



T E X A S
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PLANNING AND ZONING DIVISION

FILE NUMBER: Z0524-0361
REQUEST FOR: Planned Development Amendment
CASE MANAGER: Garrett Langford, Manager of Planning and Zoning

PUBLIC HEARINGS

Planning and Zoning Commission: Tuesday, May 28, 2024
City Council: Monday, June 17, 2024

GENERAL INFORMATION

Applicant: City of Mesquite
Requested Action: Amend Planned Development – General Retail Ordinance No. 2399 (PD) to modify the sign requirements for Shadow Creek.
Location: 3201 E. Cartwright Road (new addresses will be assigned during permitting)

PLANNING AND ZONING ACTION

On May 28, 2024, the Planning and Zoning Commission voted 5-0 to recommend approval of the PD amendment following staff’s recommendation. Video of the Commission meeting is available [online](#) (item 6).

SITE BACKGROUND

Platting: Has not been platted
Size: 6.7792 acres
Zoning: Planned Development – General Retail Ordinance No. 2399 (PD)
Future Land Use: Neighborhood Retail
Zoning History: 1984: Annexed and zoned Agricultural
1987: Planned Development – General Retail Ordinance No. 2399

Surrounding Zoning and Land Uses (see attachment 3):

	ZONING	EXISTING LAND USE
NORTH:	GR - General Retail	7-Eleven and Retail Center
SOUTH:	Agricultural with a Conditional Use Permit	Horn High School
EAST:	R-3, Single Family Residential	Single family homes
WEST:	Planned Development – General Retail	Undeveloped

CASE SUMMARY

The proposed amendment to the PD will allow multi-tenant monument signs within the Shadow Creek development to advertise any business within the development, regardless of how the development is subdivided. Shadow Creek is a development located at 3201 E. Cartwright Road that will include approximately five separate retail buildings to be leased and/or sold to medical offices, local retail, and restaurant concepts. Construction is underway to install utilities and access through the property, with McDonald's expected to be the first business to occupy the property.

The developer entered into a development agreement with the City to develop the property in 2021 ([Resolution No. 42-4021](#)), which was later amended in 2023 ([Resolution No. 66-2023](#)). The development agreement includes incentives for the developer and contains architectural and signage requirements. Relevant to this request, the agreement prohibits pole signs while allowing several multi-tenant monument signs along E. Cartwright Road and Faithon P. Lucas Blvd, as conceptually shown in the agreement. However, the agreement did not contemplate that Shadow Creek would be subdivided into more than one lot and did not include a provision allowing off-premise advertising within the development. The Mesquite Sign Ordinance does not permit off-premise signs, which are defined "as a sign identifying a business, profession, product, service or facility available at a location other than the premises where the sign is located." The off-premise signage came to staff's attention when the developer submitted sign permits for the multi-tenant monument signs while submitting a proposed plat showing the development will be subdivided into multiple lots.

The proposed PD amendment will allow the multi-tenant signs within the Shadow Creek development to advertise any occupant within the development regardless of whether the occupant and sign are on the same lot. The proposed PD does not include any other changes. The development requirements within the development agreement will continue to be in effect. The proposed PD amendment will add the following to the PD.

1. Multi-tenant monument signs may advertise any business located within the Planned Development, regardless of individual lot lines, without being considered off-premise (billboard) signage.

MESQUITE COMPREHENSIVE PLAN

The *Mesquite Comprehensive Plan* designates this area as Neighborhood Retail on the Future Land Use Map (see attachment 4). Neighborhood Retail establishments include a variety of retail and personal service businesses that meet the daily needs of the residents. Suggested land use types include but are not limited to retail, restaurants, and personal services. Neighborhood retail should be located on arterial or collector roadways and shall serve as a buffer from roadways for residential areas. This acts as a transitional land use between residential uses and high-intensity uses. A combination of screening, increased rear setbacks, and enhanced landscaping should be present.

STAFF COMMENTS:

The proposed PD does not include any changes to permitted use on the property. The current PD is based on the General Retail zoning district, which aligns with the Neighborhood Retail future land use designation.

CONCLUSIONS

ANALYSIS

The proposed PD will not alter the allowable uses for the Shadow Creek development. The shopping center will be required to continue to comply with the Mesquite Zoning Ordinance, Development Agreement, Mesquite Subdivision Ordinance, and City Code. The proposed PD amendment, if approved, will allow the multi-tenant monument signs conceptualized in the Development Agreement (Attachment 6) to advertise any business within the Shadow Creek development regardless of the lots line without it being considered off-premise signage.

RECOMMENDATIONS

Staff recommends approval to add the following language to the PD.

1. Multi-tenant monument signs may advertise any business located within the Planned Development, regardless of individual lot lines, without being considered off-premise (billboard) signage.

PUBLIC NOTICE

Notices were mailed to property owners within 200 feet of the property and courtesy notices were mailed within 400 feet of the property. As of May 30, 2024, Staff has received no responses.

CODE CHECK

At the time of this writing, there are no outstanding code cases.

ATTACHMENTS

1. Aerial Map
2. Public Notification Map
3. Zoning Map
4. Future Land Use Map
5. Site Pictures
6. Concept Plan/Signage

Aerial Map



Request: Amend Planned Development to modify the sign requirements.

Applicant: City of Mesquite

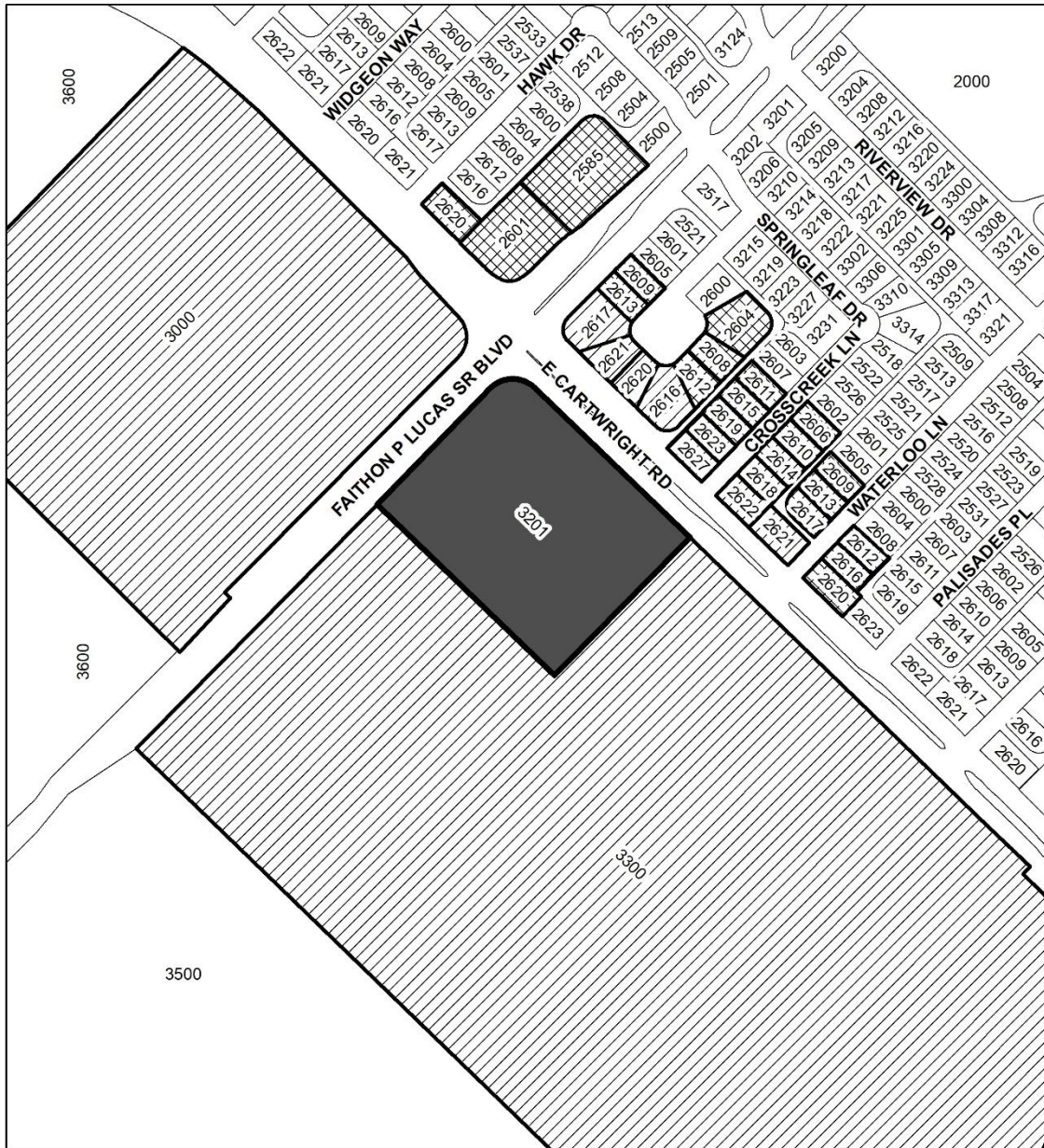
Location: 3201 E. Cartwright Road



Legend

 Area of Request

Notification Map



Request: Amend Planned Development to modify the sign requirements.
Applicant: City of Mesquite
Location: 3201 E. Cartwright Road





Legend	
	Area of Request
	Notified Properties
	Courtesy Notices



Zoning Map

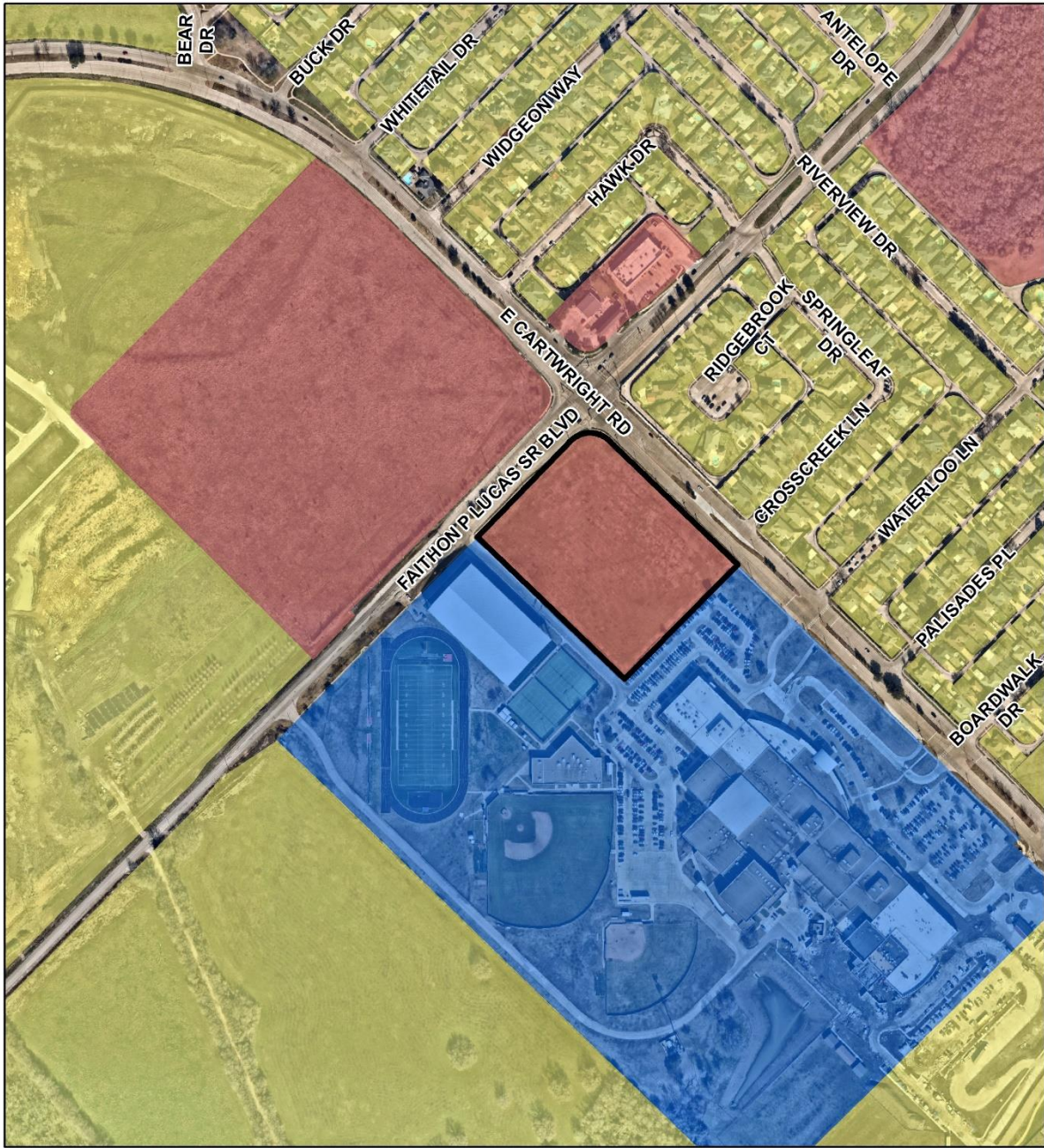


Legend

 Area of Request	 GENERAL RETAIL
 AGRICULTURAL	 SINGLE FAMILY RESIDENTIAL



Future Land Use Map





View of the Property from E. Cartwright Road



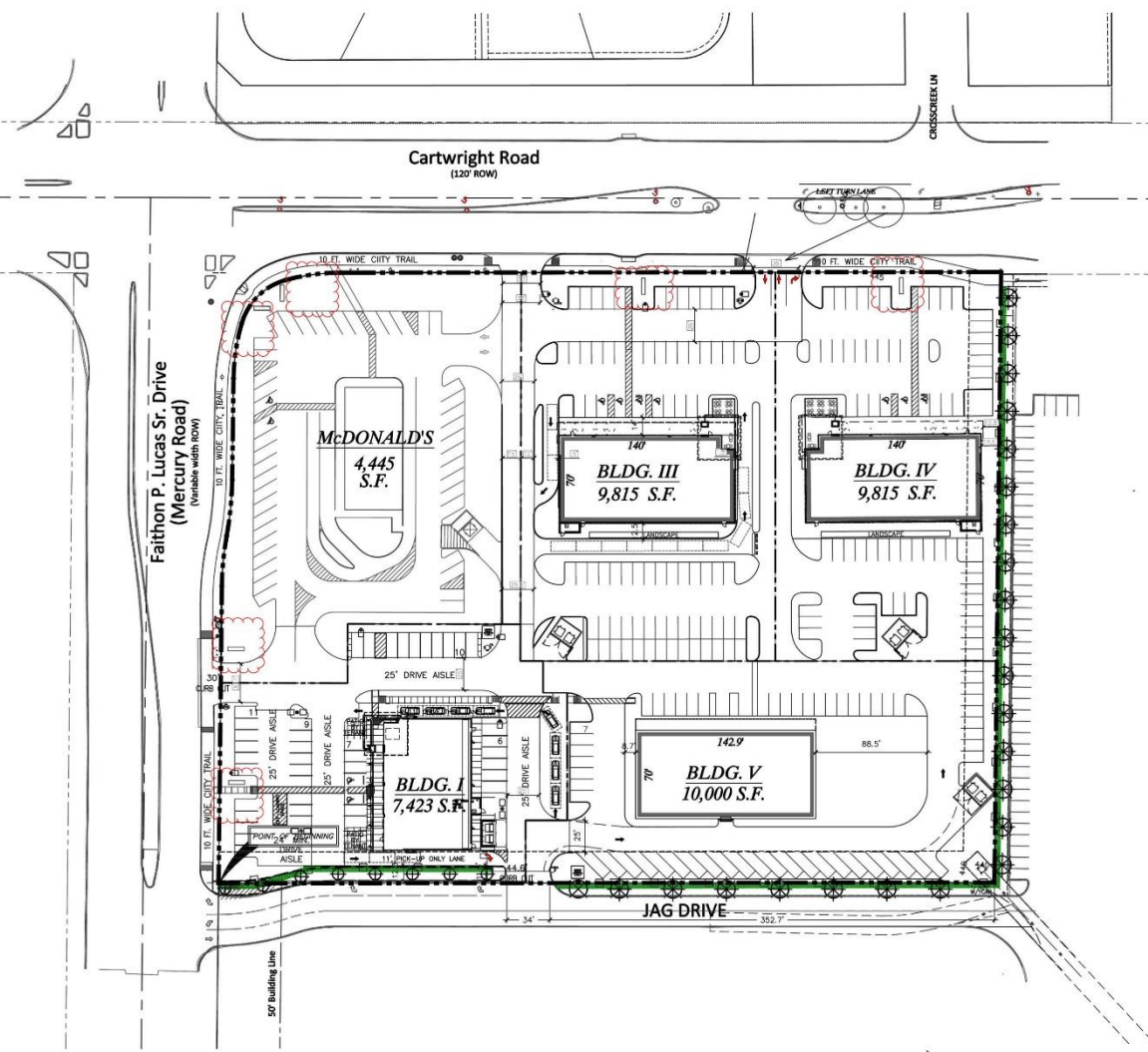
View of the Property from E. Cartwright Road

Concept Plan

The proposed buildings and land uses are permitted.

The proposed rezoning will allow the multi-tenant monument signs to advertise any business within the development. The general locations of the monument signs are shown on the plan (final locations are subject to change).

The Mesquite Sign Ordinance does not approve advertising unless the sign(s) is on the same lot as the business unless approved through a Planned Development zoning.



LA ARCHITECTS
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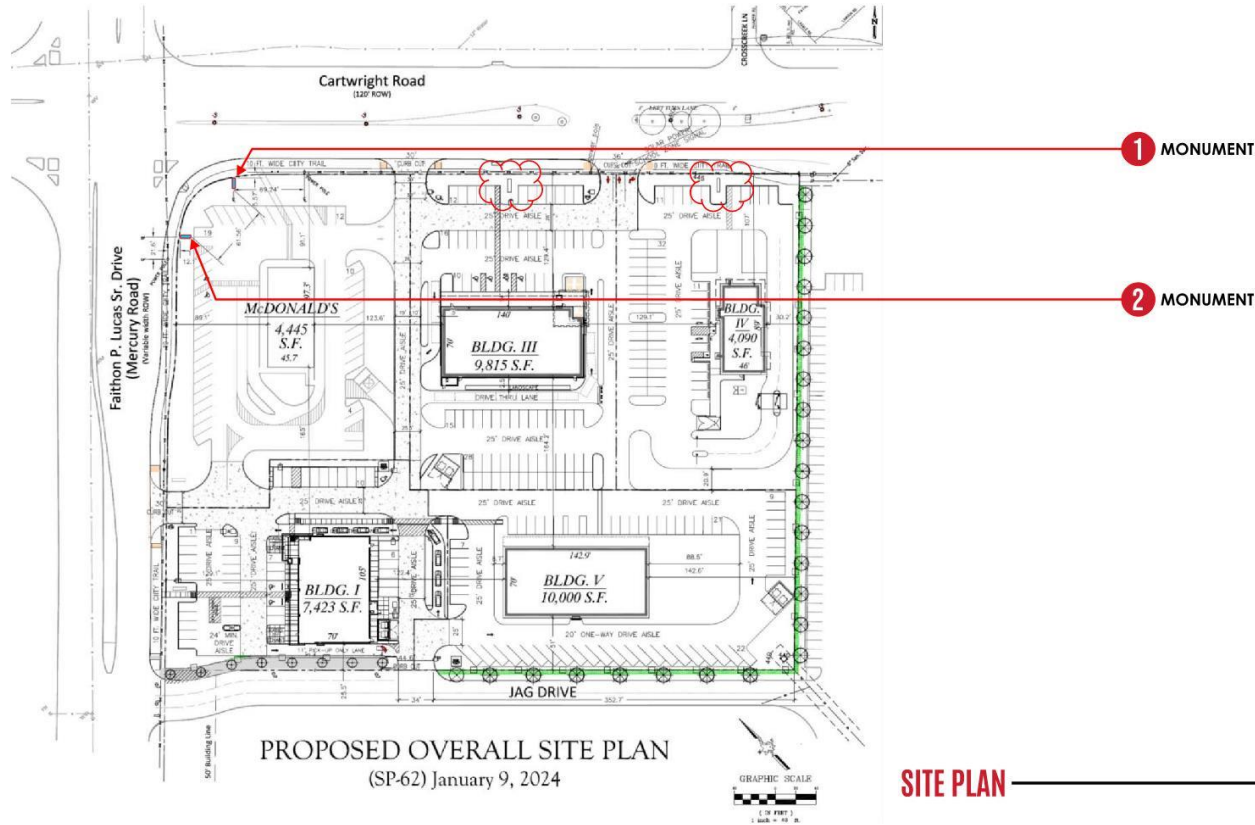
E. CARTWRIGHT RD. & FAITHON LUCAS BLVD.
 MESQUITE, TEXAS
 (SP-64) December 29, 2023



CYPRESS CAPITAL
 5952 King William Drive
 Plano, Texas 75093
 (214) 558-0800



 <p>MELLO SIGNS</p>	<p>UL E479782 TDLR 18785</p> <p>990 HALTOM RD. FORT WORTH, TX 76117 682-312-5338 — www.mello-signs.com</p>	<p>FINAL APPROVAL</p> <p>CLIENT SIGNATURE _____ PRINTED NAME _____ DATE: _____ SALESMAN: _____ JOB #: PRELIMINARY ART</p>	<p><input type="checkbox"/> CONCEPT ART</p> <p><input type="checkbox"/> PERMIT / ENGINEERING ART (IF APPLICABLE)</p> <p><input type="checkbox"/> PRODUCTION READY ART</p>
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PROPOSED OVERALL SITE PLAN
(SP-62) January 9, 2024

SITE PLAN

SCALE: 1"=1'-1200
DETAILED SITE SURVEY REQUIRED

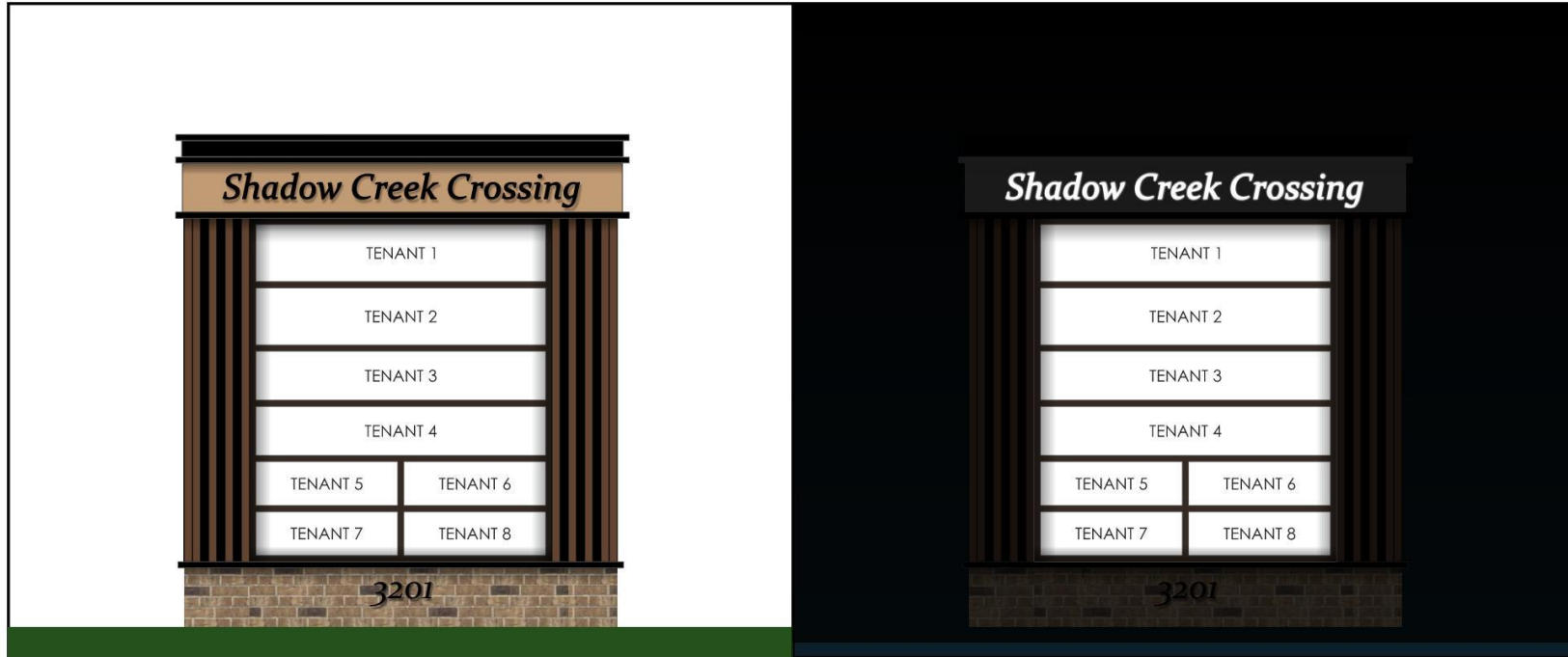
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682-312-5338 — www.mello-signs.com

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CLIENT SIGNATURE _____
PRINTED NAME _____
DATE: _____ SALESMAN INITIALS: _____

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CLIENT NAME	SHADOW CREEK CROSSING	DATE	BY	REV #
ST. ADDRESS	3201 E Cartwright Rd	11-17-2023	AB	R1
CITY/STATE	MESQUITE, TX 75181	12-14-2023	AB	R2
PHONE		12-14-2023	AM	R3
EMAIL		12-15-2023	AB	R4
SALESMAN	JOE	01-03-2024	AB	R5
DESIGNER	AMANDA	01-11-2023	AB	R6
FILE NAME	SHADOW CREEK CROSSING - Mesquite, TX	04-08-2024	AB	R9



DAY VIEW

NIGHT VIEW

SIGN 1 & 2 - DAY / NIGHT VIEW

SCALE: NTS

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