

MEMORANDUM

TO: Donna Baron, City Manager

FROM: Wayne K. Snell Jr., Director of Neighborhood & Inspection Services

VIA: Claire Swann, Assistant City Manager

DATE: August 30, 2018

SUBJECT: **Consideration of a Variance to the Lewisville City Code Section 11-14 (6) Prohibited Signs, to Allow Two Signs Placed on Retaining Walls, Located at 2316 Denton Tap Road, and Requested by George W. Cooley, Representing Mary Kay Inc, the Property Owner.**

BACKGROUND

The subject site is a 28.6-acre lot zoned Light Industrial (LI) within the Campbell Ranch Addition. The property owner Mary Kay Inc. is developing a 478,000 square foot research and development facility. They are requesting a variance for two signs to be attached directly to the face of the retaining walls located at the main entrance of their property off of Vista Ridge Mall Drive.

ANALYSIS

Lewisville City Code Section 11-14(6) currently prohibits signs on retaining walls. It does, however, allows two freestanding signs on the premises, aggregating no more than 500 square feet of sign area. Either of those freestanding signs can be pole signs. Mary Kay currently uses a billboard on their property as one of their free-standing signs. This was approved by City Council in 2016. This means that under the city's current regulations, they can install another pole sign. To promote the aesthetics of the development and create a grander entrance, Mary Kay proposes to instead install signage directly on their privately-owned retaining walls at the main entrance of their property on Vista Ridge Mall Drive. The west retaining wall sign would include Mary Kay's logo. The east retaining wall sign would read, "Richard R. Rodgers Manufacturing/R&D Center."

Staff is in support of this variance. Due to the building's distance from the entrance and because there is no visible area for a low-profile monument sign, identifying the entry would be difficult unless a pole sign is used, or the signs are mounted to the proposed retaining walls. Staff believes the proposed retaining wall signs provide a better aesthetic option as well as the visibility needed for the corporate facility.

RECOMMENDATION

It is staff's recommendation that the City Council approve the variance as set forth in the caption above.