



AGENDA MEMO

8/20/2019 Agenda

TO: Honorable Mayor and City Council

FROM: Patrick Baugh, Community Development Director

SUBJECT: Consider an Ordinance creating a Special Sign District for 6401 Hillcrest

BACKGROUND:

The recently completed structure at 6401 Hillcrest (northwest corner with McFarlin Boulevard), former location of the Goff's Hamburgers restaurant, is nearing full occupancy of the second story. The tenants on that floor desire exterior wall signage similar to the first floor tenants. The existing Sign Ordinance has no provision for such signage for second floor tenants, but instead requires all occupants on floors other than at ground level to share a single six square feet area sign.

The creation of a Special Sign District for this property will allow signage similar in size to the first floor occupants while maintaining spatial balance and continuity of appearance. The overall area of signage is reasonable, beneficial and in the interest of the community.

This issue was presented to the Zoning and Development Advisory Committee on July 24 and the Committee recommends the City Council approve the Special Sign District with these provisions:

1. The new second story signs match the first story signs in appearance and illumination, and
2. The second story signs be centered over the first story signs.

The Sign Ordinance does recognize the necessity for identifiable retail areas to have special signs and provides the City Council the authority to create Special Sign Districts after consideration of comments received through public hearing.

RECOMMENDATION:

Staff concurs with the Zoning and Development Advisory Committee's opinion and recommends that the City Council, upon conclusion of a Public Hearing, consider adoption of an Ordinance creating a Special Sign District for 6401 Hillcrest.

Attachments: Graphics package
Draft ZADAC Minutes