CITY OF McKINNEY, TEXAS

Legislation Details (With Text)

File #:	18-394	**Name:**	Cinemark Meritorious Exception
Type:	Agenda Item	**Status:**	Approved
		In control:	City Council Regular Meeting
On agenda:	5/1/2018	**Final action:**	5/1/2018
Title:	Conduct a Public Hearing to Consider/Discuss/Act on a Signage Meritorious Exception Request for a 75' Vertical Tower Display for Cinemark Theater, Located at the Southwest Corner of Hardin Boulevard and U.S. Highway 380 (University Drive)		
Indexes:			
Attachments:	1. Sign Variance Request, 2. Sign Appeal Request, 3. Site Map, 4. Site Plan, 5. Tower Design		

Date	Ver.	Action By	Action	Result
5/1/2018	1	City Council Regular Meeting	Approved Closing Public Hearing	Pass
5/1/2018	1	City Council Regular Meeting	Approved	Pass

Conduct a Public Hearing to Consider/Discuss/Act on a Signage Meritorious Exception Request for a 75' Vertical Tower Display for Cinemark Theater, Located at the Southwest Corner of Hardin Boulevard and U.S. Highway 380 (University Drive)

COUNCIL GOAL: Direction for Strategic and Economic Growth

MEETING DATE: May 1, 2018

DEPARTMENT: Building Inspections

CONTACT: Jeff Harris, Chief Plans Examiner

RECOMMENDED CITY COUNCIL ACTION:

- Staff has no objection to the Meritorious Exception Request

ITEM SUMMARY:

- Applicant is requesting a Sign Meritorious Exception for a 75' Vertical Tower on the Front (East) Elevation.
- Total Height of Building and Tower will be 90'.
- Applicant States the Tower will be Professionally Designed as a Unique Landmark Feature.

BACKGROUND INFORMATION:

- Subject Property is Zoned "C2" - Local Commercial District and "CC" Corridor Commercial Overlay District. Maximum Building Height is 45 Feet.
- City Sign Ordinance Allows 568 Square Feet of Allowed Signage on the Front (East) Elevation. Proposed Wall Signage Totals 540 Square Feet. The Tower Element is calculated at 447 Square Feet.

- Including the Wall Signs and Tower Element, the Total Sign Square Footage for the Front Elevation would be 987 Square Feet (419 Square Feet over what is Allowed by Ordinance).
- Tower Element is consistent with Cinemark Theaters in Frisco, Fort Worth, Roanoke, and Abilene. Exhibits are Provided.
- City Sign Ordinance does prohibit signage above the roofline of the building.

FINANCIAL SUMMARY:

- N/A

BOARD OR COMMISSION RECOMMENDATION:

- N/A