

MEMORANDUM

TO: Donna Baron, City Manager

FROM: George Babineaux II, Assistant Building Official

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

DATE: October 22, 2018

SUBJECT: **Consideration of a Variance to the Lewisville City Code Section 11-10 (g) (c)(2)(vii) Freestanding Signs, to Allow a Freestanding Sign to Exceed the Maximum Height of 60 Feet in the I-35E Corridor to 75 Feet, Located at 2512 S Stemmons Freeway, as Requested by Tony Callaway, Representing ‘At Home’, the Property Owner.**

BACKGROUND

The subject site is a 10.30-acre lot zoned General Business (GB) within the Lakepointe Crossing Shopping Center. The property owner ‘At Home’ has an existing 122,000 square foot facility located on the site. Due to the impact of the I-35E widening, the property owner is requesting a variance for a sign to exceed the maximum height of sixty feet (60') to a height of seventy-five feet (75') in the I - 35E corridor.

ANALYSIS

a.) To allow a freestanding sign to exceed the maximum height of 60' to 75'

Lewisville City Code Section 11-10(g)(c)(2)(vii) prohibits freestanding signs in the I-35E corridor to exceed sixty feet (60') in height. Due to the I-35E widening and the newly installed ramps, the owner is requesting that the existing forty-foot (40') freestanding sign be increased in height to seventy-five feet (75'). The City of Lewisville has had two sign variance requests regarding height since 2008. The height variances were for Studio Movie Grill with a height of seventy-two feet (72') (prior to the current I-35E overlay district) and the Mary Kay site in 2016 to allow for an existing freestanding sign to remain higher than the permitted 40-foot height (existing sign is forty-two feet (42') in height). Both these requests were approved. The ‘At Home’ site is allowed a total of three free-standing signs, with an aggregate total of 450 square feet in area. However, ‘At Home’ proposes to increase the height of the existing sign to seventy-five (75'). The freestanding sign will have an area totaling 300 square feet and have ‘At Home’ on the sign. With the newly adopted I-35E overlay district, the city’s approach to decreasing sign clutter and considering that a sixty-foot (60') sign is already allowed by ordinance, staff does not support this variance.

RECOMMENDATION

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