

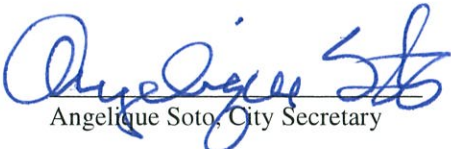
**NOTICE OF DEVELOPMENT STANDARDS REVIEW TASK FORCE REGULAR MEETING
CITY OF SOUTH PADRE ISLAND**

TUESDAY, FEBRUARY 14, 2023
10:00 AM AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

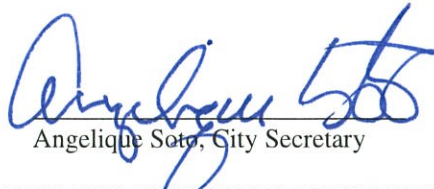
1. Call to Order
2. Pledge of Allegiance
3. Election of Chairman and Vice-Chairman
4. **Public Comments and Announcements:** *This is an opportunity for citizens to speak to the Task Force relating to agenda or non-agenda items. Speakers are required to address the Task Force Task Force at the podium and give their name before addressing their concerns. [Note: State law will not permit the Task Force to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to City Staff or may be placed on the agenda of a future Development Standards Review Task Force meeting]*
5. Regular Agenda
 - 5.1. Discussion and action to approve minutes of the December 13, 2022 Regular Meeting.
 - 5.2. Discussion and action for a request by Menashe Amoyal, property owner from Table 8.1 Signage of the City's Padre Boulevard and Entertainment District - Form Based Code. The Applicant is requesting an additional monument sign located at 1601 Padre Blvd. (Lot 1 Block 7 Sunny Isle Subdivision)
6. Adjourn

NOTE: *One or more members of the City of South Padre Island City Council may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.*

DATED THIS THE 10TH DAY OF FEBRUARY 2023


Angelique Soto, City Secretary

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE DEVELOPMENT STANDARDS REVIEW TASK FORCE OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON **FEBRUARY 10, 2023**, AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.


Angelique Soto, City Secretary

THIS FACILITY IS WHEELCHAIR ACCESSIBLE, AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT BUILDING OFFICIAL, GEORGE MARTINEZ AT (956)761-8103.



**CITY OF SOUTH PADRE ISLAND
DEVELOPMENT STANDARDS REVIEW TASK FORCE
AGENDA REQUEST FORM**

MEETING DATE: February 14, 2023

NAME & TITLE: Marta Martinez

DEPARTMENT: Planning/Parks & Rec. Department

ITEM

Discussion and action to approve minutes of the December 13, 2022 Regular Meeting.

ITEM BACKGROUND

Approve meeting minutes.

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

**MEETING MINUTES
CITY OF SOUTH PADRE ISLAND
DEVELOPMENT STANDARDS REVIEW TASK FORCE**

TUESDAY, DECEMBER 13, 2022

1. CALL TO ORDER

The Development Standards Review Task Force Members of the City of South Padre Island, Texas held a Meeting on Tuesday, December 13, 2022 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Gabriel Vanounou called the meeting to order at 10:00 a.m. A quorum was present: Task Force Member Charles Fox, Gary Johnson, Alex Avalos, and Cindi Love.

City staff members present were City Manager Randy Smith, Public Works Director/City Engineer C. Alejandro Sanchez, Building Official George Martinez, and Executive Assistant Vedette Garza. Also present was City Council Member Ken Medders.

2. PLEDGE OF ALLEGIANCE

Chairman Vanounou led the Pledge of Allegiance.

3. PUBLIC COMMENTS AND ANNOUNCEMENTS.

None

4. REGULAR AGENDA

4.1 DISCUSSION AND ACTION TO APPROVE MINUTES OF THE NOVEMBER 8, 2022 REGULAR MEETING.

Task Force Member Johnson made a motion, seconded by Task Force Member Fox to approve the November 8, 2022 regular meeting minutes as submitted. Motion carried unanimously.

4.2 DISCUSSION AND ACTION FOR A REQUEST BY MENASHE AMOYAL, PROPERTY OWNER FROM TABLE 8.1 SIGNAGE OF THE CITY'S PADRE BOULEVARD AND ENTERTAINMENT DISTRICT – FORM BASED CODE. THE APPLICANT IS REQUESTING AN ADDITIONAL MONUMENT SIGN LOCATED AT 1601 PADRE BLVD. (LOT 1 BLOCK 7, SUNNY ISLE SUBDIVISION).

Chairman Vanounou announced the item from the agenda and asked for a staff report. Building Official George Martinez stated that the applicant is request for a seconded monument sign to be located at the corner of Padre Boulevard and Marisol Street. Chairman

Vanounou then opened it up for discussion by the Task Force. The Task Force expressed the comments/concerns regarding the monument sign. Julio Gomez, representative stated that they are requesting a seconded monument sign. Task Force Member Fox made a motion, seconded by Task Force Member Johnson to deny the seconded monument sign. The motion passed with a 4:1 vote. Chairman Vanounou voted in opposition.

5. ADJOURN.

There being no further business, Chairman Vanounou adjourned the meeting at 10:30 a.m.

Vedette Garza, Executive Assistant

Gabriel Vanounou, Chairman

**CITY OF SOUTH PADRE ISLAND
DEVELOPMENT STANDARDS REVIEW TASK FORCE
AGENDA REQUEST FORM**

MEETING DATE: February 14, 2023

NAME & TITLE: Alex Sanchez, Public Works Director

DEPARTMENT: Planning/Parks & Rec. Department

ITEM

Discussion and action for a request by Menashe Amoyal, property owner from Table 8.1 Signage of the City's Padre Boulevard and Entertainment District - Form Based Code. The Applicant is requesting an additional monument sign located at 1601 Padre Blvd. (Lot 1 Block 7 Sunny Isle Subdivision)

ITEM BACKGROUND

The applicant was denied a variance at the December 13, 2022 regular meeting.

Property owner Menashe Amoyal is requesting a variance for an additional monument sign. The subject lot is located on the west side of Padre Boulevard, and is in the Padre Boulevard South Character Zone.

Staff is available for any question the Task Force may have.

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

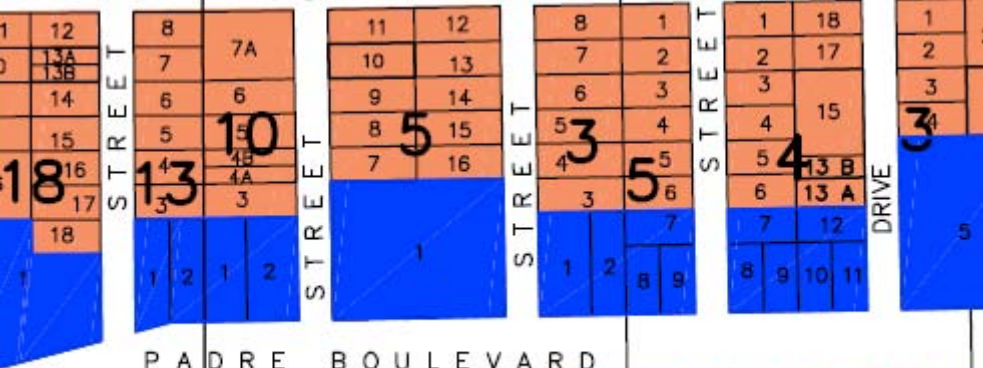
N/A

LEGAL REVIEW

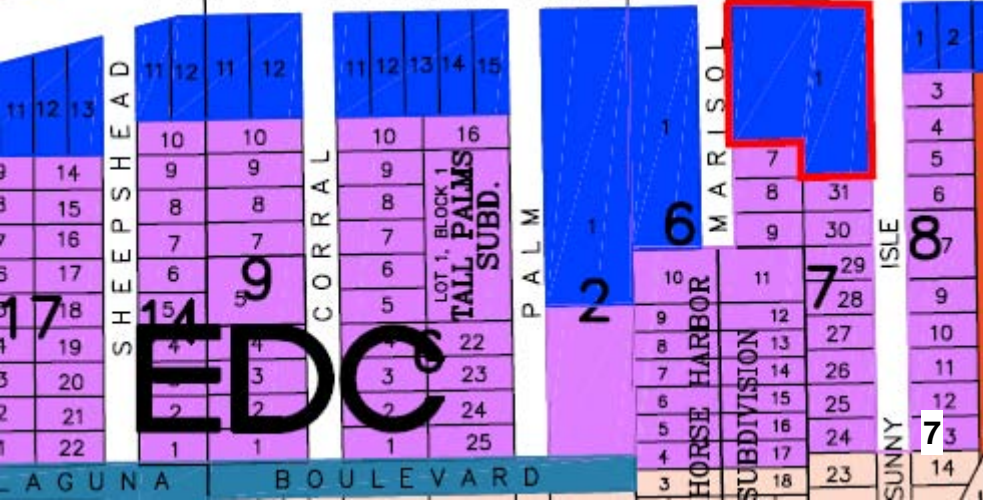
Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:



PADRE BOULEVARD



Sec. 15-7. Sign standard.

(A) General:

1. All signs, temporary or permanent, must appear to be professionally made and/or printed.
2. No sign that appears to be hand printed will be allowed.
3. No awning, wall and/or roof signage may be used for advertising prices of products or services.
4. The following tables contain standards which are applicable to all signs permitted under the terms of this Ordinance.
5. The provisions of Tables 15-3A & 15-3B become effective midnight December 1, 2004.
6. Backlit signs with removable letters shall be allowed only on monument-style signs. In such cases, no more than 70% of the sign face can be used for marquee/removable letter area, and the remaining 30% or greater area may be used only for background color, the business name and/or logo.
7. Wall signs cannot be painted directly on the walls or surfaces of any structure and can include only the name of the on-premises business, business logo, business byline, and/or business products and services.

TABLE 15-1
Sign Number, Area and Height Regulations***

SIGN TYPE	MAX. NO. SIGNS PER LOT	MAX. AREA OF SIGN	MAX. HEIGHT	SETBACK
Residential Signs				
1) Residential Nameplate signs	1 per dwelling unit	2 sq. ft per residence OR 0.5 sq. ft per multi-family unit	6 ft from average grade	15 ft from ROW & Property Line (PL)
2) Permanent multi-family or subdivision identification signs	1 per project or subdivision	24 sq. ft	16 ft from average grade	15 ft from ROW & PL
Commercial Signs for Multi-Tenant Centers & Office Complexes				
1) Monument Signs (Doubled Faced)	1 sign per center	72 sq. ft per face	16 ft from average grade	15 ft from ROW & PL
2) Awning, Wall & Roof Signs	As determined by tenant**	64 sq. ft. total		15 ft from ROW & PL
3) Joint directory commercial signs	1 per tenant	2 sq. ft per tenant	16 ft from average grade	15 ft from ROW & PL
4) Nameplate Sign	1 per tenant	2 sq. feet		15 ft from ROW & PL
5) Window Sign Prohibited after Feb 1, 2012; Ord 10-02	4—As per Table 15-3A & 15-3B	32 sq. ft. per sign		No closer than 6 inches from glass of window or door
6) Business Information Sign	1 Per Business	9 sq. ft. & no portion of the		

		sign more than 5 ft. from the entrance		
Commercial Signs for Single Business Use				
1) Monument (Double Faced)	1 sign per lot*	50 sq. feet per face	16 ft from average grade	15 ft from ROW & PL
2) Projecting Sign	1 sign per lot in lieu of monument sign	36 sq. ft. per face	16 ft from average grade	15 ft from ROW & PL
3) Awning, Wall, Roof Signs	As determined by business**	64 sq. ft total		15 ft from ROW & PL
4) Nameplate Sign	1 per tenant	2 sq ft.		15 ft from ROW & PL
5) Window Sign Prohibited after Feb 1, 2012 Ord 10-02	4 As per Table 15-3A & 15-3B	32 sq. ft. per sign		No closer than 6 inches from glass of window or door
6) Business Information Sign	1 Per Business	9 sq. ft. & no portion of the sign more than 5 ft. from the entrance		
High Rise Buildings				
1) Monument Double-Faced	1 sign per lot*	72 sq. ft. per face	16 ft from average grade	15 ft from ROW & PL
2) Awning & Wall Signs	1 sign per lot	10% of the wall plane surface area, or 250 sq. ft., whichever is less.	Height of the wall	15 ft from ROW & PL
Traffic Control Signs located on Private Property				
	Comply with state standards	2 sq. ft.	8 ft. from average grade	
Political Signs				
		No greater than 36 sq. ft.	No greater than 8 ft tall	
Temporary Signage				
1) Future Project Development Signs (issued prior to construction of project)	1 per Development (not allowed in addition to Project Dev. Sign)	32 sq. ft.	8 ft from average grade	15 ft from side property line
2) Project Development Signs	1 per Development	32 sq. ft.	8 ft from average grade	15 ft from side property line

(Issued during construction of project)	(not allowed w/ Future Project Dev. Sign)			
3) Freestanding Real Estate Signs, For Sale, For Lease	1 per lot	Sites with less than 1 acre = max of 6 sq. ft.	3 ft. from average grade	15 ft from ROW & PL
		Sites > 1 acre and < 5 acres = max of 16 sq. ft.	8 ft from average grade	15 ft from ROW & PL
		Sites 5+ acres = max of 32 sq. ft.	8 ft. from average grade	15 ft from ROW & PL
4) Open House Signs	1 per lot	6 sq. ft.	3 ft. from average grade	15 ft from ROW & PL
5) Contractor's Signs	1 per contractor and subcontractor	6 sq. ft.	3 ft. from average grade	15 ft. from ROW & PL
6) Miscellaneous Allowed Business Marketing/Advertising Temporary Signs—See Section 15-6(G)(6)	1 per business per permit [see Section 15-6(G)(6)]	36 sq. ft. per sign	16 ft from average grade, if free standing	15 ft. from ROW & PL
7) Sail Flag Signs and Feather Flag Signs	2 per business except multi-tenant center only 1 per business	18 sq. ft. per sign	16 ft. from average grade	15 ft. from ROW and property line

* One per property, except where a business owns, under single ownership, the entire street frontage of a block, that is, the entire frontage of a public street between two other intersecting public streets, may be permitted two, free-standing monument signs, as defined by this Ordinance, providing the signs are placed a minimum of 150 feet apart. In those areas on the north and south ends of the community where the "C" District is not divided in the traditional grid pattern of "blocks," a business which owns, under single ownership, a minimum of 200 feet of lineal street frontage, as measured on a single street (i.e., the measurement shall not be made around the corner of one street onto another), the business may be permitted two, free-standing monument signs, provided they are placed a minimum of 150 feet apart. In no instance shall a business with a(n) existing non-conforming free-standing sign(s) be permitted the two free-standing monument signs permitted under this provision unless and until the non-conforming free-standing sign(s) is (are) first removed.

**Single businesses and tenants of multi-tenant centers and office complexes may have any number of awning, wall, or roof signs, as defined and permitted by this Ordinance provided the total square footage of all such signs does not exceed the allowed square footage as defined by this chapter as seen from the public right-of-way from any line of sight.

***A variance of the requirements of this Table may be granted by the Development Standards Review Task Force. [See Section 15-14]

TABLE 15-2
Review, Lighting, Landscaping, and Duration Requirements for Signs***

SIGN TYPE	REVIEW REQUIRED?	OPTIONAL LIGHTING TYPE	DURATION LIMIT (Subject to Section 15-3G)
Residential Signs			
1) Residential Nameplate	No	Direct or Indirect	None
2) Permanent multi-family or subdivision identification	Yes	Direct or Indirect	None
Commercial Signs for Multi-tenant Centers and Office Complexes			
1) Monument	Yes	Direct or Indirect	None
2) Awning, Wall, Roof	Yes	Direct or Indirect	None
3) Joint Directory Commercial	Yes	Direct or Indirect	None
4) Nameplate	Yes	Direct or Indirect	None
5) Window*	Yes	Neon only	None
Commercial Signs For Single Business Use			
1) Monument Double-Faced	Yes	Direct or Indirect	None
2) Projecting	Yes	Direct or Indirect	None
3) Awning, Wall, Roof	Yes	Direct or Indirect	None
4) Nameplate	Yes	Direct or Indirect	None
5) Window*	Yes	Neon only	None
High Rise Buildings			
1) Monument Double-Faced	Yes	Direct or Indirect	None
2) Awning, Wall, Roof	Yes	Direct or Indirect	None
Traffic Control Signs Located on Private Property			
	Yes	Not Applicable	
Political Signs			
	No	Not permitted	
Temporary Signage			
1) Future Project Development Signs (issued prior to construction of project)	Yes	Not permitted	Up to one year OR until receipt of Building Permit for project, whichever is the lesser time period. One (1) extension may be granted with proof of satisfactory progress of on-site development.

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2) Project Development Signs (Issued during construction of project; after receipt of Building Permit)	Yes	Direct or Indirect	Valid for the life of the project until/unless the Building Permit expires, OR no longer than 30 days after receipt of Certificate of Occupancy
3) Freestanding Real Estate Signs, For Sale, For Lease	If less than 6 sq. ft.— No.	Not permitted	30 days after sale or lease
	All Others—Yes.	Not permitted	30 days after sale or lease
4) Open House signs	No	Not permitted	The day of the Open House Only
5) Contractor's Sign	No	Not permitted	With issuance of certificate of occupancy OR 15 days if building permit not required
6) Miscellaneous Allowed Business Marketing/Advertising Signs—See Section 15-6(G)(6)	Yes	Direct or Indirect	15 days per permit
7) Sail Flag Signs and Feather Flag Signs	Yes	Not permitted	6 months per permit

* All windows signs are prohibited after February 1, 2012 except open or closed, name of store or business and national product logos (Image sign(s) are permitted).

***A variance of the requirements of this Table may be granted by the Development Standards Review Task Force. [See Section 15-14]

Table 15-3A Window Signage*

Allowing the name of the business, byline, logo, and/or specials & advertising

All windows signs are prohibited after February 1, 2012 except open or closed, name of store or business and national product logos (Image signs are permitted).

Total Linear ft. per street side with windows per place of business	Max. No. of Window Signs Per Place of Business	Max. area Per window/image sign	Max. total area of Window Signage	Minimum distance between window signs
100 ft. or less	1	32 sq. ft.	32 sq. ft.	N/A
101 ft. or greater	2	32 sq. ft.	64 sq. ft.	10 ft. or equally spaced whichever is greater.

150 ft. or greater	3	32 sq. ft.	96 sq. ft.	10 ft. or equally spaced whichever is greater.
200 ft. or greater	4	32 sq. ft.	128 sq. ft.	10 ft. or equally spaced whichever is greater.

Table 15-3B Image Signage
Allowing 2D images of models and product display

Total Linear ft. per street side with windows per place of business	No. of Image Signs Per Place of Business	Max. area per each image sign	*Maximum possible area of Image Signage
100 ft. or less	1	32 sq. ft.	64 sq. ft.
101 ft. or greater	2	32 sq. ft.	128 sq. ft.
150 ft. or greater	3	32 sq. ft.	192 sq. ft.
200 ft. or greater	4	32 sq. ft.	256 sq. ft.

* Businesses can substitute window signage (Table 15-3A) for display of additional image signage (Table 15-3B), but cannot substitute allowable image signage for additional window signage. For example, a business allowed to have 4 window signs and 4 image signs, may choose to have 2 window signs and 6 images signs; however they may NOT have 6 window signs and 2 image signs. Under no circumstance may a business have more than four (4) window signs.

The provisions of Table 15-3A & 15-3B become effective midnight December 1, 2004.

*All windows signs are prohibited after February 1, 2012 except open or closed, name of store or business and national product logos (Image signs are permitted).

(B) Multi-tenant Structures: Unified sign plans are requested by the Design Review Committee in order to promote a compatible style or theme between all signs within a single multi-tenant development. The unified sign plan, which will include a plan for all monument and awning, wall, or roof signage, is not intended to prevent multi-tenant establishments from self-expression or creative advertisement. Each business within the multi-tenant center will still be required to obtain individual sign permits. Approval of a unified sign plan will only set the parameters for the future signs within a multi-tenant development.

- The proposed sign type should be complimentary to the architectural style of the development.
- The lettering style, sign background color and/or awning color should be compatible with one another.

(1) New Construction: All new multi-tenant commercial developments are required to provide a unified sign plan (to include all monument signage, and awning, wall or roof signage) at the time of site plan submission, to be reviewed by the Development Standards Review Task Force. This plan shall include the following information.

- (a) Sign locations.
- (b) Sign dimensions.
- (c) Sign background and/or awning colors.
- (d) Sign materials/lighting.

(2) Existing Developments: All existing multi-tenant developments will be required to submit a unified sign plan by December 1, 2004 (to include all monument and awning, wall or roof

signage). No new sign permits will be issued to any tenant or to the owner of a multi-tenant development until such plan has been submitted and approved by the Development Standards Review Task Force. The Development Standards Review Task Force will review proposed sign plans with input and cooperation from the owners and/or existing tenants of the development. A time line and future sign plan may be established in order to reasonably phase in changes needed to comply with a unified sign plan. The existing sign plan will include the following information for each tenant currently located within the center and for all vacant tenant space within the center:

- (a) Sign locations.
 - (b) Sign dimensions.
 - (c) Sign background and/or awning colors.
 - (d) Sign materials/lighting.
- (3) Sign Dimensions: Businesses located within a multi-tenant development must comply with the submitted and approved unified sign plan for that multi-tenant development. Owners/tenants may not combine the use of awning, wall and roof signage; they must instead choose one kind of signage of the three. The table below should be used as a general policy to determine the maximum amount of awning, wall or roof signage per place of business.

Another suggested alternative for multi-tenant owners to determine the maximum area of signage for each place of business is to divide the total linear feet of store frontage of the multi-tenant structure by the number of places of business located within the structure, and using the table below, determine the average maximum square footage of signage allowed for each place of business.

Total Linear Feet of Store Frontage per Place of Business	Proposed Total Square Footage of Awning, Wall or Roof Signage
18 feet or less	24 square feet or less
Over 18 feet to 36 feet	32 square feet or less
Over 36 feet to 54 feet	48 square feet or less
Over 54 feet	64 square feet or less

* Awning, wall, and roof signs can only be business identity signs which may include the name of the on-premises business, business logo, business byline, and/or business product and services but under no circumstance shall a business use awning, wall and/or roof signage for the purpose of advertising prices of their products (i.e. 4 T-shirts for \$20.00; beer bong for \$9.99, etc.).

** A business may potentially have more than 64 square feet of signage, but no more than 64 square feet can be seen at any one time from any one line of sight.

(Ord. No. 04-03, 3-17-2004; Ord. No. 20-09 , § 4, 10-21-2020)

VIII. SIGNAGE STANDARDS

8.1 Applicability. For new and substantially modified signs, the standards in Table 8.1 shall apply and sign permits shall be approved administratively by the City of South Padre Island Building Official unless specifically noted in this section. Except as specifically listed below, all other signage and sign standards shall comply with Chapter 15 of the City of South Padre Island City Ordinances, as amended.

8.2 Master Sign Plans. An applicant has the option to establish unique sign standards including size, color, type, design, and location. Such applications shall be reviewed as "Master Sign Plans" by the City of South Padre Island Building Official and are subject to approval of the City Council. In evaluating a Master Sign Plan, the City Council shall consider the extent to which the application meets the proposed Sign Plan:

- 8.2.1 Promotes consistency among signs within a development thus creating visual harmony between signs, buildings, and other components of the property;
- 8.2.2 Enhances the compatibility of signs with the architectural and site design features within a development;
- 8.2.3 Encourages signage that is in character with planned and existing uses thus creating a unique sense of place; and
- 8.2.4 Encourages multi-tenant commercial uses to develop a unique set of sign regulations in conjunction with development standards.

Table 8.1

Character Zone	Bayfront	Entertainment District Core	Neighborhood Crossings	Town Center Crossing	Padre Boulevard South	Padre Boulevard Central	Padre Boulevard North	Neighborhood Transition	Standard
Sign Type									
Wall Signs	P	P	P	P	P	P	P	P (comm. uses only)	<ul style="list-style-type: none"> • For all ground floor commercial uses (retail, office, and restaurant): One sign per tenant space per each street frontage, not to exceed more than 2 signs; area to be calculated at 1.5 sq. ft. per linear foot of public street frontage for the tenant space with a maximum of 100 sq. ft. per tenant. • Second and upper floor commercial uses may also be permitted one second floor wall sign per tenant space per public street frontage; area to be calculated at 1.5 sq. ft. per linear foot of second or upper floor frontage along that public street with a maximum of 125 sq.ft. • Institutional uses (non-profits and churches): One sign per tenant space; area to be calculated at 1.5 sq. ft. per linear foot of public street frontage with a maximum of 100 sq. ft. • Live-Work and Home occupations: One sign limited to an area of 20 sq. ft. max. • Building sign may encroach a maximum of 12" on to a sidewalk while maintaining a vertical clearance of 8 ft. from the finished sidewalk. • Building signs may be internally or externally lit. • Marquee signs as only permitted as specified below.
Monument Signs	P	P	P	P	P	P	P	NP	<ul style="list-style-type: none"> • One monument sign per lot per lot street frontage (no more than 2 per lot separated by at least 100 ft.) limited to a maximum of 50 sq. ft. per sign face and 6 ft. in height.
Window Signs	P	P	P	P	P	P	P	P (comm. uses only)	<ul style="list-style-type: none"> • Limited to 10% of the window area. • In the Neighborhood Transition Zone, window signs are only permitted for commercial uses (including the "work" component of live-work uses). <p>The following shall be exempt from this limitation:</p> <ul style="list-style-type: none"> • Addresses, closed/open signs, hours of operation, credit card logos, real estate signs, and now hiring signs. • Mannequins and storefront displays of merchandise sold. • Interior directory signage identifying shopping aisles and merchandise display areas.
Building Blade Signs	P	P	P	P	P	P	P	P (comm. uses only)	<ul style="list-style-type: none"> • One per building (commercial and mixed use buildings only) • Area = 30 sq. ft. maximum per sign face. • May encroach a maximum of 2 ft. over a sidewalk, but shall not encroach over any parking or travel lane. • Building blade signs may be attached to the building at the corners of building or along any street facing façade above the first floor facade.
Tenant Blade Signs	P	P	P	P	P	P	P	P (comm.)	<ul style="list-style-type: none"> • One per commercial tenant space (retail, office, or restaurant use) • Area = 16 sq. ft. maximum per sign face

Character Zone	Bayfront	Entertainment District Core	Neighborhood Crossings	Town Center Crossing	Padre Boulevard South	Padre Boulevard Central	Padre Boulevard North	Neighborhood Transition	Standard
Sign Type								uses only)	<ul style="list-style-type: none"> • May encroach a maximum of 2 ft. over a public sidewalk, but shall not encroach over any parking or travel lane. • Tenant blade signs shall be oriented perpendicular to the building façade and hung under the soffit of an arcade or under a canopy/awning or attached to the building façade immediately over the ground floor tenant space while maintaining a vertical clearance of 8 ft. from the finished sidewalk.
Marquee Signs	P	P	P	P	P	P	P	NP	<ul style="list-style-type: none"> • Permitted for theatres, auditoriums, and other public gathering venues of 100 persons or more • Marquee signs shall be attached to the building or located above or below a canopy only • Area = 100 sq.ft. maximum • Message board may be changeable copy (electronic and non-electronic). Electronic message boards shall be non-flashing.
For sale/for lease signs	P	P	P	P	P	P	P	P	<ul style="list-style-type: none"> • Size is limited to 32 sq. ft. per sign face • All other standards are the same as City of South Padre Island Sign Regulations.
Address signs	P	P	P	P	P	P	P	P	Same as City of South Padre Island Sign Regulations
Temporary construction signs	P	P	P	P	P	P	P	P	<ul style="list-style-type: none"> • 1 free standing sign per lot during construction only; limited to 32 sq. ft. • Regulations same as City of South Padre Island Temporary Signage regulations, Sec.15-6 (G)
Banners	P	P	P	P	P	P	P	P	Same as City of South Padre Island Sign Regulations
Sandwich board signs	P	P	P	P	P	P	P	P	<ul style="list-style-type: none"> • Permitted only for retail, service, or restaurant uses • Limited to 12 sq. ft. per sign face per storefront; • Sign may not exceed 5 ft. in height. • A minimum of 6 ft. of sidewalk shall remain clear. • Chalkboards may be used for daily changing of messages. Reader boards (electronic and non-electronic) shall be prohibited. • Sign shall be removed every day after the business is closed.
Light Pole Banners	P	P	P	P	P	P	P	P	<ul style="list-style-type: none"> • Permitted only with approval of the City Council. • Max. 10 sq. ft. per sign face. • Limited to one per light pole • All light pole banners shall be approved by the appropriate utility company prior to consideration by the City Council. • Light pole banners shall be limited to publicize community-wide events, holiday celebrations, public art, and other city sponsored events.
Directory signs	P	P	P	P	P	P	P	P	<ul style="list-style-type: none"> • Shall be allowed for all multi-tenant commercial and mixed use buildings only • One directory sign per multi-tenant building limited to 12 sq. ft. in area • Design of the sign shall be integral to the façade on which the sign is to be affixed.

P= Permitted; NP = Not permitted



CITY OF SOUTH PADRE ISLAND

Development Standards Review Task Force Application
 Meeting date on the 2nd Tuesday of every month.
 To be considered a complete application this form must be COMPLETELY filled out and five (5) copies of the form and supporting documentation must be submitted two (2) weeks before the meeting date. \$250 application fee per variance request.

SITE LOCATION FOR REQUEST:

Physical Address (Street Name & Number): 1601 Padre Blvd. South Padre Island, TX.

Legal Description (Lot/Block/Subdivision): _____

Is this property part of a shopping center (i.e. one tenant of many?) YES / NO

Linear footage of any walls facing a street: 160 sq. ft.

I hereby request the following from the Development Standards Review Task Force: _____

See Attachment

***SIGNS & STRUCTURES:** person pulling sign permit is required to have a \$10,000 license and permit bond made out to the City of South Padre Island.

PROPERTY OWNER: Menashe Amoyal

OWNER MAILING ADDRESS: 1601 Padre Blvd.

CITY, STATE, ZIP: South Padre Island, TX.

PHONE NUMBER: (956) 455-4917 (E-mail address) blueskysp@gmail.com

 Signature of Property Owner (required) Date

APPLICANT: Gloria Garcia

APPLICANT MAILING ADDRESS: 1601 Padre Blvd.

CITY, STATE, ZIP: South Padre Island, TX.

PHONE NUMBER: (956) 336-0401 (E-mail address) ggarcia5875@gmail.com

 Signature of Applicant (if different from owner) Date

January 30, 2023

Attn: City Board of South Padre Island, Texas

We are submitting the variance for the installation of a Monument sign for Jonah and the Whale Business at the shopping center located at. 1601 Padre Blvd. South Padre Island, Texas 78597.

We are submitting this information because this Business is the main Business in the shopping center. located within the building. We understand the city codes for installation of the Monument signs permits, we will meet these guidelines.

What we are requesting is since it is a large shopping center with more businesses within the building, we request the installation of this monument Sign on the right side corner of the location of Jonah and The Whale site. And we are requesting the square footage What is Applied by City code.

We are presenting the variance for this sign for review. We feel we are within the appropriate city codes for the Monument sign., which will meet all codes to maintain and enhance the aesthetic environment. If any further information is needed for the review please let us know.

Thank You Sincerely,

Menashe Amoyal

Received

JAN 30 2023

CITY OF SOUTH PADRE ISLAND
PLANNING DEPARTMENT

Hardship Form

We submit this hardship Form in reference of the Variance for the installation of: Jonah and The Whale Monument Sign
Please Take in Consideration the Hardship Situation below.

- (1) The Exterior of the business sign needs to be free from Major obstructions to see it form different angles of the street Which is not possible because of the City Main Electric light post and hydrant structures around the business property
- (2) The Business monument Sign will be the face of the Business.
We Need to be visible to Be Attention-Catching as a new Business in the Area
in Order to Maintain New Employment in the area, income for Families of employees and Maintain Working Capital.
- (3) Like Other Businesses we will promote Special Promotions and Hire Events with this Monument Sign Which cannot be Possible Without the Monument Sign Installation.
- (4) It is not possible to view from the North and South of the Building the Business Name Wall Sign Letters because of obstructions by the City Main Electric Light Post.
And this is another reason of our hardship and why we need the installation of this monument sign..
- (5) The business Monument Sign is a powerful tool for drawing in new customers. According to one study, over 40 percent of consumers have been enticed into a business solely because of the Visibility of its signage and over 60 percent of U.S. consumers have driven by a business because inadequate signage made it difficult to find.

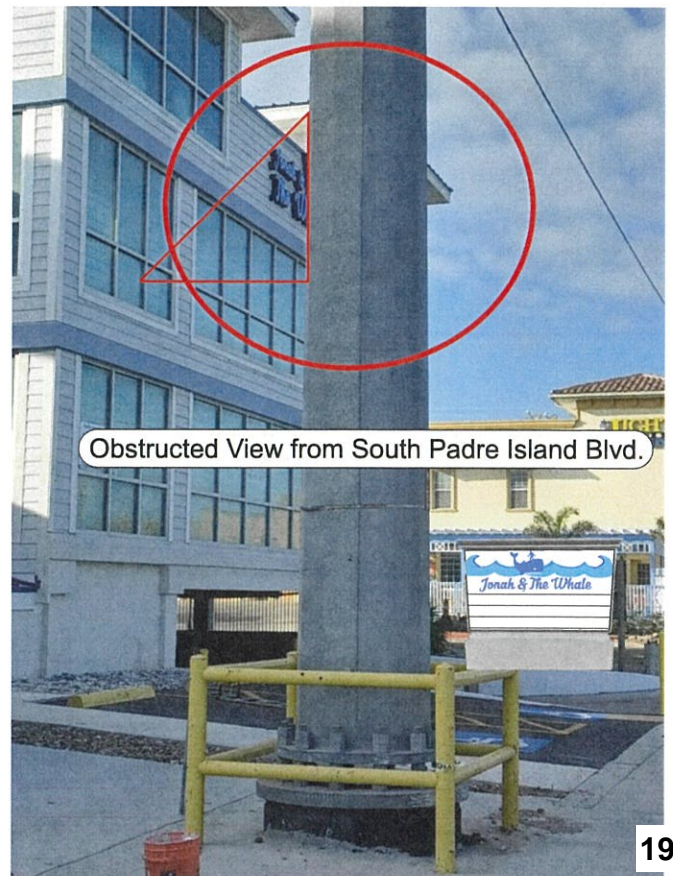
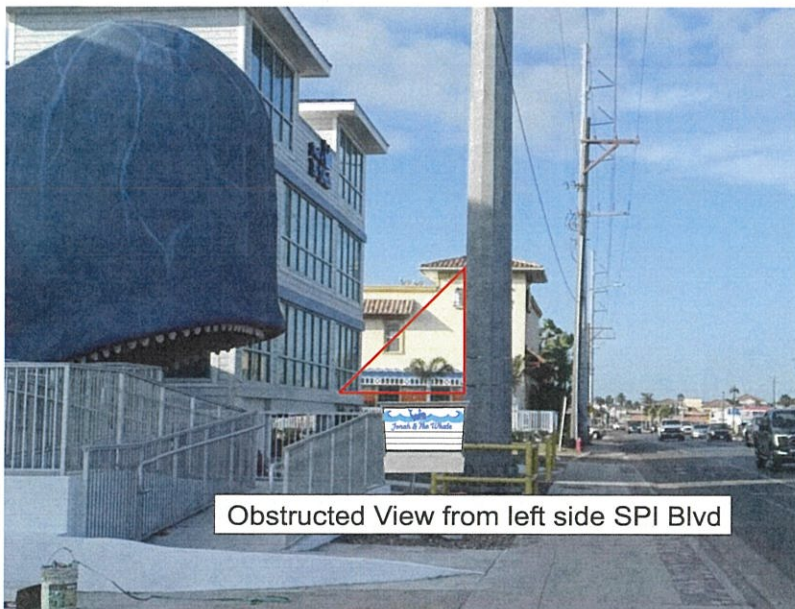
Jonah and The Whale Monument Sign



Business reference Address



Example How Business are Recognize by Monument Signs

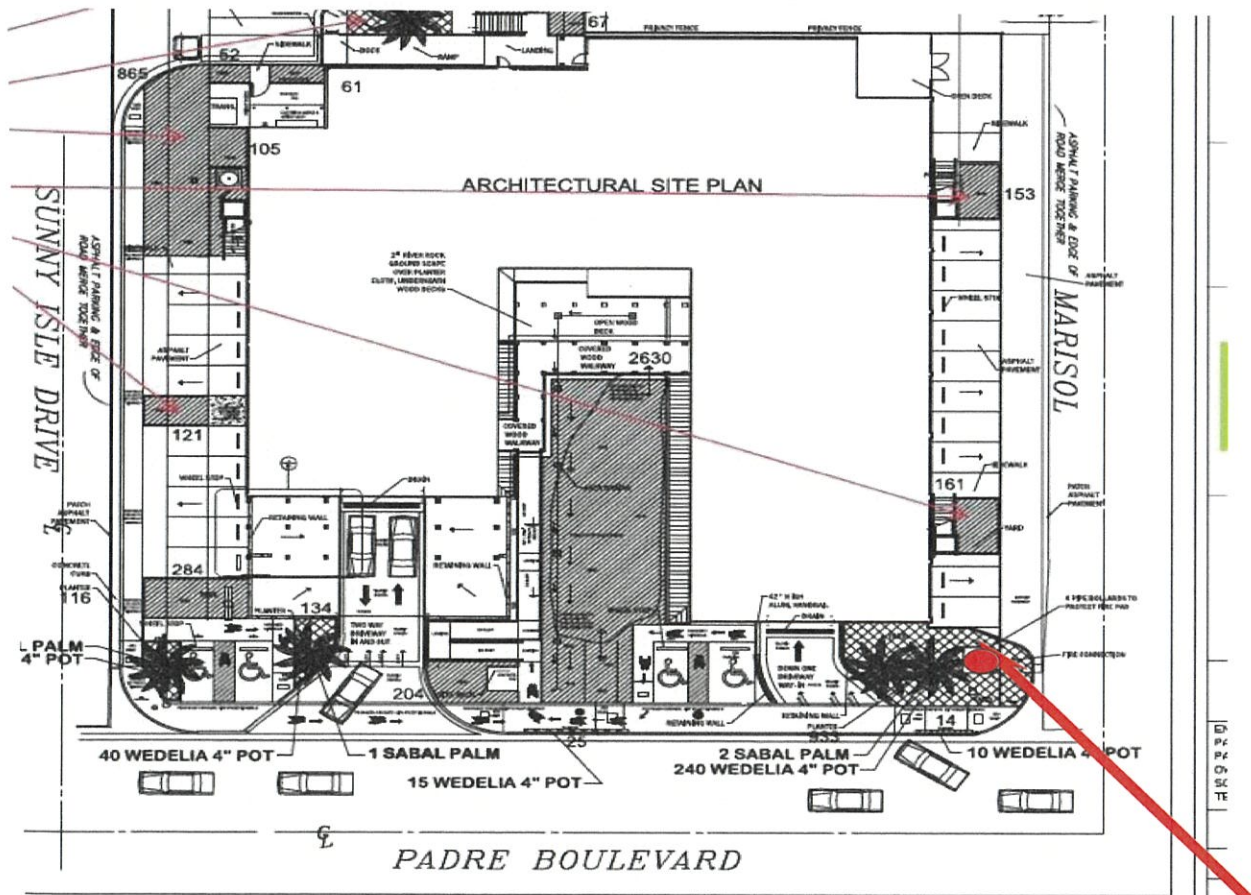
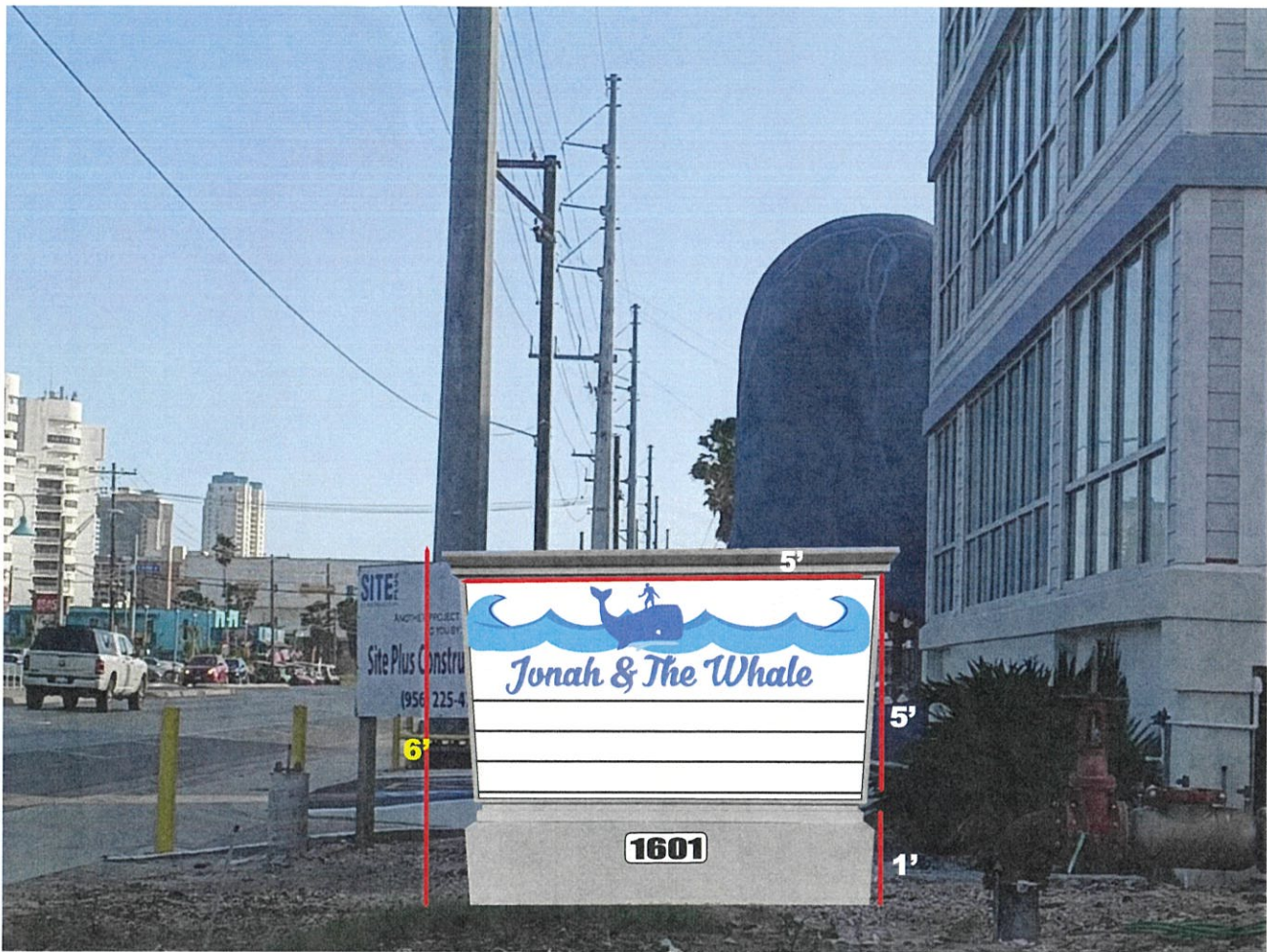


Monument sign Jonah and The Whale

JONAH AND THE WHALE
1601 PADRE BLVD., UNIT A
SOUTH PADRE ISLAND, TX 78597







MONUMENT SIGN (Jonah and The Whale)