

Conduct a Public Hearing to Consider/Discuss/Act on the Request by Baylor Healthcare Systems, for Approval of a Comprehensive Sign Package for Baylor Hospital, Approximately 57.75 Acres, Located on the Northwest Corner of Lake Forest Drive and U.S. Highway 380 (University Drive).

MEETING DATE: October 18, 2011

DEPARTMENT: Development Services - Planning

CONTACT: Jennifer Cox, AICP, Director of Planning
Brandon Opiela, Senior Planner

RECOMMENDED CITY COUNCIL ACTION:

- Staff recommends approval of the proposed comprehensive sign package.

ITEM SUMMARY:

- The applicant is proposing a comprehensive sign package for Baylor Hospital, on approximately 57.75 acres, at the northwest corner of Lake Forest Drive and U.S. Highway 380 (University Drive). The hospital is currently under construction and will feature a 465,110 square foot, 6-story hospital building and an 87,750 square foot physician's office building.
- The governing planned development district ordinance (PD 2007-07-068) states, "signage shall be submitted as a comprehensive sign package (including elevations), subject to review and approval by City Council either prior to or as part of the site plan process." The approved site plan (08-094SP) for the subject property has been modified twice and was most recently approved on July 27, 2010. Although the language in the governing planned development district states that the sign package shall be approved prior to or as part of the site plan process, each time the associated site plans were to be approved by the Planning and Zoning Commission, the applicant was not prepared to formally submit a comprehensive sign package at such early stages of design and construction of the site. Therefore, Staff feels the sign package should be considered by the Planning and Zoning Commission (as it would have been in conjunction with site plan approval), with a recommendation forwarded on to City Council for final approval.
- The applicant has provided a comparative matrix (see Exhibit A - attached) illustrating the difference between the proposed sizes of each sign versus what is currently permitted by the City of McKinney Sign Ordinance, and has also compiled illustrations and details of each proposed exterior sign on the campus (see Exhibit B - attached).

BACKGROUND INFORMATION:

- N/A

FINANCIAL SUMMARY:

- N/A

BOARD OR COMMISSION RECOMMENDATION:

- On September 27, 2011, the Planning and Zoning Commission voted unanimously to recommend approval of the proposed comprehensive sign package.