
**RECORD OF PROCEEDINGS
MINUTES OF THE REGULAR MEETING
OF THE PLANNING COMMISSION OF THE TOWN OF FRISCO**

July 9, 2015

Planning Commission Chair Skupien called the meeting to order at 5:00 p.m. Roll was called.

Present: Brian Birenbach
Craig Peterson
Larrie Mackie
Donna Skupien
Melissa Sherburne
Andy Stabile

Absent: Deborah Shaner

Minutes: The June 4, 2015, Planning Commission meeting minutes were approved.

Commissioner Comments:

There was no Commissioner comment.

Work Session Items:

There were no work session agenda items.

Public Hearing Items:

1. Planning File No: 111-15-VA: A request for a variance from Section 180-22.J.2.v.a, Section 180-22.J.2.b (Table 3), and Section 180-22.M.11 of the Frisco Zoning Code to allow roof signs, additional aggregate sign area allowed for a business in the Summit Boulevard Corridor Sign District and signs on three business frontages for a Starbucks located at 980 North Ten Mile Drive. Applicant: Tom Hronek, Sign Safari

Community Planner, Emily Wood, presented the staff report to the Commission.

The Commissioners had questions on the staff report that included clarification on which signs were included in the variance, their size and location, clarification through examples of other property locations, which code the variance was being reviewed under as the project spans multiple codes, and legalities on changes between plans.

The applicant, Tom Hronek, presented the application which included:

- A request of the Commissioner's interpretation of a roof sign.
The applicant submitted Exhibit 1: Roof sign drawing of the tower which the applicant interprets as a wall sign and Exhibit B: Six pages of examples of signs built on walls above roofs.
- The applicant presented further arguments for a variance approval including that additional signage is needed to safely and efficiently direct traffic, to better able promote the company, the additional sign square footage request is minimal, and property hardship is demonstrated due to its complex location next to a freeway, thus needing

additional directional signage. The applicant noted the tower sign could be considered a double-sided sign. It is also noted by the applicant that Starbucks will not adversely impact property values.

Nicole Beliot, representing Starbucks, stated that the signage plan is tasteful and uncluttered, contrary to staff report concerns that a variance will lead to a tourist trap atmosphere. She said the additional signage request is to keep patrons and other traffic safe. In doubling square footage from the previous store, Starbucks will greatly increase its profit and as such, revenue to Town of Frisco, therefore additional signage to promote this growth is needed.

Starbucks representative Nicole Beliot requested to make an additional comment, stating that with additional signage there would be an improved experience at Starbucks and the business was willing to discuss potential changes. It was determined by the legal representation that the Commissioners cannot make recommendations.

The Commissioners discussed the applicant's presentation and asked clarifying questions. It is established that there is no fireplace in the tower and clarifications of total square footage, placement, size, and type of proposed signage in the variance were made. Commissioner Mackie requested the record reflect that citing other properties as a reference by an applicant is not always productive.

The Commissioners had questions and comments regarding free-standing signage options and esthetics on the tower sign were it to be moved.

The Commissioners generally found that the variance request did not meet variance criteria number two under Section 180-48 of the Frisco Town Code in demonstrating that extraordinary or exceptional physical conditions of the property will not allow reasonable use of the property; the location next to the freeway is not undue hardship. The Commissioners also found that the square footage of the additional signage requested is excessive and additional signage has already been approved.

Discussion on how to vote on variances followed amongst the Commissioners, staff, and legal representation present.

Public Comment:

There was no public comment.

MOTION: COMMISSIONER BIRENBACH MOVED THAT THE RECOMMENDED FINDINGS SET FORTH IN THE JULY 9, 2015, STAFF REPORT BE MADE AND THAT THE RECOMMENDED ACTION SET FORTH THEREIN BE TAKEN AND THAT THE PLANNING COMMISSION DENY A REQUEST FOR A VARIANCE FROM SECTION 180-22.J.2.V.A, SECTION 180-22.J.2.B (TABLE 3), AND SECTION 180-22.M.11 OF THE FRISCO ZONING CODE TO ALLOW ROOF SIGNS, ADDITIONAL AGGREGATE SIGN AREA ALLOWED FOR A BUSINESS IN THE SUMMIT BOULEVARD CORRIDOR SIGN DISTRICT, AND SIGNS ON THREE BUSINESS FRONTAGES FOR A STARBUCKS AT 980 NORTH TEN MILE DRIVE/ LOT R3 BLOCK 1 LAKEPOINT AT FRISCO SUBDIVISION. COMMISSIONER SHERBURNE SECOND.

VOTE:

BIRENBACH	YEA	SKUPIEN	NO
PETERSON	YEA	SHERBURNE	YEA
MACKIE	YEA	STABILE	YEA
SHANER	ABESENT		

MOTION CARRIED.

Staff and Commissioner Updates:

1. Community Development Director, Jocelyn Mills's, last meeting
2. Future meeting discussion on presence of Commissioners: Will have meetings on August 6th and Labor Day. September 3, 2015 is a potential meeting date.

Adjourn:

There being no further business, the meeting adjourned at 6:15 p.m.

Respectfully Submitted,

Sarah Hoffman
Community Development Department