

**MINUTES OF THE MEETING OF THE JERSEY VILLAGE  
PLANNING AND ZONING COMMISSION**

April 11, 2016 – 7:00 p.m.

THE PLANNING AND ZONING COMMISSION OF THE CITY OF JERSEY VILLAGE, TEXAS, CONVENEED ON APRIL 11, 2016 AT 7:00 P.M. IN THE CIVIC CENTER MEETINGROOM, 16327 LAKEVIEW DRIVE, JERSEY VILLAGE, TEXAS.

**A. The meeting was called to order in at 7:00 p.m. and the roll of appointed officers was taken.  
Commissioners present were:**

Chairman, Debra Mergel	Barbara Freeman, Commissioner
George Ohler, Commissioner	Michael O’Neal, Commissioner
Rick Faircloth, Commissioner	Joyce Berube, Commissioner
Joseph Paul, Commissioner	

Staff in attendance: Lorri Coody, City Secretary; Kevin T. Hagerich, Public Works Director; and Christian Somers, Building Official.

Andrew Mitcham, Council Liaison was present at this meeting.

**B. Election of chairperson and vice-chairperson for one year term.**

Chairman Mergel opened nominations for the office of Chair for a one year term beginning October 1, 2015 and ending September 30, 2016. Commissioner Ohler moved to nominate Commissioner Debra Mergel to serve in this capacity. The motion was seconded by Commissioner Faircloth. With no other nominations being made, the vote follows:

Ayes: Commissioners Berube, Freeman, Ohler, O’Neal, Faircloth, and Paul

Nays: None

Abstained: Chairman Mergel

The motion carried.

Chairman Mergel opened nominations for the office of Vice Chair for a one year term beginning October 1, 2015 and ending September 30, 2016. Commissioner Freeman moved to nominate Commissioner Faircloth. The motion was seconded by Commissioner Ohler. With no other nominations being made, the vote follows:

Ayes: Commissioners Berube, Freeman, Ohler, O’Neal, and Paul  
Chairman Mergel

Nays: None

Abstained: Commissioner Faircloth

The motion carried.

**C. Consider approval of the minutes for the meeting held on July 20, 2015.**

Commissioner Berube moved to approve the minutes for the meeting held on July 20, 2015. Commissioner Ohler seconded the motion. The vote follows:

Ayes: Commissioners Berube, Freeman, Ohler, O’Neal, Faircloth, and Paul  
Chairman Mergel

Nays: None

The motion carried.

**D. Discuss and take appropriate action concerning corrections to the Alternative Comprehensive Signage Plan in accordance with Section 14-261 of the Jersey Village Code of Ordinances for the Northwest Village Shopping Center located at 17360 Northwest Freeway, Jersey Village, Texas.**

Christian Somers, Building Official / Development Officer, Community Development / Public Works, introduced the item. He explained that Section 14-261 of the Code of Ordinances grants the Planning and Zoning Commission authority to approve a comprehensive signage plan, which is alternative to strict compliance with the various sign requirements, if the Commission finds that such plan provides a harmonious benefit to the development of the City.

In accordance with Section 14-261 of the Code of Ordinances, the Planning and Zoning Commission approved an Alternative Comprehensive Signage Plan for the Northwest Village Shopping Center in 2001.

The 2001 plan was amended by the Planning and Zoning Commission on October 24, 2013 and again on May 12, 2014. Since the approval of the May 12, 2014 amendments, it has been learned that page 2 of Exhibit B reflecting information regarding ground signs was omitted. Therefore, the Comprehensive Signage Plan finally approved by this Commission on May 12, 2014 was not complete as approved.

Since it was the intent of this Commission on May 12, 2014 that the omitted page 2 of Exhibit B regarding ground signs be included, this item is to correct the Alternative Comprehensive Signage Plan for the Northwest Village Shopping Center by including the omitted page 2 of Exhibit B.

With limited discussion on the matter, Commissioner O’Neal moved to correct the Alternative Comprehensive Signage Plan for the Northwest Village Shopping Center by including the omitted page 2 of Exhibit B. Commissioner Berube seconded the motion. The vote follows:

Ayes: Commissioners Berube, Freeman, Ohler, O’Neal, Faircloth, and Paul  
Chairman Mergel

Nays: None

The motion carried.

Upon passage of this motion, the corrected Alternative Comprehensive Signage Plan for the Northwest Village Shopping Center is attached to and made a part of these minutes as Exhibit “A.”

**E. Adjourn**

There being no further business on the Agenda the meeting was adjourned at 7:12 p.m.

s/Lorri Coody, City Secretary





**CITY OF JERSEY VILLAGE – PLANNING & ZONING COMMISSION  
ALTERNATIVE COMPREHENSIVE SIGNAGE PLAN  
NORTHWEST VILLAGE SHOPPING CENTER  
17360 NORTHWEST FREEWAY, JERSEY VILLAGE, TEXAS**

The Planning and Zoning Commission has met in order to consider corrections to the Alternative Comprehensive Signage Plan in accordance with Section 14-261 of the Jersey Village Code of Ordinances for the Northwest Village Shopping Center located at 17360 Northwest Freeway, Jersey Village, Texas.

After review and discussion, the Commissioners find that the requested corrections are necessary. The Commission further finds that the corrected plan provides a harmonious benefit to the development of the City consistent with the requirements of Section 14-261 of the City’s Code.

Accordingly, the Commission approves the corrections to the Alternative Comprehensive Signage Plan for the NW Village Shopping Center.

The approved plan is more specifically detailed in the attached Exhibit “A.”

Signed and approved this the 11<sup>th</sup> day of April, 2016.

s/Debra Mergel, Chairman

**ATTEST:**

s/Lorri Coody, City Secretary



**Exhibit A**  
**Planning and Zoning Recommendation**  
**Alternative Comprehensive Signage Plan**  
**NW Village Shopping Center**

## EXTERIOR SIGNAGE AT NORTHWEST VILLAGE SHOPPING CENTER

### BUILDING ZONES: B, C, D, F, H, J & M (REFER TO EXHIBIT "A")

1. Proposed signage shall be in conformance with the city of Jersey Village sign ordinance No. 2000-16 including any amendments.
2. Further restrictions to all new signs after the date of approval of this document shall be:
  - a) For Tenants less than 3,000 square feet, maximum nominal letter height is 26".
  - b) For Tenants greater than 3,000 square feet, maximum nominal letter height is 32".
  - c) Tenant logos are allowed. Maximum height is 42"
  - d) All wire ways shall be entirely concealed behind the required silhouette background border.
  - e) All signs shall have shopping center owner written approval prior to city sign permit review.
  - f) Tenant spaces located on the end cap of buildings, or on a corner that has storefront facing two directions are permitted to have a total of two signs (one sign facing each direction).
  - g) The location of the Tenant sign shall be based on a sign zone provided by Landlord. The sign zone will typically be located directly above the Tenant's storefront, however in certain situations (for ideal spacing between signs or to fit the architecture of the building), sign zones are permitted to impede over an adjacent storefront.
3. Tenants that are currently in non-conformance with the current sign code and this proposed document at the time of approval shall be "grandfathered" and not required to change their sign unless required by and at the expense of Landlord.

### BUILDING ZONES: A, C, E, G & I (REFER TO EXHIBIT "A")

1. Proposed signage shall be in conformance with the city of Jersey Village sign ordinance 2000-16 including any amendments, except that the following shall be allowed:
  - a) For wall signs, the maximum nominal letter height of individual letters as follows:

Tenants over 6,000 square feet:	36" and maximum coverage shall not exceed 42% of wall area
Tenants over 12,000 square feet:	42" and maximum coverage shall not exceed 34% of wall area.
Tenants over 24,000 square feet:	48" and maximum coverage shall not exceed 25% of wall area.
  - b) Tenant logos are allowed. Maximum height as follows:

42" for Tenants over 6,000 square feet
48" for Tenants over 12,000 square feet
54" for Tenants over 24,000 square feet
  - c) Letters/logo may be individually mounted or wire way mounted. If installation is on wire way, all wire ways shall be entirely concealed behind the required silhouette background border.
  - d) All signs shall have shopping center owner written approval prior to city sign permit review.
  - e) Tenant spaces located on the end cap of buildings, or on a corner that has storefront facing two directions are permitted to have a total of two signs (one sign facing each direction)
  - f) The location of the Tenant sign shall be based on a sign zone provided by Landlord. The sign zone will typically be located directly above the Tenant's storefront, however in certain situations (for ideal spacing between signs or to fit the architecture of the building), sign zones are permitted to impede over an adjacent storefront.
2. Tenants that are currently in non-conformance with the current sign code and this proposed document at the time of approval shall be "grandfathered" and not required to change their sign unless required by and at the expense of Landlord.

### **BUILDING ZONES: K, L, N & O (REFER TO EXHIBIT "A")**

1. Proposed signage shall be in conformance with the city of Jersey Village sign ordinance No. 2000-16. Building zones K, L, N & O shall be considered as single occupant detached commercial buildings on individual lots for the purposes of sign permitting as long as current lessee occupies said structure.
2. Upon cessation of existing individual ground lease of a building, signage shall conform to this plan

### **GROUND SIGNS (REFER TO GROUND EXHIBIT "B")**

1. Up to two free-standing signs may be erected along the US 290 corridor frontage road. The maximum height shall be 40'. The US 290 frontage multi-Tenant ground signs must be a minimum of 350' apart from one another. These signs shall be in addition to any existing signs on parcels L & K (out parcels currently occupied by Whataburger and Los Cucos).
2. Up to one free-standing monument sign may be erected along the Jones Road frontage road. The maximum height shall be 13'. This sign shall be in addition to the existing signs on parcels O & N (out parcels currently occupied by Willie's and Pizza Hut).
3. A full color electronic message center shall be permitted on one of the signs located along US 290. No animated, rotating, or scrolling messages will be allowed. Each message must not change more often than every five (5) minutes, or a longer time frame if required by state or federal law. Standard brightness limits for display (both day and night) will be automatically adjusted by the display's light sensing technology. Temporary messages should not be considered as permanent signage or counted against any sign counts.
4. General construction specifications and sign locations are outlined on the attached Ground Sign Exhibit "B".
5. General locations of ground signs are noted on the attached Ground Sign Exhibit "B".

### **BANNERS**

1. Temporary "coming soon" and "now open" banners shall be permitted on the building for no more than thirty (30) days.
2. Banners for the purpose of marketing vacant spaces shall be permitted indefinitely, however no more than five (5) banners at any one time shall be permitted (excluding outparcels O, N, L & K shown on Exhibit "A").
3. Storefront banners must not exceed 6' in height x 80% of the storefront width for building zones B, D, F, H, J & M shown on Exhibit "A".
4. Storefront banners must not exceed 10' in height x 80% of the storefront width for building zones A, C, E, G & I shown on Exhibit "A".
5. Pole Banners shall be permitted on light poles throughout the property. Graphics may contain either seasonal holiday artwork or Tenant branded artwork. Pole banners should be all be either holiday banners, or Tenant banners but not a combination of both. Banners that are in poor condition, damaged, faded, ripped or torn are prohibited and should be either removed or replaced. No banner of any business shall be permitted unless they are a Tenant of Northwest Village Shopping Center. Pole banners should not be considered as permanent signage or counted against any sign counts.
6. All Pole banners on the property shall be consistent in size and affixed to light poles at the same height above the ground surface. The maximum pole banner size shall be 84" x 36". The bottom of each banner should be at least ten feet (10') above the ground surface.
7. Only one banner per pole is permitted.

### **EXTERIOR WINDOW GRAPHICS (REFER TO EXHIBIT "C")**

1. Company name, logo, suite number, and hours of operation are permitted on the storefront glass in a location outlined on Exhibit "C". No other exterior window graphics are permitted to be displayed on the outside glass unless approved in writing by Landlord. The location of exterior graphics is noted on the attached Exhibit "C".

## **INTERIOR WINDOW GRAPHICS & SIGNAGE**

1. Any single poster or window graphic must be applied inside the storefront glass and should not exceed 16.65 square feet.
2. The total of all posters and window graphics are not permitted to exceed 30% of the total area of storefront glass.
3. Window graphic artwork must be in a professional manner. Hand written signs and messages not pertaining to the business are prohibited.
4. Tenants/Businesses that are currently in non-conformance with the current sign code and this proposed document will be notified by Landlord and shall be required to comply within thirty (30) days after the approval of this document.
5. Each Tenant/Business is permitted to have illuminated signs displayed inside the storefront glass in accordance with the following:
  - a. Retail/Service oriented businesses with less than 30' of frontage shall be limited to two (2) illuminated signs.
  - b. Retail/Service oriented businesses 30' or greater of storefront width shall be allowed one (1) illuminated sign for every 15' of storefront width.
  - c. Restaurants with less than 30' of frontage shall be limited to three (3) illuminated signs
  - d. Restaurants with 30' or greater of storefront width shall be allowed one (1) illuminated sign for every 15' of storefront width.
6. Illuminated signs shall not exceed 20" x 30" and should be spaced at least 8' apart from one another.

## **SIDEWALK / SANDWICH BOARD SIGNS**

1. Sidewalk/Sandwich board signs are permitted only for retail, service, or restaurant uses.
2. Tenants/Businesses that qualify to display a sidewalk/sandwich board are limited to 6 days per calendar month.
3. The size shall be limited to 12 square feet per sign face per business, and may not exceed 4 feet in height.
4. A minimum of 6 feet of sidewalk shall remain clear.
5. Chalkboards may be used for daily changing of messages.
6. Reader boards (electronic and non-electric) shall be prohibited.



EXHIBIT "A"

BUILDING ZONES



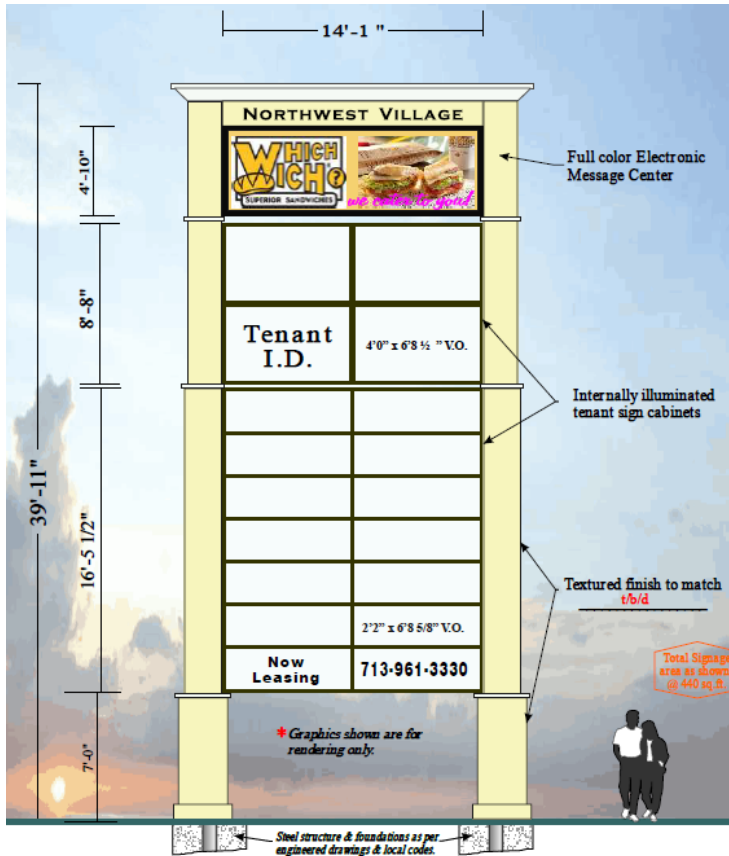
EXHIBIT "B"

GROUND SIGNS

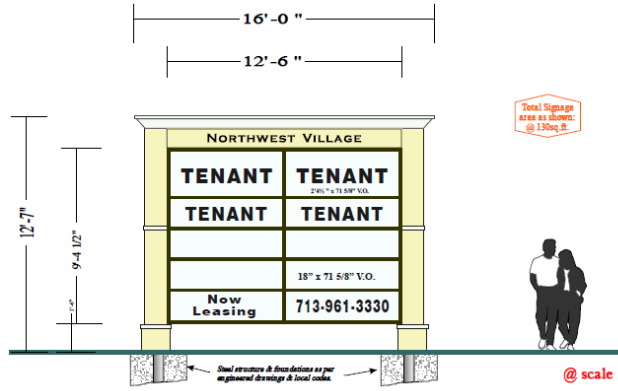


EXHIBIT "B"

Ground Sign Construction Specifications



Example of US 290 ground signs



Example of Jones Rd. ground sign

'NORTHWEST VILLAGE'  
Double-face Pylon

GENERAL SPECIFICATIONS:

**ELECTRONIC MESSAGE CENTER:**  
20mm RGB full color Outdoor LED matrix display.

**TENANT SIGN CABINETS:**  
Extruded alum. frame [Wide-fab construction], retainers, & divider bars. Finish colors T/B/D. Internal supports primed/painted white.

**POLE COVERS & HEADER:**  
Fabricated aluminum with textured finish. 'Northwest Village' header graphics t/b/d. Finish colors as T/B/D.

**FACES:** .180 Hi-impact mod. acrylic - 7328 White

**COPY / GRAPHICS:** Translucent vinyl copy/graphics as per individual tenants. All graphics shown are for rendering only.

**ILLUMINATION:** High output 800ma fluorescent. Weather resistant electronic outdoor ballasts.

**STRUCTURE & FOUNDATION:**  
Per engineered drawings & local codes.

**ELECTRICAL REQUIREMENTS:**  
Dedicated primary electrical service to be provided by others (owners electrician). 120 or 277 V. primary feeds to be confirmed prior to construction.

EXHIBIT "C"

EXTERIOR WINDOW GRAPHICS

Suite #

