



**TITLE:** Conduct a Public Hearing to Consider/Discuss/Act on an Ordinance Amending the Code of Ordinances of the City of McKinney by Amending Chapter 134, "Signs"

**MEETING DATE:** May 7, 2012

**DEPARTMENT:** Development Services

**CONTACT:** Barry Shelton, Executive Director of Development Services

**RECOMMENDED CITY COUNCIL ACTION:**

- Staff recommends approval of the proposed amendments to Chapter 134 of the Code of Ordinances.

**ITEM SUMMARY:**

- Chapter 134 of the City of McKinney Code of Ordinances regulates the location, size, placement and display of signs within the city.
- The proposed amendments to Chapter 134 would allow for additional temporary signage and banners for properties fronting on Highway 75 during the ongoing reconstruction process.
- If approved, the additional temporary signage and banners would only be permitted during the construction process in an effort to help businesses along the construction corridor identify themselves. The extensive construction project, with rerouting of frontage roads and entrance drives has made it difficult for customers to locate businesses.
- According to the schedule provided by the Texas Department of Transportation ("TxDOT"), the reconstruction of US 75 will be completed before June 1, 2015. By that date, all main lanes and frontage road lanes along this section of US 75 will be open to traffic and the disruption to adjacent properties resulting from the ongoing work by TxDOT's contractor will have ceased. Therefore, the temporary allowance for additional signage provided hereby shall expire on July 1, 2015 and all signs and banners approved in accordance with this section must be removed prior to that date.

**BACKGROUND INFORMATION:**

- The City of McKinney amended the sign ordinance in August 2012 following an extensive public input process that reached out to the MEDC Business Retention and Expansion Program (BREP) roundtable discussion group, the McKinney Chamber of Commerce and representatives of McKinney's homeowner associations.
- The intent of Chapter 134 is to establish regulations governing the display of signs and in part to achieve the following:
  - (1) *Safety.* To promote the safety of persons and property by providing that signs:
    - a. Promote and protect the public health, safety, comfort, morals and convenience;
    - b. Do not obstruct firefighting or police surveillance; and
    - c. Do not overload the public's capacity to receive information or increase the probability of traffic congestion and accidents by distracting attention or obstructing vision.
  - (2) *Communications efficiency.* To enhance the economy and the business and industry of the city by promoting the reasonable, orderly and effective display of signs and thereby encourage increased communication with the public, so that:
    - a. Businesses and services may identify themselves;
    - b. Customers and other persons may locate a business or service;
    - c. Signs are compatible with their surroundings, are appropriate to the type of activity to which they pertain, and are expressive of the identity of proprietors and other persons displaying signs; and
    - d. Persons exposed to signs are not overwhelmed by the number of messages presented and are able to exercise freedom of choice to observe or ignore said messages, according to the observer's purpose.
  - (3) *Environment quality and preservation.* To protect the public welfare and to enhance the appearance and economic value of the landscape by providing that signs:
    - a. Do not interfere with scenic views, and protect and preserve the unique and natural beauty and historic values of the city;
    - b. Do not create a nuisance to persons using the public rights-of-way;
    - c. Do not create a nuisance to the occupancy of adjacent and contiguous property by their brightness, size, height or movement; and
    - d. Are not detrimental to land or property values.

**BOARD OR COMMISSION RECOMMENDATION:**

- N/A

