



## AGENDA ITEM SUMMARY

### District Impacted

- ☐ 1 = Wolosin
- ☐ 2 = Woolard
- ☐ 3 = Vacant
- ☒ 4 = Vacant
- ☐ 5 = Handren
- ☐ All

<b>AGENDA DATE</b>	April 9, 2019
<b>DESCRIPTION</b>	RECEIVE AND CONSIDER A REQUEST FROM TRAVIS JONES FOR A VARIANCE TO THE SIGN ORDINANCE SECTION 10. RESTRICTIONS ON CERTAIN TYPES OF SIGNS. M. FREE STANDING SIGN. ( <i>Legacy at Cibolo, 11 and 15 Herff Rd.</i> )
<b>STAFF'S RECOMMENDED ACTION (be specific)</b>	Deny request from Travis Jones for a variance to the Sign Ordinance.
<b>CONTACT PERSON</b>	Nick Colonna, Assistant Director Planning and Community Development
<b>SUMMARY</b>	<p>This report addresses the signs at 11 and 15 Herff Road (See report for 7 and 9 Herff Road) . The developer is requesting variances to the following requirements:</p> <ul style="list-style-type: none"> <li>• The 200 feet separation distance; and</li> <li>• The maximum sign height of 5-feet. The proposed sign height is 9-feet.</li> </ul> <p>The signs also serve as entrance features to each entrance to the development. As the definition states, the sign shall contain the name of the commercial complex and shall not advertise for individual establishments. This is an important aspect for continuity of the users who arrive at this destination.</p> <p>The requested variances are not an extreme deviation from the code. The proposed signage, walls, pillars and landscaping materials (stone darkened copper, cast stone, stucco) reinforces the Hill Country character.</p> <p>Any person, business or other organization desiring to continue in use, locate, construct or otherwise place any sign which does not conform to the provisions of this ordinance may make application to the City Council for a variance to continue in use, locate, construct or otherwise place such a sign. The City Council may impose such conditions or requirements in a variance as are necessary in the City Council's judgment to protect the overall character of the community and to achieve the fundamental purposes of this ordinance.</p>

	The Sign Variance Committee met and reviewed the initial application submittal. The committee determined that all of the signs were too large and requested that they be scaled back. Although the resubmittal of the application garnered more support, in general the committee determined that the request is for too much signage.
<b>COST</b>	NA
<b>SOURCE OF FUNDS</b>	NA
<b>ADDITIONAL INFORMATION</b>	NA

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