

CITY OF AMARILLO, TEXAS

DOWNTOWN URBAN DESIGN REVIEW BOARD

NOTICE OF PUBLIC MEETING

NOTICE is hereby given that the Downtown Amarillo Urban Design Review Board will meet at 5:30 pm at 808 S. Buchanan, **Room 275** located on the second floor of the Simms Building, Amarillo, Texas, on Thursday, July 5th, 2018. The subjects to be considered at the meeting are shown on the agenda below.

AGENDA

- ITEM 1:** Public Comment: Citizens who desire to address the Downtown Amarillo Urban Design Review Board with regard to matters on the agenda or having to do with policies, programs, or services will be received at this time. The total time allotted for comments is three (3) minutes per speaker. The board may not discuss items not on this agenda, but may respond with factual, established policy information, or refer to staff. (*Texas Attorney General Opinion. JC-0169*) If you wish to speak regarding an item on the agenda, please hold your comments until that item is introduced.
- ITEM 2:** Approval of April 4th, 2018 Downtown Amarillo Urban Design Review Board meeting minutes.
- ITEM 3:** COA-18-21: A request for variance from the requirement that Outdoor Electronic Message Display (EMD) Signs within the Downtown Urban Design District have no more than 25% of the sign face devoted to changeable copy, in order to allow a sign which has 48% of the sign face devoted to changeable copy on an existing pole sign at the following location: 1115 S Taylor Street, legally described as Lots 6 - 10, Block 149, Plemons Addition Unit No. 1. [*Section 4-10-122, pg. 38, Downtown Amarillo Urban Design Standards*]
- ITEM 6:** Consider future agenda items.

SIGNED this 27th day of June 2018.


Sherry Bailey, Senior Planner

The Simms Building is accessible to individuals with disabilities through the main entrance. Parking spaces for individuals with disabilities are available in the front parking lot. The building is equipped with restroom facilities, communications equipment, and elevators that are accessible. Individuals with disabilities, who require special accommodations or a sign language interpreter, must make a request with the City Secretary's Office 48 hours prior to meeting time by telephoning 378-3014 or the City TDD number at 378-4229.

STATE OF TEXAS §
COUNTIES OF POTTER §
AND RANDALL §
CITY OF AMARILLO §

On the 4th day of April 2018, the Downtown Design Review Board met in a scheduled session at 5:30 p.m. in Room 275 located on the second floor of the Simms Building, 808 S. Buchanan, Amarillo, Texas, with the following members present:

| VOTING MEMBERS | PRESENT | NO. MEETINGS HELD | NO. MEETINGS ATTENDED |
|----------------------|---------|-------------------|-----------------------|
| Steve Gosselin | Y | 36 | 32 |
| Steve Pair, Chairman | Y | 19 | 15 |
| Cole Camp | N | 14 | 13 |
| Cindi Bulla | Y | 14 | 12 |
| Gary Jennings | Y | 14 | 12 |
| Verlinda Watson | N | 14 | 1 |
| Becky Heinen | N | 14 | 8 |
| Alan Cox (alternate) | Y | 11 | 10 |

Staff in Attendance:

Sherry Bailey, Senior Planner
Courtney White, Assistant City Attorney I

Jeffrey English, Planner I
Hannah Green, Recording Secretary

ITEM 1: Public Comment: Citizens who desire to address the Downtown Amarillo Urban Design Review Board with regard to matters on the agenda or having to do with policies, programs, or services will be received at this time. The total time allotted for comments is three (3) minutes per speaker. The board may not discuss items not on this agenda, but may respond with factual, established policy information, or refer to staff. (*Texas Attorney General Opinion. JC-0169*) If you wish to speak regarding an item on the agenda, please hold your comments until that item is introduced.

No comments were made.

ITEM 2: Approval of March 1st, 2018 Downtown Urban Design Review Board meeting minutes.

A motion to approve the minutes was made by Board Member Cox, seconded by Board Member Jennings. The motion passed unanimously.

ITEM 3: COA-18-06: A request for variance from the requirement that pedestrian lighting be painted black to allow for pedestrian lighting to be painted maroon at the following locations: 720 S Tyler Street and 800 S Harrison Street, legally described as Lot 1, Block 89, Plemons Addition Unit No. 19; and most of Block 103, Plemons Addition Unit No. 1. [Section 4-10-122, pg. 11 & 13, Downtown Amarillo Urban Design Standards]

Jeffrey English, Planner I, advised the project consists of a brand new parking lot and street-scaping for use as a West Texas A&M University WT Center in Downtown Amarillo. Mr. English advised that the applicant is asking for a variance for all light poles on their frontages as the colors of the poles are desired to be painted maroon instead of the standard approved black. Mr. English ended his presentation with a staff recommendation of approval with variance 1.

Chairman Pair asked if there were any questions or comments. Board Members questioned city staff regarding the details of the case. John Jenkins, architect, also stood to answer questions from the Board. There was a discussion between the Board, Mr. Jenkins, and city staff regarding the setting of a precedent with this variance.

A motion to approve the variance for this project as submitted was made by Board Member Jennings, seconded by Board Member Gosselin. Board Member Bulla stated that she would like the rational for the decision on this item to be known. The Board agreed that the variance be approved based on this item being a state level learning institute/campus. The motion passed unanimously.

ITEM 6: Consider future agenda items

Sherry Bailey, Senior Planner, gave a quick update to the board regarding warehouse districts and a previous DAUDS item.

No further comments were made; Chairman Pair adjourned the meeting at 5:53pm.

Sherry Bailey, Senior Planner



DOWNTOWN AMARILLO URBAN DESIGN STANDARDS DOWNTOWN DESIGN REVIEW BOARD

Certificate of Appropriateness

Project Information: COA-18-21, 2018 DDRB Hearing (7-5-2018)

Project Name: S Taylor St. & SE 12th Ave. – Toot ‘n Totum Office Pole Sign Upgrade
Project Address: 1115 South Taylor Street, Amarillo, TX
Zoning: Central Business District (CB)
Historic Designation: () National () State () Local (X) N/A
Construction: (X) New (X) Renovation/Remodel () Addition

Basic Description of Project:

The project consists of an existing pole sign and the replacement and expansion of a changeable copy sign to a one sided outdoor electronic message display sign facing towards southbound traffic on South Taylor Street..

Site amenities will include pole signage along the right-of-way frontage.

Basic Physical Characteristics:

The sign will consist of a new type of sign on to an existing pole sign, specifically, the replacement of a changeable copy sign to a one sided outdoor electronic message display sign facing towards southbound traffic on South Taylor Street. Downtown Amarillo Urban Design Standards (DAUDS) elements proposed are under the category of Signs.

Standards that Apply to Review:

Signs

- Minimum Standard: Outdoor Electronic Message Display Signs (Page 38) shall not contribute to light pollution for any adjacent residential developments, produce strobe-like effect, interfere with the effectiveness of any official traffic sign, signal or device, or exceed 5,000 nits during the daylight hours or 500 nits between dusk and dawn as measured from the closest property line. Maximum of 25% of the sign face may be devoted to changeable copy. The message shall not change at a rate faster than one message every 5 seconds, except rolling signs. The interval between messages shall be a maximum of 2 seconds. Changeable copy signs shall not contain animation, flashing lights or displays. Changeable copy signs may not be used to display commercial messages relating to products or services that are not offered on the premises. Free standing signs shall have a maximum height of five (5) feet. Temporary screening materials along fenced construction area are encouraged to minimize the visual impact of construction areas and fencing.

- **Proposal:**
The existing pole sign that was built before DAUD standards were adopted in 2010 and has a current breakdown of 48 sq ft (Toot 'n Totum ID Sign), 12 sq ft (Support Center Sign), and 48 sq ft (Changeable copy sign with suction cup letters) to come out to a grand total of 108 sq ft of signage with 44% being devoted to changeable copy.

Now moving forward to the new proposed sign breakdown of 48 sq ft (Same Toot 'n Totum ID Sign) and (48"x144") 44.44 sq ft of a new outdoor electronic message display sign which comes out to a grand total of 108 sq ft of signage with 44.44% devoted to changeable copy. This 44.44% is well above the maximum 25% for changeable copy standards set forth in the DAUDS booklet on Page 38. Also to note, new outdoor electronic message display signs on free standing signs shall have a maximum height of five (5) feet. This sign is an existing sign and as such can continue if not adding any additional square footage to the existing sign which this one is not.

Variances

Variance 1: A 44.44% variance above the 25% maximum changeable copy sign face size limit to allow larger than 25% changeable copy signs.

Justification Provided by the Applicant:

Overall, the applicant counters that he is just replacing an existing sign face and not increasing the overall ratio of sign area. It is just a replacement sign which normally would not even require anything but an administrative action. When submitting a variance application, the developer is required to provide justification for the variance(s). The questions (numbers), along with the applicant's responses (bullets), are shown below.

1. Explain how there are special circumstances or conditions affecting the land involved such that strict application of the subdivision regulations or Downtown Amarillo Urban Design Standards will deprive the property owner of the reasonable use of his land.
 - No
2. Explain how the variance is necessary for the preservation and enjoyment of a substantial property right of the property owner.
 - Changing to an electronic message center vs. manual will enable us to change messages via computer located inside building instead of person using suction cup pole and individual letters.
3. Explain how the granting of the variance will not be detrimental to the public health, safety, or welfare, or injurious to other property in the area, or to the City in administering subdivision regulations.
 - No
4. Explain how the granting of the variance will not have the effect of preventing the orderly subdivision of other land in the area in accordance with the provisions of the Subdivision Ordinance or disrupt the adopted pattern of development for the Downtown Amarillo Overlay District.
 - No – it will enhance the property and be helpful not only to the consumer but also Toot 'n Totum to get messages to the public. In fact we feel this is no different that the Civic Center sign which did not require any action by the DAUDS' Board when it was refaced with the now existing electronic sign face.

History & Previous Approvals

Planning staff has searched past cases looking for such variances and/or sign types to allow renovations to an existing pole sign and could not find any that allowed for larger than 25% changeable copy on a sign. There are no variances on record in the DAUD district that has allowed a larger than 25% changeable copy outdoor electronic message display sign.

Staff Recommendation:

To summarize the applicant wants to replace the changeable copy from the existing 48 sq ft with the proposed 48 sq ft of electronic copy.. The overall sign might be exactly the same size. They are replacing changeable copy face with the electronic face which makes the electronic percentage from 44% which is well above the 25% maximum.

In light of the previous discussion above staff is looking at this as a replacement of an existing sign face, and considering conditions such as the existing pole sign and the addition of the replacement outdoor electronic message display sign **staff recommends approval** as submitted.



| | |
|----------------------------|----------------------|
| FOR OFFICE USE ONLY | |
| CASE NO.: | _____ |
| SUBMITTAL DATE: | _____ INITIAL: _____ |

Downtown Amarillo Urban Design Standards

CERTIFICATE OF APPROPRIATENESS (COA) APPLICATION

MINIMUM SUBMITTAL REQUIREMENTS:

Application provided by City of Amarillo completed in full. This application must be used and may not be adjusted or altered. Please attach pages if additional information is provided.

Supplemental Materials including site plans, elevations, and/or building materials list or any other documents needed to accurately describe proposed work.

Property Information:

Project Name (if applicable): TOOT'N TOTUM

Project Property Address: 1115 S. TAYLOR

Legal Description: _____

Tax I.D. No.: _____

Existing Zoning: UD

Land Use: (Existing) _____ (Proposed) _____

Historical Designation (if applicable): National State Local

Property Owner(s): TOOT'N TOTUM

Firm Name (if applicable): 1201 S. TAYLOR

Address: _____

Telephone: (____) _____ Email: _____

Owner's Agent (Main contact person responsible for application)

Firm Name (if applicable): HOAREL SIGN CO.

Address: BOX 1832

Primary Contact Name: LINDA COX

Telephone: (806) 373-2175 Email: linda@hoarelsign.com

Secondary Contact Name: RAY COX

Telephone: (806) 373-2175 Email: rcox@hoarelsign.com

APPLICATION IS NOT VALID WITHOUT COMPLETION OF ALL PAGES AND SIGNATURES

Description of Proposed Work (please use additional paper if necessary)
 Please describe your proposed work as simply and accurately as possible. Attach additional and/or supplemental material as requested in the "Required Documents With Application" section.

REPLACE EXISTING MARQUE WITH ELECTRONIC EMC UNIT USING
EXISTING POLE STRUCTURE. SIGN WILL BE SINGLE SIDED. ~~XXXXXXXXXX~~

Acknowledgements

I certify that the above information is correct and complete to the best of my knowledge and ability, and that I am now or will be fully prepared to present the above application to Planning Department staff (Staff) and/or the Downtown Urban Design Review Board (the Board), whichever may be applicable.

I understand that in considering my application, Staff or the Board will determine whether the proposed work complies with the Downtown Amarillo Urban Design Standards.

I understand that I may appeal the decision of the Planning Director or designee to the Board by submitting a written notice of appeal to the Planning Department within ten days after receipt of notification of the Planning Director's or designee's decision. The Board may uphold, reverse or modify the decision of the Planning Director or designee. I also understand that all decisions of the Board may be appealed to the Zoning Board of Adjustments by filing a written notice of appeal with the Building Official within fifteen days after receipt of notification of the Board's decision.

I understand that approval of this application by Staff or the Board DOES NOT negate me from any other applicable requirements needed to obtain required permits.

I agree to provide any additional information necessary for determining eligibility as requested by Staff and/or the Board and that a Certificate of Appropriateness must be received before any other applicable permits are issued.

Signature of Applicant: *Ray Mitchell* *Ray Cox* Date: *5/25/2008*
 Signature of Owner (if not applicant): _____ Date: _____

Approval Information

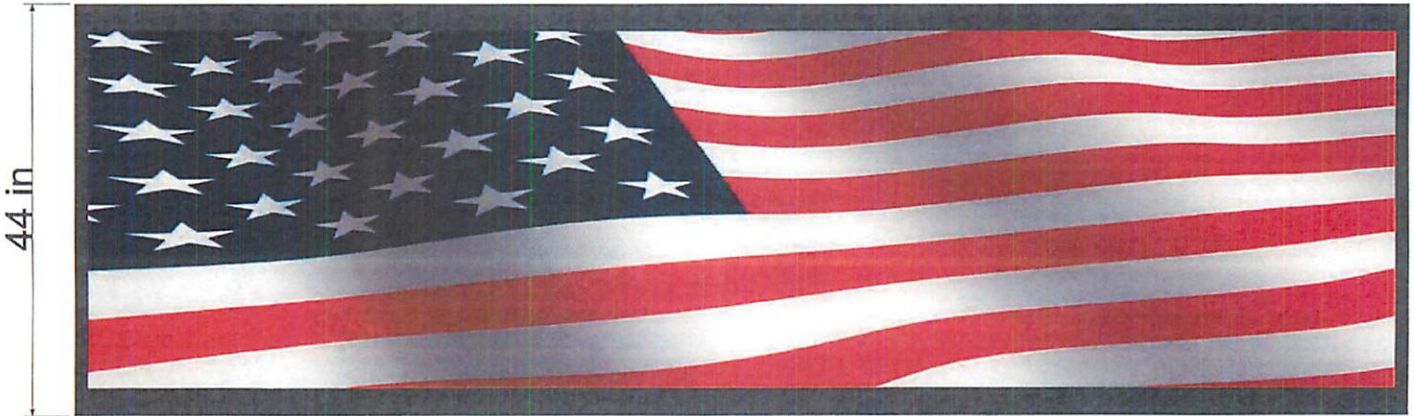
Approved— Please issue permit
 Approved With Conditions— Please issue permit in accordance with conditions (attached)
 Denied— Please do not issue permit or allow work

Planning Department: _____ Date: _____

OPT 1



144 in



- SINGLE SIDED EMC UNIT TO REPLACE EXISTING MARQUEE
- 11'-9" x 3'-2" WORKING AREA, 15.85mm RESOLUTION
- CONTROLLED VIA CLOUD USING PC, TABLET OR SMARTPHONE

NOTE: A DEDICATED CIRCUIT WILL BE NEEDED TO OPERATE THE EMC UNIT



819 NE 7T
AMARILLO
79107
806-373-2
1-800-852



170 in

46 in

 **AMARILLO**
CIVIC Center
COMPLEX
Meet. Play. Celebrate.

54.31 SQ FT

174.63 in

80.88 in

98.01 SQ FT

20 in

AMARILLO ★ TEXAS

24.51 SQ FT

176.5 in

RESERVED
PARKING

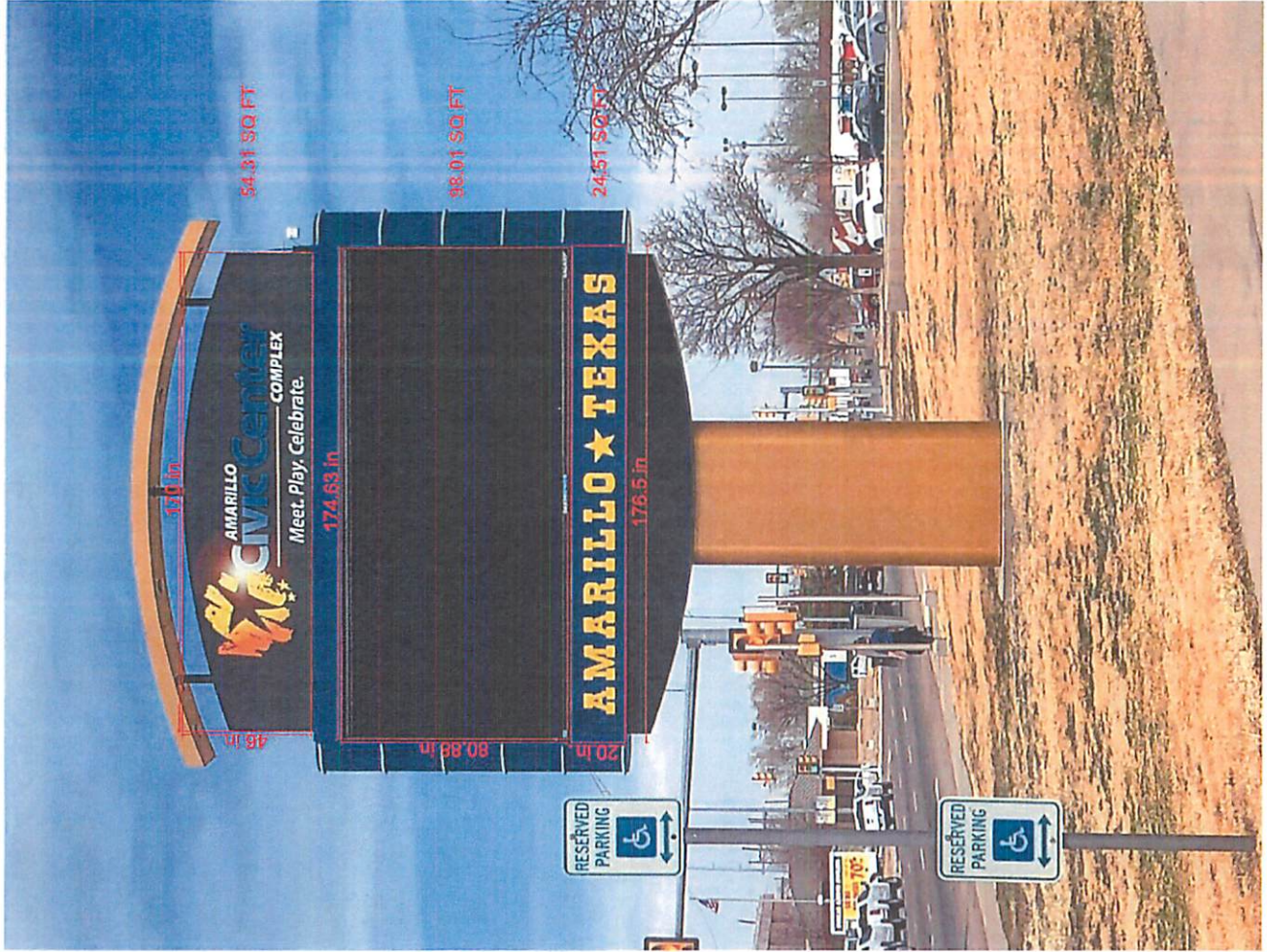
↔

RESERVED
PARKING

↔

PROPOSED SIGNAGE

| | TOTAL SQ FT | EMC SQ FT | EMC % OF SIGN |
|--------------|-------------|-----------|---------------|
| CIVIC CENTER | 176.83 | 98.01 | 55.42% |
| TOOT'N TOTUM | 108 | 48 | 44.44% |



819 NE 7TH AVE
AMARILLO, TX
79107
806-373-2175
1-800-852-5859
SIGN COMPANY
Serving you since 1927



Texas License #2584 New Mexico License #33383

DATE: APPROVED APPROVED WITH CHANGES

This Drawing is protected as part of a planned project and is not to be exhibited, copied or reproduced without the written permission of Korner Sign Company

RELEASE SIGNATURE: