



**Post Office Box 9010 Addison, Texas
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5300 Belt Line Road
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AGENDA

WORK SESSION OF THE CITY COUNCIL

6:00 PM

March 17, 2014

ADDISON TOWN HALL

**5300 BELT LINE RD., DALLAS, TX 75254
6:00PM WORK SESSION**

WORK SESSION

- WS1 Discussion regarding the Town's policy regarding the regulation of private signage.
 - WS2 Discussion regarding the 60th Anniversary of the Town of Addison's incorporation.
 - WS3 Presentation and discussion of status reports by members of the Council regarding various non-profit entities, Town facilities and projects, and local, regional and Statewide organizations to which the members serve as liaison.
 - WS4 Discussion regarding goals and performance objectives for the Town and City Manager, Lea Dunn.
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WS5 Discussion regarding a transitional audit, including an update from the Finance Committee.

Adjourn Meeting

Posted:
Matthew McCombs, March 14, 2014, 5:00pm

**THE TOWN OF ADDISON IS ACCESSIBLE TO PERSONS WITH DISABILITIES.
PLEASE CALL (972) 450-7090 AT LEAST
48 HOURS IN ADVANCE IF YOU NEED ASSISTANCE.**

Work Session

Meeting Date: 03/17/2014

Council Goals: Brand Protection and Enhancement

Information

AGENDA CAPTION:

Discussion regarding the Town's policy regarding the regulation of private signage.

FINANCIAL IMPACT:

N/A

BACKGROUND:

See the attached memo.

RECOMMENDATION:

Attachments

Sign Code Memo



MEMORANDUM

To: Mayor and City Council

From: Charles Goff, Assistant to the City Manager

Re: Sign Ordinance

Date: March 13, 2014

In anticipation of our sign ordinance discussion at Monday's work session, the following summary is provided for your information and review.

Background:

The code defines a sign as "any device, flag, light, figure, picture, letter, word, message, symbol, plaque, or poster visible from outside the premises on which it is located and designed to inform or attract attention of persons not on the premises." The sign ordinance was enacted to provide standards for the erection and maintenance of these private signs in order to maintain a certain level of safety, communications efficiency, and landscape quality and preservation.

The most recent revision to the sign code occurred in 2010. At that time, the Council requested that staff look at two issues in particular. The first related to the kind of signage that the code encouraged. Up until this point, pole signs were prominently used by businesses in Addison. As the landscaping matured, trees began to block the view of these signs creating conflict between signage and the Town's landscaping requirements. To correct this, the code was amended to allow for larger multi-tenant monument signs. This brought the signage away from or below the tree canopy and allowed for more creative and aesthetically pleasing signage than could be achieved with pole signs.

The second main issue that was reviewed by staff related to the size of signage allowed. Prior to the updates of 2010, letter/logo height was only regulated based on how high the sign was above grade using the following scale (Schedule A):

Sign Height Above Grade (feet)	Maximum Letter/Logo Height (inches)
0-36	16
37-48	36
49-100	48
101-150	60
151 and up	70

This scale gave no deference to the distance of the sign from the street curb, so signage that was 50 feet away was required to be the same size as signage 500 feet away from the street curb, unless Council granted an exception. This led to many requests for meritorious exceptions from business owners. To accommodate these concerns, the code was amended to include a second scale that took into consideration horizontal distance (Schedule B):

Horizontal Distant of Sign From Street Curb (feet)	Maximum Letter/Logo Height (inches)
100-149	24
150-199	27
200-249	30
250-299	33
300-349	36
350-399	42
400-449	48
450-499	54
500-549	60
550-599	66
600-649	72
650-699	78
700-749	84
750-799	90
800 and up	96

The Meritorious Exception

The meritorious exception has always been included in the sign code to allow some flexibility for Council when considering signage. It is not the intent of the code to discourage innovative signage and it is conceivable that signage proposals, while clearly not conforming to the code, have merit based on specific or unique conditions that exist on the site.

As noted above, it was, in part, the number of meritorious exception requests that Council was receiving that prompted the previous review of the sign ordinance. Staff recalls that prior to code changing, between 10 and 15 requests were brought to Council for consideration each year. Since that time, the number of requests has been significantly lower.

Calendar Year	Number of Requests	Number Approved
2010 (partial)	3	3
2011	4	4
2012	5	4
2013	5	4
2014 YTD	3	1

Policy Options

The Council has three policy options with regards to the meritorious exception. Council could maintain the meritorious exception as-is with no change to policy or procedure. The second option would be to eliminate the meritorious exception process. Another option is to delegate decisions regarding meritorious exceptions to another body. Many other cities handle sign variances as they do other zoning variance request by utilizing the Board of Zoning Adjustment for review and consideration. It should be noted that BZA has a different standard for approving zoning variances and the applicant has to prove that the existing requirements impose an undue hardship on the use of the property in order for the variance to be approved.

Staff is prepared to discuss these issues in more detail with Council at the work session, however please let me know if you have any question in the meantime.

Work Session

Meeting Date: 03/17/2014

Council Goals: Maintain and enhance our unique culture of creativity and innovation.

Information

AGENDA CAPTION:

Discussion regarding the 60th Anniversary of the Town of Addison's incorporation.

FINANCIAL IMPACT:

N/A

BACKGROUND:

N/A

RECOMMENDATION:

Work Session

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Presentation and discussion of status reports by members of the Council regarding various non-profit entities, Town facilities and projects, and local, regional and Statewide organizations to which the members serve as liaison.

FINANCIAL IMPACT:

N/A

BACKGROUND:

N/A

RECOMMENDATION:

Attachments

2013-14 Liaisons by Council Member

2013-14 Council Liaisons

City Council Liaisons

Council Member	Council Activities
Todd Meier	Addison Business Association Addison Foundation Belt Line Infrastructure DART Economic Development/Business Retention and Expansion Jurisprudence Metroplex Mayors
Bruce Arfsten	NCTCOG RTC Texas 21 Vision North Texas WaterTower Theatre
Blake Clemens	Addison Airport/ATTAC/Cavanaugh Addison Foundation Metrocrest Chamber of Commerce
Chris DeFrancisco	Belt Line Infrastructure Economic Development/Business Retention and Expansion North Texas Commission Sustainability/Recycling
Margie Gunther	Community Partners Bureau Education Jurisprudence Redevelopment & Repositioning/Retail Initiatives
Janelle Moore	Economic Development/Business Retention and Expansion Greater Dallas Regional Chamber Intergovernmental Relations North Dallas Chamber World Affairs Council Zip Code Project
Neil Resnik	Addison Airport/ATTAC/Cavanaugh/Transportation HR/TMRS/Health Care Analysis Transportation - Airport Issues
All	Texas Municipal League State and Federal Legislation
Staff	National League of Cities

Fiscal Year 2013 - 2014

In an effort to focus the time and efforts of each Council Member more efficiently and effectively with the liaison process, it's recommended that the various non-profits be grouped together and that a new citizens committee be formed from Council appointments. This new committee may attend the non-profit board meetings, participate in non-profit programs and produce reports to the City Council on the non-profit activities.

City Council Liaisons

Council Activities	Council Member(s)
Addison Airport/ATTAC/Cavanaugh	Blake Clemens, Neil Resnik
Aviation Issues	Neil Resnik
Addison Arbor Foundation	Margie Gunther
Addison Business Association	Todd Meier
Addison CARES	Todd Meier
Addison Legacy Foundation	Todd Meier, Blake Clemens
Belt Line Infrastructure	Todd Meier, Chirs DeFrancisco
Community Partners Bureau	Chris DeFrancisco, Margie Gunther
DART	Todd Meier
ED/Business Growth & Retention	Chris DeFrancisco, Janelle Moore, Todd Meier
Education	Margie Gunther
Greater Dallas Regional Chamber	Janelle Moore
Health Care Analysis	Chris DeFrancisco, Janelle Moore
Intergovernmental Relations	Janelle Moore
Metrocrest Chamber of Commerce	Blake Clemens
Metroplex Mayors	Todd Meier
NCTCOG	Bruce Arfsten
North Dallas Chamber	Janelle Moore
North Texas Commission	Chris DeFrancisco
RTC	Bruce Arfsten
Redevelopment & Repositioning/Retail Initiatives	Margie Gunther
State and Federal Legislation	Staff
Sustainability/Recycling	Chris DeFrancisco
TEX-21	Bruce Arfsten
TML	All
TMRS	Neil Resnik
Vision North Texas	Bruce Arfsten
WaterTower Theatre	Bruce Arfsten
World Affairs Council	Janelle Moore
Zip Code Project	Janelle Moore

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N/A

BACKGROUND:

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Council Goals: N/A

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AGENDA CAPTION:

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N/A

BACKGROUND:

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