



City of San Antonio

Agenda Memorandum

File Number:17-3611

Agenda Item Number: 1.

Agenda Date: 6/5/2017

In Control: Board of Adjustment

Case Number: A-17-113
Applicant: Walton Signage
Owner: Methodist Healthcare System HCA
Council District: 8
Location: 7700 Floyd Curl Drive
Legal: Lot 6, Block 4, NCB 12814
Description:
Zoning: "C-3 S AHOD" General Commercial Airport Hazard Overlay District with Specific Use Authorization for a Hospital not to exceed 175 feet in height
Case Manager: Shepard Beamon, Senior Planner

Request

A request for a variance from the provision that prohibits a second electronic message center on the same freestanding sign, as described in Chapter 28 Section 28-241(e)(7)(c).

Executive Summary

The applicant is requesting the variance to allow two digital displays on one freestanding pole sign. According to the San Antonio Code of Ordinances, no more than one (1) two-sided digital display per each freestanding sign structure shall be permitted. Additionally, no more than one (1) two-sided digital display may be permitted for each street frontage for an individual premise. The variance is being requested because the medical facility houses both routine and emergency health services. The two digital displays are proposed to promote both services to the public. One of the electronic message displays will indicate wait times for the Emergency Room and provide immediate updates. According to the applicant, the most efficient manner to promote the routine health care services provided on site is to allow a second digital display.

Existing Zoning	Existing Use
"C-3 S AHOD" General Commercial Airport Hazard Overlay District with Specific Use Authorization for a Hospital not to exceed 175 feet in height	Hospital

Surrounding Zoning/Land Use

Orientation	Existing Zoning District(s)	Existing Use
North	"C-3 S AHOD" General Commercial Airport Hazard Overlay District with Specific Use Authorization for a Hospital not to exceed 175 feet in height, "C-2 AHOD" Commercial Airport Hazard Overlay District	Texas Neuroscience Center, Office, Parking Lot
South	"C-2 AHOD" Commercial Airport Hazard Overlay District	Apartments, Hotel
East	"C-2 AHOD" Commercial Airport Hazard Overlay District, "C-1 AHOD" Light Commercial Airport Hazard Overlay District	Office, Bank, Rehab Center
West	"R-5 AHOD" Single-Family Airport Hazard Overlay District	UT Health Science Center

Comprehensive Plan Consistency/Neighborhood Association

The property is within the boundaries of the North Sector Plan and currently designated as Regional Center in the future land use component of the plan. The subject property is not located within the boundaries of a registered Neighborhood Association.

Criteria for Review

Pursuant to Section 28-247 of *Chapter 28: Signs and Billboards* of the City Code, in order for a variance to be granted, the applicant must demonstrate:

- 1. The variance is necessary because strict enforcement of this article prohibits any reasonable opportunity to provide adequate signs on the site, considering the unique features of a site such as its dimensions, landscaping, or topography; or*
- 2. A denial of the variance would probably cause a cessation of legitimate, longstanding active commercial use of the property; and*

The variance is not necessary as the enforcement of the article grants the facility the same rights as all other businesses within the area. There are no unique features existing on the site that warrant the approval of multiple digital displays. Denial of the request would not ultimately result in the termination of the medical facility's daily operation.

- 3. After seeking one or more of the findings set forth in subparagraphs (1) and (2), the Board finds that:*

A. Granting the variance does not provide the applicant with a special privilege not enjoyed by others similarly situated or potentially similarly situated.

Granting the variance would provide the business with a special privilege that is not enjoyed by others. Similar businesses comply with the requirement and the lack of an extra digital display does not interfere with their operation.

B. Granting the variance will not have a substantially adverse impact on neighboring properties.

Although the excessive luminance of two digital display signs may not have a direct negative impact on the neighboring properties, the allowance of two signs could set a precedent that advocates for visual clutter within the medical center. In addition, while the wait-time may not be distracting, the visual image of doctors and patients may draw unnecessary attention from the driving public.

C. Granting the variance will not substantially conflict with the stated purposes of this article.

The requested variance does conflict with the stated purpose of the chapter in that the purpose of the chapter is to contribute to the development and maintenance of an attractive visual environment, reducing confusion or distractions to motorists, and enhancing motorists' ability to see and react. The requested variance does not uphold these objectives.

Alternative to Applicant's Request

The applicant would need to install one digital display.

Staff Recommendation

Staff recommends **DENIAL of the requested variance A-17-113** based on the following findings of fact:

1. The requested variance conflicts with the stated purpose of the chapter.
2. Granting the variance would provide the business with a special privilege that is not enjoyed by others.
3. Denial of the request would not ultimately result in the termination of the medical facility's daily operation.