

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

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.

NOTICE IS HEREBY GIVEN THAT THE DEVELOPMENT STANDARDS REVIEW TASK FORCE OF THE CITY OF SOUTH PADRE ISLAND, TEXAS, WILL HOLD A REGULAR MEETING ON:

**TUESDAY, AUGUST 12, 2014
10:00 A.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TX**

1. Call to Order.
2. Pledge of Allegiance.
3. Public Comments and Announcements.
4. Approval of Minutes of the July 9, 2014 Regular Meeting.
5. Discussion and action regarding a variance request by Cliff Beatenbough with KFC from the City's Padre Boulevard and Entertainment District Code. Applicant is requesting approval of the color scheme for KFC building located at 3201 Padre Blvd. (Lot 6 Block 75 Padre Boulevard Central Character Zone)
6. Election of Chairman. (Mr. Fudge)
7. Adjournment.

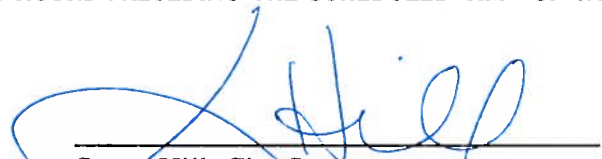
DATED THIS THE 7TH DAY OF AUGUST 2014



Susan Hill, City Secretary

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF REGULAR 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 **AUGUST 7, 2014** AT/OR BEFORE **4:30 P.M.** AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.





Susan Hill, 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, JAY MITCHIM; ADA DESIGNATED RESPONSIBLE PARTY AT (956) 761-1025.

<p style="text-align: center;">DEVELOPMENT STANDARDS REVIEW TASK FORCE MEETING MINUTES JULY 9, 2014</p>
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1. Call to Order.

Robert Fudge called the meeting to order at 10:00 a.m. in the City Council Chambers on the Second Floor of the Municipal Complex Building: 4601 Padre Boulevard and declared a quorum of members present. Task Force members in attendance were: Joe Baker, Robert Fudge, Joe Logan, and Gardner Treharne. Member with an excused absence was Nancy Moyer. Staff members present were: Sungman Kim, Development Director and Marta Martinez. Also present were City Council Member Alita Bagley.

2. Pledge of Allegiance.

Robert Fudge led those present in the Pledge of Allegiance.

3. Public Comments and Announcements.

None

4. Approval of Minutes of the June 10, 2014 Regular Meeting.

Mr. Fudge announced the item from the agenda and asked the Task Force Members if they had any corrections to the June 10, 2014 regular Meeting Minutes. Mr. Treharne made a motion to approve the minutes as submitted. Mr. Baker seconded the motion. The motion carried unanimously.

5. Discussion and action regarding Padre Boulevard design. *(Staff, Dr. Kim)*

Mr. Fudge announced the item from the agenda and asked for a staff report. Dr. Kim gave a presentation regarding the Padre Boulevard design.

Mr. Fudge then opened it up for discussion by the Task Force. The Task Force expressed their comments/concerns regarding this matter. After much discussion Mr. Treharne made a motion to recommend alternative 2 (see attachment). Mr. Baker seconded the motion. The motion carried unanimously.

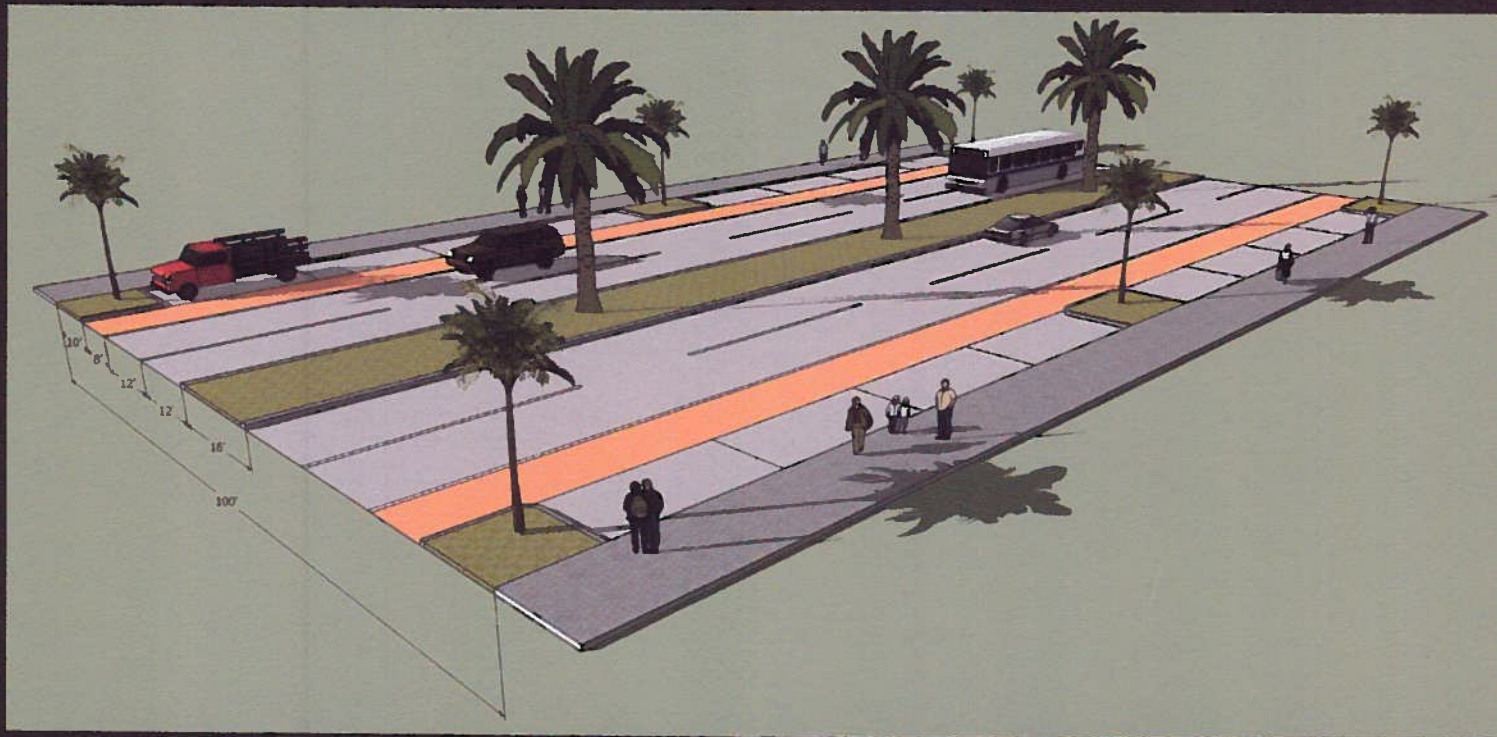
6. Adjournment.

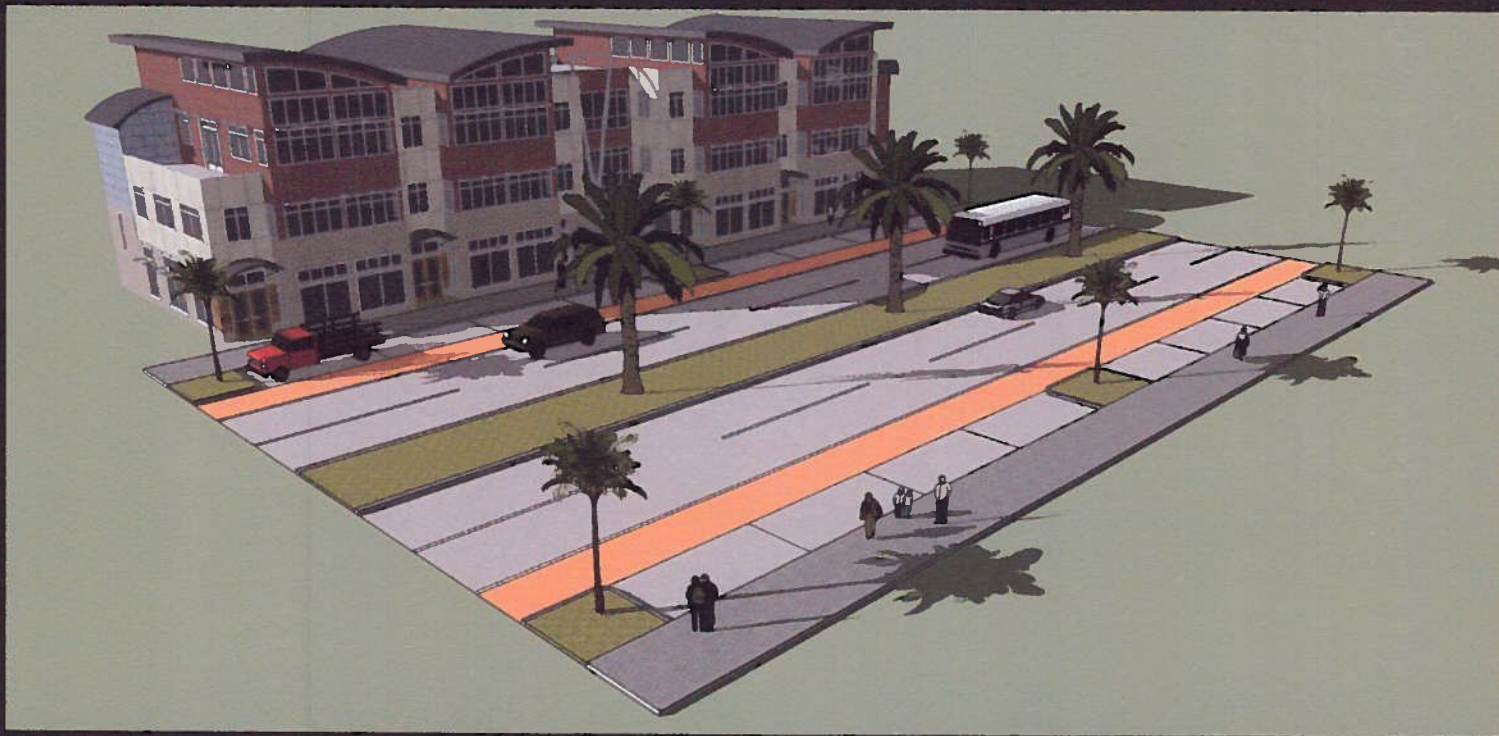
Since there was no further business to discuss, Mr. Logan made a motion to adjourn. Mr. Treharne seconded the motion. The meeting was adjourned at 11:06 a.m.

Marta Martinez, Secretary

Robert Fudge, Chairman

Alternative 2







DEVELOPMENT STANDARDS REVIEW TASK FORCE AGENDA REQUEST FORM
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MEETING DATE: August 12, 2014

Item: 5

TO: Development Standards Review Task Force

FROM: Sungman Kim, Director of Development Services

ITEM DESCRIPTION:

Discussion and action regarding a variance on color scheme for KFC building at 3201 Padre Blvd.

DISCUSSION:

On June 31, 2014, Mr. Cliff Beatenbough, on behalf of KBP Foods, applied for a variance on color scheme to incorporate KFC Corporation's Paint Specifications.

BACKGROUND HISTORY

Corporate/Franchise color issue was discussed earlier at the Planning & Zoning Commission on June 28, 2013, which motion passed 4 to 1, and at the City Council on July 17, 2013, which motion failed 3 to 3. At the Council meeting, the City Council directed staff to work with the DSRTF on the issue.

Through the April 8th workshop and the May 13th regular meeting, the DSRTF unanimously recommended the Planning and Zoning Commission approve the proposed revision of color palette.

At the June 19th P&Z meeting, the P&Z unanimously recommended the City County approve the proposed revision of color palette.

The City Council passed the amendment to the color palette at the first hearing on July 16, 2014 and at the second hearing on August 6, 2014.

However, the revised color palette does not contain provisions for Corporate/Franchise color.

COLOR ISSUE

The applicant proposes three (3) colors (Benjamin Moore E-25 Mooreglo Heritage Red; Sherwin Williams #7048 Urbane Bronze; and Sherwin Williams #2123 White). Among those proposed, Benjamin Moore E-25, although it is rather pure in color than those in the City color palette, has similar colors within the range of earth tone. The proposed SW 7048 has similar colors in the City color palette (SW 7039 and SW 0038), and the proposed SW 2123 (white) is permitted by both the City color palette and Munsell Color System.

The building foot print is approximately 4,225 sq.ft and the City allows four (4) colors (for body, trim, accent and roof) up to 5,000 sq.ft. However, the issue here is that the applicant is proposing the three (3) colors for the building body. By doing so, the proposal also goes against the provision prohibiting pattern of stripes narrower than 20'.

**DEVELOPMENT STANDARDS REVIEW TASK FORCE
AGENDA REQUEST FORM**

The Paint Specifications provided by the applicant does not reflect the existing building and we cannot rely on it to review the color variance. On the other hand, it is noted that the applicant already painted the building without a permit and the DSRTF can review the color scheme on the basis of current photos below:



The old image was found at Google Earth. Please see below:



DEVELOPMENT STANDARDS REVIEW TASK FORCE AGENDA REQUEST FORM
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LOCATION ANALYSIS

The building is located in Padre Boulevard Central Zone that accommodates commercial on any floor and careful consideration of auto-oriented site elements, such as drive-through, surface parking and service areas. Residential uses are permitted on upper floors and ground floors along east-west street frontage. Considerations should be given to the fact that the area is mainly dedicated for commercial uses.

SWOT ANALYSIS

Strength: In addition to the What-a-Burger building, it helps forming a commercial path along Padre Blvd. This commercial path may assist the City in developing a future downtown.

Weakness: Existing Dairy Queen and BurgerFi are NOT located near providing no gravity for a future downtown.

Opportunities: By providing visual definition to the area, the commercial path may encourage non-residential developers to build their facilities in the area.

Threats: The area is getting colorful and we are expecting strip-mall type commercial developments.

RECOMMENDATION

Staff recommends the DSRTF review the proposed color scheme independently from the City color palette and approve the usage of the proposed color scheme. If there is a room to accommodate conditions, staff recommends earth-tone red instead of the proposed Benjamin Moore E-25.



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 ten (10) 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:

KFC

Physical Address (Street Name & Number):

3201 PADRE BLVD. S. PADRE ISLAND

Legal Description (Lot/Block/Subdivision):

LOT 6 BLK 75

78597

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

(4,225 sq. ft.)

Linear footage of any walls facing a street: _____

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

EXTERNAL PAINT FOR K.F.C.

*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: KBP FOODS

OWNER MAILING ADDRESS: 8900 INDIAN CREEK PARKWAY

CITY, STATE, ZIP: OVERLAND PARK, KS 66210

PHONE NUMBER: 404.519.4952 (E-mail address) CLIFF BEATENBOUGH @ YAHOO.COM

Signature of Property Owner (required)

Date

6/3/14

APPLICANT: CLIFF BEATENBOUGH

APPLICANT MAILING ADDRESS: 2015 RIVER FALLS DR.

CITY, STATE, ZIP: ROSWELL, GA. 30076

PHONE NUMBER: 404.519.4952 (E-mail address) CLIFF BEATENBOUGH @ YAHOO.COM

Signature of Applicant (if different from owner)

Date

6/3/14

S6000 to Vision 3.0 Paint Specifications

Please use this document to paint your restaurant to bring it closer to Vision 3.0 paint specifications. Full migration to Vision 3.0 image involves significantly more work than what is covered here. Note that this work is voluntary on your part and will not count towards any of your contractual asset obligations.

- A** Benjamin Moore E-25 Mooreglo Heritage Red
- B** Sherwin Williams #7048 Urbane Bronze
- C** Sherwin Williams #2123 KFC White

