

Variance Request – HTeaO Keller

Application Name:

HTeaO – Keller, TX

General Description:

Request for a variance to allow more than one wall sign per building wall for HTeaO at **2126 Rufe Snow Dr, Keller, TX 76248**.

Detailed Description:

The proposed signage plan includes installing a **second wall sign** on one façade of our building. The **additional sign** will be **52 square feet** in area and will display the primary product offered by HTeaO. This enhances customer awareness of the business's offerings, especially for passing motorists unfamiliar with the brand.

Request Description:

We are requesting a variance to **Article 8 of the Keller Unified Development Code (UDC)** to permit **more than one wall sign per building façade**. The UDC currently limits businesses to one wall sign per façade, which restricts our ability to provide adequate identification and visibility for customers accessing the site from different directions.

Justification for Variance:

Strict enforcement prohibits adequate signage

The strict application of the UDC to this location prevents us from installing signage sufficient to identify our business and inform customers of the products we offer. Our building's **multi-frontage orientation** faces traffic flows from Rufe Snow Dr and adjacent streets. A single wall sign fails to provide adequate visibility from both approaches and does not communicate key information about our business to passing motorists.

The additional wall sign—showing the product sold—would significantly improve wayfinding and customer understanding, particularly for first-time visitors and those unfamiliar with our brand. Without this variance, our ability to attract and serve customers effectively would be severely restricted, potentially resulting in economic hardship.

No special privilege granted

Granting this variance would not confer a special privilege unavailable to other similarly situated businesses. In comparable multi-frontage locations within Keller, additional wall signage has been approved to address similar visibility and customer communication needs. Our request seeks only to ensure equitable treatment consistent with these precedents.



Address: 2001 Rufe Snow Dr, Keller, TX 76248

No adverse impact on neighboring properties

The proposed additional wall sign is proportionate to the building size (**52 sq ft**) and will be fabricated from high-quality materials. It complements the design and scale of the surrounding commercial area and avoids creating visual clutter. Instead, it enhances the functionality and aesthetic appeal of the site and contributes to the area's overall commercial vitality.

SET 1

1 1/2" X 1 1/2" X 3/16" Aluminum Angle
45° Length

.125" Aluminum Sheet

3M Vinyl Print U180cv3
3m 8520 Matte Laminate



No conflict with UDC purposes

This variance aligns with the intent of Keller's sign regulations by ensuring businesses can effectively communicate their presence and offerings while maintaining community aesthetics. The additional wall sign will provide valuable information to passing motorists, improving safety and navigation in the area.

Summary:

We respectfully request approval of this variance to allow more than one wall sign per building façade. The proposed additional signage is modest in scale, integral to informing the public of our business's offerings, and appropriate for the site's multi-frontage layout. Granting this request would ensure fair treatment of our business and support the continued vitality of the surrounding commercial district.



TITAN SIGN COMPANY

TITAN SIGN COMPANY LLC

2643 Mossrock,
San Antonio, TX 78230
(210) 202-0123
www.titansigncompany.com



CLIENT: HTEAO KELLER
#TX-229
PROJECT: SIGN PACKAGE

ADDRESS: 2126 RUFÉ SNOW DR,
KELLER, TX 76248

NOTES:

REVISIONS:	DATE:

DESIGN BY: R.S.

DRAWING BY: R.S.

APPROVED BY: M.J.

DATE: 08/01/2025

SCALE: As Indicated



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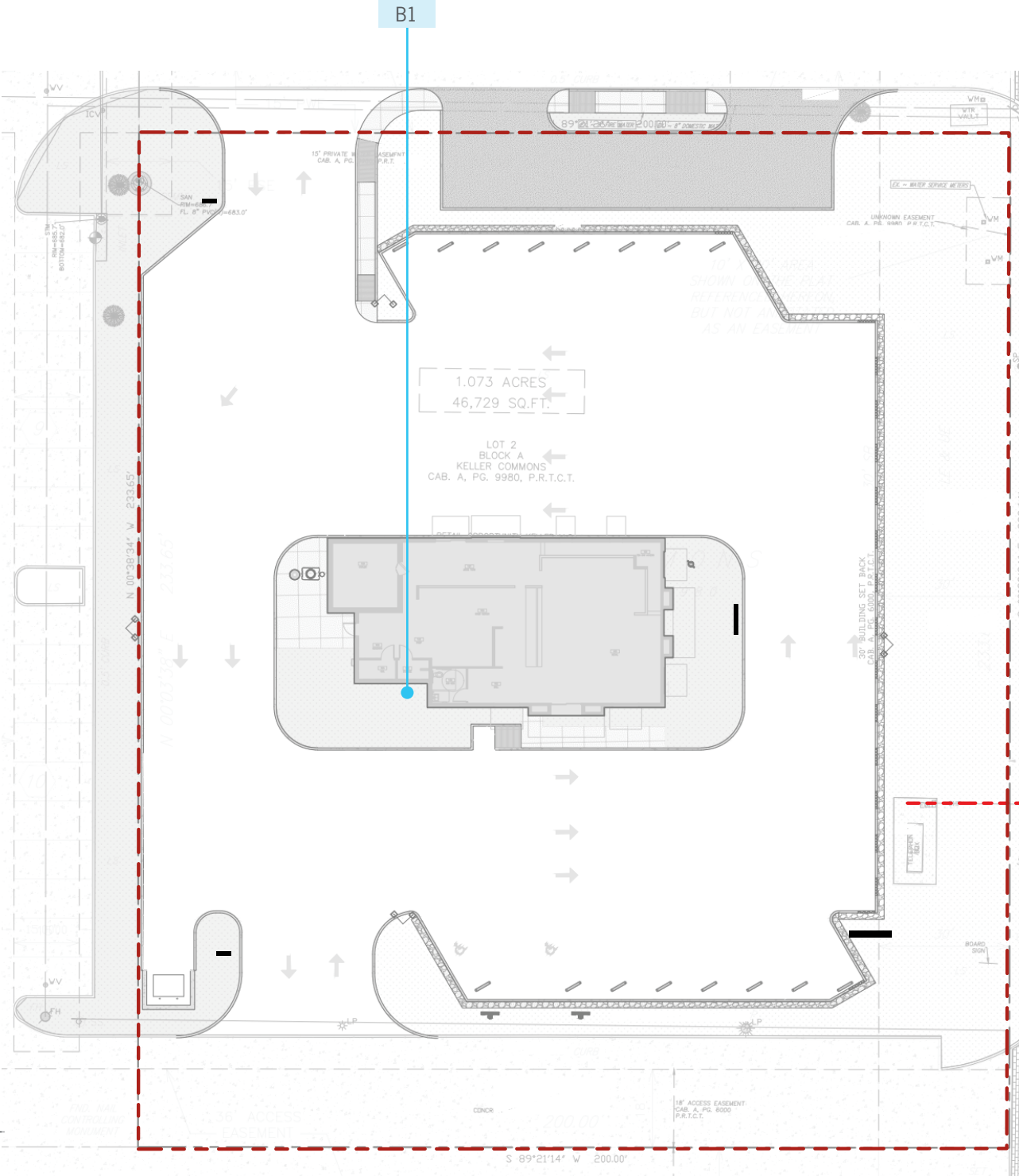
DATE: 08/01/2025

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Distance to Property Line		
#	EXTERIOR SIGNAGE	DISTANCE
B1	Wall Sign	109'

Utility Lines	
UTILITY	KEY
Electric Line	-----

1 Site Plan
Scale : NTS





1 South Elevation View
Building Total Sq.Ft.: 1,462.3

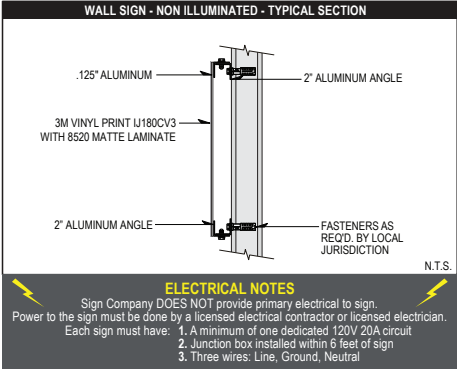


1 Front View
Scale : NTS

WALL SIGN

For Permit

Quantity: One (1)
Overall Height: 4' - 0"
Overall Length: 13' - 0"
Total Sq.Ft.: 52'
Face: .125 Aluminum
Frame: 2" Aluminum Angle
First Surface: Vinyl Print IJ180 With 8520 Matte Laminated



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