

**Item H-1**

Consider approving a resolution for variances to the City of Keller Unified Development Code, Article 8, Zoning Districts, Development Standards, Tree Preservation, Section 8.09 – Sign Regulations, specifically for seven additional attached wall signs for Braum’s Restaurant located on the south, east and west elevations, situated on approximately 1.458-acres of land on the north side of Keller Parkway, approximately 1000-feet northeast of Town Center Lane and Keller Parkway intersection, being Lot 1, Block A, Braum’s Addition, at 1221 Keller Parkway, and zoned Town Center (TC). Lora Martinson, Springfield Sign, applicant; Greenway – Keller LP, owner. (UDC-19-0007)

## PROPOSED SIGNAGE



## SIGN SPECIFICATIONS

**SOUTH ELEVATION:**

- INSTALL NEW (NON-STANDARD) 42.25" LED INTERNALLY ILLUMINATED LOGO CABINET WALL SIGN
- INSTALL NEW 72" LED INTERNALLY ILLUMINATED LOGO CABINET WALL SIGN
- INSTALL NEW 32.75" BRAUM'S LED INTERNALLY ILLUMINATED PAN EMBOSSED RACEWAY MOUNTED CHANNEL LETTERS

**NORTH ELEVATION:**  
N/A

**EAST ELEVATION:**

- INSTALL NEW (NON-STANDARD) 42.25" LED INTERNALLY ILLUMINATED LOGO CABINET WALL SIGNS -- QTY:1
- INSTALL NEW 20" HAMBURGERS LED INTERNALLY ILLUMINATED RACEWAY MOUNTED CHANNEL LETTERS
- INSTALL NEW 72" LED INTERNALLY ILLUMINATED LOGO CABINET WALL SIGN
- INSTALL NEW 43" LED INTERNALLY ILLUMINATED RACEWAY MOUNTED FRESH MARKET CHANNEL LETTERS AND CABINET

**WEST ELEVATION:**

- INSTALL NEW (NON-STANDARD) 42.25" LED INTERNALLY ILLUMINATED LOGO CABINET WALL SIGNS -- QTY:2
- INSTALL NEW 24" BRAUM'S LED INTERNALLY ILLUMINATED PAN EMBOSSED RACEWAY MOUNTED CHANNEL LETTERS
- INSTALL NEW 16" HAMBURGERS LED INTERNALLY ILLUMINATED RACEWAY MOUNTED CHANNEL LETTERS

## SIGN CALCULATIONS

**SOUTH ELEVATION:**

- (WS-SE-1) 42.25" X 33.75" = 9.90 SF
- (WS-SE-2) 32.75" X 15'-0" = 40.94 SF
- (WS-SE-3) 72.00" X 57.42" = 28.71 SF

**NORTH ELEVATION:**  
N/A

**EAST ELEVATION:**

- (WS-EE-1) 194.5" X 20.8" = 27.5 SF
- (WS-EE-2) 72.00" X 57.42" = 28.71 SF
- (WS-EE-3) 43.64" X 15'-4" = 55.8 SF
- (WS-EE-4) 74.00" X 182" = 93.8 SF

**WEST ELEVATION:**

- (WS-WE-1) 42.25" X 33.75" = 9.90 SF
- (WS-WE-2) 42.25" X 33.75" = 9.90 SF
- (WS-WE-3) 24.00" X 127.5" = 21.2 SF
- (WS-WE-4) 16.00" X 146.5" = 15.87 SF
- (WS-WE-5) 74.00" X 182" = 93.8 SF

**TOTAL PROPOSED: 229.43 SF**

# H-1 South Elevation



## *UDC permits 1 sign per elevation*

Staff Approved:

-A "B/Braum's" LED illuminated sign to be 50.84 SF.

### **Variance Request for South Elevation:**

1. To allow one (1) additional sign to be 28.71 square feet located on the south side elevation, facing Keller Parkway shall be allowed.



# H-1 East Elevation



## **UDC permits 1 sign per elevation**

Staff Approved:

-A "B" logo sign to be 28.71 SF.

### **Variance Requests for East Elevation:**

2. To allow one (1) additional sign to be 27.5 square feet located on the east side elevation shall be allowed.
3. To allow one (1) additional sign to be 55.8 square feet located on the east side elevation shall be allowed.
4. To allow one (1) additional sign to be 93.8 square feet located on the east side elevation shall be allowed.

# H-1 West Elevation



## **UDC permits 1 sign per elevation**

Staff Approved:

-A "Braum's/Hamburgers" LED Illuminated sign to be **37.07 SF**

### **Variance Requests for West Elevation:**

5. To allow one (1) additional sign to be 9.90 square feet located on the west side elevation shall be allowed.
6. To allow one (1) additional sign to be 93.8 square feet located on the west side elevation shall be allowed.
7. To allow one (1) additional sign to be 9.90 square feet located on the west side elevation shall be allowed.

## H-1 Staff Analysis

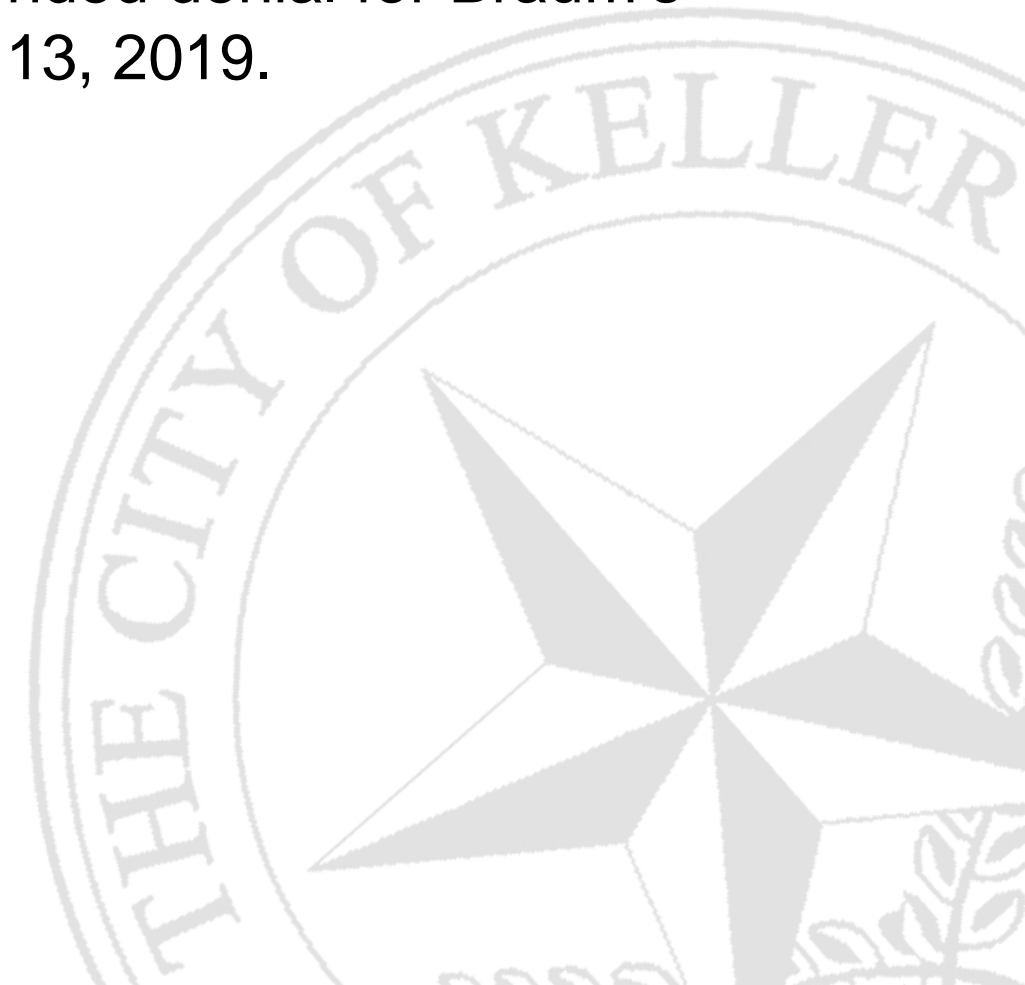
The requested signs will not be in harmony with the spirit and purpose of the sign code that was previously updated and approved in June 2016. The additional 7 signs exceed the allowable limit.

### **Specific Variance Requests (7 extra signs):**

1. One (1) additional sign to be 28.71 square feet located on the south side elevation, facing Keller Parkway.
2. One (1) additional sign to be 27.5 square feet located on the east side elevation.
3. One (1) additional sign to be 55.8 square feet located on the east side elevation.
4. One (1) additional sign to be 93.8 square feet located on the east side elevation.
5. One (1) additional sign to be 9.90 square feet located on the west side elevation.
6. One (1) additional sign to be 93.8 square feet located on the west side elevation.
7. One (1) additional sign to be 9.90 square feet located on the west side elevation.

## H-1 Planning and Zoning Recommendation

The Planning and Zoning Commission recommended denial for Braum's seven sign variances by a vote of 6 to 1 on May 13, 2019.





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Section 8.09 (B.4.a) of the UDC, lists criteria for approval of a special exception. In reviewing a requested special exception to the sign code the City Council may consider:

1. Whether the requested exception will not adversely affect public safety,
2. Whether the requested exception will not adversely affect surrounding properties,
3. Whether the requested exception will be in harmony with the spirit and purpose of this sign code,
4. Whether special conditions exist which are unique to the applicant or property,
5. Whether the requested exception demonstrates increased quality and standards, and
6. Whether the requested exception will be aesthetically appropriate in the area.



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The City Council has the following options when considering a UDC Variance request application:

- Approve as submitted.
- Approve with additional condition(s) or modifications.
- Table the agenda item to a specific date with clarification of intent and purpose.
- Deny as recommended by the Planning and Zoning Commission.



**Questions?**  
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