



# **CITY OF COLLEYVILLE SIGN BOARD OF APPEALS AGENDA**

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

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**TUESDAY, AUGUST 11, 2026 - 7:00 PM**

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**1. CALL TO ORDER**

**2. APPROVAL OF MINUTES**

**2a** July 14, 2026 Sign Board of Appeals Meeting Minutes

**3. MOTION TO RECONSIDER**

**3a** Consider a motion to reconsider the Board's prior action on Case SC26-002, a variance request under Chapter 7, Section 7-215 of the Colleyville Land Development Code for a sign located at 4200 Glade Road, as approved by the Board on July 14, 2026

**4. PUBLIC HEARING AGENDA ITEMS**

**4a** Consideration of a variance to Chapter 7 of the Land Development Code, Section 7-215, Prohibited Signs, on Lot 2, Block 1, Glade Points Addition, located at 4200 Glade Road, Case SC26-002

**5. ADJOURNMENT**

I hereby certify this agenda was posted on City Hall bulletin boards *August 4, 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 MINUTES**

100 Main Street, Colleyville, Texas, 76034

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**TUESDAY, JULY 14, 2026**

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## **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 July 14, 2026, at 7:00 p.m.

### **1. CALL TO ORDER AND ROLL**

**Present:** Frank Carroll, Mic Deakin, Dee Kamerman, Richard Vallario, Rick Ramirez, and Tom Markwiese

**Absent:** Dan Shadle

**Staff Present:** Planning Manager Daniel Ponder and Planner Bethany Lopez

### **2. APPROVAL OF MINUTES**

**2a** March 11, 2026, Sign Board of Appeals Minutes

**Board Member Deakin made a motion to approve the March 11, 2026, Sign Board of Appeals minutes, seconded by Board Member Vallario.**

**The motion was carried by the following vote:**

**Aye: 5 – Vallario, Kamerman, Carroll, Deakin, and Ramirez**

**Nay: 0**

### **3. APPROVAL OF BYLAWS**

**3a** Consider and adopt the Sign Board of Appeals Bylaws

**Board Member Vallario made a motion to approve the Sign Board of Appeals Bylaws, seconded by Board Member Deakin.**

**The motion was carried by the following vote:**

**Aye: 5 – Vallario, Kamerman, Carroll, Deakin, and Ramirez**

**Nay: 0**

**3b** Consider and adopt the Zoning Board of Adjustment Bylaws

**Board Member Vallario made a motion to approve the Zoning Board of Adjustment Bylaws, seconded by Board Member Deakin.**

**The motion was carried by the following vote:**

**Aye: 5 – Vallario, Kamerman, Carroll, Deakin, and Ramirez**

**Nay: 0**

#### **4. PUBLIC HEARING AGENDA ITEMS**

**4a** Consideration of a variance to Chapter 7 of the Land Development Code, Section 7-215, Prohibited Signs, on Lot 2, Block 1, Glade Points Addition, located at 4200 Glade Road, Case SC26-002

Planner Bethany Lopez presented the case and briefed the Sign Board on the request. The proposed sign would be a billboard located at the corner of State Highway 121 and Glade Road. Billboards are prohibited within the City of Colleyville.

Steven Betzold, the applicant, came forward and spoke on the case. He stated his intentions to mimic an existing billboard located within the city.

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 request. The Board discussed details regarding the previous variance considered for a billboard at 5312 State Highway 121. The board stated that a variance was approved by the Sign Board of Appeals in 2022 for another billboard. There were concerns regarding safety with the addition of the billboard. Staff recommended denial due to noncompliance with City regulations.

**Chair Carroll made a motion to approve case SC26-002 under three conditions: (1) the height of the sign is reduced from 75 feet to 65 feet; (2) one of the existing freestanding signs is removed; and (3) landscaping is included around the base of the billboard and that staff conducts a parking analysis. The motion was seconded by Board Member Deakin.**

**The motion was carried by the following vote:**

**Aye: 4 – Vallario, Carroll, Deakin, and Ramirez**

**Nay: 1 - Kamerman**

#### **4. ADJOURNMENT**

The meeting adjourned at 7:47 p.m.

The minutes were written and prepared by:

*Bethany Lopez*

Bethany Lopez  
Planner

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



## CITY OF COLLEYVILLE SIGN BOARD OF APPEALS BRIEFING

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**Agenda Number** 3a

**Agenda Date** 8/11/2026

**Number** -

**Type** Regular Agenda Items

**Department** Community Development

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### **Title**

Consider a motion to reconsider the Board's prior action on Case SC26-002, a variance request under Chapter 7, Section 7-215 of the Colleyville Land Development Code for a sign located at 4200 Glade Road, as approved by the Board on July 14, 2026

### **Explanation**

### **Attachments**



## CITY OF COLLEYVILLE SIGN BOARD OF APPEALS BRIEFING

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**Agenda Number** 4a

**Agenda Date** 8/11/2026

**Number -**

**Type** Public Hearing Agenda Items

**Department** Community Development

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### **Title**

Consideration of a variance to Chapter 7 of the Land Development Code, Section 7-215, Prohibited Signs, on Lot 2, Block 1, Glade Points Addition, located at 4200 Glade Road, Case SC26-002

### **Explanation**

Steven Betzold, the applicant, has submitted a request for a variance to Chapter 7 of the Land Development Code, Section 7-215, Prohibited Signs, on Lot 2, Block 1, Glade Points Addition, being approximately 1.04 acres, and zoned CC-2 Shopping Center.

**Variance Request:** The applicant is requesting a variance to Section 7-215, Prohibited Signs, to permit a billboard sign. Billboards are not an allowed use.

**Analysis:** The property is located within the Freeway Overlay Zone. According to Section 7-165 – Permanent Freestanding Signs – Area, Height and Setback Requirements, Freeway Pole Signs are limited to 35 feet in height and 250 square feet of sign area. The proposed sign is 60 feet tall with 672 square feet of area, exceeding both standards. The site is developed with two freestanding signs, and the sign code does not allow a third freestanding sign. The required 60-foot spacing between freestanding signs also will not be met with an additional sign, resulting in noncompliance.

**Existing Conditions/Background:** The subject property at 4200 Glade Road is developed with a commercial building.

**Plat Status:** The property is platted.

**Surrounding Development:** The properties to the north and west are zoned CC-2 Shopping Center and are improved with commercial uses. The border between Colleyville and Grapevine lies to the east of the property. The border between Colleyville and Euless lies to the south of the property.

**Comprehensive Plan:** The City's comprehensive plan, *Destination Colleyville*, identifies the subject property for commercial development. The proposed variance does not meet the intent of the comprehensive plan.

**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. Future Land Use Map
3. Zoning Map
4. Statement of Planning Objectives
5. Site Plan
6. Notification Map
7. Notification Letter

# Aerial Map

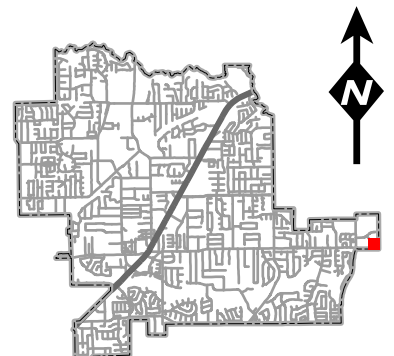


**SC26-002**

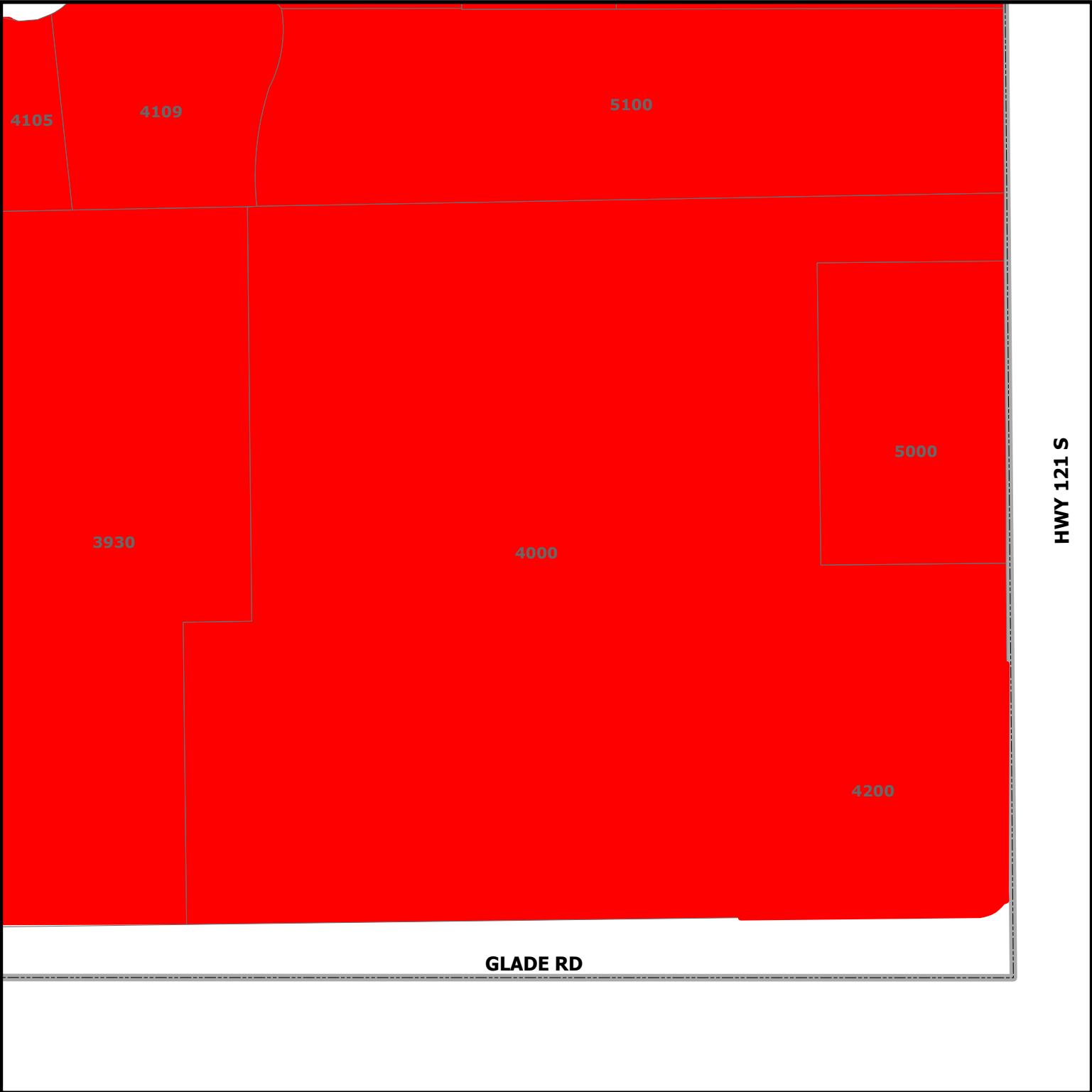
**4200 Glade Road**

**DISCLAIMER:**  
This map and information contained in it were developed exclusively for use by the City of Colleyville. Any use or reliance on this map by anyone else is at that party's risk and without liability to the City of Colleyville, its officials or employees for any discrepancies, errors, or variances which may exist.

 Subject Property



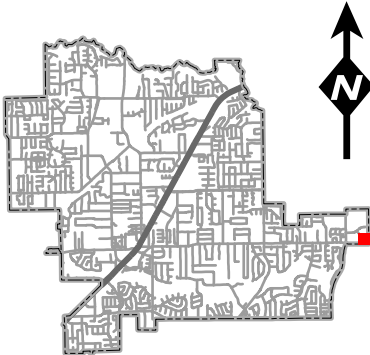
# Future Land Use Map



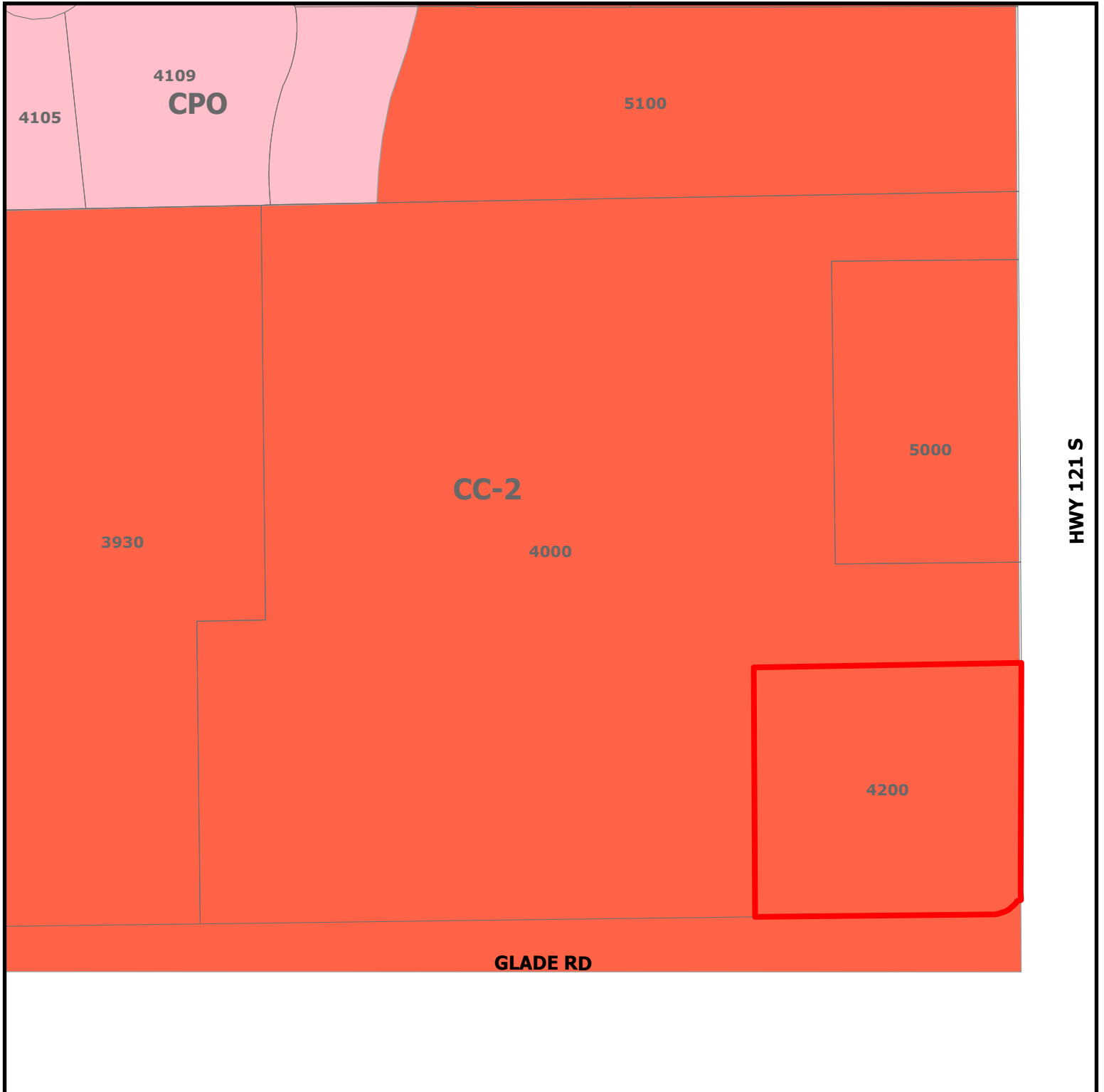
**SC26-002**  
4200 Glade Road

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-  Commercial
-  Subject Property



# Zoning Map



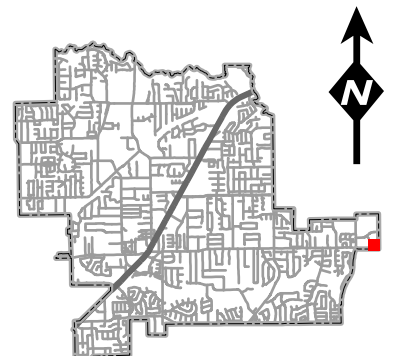
**SC26-002**

**4200 Glade Road**

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 Subject Property





June 15<sup>th</sup>, 2026

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

SBA Members,

I am hereby submitting a Variance Application seeking SBA approval to allow my company, Lamar Advertising, to erect a new digital billboard in your city limits located at 4200 Glade Rd., at SH-121 at the city limits South entrance. Enclosed, you will find exhibits and renderings as precedent with a similar City Gateway Sign proposal unanimously approved by the City Council on 01/17/23 (Resolution R-23-4809).

The City of Colleyville is unique by having only one (1) City Gateway Sign to the North along the SH-121 corridor. Fortunately, it's well-positioned in a highly commercial area with no residential zoning or use nearby. We feel this proposal balances out the corridor by adding one (1) City Gateway Sign to the South along SH-121.

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, Duncanville, White Settlement, Mesquite, Waxahachie, Forest Hill and various others.

Why should you allow this like neighboring cities?

- Significant Aesthetic Deployment - Brick /Stone Cladded Sign Pole, City logo/branded
- Guaranteed Free Advertising for City & ISD to use for the life of the Sign
- Increase awareness to local businesses which leads to increased sales tax for the City
- A \$100,000 lump sum one-time fee paid by Lamar Advertising to the City of Colleyville

#### Variance Criteria Reasoning

- A. Special precedent circumstances exist for this proposed billboard sign. As mentioned above, this billboard sign would complement the other City Gateway Sign to the North, providing a cohesive balance to the corridor. Secondly, this site is zoned CC-2 (Commercial) as are all the neighboring properties. This site is also in the Freeway Overlay Zone on SH-121 where the City allows the largest and tallest signs in your sign ordinance. Thirdly, 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 proposal, while not having the sign encumber the core of town where everyone 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, per Chapter 7 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 included as an Exhibit. Lastly, referenced above are neighboring cities that have allowed my company and other billboard operators to erect 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. Our goal is to achieve consistency in the market with other signage and also deploy a sign optimally visible for a wide highway such as SH-121.
- C. Special Conditions are not the result of the applicant, precedent is however. To recap, we are looking for variance approval with technology already allowed by your sign code, consistent with State (TxDOT) regulations and other granted requests by this SBA and various 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 exhibits enclosed. Please let me know should you require any additional documentation. I look forward to working with you all soon.

Thank you,

*Steven Betzold*

Steven Betzold

[REDACTED]

[REDACTED]

Real Estate Manager  
DFW Region

# City of Colleyville



Public Private Partnership | Digital OOH & Ad space

# WHY LAMAR

## General Background

- We will deploy Gateway Monument style digital messaging display at \$0 expense to the City of Colleyville, TX.
- Benefits go well beyond, bolstering a sense of place + improve vibrancy + support economic development + improve communication engagement with the City of Colleyville residents and public.

## Best in Class Technology

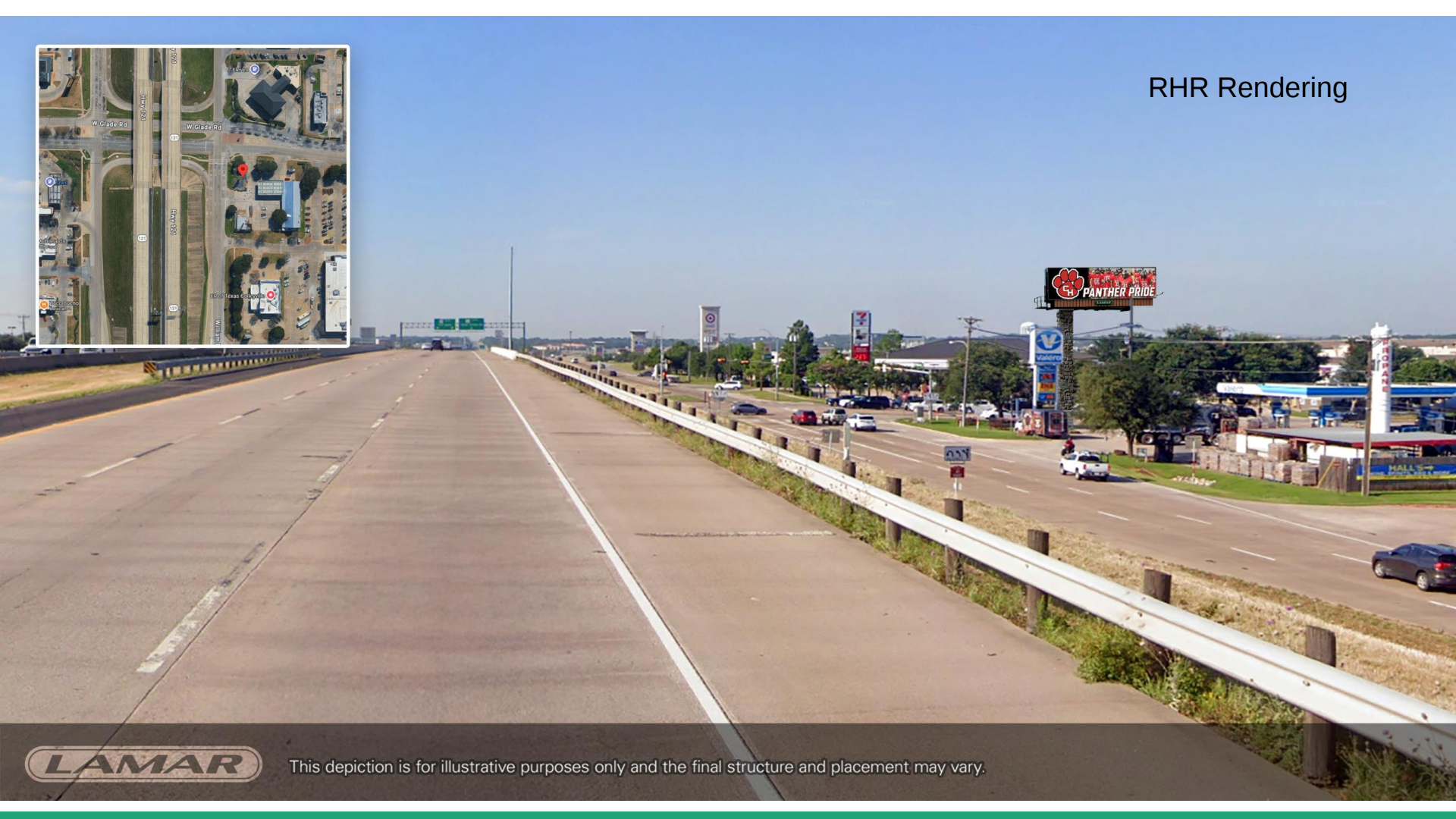
- Lamar uses the newest generation of digital displays, partnering with Daktronics, an industry leader.
- Displays dim to 10% of typical brightness at night and on cloudy days. AI helps to trigger life saving PSA in real time.
- LightDirect technology controls the viewing cone to ensure displays are seen by the target audience only.
- Digital displays are replaced as often as needed with the newest technology.



# LHR Rendering



This depiction is for illustrative purposes only and the final structure and placement may vary.



RHR Rendering

**LAMAR**

This depiction is for illustrative purposes only and the final structure and placement may vary.

RHR Rendering

**LAMAR**

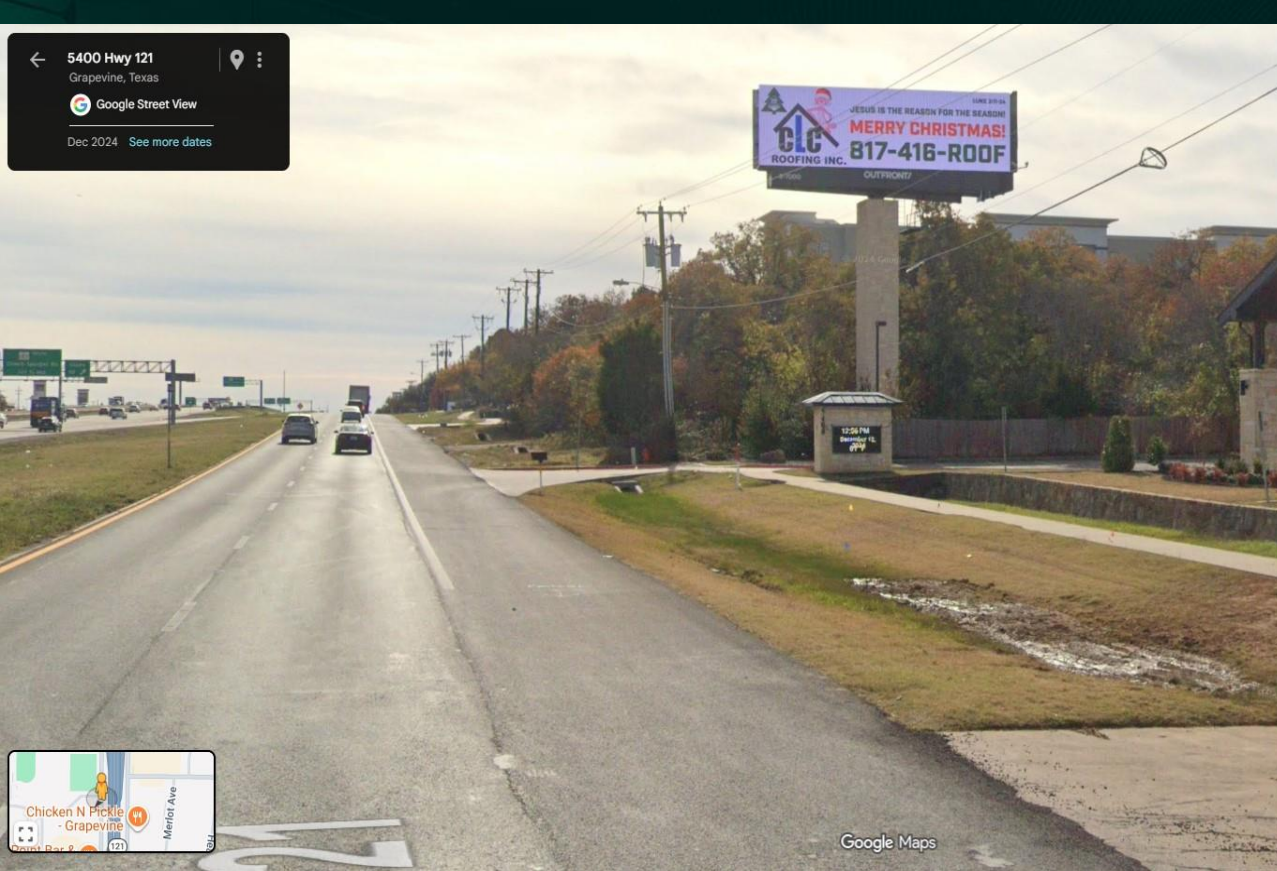
This depiction is for illustrative purposes only and the final structure and placement may vary.

Length

$$0.39 = 2059.2$$

Mile  Foot 

[illegible]

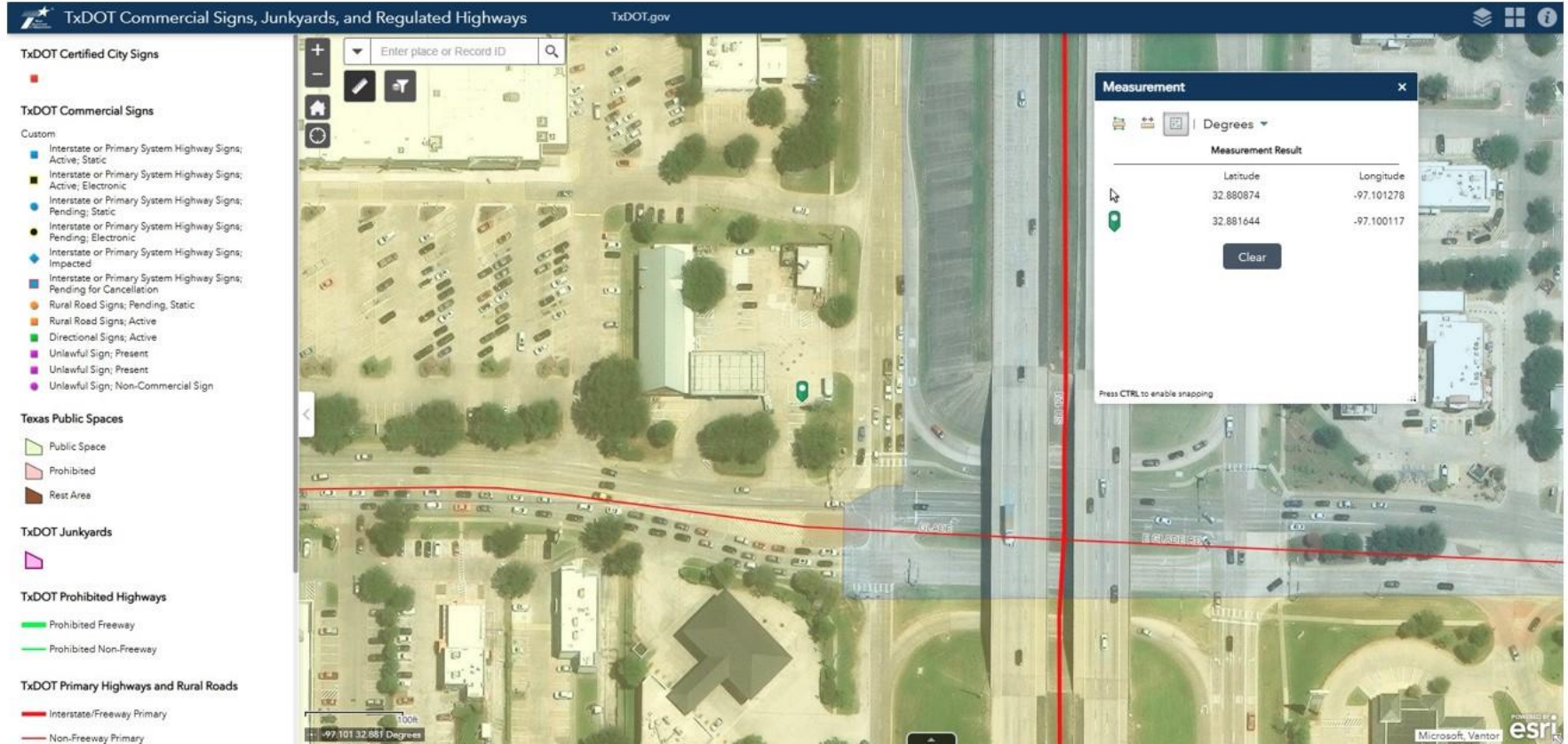


# Outfront/Burkett

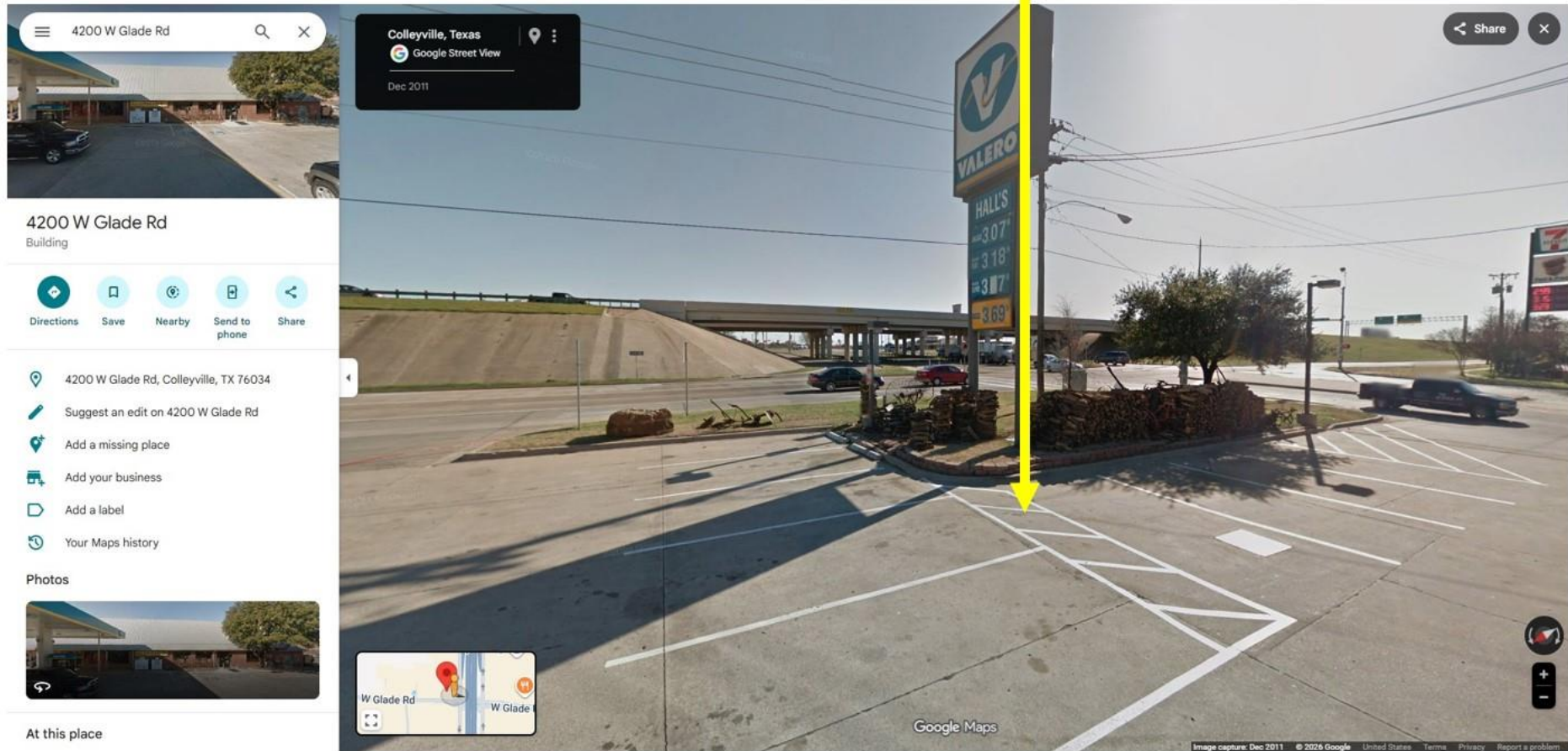
Colleyville  
SH-121

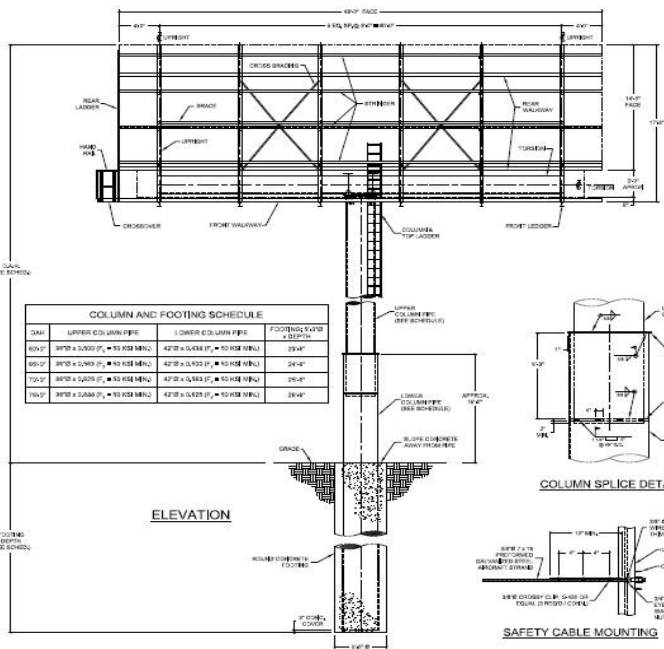
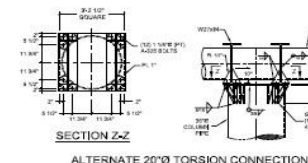
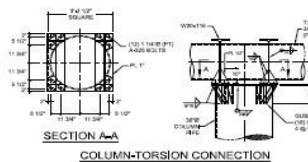
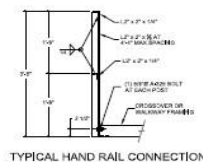
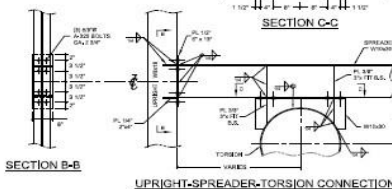
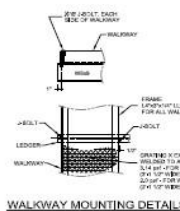
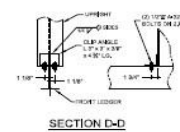
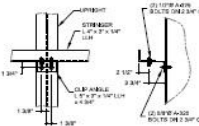
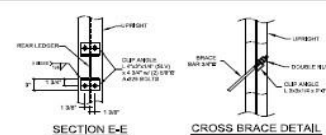
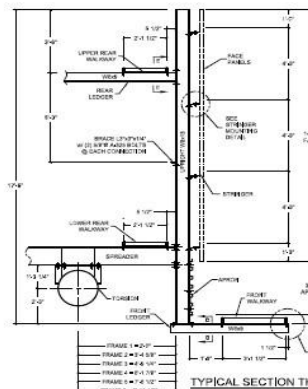
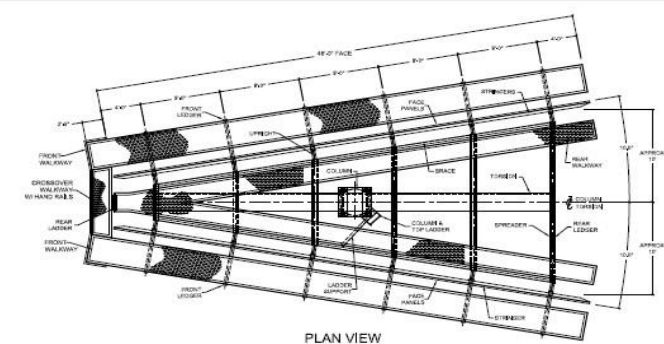
# Pole Location

(GIS 32.881644, -97.100117)

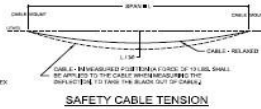
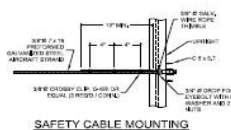
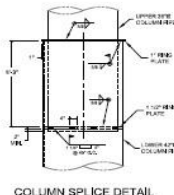


## Pole Placement





| QAM   | UPPER COLUMN PIPE                           | LOWER COLUMN PIPE                           | FOOTING SIZE & DEPTH |
|-------|---------------------------------------------|---------------------------------------------|----------------------|
| 604-2 | 36"ID x 5.002 (F <sub>y</sub> = 50 KSI) MN2 | 42"ID x 0.534 (F <sub>y</sub> = 50 KSI) MN2 | 28"x4'               |
| 605-2 | 36"ID x 5.003 (F <sub>y</sub> = 50 KSI) MN2 | 42"ID x 0.535 (F <sub>y</sub> = 50 KSI) MN2 | 28"x4'               |
| 750-2 | 36"ID x 5.008 (F <sub>y</sub> = 50 KSI) MN2 | 42"ID x 0.543 (F <sub>y</sub> = 50 KSI) MN2 | 28"x4'               |
| 751-2 | 36"ID x 5.009 (F <sub>y</sub> = 50 KSI) MN2 | 42"ID x 0.525 (F <sub>y</sub> = 50 KSI) MN2 | 28"x4'               |



Note

[illegible]

**FJS**  
ENGINEERING

LINCOLN BILLBOARDS  
TEXAS

|                                                                        |                    |                 |             |
|------------------------------------------------------------------------|--------------------|-----------------|-------------|
| 14" x 48" CENTERMOUNT<br>20" V-BULB<br>SIGN STRUCTURE<br>(LED CAPABLE) |                    |                 |             |
| BUILT AT #10<br>AS SHOWN                                               | DATE<br>12/09/23   | ISSUANCE<br>CBM | SHOWN<br>JS |
| PROJECT #02<br>1. BUD-25-009                                           | ISSUANCE #01<br>01 | NOTED<br>n      |             |



# Waxahachie

Development Agreement

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New Build  
Digital OOH

Example: Center mount structure 60' OAH | 14'x48' | 15' VEE

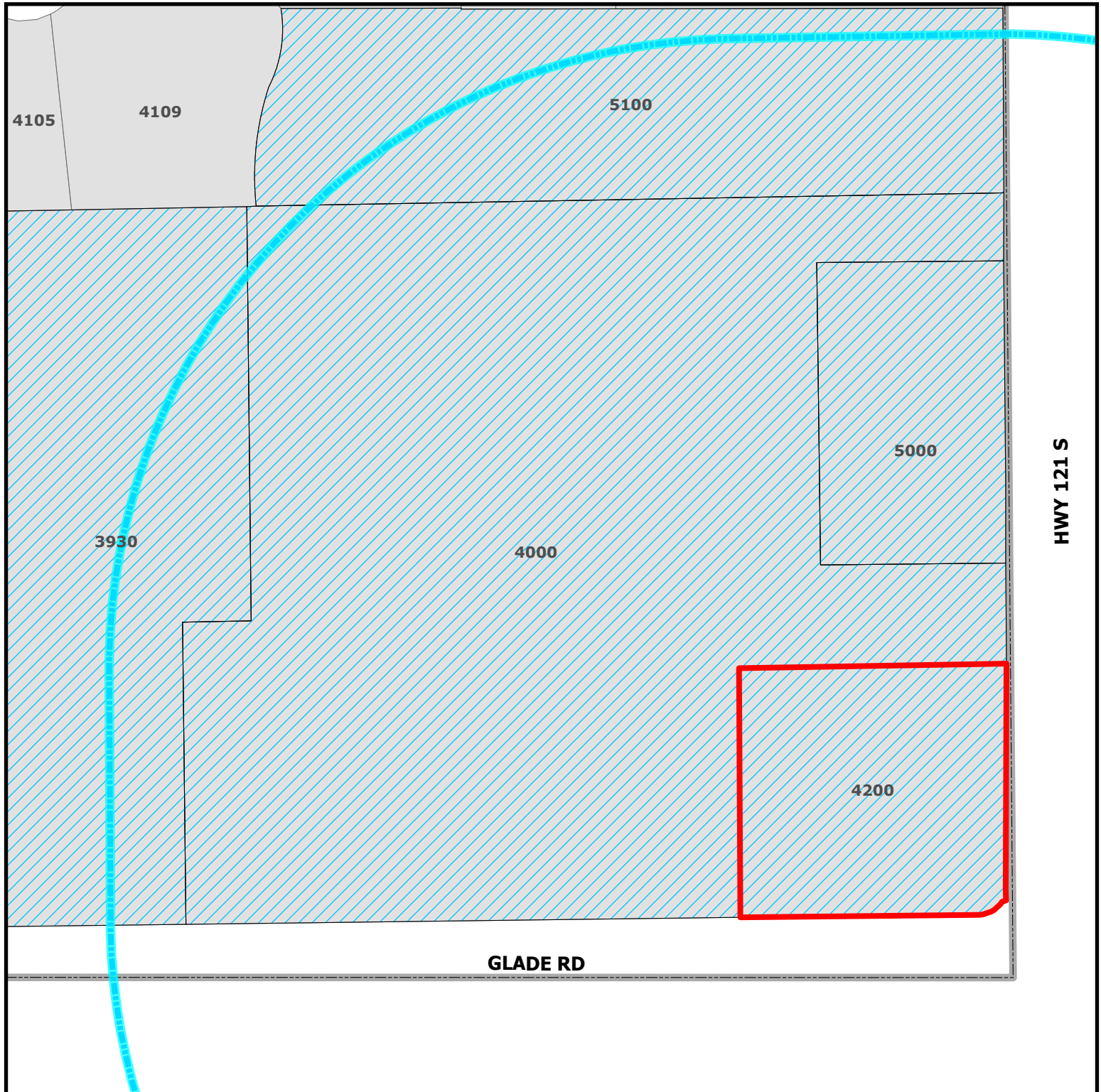
# Public Private Partnership

## City Benefits | Digital OOH | Ad space

- One time lump sum sign permit fee \$100,000
- No cost Ad space for the City and ISD based on availability
- No cost Ad copy, which is changeable during a campaign
- Programmatic with AI Capabilities (response in real time)
- Life Saving PSA | Storm Warnings, Amber Alerts, FBI Alerts, Burn Bans
- Keeps residents safe, informed and engaged
- Drive growth, increasing sales tax revenue and support local businesses
- Ad Restrictions: SOB, THC/CBD & Non-Compete (Municipalities)



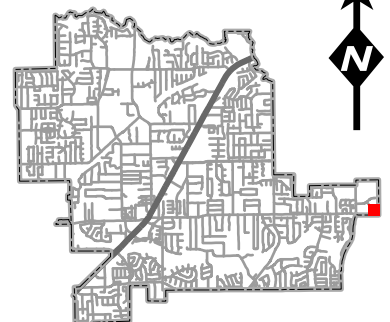
# Notification Map



**SC26-002**

**4200 Glade Road**

-  Subject Property
-  Buffer
-  Parcels to be notified



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## 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, July 14, 2026, at 7:00 p.m.  
3rd floor of City Hall, 100 Main Street, Colleyville, Texas**

**Request:** Consideration of a variance to Chapter 7 of the Land Development Code, Section 7-215, Prohibited Signs, on Lot 2, Block 1, Glade Points Addition, located at 4200 Glade Road, Case SC26-002. The request is to allow for the construction of a billboard sign.

**Zoning Case:** SC26-002

**Applicant:** Steven Betzold

**Location:** 4200 Glade Road

**Property Description:** Lot 2, Block 1, Glade Points Addition

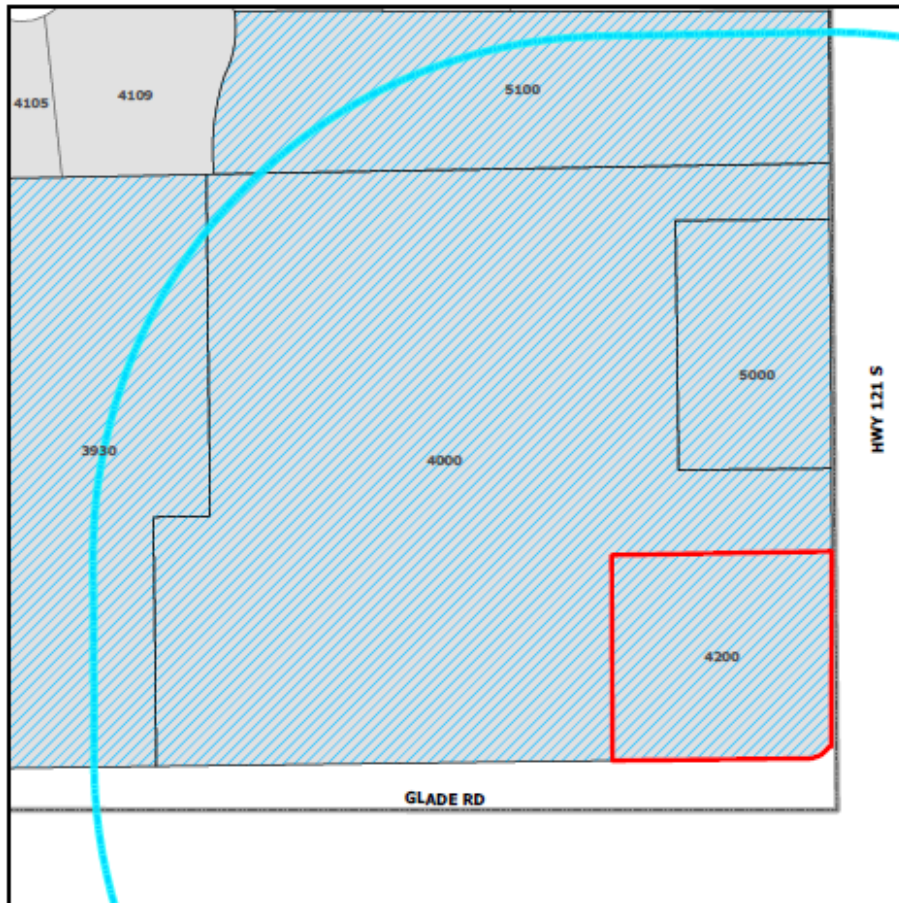
**Present Zoning:** CC-2 Shopping Center

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.

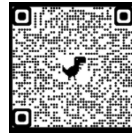
All interested persons are encouraged to attend the public hearing and express their opinions on the zoning change request. If you are unable to attend, but wish to have your opinions made a part of the public record, please submit written comments prior to the public hearing, to the address or email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

**Community Development Department  
City of Colleyville  
100 Main Street  
Colleyville, TX 76034  
[Citizenletters@colleyville.com](mailto: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