



Planning and Zoning Commission Agenda Item Summary Report

Meeting Date:
June 1, 2023

Submitted by:
P. Morgan

Item Title:

Hold a public hearing and discuss and consider amending Ordinance 11-15, amended previously by Ordinance 20-54, by amending the signage regulations for the 11-15 Planned Development Overlay District.

**Public Hearing Item [X]
Consent/Action Item []**

Documentation Attached:

Aerial Exhibit
Zoning Exhibit
Sign Package
Ordinance 11-15
Ordinance 20-54

Item Summary:

Purpose:

Victory Real Estate Group requests approval of a zoning amendment for the Forney Marketplace Planned Development. The purpose of the request is to amend the sign regulations.

Current Standards:

The property is zoned within the Forney Marketplace Planned Development (Ordinance No. 11-15). The zoning for the property was approved by City Council on July 19, 2011. Kroger grocery store and multi-tenant retail centers are located in the planned development. Ordinance 20-54 provided additional use and sign standards with its approval on December 15, 2020.

Amendment Request:

The applicant is requesting to add amend the sign regulations. The planned development ordinance currently contains the following requirement, found in Section E.9.f of Ordinance 20-54, Exhibit B:

“f. Sign setback reduced to five feet (5’) at internal streets for development. At R.O.W. on perimeter (Hwy 80 and Marketplace Blvd.) setback will be fifteen feet (15’) from the property line.”

The applicant is concerned that the existing language limits the ability to place signs along any internal streets. There are additional concerns caused by the large utility easements at the perimeter of the property. To allow for the internal signage, while still prohibiting all signage from being located within an easement, the following amending language is proposed:

“f. At the perimeter of the property (Hwy 80 and Marketplace Blvd.) the sign setback will be fifteen feet (15’) from the property line. If a sign is placed within a required landscape island, any required trees may be relocated to other areas of the property.”

Public Hearing Notification:

Staff provided details of the request to all property owners within the planned development and within 200’ of the property. Staff also published notification of the request in the Forney Messenger newspaper. Staff did not receive any public responses.