

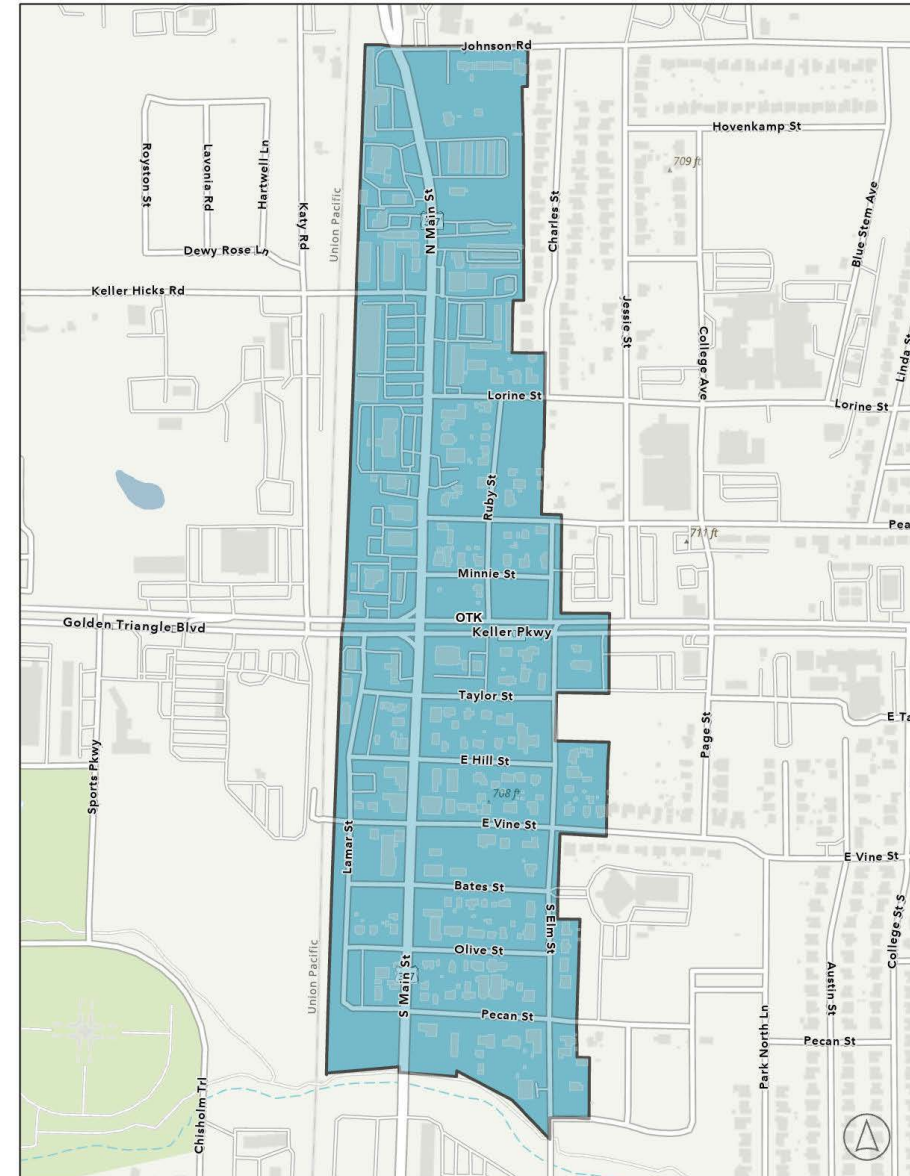
Item H-1

PUBLIC HEARING: Consider an ordinance approving amendments to the City of Keller Unified Development Code (UDC), adopted by Ordinance No. 1746 dated July 7, 2015, by amending Article Eight -Zoning Districts, Development Standards, Tree Preservation, by creating a new overlay district for monument signs, and approving a rezone from Old Town Keller (OTK) to Old Town Keller - Sign Overlay District, of approximately 96.067 acres generally located north of Keller Parkway, south of Johnson Road, east of the railroad, and west of Elm and Charles Streets; including the properties listed below; authorizing publication; providing for penalties; and establishing an effective date. City of Keller, applicant. (UDC-22-0012 and Z-22-0004)

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Background

Monument signs are prohibited in the Old Town Keller Zoning District, given the tight configuration and pedestrian-oriented nature of the district, especially south of Keller Parkway.



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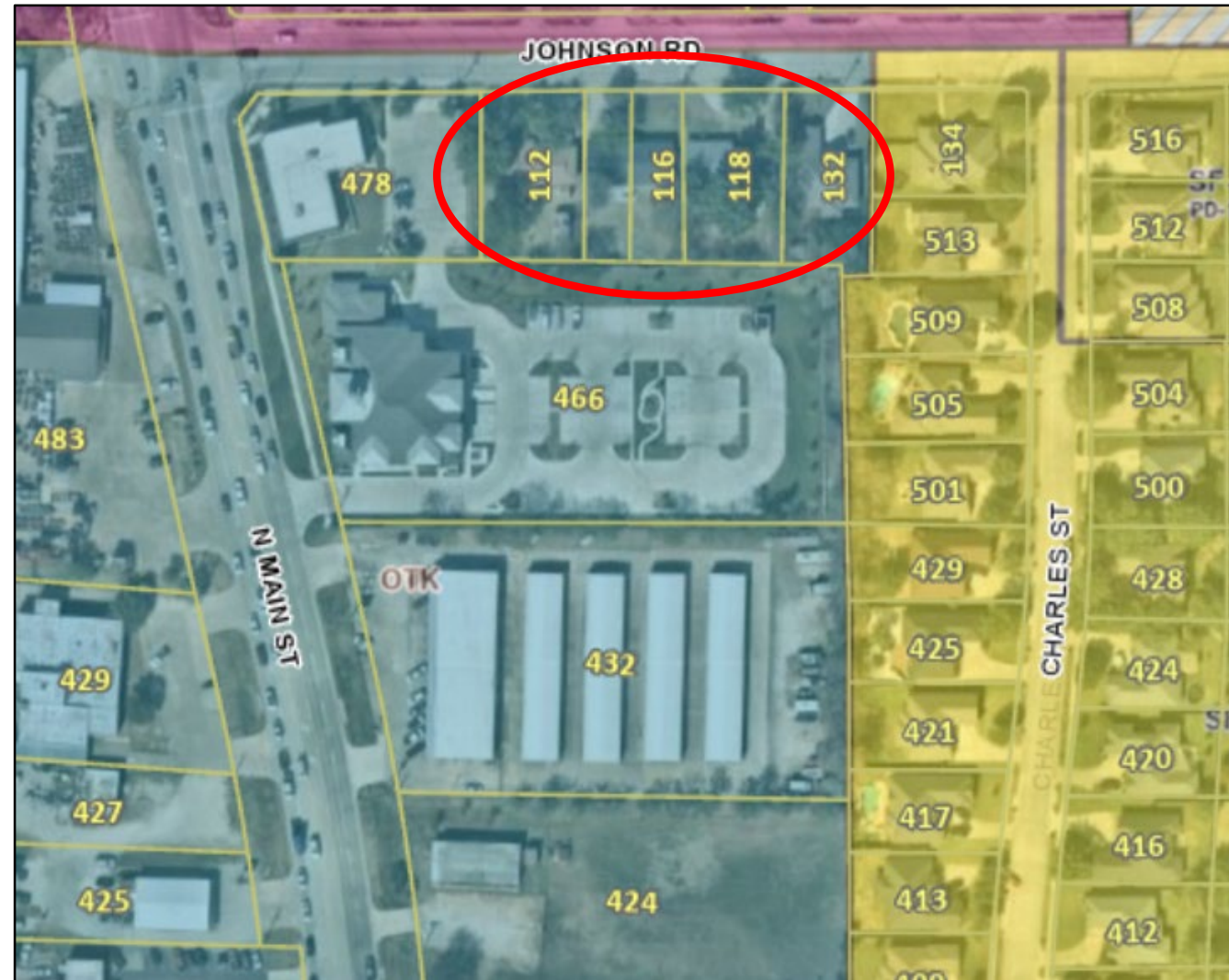
Some businesses, particularly in the more car-centric area of OTK north of Keller Parkway, have expressed concerns with this particular UDC regulation. City Council responded by directing staff to explore a mechanism to permit monument signs in that area of OTK.



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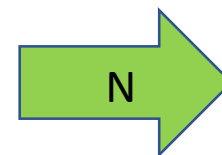
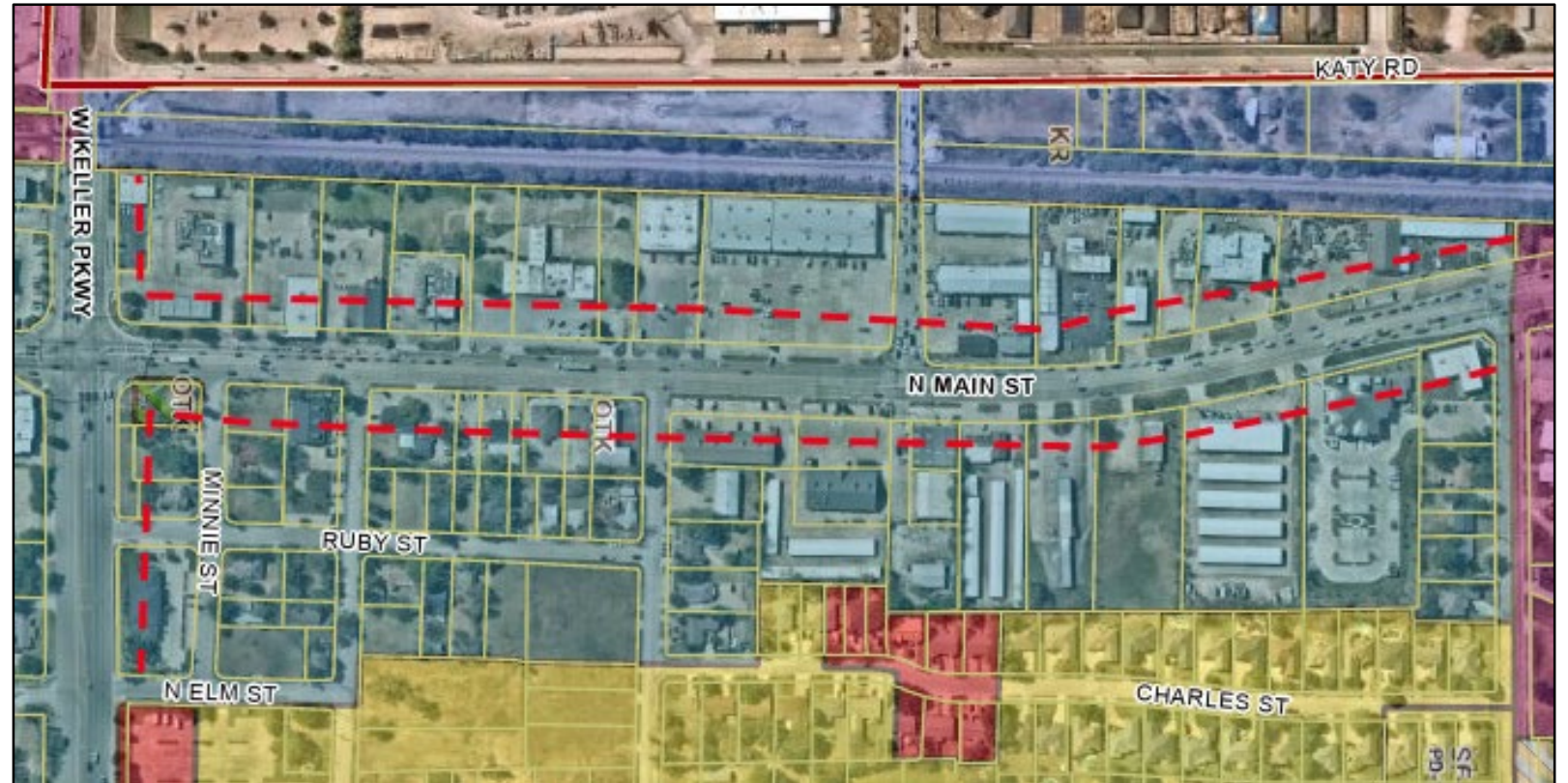
Rezoning the entire 96-acre area to the Retail Zoning District would allow for monument signs, but would also impact allowed uses, setback requirements, etc.

In particular, homes in the area would become legal, non-conforming structures. As such, no additions would be allowed, nor could the homes be built back if destroyed 50% or more.



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Rather than rezoning the entire area to Retail, the Planning and Zoning Commission proposed a limited monument sign overlay district for the Main Street Subdistrict of OTK.



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Analysis

This proposed MS overlay district would permit businesses within its boundaries to place monument signs per the UDC requirements.

Proposed Amendment

Add a Monument Sign Overlay District to Article 8 of the UDC to allow monument signs within the Main Street Subdistrict of OTK north of Keller Parkway.

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Planning & Zoning Commission Recommendation:

On Nov. 22, 2022, the Commission unanimously recommended approval of the item with the condition that the MS overlay district be limited to the Main Street Subdistrict of OTK north of Keller Parkway. This subdistrict only includes the businesses fronting Main Street and Keller Parkway.

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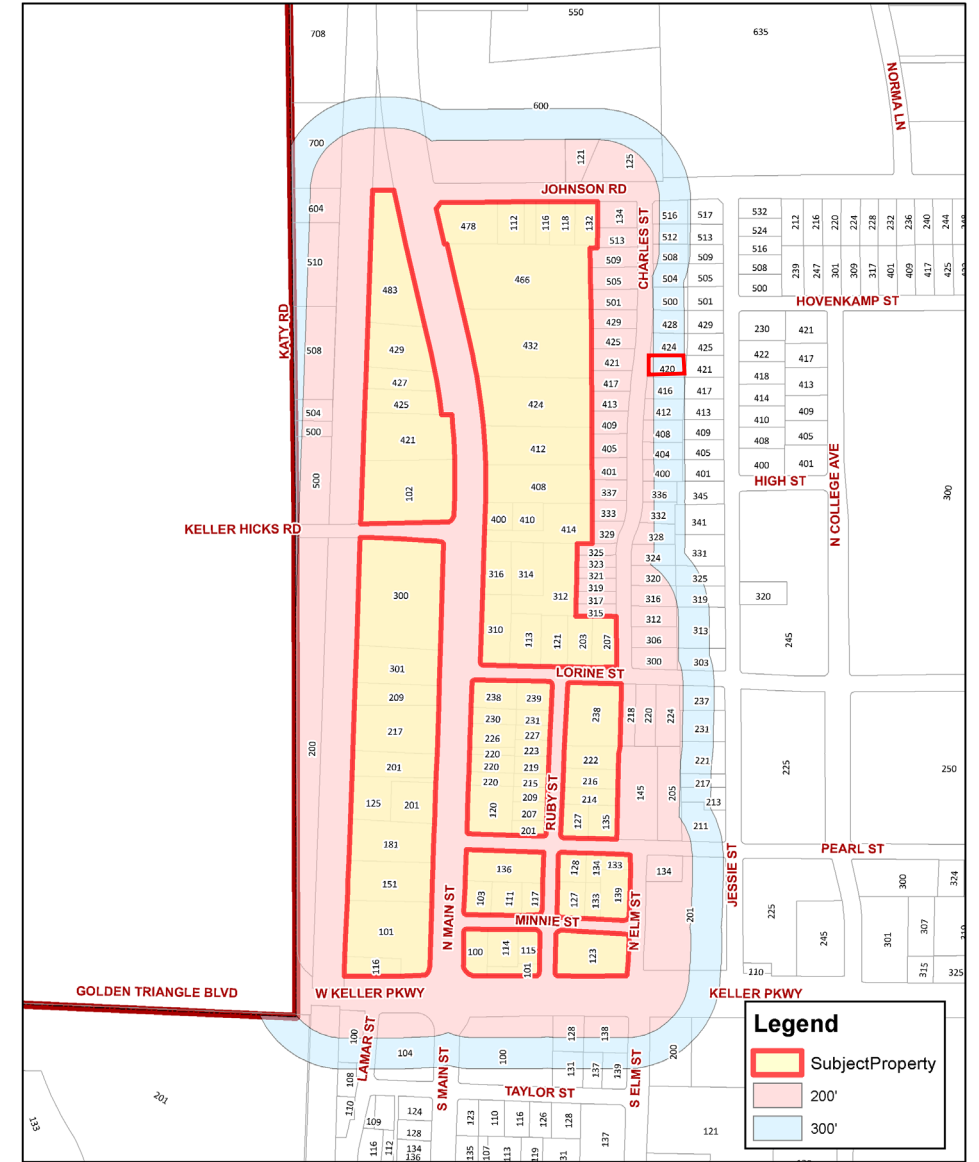
An amendment to the text of the UDC and a zoning change require a public hearing notice to be published in the local newspaper ten (10) days prior to the scheduled Planning and Zoning Commission meeting date and fifteen (15) days prior to the City Council meeting date.

Notices were published in the Nov. 11, 2022 and Dec. 2, 2022 editions of the *Fort Worth Star-Telegram* for the respective Planning and Zoning Commission and City Council public hearings.

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Staff sent 123 letters of Notification for a Public Hearing to property owners and businesses within the proposed overlay district boundary, as well as property owners located within 300 feet of this overlay district.

As of Dec. 19, staff has received one letter of opposition to the proposed overlay district.



Updated: 11/10/2022

Old Town Keller
Sign Overlay

DISCLAIMER
This data has been compiled for the City of Keller.
Various official and unofficial sources were used to gather this information.
Every effort was made to ensure the accuracy of this data.
However, no guarantee is given or implied to the accuracy of said data.

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Section 8.02 (D)(1)(e) of the UDC states that when considering a zoning change request, the City Council shall consider the following factors:

- 1) Whether the uses permitted by the proposed change will be appropriate in the immediate area concerned and their relationship to the general area and the City as a whole, and in compliance with the Future Land Use Plan.
- 2) Whether the proposed change is in accord with any existing or proposed plans for providing streets, water supply, sanitary sewers, and other utilities to the area, and shall note the findings.
- 3) The amount of vacant land currently classified for similar development in the vicinity and elsewhere in the City, and any special circumstances which may make a substantial part of such vacant land unavailable for development.
- 4) The recent rate at which land is being developed in the same zoning classification as the request, particularly in the vicinity of the proposed change.
- 5) How other areas designated for similar development will be, or are unlikely to be, affected if the proposed amendment is approved.
- 6) Any other factors which will substantially affect the health, safety, morals, or general welfare.

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The City Council has the following options when considering a Unified Development Code Amendment and zoning change request:

- Approve as submitted
- Approve with modifications or additional condition(s)
- Table the agenda item to a specific date with clarification of intent and purpose
- Deny



**Questions?
Julie Smith
817-743-4130**



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