



City of Colleyville Sign Board of Appeals Agenda

City Hall
100 Main Street
Colleyville, Texas 76034
817. 503.1000
www.colleyville.com

Tuesday, December 13, 2022

City Council Chambers

**7:00 P.M.
CITY COUNCIL CHAMBERS
THIRD FLOOR**

CALL TO ORDER

PLEDGE OF ALLEGIANCE

1. APPROVAL OF MINUTES

1a Sign Board of Appeals Meeting Minutes - November 8, 2022

2. PUBLIC HEARING AGENDA ITEMS

2a Request for a variance to the provisions of Section 7-215, Prohibited Signs, and Section 7-230, Nonconforming Signs, of the Land Development Code, specifically for a new off-premises sign on Tract 6B2 and 6B4, Abstract 352, Elizabeth Cox Survey, located at 5312 State Highway 121, Case SC22-007

3. ADJOURNMENT

I hereby certify this agenda was posted on City Hall bulletin boards December 9, 2022 by 5:00 p.m.

Dakari Hill
Planner

A quorum of the Colleyville City Council may be in attendance at this meeting.

Any matter on this agenda may, at the discretion of the governing body, be opened for public comment and discussion.

If you plan to attend this public meeting and have a disability that requires special accommodations, please advise the City Secretary at least 48 hours in advance at 817.503.1133, and reasonable accommodations will be made to assist you.



City of Colleyville Sign Board of Appeals Agenda Briefing

City Hall
100 Main Street
Colleyville, Texas 76034
www.colleyville.com

Agenda Number 1a	Agenda Date 12/13/2022	Number
Type Approval of Minutes		
Department Sign Board of Appeals		

Title

Sign Board of Appeals Meeting Minutes - November 8, 2022

Explanation

Approval of minutes from the November 8, 2022 Sign Board of Appeals Meeting.

Recommendation

Approve

Attachments

1. 11.08.2022 - SBA Minutes



City of Colleyville Sign Board of Appeals Minutes

City Hall
100 Main Street
Colleyville, Texas 76034
817. 503.1000
www.colleyville.com

Tuesday, November 8, 2022

City Council Chambers

Call to Order

The Sign Board of Appeals Meeting of the City of Colleyville was called to order by Chair Carroll on November 8, 2022 at 7:00 p.m.

Roll Call

Present: Richard Vallario, Dee Kamerman, Frank Carroll, Mic Deakin, and Eric Holland

Staff Present: Jacquelyn Reyff and Dakari Hill

Also Present: N/A

1. APPROVAL OF MINUTES

1a Board Member Deakin made a motion to approve the September 13, 2022 minutes. Board Member Vallario seconded the motion.

The motion was carried by the following vote:

Aye: 5 – Vallario, Kamerman, Carroll, Deakin, and Holland

Nay: 0

2. PUBLIC HEARING AGENDA ITEMS

2a Request for a variance to the provisions of Section 7-150 – Permanent Freestanding Signs – Sign Classifications and Regulations of the Land Development Code, specifically for an institutional sign on Lot 1R1A, Block 1, Heritage High School, located at 5401 Heritage Avenue, Case SC22-006

Jacquelyn Reyff presented the case and briefed the Board.

The applicant, Ramon Castanuela, 3051 Ira E. Woods Avenue, Grapevine, TX, came forward and expressed to the Board that the existing sign was not functional and that the variance was part of an increased beautification effort.

Mr. Castanuela answered questions of the Board regarding the

requested variance being less than the existing variance and the origin of the flowerbeds on the sign.

The public hearing was opened at 7:13 p.m.

With no one wishing to speak, the public hearing was closed at 7:13 p.m.

Board Member Deakin made a motion to approve Case SC22-006. Board Member Vallario seconded the motion.

The motion was carried by the following vote:

**Aye: 5 – Vallario, Kamerman, Carroll, Deakin, and Holland
Nay: 0**

3. ADJOURNMENT

The meeting adjourned at 7:17 p.m.

The minutes were written and prepared by:



Dakari Hill
Planner

The meeting minutes were approved on _____, _____ by a vote of _____.



City of Colleyville Sign Board of Appeals Agenda Briefing

City Hall
100 Main Street
Colleyville, Texas 76034
www.colleyville.com

Agenda Number 2a	Agenda Date 12/13/2022	Number
Type Public Hearing Agenda Items		
Department Sign Board of Appeals		

Title

Request for a variance to the provisions of Section 7-215, Prohibited Signs, and Section 7-230, Nonconforming Signs, of the Land Development Code, specifically for a new off-premises sign on Tract 6B2 and 6B4, Abstract 352, Elizabeth Cox Survey, located at 5312 State Highway 121, Case SC22-007

Explanation

Beau Burkett, the applicant, has submitted a request for a variance for a new off-premises sign on the property being 2.96 acres and located at 5312 State Highway 121.

Existing Conditions/Background: The subject property is generally located along the Highway 121 frontage road south of the intersection with Hall – Johnson Road and just north of the hotel. It is zoned CC-2 Shopping Center district and is currently unplatted as Tracts 6B2 and 64B, Abstract 352, Elizabeth Cox Survey.

Requested Variances: The applicant is requesting a variance for an existing non-conforming billboard sign to be replaced with a larger, taller, and digital billboard sign.

Ordinance – Section 7.215, Prohibited Signs:

The signs described in this Section shall be prohibited within the corporate limits of the City of Colleyville:

- A. Off-Premises Signs – Off premises signs, including billboards, are prohibited in the City of Colleyville, except where specifically allowed by these regulations.

Ordinance – Section 7.230, Nonconforming Signs:

A sign which does not conform to the regulations prescribed in this Chapter and existed lawfully on the date of adoption of this Chapter, or amendment hereto, shall be declared a nonconforming sign and may exist in its present form. A nonconforming sign may be maintained, but shall not be altered, or moved unless a permit be issued pursuant to the provisions of this Chapter. The right to continue a nonconforming sign shall cease and such shall be removed whenever:

A sign is altered, moved or relocated without a permit pursuant to the provisions of

this Chapter. **Exception:** A sign face of a nonconforming sign may be replaced, provided no alterations to the sign structure are made.

Chapter 1 (General Provisions) of the Land Development Code authorizes the Sign Board of Appeals to grant variances to the requirements of Chapter 7 – Signs given the following considerations:

“...In considering a request for a variance, the Sign Board of Appeals shall consider, among other things, the degree of variance, the reason for the variance requested, the location of the variance request, the duration of the requested variance, the effect on public safety, the protection of neighborhood property, the degree of hardship or injustice involved, and the effects of the variance on the general plan of regulation of signs within the City.”

Analysis: The applicant desires to utilize the existing location of an existing billboard. In 2019 the Land Development Code went through multiple updates, including those to the Sign Code. The current Sign Code does not allow for a new billboard. Additionally, the proposed billboard is larger, taller, and includes electronic messaging. The existing sign is one sided, about 30 feet tall and does not include electronic messaging. The new sign has three sides, is 60 feet tall and 48 feet wide, and includes electronic messaging.

Public Notification: Staff mailed notices to property owners within 500 feet of the subject property regarding this request. Grapevine-Colleyville ISD, where the subject property is located, was notified per State law. Notice was published in the Fort Worth Star-Telegram as required by State law and the Land Development Code.

Staff Recommendation: Based on current regulations, staff does not recommend approval of the requested sign variance.

Recommendation

Denial

Attachments

1. Aerial Map
2. Zoning Map
3. Future Land Use Map
4. Statement of Planning Objectives
5. Sign Site
6. Site Plan
7. Existing Billboard Sign
8. Existing & New Sign
9. Mockups
10. Monopole Sign Structure
11. Notification Map

12. Notification Letter
13. Notification List


Aerial Map

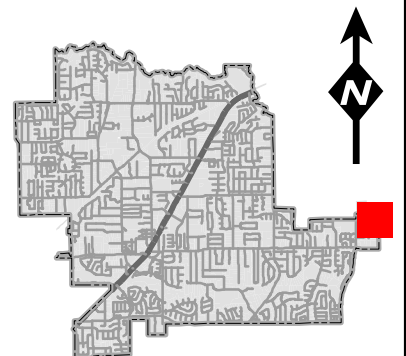


SC22-007

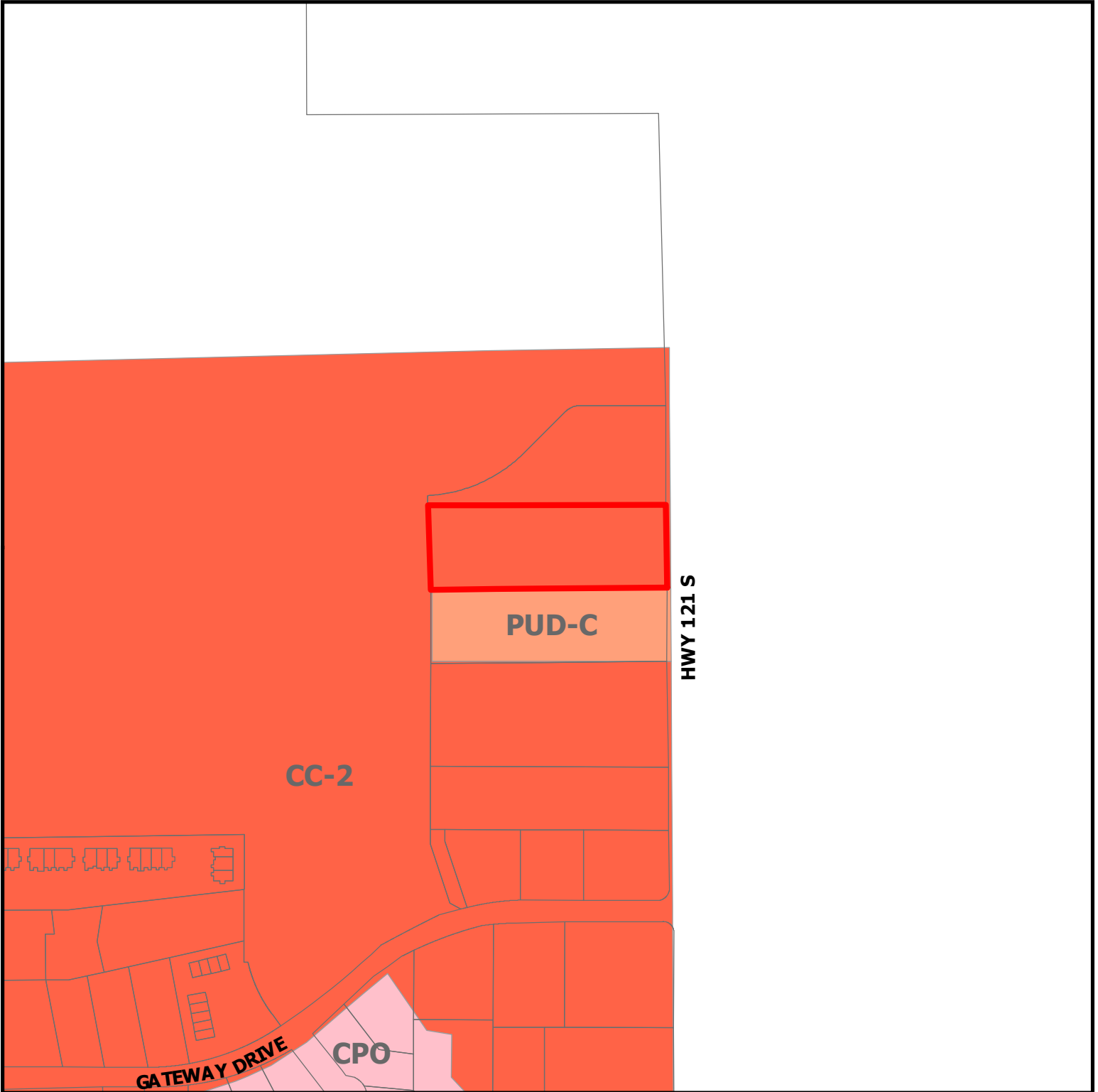
5312 State Highway 121

DISCLAIMER:
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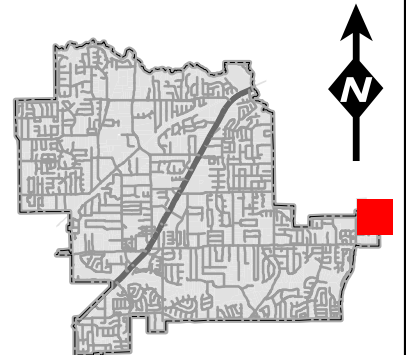
 Subject Property




Zoning Map



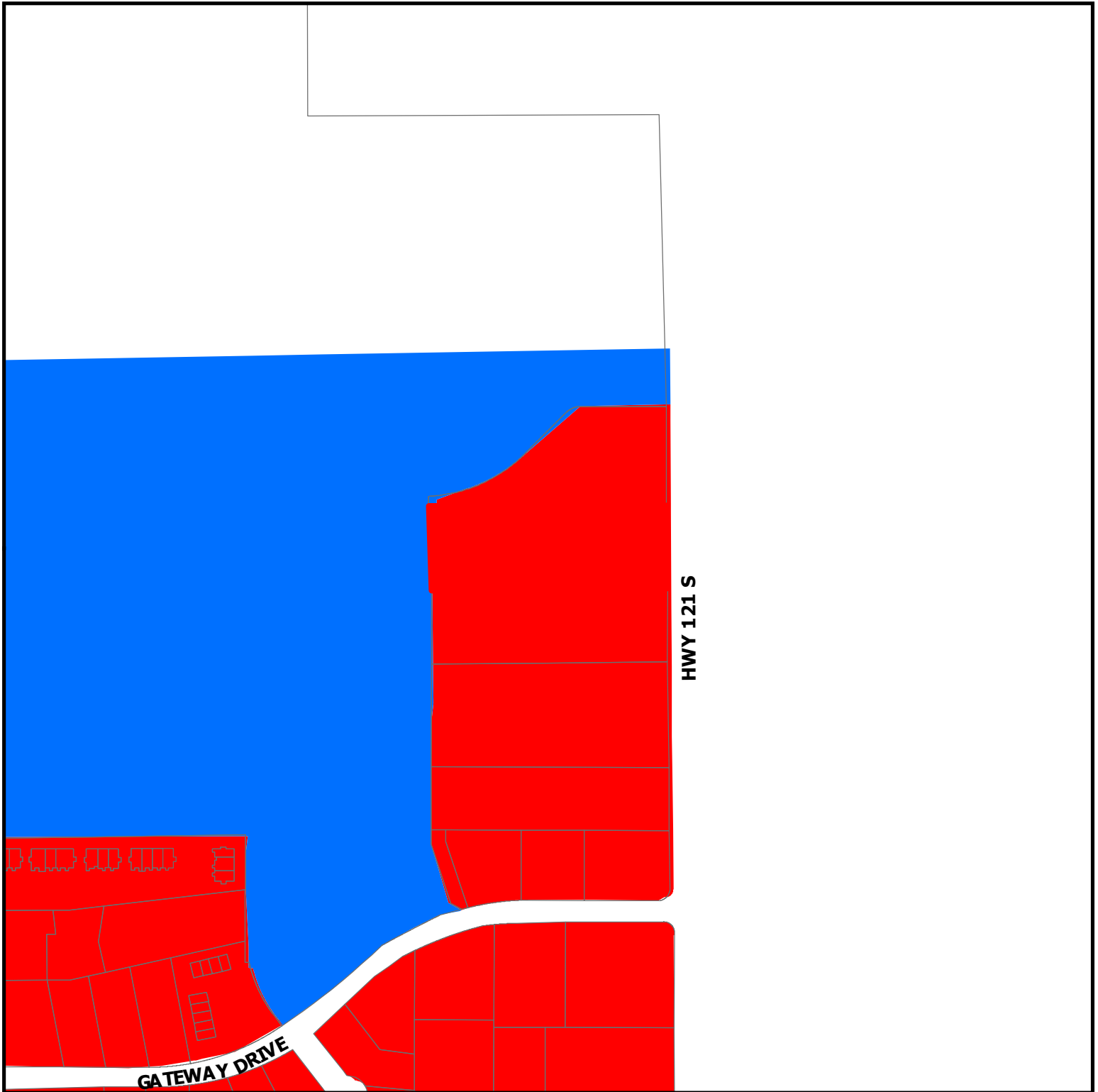
SC22-007
5312 State Highway 121



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 Subject Property

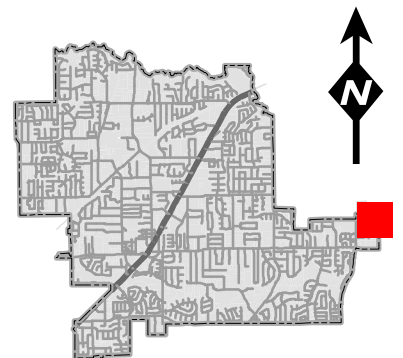
Future Land Use Map



SC22-007

5312 State Highway 121

-  Subject Property
-  Commercial
-  Institutional



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November 14, 2022

City of Colleyville, TX
SBA (Sign Board of Appeals)
100 Main Street
Colleyville, TX 76034

Re: 5312 SH-121 – Upgrade Existing Static Billboard to City Gateway LED Digital Signage

SBA Members:

I am hereby submitting a Variance Application Packet seeking SBA approval to allow my company, Burkett Media, to upgrade the only legally existing billboard sign in your city limits located at 5312 SH-121 at the city limits entrance. Enclosed you'll find pictures of the existing billboard that has been in place since 1984 along with mockups showing what the new, improved, upgraded City Gateway Sign would look like.

The City of Colleyville is extremely unique by having only one (1) billboard in your entire city limits. Fortunately its well positioned on State Highway 121 in a highly commercial area with no residential zoning or use nearby. Neighboring cities that have granted variance approvals similar to our request include:

- North Richland Hills, The Colony, Lewisville, Grapevine, Carrollton, Arlington, Irving, Grand Prairie, Northlake, Lake Dallas, McKinney, White Settlement, Mesquite, and various others.

Why should you allow this like neighboring cities?

- Significant Aesthetic Improvement – Brick / Stone Cladded Sign Pole, City Logo, etc.
- Guaranteed Free Advertising for City & Community Use for Life of the Sign
- Increase awareness to local businesses which leads to increased sales tax for the City
- Large lump sum one-time fee paid by Burkett to the City of Colleyville

Variance Criteria Reasoning

- A. Special Circumstances Exist for this billboard sign. As mentioned above, this is the only billboard sign in your city limits creating a protected position for the city to allow our variance request and not set a precedent for other billboards to be upgrades as no others exist. Secondly, this sign is outdated and unattractive. Our planned upgrade would modernize the sign to current standards and make significant aesthetic upgrades (stone cladding, backlit city insignia and screening devise on back of sign with city or high school logo. Thirdly, this site is zoned CC-2 (Commercial) as are all neighboring properties. This site

P.O. BOX 163266, AUSTIN, TEXAS 78716-3266

OFFICE: 512.787.2375 - FAX: 512.306.1164

BEAU@BURKETTMEDIA.COM - WWW.BURKETTMEDIA.COM

is also in the Freeway Overlay Zone on SH-121 where the City allows the largest and tallest signs in your sign ordinance. The site has a significant number of trees on site creating a natural buffer / screening from neighboring properties creating a special circumstance to allow for a larger sign as it will be much less visible than other sites in the city would be. Lastly, you'll see on the city limits map attached that this sign site is as far from the city core as it can be. I truly believe this is the best possible position for the city to get all the benefits of the sign upgrade, while not having the sign encumber the core of town where every lives, works and plays. The sign being on 121 is ideal vs being located on Blvd 26 in the center of town.

- B. Literal Interpretation of the ordinance allows for a taller sign than currently exist. Also, the literal interpretation of Chapter 7 of your sign ordinance allows for LED digital signage sign types which we are requesting. Also, our request is consistent with industry standard sign face size and height. In fact, TXDOT who regulate all billboard permits along state maintained primary freeways like SH-121, allows for the exact size and height of sign we're proposing. See TXDOT sign regulations attached as Exhibit. Lastly, referenced above are neighboring cities that have allowed my firm and other billboard operators to upgrade signage via a variance like we're requesting. Our proposed sign is the same size and height as almost all of the other signs we've mentioned. We're looking to achieve consistency in the market with other signage and also get a sign large enough to read on a large, wide highway like SH-121.
- C. Special Conditions are not the result of the applicant. Again, we are looking to get our variance approved with technology already allowed by your sign code and simply want sizing and height to be consistent with State (TXDOT) regulations and other granted request in nearby municipalities.
- D. A special privilege would not be granted by approving our request.
- E. Grounds for issuance of this variance request are not due to non-conforming land use on neighboring lands in the same district or other districts.

Please review the site plan, application, mockups, plans and various presentation graphics enclosed at your convenience. I look forward to working with you all soon!

Sincerely,



Beau Burkett
Burkett Media

P.O. BOX 163266, AUSTIN, TEXAS 78716-3266

OFFICE: 512.787.2375 - FAX: 512.306.1164

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BURKETT MEDIA



Stop. Shop. Stay.



BURKETT MEDIA



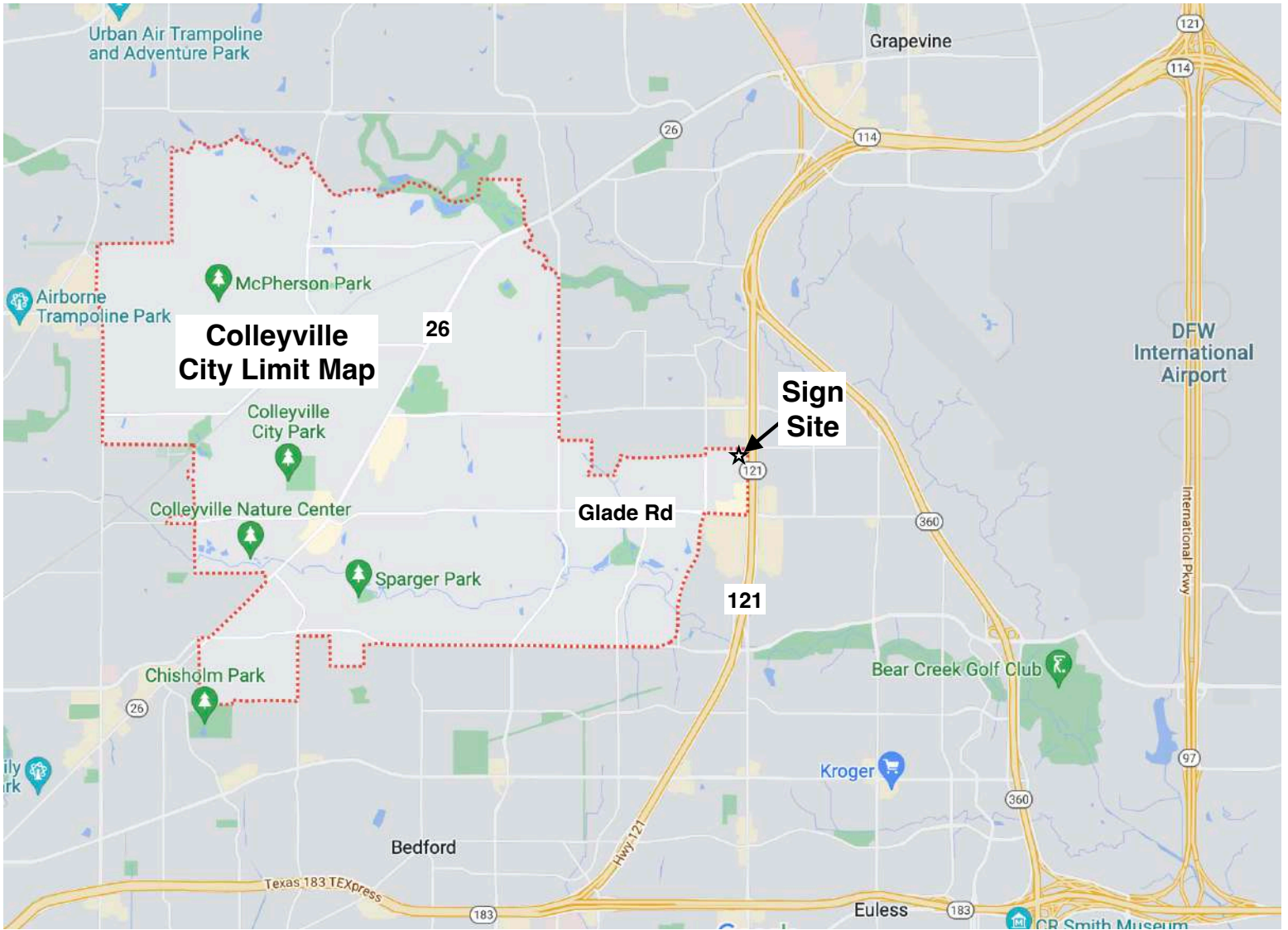
5312 SH-121, Colleyville, TX 76034



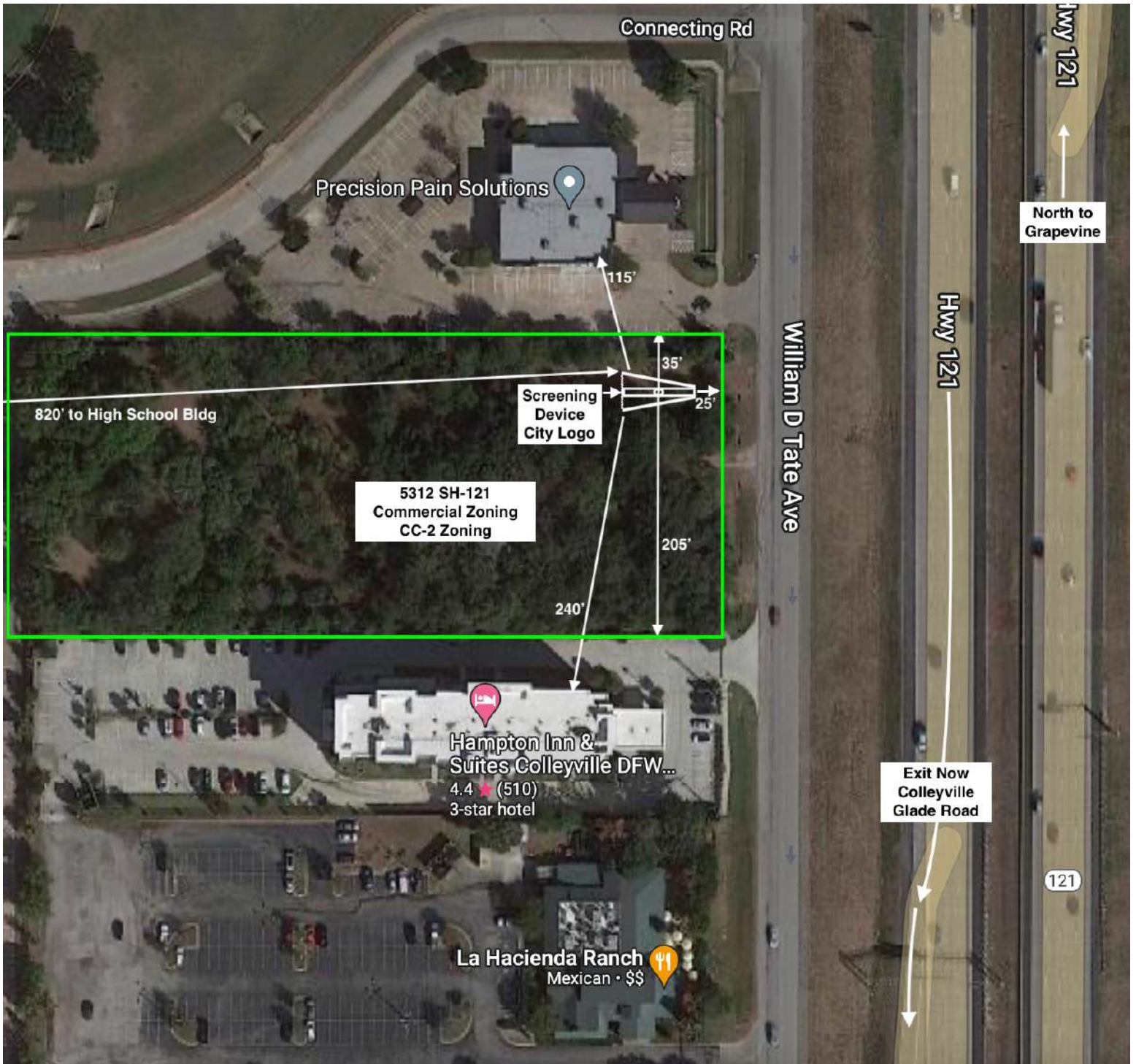
- Variance to Upgrade Existing Billboard to Gateway Digital
- Safety Alerts - Weather, Amber Alerts, Emergency, Traffic
- Improved Aesthetic - Stone Cladding, City Branding, etc.
- Free Community and City Messaging
- Local Businesses Need Advertising - Currently No Options
- Increased Awareness Leads to Increased Sales Tax Revenue

BEAU BURKETT
BEAU@BURKETTMEDIA.COM
512-787-2375

City Limit Boundary Map Colleyville - Sign Site and Major Roads Shown



Site Plan: 5312 SH-121 - SBA Variance - Upgrade Existing Sign to City Gateway Digital Sign



Existing Billboard Sign - Pictures

Approach Picture - Right Read, Southbound @ Glade Exit



Close Up Picture



Existing Sign vs Rendered City Gateway Sign

Existing Sign



New Gateway Sign Rendering



Free Community Messaging - Mockups

City Promotional Example



School Community Support Example



Local Event Messaging - Mockups

Holiday Marketing Example



City Event Promotional Example



Back of Sign Screening Device - Improved Aesthetic with Free City Branding

City Branding Example

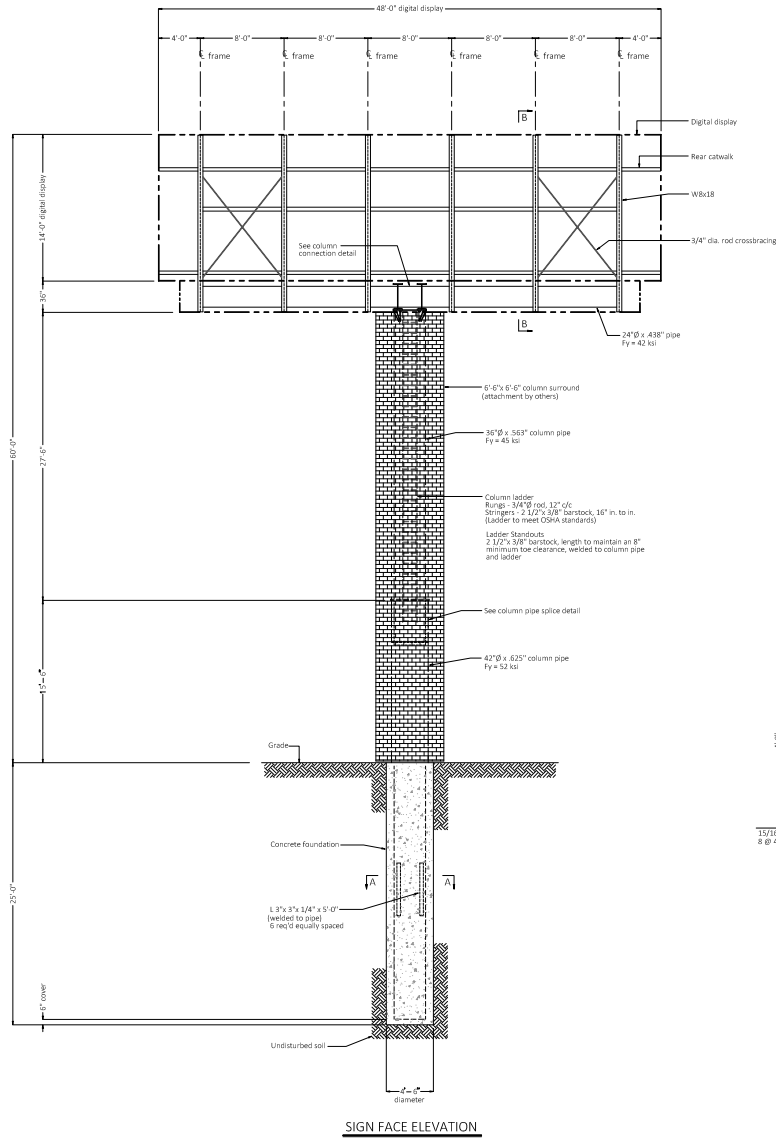


High School Logo Example

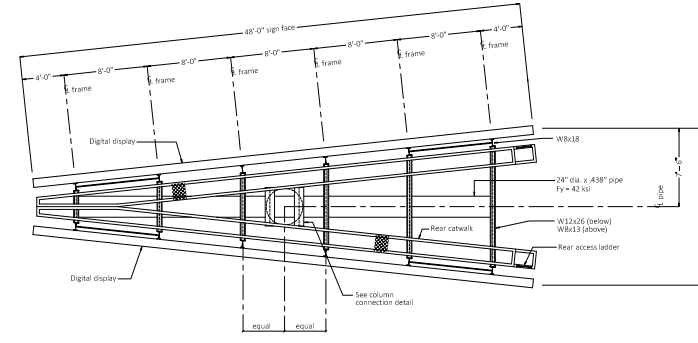


Facing West, Visible Looking East - Hides Inside of Sign

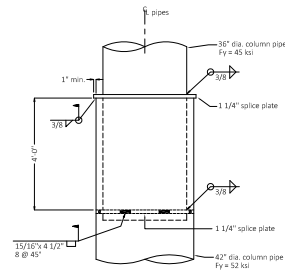
5312 SH-121: SBA Sign Variance - Burkett Media - 14x48 Gateway Sign Blueprint



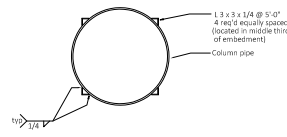
SIGN FACE ELEVATION



PLAN VIEW SIGN STRUCTURE



COLUMN PIPE SPlice DETAIL



SECTION A-A

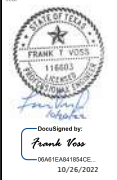
- NOTES**
- Structural design conforms to the 2018 International Building Code.
 - Design standards is ASCE 7-16.
 - Superstructure can accommodate two faces weighing up to 8,000 pounds each.
- WIND**
- Design winds - 105 mph (3 sec. gust) Exposure C.
 - Structure is classified risk category II.
 - Wind importance factor - $I_w = 1.0$
 - Design wind pressure is 23.8 p.s.f.
- SEISMIC**
- Seismic load importance factor: $I_E = 1.0$
 - Structure is classified occupancy category II.
 - Mapped spectral response accelerations:
 - $S_S = 0.095 g$
 - $S_1 = 0.053 g$
 - Site class - D
 - Spectral response coefficients:
 - $SDS = 0.105$
 - $S01 = 0.085$
 - Seismic design category is B.
 - Seismic basic force resisting system:
 - Non-buildings structure not similar to building - signs and billboards.
 - Design base shear - 3.32 kips
 - Seismic response coefficient: $C_s = 0.04$
 - Response modification factor - $R = 3$
 - Analysis procedure used: Equivalent lateral force method.

- STEEL**
- Structural steel pipe shall conform to ASTM A252 or API 5L with grade that corresponds to the specified yield stress.
 - Structural steel plate, rods, angles, and channels shall conform to ASTM A36.
 - Structural steel wide flange shapes shall conform to ASTM A992.
 - High strength bolts shall conform to ASTM A325 (unless noted otherwise)
 - Nuts shall conform to ASTM A303.
 - A325 bolts and nuts to be galvanized.
 - High strength A325 bolts shall be installed according to the latest RCSC specifications.
 - Hot holes shall be the ABC standard size (unless noted otherwise).
 - All high strength bolts shall be fully pretensioned (unless noted otherwise).
 - Steel shall be primed and painted, except for the embedded portions of members.
 - Steel welding shall be in accordance with AWS standards.
 - Steel members and elements of the structure shall be fabricated and erected according to the latest AWS specifications and standard practice.

- FOUNDATION & CONCRETE**
- Concrete shall attain a 28-day compressive strength of $f'_c = 3000$ p.s.i.
 - Allowable lateral bearing of the soil profile is an assumed 300 p.s.f./ft.
 - Type and structural character of the soil profile is to be confirmed with an investigation by others.

- GENERAL**
- The contractor shall verify all dimensions and conditions in the field and notify the engineer of any discrepancies.
 - Voss Structural Engineering, PLLC will not be supervising or monitoring the erection/installation of this structure.

This is an original unapproved drawing. It is not to be reproduced, copied, or exhibited in any fashion without written permission of Burkett Media.

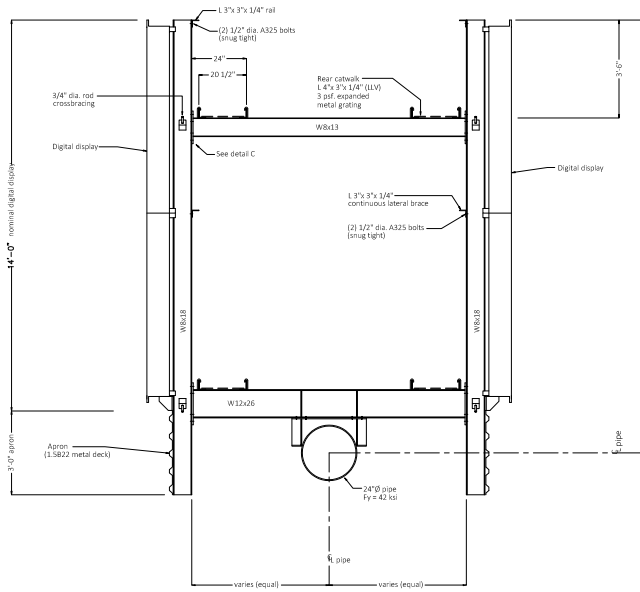


This drawing has been digitally signed and sealed by Frank Voss on the date adjacent to the seal. Printed copies of this document are not considered signed and sealed, and the signature must be verified on any electronic copies.

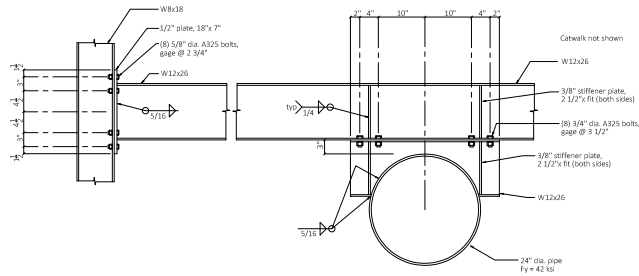
NO.	DATE	BY	FOR

14'-0" x 48'-0" MONOPOLE SIGN STRUCTURE CENTER MOUNT 1/2" V 60'-0" OVERALL HEIGHT COLLEVILLE, TEXAS

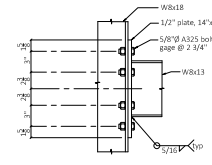
Voss No. 22-130-518
DRAWING NO. 22028
SHEET 1 of 52



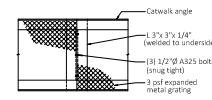
SECTION B-B
FRAME DETAIL



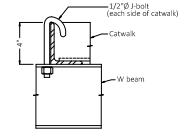
FRAME MOUNTING DETAIL



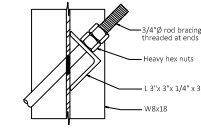
DETAIL C



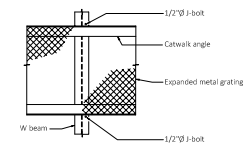
CATWALK SPLICE DETAIL



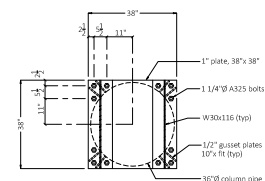
CATWALK MOUNTING DETAIL



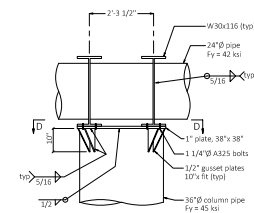
CROSSBRACING DETAIL



CATWALK DETAIL



SECTION D-D



COLUMN CONNECTION DETAIL



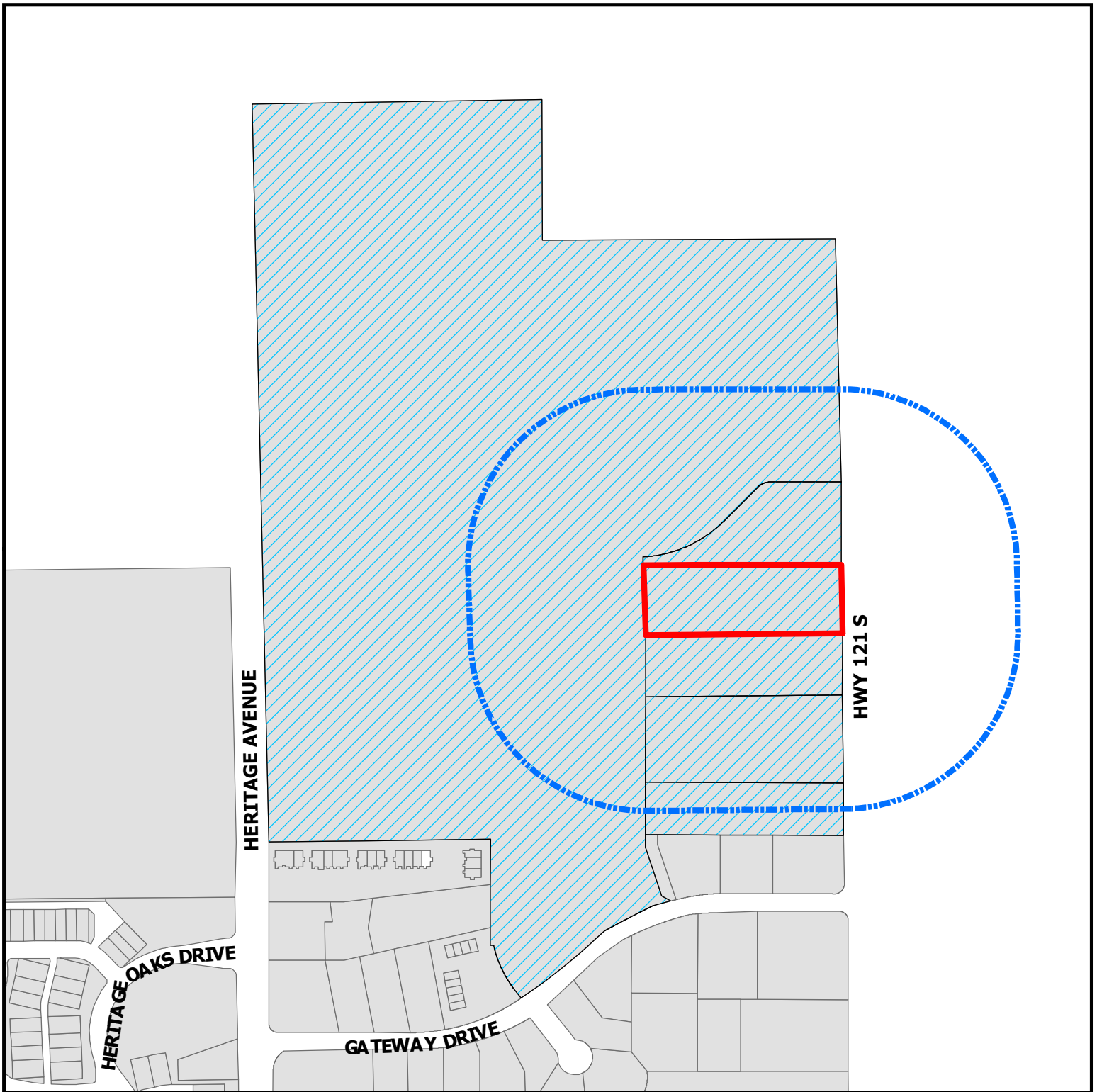
Designed by
Frank Voss
00451-AR-1836C
10/26/2022

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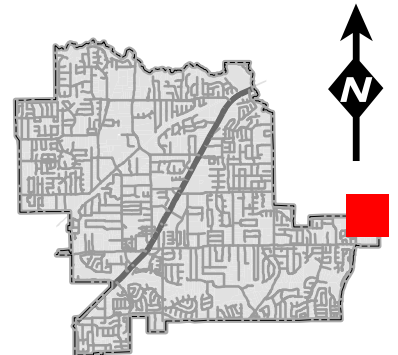
NO.	DATE	BY	APP.

14'-0" x 48'-0"
MONOPOLE SIGN STRUCTURE
CENTER MOUNTED 1.5' V
60'-0" OVERALL HEIGHT
COLLEVILLE, TEXAS




Notification Map



SC22-007
5312 State Highway 121



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-  Subject Property
-  500ft Buffer
-  Properties within 500ft



NOTICE OF PUBLIC HEARING

«Owner Name»

«Owner Address»

«Owner City» «Owner Zip»

The City of Colleyville has scheduled public hearings concerning the below referenced request on the following dates and location:

**Sign Board of Appeals Meeting: Tuesday, December 13, 2022 at 7:00 p.m.
3rd floor of City Hall, 100 Main Street, Colleyville, Texas**

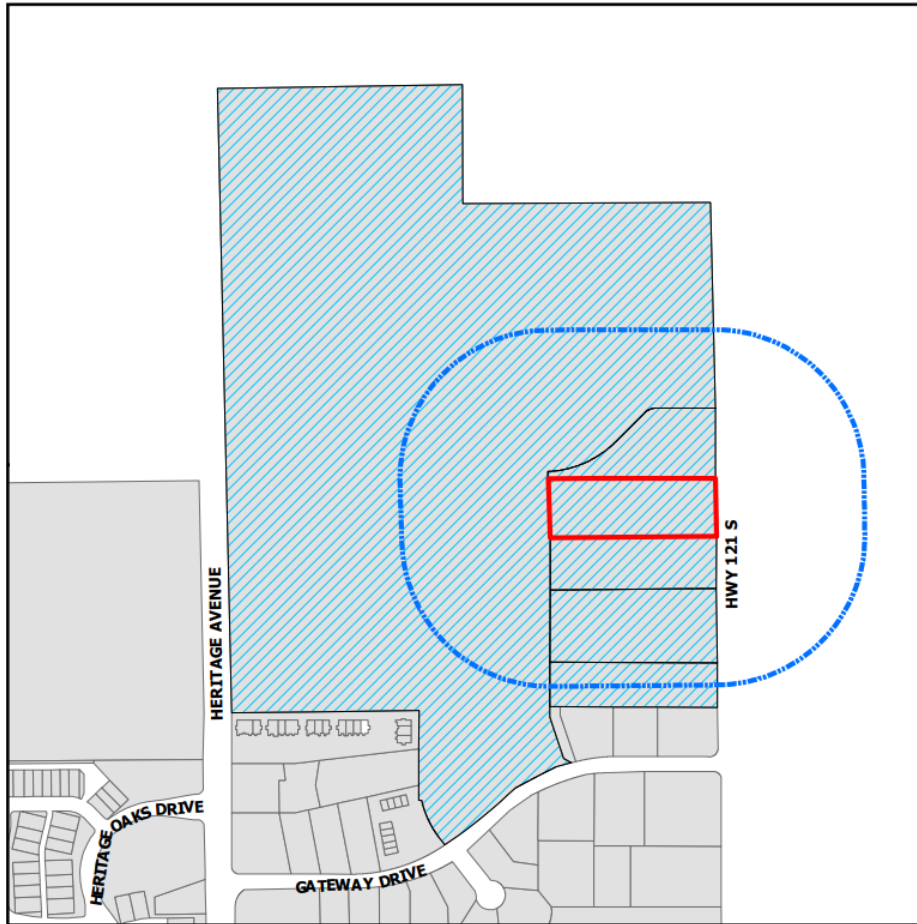
- Request:** Request for a variance to the provisions of Section 7-215, Prohibited Signs, and Section 7-230, Nonconforming Signs, of the Land Development Code. The purpose of the request is to allow for a new off-premises sign that varies from the existing nonconforming billboard sign on State Highway 121.
- Zoning Case:** SC22-007
- Applicant:** Beau Burkett
- Owner:** Dorcus Newell
- Location:** 5312 State Highway 121
- Property Description:** Tract 6B2 and 6B4, Abstract 352, Elizabeth Cox Survey

This notice has been sent to all owners of real property within 500 feet of the request as such ownership appears on the last approved city tax roll. Denial of the proposal by the Sign Board of Appeals is final, unless the applicant submits a written notice of appeal within 10 days from the date of action by the Board. If appealed, the request will be placed on the next available City Council agenda and all property owners within 500 feet will be re-notified of the hearing.

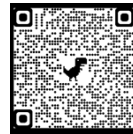
All interested persons are encouraged to attend the public hearing and express their opinions on the variance request. If you are unable to attend, but wish to have your opinions made a part of the public record, please submit written comments prior to the public hearing, to the address below:

**Community Development Department
City of Colleyville
100 Main Street
Colleyville, TX 76034**

NOTICE OF PUBLIC HEARING



The application is on file for public examination in the Community Development Department at 100 Main Street, Colleyville, Texas 76034. A brief project description can be found online on the Agenda Packet and Active Development Case map (please use your phone's camera to scan QR code below):



For additional information, please contact the Community Development Department at 817.503.1056. Please reference the zoning case number when requesting information.

Jacquelyn Reyff

Jacquelyn Reyff
Planning Manager
jreyff@colleyville.com

Owner Name	Owner Address	Owner City
121 COMRADES LTD	3901 GILLON AVE	DALLAS, TX
BURKETT, BEAU	PO BOX 163266	AUSTIN, TX
CP3 INVESTMENTS LP	321 MOUNT GILEAD RD	KELLER, TX
DIESEL INVESTMENTS LLC	5513 MONTCLAIR DR	COLLEYVILLE, TX
GRAPEVINE COLLEYVILLE ISD	3051 IRA E WOODS AVE	GRAPEVINE, TX
M2 COLLEYVILLE LLC	1503 LYNDON B JOHNSON FWY #300	DALLAS, TX
NEWELL, DORCUS D	5312 STATE HWY 121	COLLEYVILLE, TX