

**PLANO CITY COUNCIL
PRELIMINARY OPEN MEETING
March 9, 2009**

COUNCIL MEMBERS

Pat Evans, Mayor
Jean Callison, Mayor Pro Tem
Harry LaRosiliere, Deputy Mayor Pro Tem
Pat Miner
Scott Johnson
Mabrie Jackson
Sally Magnuson
Lee Dunlap

STAFF

Thomas H. Muehlenbeck, City Manager
Frank Turner, Deputy City Manager
Bruce Glasscock, Deputy City Manager
Rod Hogan, Deputy City Manager
Mark Israelson, Assistant City Manager
LaShon Ross, Assistant City Manager
Diane C. Wetherbee, City Attorney
Diane Zucco, City Secretary

Deputy Mayor Pro Tem LaRosiliere called the meeting to order at 5:13 p.m., Monday, March 9, 2009, in Training Room A of the Municipal Center, 1520 K Avenue. All Council Members were present. Mayor Evans and Mayor Pro Tem Callison arrived at 5:17 p.m. Deputy Mayor Pro Tem LaRosiliere then stated that the Council would retire into Executive Session in compliance with Chapter 551, Government Code, Vernon's Texas Codes, Annotated, in order to consult with an attorney and receive Legal Advice, Section 551.071, discuss Personnel, Section 551.074, and to discuss Economic Development, Section 551.087 for which a certified agenda will be kept in the office of the City Secretary for a period of two years as required.

Mayor Evans reconvened the meeting back into the Preliminary Open Meeting at 6:16 p.m. in the Council Chambers where the following matters were discussed. All Council Members were present.

Consideration and Action Resulting from Executive Session Discussion:

Personnel Appointment – Arts of Collin County Commission Board of Directors

Upon a motion made by Council Member Magnuson and seconded by Council Member Dunlap, the Council voted 8-0 to appoint Bobby Baggett as a Plano representative to the board subject to his resignation as an at-large member. City Attorney Wetherbee spoke to the Commission composed of three entities and the expansion of membership allowing for two from each city with one at-large position. She spoke to other entities addressing the appointment process and Mr. Baggett's appointment subject to resignation.

Boards and Commissions Appointment Process

City Secretary Zucco provided an update on the status of current applications for boards/commissions, the cost for printing a full-size utility insert and requested direction on providing a smaller version of the flyer directing interested parties to contact the City Secretary's office or make application online. The Council concurred directing Staff to move forward. City Secretary Zucco reviewed the schedule for reappointments and appointment consideration and the Council concurred with these recommendations.

Discussion and Direction on the Planning & Zoning Commission's Recommended Sign Ordinance Amendments

Planning and Zoning Commission Second Vice Chair Maggie Armstrong spoke to direction received from the Council to review and update the sign ordinance allowing more creative and innovative displays in Plano, public meetings held by the Commission and information brought back for Council consideration. She spoke to horizontal banners (fabric) and the recommendation to allow these to be displayed up to three times/year for six weeks each. She spoke to considering permanent signage items posted year round with banners intended for temporary usage. Ms. Armstrong spoke to light pole banners intended as non-commercial messages and a decorative feature and the recommendation for an annual permit.

Ms. Armstrong spoke to regulating human signs as temporary signage and consideration of solicitation regulations and providing clarification that they are not allowed except on the property where the business being advertised is located. Council Member Magnuson spoke to locations where a business may not be easily visible from the main thoroughfare and City Attorney Wetherbee spoke to consideration of sites with separate ownerships and responded to Council Member Johnson that while some centers may have agreements allowing such use these may not be consistent with regulations. She spoke to issues related to banning the practice and its relationship to rights under the First Amendment. Ms. Wetherbee spoke to questions of regulation including whether it is considered as temporary signage, elements of free speech, and the City's regulations restricting use on public property.

Council Member Jackson spoke to permitting light pole banners for religious institutions rather than the use of horizontal banners. Ms. Wetherbee spoke to issues related to favoring one form of message over another and to considering the structure of banners and their permissible areas. Ms. Jackson spoke to having options for commercial and non-commercial properties and to more discussion regarding parameters.

Ms. Armstrong spoke to directory signs as a communication tool for larger shopping centers and Mr. Perry spoke to the possibility of permitting advertising on one side. Ms. Armstrong spoke to the calculation of the size of wall signs and concern regarding current regulations to post signs above a tenant's space that restrict larger occupants from utilizing signage. She spoke to allowing land managers to determine how the allowable space would be allotted. Ms. Armstrong responded to Mayor Pro Tem Callison stating that there could be multiple signs and Council Member Magnuson spoke to providing consistency in design.

Council Member Johnson spoke to the importance of signage for commercial property and Chief Building Official Mata spoke to current size limitations. Ms. Armstrong spoke to allowing more than two signs per elevation for multi-story office buildings with first floor tenants allowed to have signage regardless of whether or not they have an exterior entrance. Council Member Miner spoke to capping the number at two per façade for higher elevations and Mayor Pro Tem Callison stated concern that allowing too many would prove unappealing.

Ms. Armstrong spoke to current regulations against roof signs and the recommendation to allow non-text signage to extend four feet above the parapet. She spoke to 3-D signage restrictions and the recommendation to allow a depth of 30 inches and possible placement of items in landscaping that incorporate the store design. Ms. Armstrong spoke to digital signage and the recommendation to change copy every five minutes and consideration of “Times’ Square” type signage as part of a Planned Development. Mr. Perry spoke to restricting these signs to monument or pole signs and consideration of LED signage. Council Member Miner spoke to implementing a more rapid message change (8-15 seconds) and Mayor Evans spoke to reviewing the display at Plano Centre.

Ms. Armstrong spoke to reducing separation for directional signs to 30 feet and Mr. Mata spoke to the similarities between directional and directory signage. Ms. Armstrong spoke to recommendations to remove the requirement for masonry border and copy area for monument signage. She spoke regarding the requirements for murals and the recommendation to these to contain advertising without a specific name or logo. City Attorney Wetherbee spoke to possible code compliance issues. Mayor Evans thanked the Commission for their efforts and Mr. Mata advised that Staff will move forward with the Commission utilizing the recommendations and Council input and determine ordinance language to bring back. Mayor Evans requested the Council provide further input and requested the item for consideration prior to the May election. Planning Director Jarrell spoke to notice requirements and advised that Staff will work to bring the item back before that time.

Council items for discussion/action on future agendas

Council Member Jackson requested discussion related to issuing a portion of bonds to citizens upon their sale.

Consent and Regular Agenda

No items were discussed.

Nothing further was discussed. Mayor Evans adjourned the Preliminary Meeting directly into the Regular Meeting at 7:12 p.m.

Pat Evans, MAYOR

Harry LaRosiliere, DEPUTY MAYOR PRO TEM

ATTEST:

Diane Zucco, City Secretary