

Consider Request for Variance
Sign Height
5920 Bandera Road

Roque Salinas

Economic Development Director

9/3/2024

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