

Date: July 20, 2026

To: Mark Israelson, City Manager
Doug McDonald, Deputy City Manager

From: Selso Mata, Chief Building Official

Subject: Flagpole Height Waiver Request – Clay Cooley Kia Dealership

The Clay Cooley Kia dealership, located at 3401 N Central Expressway, is requesting to erect two (2) flagpoles with each flagpole being one hundred and fifty (150) feet in height. The request will be represented by Symonds Flags & Poles, Inc.

Per the Code of Ordinances, Chapter 6, Article XII, Division 6, Section 6-501, flagpoles are limited to a maximum height of fifty (50) feet. However, the City Council may alter or waive this height limitation if it determines that the requested height is not detrimental to neighboring properties. The ordinance also permits a single corporate flag displaying the emblem or logo of a business on the premises of that business when mounted on a freestanding flagpole located at least eight (8) feet behind the property line. In addition, flags, emblems, and insignia of governmental bodies, as well as noncommercial decorative displays for holidays or public demonstrations, are permitted. Unless otherwise approved by the City Council through a height waiver, the maximum permitted flagpole height is fifty (50) feet.

Flagpole Height Waiver History

A total of four (4) flagpole height waivers have been approved by the City. In each instance, the approval authorized a single (1) flagpole on the subject property. Prior to 2007, requests for flagpole height waivers were reviewed and acted upon by the Board of Adjustment (BOA). In 2007, following two flagpole height requests associated with the PGA Superstore, the City determined that requests for flagpoles exceeding 50 feet in height should be reviewed by the City Council rather than the Board of Adjustment. As a result, the Code of Ordinances was amended to designate the City Council as the approval authority for flagpole requests exceeding 50 feet in height.

Since 2007, there have been two (2) approved flagpole waivers by City Council:

1. 2019 - 4641 Hedgcoxe Road – 80 feet approved for one (1) flag



2. 2018 - 3033 George Bush Hwy - 102.5 feet approved for one (1) flag



Prior to 2007 before approval authority was changed to City Council, the Board of Adjustment approved two (2) flagpole waiver requests, which are shown below:

1. 2007 - PGA Tour Superstore - 8700 Preston Road – 130 feet approved for one (1) flag



2. 2007 PGA Tour Superstore - 600 Accent Drive – 130 feet approved for one (1) flag

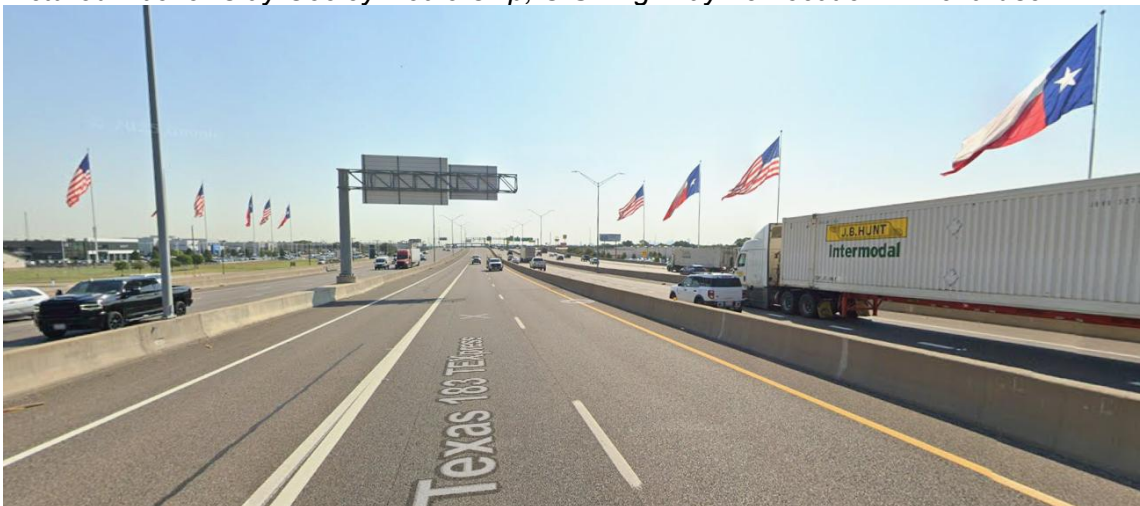


Staff Review and Analysis

Clay Cooley dealerships throughout North Texas have installed taller flagpoles with larger flags to enhance visibility from adjacent expressways. Examples in this memo include the dealerships in Irving and Richardson. In 2024, the Richardson dealership installed two (2) 150-foot-tall flagpoles along U.S. Highway 75 after receiving a height variance by the Richardson City Council. Since that time, the City of Richardson has amended its zoning ordinance to establish specific standards for nonresidential flag displays. Under the new regulations in Richardson, flagpoles in nonresidential zoning districts are limited to a maximum height of forty (40) feet, and individual flags are limited to a maximum area of forty (40) square feet unless otherwise authorized.

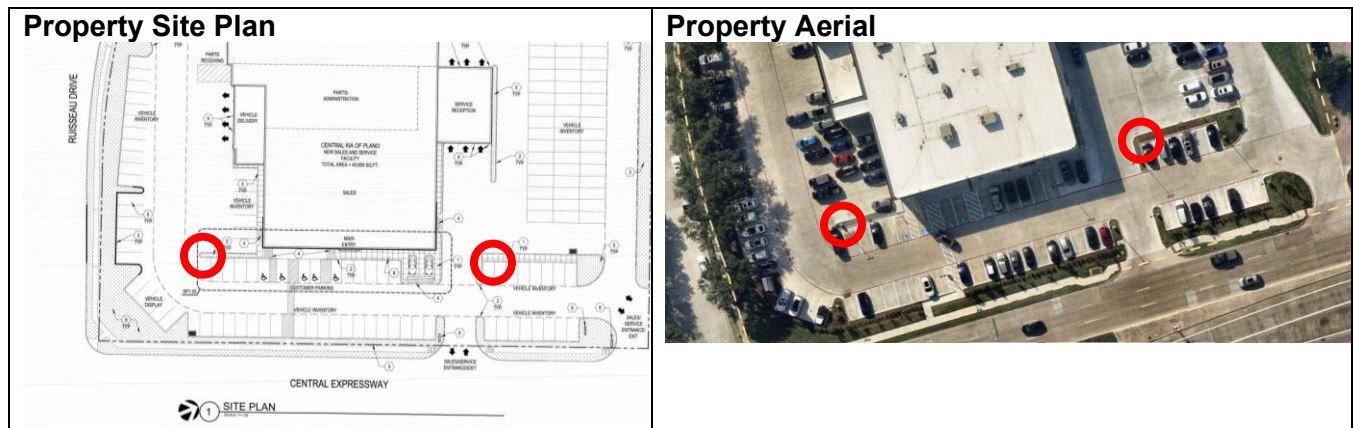


Pictured Above: Clay Cooley Dealership, U.S. Highway 75 Location – Richardson



Pictured Above: Clay Cooley Dealerships - Airport Freeway (183) – Irving

The two (2) requested flag poles for Clay Cooley Kia dealership in Plano would be located on the north and south sides of the main entrance along U.S. Highway 75, shown below in red on the site plan and map. This property was recently redeveloped by Clay Cooley and has high visibility from U.S. Highway 75.



Flagpoles are not subject to the City's zoning setback requirements applicable to structures such as antennas. Setback standards are intended to reduce potential hazards associated with the failure or collapse of tall structures and to protect adjacent properties, public rights-of-way, and nearby structures. However, the City Council may still consider whether the proposed flagpoles could be detrimental to neighboring properties as part of its review.

The proposed flagpoles would be located approximately seventy-five (75) feet from the U.S. Highway 75 service road, ninety-three (93) feet from the south property line along Ruisseau Drive, and one hundred twenty-one (121) feet from the north property line. If the flagpoles were subject to the same setback requirements as antennas, this request would not comply with the City's setback standards. In the event of a structural failure or collapse, the flagpoles could pose a potential hazard to the U.S. Highway 75 service road, Ruisseau Drive to the south, or the adjacent private property to the north, which the City Council may consider in evaluating whether the proposal would be detrimental to surrounding properties.

The Planning & Zoning Commission is currently evaluating comprehensive updates to the City's sign regulations, including a recommendation to prohibit the installation of new pole signs citywide. This recommendation is intended to improve the visual quality of commercial corridors by encouraging lower-profile signage and reducing visual clutter. Pole signs are already prohibited within the Dallas North Tollway, State Highway 121, and President George Bush Turnpike (SH 190)/Plano Parkway Overlay Districts. Extending this prohibition to the U.S. Highway 75 corridor would create greater consistency among the City's major expressway corridors and establish a more uniform approach to corridor aesthetics. While flagpoles are not considered signage, there is still concern about setting a precedent for other dealerships along U.S. Highway 75 to request waivers to the maximum flagpole height, which may impact the city's design objectives as properties redevelop.

Lastly, the current ordinance permits a single corporate flag displaying the emblem or logo of the business located on the premises. If City Council approves the requested waiver for the increased flagpole height, staff recommends eliminating this allowance, as a larger corporate flag at the proposed height would effectively function as signage that exceeds the size otherwise permitted under the City's sign regulations.