



# PLAZA SALTILLO

901 E. 5<sup>th</sup> STREET





35

E. 6th St.  
E. 5th St.  
E. 4th St.  
San Marcos St.  
Waller St.  
Attayaca St.  
Navasota St.  
Comal St.  
E. 7th St.

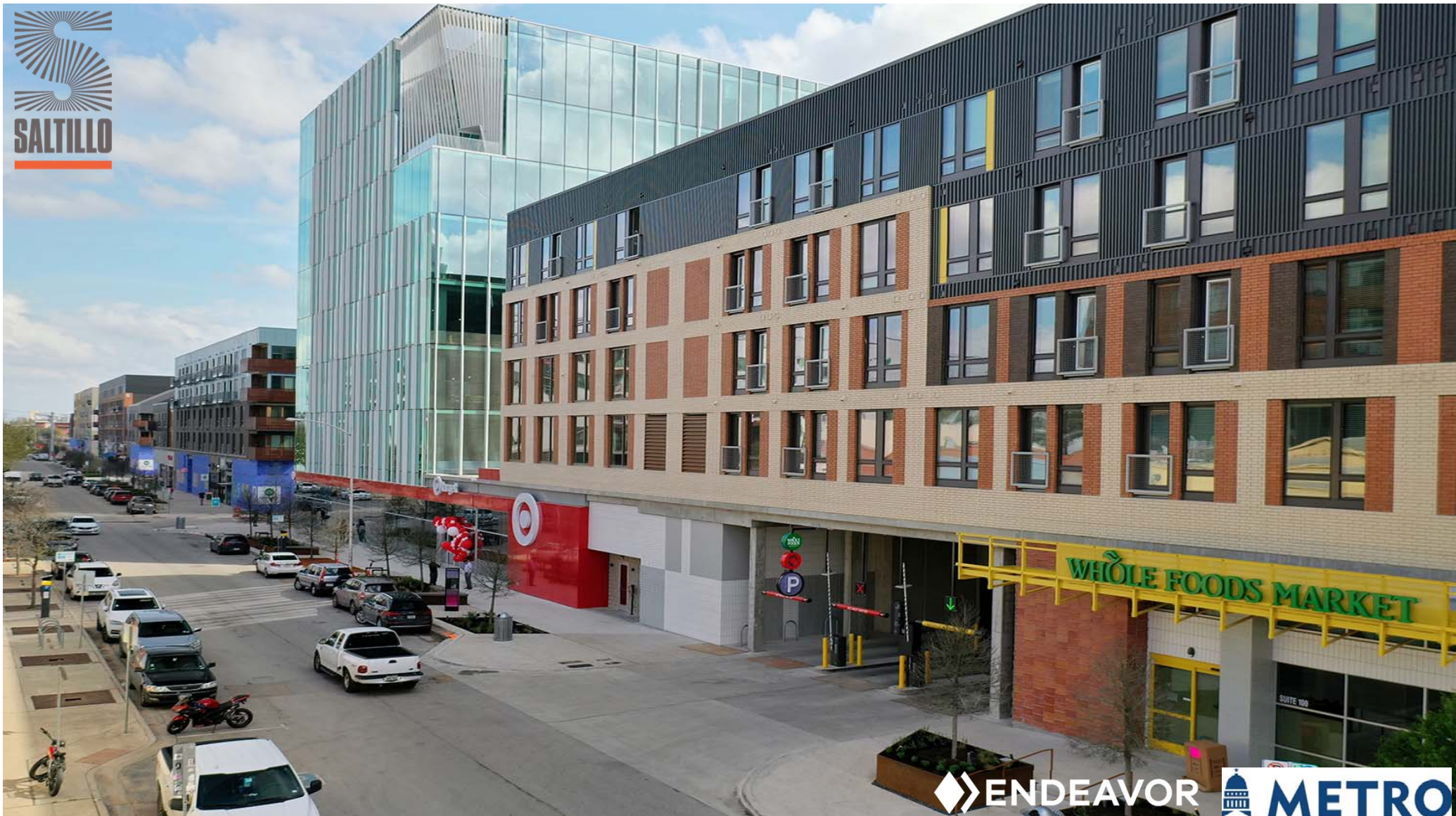


Plaza Saltillo Station  
Lance Armstrong Bikeway









# The Saltillo Mixed-Use Project:

- Addressing Mobility and Affordability
- Partnership with Capital Metro
- 800 Residential Units, inc. 141 Affordable Units @ 50% MFI
- 120,000 square feet of local & national retail tenants (~25)
- 150,000 square feet of office
  
- Community Benefits:
  - **Whole Foods Market - opened May 1st**
  - **Target (inc. CVS) – opened in March**
  - Additional neighborhood retail services
  - Over 1 acre of new parks and open space
  - Extension of the Lance Armstrong Bikeway (5 Blocks)
  - Multi-modal transportation connectivity
  - Environmental Remediation of 10 acres
  - Adaptive Re-Use of historic Texaco Oil Depot Buildings

# Requested Variance:

Request: Allow **Internal Illumination** of Retail Wall Signs (for all retail tenants, apr. 25)

Code Section: 25-10-133(G)

## Reasons:

1. Create a uniform and safe pedestrian experience
2. UNO Sign regulations were changed in November 2019 with the consequence of preventing ground, floor illuminated retail signs
3. The UNO signage regulations were created for use in the University Neighborhood Overlay and not for use in the central, downtown area where illuminated signs are prevalent.
4. The Saltillo project and all neighboring retail properties have existing illuminated signs for retailers along 5th Street.
5. Additional illuminated retail signs on 5th street will not create a new condition, they are prevalent
6. No portion of the retail frontage along 5<sup>th</sup> St at Saltillo face any single-family homes



# Why is Illuminated Signage Important?

## 1. Safety

- Well lit pedestrian spaces along streetscape
- Easier wayfinding for drivers and bicyclists
- Encourages slower driving speeds along 5<sup>th</sup> St.
- Encourages pedestrian activity along 5<sup>th</sup> St. and away from rail ROW or residential portions of neighborhood

## 2. Equality for all Retailers

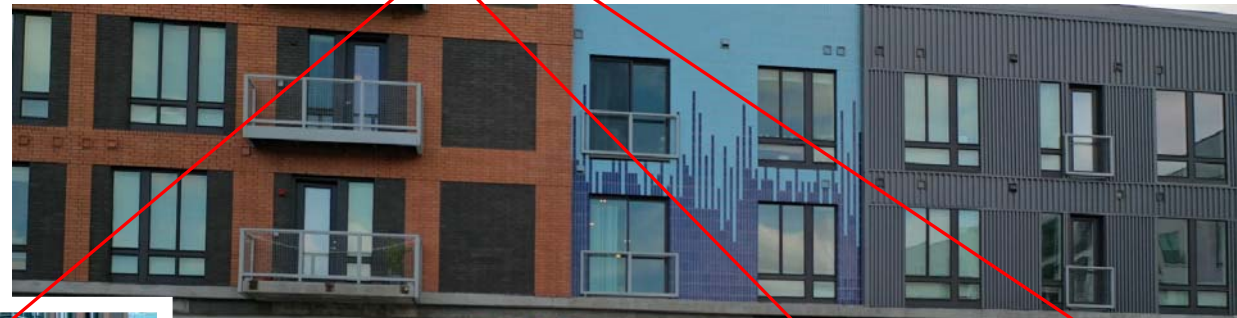
## 3. Cohesive Design

- Saltillo includes a cohesive and well thought out signage program to address pedestrian, cyclist, rail, and vehicle needs, to ensure safe and easy access to these new, needed neighborhood services
- Signage rules were changed mid-project to restrict signage illumination (Nov 2019)
- When the rule changed, Saltillo had multiple tenants in every building who had already received signage permits and installed illuminated signs

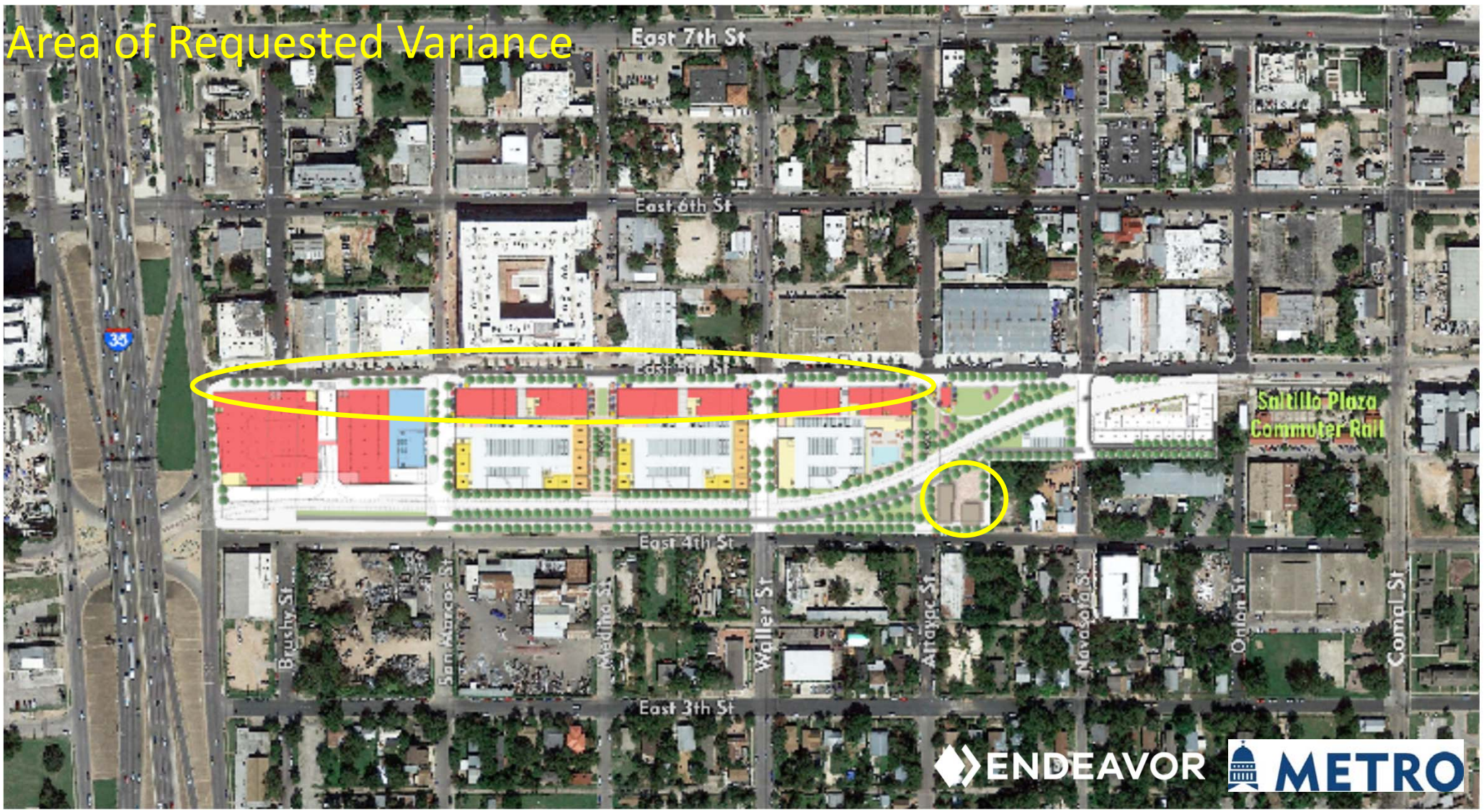
# Requested Variance:

## RETAIL SIGNS:

1. Allow Illumination of Wall Signs facing 5<sup>th</sup> St. ROW
2. For all retail tenants



# Area of Requested Variance



# Existing Illuminated Saltillo Retail Signage – 5<sup>th</sup> St



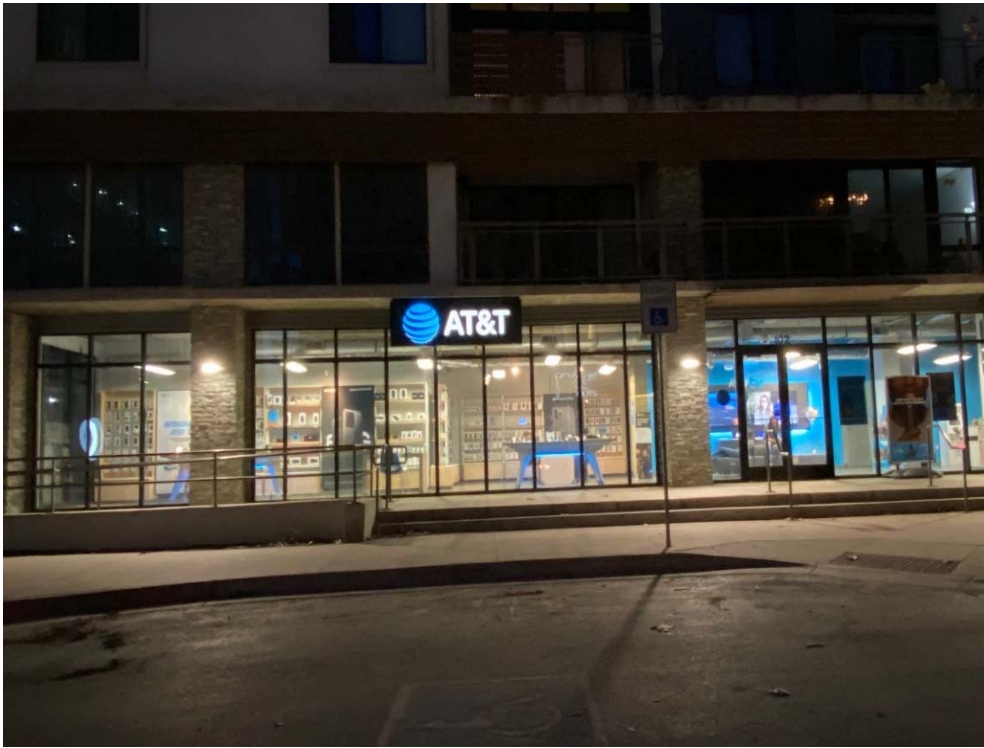
# Existing Illuminated Saltillo Retail Signage – 5<sup>th</sup> St



# Existing Illuminated Saltillo Retail Signage – 5<sup>th</sup> St



# Neighboring Illuminated Retail Signs - 5<sup>th</sup> St



# Neighboring Illuminate Retail Signs - 6<sup>th</sup> St





# Requested Variance:

Request: Allow **Internal Illumination** of Retail Wall Signs (for all retail tenants, apr. 25)

Code Section: 25-10-133(G)

- RULES CHANGED MID-OPENING
- EQUALITY FOR ALL RETAILERS – HELP OUR LOCAL RETAILERS SUCCEED
- SAFETY – PEDESTRIANS, CYCLISTS & VEHICLES
- COHESIVE DESIGN, LOOK & FEEL – IN THE PROJECT and SURROUNDING NEIGHBORHOOD



Questions?

