



## SIGN REVIEW BOARD MEMORANDUM

**FROM:** The Office of the City Manager    **DATE:** April 22, 2024

**SUBJECT:** SRB24-0011 Public hearing and consideration of a request from Hoar Construction for a variance to Chapter 106 (Signs) of the North Richland Hills Code of Ordinances at 8851 Boulevard 26, being 5.52 acres described as Lot 4R1, Block 2, Walker Branch Addition.

**PRESENTER:** Clayton Comstock, Managing Director of Development Services

### **SUMMARY:**

On behalf of Merlin Entertainments, Hoar Construction is requesting a variance to Chapter 106 (Signs) of the North Richland Hills Code of Ordinances. The site is located at 8851 Boulevard 26. The applicant is requesting a variance to allow a pole sign on the property.

### **GENERAL DESCRIPTION:**

The site is located on the northwest side of Boulevard 26 adjacent to the NRH2O Family Water Park. The subject property is the former location of the Mountasia entertainment facility and is currently being redeveloped into a Peppa Pig theme park.

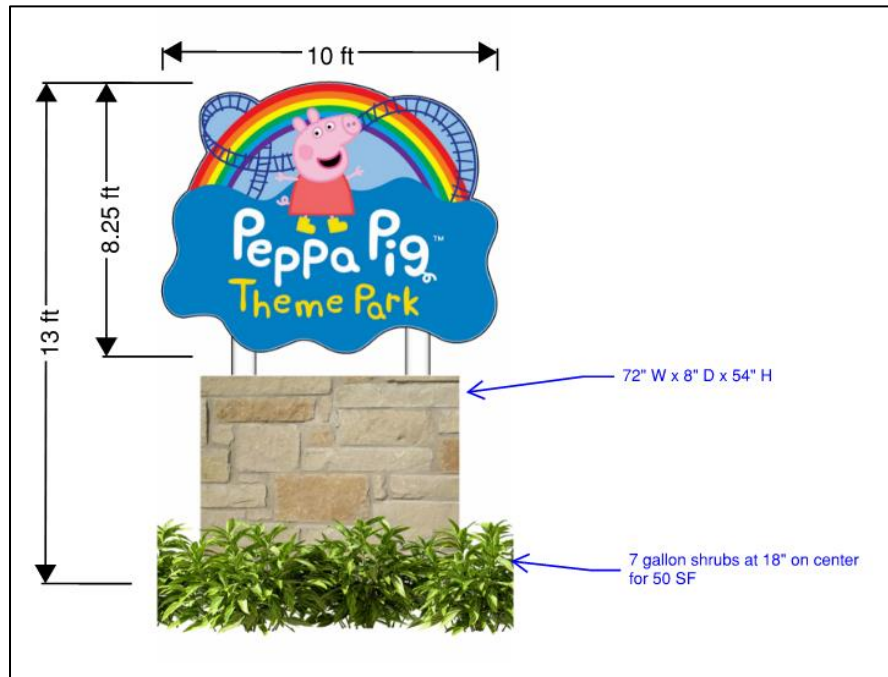
As part of the building permit plan review, it was noted that a pole sign was proposed to be constructed adjacent to Boulevard 26. The sign regulations only allow pole signs in the freeway overlay zone, which includes properties within 200 feet of NE Loop 820 and Airport Freeway (SH 121/183). Since the subject property is outside of this area, it is limited to monument type ground signs. The owner considered modifications to the sign to comply with the standards. However, the owner ultimately decided to seek a variance to allow the pole sign on the site.

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 monument signs, which are contained in [Section 106-13\(a\)\(2\)](#) of the sign regulations. This section permits a property to have one monument sign per street frontage. The sign structure must be constructed of masonry and may be seven (7) feet tall and 75 square feet in size. The message area on the sign may be 50 square feet, and the area must be surrounded by at least eight inches of masonry on all sides.

The applicant proposes to construct a pole sign adjacent to Boulevard 26. The proposed sign design is shown in the exhibit below. The proposed sign structure is 13 feet in height, with a sign message area of 82.5 square feet. The design of the sign includes a 4.5-foot tall masonry base with 50 square feet of landscaping around the base.



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 a 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 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 ground sign standards, which allows signs only monument signs on the property.

**RECOMMENDATION:**

Approve SRB24-0011.