



March 12, 2024

Re: Sign Variance for Tavern by the Bay – 105 S. Fulton Beach Road

We would like to request a variance to the sign ordinance in Fulton, Texas to erect an entrance structure at 105 S. Fulton beach Road. The property owner has erected a black fence to enclose the property and have various food and beverage trucks/trailers utilize the property for events and during peak tourist months.

As can be seen in the drawings, a 12' double gate opening has been constructed for entering and exiting the property for the trucks and foot traffic from patrons. An aesthetic structure is being proposed to set two steel poles on each side of the gate with a stained wood overhang traversing the entrance. As the food and beverage vehicles near 13' in height, the structure is being proposed to have a 14' clearance from the bottom of the 5D Tavern sign to allow for the maximum clearance for the vehicles as required by the Department of Transportation on roadways.

This structure, or structure bulkhead, will be built using engineered WPI drawings as required. The property name, Tavern by the Bay are ½" waterjet cut acrylic letters attached with stainless steel hardware. The 5D Tavern circle is 1/8" aluminum with a galvanized frame for mounting purposes. The 5D Tavern circle has a square footage of 21.12 sq ft. with the Tavern by the Bay individual letters having a total square footage of around 35 sq ft. when calculating the letters only.

We would like to request a variance to allow the structure to be erected, giving the property a nice entrance to the property. We would also request that the proposed signage be allowed to be installed on the overhang to allow wayfinding for customers to the property vendors.

Thank you for considering our request.

Mark Pullin
Marcorp Media, LLC.
Victoria, Texas 77905
361-550-5270