



AGENDA ITEM SUMMARY

District Impacted

- ☐ 1 = Anzollitto
- ☒ 2 = Woolard
- ☐ 3 = Boyd
- ☐ 4 = Cisneros
- ☐ 5 = Colvin
- ☐ All

DESCRIPTION:

RECEIVE AND CONSIDER A REQUEST FROM DEEP SOUTH FOODS, LLC FOR A VARIANCE TO THE SIGN ORDINANCE SECTION 10 RESTRICTIONS ON CERTAIN TYPES OF SIGNS. S.1. SIZE OF MONUMENT SIGN AND S.4. CHANGEABLE COPY MONUMENT SIGN. (1540 River Road, Fuzzy's Taco Shop)

RECOMMENDED ACTION (be specific)

Deny A Request From Deep South Foods, LLC For A Variance To The Sign Ordinance Section 10 Restrictions On Certain Types Of Signs. S.1. Size Of Monument Sign And S.4. Changeable Copy Monument Sign. (1540 River Road, Fuzzy's Taco Shop)

DEPARTMENT

Planning and Community Development

CONTACT PERSON

Laura Talley / Jeff Thompson

SUMMARY

Deep South Foods, LLC is requesting a sign variance for a proposed monument sign at 1540 River Road for a new Fuzzy's Taco restaurant. The variance requested is two faceted. First, the proposed sign exceeds the maximum square footage allowance of 64 square feet for a monument sign and second it also exceeds the maximum 8 square feet permitted for a changeable copy sign. The proposed monument sign measures 78 square feet and the changeable copy sign measures 24 square feet.

The owner of the restaurant has pointed out that they redesigned their building layout on the site (at the city's urging) to accommodate the large stand of oak trees and incorporate them into the proposed deck area. They believe this will make signage on the building itself less effective and thereby wish to have a larger monument sign than allowed by ordinance. The greater issue, in staff's view, is the changeable copy element of the sign being 3 times larger than allowed. Concern was also expressed about the 13 foot width of the sign as proposed fitting into a 10 foot space available for it as presented in the site plan between the curb and right of way lines.

The staff Sign Variance Committee met regarding the request to allow more square footage for both a monument and a changeable copy sign and recommended against allowing the proposed larger sign primarily due to the changeable copy sizing.

	Staff believes a smaller sign would be more compatible with other signage existing along this corridor and compliment the Hill Country aesthetic. The staff committee voiced concern about setting precedence by the approval of this sign as requests for larger changeable copy sign area than we allow is not uncommon.
COST	
SOURCE OF FUNDS	
ADDITIONAL INFORMATION	

This summary is not meant to be all inclusive. Supporting documentation is attached.