



PLANNING AND ZONING COMMISSION

AGENDA ITEM MEMORANDUM

APPLICANT / DEVELOPMENT: Willow Creek Signs

CASE MANAGER: Shelby Smith, Senior Planner

ITEM DESCRIPTION: PUBLIC HEARING: FY-24-2-APL: Hold a public hearing and consider an appeal of standards from the Unified Development Code (UDC) Section 6.7.7.I to allow an exception to the sign height maximum in the I-35 Industrial Sub district overlay from 35ft to 75ft in height, the sign size maximum of 200 sq.ft. to 300 sq.ft. for property addressed as 5501 N. General Bruce Dr.

BACKGROUND: The subject property is along the service road for I-35 and is located in the I-35 Corridor Overlay District, Industrial Sub-District. The current zoning of the property is Light Industrial (LI), Ordinance No. 2022-0007-O which was approved for a rezoning from Agricultural (AG) to Light Industrial (LI). The UDC permits one sign per public or private access driveway. The applicant is looking to have one pylon sign on the driveway onto General Bruce Drive, which is the requested appeal.

According to Sec. 6.7.7.I. of the UDC related to freestanding signs in the I-35 Corridor Overlay: All sites are permitted one freestanding sign (monument or pylon) per driveway. Therefore, the applicant has the right to add another freestanding sign, which could be a monument sign or a pylon sign.

- Pylon signs follow the below standards:
- Maximum Height is 35 ft.
- Maximum Area per sign face is 200 sq.ft.

Appeal

The applicant has requested an appeal to allow an exception with the following specifications that otherwise meet the I-35 Corridor Overlay signage requirements:

- Maximum Sign height 75 ft. (35 ft. allowed)
- Maximum Sign size 300 sq.ft. (200 sq.ft. allowed)

After the DRC review, the applicant submitted other options for consideration of the board. The applicant submitted alternative options including different variations.

Option 1

- Maximum Sign height 75 ft. (35 ft. allowed per UDC)
- Maximum Sign size 330 sq.ft. (200 sq.ft. allowed per UDC)

Option 2

- Maximum Sign height 75 ft. (35 ft. allowed per UDC)
- Maximum Sign size 247 sq.ft. (200 sq.ft. allowed per UDC)

All other sign options will be required to meet the I-35 Corridor Overlay District Pylon sign requirements.

A similar request was approved for the Buc-ee’s pylon sign south of this requested appeal location; however, the Buc-ee’s pylon sign was approved as a Planned Development condition consistent with their corporate standards and similar sign located at Buc-ee’s #22 in New Braunfels.

ALIGNMENT WITH ADOPTED PLANS:

Plan	Comments
Strategic Plan	This item supports the Strategic Plan goal of ““An efficient, transparent, and accountable government,” and the Strategic Plan Commitment to be “A city that supports well-managed growth and development to promote a thriving economy.”
Comprehensive Plan	<p>Economic Prosperity: Expand Temple’s burgeoning economy through targeted economic development initiatives, marketing, destination attractions, and community support of quality development.</p> <p>Future Development Plan (CP Map 4.2) Chapter 4 of the 2020 Comprehensive Plan identifies this area as Regional Commercial Future Development category. The Regional Commercial future development category is intended for areas to be developed to primarily support regionally-serving businesses that rely on higher traffic volumes and the visibility that is associated with being located along a major highway (i.e., Interstate 35). In these areas, the predominant character of development is focused on serving the automobile.</p> <p>Appropriate commercial uses include a mix of commercial retail, office, personal service, and restaurant uses, including larger professional offices, heavy commercial (including big box stores), commercial amusement, restaurants, alcohol sales, fuel sales, kennels with outdoor dog runs and pens, mini-storage</p>

Plan	Comments
	facilities, vehicle equipment sales and services, and warehouse offices, and drive-throughs.

STAFF RECOMMENDATION: Staff recommends disapproval of the appeal request and that the proposed signage conform to the UDC requirements in Sec. 6.7.7.I, including maximum height and maximum square footage.

FISCAL IMPACT: Not Applicable.

ATTACHMENTS:

Maps
Site Photos
Applicant Narrative Letter
Site Plan
Proposed Signage Specifications