



CITY OF KYLE

Community Development Department



August 29, 2017

To: Kyle Mayor & City Council
From: Howard J. Koontz, AICP
Director, Planning & Community Development
Re: Special Exception Process for Certain Signage Types

For your consideration, city staff has proposed this text amendment to the city's sign code to establish a special exception process for the establishment of certain types of unique, remarkable, wayfinding, iconic, or destination signage structures of regional interest.

It has come to the attention of staff that in the interest promoting creativity and economic development, the city should have a certain process spelled out by which an applicant with an agreeable concept for signage can be approved for that signage with the consent of the Mayor and City Council. This text amendment enables that process with the procedures to hold the hearing, and the criteria by which the application should be evaluated and decided.

Following discussion between staff and the Mayor & City Council, this version of the proposed amendment includes text to include those properties fronting the Interstate 35 right of way, a landscape specifically excluded from the version first presented to the Council on August 15th.