



**ZONING MAP CHANGE
STAFF REPORT**

City Council Meeting Date:
August 6, 2019

Council District 7

<p>Zoning Commission Recommendation: Approval by a vote of 8-0</p> <p>Opposition: Three persons spoke; Seven letters submitted</p> <p>Support: Cultural District Alliance</p>	Continued	Yes ___ No <u>X</u>
	Case Manager	<u>Arty Wheaton-Rodriguez</u>
	Surplus	Yes ___ No <u>X</u>
	Council Initiated	Yes ___ No <u>X</u>

Owner / Applicant: **Event Facilities FW Inc. & City of Fort Worth Public Events**

Site Location: Generally bounded by Montgomery, Harley, Gendy, Lancaster, and the Botanic Gardens

Proposed Use: **Will Rogers Memorial Center, Arena, and other civic facilities**

Request: From: PD 896, PD 896/DD, and "K" Heavy Industrial.
To: Amend PD 896 to add additional property and signage regulations, site plan waiver and amend PD 896/DD to add signage regulations; site plan waiver.

Land Use Compatibility: Requested change **is compatible.**

Comprehensive Plan Consistency: Requested change **is consistent.**

Staff Recommendation: **Approval**

Background:

This zoning case requests to add signage regulations to PD 896 for new attached and detached signs and to add/correct an inadvertently omitted piece of property zoned "K" Heavy Industrial that is part of the Dickies Arena parking garage.

The purpose of revising PD 896 is to provide unique sign regulations for City property in the Cultural District, containing Will Rogers Memorial Center, multipurpose arena (Dickies Arena), and other facilities.

	Current Regulations	Proposed Regulations
Pylon signs with electronic changeable message		
Maximum height	20 feet	16-23 feet
Maximum width	12 feet	12-19 feet
Minimum ground contact	50%	25%
Maximum electronic message area	25% of sign area with Special Exception	70% of sign area
Message change frequency	20 seconds	8 seconds

	No scrolling/no video	No scrolling/no video
	Current Regulations	Proposed Regulations
Pylon signs with electronic changeable message (cont.)		
Brightness	Section 6.411 of Zoning Ordinance	Same
Operational hours	All hours	All hours except for sign on Montgomery at Trail Dr: 7:00 a.m. to 10:00 p.m. or one hour after event ends
Sponsorship signs		
Amount of sign area allowed to have sponsorship brand	15% of sign	100% of sign for naming sponsors of arena and associated garage only; 15% of sign for all other facilities
Arena roof sign		
Maximum letter height	Not provided	11 feet

At the July Zoning Commission meeting several people spoke in opposition. The main concerns were the eight second interval, % of sign face, frequency of scrolling, location of sign at Montgomery and Trail Drive and wanted to see a site plan.

Site Information:

Owners: City of Fort Worth
1201 Houston Street
Fort Worth, TX 76102

Event Facilities Fort Worth, Inc.
115 W 2nd, Suite 210
Fort Worth, TX 76102

Agent: Barry Hudson / Dunaway Associates

Acreage: 144.86 ac

Comprehensive Plan Sector: Arlington Heights

Surrounding Zoning and Land Uses:

North PD 897 "PD/I" Planned Development for all uses in "I" with exclusions, site plan waived / cultural district/museums

East "A-5" One Family / Farrington Field, Trinity Park

South "J" Medium Industrial / industrial, Botanic Gardens

West Various Districts / commercial and residential

Recent Relevant Zoning and Platting History:

Zoning History: ZC-16-159 from E, J, and K to PD 896; effective 12/1/16 (portion of subject site)
ZC-10-189 from various to PD/I with exclusions and additions with development standards, site plan waived; effective 1/21/11 (subject site)

Platting History: FS-10-111; FS-10-090; FP-12-017; FS-10-068 (Will Rogers Area)

Transportation/Access

Street/Thoroughfare	Existing	Proposed	In Capital Improvements Plan (CIP)
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Lancaster Ave	Commercial Mixed-Use	Commercial Mixed-Use	No
University Dr	Commercial Mixed-Use	Commercial Mixed-Use	No
Trail Dr	Commercial Connector	Commercial Connector	No
Montgomery St	Commercial Connector	Commercial Connector	No

Public Notification:

300 foot Legal Notifications were mailed on June 20, 2019.

The following organizations were notified: (June 17, 2019)

Organizations Notified	
West 7th Neighborhood Alliance	Westside Alliance
Inter-District 2 Alliance	SO7 Townhome Association
North Hi Mount NA	Sixth & Arch Adams HA
Arlington Heights NA*	Alamo Heights NA
Monticello NA	Linwood NA
Crestline Area NA	Tarrant Regional Water District
Streams And Valleys Inc	Trinity Habitat for Humanity
Cultural District Alliance	Camp Bowie District, Inc
Fort Worth ISD	

*Located within this registered neighborhood organization

Development Impact Analysis:

1. Land Use Compatibility

The proposed additions to PD 896 are related to new signage regulations for the Will Rogers Memorial Center, Dickies Arena and associated garage in the Cultural District. Surrounding land uses vary with parking to the north, the Botanic Garden to the east and south, commercial to the south and west.

Based on the surrounding land uses, the proposed additional regulations **are compatible** at this location.

2. Comprehensive Plan Consistency

The 2019 Comprehensive Plan designates the future land use as Mixed Use, as part of the Cultural District Mixed-Use Growth Center. The proposal is consistent with the below comprehensive plan policies:

- Promote commercial and urban residential development within the Cultural District and Clear Fork Mixed-Use Growth Centers.
- Encourage compatible development between residential and commercial properties along the west side of the Montgomery Street corridor.

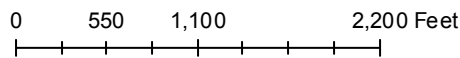
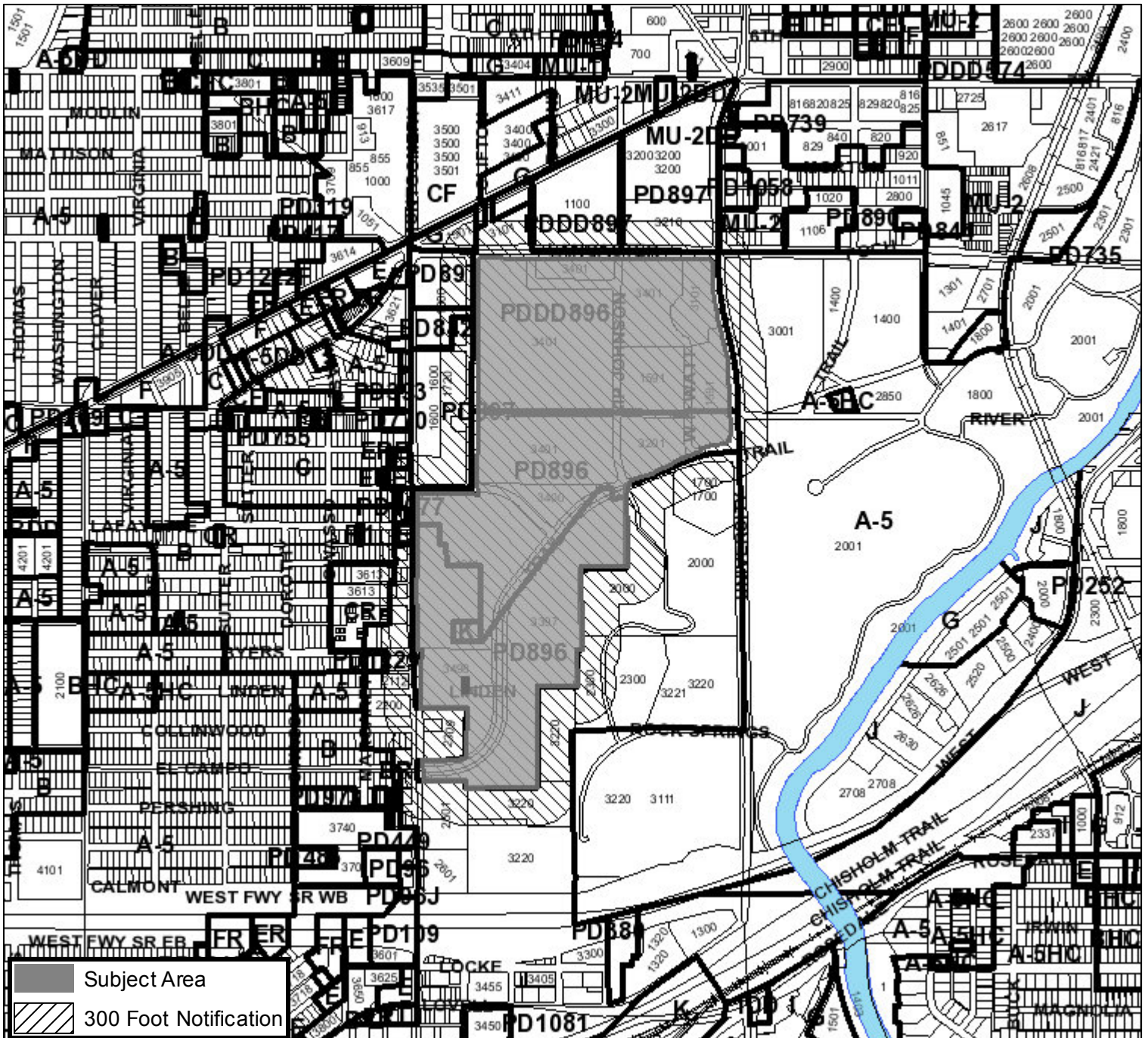
Based on conformance with the future land use map, and policies stated above, the proposed zoning **is consistent** with the Comprehensive Plan.

Attachments:

- Location Map
- Area Zoning Map with 300 ft. Notification Area
- Future Land Use Map
- Aerial Photograph
- Exhibits
- Minutes from the Zoning Commission meeting

Area Zoning Map

Applicant: Event Facilities FW & City of FW Public Events
 Address: Generally bounded by Montgomery, Harley, Gendy, Lancaster, Montgomery, & the Botanic
 Zoning From: K, PD 896, PD 896/DD
 Zoning To: Amend PD 896 to add addt'l property w/ sign standards, PD 896/DD w/ sign standards
 Acres: 144.8640744
 Mapsco: 75H/76AEJ
 Sector/District: Arlington Heights
 Commission Date: 7/10/2019
 Contact: 817-392-2495



ZC-19-099: Revision to PD 896 for Signage

The purpose of revising PD 896 is to provide unique sign regulations for City property in the Cultural District, containing Will Rogers Memorial Center, multipurpose arena (Dickies Arena), and other facilities.

Current sign regulations in PD 896

Temporary/Event Signs/ Banners No permit required, related to permitted events only
Maximum display 30 days

Off premise advertising prohibited except for sponsorships. Sponsorships are allowed on signage, including temporary signs, if less than 15% of a sign face.

Sponsorships included in a facility name are considered the name of the facility and not advertising.

New sign regulations to be added to PD 896

Detached signage

A total of three (3) pylon signs are permitted in the boundaries of PD 896. All three pylon signs shall maintain a minimum ground contact of 25% and will complement the existing architectural materials and style of the adjacent facilities. The signs are described below and depicted in the attached exhibits:

Sign 1: Cultural District (Lancaster Avenue at University Drive),

- three-faced sign
- maximum digital message area 291 square feet (97 sf/face)
- not to exceed 23 feet in height

Sign 2: Will Rogers (University Drive at Trail Drive)

- maximum 50 square feet per sign face
- not to exceed 16 feet in height

Sign 3: Dickies Arena (Montgomery Street at Trail Drive)

- maximum 50 square feet per sign face
- not to exceed 16 feet in height

All three pylon signs are allowed have electronic changeable copy (LED) subject to the following conditions:

- (1) Electronic changeable copy shall provide event, event sponsor, traffic, and parking information, and may provide information for all civic facilities on property contained within Camp Bowie Blvd. on the north, University Dr. on the east, IH-30 on the south, and Montgomery St. on the west.

- (2) The message shall not change at a rate faster than one message every 8 seconds, and shall not contain animation, video, or scrolling message as part of the display.
- (3) The LED shall conform to the brightness standards in Section 6.411 of the Zoning Ordinance.
- (4) Sign 3 on Montgomery Street at Trail Drive shall cease operation of the electronic changeable copy portion of the sign at 10:00 p.m. or 1 hour after the conclusion of a scheduled event and begin operation no earlier than 7:00 a.m.

All other detached signs will comply with regulations found in Section 6.409 of the Zoning Ordinance.

Sponsorship Naming Signage

The arena and the associated garage are allowed sponsorship naming signage that may occupy 100% of a sign face. The size of the attached signs shall comply with regulations found in Section 6.408 of the Zoning Ordinance.

The allowed location for these signs are shown in the attached exhibits. The naming sponsors may change over time.

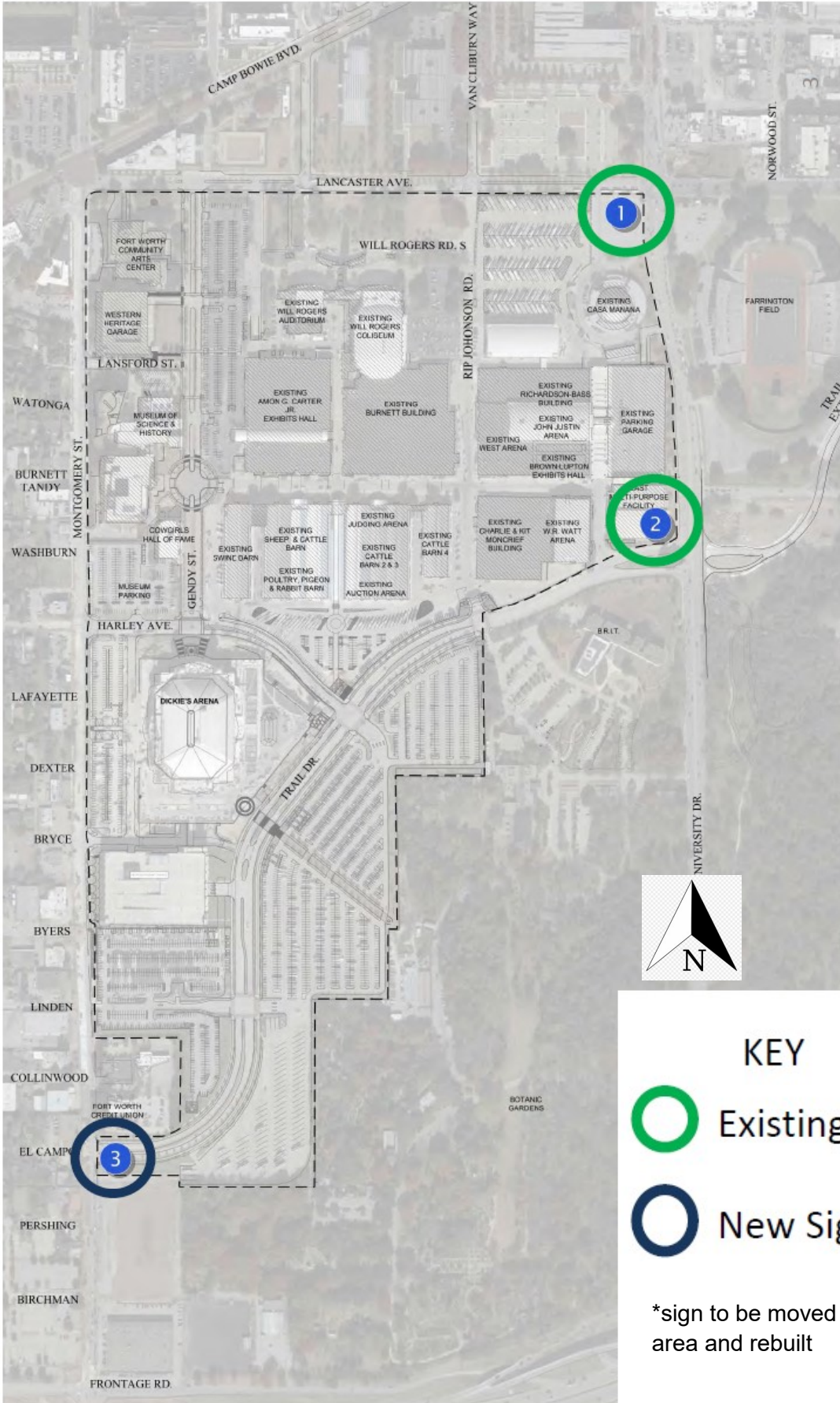
Attached Arena Roof Sign

A larger applied letter roof sign (not internally lit) shall be allowed only on the east facing roof of the arena, as shown in the attached exhibits. In the event the sponsor of the arena should change in the future, the east facing roof sign would revise to the new sponsor. The length of the roof sign will be dictated by the number of letters in the new sponsor name utilizing the same font height, size, and spacing as the Dickies Arena on a single line of text, not to exceed 11 feet in letter height.

All other attached signs shall comply with regulations found in Section 6.408 of the Zoning Ordinance.

ZC-19-099: Revision to PD 896 for Signage

Exhibit 1: Detached Sign Location Map

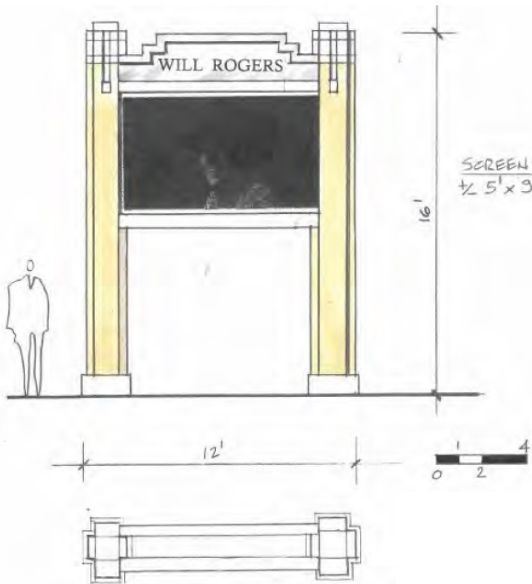


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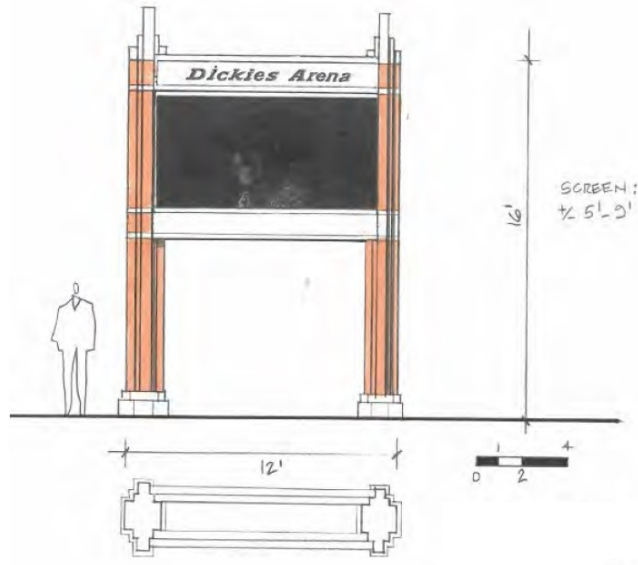
Exhibit 2: Detached Sign Drawings



Sign 1: Cultural District (Lancaster Avenue at University Drive)



Sign 2: Will Rogers (University Drive at Trail Drive)

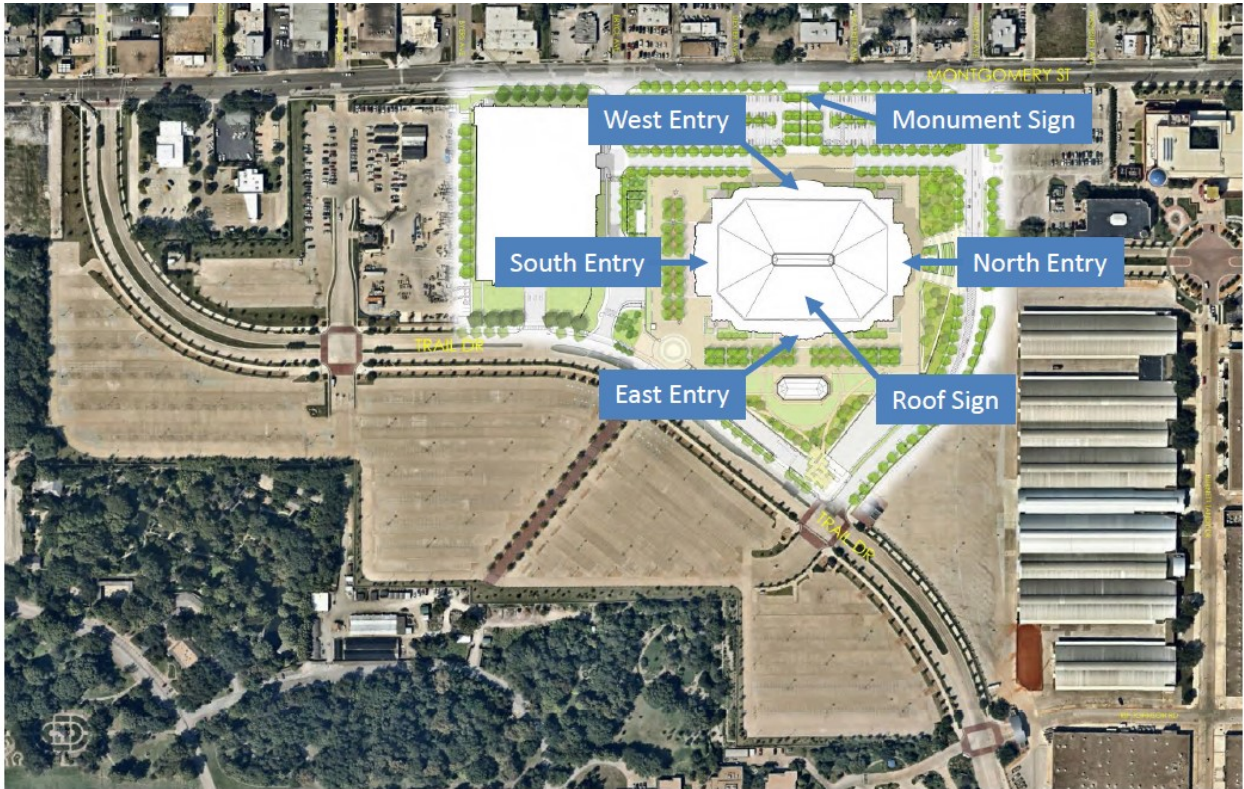


Sign 3: Dickies Arena (Montgomery Street at Trail Drive)

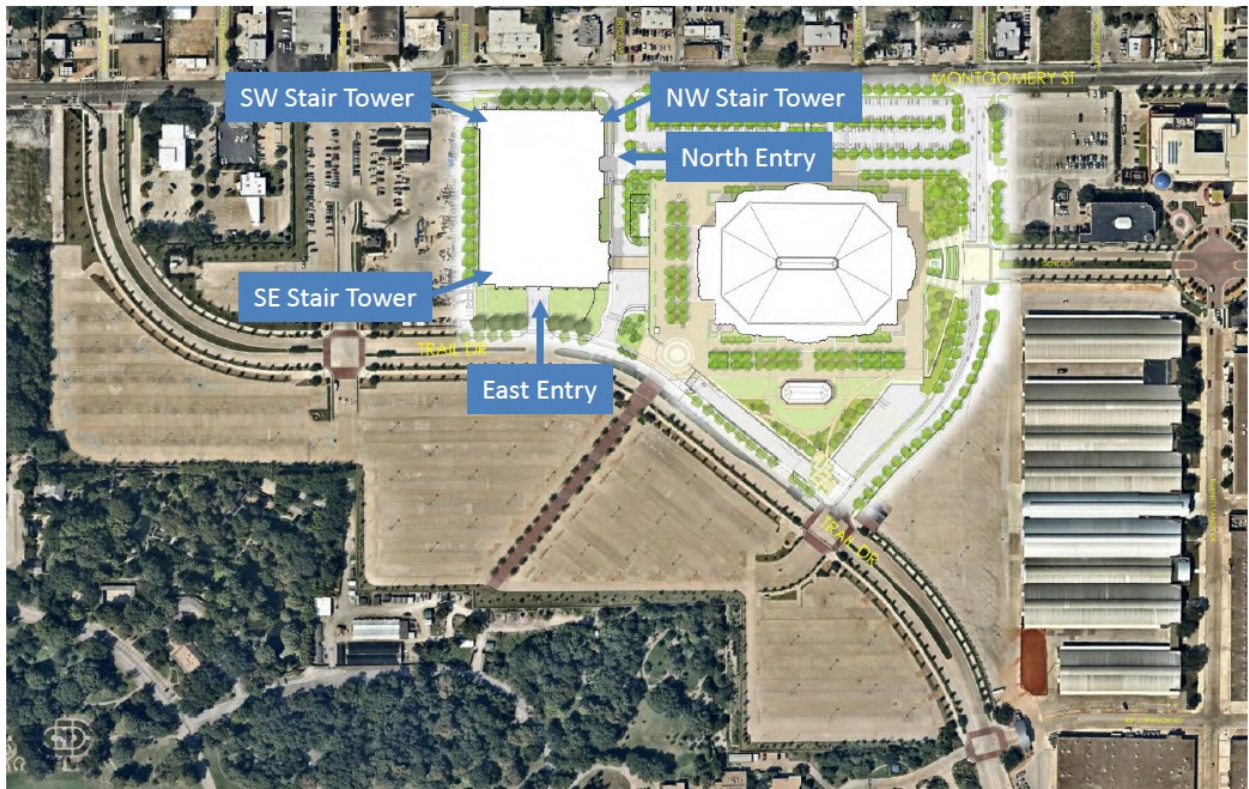
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Exhibit 3: Arena and Garage Sponsorship Naming Sign Locations

Arena Signage Locations: Sponsorship Naming Signs



Arena Garage Signage Locations: Sponsorship Naming Signs

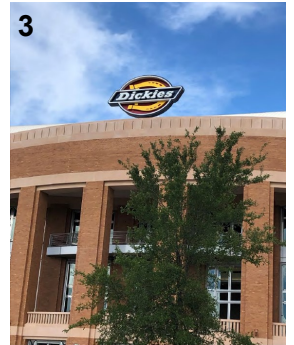


ZC-19-099: Revision to PD 896 for Signage

Exhibit 4: Arena and Garage Signage Typicals



Arena Sponsorship Signs (1. north, 2. west, 3. west entry mock-up)



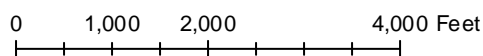
Arena Garage Sponsorship Signs (1. southwest stair tower, 2. east garage entry, 3. south view)



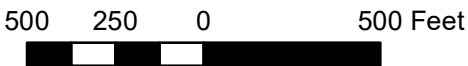
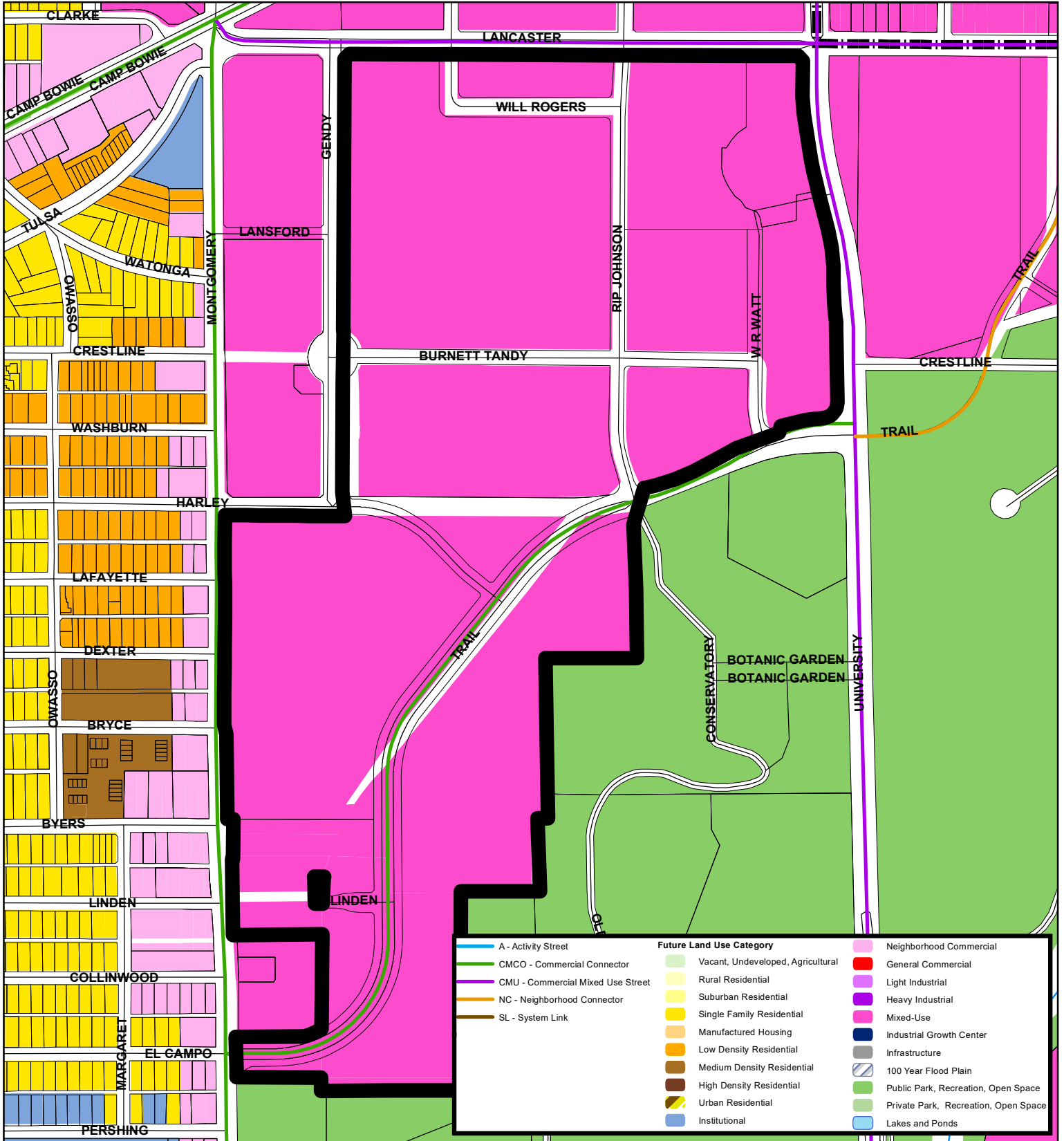
Arena Roof Sign



Area Map



Future Land Use



A Comprehensive Plan shall not constitute zoning regulations or establish zoning district boundaries. (Texas Local Government Code, Section 219.005.) Land use designations were approved by City Council on March 6, 2018.



Aerial Photograph

