



26 September 2016

Advance Auto Parts
104 W. University Drive
McKinney, TX

Variance Criteria Response

Pursuant to section 134-7(b)(1) The total area per face of a sign shall not exceed 1.5 square feet of face area for each linear foot of building fascia length...If the lot on which the building is located has multiple right-of-way frontage, each street frontage shall be counted for purposes of determining attached sign allowance.

Advance Auto Parts has frontage on 2 right-of-ways, which allow for 172.5 sq. ft. on the front (façade) and 99 sq. ft. on the side (west) façade. They are proposing to install a 263 square foot sign on both facades, which exceeds the above allowances by 90.5 and 164 square feet respectively. In order to make a finding of a hardship and to grant a variance, the McKinney City Council shall consider the following conditions:

A. The requested variance will not adversely affect the surrounding properties.

The requested variance will not adversely affect the surrounding properties. Advance Auto Parts is only seeking approval for their red panel background, which is non-illuminated and will have no impact on surrounding properties.

B. The requested variance will not adversely affect public safety

The requested variance will not adversely affect public safety. The request for red panels seeks to improve sign visibility by creating a contrast between the yellow letters and the color of the building. This helps motorists identify the wall sign from a greater distance, allowing them to allot more time to focusing on the road. This helps improve traffic safety and the overall safety of the corridor, which positively impacts the safety of the public.

C. Special conditions exist which are unique to this applicant or property.

Special conditions exist which are unique to this property. Advance Auto Parts utilizes the red panels to help enhance the image of the channel letters and the overall look of

the façade. Although the square footage exceeds the allotment for wall signs, the positives of the sign far outweigh the negatives. The red panels are non-illuminated, and therefore will not result in an excessively bright sign at night. The sign results in a more aesthetic façade, which contributes to the overall image of the University Drive corridor. The signs will also help with visibility, and motorists can utilize them as wayfinding devices.

Another condition unique to Advance Auto Parts is the layout and shape of the lot. The lot fronts on University Drive, however the storefront is not parallel to the right-of-way, which makes reading a sign on the front façade more difficult. Adding the contrast between the channel letters and the panels will help with readability and recognition.
