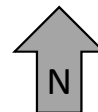


Item G-1

Consider a resolution for a Special Exception to the City of Keller Unified Development Code, Article 8, Zoning Districts, Development Standards, Tree Preservation, Section 8.03 – Old Town Keller Zoning District signage requirements, for Turquoise Gypsy, located on approximately 0.04-acres of land on the west side of South Main Street (377), approximately 150 feet southwest of South Main Street (377) and West Hill Street intersection, being Lot 12, Block 3, Keller City Addition, at 156 South Main Street (377), zoned OTK (Old Town Keller). Kasey Jackson, Turquoise Gypsy, applicant; Norma Steward, Steward Realty LLC, owner. (UDC-18-0010)

Item G-1
Zoning Map

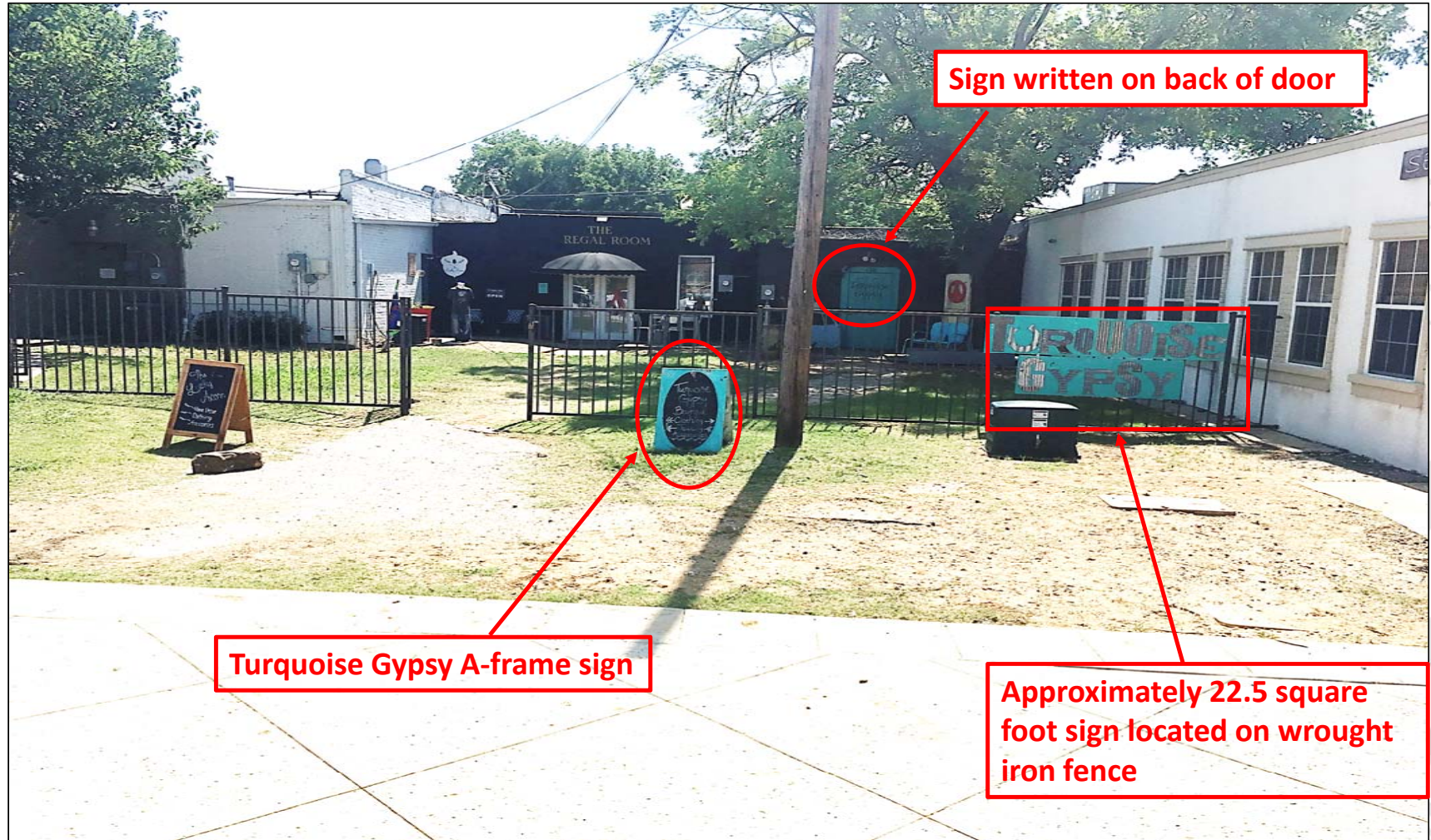


Item G-1
Aerial View



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Item G-1



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Item G-1



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Item G-1

Special Exception Requests:

1. A special exception is requested to allow one (1) post and bracket sign to be twenty-two and a half (22.5) square feet in size. UDC allows up to 15 square feet for a single tenant sign.
2. A special exception is requested to allow a post and bracket sign at the rear of the property located in the Main Street subdistrict of Old Town Keller, adjacent to a parking lot area as shown in "Exhibit A".

Item G-1 Analysis

Section 8.09 (B.4.a) of the UDC, lists six criteria for approval of a special exception.

1. Whether the requested exception will not adversely affect public safety, ✓
2. Whether the requested exception will not adversely affect surrounding properties, ✓
3. Whether the requested exception will be in harmony with the spirit and purpose of this sign code, ✗
4. Whether special conditions exist which are unique to the applicant or property, ✗
5. Whether the requested exception demonstrates increased quality and standards, ✗ and
6. Whether the requested exception will be aesthetically appropriate in the area. ✗

Item G-1 Analysis

Staff has been working to promote OTK small businesses and particularly this small business.

- In 2015-17 During the reconstruction of OTK Phase I, the courtyard was proposed to be beautifully landscaped with the chess board, benches, and lighting all within the OTK Phase I budget, costing neither tenant nor owner anything but written permission;
- In early 2017 an illegal fence was erected, for which staff worked with the property owner to get a permit (4/1/2017) after the fact;
- In February 8 and April 12, 2018 a Keller Growth Series was offered, spotlighting advertising with social media and beyond social media. The business owner was invited neither responded nor attended;
- Summer of 2018, code compliance was made aware of the illegal sign and initiated conversations with the business owner and the planning offices in hopes of a compliant solution;
 - Façade grant was declined, as they did not intend to spend an additional funds;
 - Awning sign was declined

Item G-1 Professional Opinion

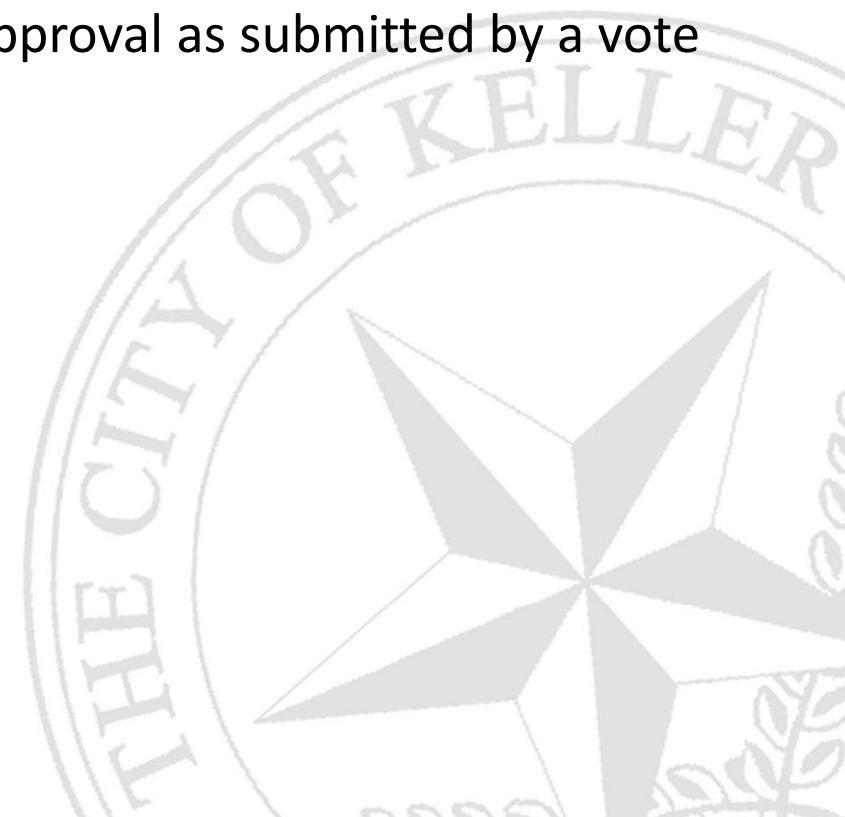
It is in the professional opinion of staff to **not** support the two Special Exception requests. The requested sign will not be harmonious with the spirit and purpose of OTK (Old Town Keller), there are no special conditions special conditions which are unique to the applicant or property, the request does not demonstrate increased quality or standards, and the request will not be aesthetically appropriate in the area. Additionally, it is believed that Old Town Keller has unique design standards for signage requirements and the location and size of the sign would set precedence for other businesses.

Staff is forwarding this UDC special exception application for City Council consideration with the following condition:

1. A special exception is requested to allow one (1) post and bracket sign to be twenty-two and a half (22.5) square feet in size. UDC allows up to 15 square feet for a single tenant sign.
2. A special exception is requested to allow a post and bracket sign at the rear of the property located in the Main Street subdistrict of Old Town Keller, adjacent to a parking lot area as shown in "Exhibit A".

Item G-1 Planning and Zoning Action

The Planning and Zoning Commission considered this UDC Special Exception application on June 11, 2018 and recommended approval as submitted by a vote of 3-1.



Item G-1 City Council Action

The City Council has the following options when considering a UDC Special Exception Request:

- Approve as submitted
- Approve with modified or additional condition(s)
- Table the agenda item to a specific date with clarification of intent and purpose
- Deny



Questions?

Trina Zais

817-743-4130

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