

# STAFF REPORT



**Meeting:** December 18, 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:** Edward Vigil  
Senior Planner

**Case:** RCC14-36

**Request:** Approval to replace the 100-squarefoot copy area of an existing sign pole in the River Corridor

**Location:** 314 North Bryant Boulevard, generally located at the southeast corner of North Bryant Boulevard and West 4<sup>th</sup> 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.

**Staff Recommendation:**

The Planning Division recommends **APPROVAL** of this request, **subject to two (2) Conditions of Approval.**

**History and Background:**

On September 30, 2014, an application was submitted for a variance from the City's Sign Ordinance for the existing Julio's Burrito restaurant. This request sought 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.

On Monday, November 17, 2014, the Planning Commission approved Variance SV14-05 to allow for the replacement of sign cabinet. The location of the existing sign pole and associated signage did not change. The new cabinet sign area will remain at 100 square feet.

Julio's Burrito restaurant and existing sign pole have been in existence since 2001. The sign pole is 31 feet tall and has an illuminated cabinet sign area of 100 square feet. The applicant is requesting to replace the cabinet sign that is attached to the existing sign pole which sits on the front property line. The proposed cabinet sign is internally illuminated and the sign area will remain at 100 square feet.

The applicant is now seeking Design and Historic Review Commission (DHRC) approval for the final sign area details, including design, materials, and colors. The proposed sign is 10 feet tall by 10 feet wide, with a total sign area of 100 square feet. The total sign height was erected at 31 feet, measured from the ground, and is not proposing to be changed with this request. The applicant's design of the sign will reflect the existing restaurant's character. The sign will be two dimensional and round. The colors proposed include orange, yellow, dark red, black, dark green, with some white outlines. The sign will be internally illuminated, the same as the previous sign.

### **Analysis:**

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," looks 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 will not disturb the nearby nocturnal and associated sensitive river environment.

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. Staff believes the proposed sign meets these requirements.

## 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.” The colors proposed include orange, yellow, dark red, black, dark green, with some white outlines. The colors indicated by the\is request are neither too bright, nor too intense. Rather, they appear to be in keeping with the overall theme of the restaurant and with the general color palette displayed by other establishments in the immediate vicinity.

## Lighting

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.

Staff understands the sign would be used to attract patrons to the applicant’s restaurant, and therefore, requires sufficient lighting. However, the above guidelines require that the signage not result in glare or light spill given the historical character of the River Corridor. The sign will be internally illuminated and a condition outlined below aims to minimize excessive brightness and unforeseen nuisances. The sign conforms to the standards outlined in Section 12.604 of the Sign Ordinance. City 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. 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 RCC14-26, **subject to the following two (2) Conditions of Approval:**

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.

**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
- Existing Sign Rendering
- Proposed Sign Renderings



**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



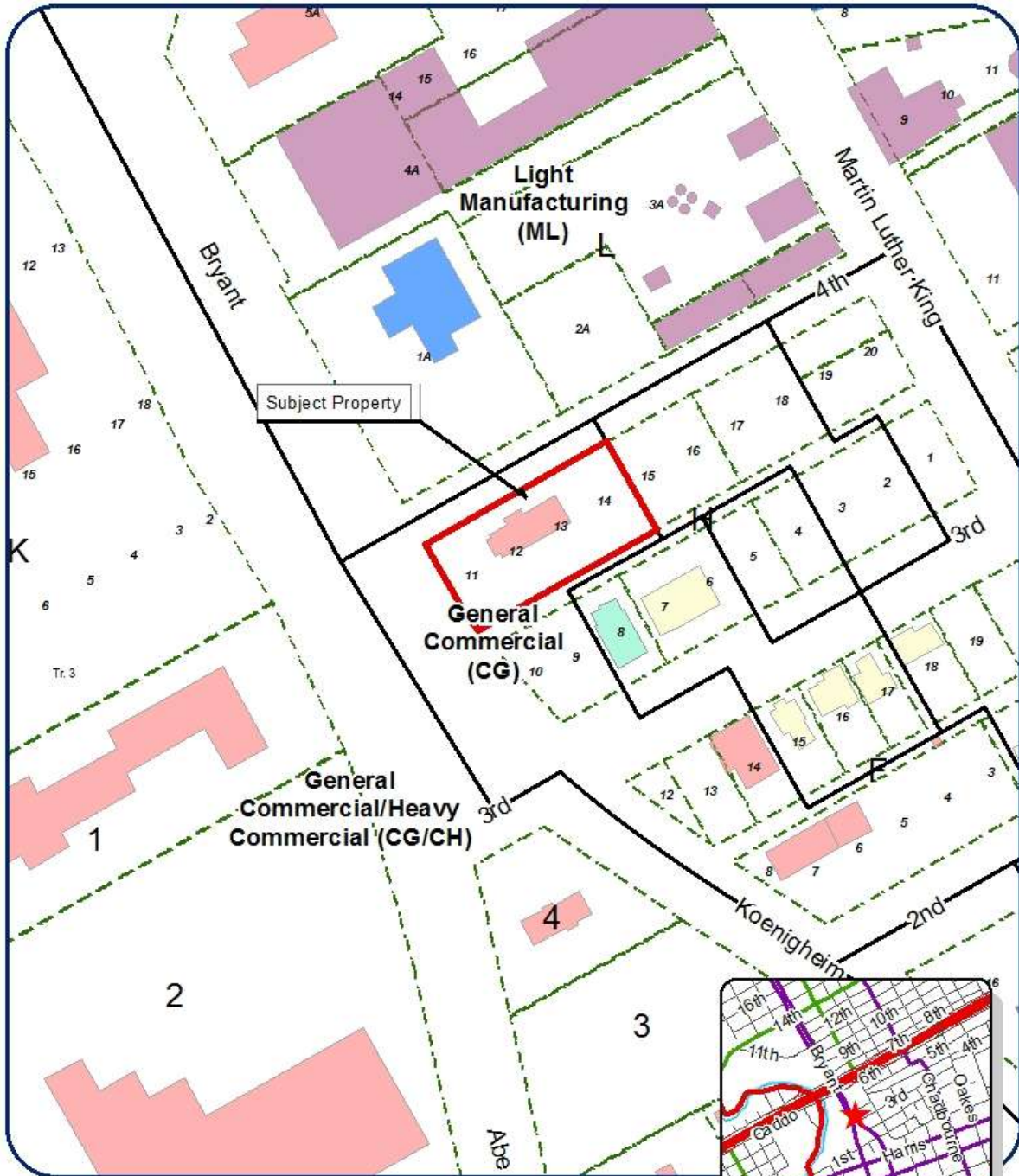


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**Photos of Site and Surrounding Area**

**Sign Pole (looking South)**



**Sign Pole (looking North)**



**North**



**South**



**West**



**East (Julio's Burrito building)**



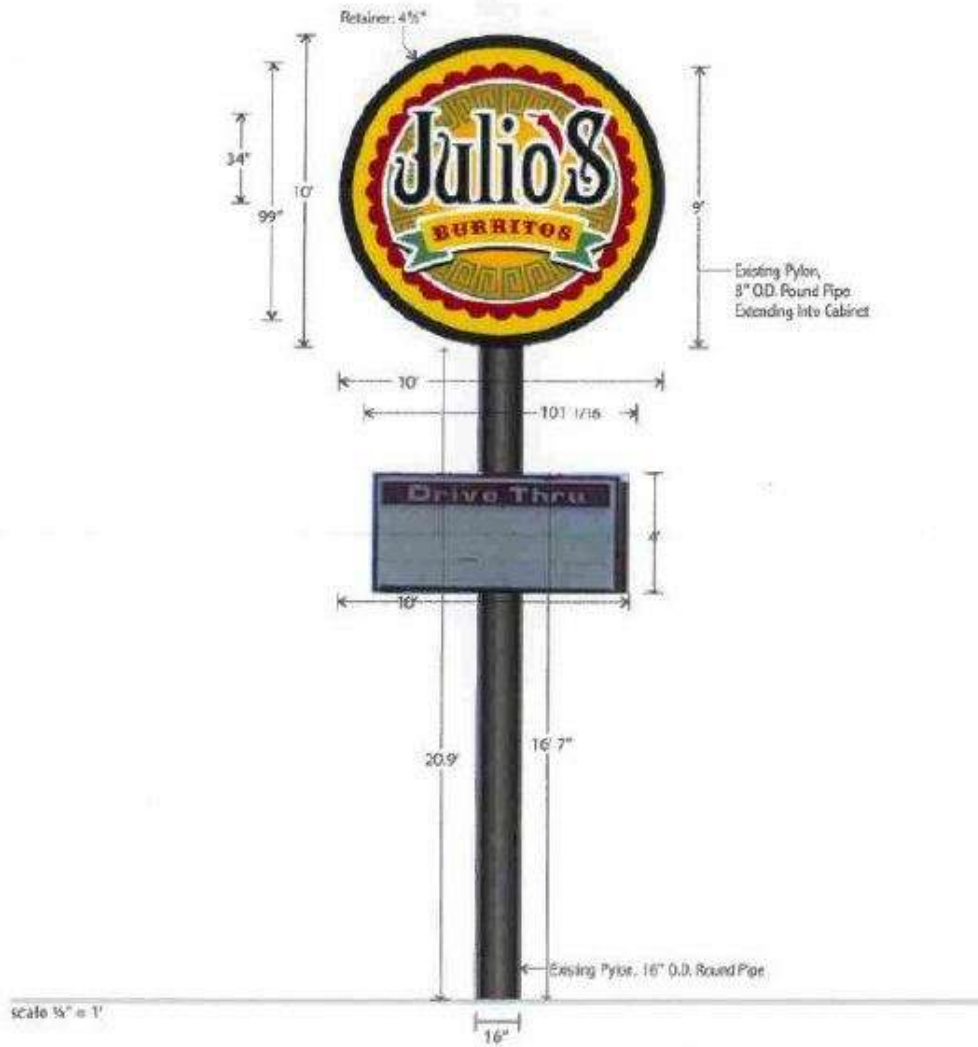
EXISTING SIGN POLE (looking North)



Roosevelt Hotel - 50 N. Chadbourne

Cactus Hotel - 36 E. Twohig Ave

# PROPOSED SIGN





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"x1/2"
- C. Buffed with 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: _____	START DATE: _____
			SHEET NUMBER: _____	DUE DATE: _____