

CITY OF ROCKWALL
HISTORIC PRESERVATION ADVISORY BOARD (HPAB) MEMO

AGENDA DATE: 1/17/2013

APPLICANT: Tina Rowe-Woodall

AGENDA ITEM: H2013-001; Monument Sign - COA

SUMMARY:

Hold a public hearing to consider a request for a Certificate of Appropriateness (COA) from Tina Rowe-Woodall to permit the construction of a stone monument sign within Planned Development District 50 (PD-50) and the North Goliad Corridor (NGC OV) Overlay District. The subject property is located at 908 N. Goliad Street and is further identified as Lot 2R of the W. D. Austin Addition, City of Rockwall, Rockwall County, Texas. The property is recognized as a local "Landmark" Property, is zoned PD-50, and is situated within the NGC OV.

DISCUSSION:

Ms. Tina Rowe-Woodall has submitted an application for a Certificate of Appropriateness (COA) that would allow for the construction of a stone monument sign to be placed on her property located at 908 N. Goliad St. The property is zoned Planned Development (PD-50) District with an underlying zoning of Residential Office (RO) District and is also within the North Goliad Corridor Overlay (NGC OV) District. The exterior design of the home is considered "neoclassic," was built in 1911, and is designated as a "Landmark" property within the City of Rockwall. The building is also known as "The Reese Home."

Ms. Rowe-Woodall currently operates her business (Heavenly Hands Birthing Center) at 909 N. Goliad St., which is also located within PD-50. The business has a sign that conforms to the provisions established in the NGC OV District and the Historic Preservation Guidelines; however, Ms. Rowe-Woodall has stated that the size of her current sign is less visible than she desires based on her patients stating the sign is difficult to see as they approach her facility while they are in labor. Ms. Rowe-Woodall views the size of the sign as a hardship, and as she moves in to her new facility would like to have a sign that is more prominently visible to her patients (and visitors) as they approach the proposed birthing center. The requested monument sign measures approximately seventeen (17) square feet in area and is three (3) feet, four (4) inches in height. The proposed monument sign will be comprised of stone with a stucco finish designated as the sign face.

The Unified Development Code (UDC) provides that signage within PD-50 is to be freestanding with two (2) support standards and be a maximum size of sixteen (16) square feet in area.

Monument signs are not allowed and should not be permitted. A COA is required in order to allow the proposed monument sign, which does not meet the provisions established in the Historic Preservation Guidelines. Furthermore, an approval of a variance to the provisions established for signs in the NGC OV District shall require City Council approval by a three-quarter ($\frac{3}{4}$) majority vote for those City Council members present (with a minimum of four (4) voting in the affirmative) to allow the proposed monument sign within PD-50.

According to the UDC, Appendix D - Historic Preservation Guidelines, III Building Standards states:

Sec. N., (2) Signage, Generally

Signs should not obscure significant architectural features of a building or structure. The material, shape, color, design and lettering style of all signs should be compatible with the style and period of the structure and the Historic District as a whole.

Sec. O., (10) Signage for Commercial Properties

*Signs on a residential structure converted to commercial should be a single freestanding and/or "swinging" sign with one or two support standards. The maximum size is 16 square feet and it should not impede pedestrian or motor vehicle traffic. **Monument signs should not be permitted.** Detached signs will be approved the City of Rockwall historic preservation advisory board on a case-by-case basis.*

Furthermore, the UDC under Sec. 6.2-1 North Goliad Corridor Overlay (NGC OV) District states:

Sec. I. Signs

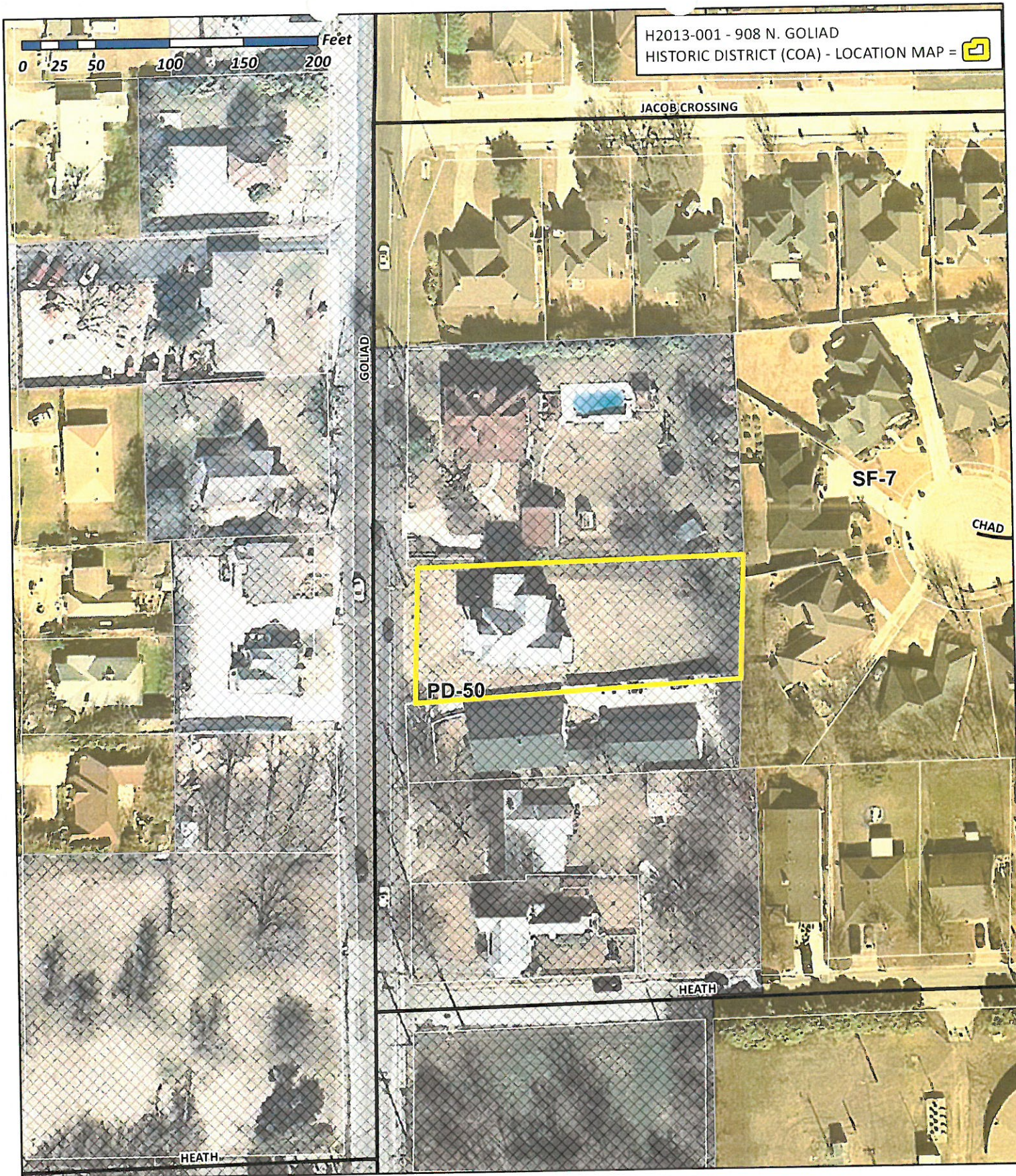
*All signs shall comply with [chapter 32 of the Code of Ordinances] (sign ordinance) and the underlying zoning district that applies to the North Goliad Corridor Overlay District and to the following additional standards. Signs shall be freestanding with two support standards. The maximum size shall be 16 square feet and shall not impede pedestrian or motor vehicle traffic. **Monument signs are not allowed.** All lighted signs shall be indirectly light no direct or internally light sign shall be allowed. All lighting elements such as wires, junction boxes, transformers, switches and panel boxes shall be concealed from view.*

Sec. K. Variance

Variance. The city council may, upon request from the applicant, grant a variance to any provision of this section where unique or extraordinary conditions exist or where strict adherence to the provisions of this section would create a hardship. Approval of any variance to any provision of this section shall require city council approval by a three-quarter majority vote of those city council members present with a minimum of four affirmative votes.

It should be noted that in November 2002, a COA was approved for a sign attached to an antique street lamp that was consistent with the appearance of the street lamps around the "Downtown" Courthouse Square. The property associated with this COA is located at 702 N. Goliad St. and is within PD-50.

Included in your packet is the application for the COA, a letter requesting the COA, a proposed sign plan and site plan, letters supporting the applicants' request, portions of the applicable codes, and a recent photo of the "Reese Home." Although the UDC allows for a COA under Sec. 6.2 Historic (HO) Overlay District, Sec. F, and a variance to the provisions under Sec. 6.2-1 North Goliad Corridor Overlay District, Sec. K, the proposed monument sign does not represent distinguishing characteristics for a historic period, nor is the proposed sign compatible with those in the district. Given the fact the home is a designated "Landmark" property within the City of Rockwall; staff cannot support the applicants' request. It is of the opinion of staff that this should be a judgment call for the Historic Preservation Advisory Board to allow the monument sign as proposed.



City of Rockwall

Planning & Zoning Department
 385 S. Goliad Street
 Rockwall, Texas 75032
 (P): (972) 771-7745
 (W): www.rockwall.com

The City of Rockwall GIS maps are continually under development and therefore subject to change without notice. While we endeavor to provide timely and accurate information, we make no guarantees. The City of Rockwall makes no warranty, express or implied, including warranties of merchantability and fitness for a particular purpose. Use of the information is the sole responsibility of the user.





*Heavenly Hands
Birthing Center, PLLC*

1/7/13

Attention: City Council
RE: 908 N Goliad Sign Variance Request

My name is Tina Rowe-Woodall. I have recently purchased the property at 908 N Goliad St. I am a midwife and have practiced midwifery in Rockwall for ten years. In March of 2010 I rented the property directly across the street from the above mentioned property and opened Rockwall's first birthing center. It has been a great success. I was surprised by the amount of people that desired the natural experiences we offer in the birthing center. My practice has grown yearly thus the need to move to a larger facility. In less than three years we have delivered 100 babies naturally and safely in the little house on Goliad and look forward to continuing to serve Rockwall families in the larger facility across the street.

I currently have a sign that adheres to the North Goliad Corridor Overlay sign requirements. I have on many occasions had to stand outside on the side of the street to help guide in my patients and their excited husbands during labor into the facility, due to the fact that the sign ordinance is so small many people cannot read it. We have also had many families traveling up and down the road in desperate search for the facility to come visit their newborn family members. I am enclosing two letters from previous patients of the birthing center explaining in their own words how difficult it was to locate the center during labor.

The current ordinance allows for a variance. I am including a copy of that section of the ordinance as well. It states "where there is a unique or extraordinary condition or where strict adherence to the provisions of this ordinance would create a hardship", a variance can be requested. I believe all apply to our clinic for two reasons. This particular building was very precious to Rockwall when it was moved to its current location in 2008. Due to the historic nature of the home I wish to memorialize it by placing the original owner's name and the date it was built on the sign. I also feel that being the only emergency facility on Goliad, we have an extraordinary condition. The sign regulations do create a hardship for my laboring families and their friends and family. We feel that it is not only a convenience for the families that we be granted this variance, but a safety factor as well. Having laboring Mommies driven up and down Goliad by excited family members looking for the birthing center is not safe at all. Some Father's come to the center for the first time when their wives are in labor, and most extended family members come to visit for the first time after the babies have been born. We do not have a large staff, so we are unable to field phone calls and go outside to help guide them in when we are in the middle of postpartum care of women and babies.

Please consider this request. I have enclosed a copy of the sign and a copy of where we wish to place it. This sign is smaller than most monument signs in an effort to preserve the historic nature of Goliad St. However it is tastefully done and would be a beautiful addition to the North Goliad Corridor Overlay.

Thank you,

Tina Rowe-Woodall, CPM,LM

908 N. Goliad St.

Rockwall, TX 75087

214-621-0859

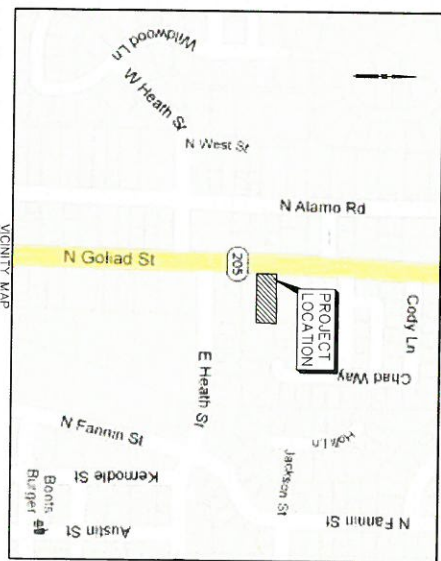
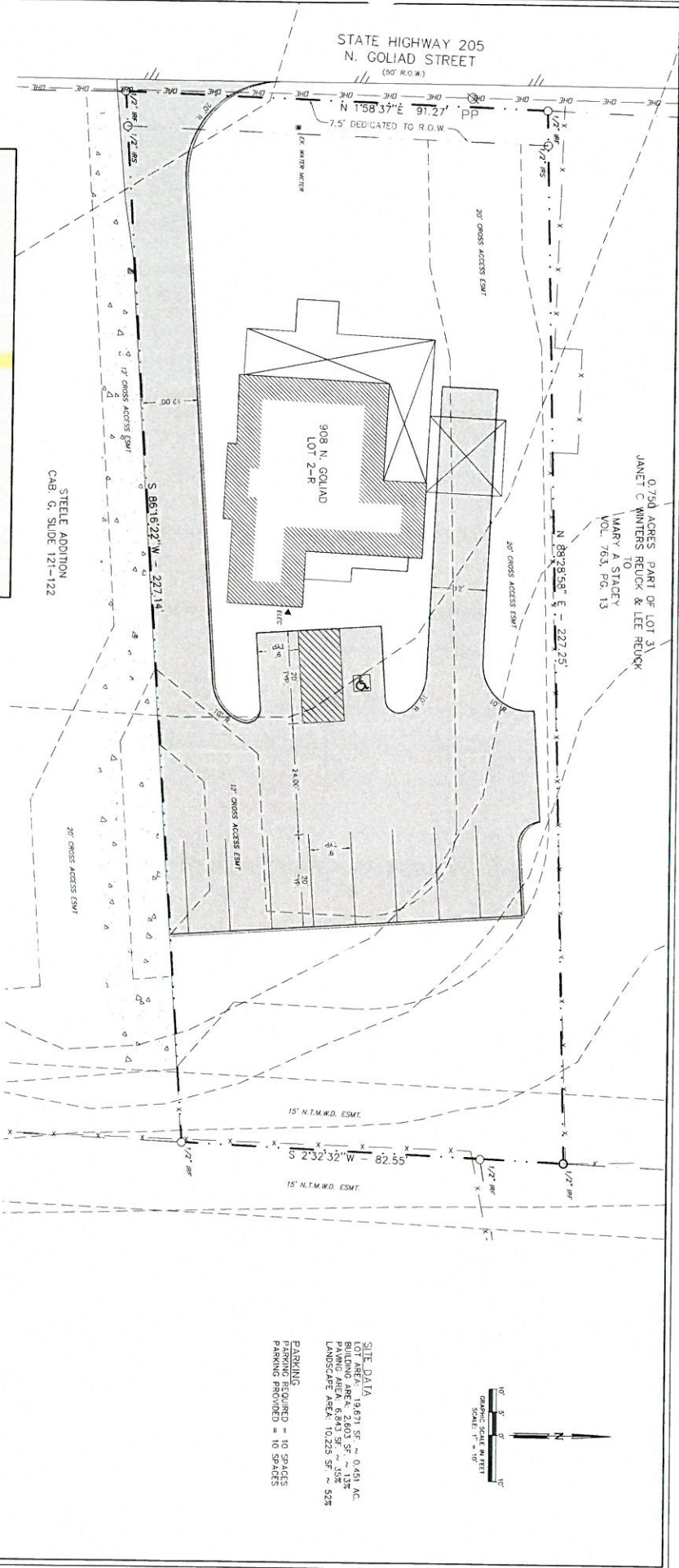
www.heavenlyhandsrockwall.com

Fax# 214-771-3475

tinawoodall@att.net

H 2 0 1 3 0 0 1

RECEIVED
JAN 10 2013
BY: _____



RECEIVED
JAN 10 2013

CONTRACTOR SHALL OBTAIN ALL NECESSARY FEES AND WILL SETUP PRE-CONSTRUCTION MEETING PRIOR TO COMMENCING ANY WORK.

THE INFORMATION SHOWN ON THIS SITE PLAN ARE FROM RECORD DRAWINGS. THE ENGINEER IS NOT RESPONSIBLE FOR THE ACCURACY OF THE INFORMATION SHOWN ON THIS SITE PLAN. THE CONTRACTOR SHALL FIELD VERIFY ALL UTILITIES AND CONTACT ALL UTILITY COMPANIES 48 HRS PRIOR TO ANY EXCAVATION. 1-800-870-8788

PRELIMINARY NOT FOR CONSTRUCTION

THE SEAL APPEARING ON THIS DOCUMENT WAS AUTHORIZED BY THE BOARD OF PROFESSIONAL ENGINEERS AND ARCHITECTS OF THE STATE OF TEXAS.

W.D. AUSTIN ADDITION - LOT 2-R
HEAVENLY HANDS BIRTHING CENTER
 908 N. GOLIAD STREET
 ROCKWALL, TEXAS 75087

L I C E
L I A M CONSULTING ENGINEERING
 6004 WILBURDA DRIVE
 FORT WORTH, TEXAS 76116
 Phone: (817) 766-0101
 Fax: (817) 766-0102
 Email: lic@lic-engineering.com

REVISION	DATE	BY	SCALE	OF
			AS NOTED	1
				1

H 2013 001

TX Dot Permit

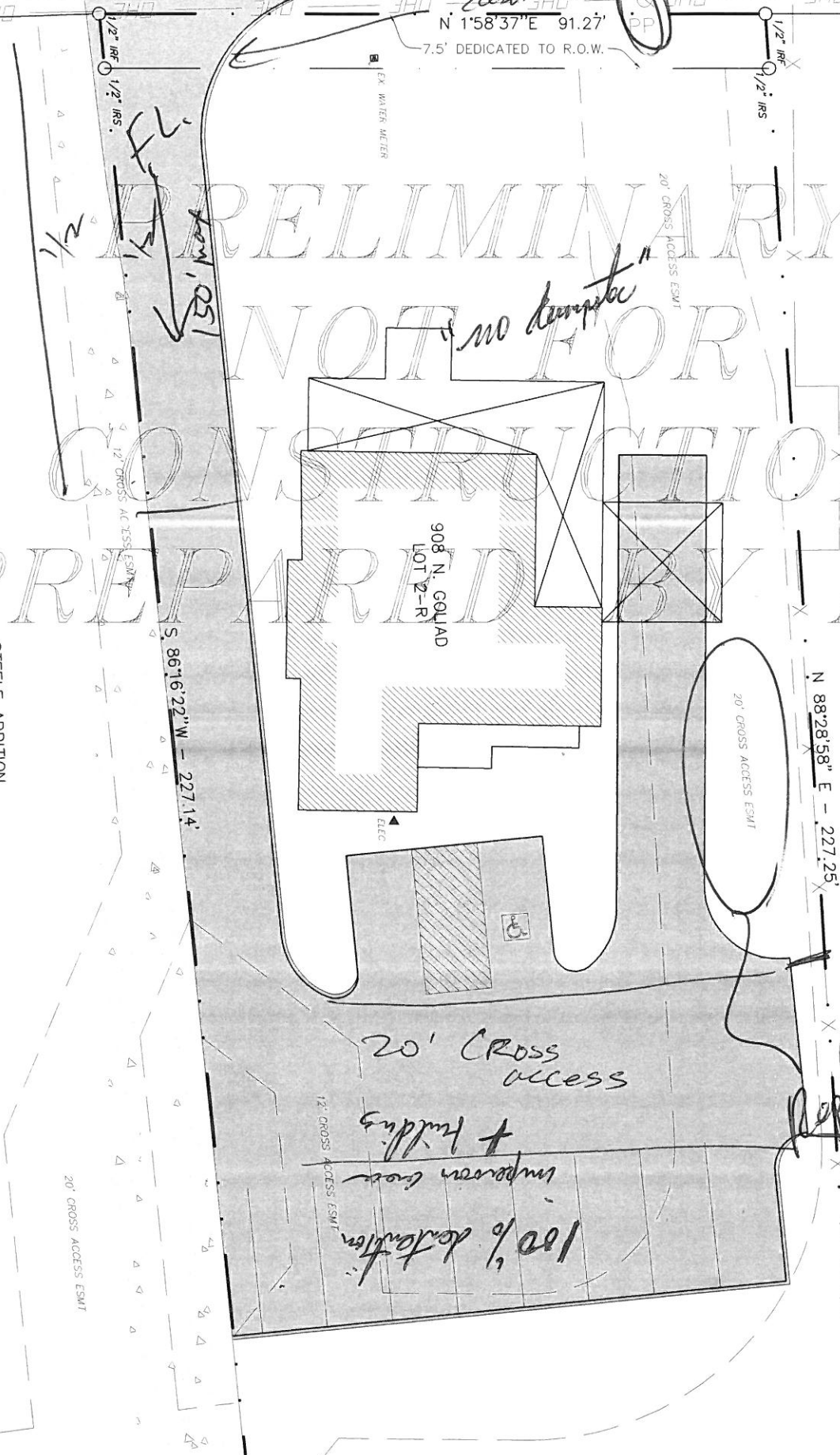
Sacramento

N 1°58'37"E 91.27'
7.5' DEDICATED TO R.O.W.

PRELIMINARY
NOT FOR
CONSTRUCTION
PREPARED BY LUCE

STEELE ADDITION
CAB. G, SLIDE 121-122

0.750 ACRES PART OF LOT 3
JANET C WINTERS REUCK & LEE REUCK
TO
MARY A STACEY
VOL. 763, PG. 13



S. 86°16'22"W - 227.14'

N 88°28'58" E - 227.25'

20' CROSS access

100% detention
improvement cost + building

Stat-out

Replat

20' GROSS ACCESS ESMIT

12' CROSS ACCESS ESMIT

20' GROSS ACCESS ESMIT

20' GROSS ACCESS ESMIT

EX WATER METER

1/2" IRS
1/2" IRS

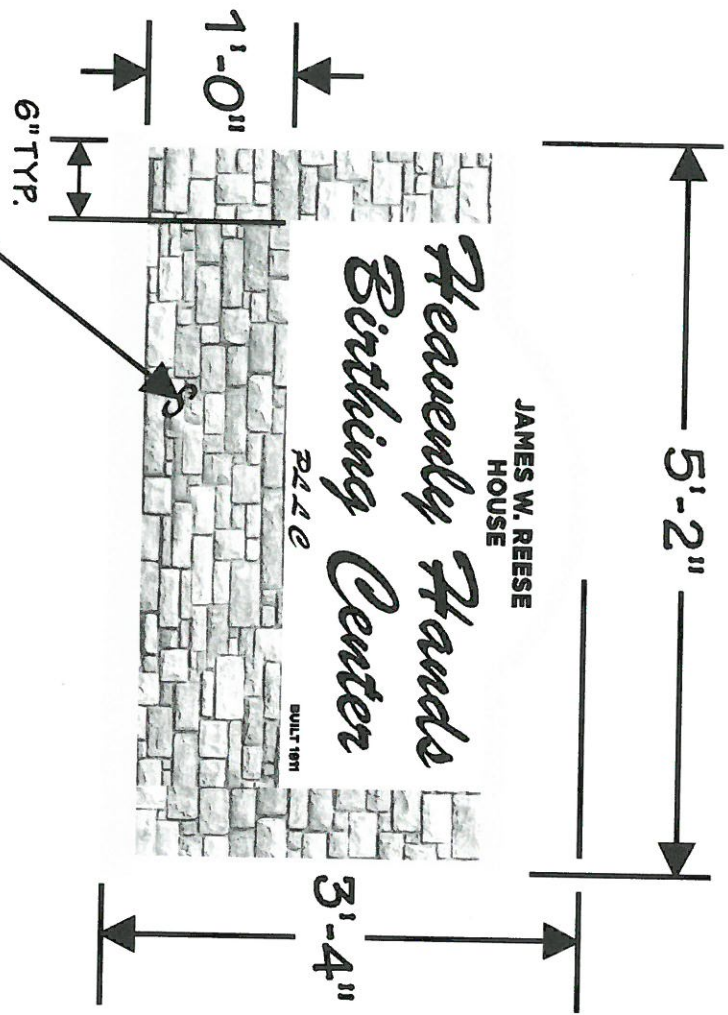
1/2" IRS
1/2" IRS

908 N. GOLLAD
LOT 2-R

ELEC

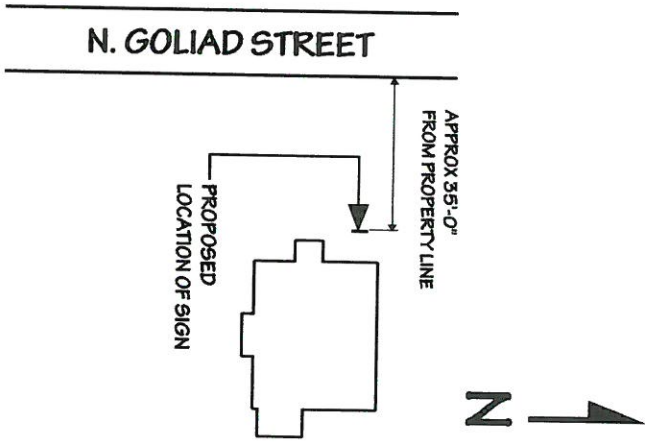
H 2013 001

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JAN 10 2013
BY: _____



WEST ELEVATION
(SCALE: 3/4" = 1'-0")

SINGLE SIDED MONUMENT SIGN WITH STONE & STUCCO FACE SETTING ON A CONCRETE SLAB WITH A CONCRETE TOP CAP. COPY IS BLACK FLAT CUT ACRYLIC MOUNTED TO FACE WITH ALUMINUM PINS AND INDUSTRIAL SILICONE.



PLOT
NOT TO SCALE

PROJECT: Heavenly Hands Birthing Center
908 N. Goliad

HighTech Signs
2850 Ridge Rd. Ste. 118 Rockwall, TX 75082
Ofc. 972.771.5589 Fax 972.771.5749

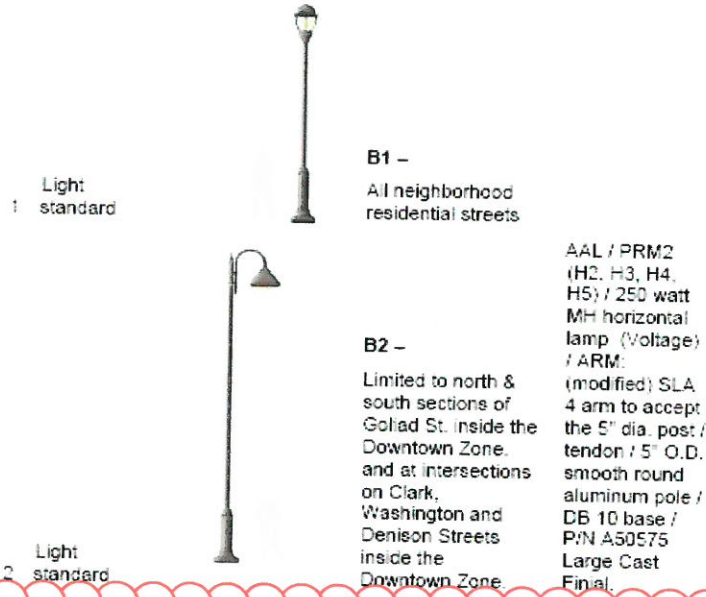
Designed & Drawn By: D. PERRY Date: 12-28-12



J. Lighting Standards

In addition to the requirements of the outdoor lighting requirements no light pole, pole base or combination thereof shall exceed twenty (20) feet in the North Goliad Corridor Overlay District. All lighting fixtures shall focus light downward and be contained on the site. Lighting elements shall be incandescent, metal Halide, or halogen only. No HID or fluorescent lights (except fluorescent bulbs that screw into standard socket fixtures) may be used on the exterior of buildings. All street lighting shall meet the specifications contained in **Article V, Section 4.8 Downtown (DT) District** included in Section VI, Streetscape, Lighting and Mechanical and as attached herein.

Permissible Pole Lighting



K. Variance

The City Council may, upon request from the applicant, grant a variance to any provision of this ordinance where unique or extraordinary conditions exist or where strict adherence to the provisions of this ordinance would create a hardship. Approval of any variance to any provision of this ordinance shall require City Council approval by a three-quarter (3/4) majority vote of those City Council members present with a minimum of four (4) affirmative votes.

(Ord. No. 07-30, August 20, 2007)

H 2013 001

RECEIVED
JAN 10 2013
BY: _____

From: Leslie Hilger-Cooper (lesliehilgercooper@yahoo.com)
To: tinawoodall@att.net;
Date: Tue, December 18, 2012 5:35:14 PM
Cc:
Subject: Sign Ordinance

To Whom It May Concern:

I had the pleasure of hiring Tina Rowe-Woodall as my Midwife in October of 2011. I absolutely loved working with her and am truly glad to hear that she has acquired the historic James W. Reese house. However, it has come to my attention that there are certain requirements pertaining to signage. In front of the current Heavenly Hands Birthing Center is an extremely small sign. When driving down FM 205, it is nearly impossible to find such a sign as small as this. My first time visiting the center was rough due to the fact that I simply could not see the sign. Even after a few prenatal visits I found it difficult to remember where to turn in. While in active labor, my husband had to remind several family members, as well as my chiropractor, to really search for the sign.

I cannot imagine any other laboring woman having to go through such difficulties in which to remind family members. During this time, all family members should be able to enjoy the presence of a new baby. The husband and laboring mom should not have to make this a point.

Please consider Mrs. Rowe-Woodall's request of allowing a variance in the case of her sign. I do not find it unreasonable and according to the ordinance it would be possible in a "unique or extraordinary condition." Considering this is Rockwall's first and only birthing center, I would consider this a VERY extraordinary example! Thank you so much for your time and consideration!

Should you have any questions:

Leslie Hilger-Cooper
637 Waikiki DR
Garland, TX 75043
469-487-8593

H 2013 001

RECEIVED
JAN 10 2013
BY: _____

January 4, 2013

To Whom It May Concern,

I am writing in support of the request by Tina Rowe Woodall owner/midwife of Heavenly Hands Birthing Center, PLLC for a variance to be allowed in the font and sign size at the new physical location of Heavenly Hands Birthing Center, PLLC.

As a former client of Ms. Woodall, I can attest that the small sign is difficult to see during the day and under normal conditions. When you consider the increased stress of an impending birth of a baby and the late hours at which these births frequently occur, the small sign size and lettering make it difficult if not impossible to see the entrance way for the birth center. It is also challenging for elderly persons (parents/grandparents) who might be wishing to attend the birth of the child to see the sign. My own parents passed Heavenly Hands Birthing Center, PLLC, while trying to attend the birth of my son.

Please consider granting the variance in business sign size and font as requested.

Sincerely

C Adams

Christina Adams, MS

H 2013 001

RECEIVED
JAN 10 2013
BY: _____



CITY OF ROCKWALL, TEXAS MEMORANDUM

TO: Rick Crowley, Assistant City Manager

FROM: Jeffrey Widmer, Building Official

DATE: 11/13/02

SUBJECT: Request from G. David Smith, Attorney at Law, for a variance regarding the required setback for his General Business Sign located at 702 N. Goliad.

G, David Smith, Attorney at Law, has requested to appear before the Council to request a variance on the required setback for his General Business Sign, located at 702 N. Goliad. Section II.F.1.A of the City of Rockwall Codified Sign Ordinance gives Council the right to approve a variance of this nature if a hardship exists. Mr. Smith is requesting to place his sign three and one-half (3 ½) feet from the right-of-way. By ordinance, the sign must be placed ten (10) feet from the right-of-way.

Mr. Smith also was required to apply for a Certificate of Appropriateness for the design of the sign through the Historic Preservation Advisory Board. This case will be heard on Thursday, November 14th. We have not received any negative feedback on Mr. Smith's desired signage. We should be able to present you with the Certificate of Appropriateness on the night of the Council meeting.

The sign will be attached to an antique lamppost designed to be consistent with the street lights around the Courthouse Square. The lamppost will be eleven (11) feet tall and the top of the sign will be nine (9) feet tall. The sign width is two feet six inches (2'6") and the sign height is two feet (2"), for a total square footage of five (5) feet. The sign complies with Section III.B.9, General Business Signs, of the Sign Ordinance and with the Historic District Guidelines. Staff does not have any problem with this request. If you recall, several months ago Council approved a similar request for a setback of one and one-half (1 ½) feet from the right-of-way for Attorney Todd White, at 506 N. Goliad. These two properties are located very close to each other. I have attached the Sign Permit Application, drawings of the proposed sign, sitemap showing the desired placement of the sign, pictures of the proposed location, applicable sections of the Sign Ordinance and a letter from Mr. Smith stating why he believes he has a hardship if he has to comply with the setback regulations.