


**City Council Regular Meeting**

**DEPARTMENT:** Development Services  
**FROM:** Tony McIlwain, Development Services Director  
**MEETING:** May 18, 2026

**SUBJECT:**

Crunch Fitness located at 1551 Greenridge Drive (VAR26-009): Consider and take possible action on a resolution for variances to Chapter 63; Sign Regulations, relating to the location of a pylon sign outside of the North Wilshire Sign Corridor and sign clearance from the ground to bottom of the sign cabinet for Crunch Fitness located at 1551 Greenridge Drive. *(Staff Contact: Tony D. McIlwain, AICP, CFM, Development Services Director) (No Planning and Zoning Commission action was required for this item)*

**STRATEGIC PRIORITY AND GOAL(S):**

Strategic Priority	Strategic Goal
 <p><b>Dynamic &amp; Preferred City</b> Through Managed Growth</p>	2.2 Promote sustainable residential and commercial development through strategic and long-term planning

**SUMMARY:**

On March 16, 2026, an application was submitted by Katherine Moltz representing Pattison ID, on behalf of Essential Burleson LP, for variances to allow:

- 1) placement of a 29' tall pylon sign in an area where only monument signs are allowed; and
- 2) a reduction from the ground clearance requirement of 10' down to 8'11-1/2" for the pylon sign.

Pylon signs are not allowed outside of the 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.

Planning Analysis

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, 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.

The requested pylon sign is not allowed by Chapter 63 Sign Code. There are multi-tenant signs along John Jones Drive that were approved and installed prior to the current pylon sign code restrictions. Those signs include the multi-tenant signs located at HEB, Target, Kroger and Home Depot. For historical context, staff has included a 2015 Council action item regarding the pylon sign prohibition.

**The applicant’s justification for approval in granting the variances has been attached as Exhibit 3.**

Approval Standards in Granting a Variance.

(Chapter 63-Sign Regulations, Section 63-12(b) - Variances):

<b>Consideration</b>
<b>Special conditions</b> exist that are <b>peculiar to the land, structure or building</b> involved and are not applicable to other lands, buildings or structures in the same vicinity. The City may attach such conditions to granting all or a portion of any variance necessary to achieve the purpose of this chapter.
The <b>strict interpretation</b> of the chapter would <b>deprive the applicant of rights commonly enjoyed by other properties</b> in the vicinity under the terms of this chapter.
Special conditions and circumstances do not <b>result from the actions of the applicant(s)</b> and such conditions and circumstances do not merely constitute pecuniary hardship or inconveniences.
Granting the variance will meet the objectives of the ordinance and not be injurious to the adjoining property owners or otherwise detrimental to the public welfare.

The request will be the minimum variance necessary to alleviate the special hardship or practical difficulties faced by the applicant in meeting the requirements of this chapter; and

Granting the variance will be in harmony with the *spirit and purpose* of this chapter.

**RECOMMENDATION:**

Staff recommends denial of variances as requested by the applicant as pylon signs are prohibited.

**PRIOR ACTION/INPUT (Council, Boards, Citizens):**

N/A

**REFERENCE:**

[City of Burleson, TX FREESTANDING SIGNS \(ecode360.com\)](#)

**FISCAL IMPACT:**

None.

**STAFF CONTACT:**

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