Consider Request for Variance Sign Height 5920 Bandera Road

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Economic Development Director
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Summary

- Question should the City Council approve a request for a variance to the allowed sign height at 5920 Bandera Road
- Options
- Approve
- Deny
- Other
- Declaration
- At City Council discretion



Background

- Applicant is requesting a variance to allow construction of an on-premise sign (pole sign), located at 5920 Bandera Road, at 75 ft high
- LVCC Chpt 3 Building Regulations, Article 3.04 Signs, Section 3.04.011 On Premise Signs, allows a max height of 60 feet
- Current sign (IHOP) is obstructed by new electric billboard on adjacent lot
- Sign to be moved approx. 12 ft closer to building & be 75 ft in height if variance is approved



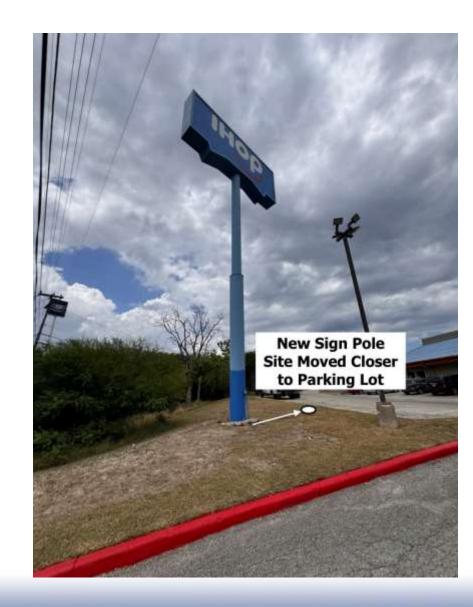
Current Sign

IHOP Variance for New 75' Tall Sign Rendering Showing Current vs New Sign





Proposed Sign





Proposed Sign

Sign Variance Needed to:

Raise IHOP Sign to 75'
Will Still Be Approx 5' Shorter than Sketchers Sign
Consistent with Surrounding Area
IHOP Owner will Benefit from Added Exposure
Burkett Media Billboard will become Unobstructed
Allows Both Parties to Benefit
City and Local Businesses Benefit with Better Ad Exposure
*City Gets Free Ad Spot to Promote City and Events
New Sign / Brand New - More Aesthetically Pleasing
Existing IHOP Sign is Dated and Needs Paint / Repair





Fiscal Impact

- The owner has paid all fees associated with this application
- Sign may attract customers that might not know the restaurant is at this location, increasing sales tax



Recommendation

At the City Council's discretion

