

# Briefing Sheet

Update Date: 1/22/2019 12:04 PM

**Lead Department:** Planning and Community Development      **Action Officer:** Debbie Burk,  
Ordinance No. 2019-005 granting a Specific Use Permit to allow a Changeable Electronic Variable Messaging Sign (CEVMS) on an existing billboard on a 0.108 acre tract of land in the Adolphus Hope HRS, A-261, located at 3408 St Michael Drive. Jorge Cereijo, applicant. Chad Shipp, Shipp Outdoor, LLC, agent.

**Subject:** agent.

**Briefing:**      2/11/2019      **Public Hearing:** 2/11/2019      **Council Vote:** 2/11/2019

Item Schedule

### Updates/History of Briefing:

“NOT APPLICABLE”

### Executive Summary and Background Information:

S-700: This is a request by Jorge Cereijo, owner, and Chad Shipp, Shipp Outdoor, LLC, agent, for a Specific Use Permit to allow the location of a Changeable Electronic Variable Message Sign (CEVMS) on both sides of an existing vinyl billboard located on a 0.108 acre tract of land in the Adolphus Hope HRS, A-261, located at 3408 St. Michael Drive.

The current zoning is Planned Development-General Retail. A Specific Use Permit is required to allow a CEVMS in this zoning district.

The adjacent zoning is PD-General Retail to the west and Single Family-2 to the north and east. Interstate-30 is located to the south. The adjacent land use is an auto repair shop to the north, a Goodwill Store to the west, residences to the east and Interstate-30 to the south.

An existing 42.5’ vinyl billboard with two sign faces on each side is currently located on this site. The proposal is to convert each side of the billboard (east and west) to a single faced CEVMS billboard.

Staff has concerns about the CEVMS lighting on the east side of the billboard possibly affecting the residential property owners to the north and east along New Castle Street and Royale Drive.

Therefore, staff recommends for approval of the Specific Use Permit on the west side only with the following stipulations:

1. The existing west side two sign faces will be converted to a single faced CEVMS on the west side of the existing billboard.
2. This sign face will be 672 square feet in size (14’ x 48’) which is the maximum size allowed per Ordinance.

**City of Texarkana, Texas**

3. Per Ordinance, the owner shall coordinate with local authorities to display public service announcements (PSAs); and when appropriate, emergency information important to traveling public.
4. All local city permitting processes and requirements will be followed.
5. Applicant will be required to follow all applicable TXDOT Commercial Signs Regulatory Program guidelines (except if local codes are more restrictive) including but not limited to the following:
  - a. Obtain a state commercial sign permit if the sign is within 660 feet of the nearest edge of the right of way of a regulated highway if any part of the sign's information content is visible from any place on the main-traveled way of the highway.
  - b. A sign face may not exceed: (1) 672 square feet in area; (2) 25 feet in height; and (3) 60 feet in length.
  - c. Permitted signs on the same side of a regulated freeway, including freeway frontage roads, may not be erected closer than 1,500 feet apart. For a highway on a non-freeway primary system and outside the incorporated boundaries of a municipality, permitted signs on the same side of the highway may not be erected closer than 750 feet apart. For a highway on a non-freeway primary system highway and within the incorporated boundaries of a municipality, permitted signs on the same side of the highway may not be erected closer than 300 feet apart.
  - d. A sign may not be located in a place that creates a safety hazard, including a location that: (1) causes a driver to be unduly distracted; (2) obscures or interferes with the effectiveness of an official traffic sign, signal, or device; or (3) obscures or interferes with the driver's view of approaching, merging, or intersecting traffic.

For a complete listing of the TXDOT Commercial Signs Regulatory Program guidelines, please visit <https://www.txdot.gov/inside-txdot/division/right-of-way/outdoor-signs.html>.

Again, staff recommends for denial of the CEVMS on the east side of the existing billboard due to concerns about the CEVMS lighting affecting the residences to the north and east along New Castle Street and Royale Drive.

All notification requirements have been met to consider this request,

**Potential Options:**

“None”

---

**Fiscal Implications:**

“None”

**Staff Recommendation:**

## City of Texarkana, Texas

Staff recommends for approval of the upgrade to CEVMS on the west side of the billboard but recommends for denial on the east side.

### Advisory Board/Committee Review:

Planning and Zoning Commission

### Board/Committee Recommendation:

The Planning and Zoning Commission unanimously recommended for approval with staff stipulations to allow the CEVMS on both sides of the existing billboard.

### Advisory Board/Committee Meeting Date:

January 7, 2019

### Attachments

- a. 2019-005 ORD SUP for CEVMS 3408 at St. Michael Dr. (DOCX)
- b. 2019-005 EXH 'A' (PDF)
- c. 2019-005 ATTH 01 Maps (PDF)
- d. 2019-005 ATTH 02 Photo of existing billboard (PDF)
- e. 2019-005 ATTH 03 Photos of proposed billboard (PDF)
- f. 2019-005 ATTH 04 Info from Shipp showing lighting angles (PDF)
- g. 2019-005 ATTH 05 Photo from Shipp taken from catwalk (east side) & night photo of Meineke (PDF)
- h. 2019-005 Goals & Perspectives (DOCX)
- i. 2019-005 ORD SUP CEVMS at 3408 St. Michael signed (PDF)

---

### Staff Coordination

Planning and Community Development	David Orr	Department Head Review	
Completed	01/18/2019 9:36 AM		
Deputy City Manager Kyle Dooley	Deputy City Manager Review	Completed	
01/18/2019 3:19 PM			
City Manager Shirley Jaster	City Manager Review	Completed	01/22/2019
3:10 PM			
City Council Jennifer Evans	Meeting	Completed	01/28/2019
6:00 PM			

---

### Meeting History