



## **AGENDA MEMO**

### **11/5/2019 Agenda**

**TO:** Honorable Mayor and City Council

**FROM:** Patrick Baugh, Community Development Director

**SUBJECT:** Consider an Ordinance amending the Special Sign District standards for the multiple occupancy building at 6565 Hillcrest (Hilltop Plaza)

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#### **BACKGROUND:**

City Council approved creations of a Special Sign District for Hilltop Plaza on March 5, 2019. At that time, the potential tenant roster was incomplete. A new tenant, FOXTROT MARKET has executed a lease and desires signage that reflects their branding message. That signage is proposed as internally illuminated single letterforms suspended from the ceiling inside the store and visible through the storefront windows. The attached graphic elevations provide a general idea of the signage proposed as illustrated for Attachments M and N.

The proposed signage, if approved, will be an alternative to the exterior wall Business Identification Signs. The alternate use precludes the use of the exterior wall mounted signs. The proposed interior signs are smaller in height (12" versus 36") and overall area (50 square feet rather than 72), offering a 'cleaner' look through less signage/visual 'clutter' for the facility.

This alternative amendment was presented to the Zoning and Development Advisory Committee on October 23, 2019 for consideration in forwarding a recommendation to City Council. The Committee found the interior signs are compatible with, and complement, the overall graphics package.

This agenda item to provide a Public Hearing was advertised in the *Daily Commercial Record* on October 30, 2019, in accordance with the Special Sign District regulations.

#### **RECOMMENDATION:**

The Zoning and Development Advisory Board recommends, and staff concurs, that the City Council adopt the Amending Ordinance to the Special Sign District standards for 6565 Hillcrest to allow alternative Business Identification Signs on Level One.