



**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:** August 21, 2012

**DEPARTMENT:** Development Services

**CONTACT:** Barry Shelton, AICP, Executive Director of Development Services  
Jeff Harris, Plans Examiner

**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.
- Staff has compiled a list of potential amendments to the signage standards. These potential amendments address issues that are either the source of applicant complaints or have been identified by staff as confusing and/or difficult to enforce.
- At the April 23, 2012 City Council work session, staff presented the proposed amendments to the Council. Since that time, staff has solicited input from the MEDC Business Retention and Expansion Program (BREP) roundtable discussion group, the McKinney Chamber of Commerce and representatives of McKinney's homeowner associations. Input from each of these meetings has been incorporated into the draft amendments.
- In addition to the group meetings mentioned above, the proposed amendments have been posted on the Development Services web page for public review and comment.
- Staff has researched neighboring communities' ordinances to compare their standards with McKinney's existing and proposed sign standards. While McKinney should adopt ordinances and standards with the intent to develop the type of community desired, care must be taken to ensure that the standards adopted will not place McKinney at a competitive disadvantage with neighboring

cities. A comparison of McKinney's existing and proposed standards with the standards of Frisco, Allen, Plano and Richardson can be found in the attached "City Comparison Table".

- It is important to retain a balance between the *safety, communications efficiency, and environmental quality and preservation* when discussing possible amendments to the City's signage standards.

## **BACKGROUND INFORMATION:**

- 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