

SIGN REVIEW BOARD MEMORANDUM

FROM: The Office of the City Manager **DATE:** August 28, 2023
SUBJECT: SRB23-0008 Public hearing and consideration of a request from EZZI Signs for a variance to Chapter 106 (Signs) of the North Richland Hills Code of Ordinances at 6645 NE Loop 820, being 1.064 acres described as Lot 7, Block 4, Tapp Addition.
PRESENTER: Clayton Comstock, Planning Director

SUMMARY:

On behalf of Rossmore Enterprises (owner) and Chick-fil-A (tenant), EZZI Signs is requesting a variance to Chapter 106 (Signs) of the North Richland Hills Code of Ordinances. The site is located at 6645 NE Loop 820. The applicant is requesting a variance from the off-premises advertising standards for a pole sign.

GENERAL DESCRIPTION:

The property is located in the northwest quadrant of NE Loop 820 and Rufe Snow Drive. The site is presently developed with an Applebee's restaurant, and the developer proposes to redevelop the site for a new Chick-fil-A quick service restaurant. City Council approved a special use permit for the new restaurant on May 8, 2023 (Ordinance 3787).

The developer proposes to remove the existing Applebee's pole sign and replace it with a new pole sign. The design and appearance would be similar to the pole sign constructed for property at the northwest corner of Rufe Snow Drive, which includes Mod Pizza, Black Rifle Coffee Company, AT&T, and ATI Physical Therapy.

The new sign would provide advertising for the new Chick-fil-A restaurant as well as the future tenant of the existing Chick-fil-A building at 5131 Rufe Snow Dr. In discussions with the sign contractor for the new sign, it was noted that advertising for an off-site tenant was not permitted by the sign regulations. The developer and owner 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

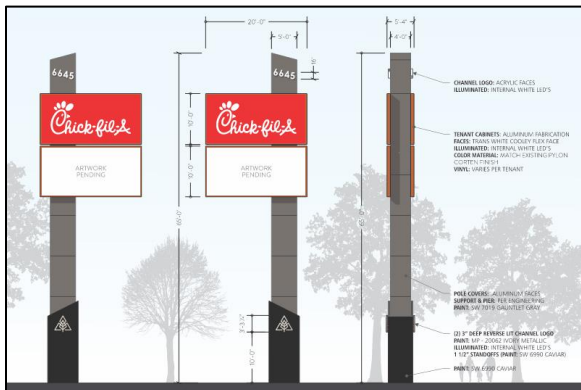
The variance request is related to standards for off-premises advertising, which are contained in [Section 106-5](#) of the sign regulations.

The sign is proposed to be constructed on the north side of the NE Loop 820 frontage road on the existing Applebee's lot and would be adjacent to the easternmost driveway

into the shopping center site. The message area includes two tenant panels. One panel would provide signage for the new Chick-fil-A restaurant site. The second tenant panel would be for use by the future tenant of the current Chick-fil-A building at 5131 Rufe Snow Dr., which is considered an off-premises sign. Off-premises signage is not allowed by the sign regulations.

The property is also in the freeway overlay zone, which allows pole signs to be constructed in an area 200 feet from and parallel to the right-of-way of NE Loop 820 and Airport Freeway (SH 121). Pole signs may be 65 feet in height and up to 400 square feet in sign area. The allowed size is two square feet of sign area for each linear foot of freeway frontage, up to a maximum of 400 square feet. The property has over 200 feet of street frontage. For comparison, the existing Applebee's sign is 35 feet in height and 144 square feet in area.

The proposed sign is 65 feet in height and includes two tenant panels of 200 square feet each. The height, size, and location comply with freeway overlay zone standards. However, a variance would be required to permit one of the panels to advertise a business located off premises. The exhibits below show the proposed sign and property locations.



SIGN DESIGN



SIGN LOCATION



PROPERTY LOCATIONS



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 pole 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 pole 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 sign to be built in compliance with pole sign standards.

RECOMMENDATION:

Approve SRB23-0008.