



## *Agenda Briefing*

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**Date of Meeting:** July 21, 2020

**Responsible Department:** Community Development

**Presenter:** Sean Landis

**Briefing Prepared By:** Sean Landis

**Strategic Focus Area:** Economic Growth

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### **General Information / Subject:**

Consider and take all appropriate action on a request for a Master Sign Plan for the property located at 2000-2100 State Hwy 146 (Miramar Shopping Center).

AN ORDINANCE APPROVING A MASTER SIGN PLAN FOR THE PROPERTY LOCATED AT THE 2000 TO 2100 BLOCK OF STATE HWY 146, "MIRAMAR SHOPPING CENTER", LOCATED IMMEDIATELY EAST OF STATE HIGHWAY 146, NORTH OF HIALEAH DRIVE, SOUTH OF EL MAR LANE, AND WEST OF BAHAMA DRIVE; REPEALING ALL ORDINANCES OR PARTS OF ORDINANCES INCONSISTENT OR IN CONFLICT HEREWITH; PROVIDING FOR A PENALTY IN AN AMOUNT NOT TO EXCEED \$2,000 FOR EACH DAY OF VIOLATION OF ANY PROVISION HEREOF BY INCLUSION INTO THE CODE; AND PROVIDING FOR A SAVINGS CLAUSE AND SEVERABILITY.

The purpose of a master sign plan is to allow an applicant, subject to a recommendation from and Planning and Zoning Commission and approval of the city council, the option of designating an area that will define unique characteristics in all sign elements including type, design, and location based upon specific performance criteria. The goal of a master sign plan is to promote consistency among signs within a development thus creating visual harmony between signs, buildings, and other components of the property; enhance the compatibility of signs with the architectural and site design features within a development; and encourage signage that is in character with planned and existing uses thus creating a unique sense of place.

**Executive Summary / Background:**

Due to the TX-DOT expansion of State Hwy 146 the commercial center located at 2000-2100 State Hwy 146 (Mira Mar Shopping Center) lost their existing multi-tenant freestanding signs. The applicant is requesting for the second time approval of a Master Sign Plan that would allow for the replacement of the lost signage. It is the opinion of the property owner that the standards provided for within the proposed Master Sign Plan would enhance the appearance of the shopping center while improving the visibility of the businesses located within the shopping center.

As stated above, this is the second request made by the property owner for approval of a Master Sign Plan. The Planning and Zoning Commission at the October 17, 2019 Planning and Zoning Commission Meeting considered a request for a Master Sign Plan, which resulted in a recommendation to City Council for approval.

The vote was 4-2:

Ayes: Caradec, Giangrosso, Renola, and Reynolds

Nays: Picha, and Soich

Absent: Aguilar

City Council at their November 19, 2019 meeting considered the Master Sign Plan request. City Council voted by unanimous consent to deny the request. City Council as part of their deliberation stated that the replacement signage being requested was too large and should be designed more as a monument sign as required within the current sign ordinance.

The Planning and Zoning Commission at their regular meeting held on June 18, 2020 considered the applicant's second request for a Master Sign Plan for the Miramar Shopping Center. The Commission by unanimous consent recommends the approval of the requested Master Sign Plan.

The Vote:

Ayes: Aguilar, Caradec, Reynolds, Soich, Giangrosso, and Renola

Nays:

Absent: Picha

**Funding / Fiscal Information:**

**Account Number:** N/A

**Amount Budgeted:** N/A

**Amount Requested / Required:** N/A

**Funding Source (if not budgeted):**

N/A

**Supporting Materials Attached:**



**Prior Action / Review by Council, Boards, Commissions:**

The Planning and Zoning Commission at their regular meeting held on June 18, 2020 considered the applicant's second request for a Master Sign Plan for the Miramar Shopping Center. The Commission by unanimous consent recommends the approval of the requested Master Sign Plan.

The Vote:

Ayes: Aguilar, Caradec, Reynolds, Soich, Giangrosso, and Renola

Nays:

Absent: Picha

**Staff Recommendation:**

**APPROVED BY:  
(as appropriate)**

*Sean Landis*

7-8-2020

\_\_\_\_\_  
Preparer or Department Director

\_\_\_\_\_  
Date

\_\_\_\_\_  
Building Official, if needed

\_\_\_\_\_  
Date

\_\_\_\_\_  
City Secretary, if needed

\_\_\_\_\_  
Date

\_\_\_\_\_  
Community and Visitor Relations Director  
if needed

\_\_\_\_\_  
Date

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Court Administrator, if needed

\_\_\_\_\_  
Date

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Deputy City Manager, if needed

\_\_\_\_\_  
Date

\_\_\_\_\_  
EDC Director, if needed

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Date

\_\_\_\_\_  
Emergency Services Director, if needed

\_\_\_\_\_  
Date

All requests must be submitted to the City Secretary's Office no later than 12:00 p.m. on the Monday, one week prior to the regular Tuesday Council Meeting. All required attachments are to be submitted with the request. Incomplete items cannot be placed on the agenda.

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Finance Director, if needed

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Date

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HR Director, if needed

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Date

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IT Director, if needed

\_\_\_\_\_  
Date

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Police Chief, if needed

\_\_\_\_\_  
Date

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Public Works Director, if needed

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Date



7/9/2020

\_\_\_\_\_  
City Manager

\_\_\_\_\_  
Date