



PLANNING

To: Mayor and Town Council

From: David Hoover, Director of Development Services

**Through: Mario Canizares, Town Manager
Chuck Ewings, Assistant Town Manager**

Re: Ordinance Amending Sign Requirements of the Building Code

Town Council Meeting – December 12, 2023

Strategic Visioning Priority: 4. Provide Excellent Municipal Services

Agenda Item:

Consider and act upon an ordinance amending Article 3.14 – Signs of the Town of Prosper Code of Ordinances to modify certain wall signs and development sign regulations.

Description of Agenda Item:

This amendment addresses the standards for a wall sign and a development sign, as described below.

Wall sign – Currently, a wall sign can be placed on all sides (facades) of a building. The only restriction is when the side or rear of a building is facing and within 150 feet of a property zoned or designated on the Future Land Use Plan for single-family uses, in which case a wall sign is not allowed.

The proposed amendment will limit the location of wall signs to two sides of the building. For a single-tenant building, any two facades of the structure could contain wall signs. For a multi-tenant building, each tenant would be limited to wall signs on two facades (front and back). The amount of surface area allowed to be occupied by a sign on each façade would remain at a maximum 60 square feet or ten percent of the façade, whichever is greater.

Development sign – A development sign is a type of freestanding sign. It is any temporary sign intended for display for a limited period of time. The sign is located on a lot that does not contain a structure. The maximum size of a development sign of sixty-four (64) square feet has been identified as being too large. Therefore, Staff proposes an amendment to the standards to limit the size of these signs to thirty-two (32) square feet.

Staff finds that a thirty-two (32) square foot sign would be visible when placed in the location stipulated by Code, as described below:

The sign may be located on the property in the following locations:

1. A minimum of 15 feet from any property line; however, a one-foot minimum setback from the front property line shall be allowed within the area designated as the "Old Town District" in the town's future land use plan.
2. The minimum setback from the right-of-way may be reduced to one foot when located in the City of Irving waterline easement adjacent to US 380 with approval documentation from the City of Irving.
3. Shall not face a residential neighborhood, unless separated by a major thoroughfare.

When the size of the sign is reduced, the height of the sign could be reduced. Currently, the maximum height allowed is twelve (12) feet. Since the size of the sign is being reduced by half (32 square feet), Staff recommends that the height of the sign be reduced by two (2) feet to ten (10) feet.

Budget Impact:

There is no budgetary impact affiliated with this item.

Legal Obligations and Review:

Terrence Welch of Brown & Hofmeister, L.L.P., has approved the attached documents as to form and legality.

Attached Documents:

1. Redlined Ordinance
2. Proposed Ordinance

Town Staff Recommendation:

Town Staff recommends approval of an ordinance amending Article 3.14 – Signs of the Town of Prosper Code of Ordinances to modify certain wall signs and development sign regulations.

Proposed Motion:

I move to approve/deny the ordinance amending Article 3.14 – Signs of the Town of Prosper Code of Ordinances to modify certain wall signs and development sign regulations.