



# Crunch Fitness Signage (VAR26-009)

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PRESENTED TO CITY COUNCIL– 5.18.26

TONY D. MCILWAIN, AICP, CFM

DEVELOPMENT SERVICES DIRECTOR

# VAR – 1551 GREENRIDGE DRIVE

## Location:

- 1551 Greenridge Drive

## Applicant:

- Katherine Moltz (Pattison ID)
- Doug Florance/Essential Burleson LP (Owner)

## Item for approval:

Resolution for variances to signage related to a pylon sign where none is allowed, and minimum ground clearance for the sign cabinet.



# REQUESTED VARIANCES

## Variance(s) requested:

### 1. Pylon sign outside the North Wilshire Sign Corridor

Sign regulations; Section 63-57 (Pylon Sign):

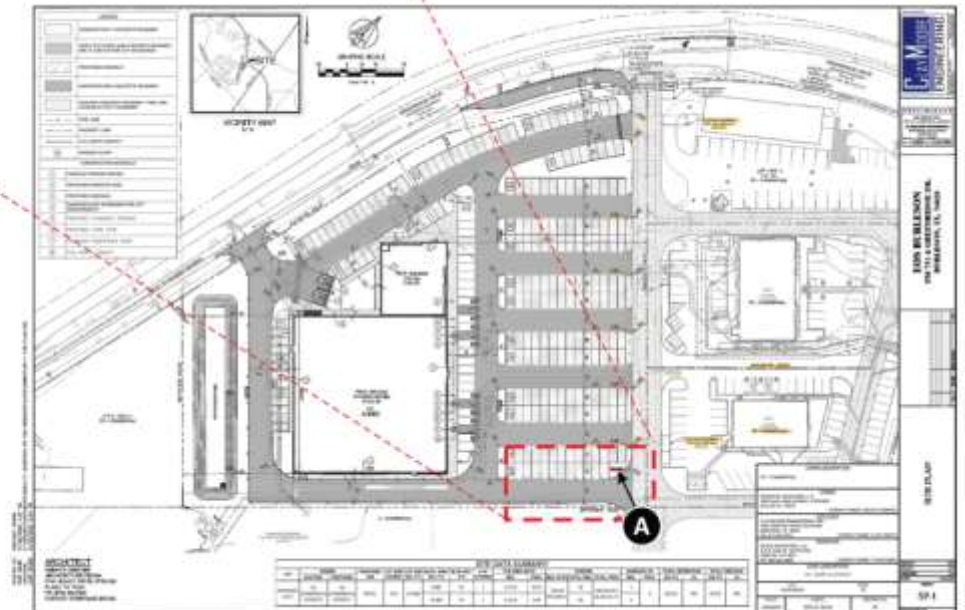
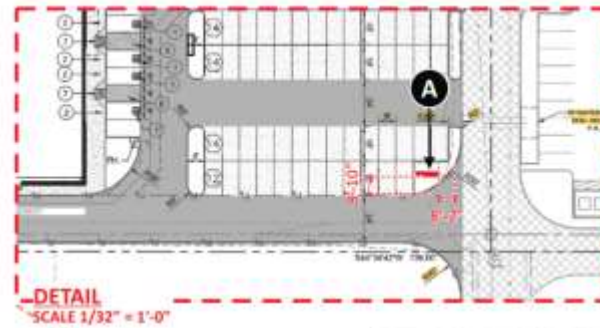
#### (a) Location.

(2) Signs shall be allowed to locate on premises adjacent to IH 35, Chisholm Trail Parkway and within the North Wilshire Sign Corridor.

(a) North Wilshire Sign Corridor. The extent of the North Wilshire Sign Corridor is defined as properties fronting on either side of Wilshire Boulevard, north of Elk Drive and south of IH 35.

#### (c) Height.

(2) Sign must maintain a ten-foot clearance from the ground to the bottom of sign cabinet.



# HISTORICAL CONTEXT

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- City Council revised sign regulations, including prohibiting pylon sign outside of the North Wilshire Sign Corridor, in 2015 (Ord. No. CSO#341-11-2015).
- The purpose of the 2015 amendment was to align with feedback and recommendations of the Comprehensive Plan by addressing sign character (type, size/scale, height) and visual clutter.
- There was clear intent to separate the sign character along SH 174 into northern and southern sections, with Elk Drive serving as the dividing point.

# STAFF FINDINGS

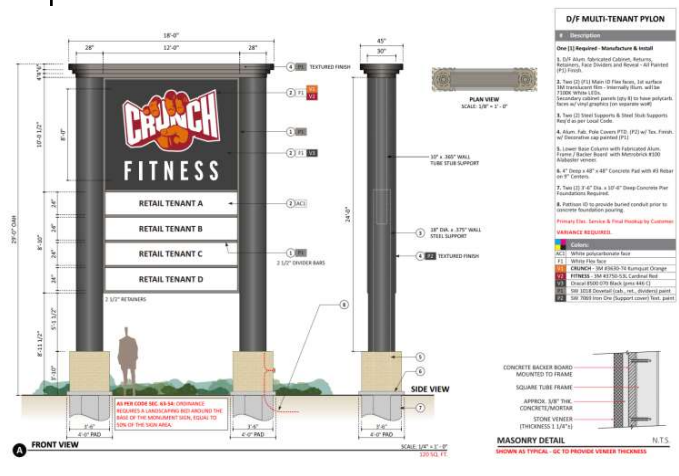
## Variance Requested

Chapter 63, Sign Regulation, Section 63-57 Pylon Signs.

- (a) Location
- (2) Requesting Pylon sign located outside of the North Wilshire Sign Corridor.
- (c) Height
- Requesting pylon sign with a sign cabinet that does not meet the minimum 10' ground clearance.

## Staff's Findings

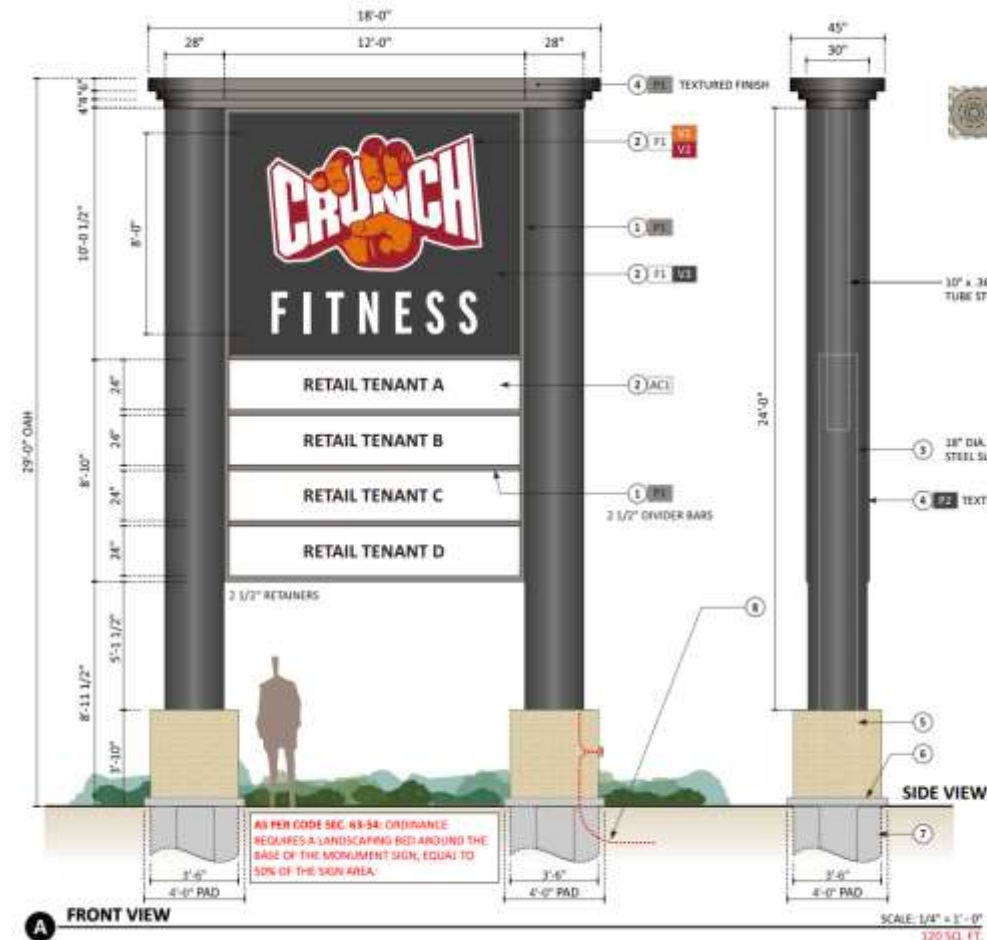
- New pylon signs are not allowed in the requested area. Existing pylons signs (see images below) were permitted prior to the 2015 sign code amendment.
- Variance will reduce ground clearance by 12.5 inches, but will still provide pedestrian and low-profile vehicle clearance.



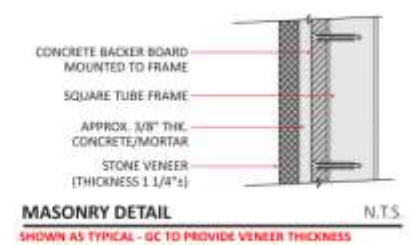
# STAFF RECOMMENDATION

## Staff Recommendation:

- Staff recommends denial of the variances as requested by the applicant.
- The site has direct frontage along Greenridge Drive and allows placement of a monument sign.



D/F MULTI-TENANT PYLON	
Description	
<b>One (1) Required - Manufacture &amp; Install</b>	
1. D/F Alu. Fabricated Cabinet, Returns, Retainers, Face Dividers and Reveal - All Painted (F1) Finish.	
2. Two (2) (F1) Main ID Flex face, 3rd surface 3M translucent film - internally illum. w/ 2100K White LEDs. Secondary cabinet panels (ply 8) to have polycarb. faces w/ vinyl graphics (on separate work)	
3. Two (2) Steel Supports & Steel Stud Supports Ret'd as per Local Code.	
4. Alum. Fab. Pole Covers (F2) w/ Tex. Finish. w/ Decorative cap painted (F1)	
5. Lower Base Column with Fabricated Alum. Frame / Backer Board with Murobrick #100 Akabooter veneer.	
6. 4" Deep x 48" x 48" Concrete Pad w/ #3 Rebar on 3" Centers.	
7. Two (2) 3'-0" Dia. x 10'-0" Deep Concrete Pier Foundations Required.	
8. Partition ID to provide buried conduit prior to concrete foundation pouring.	
Primary Elec. Service & Final Hookup by Customer	
<b>VARIANCE REQUIRED!</b>	
<b>Colors:</b>	
AC1	White polycarbonate face
F1	White Flex face
V1	CRUNCH - 3M 83630-74 Kumquat Orange
V2	FITNESS - 3M 43750-53L Cardinal Red
V3	Oval 8500 070 Black (ams 446 C)
F1	SW 1018 DoveTail (cab., ret., dividers) paint
F2	SW 7069 Iron Ore (Support cover) Text. paint



# Questions / Comments

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