

STAFF REPORT



Meeting: November 17, 2014

To: Planning Commission

From: Patrick B. Howard, AICP
Director

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

Presenter: Edward Vigil
Senior Planner

Case: SV14-05

Request: Three (3) Sign Variances in the River Corridor in order to:

- 1) Allow for a Variance from Section 12.610(1) for a sign height of 31 feet, measured from the ground and the property line, in lieu of 20 feet;
- 2) Allow for a Variance from Section 12.610(1) for a sign with a copy area of 100 square feet in lieu of 75 feet; and
- 3) Allow for a Variance from Section 12.604(b)(1)(C) for a sign with a zero (0) front setback in lieu of a 20-foot front setback.

Location: 314 North Bryant Boulevard, generally located at the southeast corner of North Bryant Boulevard and West 4th Street

Legal Description: Miles Addition Survey, Block H, Lots 9-14 and the west 5 feet of Lot 15

Size: 0.46 acres

General Information

Existing Zoning: General Commercial (CG)

Existing Land Use: Restaurant

Vision Plan: Neighborhood Center

Neighborhood: Downtown

District: SMD #3 Johnny Silvas

Surrounding Zoning/Land Use:

North:	Light Manufacturing (LM)	Odyssey Hospice
West:	General Commercial (CG) and Heavy Commercial (CH)	Bryant Street and Motel 6
South:	General Commercial (CG) and Low Rise Multi-Family (RM-1)	Jackson Lodge #15 and single story 4 unit apartments
East:	General Commercial (CG) and Heavy Commercial (CH)	Vacant lot

Thoroughfares/Streets: Bryant Boulevard is defined as a "Major arterial street," which is 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 this street.

Zoning History: The property was annexed into the City in 1975.

Background:

This request seeks the approval of three (3) sign variances for an existing Julio's Burrito restaurant pole sign located at 314 North Bryant Boulevard in the Downtown neighborhood. A portion of this property falls within the River Corridor District. Julio's Burrito restaurant and existing sign pole have been in operation since 2001. The existing sign pole is 31 feet tall and has a sign area of 100 square feet. The applicant is requesting to replace a portion of the existing sign pole that sits on the front property line. More specifically, the applicant is requesting to replace and update the existing sign copy area portion only. The proposed sign area will not change and will remain at 100 square feet.

Staff Recommendation:

Staff recommends **APPROVAL** of Case SV14-04, **subject to two (2) Conditions of Approval.**

Analysis:

In order to approve this request, the Planning Commission members are first required to find that:

- (1) There are special circumstances or conditions applying to the land, buildings, topography, vegetation, sign structures or other matters on adjacent lots or within the adjacent right-of-way, which would substantially restrict the effectiveness of the sign in question; provided, however, that such special circumstances or conditions are unique to the particular business or enterprise to which the applicant desires to draw attention and do not apply generally to all businesses or enterprises**

The subject property contains unique circumstances because the existing location of the sign and pole were erected in 2001. In addition, if the sign was downsized in any way, the pole sign could have diminished visibility due to Bryant Boulevard being a highly trafficked, major arterial street carrying heavy traffic at elevated rates of speed.

(2) Such special circumstances were not created by the applicant;

The subject property specifically occupies lots 9-14 & W5' OF 15 S&E 1878SF out of SW, Blk: H, in the Miles Addition, San Angelo, Texas. Julio's Burritos is not proposing to replace the pole, but to replace an old and dilapidated existing sign attached to the pole. In addition, after replacement, the sign's area will not increase but will remain at 100 square feet.

(3) The granting of the variance will be in general harmony with the purpose of this article and will not be materially detrimental to adjacent property, to the adjacent neighborhood, to the persons residing or working in the vicinity or to the public welfare in general;

The proposed sign area of 100 square feet is only 68% of the sign area allowed for a nonresidential sign. A maximum area of 147 square feet in size may be allowed in such circumstances. The existing sign pole is placed directly on the front property line along Bryant Boulevard. The existing sign pole is 31 feet in height, and will remain at 31 feet even after the sign copy area is replaced. The Sign Ordinance allows for a 50-foot tall sign for properties in the General Commercial (CG) Zoning District.

(4) The variance applied for represents the minimum variance necessary in order to afford relief from the hardship;

As previously mentioned, the proposed sign meets all other provisions of the Sign Ordinance for the General Commercial (CG) Zoning District. Therefore, the variance applied for represents the minimum necessary to provide sufficient relief for Julio's Burritos restaurant services to be advertised to the general public. In addition, the location, size, and height will remain the same even after replacement of the sign copy area.

(5) The variance applied for does not depart from the provisions of this article any more than is required to identify the applicant's business or use.

The variance does not depart from any other provisions of the Sign Ordinance than is necessary. The proposed sign is designed to be no larger than the existing sign at 100 square feet area and will remain at 31 feet in height, even after replacement. The sign is intended to be functional and directional in nature, providing the minimum amount of information needed for heavy site traffic to be directed into the Julio's Burrito restaurant.

Action Requested:

The action requested is for the Planning Commission to **APPROVE** Case SV14-04, **subject to the following two (2) Conditions of Approval:**

1. **Approval of the sign shall be as depicted on the attached renderings with a maximum height of 31 feet (measured from the ground), a sign area of 100 square feet, and a required setback of 0 feet from the front property line.**
2. **Approval shall be conditional on the Design and Historic Review Commission approving final renderings of the colors and materials used for the sign.**

Appeals:

Per Section 12.614(f), an applicant for a Sign Variance dissatisfied with the action of the Planning Commission relating to the issuance or denial of a Variance shall have the right to appeal to the City Council within 30 days of the receipt of notification of such action. The City Council shall give notice, follow publication procedure, hold hearings, and make its decision in the manner and accordance to the same procedures as provided in Chapter 12, Exhibit "A," Article 2, Section 214.

Attachments:

- Aerial Map
- Future Land Use Map
- Zoning Map
- Photos of Site and Surrounding Area
- Proposed Signage



Subject Property



Sign Variance Case File
Case SV14-05 Julios Burritos

Council District: Johnny Silvas
 Neighborhood: Downtown
 Scale: 1" approx. = 125 ft
 Subject Property: 314 N. Bryant Blvd.

Legend

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





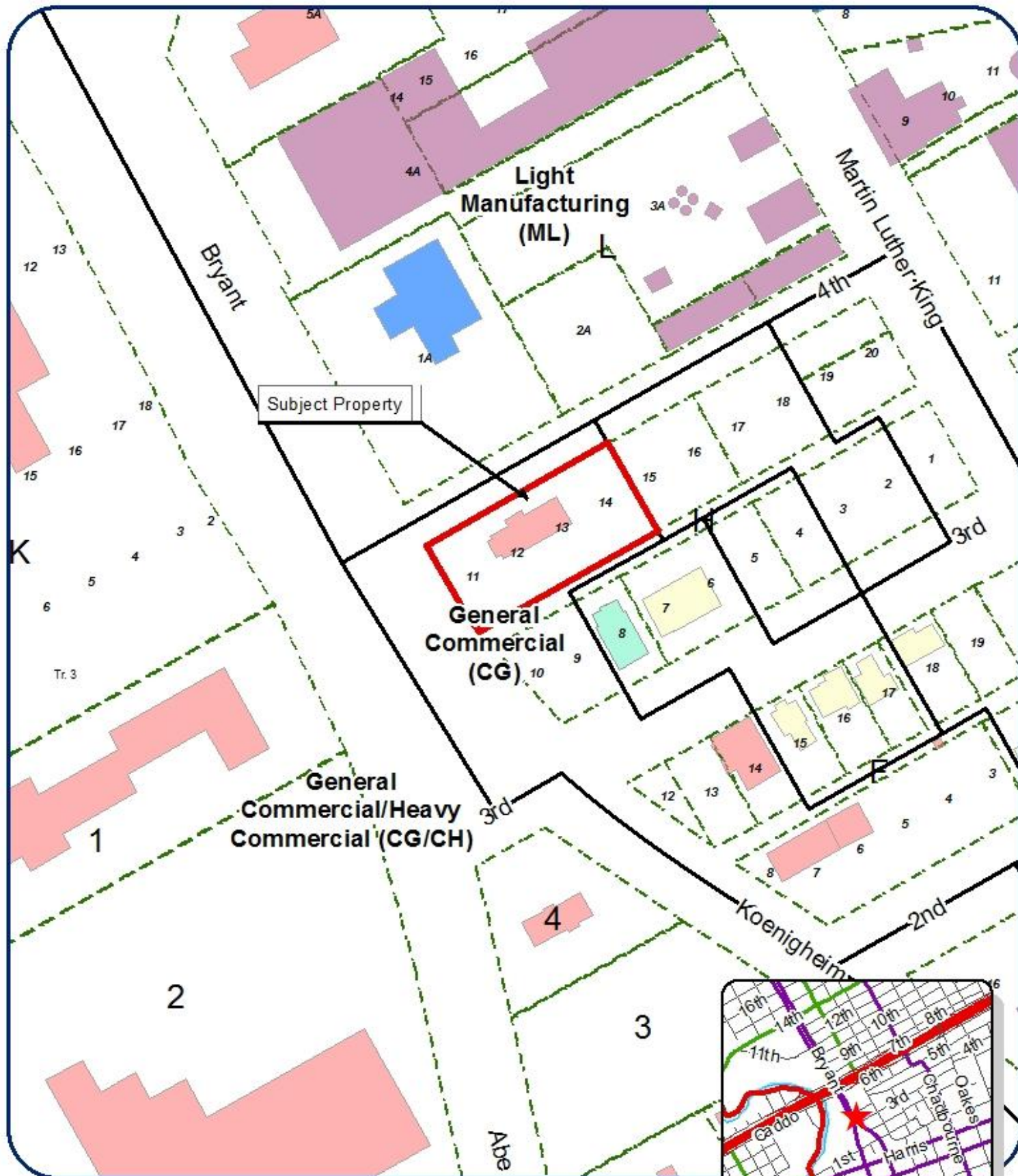
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Photos of Site and Surrounding Area

Sign Pole (looking South)



Sign Pole (looking North)



North



South



West



East (Julio's Burrito building)



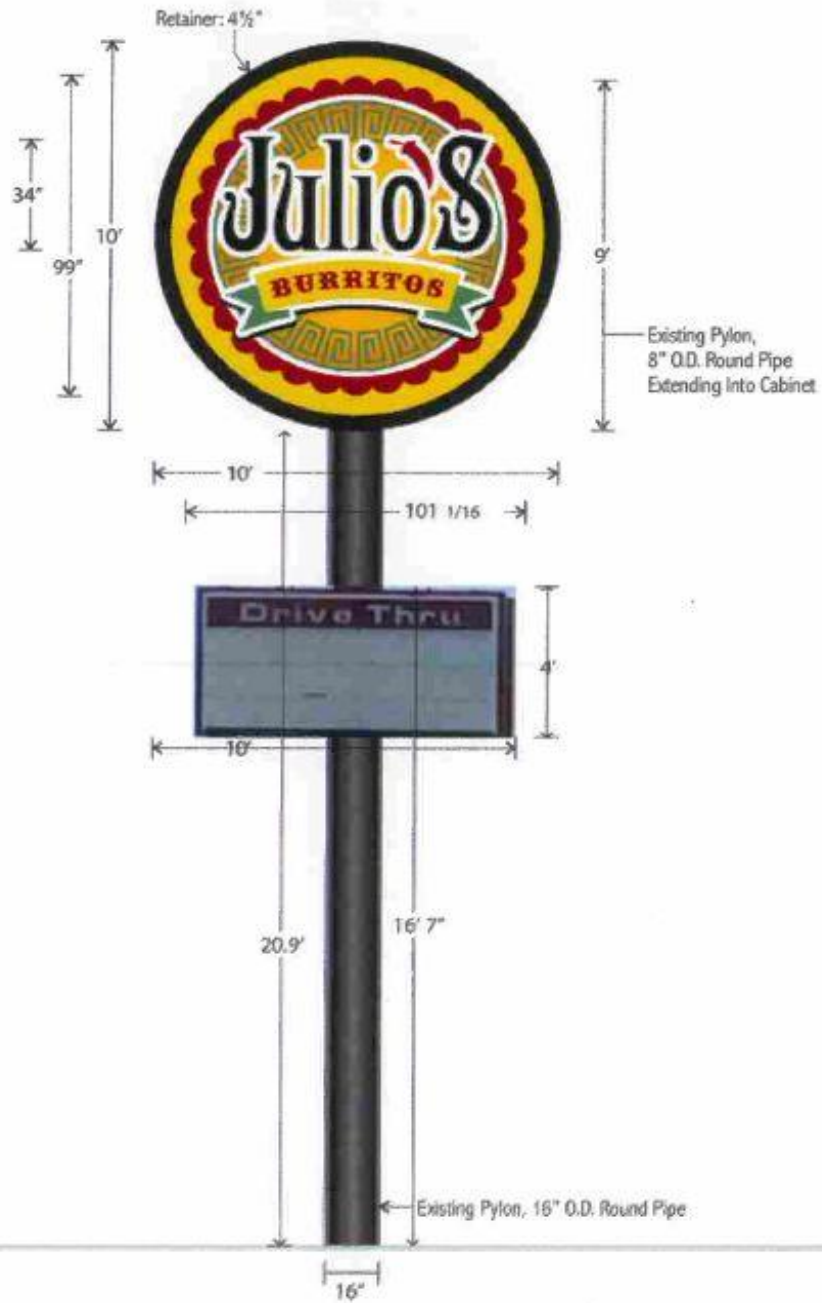
EXISTING SIGN POLE (looking North)



Roosevelt Hotel – 50 N. Chadbourne

Cactus Hotel – 36 E. Twohig Ave

PROPOSED SIGN



scale 1/4" = 1'



Sign Detail

SPECIFICATIONS

Fabricate and assemble as detailed.

- A. Aluminum frame with fluorescent internal lighting
- B. 20 oz. flex face material mounted with a 12"x12"x12"
- C. Bolted with 1/2"x1" bolts and welded on all four sides.
- D. _____
- E. _____

COLORS & FINISHES

- A. Black Cabinet
- B. Black Pole
- C. Flex Face consists of red, green and white
- D. _____
- E. _____



Elevation



Address: _____

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REVISIONS <input type="checkbox"/> APPROVED AS SHOWN <input type="checkbox"/> AS NOTED APPROVED BY: _____ DATE: _____	CUSTOMER _____ SALES PERSON _____	DESCRIPTION _____ JOB NUMBER: _____	DRAWN BY: _____ SHEET NUMBER: _____	START DATE: _____ DUE DATE: _____
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