

APPLICATION INFORMATION

Sign Review Board Case SRB25-0019
5198 Rufe Snow Drive, North Richland Hills, Texas

The following information was submitted with the application on the NRH E-SERVICES PORTAL on June 12, 2025.

DESCRIPTION

Installing a 28'-9" illuminated pylon sign

- 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.**

When speaking with Chad in the sign department, he stated that with the height we presented, it would require Sign Review Board approval.

- 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 challenging circumstance is that when this property was originally developed, a pylon sign was approved with a limited number of tenant panels. Over the years as the property was divided up, the sign panels were assigned to the properties conveyed. Based on this, there is inadequate signage for the tenants in 5198 Rufe Snow Drive. This has caused extensive vacancies – with some lasting over a decade. In order to maintain a higher level of occupancy and attract quality tenants, having brand presence on Rufe Snow Drive is critical. We are requesting for the tenants to each have a sign panel with street frontage to ensure that the businesses will come and that they will be successful in the center.