

## SIGN REVIEW BOARD MEMORANDUM

**FROM:** The Office of the City Manager   **DATE:** June 24, 2024  
**SUBJECT:** SRB24-0013 Public hearing and consideration of a request from Hoar Construction for a variance to Chapter 106 (Signs) of the North Richland Hills Code of Ordinances at 8851 Boulevard 26, being 5.52 acres described as Lot 4R1, Block 2, Walker Branch Addition.  
**PRESENTER:** Clayton Comstock, Managing Director of Development Services

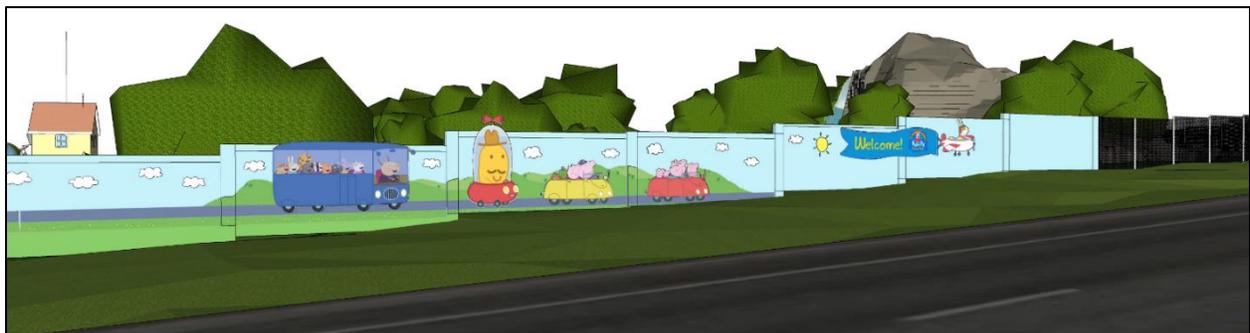
### **SUMMARY:**

On behalf of Merlin Entertainments, Hoar Construction is requesting a variance to Chapter 106 (Signs) of the North Richland Hills Code of Ordinances. The site is located at 8851 Boulevard 26. The applicant is requesting a variance to allow thematic signage on the fence adjacent to Boulevard 26.

### **GENERAL DESCRIPTION:**

The site is located on the northwest side of Boulevard 26 adjacent to the NRH2O Family Water Park. The subject property is the former location of the Mountasia entertainment facility and is currently being redeveloped into a Peppa Pig theme park. The park will include a fence around the perimeter of the site. Most of the fence adjacent to Boulevard 26 and the southeast tip of the property would be a precast concrete wall, with other portions of the fence being vinyl-coated chain link similar to the NRH2O Family Water Park.

During the building permit review for the fence, it was noted that the plans indicated a portion of the wall adjacent to Boulevard 26 would include thematic graphics associated with the park. For commercial properties, the sign regulations allow permanent signs including ground signs, such as monument signs, and wall signs attached to buildings. The regulations do not include any allowances or standards for signage on fences. Due to the unusual nature of the proposed signage, the owner is seeking a variance to allow thematic graphics to be installed on the fence adjacent to Boulevard 26.





The supporting materials for the variance application are attached. The materials include a copy of the application explaining the reasoning for the variance request; an exhibit showing the location and construction details of the concrete wall; and exhibits showing the type, size, and location of the thematic graphics to be placed on the wall.

The request is being processed as a variance application, which would waive certain sign standards for the property. The Board may include appropriate conditions as part of the approval of a variance request. The affirmative vote of four Board members is required to approve a variance. On April 22, 2024, the Board approved a separate variance application to allow a pole sign to be constructed on the property.

A public hearing is required for consideration of a request for variance. Notice of the public hearing was published in the newspaper and mailed to all owners of real property within 200 feet of the site.

### **OPTIONS FOR BOARD CONSIDERATION**

The Sign Review Board has the following options on this application.

1. Approve the variance as presented. This action would approve variances to the sign standards and allow thematic graphics on the perimeter wall to be constructed as presented.
2. Approve the variance with conditions. This action would approve variances to the sign standards for ground signs, subject to the owner making modifications to its size, location, or design as directed by the Board.
3. Deny the variance. This action would require signs to be built in compliance with sign standards, which would not permit thematic graphics on the perimeter wall.

### **RECOMMENDATION:**

Approve SRB24-0013.