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## Zoning Board of Adjustment Agenda

August 20, 2019  
11:00 a.m.  
300 W. Cotton St.  
City Hall Council Chambers

**I. Call to Order**

**II. Approval of July 16, 2019 Minutes**

**III. Regular Agenda**

- A. A PUBLIC HEARING will be held to consider application #V19-08 filed by Lamar Companies for a variance to the requirements of the City of Longview Sign Ordinance Chapter 85 Section 85-52 Changeable copy signs and 85-60 (c)(f) Billboard/off-premise signs to allow for digital billboard sign located at 611 East Marshall Avenue. The request is to the requirements of the City of Longview Sign Ordinance:

Chapter 85 Section 85-52 Changeable copy signs:

- A changeable copy sign shall not be used as an off-premises sign; provided, however, that a changeable copy sign may be used as a non-commercial sign.
- The maximum area of a changeable copy sign shall not exceed sixty-four (64) square feet, and its measurement is to be included in the total sign allowance for a given site.
- The maximum height of a changeable copy sign shall not exceed twenty (20) feet.

Chapter 85 Section 85-60 (c)(f) Billboard/off-premise signs:

- Billboards, off-premise signs and similar outdoor advertising, excluding directory signs, are prohibited within the City of Longview except in commercial and industrial zoning districts and only on a two (2) to one (1) removal/replacement basis where twice the amount of proposed square footage must be removed through the demolition/removal of an existing billboard sign(s).

- Billboards shall not be located within one thousand five hundred (1,500) feet of any residentially zoned district, public park, public forest, public playground or scenic area, designated as such by the City or any other governmental agency.
- The minimum separation shall be three thousand (3,000) feet from any other billboards. Separation between billboards shall be measured from the nearest points of each billboard to one another.

B. A PUBLIC HEARING will be held to consider application #V19-09 filed by Lamar Companies for a variance to the requirements of the City of Longview Sign Ordinance Chapter 85 Section 85-52 Changeable copy signs and 85-60 (c)(f) Billboard/off-premise signs to allow for digital billboard sign located at 472 East Loop 281. The variance requests are as follows:

Chapter 85 Section 85-52 Changeable copy signs:

- A changeable copy sign shall not be used as an off-premises sign; provided, however, that a changeable copy sign may be used as a non-commercial sign.
- The maximum area of a changeable copy sign shall not exceed sixty-four (64) square feet, and its measurement is to be included in the total sign allowance for a given site.
- The maximum height of a changeable copy sign shall not exceed twenty (20) feet.

Chapter 85 Section 85-60 (c)(f) Billboard/off-premise signs:

- Billboards, off-premise signs and similar outdoor advertising, excluding directory signs, are prohibited within the City of Longview except in commercial and industrial zoning districts and only on a two (2) to one (1) removal/replacement basis where twice the amount of proposed square footage must be removed through the demolition/removal of an existing billboard sign(s).
- Billboards shall not be located within one thousand five hundred (1,500) feet of any residentially zoned district, public park, public forest, public playground or scenic area, designated as such by the City or any other governmental agency.
- The minimum separation shall be three thousand (3,000) feet from any other billboards. Separation between billboards shall be measured from the nearest points of each billboard to one another.

C. A PUBLIC HEARING will be held to consider application #V19-10 filed by Lamar Companies for a variance to allow for digital billboard sign located at 1621 West Loop 281. The request is to the requirements of the City of Longview Sign Ordinance:

Chapter 85 Section 85-52 Changeable copy signs:

- A changeable copy sign shall not be used as an off-premises sign; provided, however, that a changeable copy sign may be used as a non-commercial sign.
- The maximum area of a changeable copy sign shall not exceed sixty-four (64) square feet, and its measurement is to be included in the total sign allowance for a given site.
- The maximum height of a changeable copy sign shall not exceed twenty (20) feet.

Chapter 85 Section 85-60 (c)(f) Billboard/off-premise signs:

- Billboards, off-premise signs and similar outdoor advertising, excluding directory signs, are prohibited within the City of Longview except in commercial and industrial zoning districts and only on a two (2) to one (1) removal/replacement basis where twice the amount of proposed square footage must be removed through the demolition/removal of an existing billboard sign(s).
- Billboards shall not be located within one thousand five hundred (1,500) feet of any residentially zoned district, public park, public forest, public playground or scenic area, designated as such by the City or any other governmental agency.
- The minimum separation shall be three thousand (3,000) feet from any other billboards. Separation between billboards shall be measured from the nearest points of each billboard to one another.

**IV. Citizen Comment**

**V. Adjourn**

Persons with disabilities who plan to attend this meeting and who may need auxiliary aid or services are requested to contact Planning and Zoning, 903-237-1072 at least two days before this meeting so that appropriate arrangements can be made.