

**CITY OF KERRVILLE, TEXAS  
PLANNING AND ZONING COMMISSION**

August 15, 2019

**Members Present:**

Bob Waller, Chair  
Garrett Harmon, Vice-Chair  
David Jones, Commissioner  
Bill Morgan, Alternate

**Members Absent:**

Tricia Byrom, Commissioner  
Rustin Zuber, Commissioner

**City Staff Present:**

Judy Eychner, Council Member  
Delayne Sigerman, Council Member  
Guillermo Garcia, Executive Director for Strategic Initiatives  
Drew Paxton, Director of Planning  
Stuart Cunyus, Public Information Officer  
Dorothy Miller, Recording Secretary

**CALL TO ORDER:**

On August 15, 2019, Cmr. Waller called the Kerrville Planning and Zoning Commission regular meeting to order at 4:31 p.m. in the City Hall Council Chambers, 701 Main Street, Kerrville, Texas.

**1. CONSENT AGENDA:**

All items listed below in the consent agenda are considered routine or ministerial in nature and will be enacted with one motion. There will be no separate discussion of items unless a Commissioner or citizen so requests; in which case the item(s) will be removed from the consent agenda and considered separately.

1A. Approval of minutes for the August 1, 2019 meeting.

Cmr. Harmon moved to approve the minutes as presented; motion was seconded by Cmr. Jones and passed 4-0.

**2. CONSIDERATION & ACTION**

2A. Consideration and action to approve an ordinance amending the City of Kerrville, Texas, Sign Code known as Chapter 6 – Advertising of the City's Code of Ordinances. (File No. 2019-051)

Mr. Paxton presented information in regards to proposed amendments to the sign code.

Mr. David Wampler spoke, asking why are we considering expanding the size of electronic signs? He said he believes that e-signs fit in with the ambiance of Kerrville and within the 2050 plan.

Ms. Kathleen Brinkman spoke, saying people she highly respects have expressed concerns regarding changes. They do not want Las Vegas in Kerrville and would like to be more like Fredericksburg and Austin. Ms. Brinkman Has read of many concerns regarding e-signs and asked Commissioners to proceed cautiously regarding changes, especially in regards to e-signs. She also asked Commissioners to consider what it brings and what it takes away.

Ms. Stacy Page, Director of Community Relations with Cailloux spoke saying she recognizes the importance of way-finding and signage, but also the desire for small town atmosphere. She also believes Fredericksburg is a good example. The internet and Google are available to locate businesses as well as to advertise.

Mr. Bruce Stracke spoke, saying there was some confusion in the draft ordinance regarding lighting in the downtown area. The code needs to differentiate between outline lighting and holiday lighting that must be taken down within 14 days. He has suggestions for better language to better clarify. He is concerned about sidewalk signs blocking the right-of-way and has concerns regarding the five foot limit. Kerrville is a wonderful place to live and we truly respect ourselves. To continue that, we need to seriously take a look at the International Darksky Association (IDA) and the recommendations they offer. We should be down lighting all signs and look more carefully at the IDA's suggestions.

Mr. Walt Cannon, Chamber of Commerce, spoke saying COC membership is very concerned about this issue. Members are very supportive, but Ms. Cannon has heard arguments against permissive sign codes, one of which is safety. She said the change is unfair. She personally spoke to those who use this but do not feel that way. There has been a difference of opinion regarding aesthetics. The CoC fully supports changes made by the code review committee and believes changes will not take away from Kerrville.

Mr. Mark Stone spoke, saying he is not for e-signs and cannot state the reasons any better than has already been stated.

Mr. Mike Sigerman spoke, saying he served on the Planning and Zoning Commission for two years and the 2050 steering commission and did not hear anything about expanding e-signs. They spoke of keeping the small town charm of Kerrville, but not about increasing size which is opposite of what was discussed. Residents of Kerrville are the strength of the community and their personal opinion about whether we should increase the size to double what it is now is important. We're protecting the downtown core against e-signs, why are we not protecting the city?

Mr. Bill Rector spoke, saying he has worked in Kerrville for 40 years. The sales taxes are increasing, property values are up, new residents are moving to Kerrville, and hotel/motel occupancy is up. The current formula is working, why change what is working? Businesses depend on tourism and new businesses coming to town and the formula works. We want to be more like Fredericksburg than Boerne. The 2050 plan notes what the community wants. We need clear and easy to understand rules that apply to all. Businesses should not be allowed a bigger sign just because their lot is bigger. They should compete on customer service, price, and quality of product. Continue working formula by correcting size of e-signs (not allowing bigger).

Mr. Richard Mosty spoke, saying he grew up in this community and has lived here 70 years. The day of crossroads is not about personal taste or the business community, but about vision. The community has a vision set out in the 2050 plan. The plan sets out all perimeters of the study and it says whatever we do we will preserve small town, heritage, arts, and cultural of the community. Does enlarging e-signs fit in with that vision? The vision is set forth, why are we considering doubling e-signage when we're waiting to hear the dark sky presentation?

Mr. Mike Walker spoke, saying this item should be tabled because there are things lacking and should be thoroughly reviewed. It does not make sense to look at dark sky separately as the two are related. There are things to be learned from Fredericksburg. If you attract attention to something you have to distract from something else. We do not need any more distractions as the community grows

older. We do not need all the advertising. People who have invested in signs followed the rules. We need to stick to the 2050 plan and follow the rules.

Mr. Ed Wallace spoke, saying he is against expansion of e-signs or digital signs for all the reasons previously stated.

Mr. Bill Matthews spoke, saying most of his thoughts were already expressed by the previous speakers. He is not in favor of signage change for reasons already stated and hopes planning and zoning give this serious consideration.

Mr. Cory Traub spoke, saying that several pages of the ordinance need to be modified. He discussed the various pages and his concerns with each item.

Mrs. Carolyn Lipscomb spoke, saying she endorses everything that has been said by prior speakers regarding expansion of e-signs. She doesn't understand free standing signs (billboard type signs). As lots get wider, signs can be larger. As signs get larger, setbacks for the sign should increase. Mr. Paxton stated we do not have required setback for signs, but they cannot be in the right-of-way. Current code does not require setbacks either. Off premise sign has a maximum 100 square feet. Current and proposed codes do not have increasing setbacks.

Mr. Calisto Griffith spoke, saying he is against the sign ordinance because he would like to keep the uniqueness of Kerrville. He has lived in big cities and loves Kerrville because it is not like a big city. People come here to get away (from Houston, San Antonio, Dallas, etc.). We should proceed with caution regarding e-signs. He loves the ability to see the stars and believes the hill country embraces not being like big cities. People want to get away and we do not need big e-signs to bring people in.

Ms. Vicky Love spoke, saying she has been a business owner for 30 years. Her parents love coming into Kerrville. People love to come here to get away. Ms. Love said she does not want anything to change when we are at a peak. Do not change our town to be lit up as that will make people not want to come. They come from surrounding cities and other states and countries and they love Kerrville.

Ms. Julie Lenard with the Kerr County Historical Commission spoke, saying their goal is protection of and preserving Kerr County history. E-signs do not have any place in Kerrville or Kerr County. She speaks for the majority of the mentors who have worked very hard to preserve history and urges commissioners to not allow e-signs in Kerrville.

Cmr. Harmon stated he moved to Kerrville 20 years ago and started a business. He agrees with Mr. Wampler's statements. He is fine with not having any e-signs, but it is hard to retract what already has been allowed. He wants to be reasonable and look at compromise. His recommendation is to put the maximum size at 32 square feet no matter what the overall size ends up being. The clarifications that Mr. Stracke made need to be addressed. In regards to Mr. Traub's comments, Cmr. Harmon agrees that being able to auto-shut down signs needs to be changed as well. The owner needs to be contacted if necessary. Overall, Cmr. Harmon said he agrees with all comments.

Cmr. Morgan stated the issue on monument signs needs to be addressed. He concurs with the maximum size being 32 square feet, citing that 14 speakers were against increasing the size and only two were for an increase. The greatest majority of people presented against the issue.

Cmr. Jones stated they all served on the 2050 panel. They cannot retract what already exists but they can fix issues. He concurs that 32 square feet is enough.

Mr. Waller state he also concurs that the maximum e-sign size should be 32 square feet. If there is anywhere in the code that says anything other than 32 square feet, take it down to 32 square feet. Mr. Waller said he also concurs with everything that has been said and that they need to address the issues discussed, notify owners, etc. They also need to clarify monument signs related to total size of the sign versus size of the unit.

Mr. Harmon moved to recommend approval of the ordinance amending the sign code with the following amendments: 32 square feet maximum for any size sign; add words "wall" or "ceiling" to protruding sign; that we delete the requirement for auto-shut down on malfunctioning signs but keep requirement to contact owner of sign to shut it down if malfunctioning; add verbiage to frame or border to include vintage frame or some verbiage that gives detail of frame that surrounds that frame; current calculations for monument sign; calculate channel sign per line; add minimize height of protruding sign to be 6'8". Motion was seconded by Mr. Morgan and passed 4-0.

### **3. STAFF REPORT:**

Mr. Paxton presented the staff report. September 10<sup>th</sup> will be the first reading 2018 Building Codes Adoption and the second reading will be on September 24<sup>th</sup>. The Dark Sky ordinance is pending discussion with the code review committee. They are working on different surveying and will have a draft proposed to them on September 29<sup>th</sup> and will come before the Commission later on this year. Landscape and tree ordinance will also come before the Commission later this year. Subdivision will be reviewed by the code review committee and also go before Planning and Zoning.

### **4. EXECUTIVE SESSION**

No executive session was taken.

### **5. ADJOURNMENT**

The meeting was adjourned at 6:10 p.m.

APPROVED: Robert Waller  
Robert Waller, Chair

Dorothy A. Miller  
Dorothy Miller, Recording Secretary

9/5/19  
Date Minutes Approved