



## AGENDA MEMO

### 10/5/2021 Agenda

**TO:** Honorable Mayor and City Council

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

**SUBJECT:** Consider an Ordinance to authorize a Special Sign identifying the Educational Garden at Hyer Elementary School, 3920 Caruth Boulevard

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#### BACKGROUND:

Ms. Jenny Moore, PTA Corporate Solicitations Chair, presented a request, as a representative of the school, to the Zoning And Development Advisory Committee (ZADAC), on September 22, 2021. The request of ZADAC was to consider forwarding a recommendation to City Council regarding a Special Sign Exception for a student garden at Hyer Elementary School, 3920 Caruth Boulevard. This request is supported by Highland Park Independent School District Superintendent, Dr. Tom Trigg and the Campus Principal, Ms. Debbie Burt.

A sponsor for the educational Hyer Garden has committed funding for the garden and the PTA would like to exhibit recognition for the sponsorship by way of a sign. The proposed sign is oversized (too tall at 5') to be approved as a 'Ground Sign' for Institutional facilities (4'0" maximum height). However, within the parameters of the Sign Ordinance, a single Special Sign may be permitted though Ordinance (Section 3.09.023) *to promote the general architectural, historic, cultural, or scenic character of a building, lot or tract of land, based on its unique function or location in relation to surrounding properties*. The sign as proposed would meet the requirements of the current Sign Ordinance:

- Five feet in height by six feet in width
- Non-illuminated
- Identifies a cultural use unique relative to the surrounding properties
- Within the allowable area of all signs on the property (at 30 of allowed 50 square feet per ground sign, 2 allowed)
- Set back from the street curb fifty feet (10 required)
- Establishes a *sense of place*
- No other Special Sign exists on this parcel

## **RECOMMENDATION:**

The ZADAC recommends the City Council favorably consider approval of the Special Sign with two conditions:

1. That Highland Park Independent School District Superintendent, Dr. Tom Trigg, acknowledge and support the application for the Special Sign.
2. That the Special Sign lettering be equal size in both font and stroke for both the Hyer Garden and sponsor name (may differ from year to year).

### **Attachments:**

- Application with supporting documents
- Proposed Ordinance