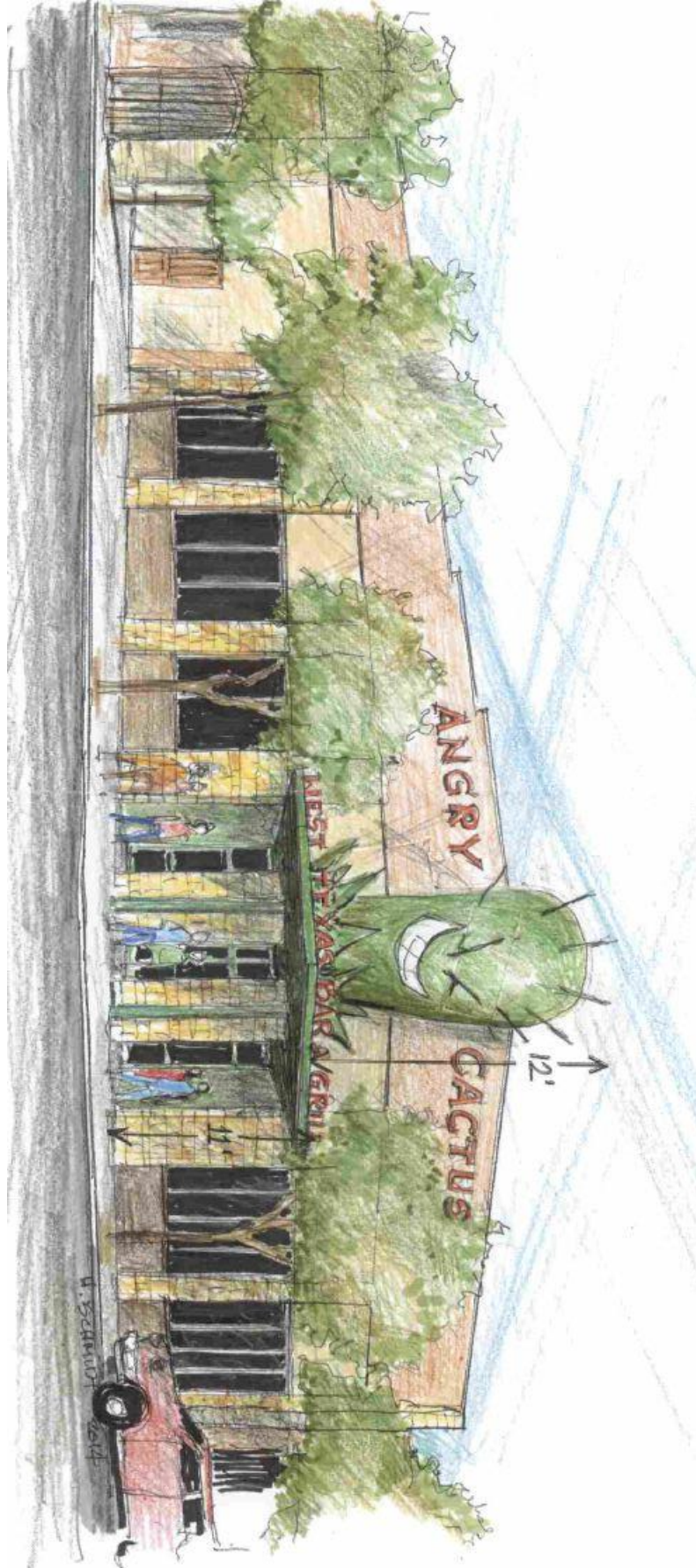


**WALL** Peace Yellow SW 2857  
**TRIM** Caribbean Coral SW 2854  
**ACCENT** Sycamore Tan SW 2855

Original Rendering of Proposed Cactus Sculpture Sign



Building with Sign Renderings (June 19, 2014)





Canopy Renderings (Nov 17, 2014)



EAST

NORTH

1st ACTUS