

APPLICATION INFORMATION

Sign Review Board Case SRB24-0012
6450 Rufe Snow Drive, North Richland Hills, Texas

The following information was submitted with the application on the NRH E-SERVICES PORTAL on May 13, 2024.

SIGN REVIEW BOARD APPLICATION

1. List the pertinent section(s) of the Sign Regulations and indicate the specific interpretation(s), variance(s), or nonconforming use exception(s) being requested.

Sec. 118-464. - General conditions.

2. State the grounds for the request and detail any special conditions that cause hardships that in your opinion justify the variances or exceptions being requested. Explain any unique circumstances, if applicable, not considered by the Sign Regulations.

The Ground sign is basically ineffective as most all the ground signs are with this type of application. Four lanes of traffic PLUS a middle median with only a TOTAL HEIGHT of 64" and the average height of a midsize passenger vehicle being 52", any car that crosses in front of the sign creates an issue of not being able to see the sign. This is why the Sign Industry shy's away from ground signs as they actually cause a traffic hazard issue in trying to see past the moving traffic to read the ground sign. Add to the fact that the copy is only approx. 8" tall and has a maximum readership distance of only 240', passengers in vehicles strain to see and identify copy on a sign.

The tower sign alleviates that issue completely. Size and location on the tower are the highest degree of Identification and Advertising for this location. Readability is excellent and adequate for decision making when this location is a destination.

The ground sign is less than 50% effective compared to the tower signage. The ground sign copy is small, the height of the ground sign presents an inability to read the text because of the copy size and obstructed view of the sign at 64" to the TOP OF THE SIGN and the copy itself is even lower.