



CITY OF JONESBORO DESIGN REVIEW COMMITTEE

Agenda Item Summary

Agenda Item #

COUNCIL MEETING DATE

Requesting Agency

Community Development (Carlos Soler, applicant)

Requested Action (Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)

Review of sign change

Requirement for Board Action (Cite specific Council policy, statute or code requirement)

Section 86-489. General sign standards; Sec. 86-490. Wall sign standards; Sec. 86-495 Historic District

Is this Item Goal Related? (If yes, describe how this action meets the specific Board Focus Area or Goal)

☒ **Yes** ☐ **No**

Summary & Background

(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)

Agency recommendation – Approval of Sign Changes

This location has been proposed for a Mexican restaurant, XOLOS, for a few years, and the construction plans are in the final stages of preparation. The applicant received approval for exterior design and color changes back in the summer of 2022, **but the sign design is changing for 2026-27 (see enclosed).**

The property is zoned H-1 Historic District. The property is within the Historic District and therefore will require a Certificate of Appropriateness from the Historic Preservation Commission as well.

Sec. 2-303. - Powers and duties.

The design review commission has the power to make certain advisory recommendations to the city council, the historic preservation commission, and the community development department. The commission's recommendations on review items are not binding, but are intended to be utilized by the city council, the historic preservation commission, and the community development department in making informed, binding decisions.

The commission shall be authorized to:

- (a) **Make recommendations to the historic preservation commission regarding certificate of appropriateness applications for any exterior modifications to existing developments, buildings and structures (including signs) within the historic districts and Historic Residential Overlay, prior to the scheduled historic preservation commission hearing on the applications.**
- (b) **Make recommendations to the historic preservation commission regarding certificate of appropriateness applications for proposed and replacement developments, buildings and structures (including signs) within the historic districts and Historic Residential Overlay, prior to the scheduled historic preservation commission hearing on the applications.**
- (c) **Make recommendations to the mayor and city council regarding any exterior modifications to existing developments, buildings and structures (including signs) that require variances, generally within the city and, more specifically, within the Tara Boulevard Overlay, Arts & Entertainment District Overlay Zone or Assembly Overlay.**
- (d) **Make recommendations to the mayor and city council regarding proposed developments, buildings and structures (including signs) that require variances, generally within the city and, more specifically, within the Tara Boulevard Overlay, Arts & Entertainment District Overlay Zone or Assembly Overlay.**
- (e) **Make recommendations to the mayor and city council regarding any exterior modifications to existing developments, buildings and structures (including signs) that require conditional use hearings and/or zoning change hearings,**

FOLLOW-UP APPROVAL ACTION (City Manager)

Typed Name and Title		Phone	City Manager's Office
Signature		Date	

generally within the city and, more specifically, within the Tara Boulevard Overlay, Arts & Entertainment District Overlay Zone or Assembly Overlay.

- (f) Make recommendations to the mayor and city council regarding proposed developments, buildings and structures (including signs) that require conditional use hearings and/or zoning change hearings, generally within the city and, more specifically, within the Tara Boulevard Overlay, Arts & Entertainment District Overlay Zone or Assembly Overlay.
- (g) Make recommendations to the city manager and community development director regarding significant exterior modifications to existing developments, buildings and structures (including signs) that do not require public zoning hearings and do not lie within the historic district or overlays.
- (h) Make recommendations to the city manager and community development director regarding significant proposed developments, buildings and structures (including signs) that do not require public zoning hearings and do not lie within the historic district or overlays.
- (i) Make recommendations to the mayor and city council regarding proposed text amendments to the city zoning code.
- (j) Make recommendations to the mayor and city council regarding applicable facade grant applications for existing buildings and structures within the city.

Sec. 86-495 Historic District

(3) Signage standards.

a. General. Signage shall complement the architectural details of the building and shall not violate or otherwise obscure the architecture of the building to which it is attached. Signs, lettering, or boxed graphics shall not cut across columns, cornices, windowsills, arches or balconies, nor extend above the roofline (except for parapets and mansards) of any building to which it is attached.

b. Lettering, size, and content. Letters can be painted or mounted directly on a signboard, storefront, wall or window, if in proportion to the storefront. Lots in the H-1 and H-2 historic districts are allowed the same amount of signage as lots outside of the H-1 and H-2 historic districts. In the H-1 and H-2 historic districts, canopy signs and hanging or suspended signs may be utilized. **Provided, however, in no case may the total signage area exceed ten percent of the building face to which the sign is attached.** Acceptable lettering materials include wood, stone, synthetic stone, metal, and acrylic. The overall design of all signage shall be compatible with the turn-of-the-century theme of the historic district. **108 South Main façade is approximately 18 feet high by 20 feet wide = 360 square feet. 35.39 total square feet of signage on each building side equals 9.83% of the façade.**

c. Materials. **Signs may be constructed of concrete, brick, wood, stone, metal, glass, or synthetic materials that have the same appearance of the aforementioned natural materials due to their finish.** All materials shall be compatible with the building's architecture and should be colorfast and resistant to corrosion. Signs shall be professionally finished in accordance with the material selected, whether by sanding, painting, staining and/or sealing, with the edges of the sign framed out and/or sealed. **Aluminum is primary material.**

d. Lighting. **All signs in the historic district, whether ground signs or wall signs, shall only be illuminated by an external light source, and through craftsmanship and materials, shall reflect the design aesthetics of the historic district. Complies with exterior lighting only. The gooseneck lights are more spaced out than they were in 2022.**

e. Colors. **The historic preservation commission and the design review commission shall consider the context of the surrounding area when reviewing the color of a proposed sign in the historic districts; however, the colors and logos of nationally and regionally recognized businesses shall not be prohibited.**

f. Awning and canopy signs. Awnings or canopies over doors, entrances, windows or outside service areas are permitted in the H-1 historic district. Professionally applied forms, graphics, symbols, lettering, or other visual presentation may be incorporated into the awning or canopy valance/drop flap but are restricted to 20 percent of the awning field. Size of the signage shall be computed as for a wall sign. Signage pursuant to this subsection shall be included within the overall amount of signage allowed under [section 86-489](#). Awnings or canopies shall clear sidewalks by seven feet in height, and project no more than six feet from the building. Canvas or synthetic look-alike canvas are the only materials permitted for awnings and canopies. Metal or vinyl may be approved for awnings or canopies if the overall design is consistent with the H-1 historic district's turn-of-the-century theme. Awnings or canopies may not be backlit. Metal awnings and canopies are preferred.

g. Hanging or suspended signs. Hanging, suspended, or projecting signs are permitted and shall clear sidewalks by seven feet in height, and project or drop no more than 36 inches from the building. Hanging or suspended signs should project or drop from a wall or roof at a 90-degree angle. Hanging or suspending signs over driveways, alleys, or parking areas is prohibited. Hanging, suspended, or projecting signs shall be limited to a

maximum size of six square feet, and if double sided, shall be calculated as only one sign. One hanging, suspended, or projecting sign per business is permitted, and shall be calculated as part of the total signage area allowed under [section 86-489](#). Attractive hardware for hanging is encouraged.

h. Window signs. Interior window signs shall not exceed 25 percent of the total window area exposed to public view. Window signs shall not be included within the overall amount of signage allowed under [section 86-489](#).

The exterior building color scheme will remain Pantone 7584C as approved in 2022.

Fiscal Impact / Funding Source

(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)

Private

Exhibits Attached *(Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)*

Proposed sign and building elevation

Staff Recommendation

Approval

David Allen, Community Development Director