



MEMORANDUM

To: Mayor and City Council

From: Mindi Hurley, Director of Community Development

Date: July 12, 2022

Reference: PUBLIC HEARING Consider amending the Code of Ordinances, Chapter 12, Article 29 (Sign Regulations), Section 12-29-1 (Definitions), to amend 12-29-4 (Provisions for business zoning districts) and to add 12-29-7 (Digital Signs) to define and allow for pylon signage adjacent to SH 121 and IH 635; and to allow public and private schools to use changeable letters on their monument signs; and to change "gasoline" to "fuel"; and to add 12-29-7 (Digital Signs) to allow for the relocation and digital conversion of two off-premise sign structures; and provide for regulations and definitions.

2040: Implement Innovative Transportation Networks

Executive Summary:

Staff has been working with the Planning and Zoning Commission since December 2021 in relation to a potential Zoning Ordinance Amendments that would allow for changeable letters on school monument signs, allowing pylon signs along SH 121 and IH 635, and allowing for two digital billboards to replace two static billboards at IH 635 and the DART right-of-way.

Introduction:

At the June 14, 2022, Council Work Session, staff presented an overview of the Planning and Zoning Commission recommended changes and received direction related from Council to bring forward the sign ordinance amendments/additions for consideration. There are three components to the changes: a monument sign amendment, a pylon sign addition, and a digital billboard amendment.

Monument Sign Amendment:

The first of the proposed revisions is to add public and private schools as uses allowed to have non-electronic changeable letters in addition to those uses (religious institutions, governmental organizations) already allowed. There are several schools throughout Coppel that currently have non-electronic changeable letter signs. This amendment will formalize this use and allow the schools to continue to use signage to inform parents of certain events such as the first day of school, when spring break is going to be, PTA meeting dates, etc.

When reviewing the monument sign section of the Ordinance, the Planning and Zoning Commission recommended changing the word "gasoline" to "fuel" to allow for other types of fuel (diesel) prices to be included on the monument sign. This minor verbiage change has been included in the proposed amendment.

Pylon Sign Addition:

After two recent large developments along highways received City Council approval for pylon signs, staff discussed with the Planning & Zoning Commission the idea of changing the current sign ordinance to allow for these types of signs along highways by right. In an effort to work through the proposed requirements, staff researched surrounding cities and the Planning & Zoning Commission formed a sub-committee to discuss the design criteria. This resulted in the proposed change that was ultimately recommended for approval at the Planning & Zoning Commission May meeting.

A pylon sign is defined as a freestanding sign supported by two vertical pole supports encased in brick, stone, or materials architecturally compatible with the main building or structure on the property. The size would be limited to 40' maximum height x 20' maximum width. By allowing this by right, the ordinance can help promote the development of the remaining large parcel of land at IH 635 and Point West Boulevard and will allow existing retail an avenue to attract highway business by increasing the visibility.

Digital Billboard Amendment:

Two digital billboards are proposed on IH 635 and the DART right-of-way to replace two existing static billboards at the same location. Eight additional billboard structures have been removed within the DART right-of-way on East Belt Line Road. TXDOT rules allow cities to decide if they would like to incorporate relocation & digital technology into their sign ordinances. The current ordinance prohibits the new installation of off-premise digital signs. To reduce signage and implement digital technology, an ordinance change would be required and was recommended for approval at the Planning & Zoning Commission May meeting.

Legal Review:

The City Attorney drafted an ordinance.

Fiscal Impact:

Increase in visibility of the retail businesses which could increase sales.

Recommendation:

On May 19, 2021, the Planning and Zoning Commission unanimously recommended APPROVAL of the CITY INITIATED Zoning Ordinance Amendments.

Attachments:

1. PZ Staff Report
2. Surrounding City Pylon Sign Research
3. Ordinance Changes (redlined)
4. Draft Ordinance