



CITY COUNCIL AGENDA ITEM BRIEFING SHEET

Meeting Date: June 23 rd , 2026	Department: Planning & Development	Presented By: Chelsea Kirkland, City Planner Toni Fisher, City Manager
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AGENDA ITEM:

Discussion & Action: to consider approval of a Specific Use Permit (SUP) to allow for a New Multi-Tenant Pylon Sign with Electronic, Informative Digital Message for advertising live bands and more at the top to change every 8-10 seconds for The District at Willow Park, an approximately 1.29-acre tract legally described as Lot 8R1 Block B of the Crown Pointe Addition in Willow Park, TX, Parker County.

BACKGROUND:

Mayor and Council,

City staff received an application for a monument sign for The District that was approved. When the permit was about to expire, it was resubmitted with a reworked presentation for a monument sign with an electronic message sign on top for informative purposes. The sign applicant proposes to have the sign change every 8-10 seconds with specific information about upcoming events in the District. All of this triggered the need for a Specific Use Permit. Even though both the shops and the district are owned by Wilks Development, this is considered an off-site sign and requires a dedicated easement. This easement will need to be filed with the County as soon as possible.

The SUP was approved unanimously by Planning and Zoning Commission 3-0

STAFF RECOMMENDATION:

City Staff have reviewed this application and recommend that it is approved contingent upon the filing of the Dedicated Easement with the Parker County Clerk's office.

EXHIBITS:

- Aerial of Property
- Sign Design
- Dedicated Easement for off-premises sign

RECOMMENDED MOTION:

Motion to approve Specific Use Permit, contingent upon filing of the Dedicated Easement to Parker County Clerk's Office.