

**CITY OF COPPELL
PLANNING DIVISION**

STAFF REPORT

**PUBLIC HEARING: Text Amendments to the Code of Ordinances
Chapter 12, “Zoning”, Article 29“Sign Regulations”**

P&Z HEARING DATE: June 15, 2023
C.C. PUBLIC HEARING DATE July 11, 2023

STAFF REP.: Matthew S. Steer, AICP, Development Services Administrator

PURPOSE: PUBLIC HEARING: To consider text change amendments to the Code of Ordinances, Chapter 12, Article 29(B)(ii) Provisions for Business Zoning Districts, increasing the maximum allowable attached building sign area from .5 sq. ft. to 1 sq. ft. per aggregate linear foot of frontage for tenants with multiple facades that face two public streets.

HISTORY: This Section of the Zoning Ordinance was last amended in 2022 with the allowance of Pylon Signage. Before that, in 2014, this section was amended. The changes were some of several amendments to the Zoning Ordinance related to our Small Business Assistance initiative. These consisted of reducing the front yard setback requirement for Monument signs from 15 feet to 10 feet in certain instances, increasing the allowable area of attached signs if they contain multiple street frontages, increasing the allowable size by 10% if business is located greater than 300’ from the right-of-way and allowing for a 10 square foot blade sign by right for each business in addition to standard signage. Revisions in 2012 consisted of a larger overhaul of the Sign Section.

DISCUSSION: The Zoning Ordinance is proposed to be amended to include an allowance of one square foot of attached signage per linear foot of building width on each public street. Currently, where businesses have multiple frontages, the sign area allowed in square feet is ½ the aggregate of the lease space width of both facades fronting a public road. The change would effectively double the allowable signage in the specific instance where the tenant has multiple street frontages. There are several businesses located on corner lots that could either add to their existing signage or replace it with larger signage if this ordinance is approved. Also, the businesses that back onto a secondary road such as Town Center Boulevard would be permitted to have signage on the back side without having to reduce their allowable signage area on the storefront. In conclusion, this amendment will allow for more sign visibility by allowing signage for each building façade that fronts a public street.

The redlined ordinance changes are also attached for your review.

RECOMMENDATION TO THE PLANNING AND ZONING COMMISSION:

Staff is recommending approval of the Chapter 12, Article 12-29-4 (B)(ii) Sign Regulations, Provisions for Business Zoning Districts, text amendments.

ALTERNATIVES:

1. Recommend approval of the request
2. Recommend disapproval of the request
3. Recommend modification of the request
4. Take under advisement for reconsideration at a later date

ATTACHMENTS:

1. Ordinance Changes (Redlined)