



AGENDA ITEM SUMMARY FORM

MEETING DATE: September 2, 2026
PREPARED BY: Michael Burrell, Director
DEPARTMENT: Development Services

AGENDA ITEM DESCRIPTION:

Consideration, discussion, and possible action on a Sign Variance for Lot 2, Presidential Glen Commercial Subdivision, located at 13620 E US Hwy 290, from Manor Code of Ordinances, Section 15.04.018(1)(E) to permit a 40' freestanding high-profile sign, and Manor Code of Ordinances, Section 15.04.018(1)(L) to permit a 164.11 square foot sign face area.

BACKGROUND/SUMMARY:

The new McDonald's, located in front of Presidential Glen on US 290, has an existing pylon sign that is 30' in height and with a sign face area of 33.13 square feet. Per code, the maximum height of a pylon sign is 30' and with a 48 square foot sign face. The sign face area is determined by the lesser of the entire area within the single, smallest rectangle enclosing the extreme limits of writing representation, emblem or any figure or similar character, together with any material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed, or the smallest area of not more than three contiguous rectangles enclosing different sections of the extreme limits of writing representation, emblem or any figure or similar character, together with any material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed.

Due to size ratios, the McDonald's logo, as presented in the submitted permit documents, comes in four sizes. Using the "Boxed Sq Ft" measurement, which is consistent with the city's code, the largest allowable sign was what was installed – 33.13 boxed sq ft. with an "Actual Sq Ft" of 16.34 sq ft.

In considering this sign variance, the City Council's decision should:

- Not conflict with the spirit of code, which is one of safety, provision of adequate light, open space and air, conservation of land and building values and to encourage the most appropriate use of land;
- The variance should not provide the applicant with a special privilege not enjoyed by others similarly situated or potentially situated;
- The variance is necessary because enforcement of the requirement prevents any reasonable opportunity to provide adequate signs on the site, considering the unique features of a site including its dimensions, landscaping, or topography;
- Granting the variance will not have a substantially adverse effect on neighboring properties; or
- Granting the variance will not substantially conflict with the purposes of this article.

The McDonald's logo is unique in that it contains substantial void space, the area inside the M, amounting to half the measured sign face area – 33.13 sf box vs 16.34 actual. Due to the unique characteristics of the sign, staff

would recommend a sign face area of 79.42 sf boxed and 39.17 actual. This would provide the applicant a larger sign using the city's sign face area measurement standards, but the actual sign face square footage would be less than code allows – 39.17 sf vs 48 sf. This will provide the applicant with additional signage area without conferring a special privilege; it will not conflict with the intent of the code; it will provide the applicant with a reasonable opportunity for on-site signage; and it will not adversely affect neighboring properties.

The applicant has requested the largest size sign at 164.11 boxed sq ft or 80.94 actual sq ft. Staff finds that this size sign exceeds what is reasonable to provide adequate on-site signage and would conflict with the spirit of the code by providing an “actual” sign face square footage that is nearly 2x what the code allows – 80.94 sf vs 48 sf.

Staff does not find that a ten-foot-taller pylon sign (40') meets the recommended approval criteria and therefore staff recommends the maximum height of the sign remain at 30'. The requested basis for the taller sign is site landscaping and other signage. These site conditions exist across the city and, therefore, are not unique to the property. A higher pylon sign would also confer a special privilege to the applicant, and conflict with the spirit of the code.

ATTACHMENTS: No
