



SIGN REVIEW BOARD MEMORANDUM

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

SUBJECT: SRB25-0019 Public hearing and consideration of a request from Kingfisher Realty Partners for a variance to Chapter 106 (Signs) of the North Richland Hills Code of Ordinances at 5198 Rufe Snow Drive, being 1.64 acres described as Lot 1R, Block 13, Snow Heights North Addition

PRESENTER: Clayton Husband, Principal Planner

SUMMARY:

Kingfisher Realty Partners is requesting a variance to Chapter 106 (Signs) of the Code of Ordinances, City of North Richland Hills, Texas. The site is located at 5198 Rufe Snow Drive. The applicant is requesting a variance to allow a 208-square-foot 29-foot tall pole sign on the property.

GENERAL DESCRIPTION:

The site under consideration is The Shoppes at Crown Point shopping center, located at the southeast corner of Rufe Snow Drive and Dick Lewis Drive. The buildings on the property are being renovated as part of the Business Improvement and Growth (BIG) Program. The shopping center includes multiple properties covering approximately 23 acres, with a tenant mix of office, retail, service uses, and restaurants, as well as WinCo Food and Floor & Décor.

As part of the work on the site, the owner proposes to construct a new pole sign on Rufe Snow Drive. There is an existing pole sign associated with the shopping center located on property at 5142 Rufe Snow Drive. While the date of construction for the sign cannot be determined, it has existed on the site since at least 1990 according to aerial photographs. At that time, pole signs were allowed on all nonresidential properties. However, since 2002, pole signs are only permitted in the freeway overlay zone.

The freeway overlay zone allows pole signs within 200 feet of the right-of-way of NE Loop 820 and Airport Freeway. The sign location under consideration is approximately 150 feet south of the intersection of Rufe Snow Drive and Dick Lewis Drive, and over 900 feet from the highway right-of-way. At this location, only monument signs are permitted. The owner is seeking variance to allow a pole sign on the property.

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 code 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 to construct a new pole sign approximately 150 feet south of the intersection of Rufe Snow Drive and Dick Lewis Drive. The proposed sign design is shown in the exhibit (right). The sign structure is 29 feet in height with a sign area of 208 square feet. The site does not have freeway frontage.

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 pole 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 SRB25-0019.

