



# PLANNING AND ZONING CASE CHECKLIST

City of Rockwall  
Planning and Zoning Department  
385 S. Goliad Street  
Rockwall, Texas 75087

P&Z CASE # MIS 2019-007 P&Z DATE \_\_\_\_\_ CC DATE \_\_\_\_\_

APPROVED/DENIED ARB DATE \_\_\_\_\_ HPAB DATE \_\_\_\_\_ PARK BOARD DATE \_\_\_\_\_

ZONING APPLICATION
<input type="checkbox"/> SPECIFIC USE PERMIT
<input type="checkbox"/> ZONING CHANGE
<input type="checkbox"/> PD CONCEPT PLAN
<input type="checkbox"/> PD DEVELOPMENT PLAN

SITE PLAN APPLICATION
<input type="checkbox"/> SITE PLAN
<input type="checkbox"/> LANDSCAPE PLAN
<input type="checkbox"/> TREESCAPE PLAN
<input type="checkbox"/> PHOTOMETRIC PLAN
<input type="checkbox"/> BUILDING ELEVATIONS
<input type="checkbox"/> MATERIAL SAMPLES
<input type="checkbox"/> COLOR RENDERING

PLATTING APPLICATION
<input type="checkbox"/> MASTER PLAT
<input type="checkbox"/> PRELIMINARY PLAT
<input type="checkbox"/> FINAL PLAT
<input type="checkbox"/> REPLAT
<input type="checkbox"/> ADMINISTRATIVE/MINOR PLAT
<input type="checkbox"/> VACATION PLAT
<input type="checkbox"/> LANDSCAPE PLAN
<input type="checkbox"/> TREESCAPE PLAN

<input type="checkbox"/> COPY OF ORDINANCE (ORD.# _____)
<input type="checkbox"/> APPLICATIONS
<input type="checkbox"/> RECIEPT
<input type="checkbox"/> LOCATION MAP
<input type="checkbox"/> HOA MAP
<input type="checkbox"/> PON MAP
<input type="checkbox"/> FLU MAP
<input type="checkbox"/> NEWSPAPER PUBLIC NOTICE
<input type="checkbox"/> 500-FT. BUFFER PUBLIC NOTICE
<input type="checkbox"/> PROJECT REVIEW
<input type="checkbox"/> STAFF REPORT
<input type="checkbox"/> CORRESPONDENCE
<input type="checkbox"/> COPY-ALL PLANS REQUIRED
<input type="checkbox"/> COPY-MARK-UPS
<input type="checkbox"/> CITY COUNCIL MINUTES-LASERFICHE
<input type="checkbox"/> MINUTES-LASERFICHE
<input type="checkbox"/> PLAT FILED DATE _____
<input type="checkbox"/> CABINET # _____
<input type="checkbox"/> SLIDE # _____
<b>NOTES:</b> _____
_____
_____
_____
_____
<b>ZONING MAP UPDATED</b> _____

**CITY OF ROCKWALL SIGN PERMIT APPLICATION FORM**

CITY OF ROCKWALL  
BUILDING INSPECTIONS DEPARTMENT  
385 S GOLIAD  
ROCKWALL, TX 75087  
972-771-7709

SIGN PERMIT # \_\_\_\_\_

NAME OF BUSINESS: SABRINA'S FLOWER'S CONTACT NAME: JAMIE KAHLER

SITE ADDRESS: 1903 S. GOLIAD ROCKWALL, TX 75087/32 PHONE: 972-771-7919 E-MAIL: jamie@signsofrockwall.com

SIGN CONTRACTOR: Signature Signs & Graphics PHONE # 972-771-7919 E-MAIL: info@signsofrockwall.com

CONTRACTOR ADDRESS: 880 E. RALPH HALL PKWY CITY ROCKWALL STATE TX ZIP 75032

Will this sign be illuminated? YES:  NO:  Will you be removing any sign in conjunction with this permit? YES:  NO:   
If Yes please list your electrical contractor below.

ELECTRICIAN: SAME ADDRESS: \_\_\_\_\_ PHONE # \_\_\_\_\_

**INFORMATION REQUIRED WITH THIS APPLICATION:**

2 SITE PLANS AND 2 SETS OF DRAWINGS (to scale, showing exact wording, symbols, logo, dimensions, etc.)  
Show Location of All Existing and/Or New Signs (i.e. on property, building etc.), All Streets, Intersections & Adjacent Properties.

**WALL SIGN**

SIGN 1: HEIGHT 4 WIDTH 8 TOTAL SQUARE FEET 32  
SIGN 2: HEIGHT \_\_\_\_\_ WIDTH \_\_\_\_\_ TOTAL SQUARE FEET \_\_\_\_\_  
SIGN 3: HEIGHT \_\_\_\_\_ WIDTH \_\_\_\_\_ TOTAL SQUARE FEET \_\_\_\_\_

(ADDITIONAL WALL SIGNS CAN BE LISTED ON SUPPLEMENTAL SIGN FORM)

Front Façade Height: \_\_\_\_\_ Front Façade Width: \_\_\_\_\_ Front Façade Total Square Footage: \_\_\_\_\_  
Is there any existing signage? Yes \_\_\_\_\_ No \_\_\_\_\_ If so, square footage of existing Signage to remain \_\_\_\_\_

**MONUMENT SIGN**

SIGN 1: HEIGHT \_\_\_\_\_ LENGTH \_\_\_\_\_ TOTAL SQUARE FEET \_\_\_\_\_  
(ADDITIONAL MONUMENT SIGNS (IF ALLOWED) CAN BE LISTED ON SUPPLEMENTAL SIGN FORM)

**POLE SIGN** Existing

SIGN 1: OVERALL HEIGHT \_\_\_\_\_ SIGN FACE HEIGHT: \_\_\_\_\_ SIGN FACE WIDTH: \_\_\_\_\_  
(Max height - 40' for gas, food or lodging (I-30), 30' max height for other I-30 signs)

SIGN FACE HEIGHT: 4 SIGN FACE WIDTH: 8 SIGN FACE SQUARE FOOTAGE: 32

We require Engineer's Sealed drawings on all pole signs. All easements, right-of-way and sign locations must be staked and identified by applicant before permit can be issued. To ensure that easements and right-of-way are not being encroached, the City of Rockwall Engineering Department will inspect and approve locations before any installation of pole signs can occur.

**OTHER SIGN TYPE:** LED message

SIGN 1: HEIGHT \_\_\_\_\_ WIDTH \_\_\_\_\_ TOTAL SQUARE FEET \_\_\_\_\_

SIGN MATERIALS: LED message center

I HEREBY CERTIFY THE FOREGOING TO BE CORRECT TO THE BEST OF MY KNOWLEDGE. I ALSO AGREE THE SAID WORK WILL BE DONE IN COMPLIANCE WITH THE INFORMATION HEREIN SET FORTH AND IN COMPLIANCE WITH THE CITY OF ROCKWALL CODES REGULATING SIGN REQUIREMENTS. I FURTHER UNDERSTAND IF THE SIGN IS INSTALLED INCORRECTLY, I SHALL BE REQUIRED TO REMOVE AND REPLACE IT OR THE SIGN PERMIT WILL BE REVOKED AND/OR A CITATION WILL BE ISSUED.

PRINT NAME: JAMISON KAHLER

APPLICANT SIGNATURE: [Signature] DATE: 8-18-17





# City of Rockwall

Planning & Zoning Department  
 385 S. Goliad Street  
 Rockwall, Texas 75032  
 (P): (972) 771-7745  
 (W): [www.rockwall.com](http://www.rockwall.com)

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Board of Adjustment

City of Rockwall

385 South Goliad

Rockwall, TX.

75087

City of Rockwall

We at Signature Signs & Graphics are writing to request a variance for a sign located 1903 S. Goliad Sabrina's Flowers.

Let me preface my appeal by a brief description of the proposed sign development.

The plan would be to update the outdated letter board sign that is old and in disrepair with a new LED message center on their existing Grandfathered pole sign. Our company will be removing the faces, using the existing cabinet and installing a retrofit 4' x 8' LED message center. We will also be painting the poles and cabinets, customer will update landscaping & flowerbeds.

The new sign will not have any negative effects on the surrounding business community or the City as others already have LED message centers. We feel the projected sign development will be an important asset to the City of Rockwall and improving characteristics to the properties in Rockwall.

Signs are intended to identify location of various services and the proposed sign does by supplementing the existing sign that is out of date and in disrepair.

We respectfully request this variance, and we appreciate you giving this request your earnest consideration. Please see attached renderings of before and after. If you have any questions please contact us at 972-771-7818

Sincerely,



Jamison Kahler Owner

Signature Signs & Graphics



Salvino's  
FLOWERS  
& GIFTS  
978-773-1896







**Before:** corrugated acrylic message board that is rotted and yellowed, with multiple broken letter tracks.



**After:** freshly painted pole and cabinets, new led lighting inside upper cabinet, retro-fit existing message board with led message center, update flower bed surround and landscape flower bed and yard



Sabrina's  
FLOWERS  
& GIFTS

(972) 771-1896

READY

TO MAKE AN IMPRESSION?





# Cirrus System Brightness Levels

**Client: Sabrina's Flowers**  
**1903 S. Goliad Street**

## Factory Settings:

The brightness levels for Sabrina's sign will be preset not to exceed 7,500 NITs during the day and no more than 750 NITs during the night.

## Local Ordinance Compliance:

The LED Display for Sabrina's Flowers will comply with local sign ordinance which will require (5) second hold time between content changes.

## Brightness Control:

The software uses a time table to adjust the brightness to the preset NITS.













# CITY OF ROCKWALL, TEXAS

## MEMORANDUM

---

**TO:** Planning and Zoning Commission

**FROM:** Ryan Miller, *Director of Planning and Zoning*

**DATE:** January 30, 2018

**SUBJECT:** *Sign Exception for 1903 S. Goliad Street*

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On August 29, 2017, the Planning and Zoning Commission approved a motion to recommend denial of Case No. MIS2017-009. This was a request for a variance to the sign requirements stipulated by the SH-205 Overlay (SH-205 OV) District to allow the replacement of a message reader board with a *Changeable Electronic Variable Message Sign* (CEVMS) on a legally non-conforming pole sign at 1903 S. Goliad Street. Subsequently, the City Council denied the request with prejudice on September 5, 2017. On January 12, 2018, the applicant resubmitted the application proposing no changes to the original submittal. Since the applicant is not proposing any changes to the original submittal staff has placed a copy of the case memo from Case No. MIS2017-009 in the attached packet along with all exhibits submitted by the applicant. Staff should point out that the applicant was not subject to the one (1) year prohibition on similar requests associated with cases that are denied with prejudice because this case does not require a public hearing. Should the Planning and Zoning Commission have any questions staff will be available at the meeting on January 30, 2018.



**CITY OF ROCKWALL  
PLANNING AND ZONING COMMISSION MEMO**

**AGENDA DATE:** 08/29/2017

**APPLICANT:** Kay Uhlig, *Sabrina's Flowers and Gifts*

**AGENDA ITEM:** **MIS2017-009**; *Sign Exception*

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**SUMMARY:**

Discuss and consider a request by Kay Uhlig of Sabrina's Flowers and Gifts for the approval of a variance to the district development standards of the SH-205 Overlay (SH-205 OV) District for the approval of a LED message sign on an existing pole sign on a 0.407-acre parcel of land identified as the J. J. Jones Addition, City of Rockwall, Rockwall County, Texas, zoned Commercial (C) District, situated within the SH-205 Overlay (SH-205 OV) District, addressed as 1903 S. Goliad Street [SH-205], and take any action necessary.

**CHARACTERISTICS OF REQUEST:**

The applicant, Kay Uhlig, is requesting to convert the message reader board on the existing pole sign in front of Sabrina's Flowers and Gifts (*i.e. 1903 S. Goliad Street*) to a LED message board. This would be a retrofit of the existing four (4) foot by eight (8) foot message reader board and would not increase the size or height of the existing sign. In addition, the applicant's letter states that they will be upgrading the landscaping and repainting the existing pole. The sign as it sits today is considered to be a legally non-conforming sign (*i.e. the City does not allow pole signs along SH-205*), and according to Division 4, *Non-Conforming Signs*, of Article II, *Administration*, of Chapter 32, *Signs*, of the Municipal Code of Ordinances non-conforming signs "...shall not be moved, altered, repaired, expanded, or the use intensified unless it is made to comply with all the provisions of this chapter." In addition, according to Section 6.7, *SH-205 Overlay (SH-205 OV) District*, of Article V, *District Development Standards*, of the Unified Development Code (UDC), signs must adhere to the following requirements in the SH-205 Overlay (SH-205 OV) district:

- G. *Signs. All permanent freestanding signs located in the SH 205 Corridor Overlay District shall be monument signs adhering to the City of Rockwall sign ordinance (chapter 32 of the Code of Ordinances) as heretofore amended and as maybe amended in future. Building materials and colors utilized for construction of the monument base shall be the same as the primary building materials and colors found on the main building, unless otherwise approved by the city council. Approval of any variance to the sign ordinance for property included the SH 205 Corridor Overlay District shall require city council approval by a three-quarter majority vote.*

Based on this any changes to the sign would necessitate the applicant to convert the sign to a monument sign, and the *Sign Code* does not grant the ability for the City Council to approve a variance for a non-conforming sign; however, the SH-205 Overlay (SH-205 OV) District does go on to state that the City Council has the power to, "...grant a variance to any provision of this section [*i.e. Section 6.7; Article V of the UDC*] where unique or extraordinary conditions exist or where strict adherence to the provisions of this section would create a hardship." In order to approve a variance under this section of the code the City Council is required to hold a super majority vote requiring a minimum of  $\frac{3}{4}$  [*three fourths*] of all City Council members present to vote in the affirmative. Staff should note that the applicant would be permitted to establish an LED message board under the requirements of Chapter 32, *Signs*, of the Municipal Code of



Ordinances if the pole sign was converted to a monument sign and staff could not identify a hardship in this case; however, this matter is a discretionary decision for the City Council.

For the City Council's review, the applicant has prepared an exhibit showing the proposed changes to the sign, and for comparison staff has included a current picture of the sign. These along with the applicant's request letter have been placed in the attached packet. As a condition of approval staff is requesting the if approved the applicant be required to meet the current requirements of the *Sign Code for Changeable Electronic Variable Message (CEVM) Signs when applicable (this will regulate items like brightness, message duration, etc.)*.


### **RECOMMENDATIONS:**

If the Planning & Zoning Commission and City Council choose to approve the applicant's request staff would recommend the following conditions:

- 1) The sign shall adhere to all applicable requirements for CEVM signs as stipulated in Chapter 32, Signs, of the Municipal Code of Ordinances.
- 2) Any construction or building allowed by this request must conform to the requirements set forth by the Unified Development Code (UDC), the International Building Code (IBC), the Rockwall Municipal Code of Ordinances, city adopted engineering and fire codes and with all other applicable regulatory requirements administered and/or enforced by the state and federal government.





MIS2018-002- 1903 S. GOLIAD STREET  
 MISCELLANEOUS - LOCATION MAP = 

0 15 30 60 90 120 Feet

YELLOW JACKET

GR

GOLIAD

GOLIAD

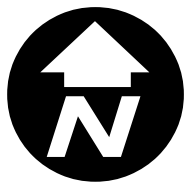
C



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We respectfully request this variance, and we appreciate you giving this request your earnest consideration. Please see attached renderings of before and after. If you have any questions please contact us at 972-771-7818

Sincerely,



Jamison Kahler Owner

Signature Signs & Graphics



Salvino's  
FLOWERS  
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**Before: corrugated acrylic message board that is rotted and yellowed, with multiple broken letter tracks.**



**After: freshly painted pole and cabinets, new led lighting inside upper cabinet, retro-fit existing message board with led message center, update flower bed surround and landscape flower bed and yard**



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READY

TO MAKE AN IMPRESSION?





# Cirrus System Brightness Levels

Client: Sabrina's Flowers  
1903 S. Goliad Street

## Factory Settings:

The brightness levels for Sabrina's sign will be preset not to exceed 7,500 NITs during the day and no more than 750 NITs during the night.

## Local Ordinance Compliance:

The LED Display for Sabrina's Flowers will comply with local sign ordinance which will require (5) second hold time between content changes.

## Brightness Control:

The software uses a time table to adjust the brightness to the preset NITS.









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FROZEN CUSTARD  
BUTTERBURGERS<sup>™</sup>

VALENTINE'S  
DAY SALE

watchFire

WIFI

35.9

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# CITY OF ROCKWALL, TEXAS

## MEMORANDUM

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**TO:** Mayor and City Council

**CC:** Rick Crowley, *City Manager*  
Brad Griggs, *Assistant City Manager*

**FROM:** Ryan Miller, *Director of Planning and Zoning*

**DATE:** February 5, 2018

**SUBJECT:** *Sign Exception for 1903 S. Goliad Street*

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On August 29, 2017, the Planning and Zoning Commission approved a motion to recommend *denial* of *Case No. MIS2017-009* by a vote of 4-3, with Commissioners Fishman, Chodun and Lyons dissenting. This was a request for a variance to the sign requirements stipulated by the SH-205 Overlay (SH-205 OV) District to allow the replacement of a message reader board with a *Changeable Electronic Variable Message Sign (CEVMS)* on a legally non-conforming pole sign at 1903 S. Goliad Street. Subsequently, the City Council denied the request with prejudice on September 5, 2017 by a vote of 4-2, with Mayor Pruitt and Council Member Macalik dissenting and Council Member Hohenshelt absent.

On January 12, 2018, the applicant resubmitted the application proposing no changes to the original submittal. Since the applicant is not proposing any changes to the original submittal staff has placed a copy of the case memo from *Case No. MIS2017-009* in the attached packet along with all exhibits submitted by the applicant. Staff should point out that the applicant was not subject to the one (1) year prohibition on similar requests associated with cases that are denied with prejudice because this case does not require a public hearing. Staff should also note that this request could not be made under the current sign code, and would require the applicant to convert the sign to a monument sign to allow for the CEVMS installation.

On January 30, 2018, the Planning and Zoning Commission reviewed the applicant's request and approved a motion to recommend approval by a vote of 5-2, with Commissioners Logan and Trowbridge dissenting. According to the SH-205 Overlay (SH-205 OV) District the City Council has the power to, "...grant a variance to any provision of this section [*i.e. Section 6.7; Article V of the UDC*] where unique or extraordinary conditions exist or where strict adherence to the provisions of this section would create a hardship." In order to approve a variance under this section of the code the City Council is required to hold a super majority vote requiring a minimum of  $\frac{3}{4}$  [*three fourths*] of all City Council members present to vote in the affirmative.



# CITY OF ROCKWALL CITY COUNCIL MEMO

**AGENDA DATE:** 09/05/2017

**APPLICANT:** Kay Uhlig, *Sabrina's Flowers and Gifts*

**AGENDA ITEM:** **MIS2017-009**; *Sign Exception*

---

## **SUMMARY:**

Discuss and consider a request by Kay Uhlig of Sabrina's Flowers and Gifts for the approval of a variance to the district development standards of the SH-205 Overlay (SH-205 OV) District for the approval of a LED message sign on an existing pole sign on a 0.407-acre parcel of land identified as the J. J. Jones Addition, City of Rockwall, Rockwall County, Texas, zoned Commercial (C) District, situated within the SH-205 Overlay (SH-205 OV) District, addressed as 1903 S. Goliad Street [SH-205], and take any action necessary.

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GOLIAD

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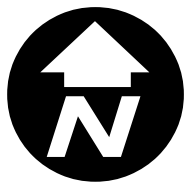
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nobody takes care of  
you like State Farm.

35.9

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0