



AGENDA MEMO
6/6/2017 Agenda

TO: Honorable Mayor and City Council

FROM: Patrick Baugh, Community Development Director

SUBJECT: Consider an Ordinance to create a Special Sign District for Jarrell Company, 2651 Fondren Drive.

BACKGROUND:

Mr. Richard Sowan, applicant, requests the City create a Special Sign District for the property at 2651 Fondren Drive, site of the Jarrell Company building. The Jarrell Company is an appliance, plumbing fixture and decorative hardware showroom and sales business, continuously in operation since 1964. The ownership changed in 2014 and has restructured the operations to reduce product warehousing on-site, allowing approximately half of the building's one-acre of floor area to be leased to product and design showroom tenants.

The site is bounded by commercial/office uses, the City's elevated water storage site and municipal solid waste transfer station/bulk materials storage yard. The Dallas Area Rapid Transit light rail line borders the site on the west, and the south property line is the southern edge of University Park's City limits.

The Urban Design and Development Advisory Committee reviewed the merits of this proposal and recommend that the District be favorably considered by the City Council. Along with this recommendation, the Committee stipulated that a uniform design criteria be included in the final standards to provide uniformity and coordination of the signage on the rooftop display. Those standards are incorporated into the exhibits.

The façade of the building will be refreshed, but no structural modifications are proposed. A number of signage improvements are being requested, and are illustrated on the exhibits, along with retaining the iconic, roto-sphere sign.

RECOMMENDATION:

Staff recommends Council consider adoption of the attached ordinance.