



18-704

TITLE: Conduct a Public Hearing to Consider/Discuss/Act on a Request for a Meritorious Exception for a Digital Electronic Message Sign Located at 205 W. Louisiana Street.

COUNCIL GOAL: Direction for Strategic and Economic Growth

MEETING DATE: August 21, 2018

DEPARTMENT: Building Inspections

CONTACT: Jeff Harris, Chief Plans Examiner
Matt Robinson, AICP, Planning Manager
Guy Giersch, Historic Preservation Officer

RECOMMENDED CITY COUNCIL ACTION:

- Staff recommends denial of the meritorious exception.

ITEM SUMMARY:

- The applicant is requesting a meritorious exception in order to install a 15 square foot digital electronic message sign on the west elevation of the building located at 205 W. Louisiana Street. The proposed sign is located within the McKinney Historic District and the McKinney Town Center (MTC) Zoning District. Typically signs are approved at the staff level, however as part of the MTC, all signs are required to be designed and constructed to keep with the historic character and pedestrian-oriented urban design of the district.
- Staff has concerns regarding the use of digital electronic message signs within the McKinney Town Center as they are not consistent with the historic character of Downtown McKinney. While Staff recognizes that there are two existing digital electronic message signs currently located in Downtown McKinney; at the McKinney Performing Arts Center (MPAC); these signs were permitted prior to the creation of the McKinney Town Center zoning district and are used to promote activities and events within downtown.
- Staff has additional concerns about the potential proliferation of this type of signage within Downtown McKinney should the request be approved.

BACKGROUND INFORMATION:

- Subject property is zoned “MTC” - McKinney Town Center - Downtown Core Character District.
- The building located at 205 W. Louisiana is approximately 44,000 square foot in size and includes retail, office, and restaurant uses with one floor of underground parking containing 30 parking spaces.
- The City of McKinney’s sign ordinance allows for the use of digital electronic message signs.
- Signs are subject to review by the MTC Development Coordinator (Director of Planning or his designee) and this coordinator’s approval is a prerequisite for issuance of a sign permit.
- Upon denial of a sign permit, City Council may review a meritorious exception request for sign designs that are innovative, have obvious merit, are appropriate to the particular site, make a positive contribution to the visual environment, and meet the MTC requirement as keeping with the historical character of the district.

FINANCIAL SUMMARY:

- N/A

BOARD OR COMMISSION RECOMMENDATION:

- N/A

SUPPORTING MATERIALS:

[Meritorious Exception - 205 W Louisiana](#)