



SIGN REVIEW BOARD MEMORANDUM

FROM: The Office of the City Manager **DATE:** August 11, 2025

SUBJECT: SRB25-0020 Public hearing and consideration of a request from Five Star Parks & Attractions for a variance to Chapter 106 (Signs) of the North Richland Hills Code of Ordinances at 8651 Airport Freeway, being 11.515 acres described as Lot 2R1, Block A, Richland Oaks Addition

PRESENTER: Clayton Husband, Principal Planner

SUMMARY:

Five Star Parks & Attractions is requesting a variance to Chapter 106 (Signs) of the North Richland Hills Code of Ordinances. The site is located at 8651 Airport Freeway. The applicant is requesting a variance to allow a 200-square-foot electronic message sign to be added to an existing pole sign on the property.

GENERAL DESCRIPTION:

The site under consideration is Malibu Jack's, located at 8651 Airport Freeway. The property is generally located northeast of the Bedford Euless Road and Strummer Drive intersection. Malibu Jack's, an indoor theme park, opened in June 2025 in a 137,000-square-foot space formerly occupied by At Home.

There is an existing pole sign on the property, which was constructed in 1992 for the original tenant of the building. The existing sign is 45 feet tall with a sign area of 400 square feet. In March 2025 a sign permit was issued to reface the message area on the sign for Malibu Jack's.

The sign is located in the freeway overlay zone, which allows pole signs within 200 feet of the right-of-way of NE Loop 820 and Airport Freeway. Pole signs must not exceed 65 feet in height, with an allowed sign area of two square feet per linear foot of freeway frontage up to a maximum size of 400 square feet.

A new sign permit application was submitted in May 2025, which proposes to add a 200-square-foot electronic message sign to the existing sign. As part of the review of the proposed sign, it was noted that the addition of the electronic sign would result in the overall sign area exceeding the maximum allowed sign area of 400 square feet. Modifications to the sign were considered to comply with the standards. However, the owner ultimately decided to seek a variance to allow the sign 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 pole signs in the freeway overlay zone, which are contained in [Section 106-12](#) of the sign regulations. This section permits pole signs only in the freeway overlay zone, an area within 200 feet of the right-of-way of NE Loop 820 and Airport Freeway. Pole signs must not exceed 65 feet in height. The allowed sign area is two square feet per linear foot of freeway frontage up to a maximum size of 400 square feet.

The applicant proposes adding a 200-square-foot electronic message sign to the existing sign. The proposed sign design is shown in the exhibit (right). The electronic sign is 10 feet tall and 20 feet wide and would be added below the existing sign message area. Additional sign exhibits are attached.

The lot has 40 feet of freeway frontage at the drive approach, which is a shared access with the adjacent building to the west. However, the property widens to 215 feet behind the adjacent building. A survey of the property is attached for reference.



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 ground signs and allow the sign 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 the size, location, or design as directed by the Board.
3. Deny the variance. This action would require the sign to be built in compliance with ground sign standards.



RECOMMENDATION:

Approve SRB25-0020.