

APPLICATION INFORMATION

Sign Review Board Case SRB24-0010
8225 Northeast Pkwy, North Richland Hills, Texas

The following information was submitted with the application on the NRH E-SERVICES PORTAL on March 12, 2024.

SIGN REVIEW BOARD APPLICATION

1. List the pertinent section(s) of the Sign Regulations and indicate the specific interpretation(s), variance(s), or nonconforming use exception(s) being requested.

Section 118-569, Table 9.1 limits any wall sign in this district to a maximum of 50' and Crash Champions is requesting to install a sign measuring at 103.17'.

2. State the grounds for the request and detail any special conditions that cause hardships that in your opinion justify the variances or exceptions being requested. Explain any unique circumstances, if applicable, not considered by the Sign Regulations.

The visual impact of a 50' sign on a store front with a facade of roughly 2,156' is minimal. a mere 2% of their facade will be signage. The vast majority of cities calculate sign square footage allowances based from facade measurements to avoid such a massive disparity of sign to building ratio, giving businesses that reside in their city the best chance of attracting potential customers.