
City Council Regular Meeting

DEPARTMENT: Development Services

FROM: Tony McIlwain, Development Services Director

MEETING: September 21, 2026

SUBJECT:

Crunch Fitness located at 1551 Greenridge Drive (VAR26-013): Consider and take possible action on a resolution for variances to Chapter 63; Sign Regulations, relating to the location of a monument that is taller and larger than allowed 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
 Dynamic & Preferred City Through Managed Growth	2.2 Promote sustainable residential and commercial development through strategic and long-term planning

SUMMARY:

On July 20, 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 monument sign that is approximately 6 inches from the north property line where 10 feet is required.
- 2) Placement of a monument sign that is 189 square feet in sign area where only 150 square feet is allowed.
- 3) Placement of a 29' tall monument sign where only a 12' tall monument sign is allowed.

Planning Analysis

Sign regulations; Section 63-50 (Generally)

(a) All freestanding signs shall be setback a minimum ten feet from the property line.

Section 63-54 (Monument Sign):

(b). Area.

(4) Maximum 150 square feet for multi-tenant sign constructed along all other roadways.

(c) Height.

(4) Maximum 12 feet for multi-tenant sign constructed along all other roadways. Where the average grade of the lot on which a sign is placed is at or above the adjacent street grade, the sign shall be measured from the grade level adjacent to the sign. Where the average grade of the lot is below the adjacent street grade, the sign height shall be measured from the adjacent street grade.

The requested monument 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.

Staff has significant safety concerns with the distance from the Right-of-Way that the proposed monument sign would be located. It will create a hazard for motorist turning into and out of the shopping center.

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):

Consideration
Special conditions exist that are peculiar to the land, structure or building 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 strict interpretation of the chapter would deprive the applicant of rights commonly enjoyed by other properties in the vicinity under the terms of this chapter.

Special conditions and circumstances do not result from the actions of the applicant(s) 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 the variances for the requested monument sign.

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

N/A

REFERENCE:

<https://ecode360.com/39934213>

FISCAL IMPACT:

None.

STAFF CONTACT:

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