



CITY OF COLLEYVILLE SIGN BOARD OF APPEALS AGENDA

100 Main Street, Colleyville, Texas, 76034
City Council Chambers - Third Floor

WEDNESDAY, MARCH 11, 2026 - 7:00 PM

1. CALL TO ORDER

2. APPROVAL OF MINUTES

January 13, 2026 Sign Board of Appeals Meeting Minutes

3. PUBLIC HEARING AGENDA ITEMS

- 3a** Consideration of a variance to the maximum sign height, maximum width, and maximum logo height regulations of Chapter 7 of the Land Development Code, Section 7-175, Permanent Attached Signs on Lot 7, Block 1, Town Center Colleyville, located at 5655 Colleyville Boulevard, Unit 300, Case SC26-001

4. ADJOURNMENT

I hereby certify this agenda was posted on City Hall bulletin boards *Thursday, March 5, 2026*, by 5:00 p.m.

Daniel Ponder
Planning Manager

A quorum of any Colleyville board, commission, or committee may be present 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 BRIEFING

Agenda Number

Agenda Date 3/11/2026

Number -

Type Approval of Minutes

Department Community Development

Title

January 13, 2026 Sign Board of Appeals Meeting Minutes

Explanation

Approval of minutes from the January 13, 2026 Sign Board of Appeals meeting.

Attachments

1. January 13, 2026 Sign Board of Appeals Meeting Minutes



CITY OF COLLEYVILLE SIGN BOARD OF APPEALS MINUTES

100 Main Street, Colleyville, Texas, 76034

TUESDAY, JANUARY 13, 2026

CALL MEETING TO ORDER CITY COUNCIL CHAMBERS

The City of Colleyville Sign Board of Appeals Meeting was called to order by Chair Frank Carroll on January 13, 2026, at 7:00 p.m.

Roll Call

Present: Frank Carroll, Michael Deakin, Dee Kamerman, Richard Vallario, and Tom Markwiese

Absent: Dan Shadle and Rick Ramirez

Staff Present: Planning Manager Daniel Ponder and Urban Forester/Planner Ivana Gonzalez

1. APPROVAL OF MINUTES

1a September 9, 2025 Sign Board of Appeals Minutes

Board Member Michael Deakin made a motion to approve the September 9, 2025, Sign Board of Appeals minutes, seconded by Board Member Richard Vallario.

The motion was carried by the following vote:

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

Nay: 0

2. PUBLIC HEARING AGENDA ITEMS

2a Consideration of a Variance to the regulations of Chapter 7 of the Land Development Code, Section 7-190, Temporary Business Signs; Section

7-195; Temporary Signs – Permitted Districts; and Section 7-200 Temporary Signs – Area & Setback Regulations, on the southwest corner of Colleyville Boulevard and Tinker Road, located at 1509 Tinker Road, Case SC25-004

Planning Manager Daniel Ponder presented the case and briefed the Sign Board on the multiple areas out of code compliance being considered under the variance. Ponder also noted that staff had notified property owners that full compliance with the updated sign code would be required by October 24, 2025.

Justin Ware, the applicant, came forward and briefed the commission on his request. The applicant stated that at the time of installation in no sign code regulations were in effect.

The public hearing was opened. With no one wishing to speak, the public hearing was closed.

There was general discussion between the board members regarding the proposed variance.

Board Member Dee Kamerman made a motion to approve case SC25-004, seconded by Board Member Tom Markwiese.

The motion was carried by the following vote:

Aye: 0

Nay: 5 – Vallario, Kamerman, Caroll, Deakin, and Markwiese

3. ADJOURNMENT

The meeting adjourned at 7:24 p.m.

The minutes were written and prepared by:

Ivana Gonzalez

Ivana Gonzalez

Urban Forester/Planner

The meeting minutes were approved on March 11, 2026 by a vote of X-X.



CITY OF COLLEYVILLE SIGN BOARD OF APPEALS BRIEFING

Agenda Number 3a

Agenda Date 3/11/2026

Number -

Type Public Hearing Agenda Items

Department Community Development

Title

Consideration of a variance to the maximum sign height, maximum width, and maximum logo height regulations of Chapter 7 of the Land Development Code, Section 7-175, Permanent Attached Signs on Lot 7, Block 1, Town Center Colleyville, located at 5655 Colleyville Boulevard, Unit 300, Case SC26-001

Explanation

Insignia Signs, the applicant, has submitted a request for a variance to the maximum sign height, maximum logo/letter height, and maximum sign width regulations of Chapter 7 of the Land Development Code, Section 7-175, Permanent Attached Signs on Lot 7, Block 1, Town Center Colleyville, being approximately 3.73 acres, and zoned CC-2 Shopping Center. The request is to allow a new permanent attached wall sign.

Analysis: The proposed sign is 17'-7" in height, 42'-2.25" in width, and the logo is 96.5" in height. The total sign area is 397.85 square feet when measured per the specifications of the Code.

A variance for the previous wall sign was approved in 2022, which allowed for a sign to exceed the maximum area, maximum height, maximum width, and maximum logo/letter height regulations. The previous sign was 21' in height, 47'-6" in width, and the letter height was 17'-6 ¾ ". The total sign area was 991.93 square feet. Compared to the previously approved sign, the degree of variance for this request is reduced and more closely aligns with the intent of the Colleyville Boulevard Corridor.

Comprehensive Plan: The City's comprehensive plan, *Destination Colleyville*, identifies the subject property as part of the Colleyville Boulevard Corridor. *Destination Colleyville* encourages signage that is in character with Colleyville Town Center, thus creating a unique sense of place.

Variance Request: The applicant is requesting a variance to Section 7-175 Permanent Attached Signs.

The minimum standards for permanent attached wall signs are as follows:

Maximum Letter/Logo Height: Ratio of letter height based on sign area and/or distance to front property line:

<50 sf or <50 ft from front property line = 24" max. letter/logo height

50 sf to 100 sf or 50 ft to 100 ft from front property line = 48" max.
>100 sf or >100 ft from front property line = 72" max.

Maximum Sign Height: Six feet (6'), provided that no wall sign shall extend above the wall to which it is attached.

Maximum Width: Seventy-five percent (75%) of the width of the wall area to which it is attached. When more than one wall sign is used, the combination of the sign widths, when placed side by side, shall not exceed seventy-five (75%) of the width of the wall to which they are attached.

Existing Conditions/Background: The subject property, 5655 Colleyville Boulevard, Unit 300, has CC-2 Shopping Center zoning and is located southeast of the intersection of Colleyville Boulevard and Hall Johnson Road. The subject property is developed with a commercial shopping center.

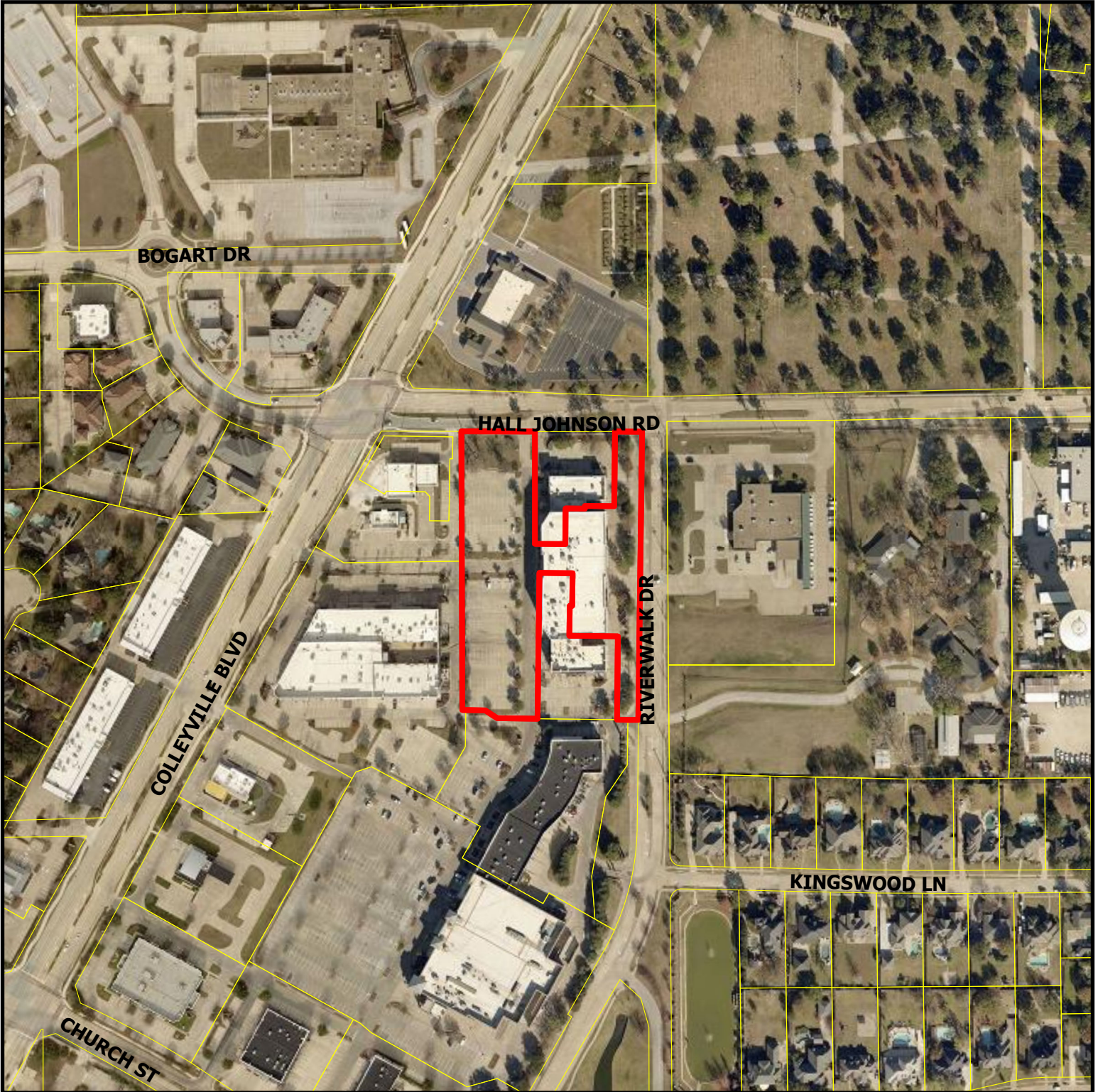
Surrounding Development: The property to the north is zoned CC-1 Village Retail and is improved with commercial uses. The properties to the east are zoned AG Agricultural and are improved with institutional uses. The properties to the south and the west are zoned CC-2 Shopping Center and are improved with commercial uses.

Public Notification: Staff mailed notices to all property owners within 500 feet as well as any Homeowners Associations within 1,000 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.

Attachments

1. Aerial Map
2. Zoning Map
3. Future Land Use Map
4. Sign Exhibit
5. Previous Approved Variance Exhibit
6. Notification Map
7. Notification Letter

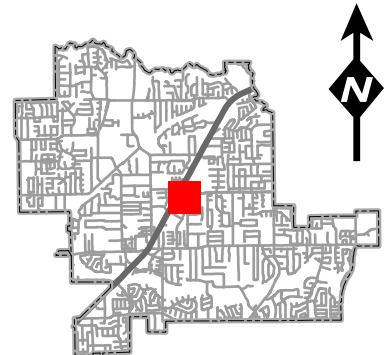
Aerial Map



SC26-001

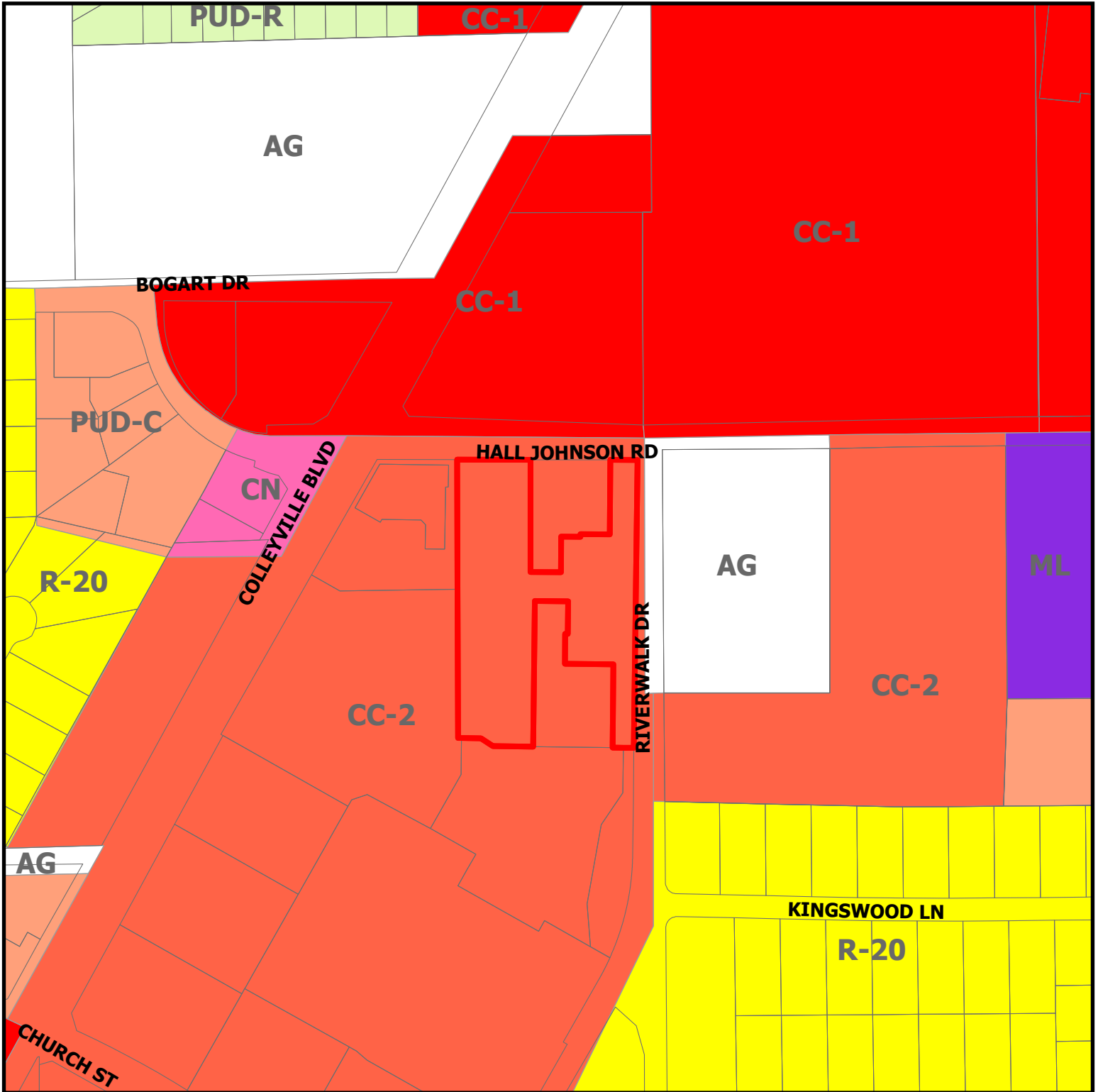
5655 Colleyville Blvd

 Subject Property



DISCLAIMER:
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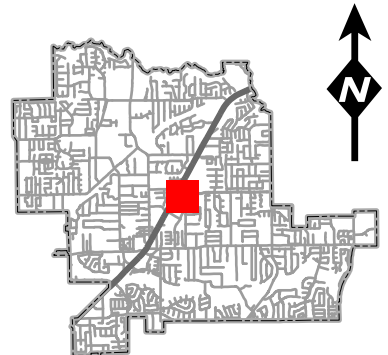
Zoning Map



SC26-001

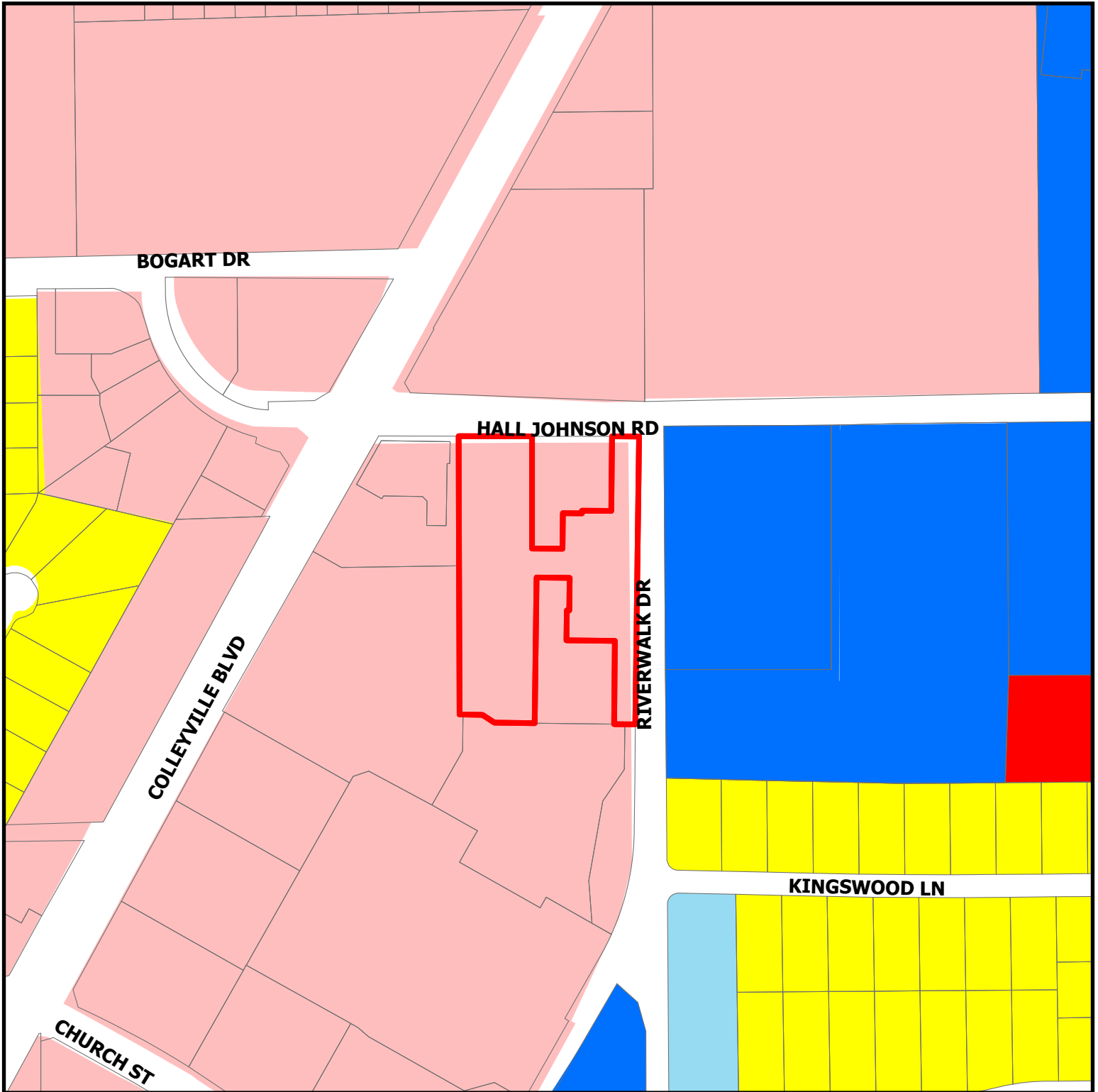
5655 Colleyville Blvd

 Subject Property



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Future Land Use Map

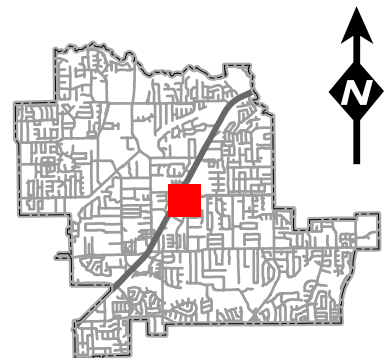


SC26-001

5655 Colleyville Blvd

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- | | | | |
|---|---------------|---|---------------------------|
|  | Residential |  | Colleyville Blvd Corridor |
|  | Commercial |  | Water Body |
|  | Institutional |  | Subject Property |





SALES PERSON

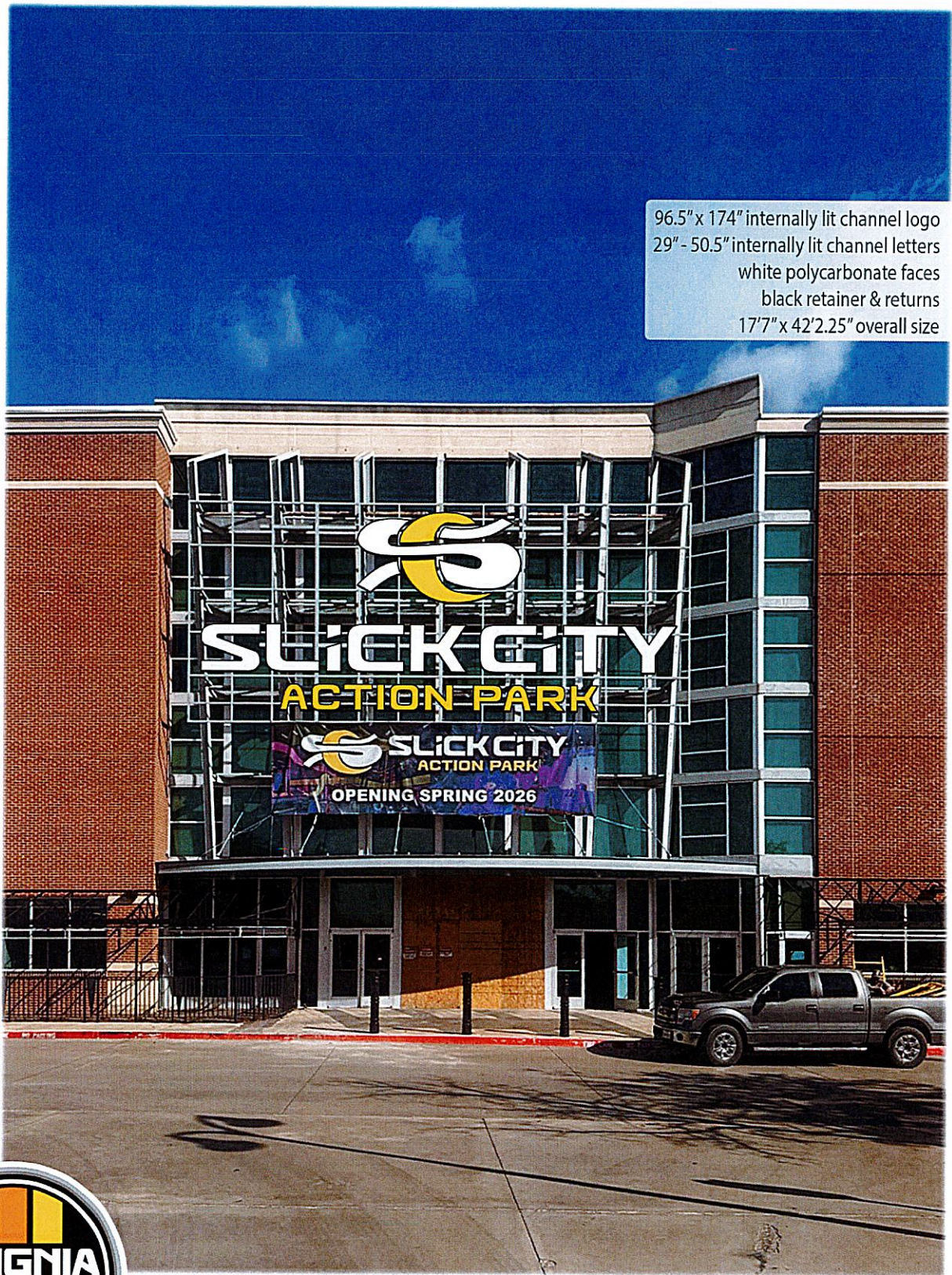
CHRISTEL

DESIGN DATE

2/18/26

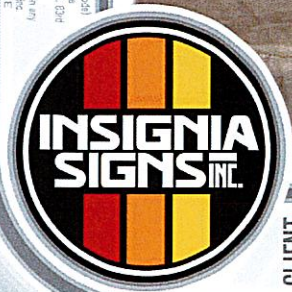
ARTIST

JAMES



96.5" x 174" internally lit channel logo
29" - 50.5" internally lit channel letters
white polycarbonate faces
black retainer & returns
17'7" x 42'2.25" overall size

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CLIENT

Slick City - Collinsville

APPROVAL

273'-6 1/4"



55'-0" +/-

24'-9"

A



EXISTING

STOREFRONT ELEVATION



Design #	
0630516AR4	
Sheet 2 of 10	
Client	
Look Cinemas	
Address	
5655 Colleyville Blvd Colleyville, TX 76034	
Account Rep.	DEBBIE MOLTZ JUSTIN BARNABEE
Designer	JOEL GONZALES
Date	10/25/2021
Approval / Date	
Client	
Sales	
Estimating	
Art	
Engineering	
Landlord	

Revision/Date
 R1/10/25/2021: Revised sign and added final details
 R2/11/22/2021: Add building measurements to page 2
 R3/11/22/2021: Add poster case topgers
 R4/12/22/2021: Add schedule to floor elevation



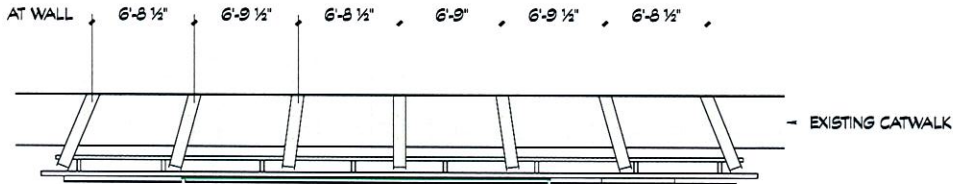
chandler signs.com

National Headquarters: 14201 Evergreen Road #1211, Fort Worth, TX 76155, (817) 950-0000 Fax (817) 950-0004
 San Antonio: 17319 San Pedro Avenue Suite 200, San Antonio, TX 78232, (214) 890-0000 Fax (214) 890-0000
 Northeast US: 2201 River Road, Suite 201, Louisville, KY 40206, (502) 890-0000 Fax (502) 890-0000
 Georgia: 111 Woodstone Place, Dawsonville, GA 30054, (770) 750-0000 Fax (770) 750-0000
 South Texas: PO BOX 175, 206 Doran Drive, Portland, TX 78258, (214) 950-0000 Fax (214) 950-0000

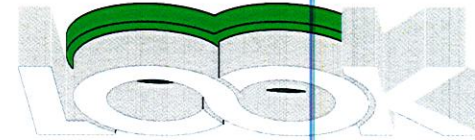
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FINAL ELECTRICAL CONNECTION BY CUSTOMER

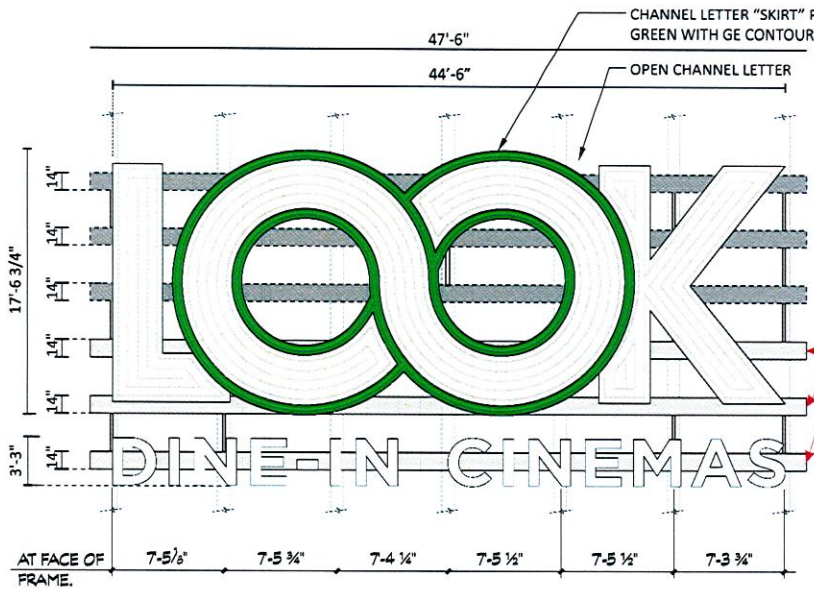




TOP VIEW



PERSPECTIVE VIEW



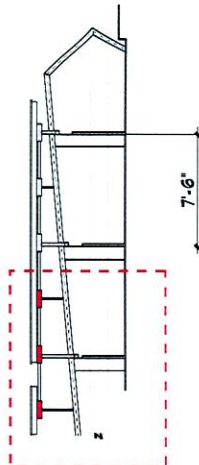
MOUNT SIGN LETTERS ONTO 14" X 4" ACCENT CABINETS PAINTED. SPRAYLAT SM-171S BRUSHED ALUM.

ACCENT CABINETS MOUNT TO 2 1/2" STEEL TUBE OUTRIGGERS and 3" HORIZONTAL STEEL STRINGERS. FIELD WELD TO EXISTING CATWALK OUTRIGGERS and W10 VERT. FRAMES.

ALL STEEL and ALUMINUM. STRUCTURE FOR MOUNTING TO BE PAINTED TO MATCH SW #7073 "NETWORK GRAY" (SATIN).

U.L. LABELS REQUIRED INSTALL IN ACCORDANCE W/ NATIONAL ELECTRIC CODES

NEW 14" X 4" ACCENT CABINETS (THREE OTHERS ARE EXISTING)



SURVEY REQUIRED FOR INSTALLATION OF THREE ADDITIONAL ACCENT CABINETS

SIDE VIEW

A FACE-LIT CHANNEL LETTERS ON DECO BARS
ONE [1] SET REQUIRED - MANUFACTURE & INSTALL

SCALE: 1/8" = 1' - 0"
991.93 SQ. FT.

"LOOK"
5" DEEP ALUM. OPEN LETTERS TO BE LIT WITH GE CONTOUR 7100K WHITE L.E.D.'S. (FINAL CONTOUR LED LAYOUT TBD)
RETURNS ON THE OUTSIDE PAINTED WHITE.
RETURNS IN THE INSIDE AND BACKS TO BE PAINTED WHITE.
POWER SUPPLIES LOCATED BEHIND LETTERS.

"OO"
3" DEEP ALUM. FABRICATED PERIMETER CHANNEL; FACE, RETURNS PAINTED TO MATCH PMS #355C GREEN; GE CONTOUR GREEN L.E.D.
SINGLE TUBE ILLUMINATION CENTERED ON PERIMETER FACE.
WEEP HOLE(S) AT BOTTOM OF EACH LETTER.

"DINE-IN CINEMAS"
5" DEEP ALUM. FABRICATED CHANNEL LETTERS;
INSIDE FACE & CHANNELS PAINTED WHITE;
OUTSIDE RETURNS PAINTED WHITE.

WHITE POLYCARBONATE FACES WITH 5/8" ALUM. FABRICATED RETAINERS PAINTED WHITE.

WHITE GE 7100K INSIDE LETTERS;



Design #	0630516AR4
Sheet	3 of 10
Client	Look Cinemas
Address	5655 Colleyville Blvd Colleyville, TX 76034
Account Rep.	DEBBIE MOLTZ JUSTIN BARNABEE
Designer	JOEL GONZALES
Date	10/25/2021

Approval / Date	
Client	
Sales	
Estimating	
Art	
Engineering	
Landlord	

Revision/Date	
R1 (10/25/21) LGE: Update sign and wiring from catwalk	
R2 (10/25/21) LGE: Add building measurements to page 2 as well	
R3 (10/25/21) LGE: Add pointer case to sign	
R4 (10/25/21) LGE: Add sunshade to front elevation	



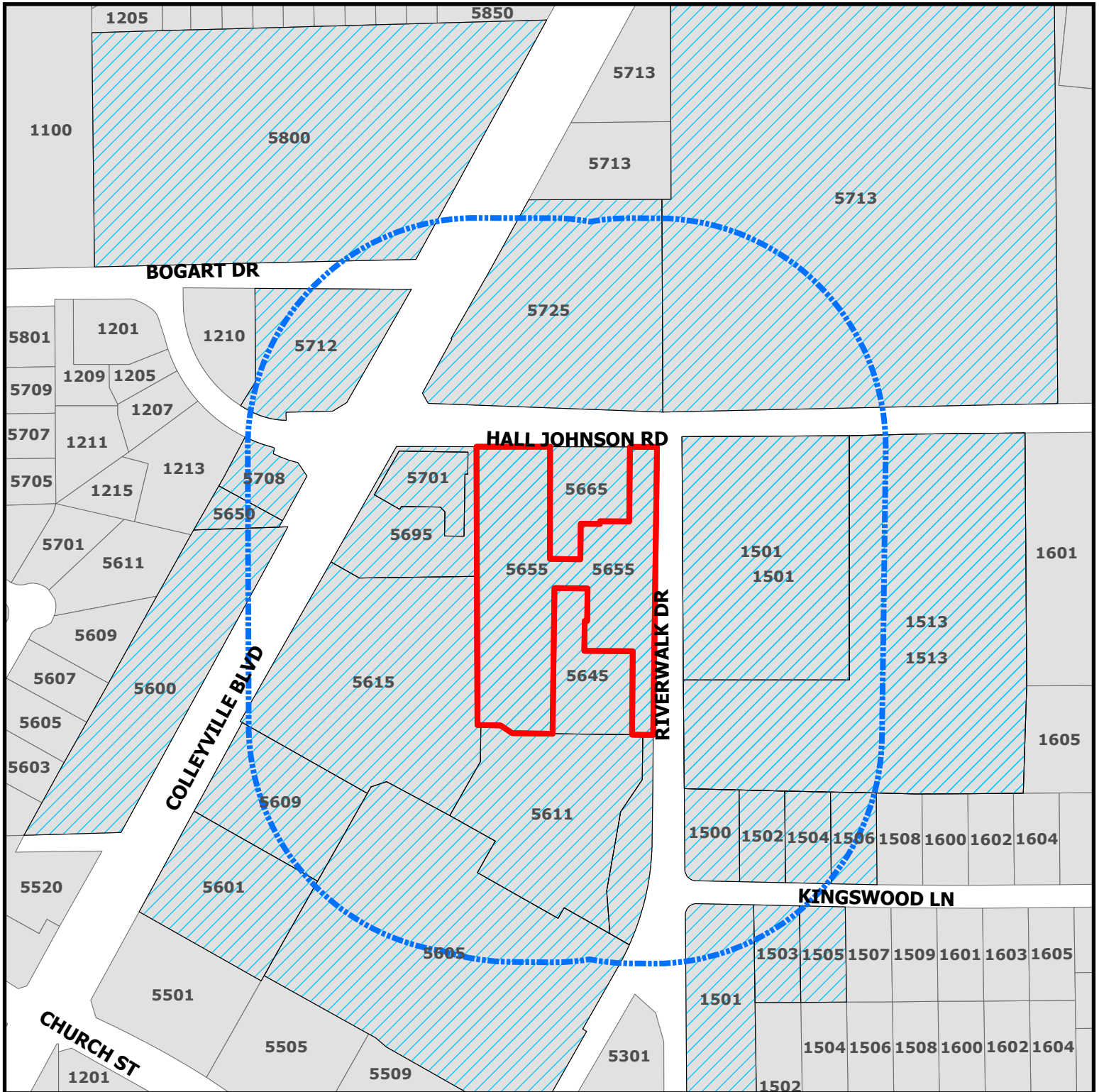
chandler signs.com	
National Headquarters	14201 Loopwage Road #751 Fort Worth, TX 76155 (817) 441-1111 Fax (817) 441-1112
San Antonio	17319 San Pedro Avenue Suite 200 San Antonio, TX 78232 (214) 441-1111 Fax (214) 441-1112
Northeast US	2301 River Street, Suite 202 Louisville, KY 40208 (502) 441-1111 Fax (502) 441-1112
Georgia	111 Woodstone Place Dawsonville, GA 30234 (770) 441-1111 Fax (770) 441-1112
South Texas	PO BOX 125 706 Carol Drive Pearland, TX 77656 (281) 441-1111 Fax (281) 441-1112

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FINAL ELECTRICAL CONNECTION BY CUSTOMER



Notification Map






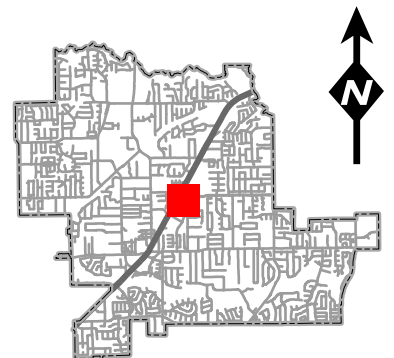
SC26-001

5655 Colleyville Blvd



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-  Subject Property
-  Buffer
-  Parcels to be notified





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: Wednesday, March 11, 2026, at 7:00 p.m.
3rd floor of City Hall, 100 Main Street, Colleyville, Texas**

Request: Consideration of a variance to the Chapter 7 of the Land Development Code, Section 7-175, Permanent Attached Signs, to include maximum sign height and maximum logo and letter height, on Lot 7, Block 1, Town Center Colleyville, located at 5655 Colleyville Boulevard, Unit 300, Case SC26-001. The request is to allow a nonconforming permanent attached wall sign.

Zoning Case: SC26-001

Applicant: Slick City Action Park

Owner: SVAP III TC Colleyville LLC

Location: 5655 Colleyville Boulevard, Unit 300

Property Description: Lot 7, Block 1, Town Center Colleyville

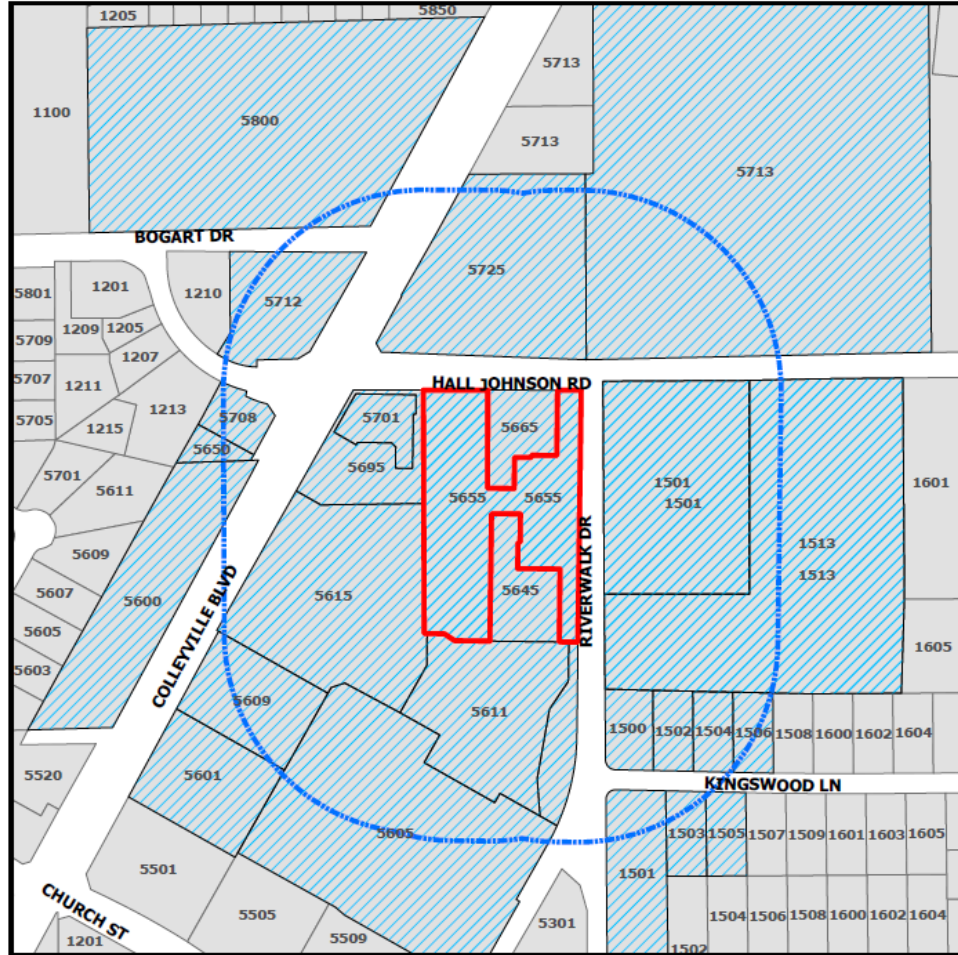
Present Zoning: CC-2 Shopping Center

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 tax roll and all homeowners' associations within 1000 feet. Action by the Sign Board of Appeals serves as a final action on the request. Denial of the proposal by the Board 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.

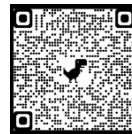
All interested persons are encouraged to attend the public hearing and express their opinions on the request. If you are unable to attend, but wish to have your opinions made a part of the public record, please submit written comments prior to the public hearing, to the address or email below:

**Community Development Department
City of Colleyville
100 Main Street
Colleyville, TX 76034
Citizenletters@colleyville.com**

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 817.503.1050. Please reference the zoning case number when requesting information.

Daniel Ponder

Daniel Ponder
Planning Manager