

- 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