

**PLANNING & ZONING COMMISSION**

**PLANO MUNICIPAL CENTER**

**1520 K AVENUE**

**February 1, 2010**

<b>ITEM NO.</b>	<b>EXPLANATION</b>	<b>ACTION TAKEN</b>
	<p><b>6:30 p.m. - Dinner - Planning Conference Room 2E</b></p> <p><b>7:00 p.m. - Regular Meeting - Council Chambers</b></p> <p><b>The Planning &amp; Zoning Commission may convene into Executive Session pursuant to Section 551.071 of the Texas Government Code to Consult with its attorney regarding posted items in the regular meeting.</b></p> <p><b>1</b> Call to Order/Pledge of Allegiance</p> <p><b>2</b> Approval of Agenda as Presented</p> <p><b>3</b> Approval of Minutes for the January 19, 2010, Planning &amp; Zoning Commission meeting</p> <p><b>4</b> <b>General Discussion:</b> The Planning &amp; Zoning Commission will hear comments of public interest. Time restraints may be directed by the Chair of the Planning &amp; Zoning Commission. Specific factual information, explanation of current policy, or clarification of Planning &amp; Zoning Commission authority may be made in response to an inquiry. Any other discussion or decision must be limited to a proposal to place the item on a future agenda.</p> <p><b><u>CONSENT AGENDA</u></b></p> <p><b>5a</b> <b>Preliminary Plat:</b> Northpointe Assembly of God, Block A, Lot 1 - Day care center on one lot on 3.0± acres located on the south side of McDermott Road, 800± feet east of Independence Parkway. Zoned Single-Family Residence-7 with Specific Use Permit #602 for Day Care Center. Neighborhood #6. <b>Applicant: Northpointe Assembly of God Church</b></p> <p><b><u>END OF CONSENT AGENDA</u></b></p>	

<p><b>6 SM</b></p>	<p><b>Discussion &amp; Direction:</b> Digital Billboards - Discussion and direction to consider amendments to the Zoning Ordinance regarding signage for the purpose of creating a billboard signage reduction program and to allow for the conversion of billboards to include electronic copy.  <b>Applicant: City of Plano</b></p>	
<p><b>7</b></p>	<p><b>Items for Future Discussion -</b> The Planning &amp; Zoning Commission may identify issues or topics that they wish to schedule for discussion at a future meeting.</p> <p><b>Council Liaisons: Mayor Pro Tem Harry LaRosiliere and Council Member Pat Miner</b></p> <p style="text-align: center;"><b>ACCESSIBILITY STATEMENT</b></p> <p>Plano Municipal Center is wheelchair accessible. A sloped curb entry is available at the main entrance facing Municipal Avenue, with specially marked parking spaces nearby. Access and special parking are also available on the north side of the building. Requests for sign interpreters or special services must be received forty-eight (48) hours prior to the meeting time by calling the Planning Department at (972) 941-7151.</p>	

**CITY OF PLANO  
PLANNING & ZONING COMMISSION  
PUBLIC HEARING PROCEDURES**

**The Planning & Zoning Commission welcomes your thoughts and comments on these agenda items. The commission does ask, however, that if you wish to speak on an item you:**

1. **Fill out a speaker card.** This helps the commission know how many people wish to speak for or against an item, and helps in recording the minutes of the meeting. **However, even if you do not fill out a card, you may still speak.** Please give the card to the secretary at the right-hand side of the podium before the meeting begins.
2. **Limit your comments to new issues dealing directly with the case or item.** Please try not to repeat the comments of other speakers.
3. **Limit your speaking time so that others may also have a turn.** If you are part of a group or homeowners association, it is best to choose one representative to present the views of your group. The commission's adopted rules on speaker times are as follows:
  - 15 minutes for the applicant - After the public hearing is opened, the Chair of the Planning & Zoning Commission will ask the applicant to speak first.
  - 3 minutes each for all other speakers, up to a maximum of 30 minutes. Individual speakers may yield their time to a homeowner association or other group representative, up to a maximum of 15 minutes of speaking time.

If you are a group representative and other speakers have yielded their 3 minutes to you, please present their speaker cards along with yours to the secretary.
  - 5 minutes for applicant rebuttal.
  - Other time limits may be set by the Chairman.

**The commission values your testimony and appreciates your compliance with these guidelines.**

For more information on the items on this agenda, or any other planning, zoning, or transportation issue, please contact the Planning Department at (972) 941-7151.

CITY OF PLANO  
PLANNING & ZONING COMMISSION  
CONSENT AGENDA ITEMS

February 1, 2010

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**Agenda Item No. 5a**

**Preliminary Plat:** Northpointe Assembly of God, Block A, Lot 1

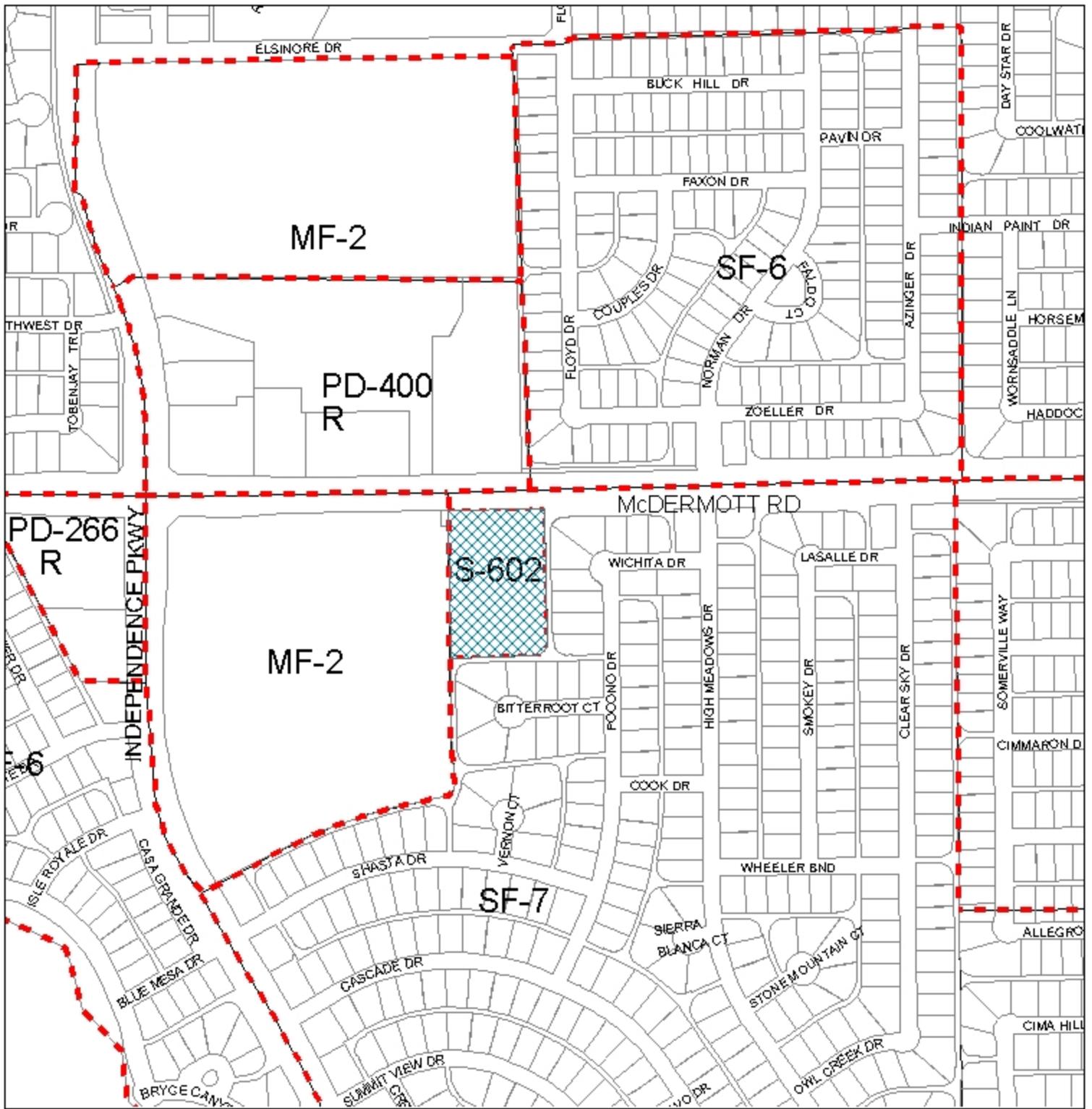
**Applicant:** Northpointe Assembly of God Church

Day care center on one lot on 3.0± acres located on the south side of McDermott Road, 800± feet east of Independence Parkway. Zoned Single-Family Residence-7 with Specific Use Permit #602 for Day Care Center. Neighborhood #6.

The purpose for this preliminary plat is to propose fire lane, access, utility, visibility, and water easements necessary for the development of the site as a day care center.

Recommended for approval subject to additions and/or alterations to the engineering plans as required by the Engineering Department.

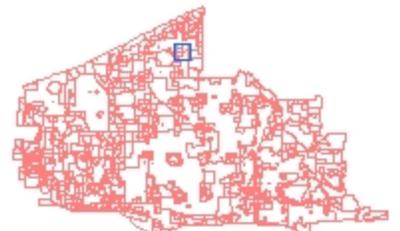
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Item Submitted: PRELIMINARY PLAT

Title: NORTHPOINTE ASSEMBLY OF GOD  
BLOCK A, LOT 1

Zoning: SINGLE-FAMILY RESIDENCE-7  
w/SPECIFIC USE PERMIT #602



○ 200' Notification Buffer



CITY OF PLANO  
PLANNING & ZONING COMMISSION

February 1, 2010

**Agenda Item No. 6**

**Discussion & Direction:** Digital Billboards

**Applicant:** City of Plano

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**DESCRIPTION:**

Discussion and direction to consider amendments to the Zoning Ordinance regarding signage for the purpose of creating a billboard signage reduction program and to allow for the conversion of billboards to include electronic copy.

**REMARKS:**

At the December 21, 2009, Planning & Zoning Commission meeting, staff presented an overview of the proposed billboard signage reduction program and requested the Commission's feedback on the main provisions of the program including the trade-in ratio, appropriate locations for siting digital billboards, and consideration of Texas Department of Transportation (TxDOT) regulations. At that meeting, the Commission indicated that they would like to proceed with a trade-in ratio of 2:1; that they support U.S. Highway 75 as the receiving area; and they would like the regulations to be at a minimum as restrictive as what TxDOT requires. The Commission also requested that staff examine in greater detail how many billboards could potentially be built under these assumptions.

Staff has prepared the following information to help facilitate additional discussion regarding the proposed billboard trade-in program, especially the details of the proposed regulations (attached) that were not discussed at the last meeting. These include additional location criteria, size, height, spacing, residential adjacency, and performance standards.

**Program Overview**

The proposed trade-in program would allow a billboard owner to obtain a permit to legally erect a new digital billboard sign in exchange for removal of existing nonconforming billboard signage. This would require the companies to trade-in a certain amount of existing signage in exchange for the right to erect new billboard signage within specific areas of the city.

The main goal of the trade-in program is to have a significant net reduction in off-premise signage. There are currently 72 nonconforming billboard signs located throughout the city. The Zoning Ordinance allows these existing billboards to remain based under the city's nonconforming use provisions which allow the content of a billboard sign to be modified but not enlarged. Otherwise, the ordinance prohibits the construction of new billboard signs.

Additionally, digital billboard technology is relatively new and is not specifically addressed in the Zoning Ordinance; this leaves some ambiguity about whether conversion to a digital sign would constitute an expansion of the existing sign.

As discussed with the Commission, staff recommends the duration of the initial program to be five years, in order to encourage trades to occur quickly. The City Council would have the option of continuing, expanding, narrowing, or eliminating the existing program, at the end of the five year period; however, any signs permitted under the rules of the initial program would retain their conforming status, regardless of any changes.

### **Analysis of Program Impact**

While it is hard to predict exactly how many digital billboard signs would be erected, should the city adopt this trade-in program, staff has performed some calculations that may help provide a clearer picture of what may occur. One of the most restrictive criteria in the proposed draft ordinance is the minimum 1500-foot separation distance that is required between digital billboard signs on the same side of the highway. Applying this rule to the U.S. Highway 75 corridor, there could be no more than nine digital billboard signs on each side of the highway. Staff has prepared a map (attached) to illustrate the impacts of these factors. There is also a limited inventory of existing billboards (72 signs/17,212 square feet). While the Commission expressed an interest in a 2:1 ratio, the Commission also requested information illustrating the difference between 2:1, 3:1, and 4:1 trade-in ratios. Some basic calculations based on the total existing square footage of conventional billboards appear in the chart below.

<b>Trade-in ratio</b>	<b>Total square footage of digital billboard signs after applying the trade-in ratio</b>	<b>Maximum number of resulting digital billboards (assuming signs that are 480 square feet)</b>
2:1	8,606	18
3:1	5,737	12
4:1	4,303	9

Furthermore, residential setback criteria, separation distances between general business signs on the same lot, and availability of sites may further restrict the number of signs that could be built. At the meeting, staff will present additional information for the Commission's consideration.

**PUBLIC INPUT:**

Sign company representatives and the Plano Homeowners Council have been invited to the meeting so that they may hear the discussion as well as provide input if requested by the Commission.

**RECOMMENDATION:**

Staff requests the Planning & Zoning Commission provide additional direction regarding the attached proposed program elements as identified by staff.

Staff is proposing that Section 3.1600 (Sign Regulations) of the Zoning Ordinance be amended as follows.

### ***DRAFT Trade-in Provisions***

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An existing nonconforming billboard sign may be converted to a digital billboard sign under the following conditions:

- a) Two square feet of existing conventional billboard display shall be removed within the city limits by an owner for each one square foot of digital billboard display area, either newly constructed or installed as a modification and/or conversion of an existing conventional billboard.
- b) The square footage must be removed from conventional billboards with complete sign faces.
- c) The owner may choose conventional billboards for removal but must verify their location with the city as part of the digital trade-in program and permit requirements.
- d) Square footage can be accumulated by the surrender of smaller conventional sign face sizes with less square footage as long as the total amount of square footage surrendered, including the existing sign structure, is twice the square footage of the digital signage being requested.
- e) Where the total square footage of conventional billboard signage removed exceeds the total required for the permit for a digital billboard sign, credit for overage will be available for the duration of the program.
- f) Overage credit will be recorded as the remainder of conventional sign credit square footage subtracted from the total required to complete a digital billboard conversion (e.g. if 1,344 square feet of conventional signage is required and 1,366 square feet is removed, a 22-square foot credit overage will be recorded for the sign owner).
- g) At the discretion of sign and land owners, billboard sign equity may be sold and traded and will be recognized to qualify for sign credits. Proof of transaction, sale documents, etc., will be required for program consideration and transfer of sign equity. Sign equity transfers must be reviewed and recorded on the Building Inspections Department mapped inventory.
- h) Destroyed or abandoned conventional billboards do not qualify for trade-in and may not be utilized in the program unless a prior approved provisional permit application has designated that billboard for removal or modification/conversion.

### ***Location***

Digital billboards are only permitted on those properties with Corridor Commercial zoning that are along the U.S. Highway 75 corridor (receiving area).

### **Size, Height, and Construction**

- a) Digital billboards shall not exceed 480 square feet in total display area. **Note:** *TxDOT allows billboards up to 672 square feet; however, the largest existing billboards in Plano are currently 480 square feet. Staff is recommending that 480 square feet be the maximum area allowed.*
- b) Shall not exceed 40 feet in height.
- c) Digital billboards shall be limited to one sign face only on a monopole. **Note:** *This provision has been added based on a recommendation from the Traffic Engineering Division. The goal of this requirement is to minimize driver inattention to road safety issues.*
- d) Electrical utility service to digital billboard signs from overhead distribution lines shall be placed underground from the right-of-way to the point of service.

### **Spacing, Orientation and Setbacks**

- a) Minimum 1,500 foot separation from any digital billboard sign on the same side of a highway.
- b) Minimum 300 foot separation from any conventional billboard sign on the same side of the highway.
- c) Minimum 200 foot distance from any freestanding general business sign or wall sign on the same lot.
- d) The outermost edge of the sign must be a minimum distance of 200 feet from an adjacent residential zoning district boundary.
- e) When located within 750 feet of a residentially zoned property, all parts of the digital billboard sign must be oriented so that no portion of the sign face is visible from an existing or permitted platted residential lot. **Note:** *This provision has been added based on a recommendation from Planning Division staff. The goal of this requirement is to protect residentially zoned properties from glare from digital billboard signs.*
- f) Digital billboard signs shall be located on the right side of a roadway and primarily face the direction of traffic flow on the nearest traffic lane of the adjacent roadway. Digital billboards located on the west side of U.S. Highway 75 shall face southbound traffic only. Conversely, digital billboards located on the east side of U.S. Highway 75 shall face northbound traffic only. **Note:** *This provision has been added based on a recommendation from the Traffic Engineering Division. The goal of this requirement is to minimize driver inattention to road safety issues.*

## ***Performance Standards***

- a) Minimum dwell time for static image display: Eight seconds. Copy change/change of image must occur simultaneously on the entire display area and must be accomplished within two seconds.
- b) Each image shown must be static. No display shall include animation, full motion, blinking, flashing, dissolving, fading, moving light, scrolling message content, or images, nor shall it project a static image upon a stationary object.
- c) A digital billboard shall incorporate systems/devices necessary to automatically adjust the brightness/intensity of the display according to ambient (natural or otherwise) light conditions.
- d) The illumination intensity of the display of a digital billboard shall not exceed 0.3 foot candles above ambient light conditions.
- e) A digital billboard or its message, content, or image shall not resemble or simulate any lights or official signage used to control traffic in accordance with the currently adopted edition of the TxDOT Manual on Uniform Traffic Control Devices.
- f) The operator will be responsible for monitoring the display face and correcting a malfunction or damage to a digital sign, and such malfunction or damage shall trigger a default design mechanism that automatically freezes the sign in one non-illuminated, static, single message content or display position.
- g) If the city determines that a digital billboard causes glare or otherwise impairs the vision of the driver of a motor vehicle or otherwise interferes with the operation of a motor vehicle, the owner of the digital billboard, within one hour of a request by the city, shall reduce the intensity of the display to a level specified by this code, or to an alternative setting that satisfactorily mitigates the specific impairment to the driver as determined by the city.

## ***Permitting and Program Duration***

- a) When an existing nonconforming conventional billboard sign is converted to a digital billboard sign, the converted digital billboard sign shall be considered a legal conforming billboard sign.
- b) The owner of a digital billboard shall be responsible for providing the Building Inspections Department with current contact information for a person who is available at any time and able to turn off the display promptly should a billboard malfunction, be damaged, or reduction of light intensity be required, within one hour of the request. The owner of the sign is responsible for maintaining this information with the city on an ongoing basis.

- c) A document certifying compliance with the requirements of this ordinance, based upon an inspection of the billboards at the owner's expense, must be submitted annually by the owners of digital billboards to the city.
- d) The duration of the initial program shall be five years from the time the ordinance is initially adopted. The City Council will have the option of continuing, expanding, narrowing, or eliminating the existing program at the end of the five-year period; however, any signs permitted under the rules of the initial program would retain their conforming status, regardless of any changes.
- e) City Council shall establish a schedule of fees as required to recoup costs related to the administration of this ordinance. The Chief Building Official may establish procedures, forms, and standards with regard to the permitting of digital billboard signs.

**Definitions:**

**Building Inspection Map:** City's official record/inventory of billboard signs in the donating area as defined in the digital billboard conversion program.

**Conventional Billboard:** An off-premise advertising sign displaying static images.

**Digital Billboard:** An off-premise advertising sign displaying digital static images that change message or copy by programmable electronic processes.

**Donating Area:** Billboards located anywhere within the city limits eligible for removal credit and part of the recorded inventory on the Building Inspections Map.

**Flashing:** Operation which creates change in light illumination, intensity, color or copy, or intermittent light impulses more frequently than once every eight seconds. Digital billboards and electronic message centers, as defined herein, shall not constitute flashing signs.

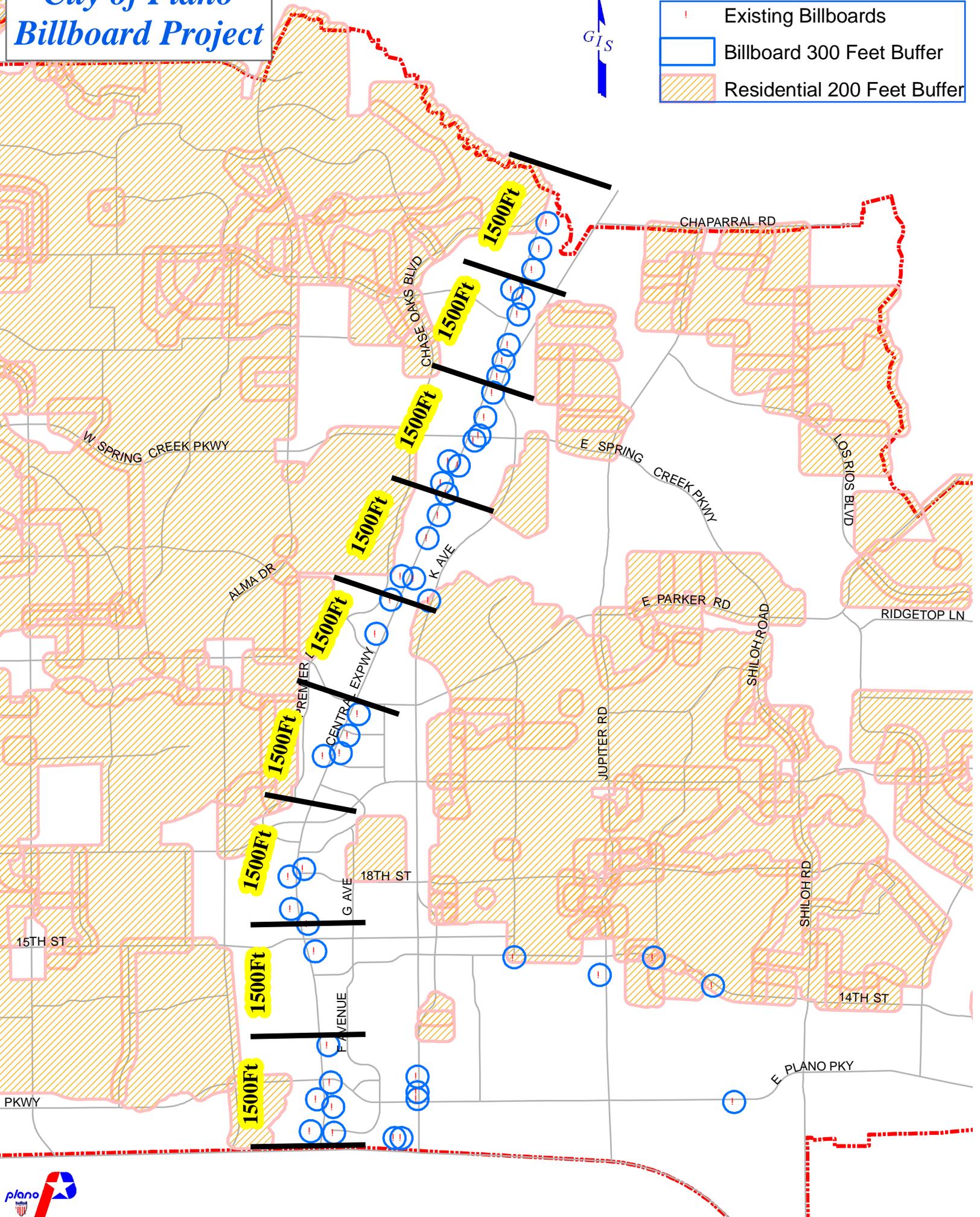
**Motion:** The mechanical moving or rotating of a sign or portion thereof, or the giving of the perception of motion, other than a digital billboard or message center as herein defined.

**Receiving Area:** Area where new digital billboards can be erected along the US Highway 75 corridor.

# City of Plano Billboard Project



- Existing Billboards
- Billboard 300 Feet Buffer
- Residential 200 Feet Buffer





Initial Inventory of Existing Billboard Signage - \*\*Staff is working with the sign owners to cross-check the number of signs, location and size.

<b>ID</b>	<b>OWNER_NAME</b>	<b>SIZE_</b>	<b>LOCATION</b>
1	CLEAR CHANNEL	12X24	NEC OF US 75 & LEGACY DR
2	CLEAR CHANNEL	12X24	NEC OF US 75 & LEGACY DR
3	LAMAR	10X30	NEC US 75 & LEGACY DR
4	PLANO OUTDOOR	10X20	NEC OF US 75 & LEGACY DR
5	PLANO OUTDOOR	10X30	NEC OF US 75 & SPRING CREEK PKY
6	PLANO OUTDOOR	10X30	NEC OF US 75 & SPRING CREEK PKY
7	PLANO OUTDOOR	10X30	NEC OF US 75 & SPRING CREEK PKY
8	PLANO OUTDOOR	10X30	NEC OF US 75 & SPRING CREEK PKY
9	CLEAR CHANNEL	12X24	NEC OF US 75 & SPRING CREEK PKY
10	CLEAR CHANNEL	12X24	NEC OF US 75 & SPRING CREEKPKY
11	CBS	10X30	6001 CENTRAL EXPY
12	CBS	10X30	5001 CENTRAL EXPY
13	UNKNOWN	12X40	3631 CENTRAL EXPY
14	DALLAS DAILY	10X30	SEC OF US 75 & OZARK DR
15	DALLAS DAILY	10X30	NEC OF US 75 & EXCHANGE DR
16	UNKNOWN	10X30	2401 CENTRAL EXPY
17	GENE SPARKS	10X30	1516 CENTRAL EXPY
18	CLEAR CHANNEL	10X30	1611 CENTRAL EXPY
19	CBS	10X30	1729 CENTRAL EXPY
20	CBS	10X30	1414 CENTRAL EXPY
21	PLANO OUTDOOR	10X30	800 CENTRAL EXPY
22	RALSTON	10X30	SEC OF US 75 & PLANO PKY
23	CBS	10X30	500 CENTRAL EXPY
24	CBS	10X30	SEC OF US 75& EXECUTIVE DR
25	PLANO OUTDOOR	10X30	SWC OF US 75 & PLANO PKY
26	PLANO OUTDOOR	10X30	SWC OF US 75 & PLANO PKY
27	LAMAR	10X30	1800 CENTRAL EXPY
28	PLANO OUTDOOR	10X20	NEC OF US 75 & LEGACY DR
29	PLANO OUTDOOR	10X30	NEC OF US 75 & LEGACY DR
30	PLANO OUTDOOR	12X12	SEC OF US 75 & SPRING CREEK PKY
31	CBS	10X30	5200 BLK OF CENTRAL EXPY
32	CARLISLE	10X30	5000 BLK OF CENTRAL EXPY
33	CBS	10X30	4000 BLK OF CENTRAL EXPY

Initial Inventory of Existing Billboard Signage - \*\*Staff is working with the sign owners to cross-check the number of signs, location and size.

34	CARLISLE	10X30	3800 BLK OF CENTRAL EXPY
35	CLEAR CHANNEL	10X30	3600 BLK OF CENTRAL EXPY
36	FAIRVIEW FARMS DEVELOPMENT	12X24	3521 CENTRAL EXPY
37	FAIRVIEW FARMS DEVELOPMENT	12X24	3405 CENTRAL EXPY
38	LAMAR	10X30	2900 CENTRAL EXPY
39	RALSTON	12X15	W. GEORGE BUSH HWY
40	RALSTON	12X15	W.GEORGE BUSH HWY
41	CLEAR CHANNEL	10X30	NEC PRESTON & W.GEORGE BUSH HWY
42	CLEAR CHANNEL	10X30	NWC PRESTON & W.GEORGE BUSH HWY
43	CBS	10X30	1000 BLK OF PRESTON
44	HARRINGTON	10X8	NEC OF PRESTON RD & TULANE
45	CLEAR CHANNEL	10X30	1100 BLK OF DALLAS PKY
46	PLANO OUTDOOR	10X30	8300 PRESTON RD
47	HARRINGTON	10X10	SEC OF PRESTON RD & W.PARKER RD
48	HARRINGTON	10X10	SEC OF PRESTON RD & W.PARKER RD
49	HARRINGTON	10X10	SEC OF PRESTON & W.PARKER RD
50	HARRINGTON	10X10	SEC OF PRESTON & W.PARKER RD
51	HARRINGTON	10X10	SEC OF PRESTON & W.PARKER RD
52	HARRINGTON	10X10	SEC OF & PRESTON RD & W. PARKER RD
53	HARRINGTON	10X10	SEC OF & PRESTON RD & W.PARKER RD
54	HARRINGTON	10X10	SEC OF PRESTON & W. PARKER RD
55	HARRINGTON	10X8	NEC OF PRESTON RD & TULANE
56	HARRINGTON	10X10	SEC OF PRESTON & W.PARKER RD
57	HARRINGTON	10X10	SEC OF PRESTON & W.PARKER RD
58	DAVID McCALL	12X24	SWC OF 14TH ST & RIGSBEE
59	RALSTON	10X30	3300 BLK OF 14TH ST
60	CLEAR CHANNEL	12X7	NWC OF K AVE & PLANO PKY
61	CLEAR CHANNEL	12X7	NWC OF K AVE & PLANO PKY
62	PLANO OUTDOOR	12X12	NWC OF K AVE & PLANO PKY
63	PLANO OUTDOOR	10x10	SEC OF PRESTON RD & W.PARKER RD
64	PLANO OUTDOOR	12X24	1200 BLK OF JUPITER RD
65	PLANO OUTDOOR	12X24	1000 BLK OF OHIO DR
69	CLEAR CHANNEL	10X30	3600 BLK OF CENTRAL EXPY
67	PLANO OUTDOOR	12X24	600 BLK OF COIT RD

Initial Inventory of Existing Billboard Signage - \*\*Staff is working with the sign owners to cross-check the number of signs, location and size.

66 PLANO OUTDOOR	12X24	600 BLK OF COIT RD
68 CLEAR CHANNEL	10X10	14TH ST & P AVE
70 RALSTON	10X10	623 J AVE
71 RALSTON	10X10	623 J AVE
72 CLEAR CHANNEL	12X24	3900 BLK OF E PLANO PKWY

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