



**REGULAR PLANNING AND ZONING COMMISSION  
MEETING MINUTES  
FEBRAURY 5, 2018**

COMMISSIONERS PRESENT: Chairperson Lynn Motley, Vice-Chairperson Joshua Spare, Commissioners, Cheryl Smith, John Lopez, Janie Adhikari, Eduardo Carranza, and Max Coleman.

COMMISSIONERS ABSENT: Shawn Connor, Clayton Fisher, Cheryl Smith

CITY STAFF PRESENT: Steve Norwood, Director of Development Services, David Jones, Chief City Planner, Charles Lee, Senior Planner, Savannah Ware, Senior Planner, Colby Collins, Planner, Ted Helm, Planner, Daon Stephens, Transportation Planner, Steve Alcorn, Assistant City Attorney, Mark Dempsey, Deputy City Attorney, and Chris Hartmann, Executive Assistant

Chairperson Motley called the meeting to order in the Council Chambers in the City Hall Building at 6:45 p.m.

Chairperson Motley gave the invocation, Commissioner Spare led the pledge of allegiance to the US Flag, and Commissioner Lopez led the pledge of allegiance to the Texas Flag.

ITEM FOR INDIVIDUAL CONSIDERATION: Item #13 - USP180201 - Unified Signage Plan - 2503 W. Interstate 20 (City Council District 4). Senior Planner Charles Lee presented the case report and gave a Power Point presentation for a Unified Signage Plan for multiple on-site changeable outdoor advertising signs within the Great Southwest Crossing shopping center. Tracts 2,3,4,8, Memucan Hunt Survey, Abstract No. 757, City of Grand Prairie, Tarrant County, Texas, 18.522 acres zoned Planned Development 33 (PD-33) District within the Interstate 20 Overlay Corridor District and generally located at the southeast corner of IH 20 and Great Southwest Parkway. The agent is Brian Guenzel, the applicant is Raymond Rodriguez, and the owner is James Nakagawa, BRE RC GREAT SW TX LP.

Mr. Lee stated the Great Southwest Commercial Center, anchored by Kroger, consists of multiple properties and the applicant proposes four internal signs on one property within the commercial shopping center. The applicant proposes fourteen-foot tall poles with four by seven foot 4'X7' mounted cabinets. The internally-lit (LED) cabinets allowing for static advertisement of national brand products. Article 9 of the Unified Development Code allows for Sign Standards and provides regulations including the types of media, placement, size, design, as well as permit requirements. These regulations apply to residential, non-residential, industrial and public information/identification mediums. Article 9 of the UDC acknowledges the business community's purpose related to promoting commerce, balancing advertisement/business identification with reasonable sign standards though out the community. Article 9 limits the

number as well as spacing of pole, monument marque and other signs per property. As proposed, the pole-mounted cabinets provide a new style of signage, not defined in Article 9 of the UDC. All signage requires permit application and review for compliance via Building Inspection Department for clearance, wind load, structural and other code compliance subject to Council's approval of USP. The location of signage is 200'-400' from public street view, thereby limiting the visibility from public view. The intent of the advertisement is for on-site visitors to the center only. The signs are not intended to operate as an off-premise sign or to advertise to passing travelers. Therefore a condition should be for the advertisement on the sign to be directly related to retail items sold on-site.

Mr. Lee stated staff recognizes a general benefit of the proposal of unique signage to the property owner and the general public and is supportive of the request as proposed. However, DRC has concerns as to the overall number, location, and content of signs if this technology is more widely implemented throughout the city, such that further study may be warranted in the future. DRC recommends approval of this request subject to permit application and review of each sign via Building Inspections Department.

Commissioner Coleman stated there have recently been a lot of laws passed regarding texting and driving, would these signs be distracting that they could cause an accident.

Mr. Lee stated these signs would not be interchangeable, but would refer the question to the applicant.

Commissioner Spare asked if this request came about someone else having these types of signs.

Brian Guenzel, 1222 Britany Lane, Arlington, TX stepped forward representing the case. Mr. Guenzel stated this is another way to respond to the community by advertising, which would bring in revenue.

Raymond Rodriguez with Outdoor Media Narrative, 2110 Dove Loop Road, Grapevine, TX stated they manufacture their own signs and would withstand winds of up to 130 miles these signs are to generate revenue it is just another way to advertise. The signs have not caused any accidents or been distracting to drivers, they are not meant to be seen from the roadways.

Commissioner Lopez asked as far as the advertisement would they only be advertising products sold at Kroger or other stores in the shopping center.

Commissioner Spare stated he can see this case setting precedence for the rest of the shopping center.

Mr. Lee stated each case is heard on a case by case basis, this site is being restricted to four signs, but staff does plan on revisiting the sign ordinance regarding these types of signs.

Commissioner Coleman stated as a business man he has learned that advertisement is crucial, but is concern with the esthetic of the signs and how they would look on the lot, but because they are limited to four signs, he move to close the public hearing and approve case USP180201 as presented by staff. The motion died due to a lack of a seconded.

Commissioner Spare moved to deny case USP180201, seconded by Commissioner Adhikari. The action and vote being recorded as follows:

Motion: Spare

Second: Adhikari

Ayes: Adhikari, Carranza, Lopez, Motley, and Spare

Nays: Coleman

**Denied: 5-1**

Motion: **carried.**