



## SIGN REVIEW BOARD MEMORANDUM

**FROM:** The Office of the City Manager **DATE:** April 22, 2024  
**SUBJECT:** SRB24-0009 Public hearing and consideration of a request from Hancock Sign Company for a variance to Chapter 106 (Signs) of the North Richland Hills Code of Ordinances at 5131 Rufe Snow Drive, being 1.02 acres described as Lot 6, Block 4, Tapp Addition.  
**PRESENTER:** Clayton Comstock, Managing Director of Development Services

### **SUMMARY:**

On behalf of North Richland Hills Pads LLC (owner) and Jason's Deli (tenant), Hancock Sign Company is requesting a variance to Chapter 106 (Signs) of the North Richland Hills Code of Ordinances. The site is located at 5131 Rufe Snow Drive. The applicant is requesting a variance to allow wall signs on all four elevations of the building.

### **GENERAL DESCRIPTION:**

The site is located at the southwest corner of Rufe Snow Drive and Combs Road, just north of NE Loop 820. The subject property is the former location of a Chick-fil-A restaurant, which constructed a new store on the NE Loop 820 frontage road. The 4,100-square-foot building is planned to be renovated and converted to a Jason's Deli fast casual restaurant.

In December 2023, the sign contractor for Jason's Deli applied for sign permits for the building and site. As part of the plan review, it was noted that wall signs were proposed for all four elevations of the building. The sign regulations limit wall signs to two elevations of a building. The owner considered modifications to the signs to comply with the standards. However, the owner ultimately decided to seek a variance to allow the signs as proposed.

The variance application and supporting materials are attached. The materials include a copy of the application explaining the reasoning for the variance request and other relevant documents. An analysis of the request and relevant codes is below.

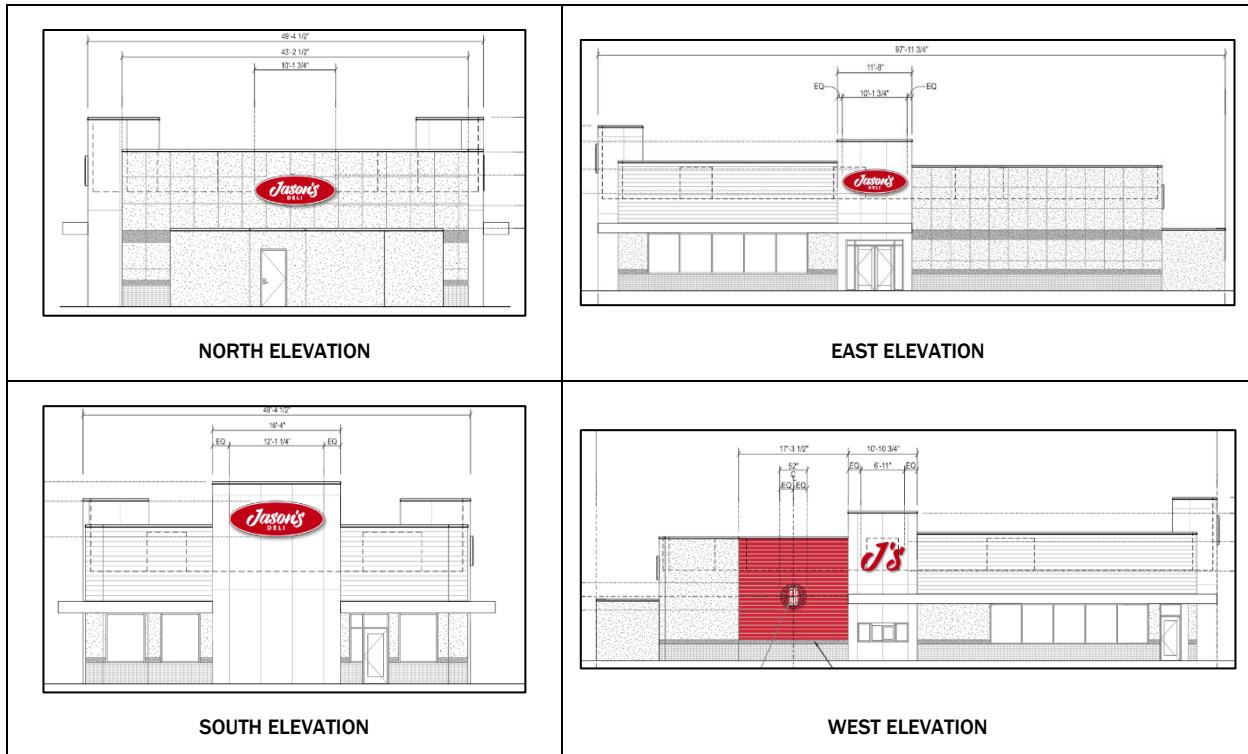
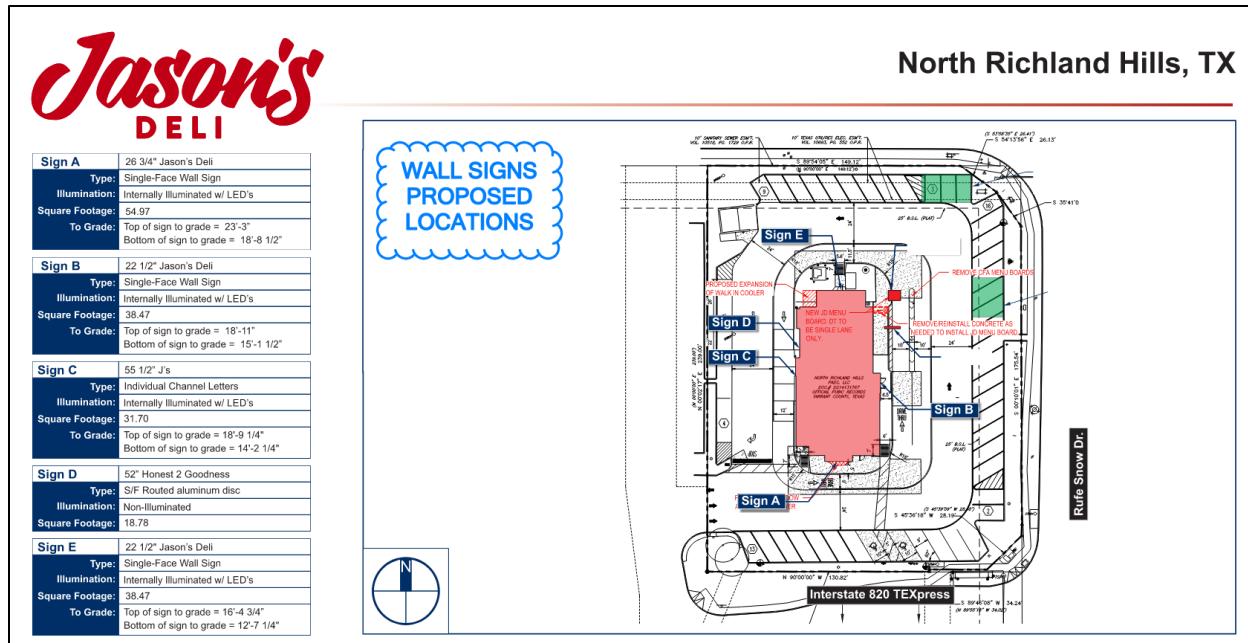
### **ANALYSIS**

The variance request is related to standards for wall signs, which are contained in [Section 106-13\(b\)\(1\)](#) of the sign regulations.

The site has street frontage on Rufe Snow Drive on the east and Combs Road on the north. It also fronts the signalized driveway entrance to the shopping center on the south. The west side of the building faces an internal driveway that connects to Combs Road.



Section 106-13(b)(1) of the sign regulations permits a structure to have wall signage on a maximum of two building faces, and those building faces must have a street frontage or public entrance. The applicant proposes to construct wall signs on all four faces of the building. A summary of the location and design of the wall signs are shown in the exhibit below. Detailed sign drawings are shown in the attached wall sign exhibits. The sizes of the wall signs are compliant with the sign regulations.





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.

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 for wall signs and allow wall signs on all four elevations of the building as presented.
2. Approve the variance with conditions. This action would approve variances to the sign standards for wall 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 the signs to be built in compliance with wall sign standards, which allows signs only on two elevations of the building.

### **RECOMMENDATION:**

Approve SRB24-0009.