

MINUTES OF AN ONLINE MEETING OF THE TOWN COUNCIL OF THE TOWN OF HIGHLAND PARK, TEXAS, HELD VIA VIDEOCONFERENCE, AT 8:00 A.M. ON TUESDAY, DECEMBER 1, 2020.

Joanna Mekeal, Town Secretary, explained that as provided by the State of Texas, this online Town Council meeting could be viewed online or listened to by telephone, and gave the toll-free and alternate telephone numbers, the access number for citizens to call, and the website link to view the meeting. The public was provided an opportunity to email a question or comment, which closed at 3:00 p.m. on Monday, November 30, 2020.

Mrs. Mekeal conducted a roll call of the Town Council Members. Present at the meeting were Mayor Margo Goodwin, Mayor Pro Tem David Dowler, and Town Council Members Jimmy Grisham, Marc Myers, Lydia Novakov, and Craig Penfold.

Mayor Goodwin introduced herself, called the work session to order at 8:03 a.m., and asked if any Town Council Members wished to discuss any of the items on the Regular Agenda. Hearing none, Mayor Goodwin closed the work session at 8:03 a.m.

Mayor Pro Tem Dowler gave the Invocation.

Mayor Goodwin asked if anyone calling in wished to address the Town Council and explained that the Town Council may not discuss or make decisions on items not listed on the agenda. Issues raised may be referred to staff for research and possible future action. No comments were made.

PUBLIC HEARING

Conduct a public hearing to consider a request to amend Planned Development No. 2 Ordinance for placement of a business/tenant signage on an existing screening wall at 4300 MacArthur Avenue. Matthew Boyle, Town Attorney, explained the briefing. On October 6, 2020, the Town Council referred to the Zoning Commission a request to amend Planned Development No. 2 Ordinance for placement of a business/tenant signage on an existing screening wall at 4300 MacArthur Avenue. On the virtual shared meeting screen, Mr. Boyle displayed an image of the mockup provided by the applicant of how the signage would appear. On October 28, 2020, the Zoning Commission conducted a public hearing to receive public comments and review the request. Aside from the applicant, there were no property owners speaking for or against the request. The Zoning Commission voted unanimously to recommend approval of the request. The Town has not received any verbal or written comments in support or against the request. At the conclusion of the public hearing, an ordinance will be presented for the Town Council's consideration to amend Planned Development No. 2 Ordinance for placement of a business/tenant signage on an existing screening wall at 4300 MacArthur Avenue. The Mayor asked if any citizens would like to make a comment or ask a question. Hearing none, the Mayor asked if any Council Members wished to make a comment or ask a question. Council Member Penfold shared that he has 30 years of experience with monument signs. Normally, a monument sign would include approximately 10% - 15% of the tenants, but this sign would include 86% of the tenants (12 out of 14 tenants). When citizens drive on this road, they will see a large, unattractive sign similar to a billboard. The sign would also require shrubs to be cut down. He recommended having a

smaller, more attractive sign that only includes two (2) to three (3) tenants and the address of the building. Richmond Collinsworth, one of the leasing agents for the building, stated they do not intend on listing every tenant on the sign. As he understood the request, he believed the property is entitled to the sign, and they are requesting a setback variance for the location of the sign. The monument sign will be mounted on the existing screening wall, and flower beds will replace the shrubs. Their goal is to upgrade the area as well as making it more identifiable to vehicle traffic. Kim Kilmer, affiliated with the owner, stated that this sign is not intended to be a directory of the building. Their intent is to maintain a modest sign with only two (2) or three (3) tenants listed. She agreed the mockup is very busy, and not the intent. Mr. Collinsworth agreed and explained the mockup came from the design company, but a new mockup could be provided. Council Member Myers asked if this were to be approved, would it only be approved for this building, or for other properties. Bill Lindley, Town Administrator, stated it would only apply for this location and property. Council Member Myers added if it were to be approved, it would set a precedent to other commercial property owners. Mayor Goodwin stated that when traveling on MacArthur Avenue, it is easy to locate the building, however when traveling East on Lemmon Avenue, it is difficult to find the building. Council Member Penfold and the Mayor asked Mr. Boyle if the property owner is legally entitled to a monument sign of that size, as Mr. Collinsworth previously stated, and the request is only related to a setback. After reviewing the ordinance, Mr. Boyle stated it does not provide entitlement to signage. The basic standard in the zoning ordinance for commercial signs in other districts is limited to 60 feet in size, and the sign in discussion is 88 feet. The location of the sign requires approval, as well as the size of the sign. Council Member Grisham stated if the request is different than what is shown in the mockup, the applicants should provide the Town Council a mockup that matches exactly what they are requesting. The Mayor recommended discussing this item further at a future meeting before voting.

CONSENT AGENDA

On a motion by Council Member Craig Penfold, seconded by Council Member Novakov, the Town Council voted unanimously to approve Items A. through B. on the Consent Agenda. Prior to the vote, Mayor Goodwin explained that the Town Council reviewed these items prior to the meeting. She asked if any Town Council Member wished to ask questions or make any revisions or corrections, to which there was no response.

- A. Consider approval of the minutes of the Town Council meeting held on November 3, 2020.*
- B. Consider approval of the minutes of the Town Council study session held on November 3, 2020.*

MAIN AGENDA

Consider approval of an ordinance amending Planned Development 2 for placement of a business/tenant signage on an existing screening wall at 4300 MacArthur Avenue. The Mayor recommended visiting this topic again to obtain a full understanding of the request. On a motion by Council Member Penfold, this case and its associated Public Hearing will be continued at the Town Council meeting on January 5, 2021. The motion was seconded by Council Member Grisham and unanimously approved by the Town Council.

Mayor Goodwin adjourned the Town Council meeting at 8:37 a.m.

Approved on this the 5th day of January 2021.

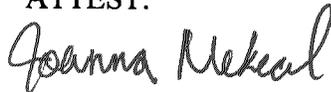
APPROVED:



Margo Goodwin

Mayor

ATTEST:



Joanna Mekeal

Town Secretary