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To Whom It May Concern,

I am writing this letter to bring your attention to the recent acquisition of Service King by Crash Champions. In an effort to reflect the new ownership and branding, Crash Champions is eager to re-brand its location in North Richland Hills, situated at the intersection of Northeast Parkway and Davis Boulevard.

Upon applying for the main building sign in early February, we were informed that this particular location falls within the Transit Oriented Development Zoning District. According to the zoning code (Table 9.1 in section 118-569), the district limits all signs to 1 square foot of sign to 1 linear foot of public street frontage, with a maximum of 50 feet of sign. Regardless of the frontage length or building facade measurements, 50 square feet of signage is all that is permitted.

If we follow the zoning code, we will have to reduce our proposed sign by 53.17 feet, which will severely impact the visual impact Crash Champions will have as new owners as compared to the sign currently installed by Service King. Our proposed sign of 103.17 square feet is already a 50% reduction compared to Service King's current sign measuring 204.34 square feet. The code would require Crash Champions to further reduce the sign by more than 51% and to a mere 25% of the existing wall sign. This could potentially affect the trust of potential and returning local customers in Crash Champions, who may perceive that the company is less successful than its predecessor.

Therefore, Crash Champions is requesting a variance be granted for this location, which will allow the proposed sign of 103.17 square feet. This will give us the best opportunity to attract new and returning customers.

Thank you for your time and consideration.

Sincerely,

  
Sign Remedy Inc Project Manager