

MEMORANDUM

Date: February 23, 2026
To: Planning and Zoning Members
Mayor Wil Kennedy, City Council Members
From: Dinh V. Ho, P.E.
RE: KIA Dealership – Signage Variance
Staff’s Summary and Recommendations
CC: Dr. Tarron Richardson, Natasha Brooks, Kayleen Rosser

Applicant: Parkway K II, LLC (DNA Parkway Kia South)
Property Address: 25262 SH 288, Iowa Colony, TX
Zoning: Development Agreement

The applicant is requesting a variance from the City of Iowa Colony Sign Ordinance to allow:

1. **A 30-foot freestanding monument sign along State Highway 288;** and
2. Associated building-mounted signage as part of a coordinated OEM dealership sign package.

Staff Analysis:

Monument Sign Ordinance:

Reference Ordinance:

Sec. 30-62, Table 30-62 of the Sign Ordinance

- Maximum Monument Sign Height: 8 feet
- Optional Height (if eligible multi-sign configuration): 10 feet
- Maximum Effective Area: 96 square feet (or 120 square feet under exception)
- The requested 30-foot monument sign represents a substantial deviation from adopted standards (approximately 200–300% increase over permitted height).
- While automotive dealership branding commonly utilizes taller identification signage, the adopted ordinance intentionally limits monument height along SH 288 to maintain visual scale and corridor consistency.

Wall Signage:

Reference Ordinance:

Sec. 30-63, of the Sign Ordinance

Staff Recommendation:

If the Planning Commission finds hardship sufficient, staff recommends conditioning approval to include:

Monument Signage:

1. Maximum monument height reduced to 15–20 feet
2. Verified compliance with effective area calculations
3. Landscape buffering at base of sign
4. Photometric limitations ensuring no glare or traffic hazard

Wall Signage:

Wall signage is following Sign Ordinance Section 30-63



APPLICATION FOR VARIANCE REQUEST or APPEAL

3144 MERIDIANA PKWY, IOWA COLONY, TEXAS 77583 | PHONE: 281-369-2471 | FAX: 281-369-0005 | WWW.IOWACOLONYTX.GOV

Please use this application to request a variance/appeal within the Subdivision Ordinance, Zoning Ordinance, Unified Development Code (UDC) and Sign Ordinance. An Application for Variance Request/Appeal shall be considered by Planning Commission and Planning Commission shall make a recommendation to City Council, who has the authority to grant or deny variance requests. Considerations are made at the monthly Planning Commission and City Council meetings. Refer to the www.iowacolonytx.gov for Planning Commission and City Council scheduled meeting dates and all ordinances and development guidelines affecting the City. Provide hard copies and digital files (cd or flash drive) of application and any supporting documentation to the City Secretary. This application may be used for several requests but only one property or one section of a subdivision. The application fee for Variance Requests/Appeal is \$1,000, due at the time of submission and is non-refundable. Applications received without the required fee shall be considered incomplete.

TYPE OF VARIANCE REQUEST (SELECT ONE): ZONING UDC ZONING ORDINANCE SIGN ORDINANCE APPEAL

APPLICANT INFORMATION:

Name of Applicant: Parkway Kia South

Address of Applicant: 25500 SH 249 Phone: 832.953.2054
Tomball, TX 77375 Email: srodriguez@parkwayfamily.com

Name of Owner: Parkway K II, LLC

Address of Owner: 25500 SH 249 Phone: 832.953.2054
Tomball, TX 77375 Email: fdurdin@parkwayfamily.com

PROPERTY INFORMATION:

Address of Subject Property: 25262 SH 288 Rosharon, TX 77583

Legal Description of Subject Property: 25.72 acres, Durdin Family Properties tract, Brazoria County, Texas

Brazoria County Tax No(s): _____

Current Zoning: Non-Residential Water and Sanitary Serviced by: City of Iowa Colony

Street Frontage Type (Circle One): Private or **Public** FIRM Map Panel Number: _____

VARIANCE REQUEST/APPEAL INFORMATION: Requestor must identify specific Chapter and Section of the Subdivision Ordinance, Zoning Ordinance, Unified Development Code or Sign Ordinance that the Variance Request applies to. If additional space is needed, please attach to this application.

List Ordinance or Code: City of Iowa Colony Sign Ordinance (Ordinance No. 2016-19, as amended)

Request and reason: see attached

List Ordinance or Code: City of Iowa Colony Sign Ordinance – provisions regulating aggregate wall signage

Request and reason: Request approval of building-mounted signage as part of a coordinated OEM dealership sign package, notwithstanding individual wall sign limitations when evaluated independently.

List of supplemental documentation provided: Completed sign application; Pattison ID sign drawings; site plan; variance narrative; ordinance reference memorandum

Planning Commission Date Requested: January 2026 City Council Date Requested: January 2026

Requestor Signature or Owner and Date: 

FOR CITY USE ONLY: Application Received By: _____ Date Received: _____

Planning Commission Date: _____ Fee Received: _____

City Council Date: _____ Notifications Required: Published Notice Public Hearing

Date Approved or Denied: _____ Posting on Property (*applicant responsibility*) Personal Notice

Project No.: _____ Written Notice of Decision

List Ordinance or Code

City of Iowa Colony Sign Ordinance (Ordinance No. 2016-19, as amended)
Provisions governing freestanding / monument sign height, area, number, and wall sign limitations

Request and Reason

Request a variance from the Sign Ordinance to allow the complete Parkway Kia South sign package, including a 30-foot freestanding monument sign and associated building-mounted signage, as shown in the submitted sign package.

The subject property fronts State Highway 288, a high-speed, high-volume corridor. The requested signage is necessary for reasonable visibility and identification of an automotive dealership use and is consistent with the scale and character of development along SH-288. Strict application of the ordinance would create an undue hardship by limiting effective site identification. The proposed signage is professionally designed and engineered and will not be detrimental to public safety or surrounding properties.

City of Iowa Colony Sign Application

Address: 3144 Meridiana Pkwy. Iowa Colony TX 77583 Phone: 346-395-4528 Fax: 281-369-0005

Date: 12.17.2025

Sign Owner: Parkway K II, LLC

Email: srodriguez@parkwayfamily.com Telephone: 832.953.2054

Owner Address: 25500 SH 249 City: Tomball State: TX

Sign Location: 25262 SH 288, Rosharon, TX 77583

Type of Sign: (Select all that apply)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Freestanding | <input type="checkbox"/> Window / Door Sign |
| <input checked="" type="checkbox"/> Monument | <input type="checkbox"/> Stake Sign |
| <input type="checkbox"/> Temporary Freestanding | <input type="checkbox"/> Wind Device Sign |
| <input type="checkbox"/> Temporary Freestanding - Special Activity | <input type="checkbox"/> Flag / Flagpole |
| <input checked="" type="checkbox"/> Wall Sign | <input checked="" type="checkbox"/> Electronic |

Size of Sign – Height 30' Width 10' see attached package for full dimensions

Valuation of Sign: \$110,000

Materials Used: Aluminum composite panels (ACM), milled aluminum lettering, polycarbonate faces, LED illumination, concrete foundation for monument sign

Contractor: Wier

Phone Number: 936.320.8420 Email: nburkhalter@wiercc.com

Contractor Address: 2400 W 34th St, Houston, TX 77018

Please Note: This application is submitted for the complete Parkway Kia sign package as shown in the attached Pattison ID drawings and specifications. Variance requested for the complete Parkway Kia sign package, including freestanding monument signage and building-mounted signage, as detailed in the attached variance narrative.

- All signs are to be 10 feet from HL&P power lines (right of ways).
- All plans and drawings must be checked by permit clerk or city planner before permit can be purchased.
- All plans must be in compliance with Ordinance 2016-19

I, Sharilyn D Lampson the owner, of the above documented sign, have been given a copy of the Sign Ordinance providing rules and regulations regarding signs. I have read said Ordinance and will comply to the requirements. If I do not, I will be cited for violations of said Ordinance by the Building Inspector or designated representative of the City of Iowa Colony, Texas.



Signature of Owner

Approved: _____

Denied: _____

Date: _____

City of Iowa Colony

Sign Ordinance Reference – Parkway Kia South

Project Location: 25262 SH 288, Rosharon, TX 77583

Applicant / Owner: Parkway K II, LLC

DBA: Parkway Kia South

Purpose of This Attachment

This document is submitted in support of the sign application for Parkway Kia South to identify the applicable City of Iowa Colony sign ordinance provisions and to document City staff direction regarding monument sign review.

Applicable Ordinance

Signage for the subject property is governed by the City of Iowa Colony Sign Ordinance, Ordinance No. 2016-19, as amended, including provisions regulating:

- Freestanding and monument signs, including:
 - Maximum permitted monument sign height
 - Maximum permitted monument sign area
 - Monument sign limitations by user
- Building-mounted signage, including aggregate wall sign area and related standards

Staff Direction Referenced

City staff has clarified that monument signage must be associated with the same user.

Parkway Kia South operates as a DBA of Parkway K II, LLC, which is the owner and operator of the site. As such, the Parkway Kia South signage is associated with a single user for purposes of sign ordinance review.

Variance Request

The sign application for Parkway Kia South includes a variance request from the applicable monument sign standards of Ordinance No. 2016-19, including monument sign height and related limitations, as detailed in the attached variance narrative.

Summary

This attachment is provided to identify the applicable ordinance provisions and to document City staff direction regarding interpretation of the “same user” requirement as it applies to the Parkway Kia South sign application. The application is submitted in reliance on that guidance and in accordance with Ordinance No. 2016-19.



Design Proposal – R4 (CL)

PROJECT ID:	DF8-60035
CLIENT:	KIA55665 Parkway Kia
ADDRESS:	Iowa Colony, TX 77583
DATE:	10-10-2024
CONTACT:	Danielle Jefferson
DESIGNER:	Cayli Lambert

Pattison



1.866.635.1110
pattisonid.com

Kia NEW LOGO MONOLITH

Project ID
DF8-60035

KIA55665
Parkway Kia
Iowa Colony, TX 77583

Sign Item

N01

Date: 10-10-2024
Scale: Noted
Contact: D. Jefferson
Designer: C. Lambert

Revision Note

R4 CL 12-03-2025

Information Required for Production

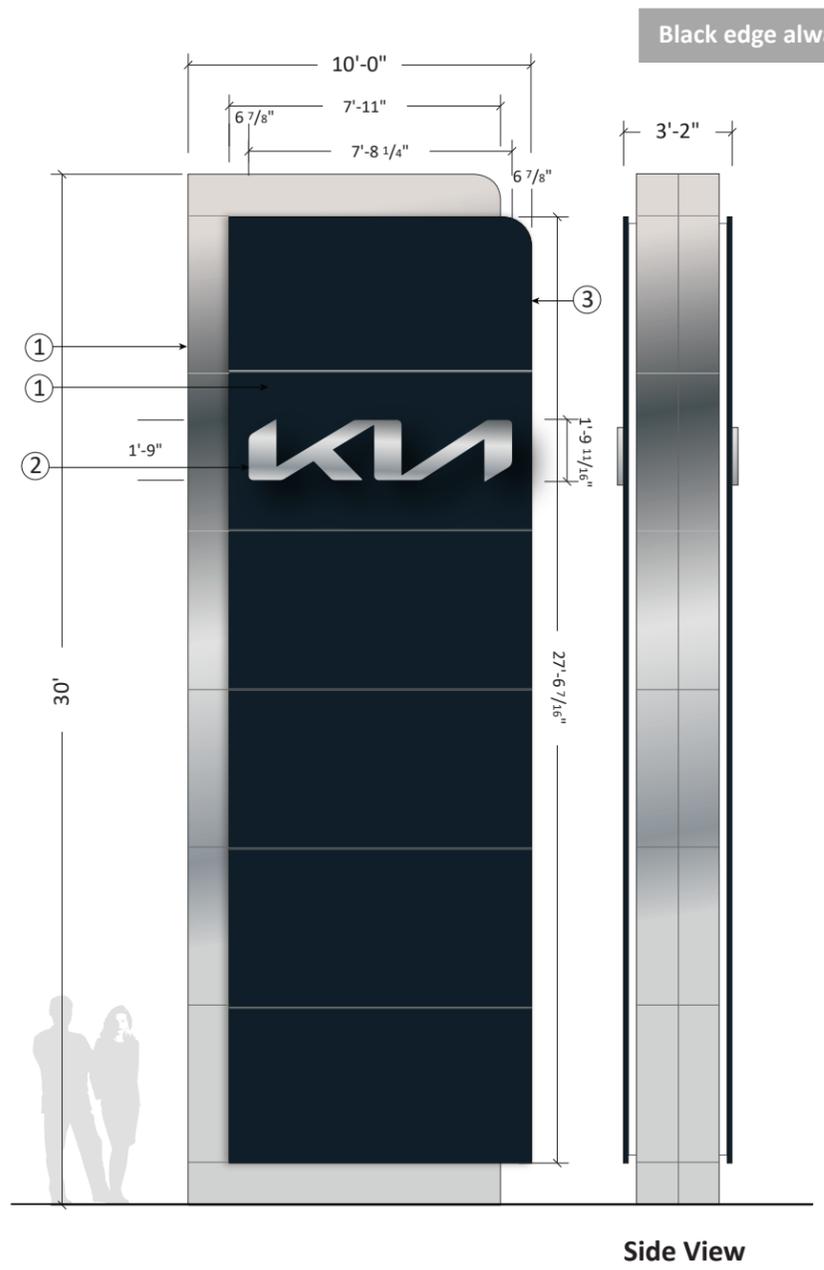
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KUSPS30

N01



Specifications

- ① Cladding – 4MM Kia Black and Metallic Silver ACM
- ② Kia Wordmark – Milled Aluminum and Plastic “Sandwich” Design with 7100K LED illumination thru edge of filler
- ③ Black edge always toward street >
- * Accent Lighting – 7100K LED illumination with 7328 White Polycarbonate Lens

Will require a new foundation (by Pattison ID). Dealer to provide dedicated electrical circuit prior to installation. (120 v/20 amp)

Colors

- Black Kia ACM – Kia Midnight Black
- Metallic Silver Kia ACM – Alfrex Exotic Mica
- Accent Lighting Lens – 7328 White
- LED – 7100K White Illumination

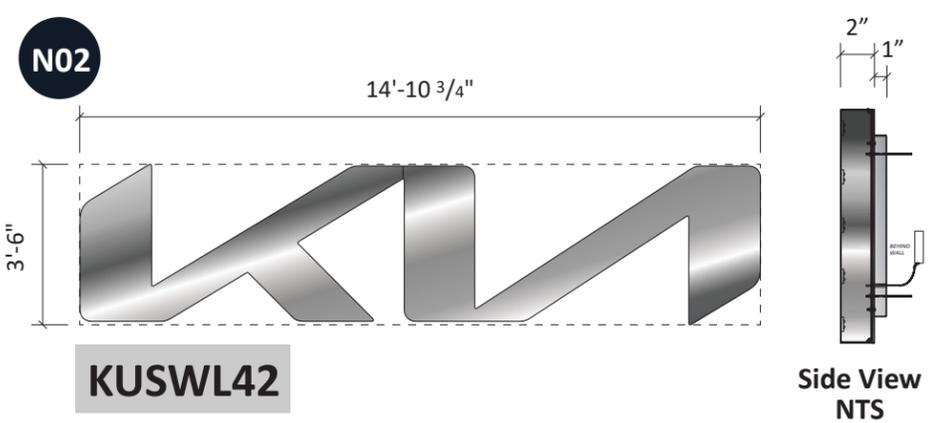
Logo: 13.89 Sq. Ft.

Customer Approval

Signature _____

MM/DD/YYYY _____

Note: Size of signage in relation to the building is approximate. This photo mock-up is intended for location purposes only and may not accurately represent the scale of the proposed signage to the building. A site survey is required.
Any non-compliant Kia logo (i.e., window vinyl, doors/entry vinyl, parking signs, directional signs, multi-tenant signs, reader board graphics, etc.) not represented in this proposal must be updated by the Dealer to the current compliant Kia logo or must be removed.



KUSWL42

Specifications

- ① 52.13 SqFt
- ① Faces – Fabricated Aluminum painted Kia Metallic Silver
- ② Returns – 2” Deep Fabricated Aluminum painted Kia Metallic Silver
- ③ Stand-off Pedestal - Spacers = 1-1/4” Long Fabricated Aluminum painted Kia Metallic Silver
- ④ Clear Edge Light Band - .220” Clear Acrylic mounted over .177 Clear Polycarbonate on back of cans for light transmission.
- ⑤ Illumination – 7100K LED, Power Supplies are remote mounted
- ⑥ Dealer to provide dedicated electrical circuit prior to installation (120 v / 20 amp).

Colors

- All Aluminum is painted Kia Silver Metallic
- Edge Light Band – Clear Acrylic
- LED – 7100K White illumination



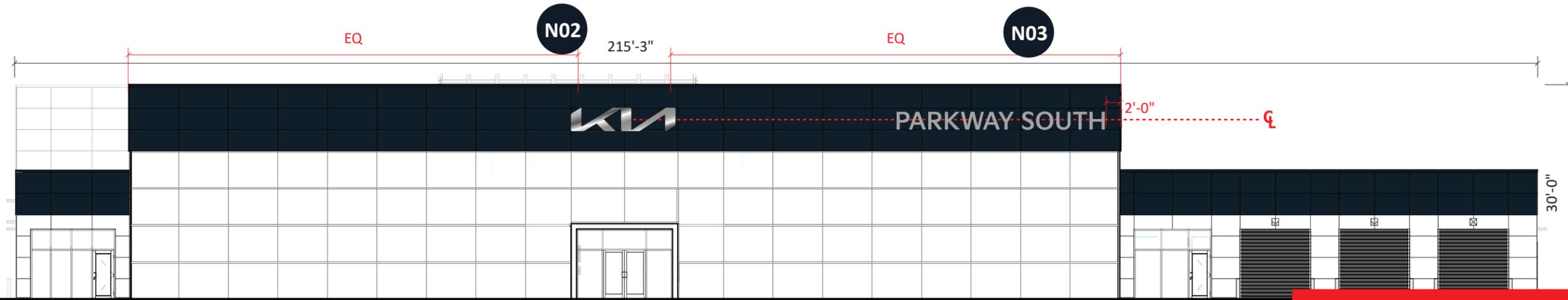
KUSDNL30

Specifications

- ① 73.64 SqFt
- ① Font: Kia Signature Bold
- ② Faces – Kia Metallic Silver Perforated Vinyl with Clear Overlamine applied to .177” 2447 White Acrylic
- ③ Face Retainer – 1” Metallic Silver Jewelite
- ④ Returns - .040 Anodized Aluminum 3” Deep
- ⑤ Illumination – 7100K LED, Power Supplies are remote mounted
- ⑥ Dealer to provide dedicated electrical circuit prior to installation (120 v / 20 amp).

Colors

- Faces – Kia Metallic Silver
- Returns – Anodized Aluminum
- Trimcap – Pattison ID Standard Metallic Silver
- LED – 7100K White Illumination



Exterior Building Elevation - West
1/16" = 1'-0"

Customer Approval

Signature _____

MM/DD/YYYY _____

Project ID
DF8-60035

KIA55665
Parkway Kia
Iowa Colony, TX 77583

Sign Item

N02 N03

Date: 10-10-2024
Scale: Noted
Contact: D. Jefferson
Designer: C. Lambert

Revision Note

R4 CL 12-03-2025

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Project ID
DF8-60035
 KIA55665
 Parkway Kia
 Iowa Colony, TX 77583

Sign Item
N04

Date: 10-10-2024
 Scale: Noted
 Contact: D. Jefferson
 Designer: C. Lambert

Revision Note
 R4 CL 12-03-2025

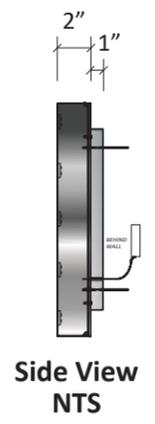
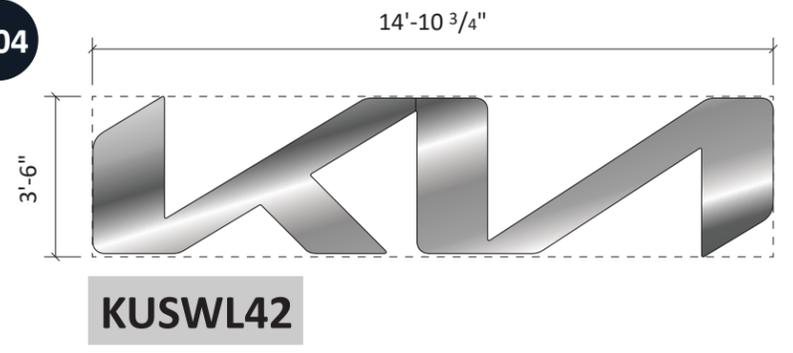
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N04



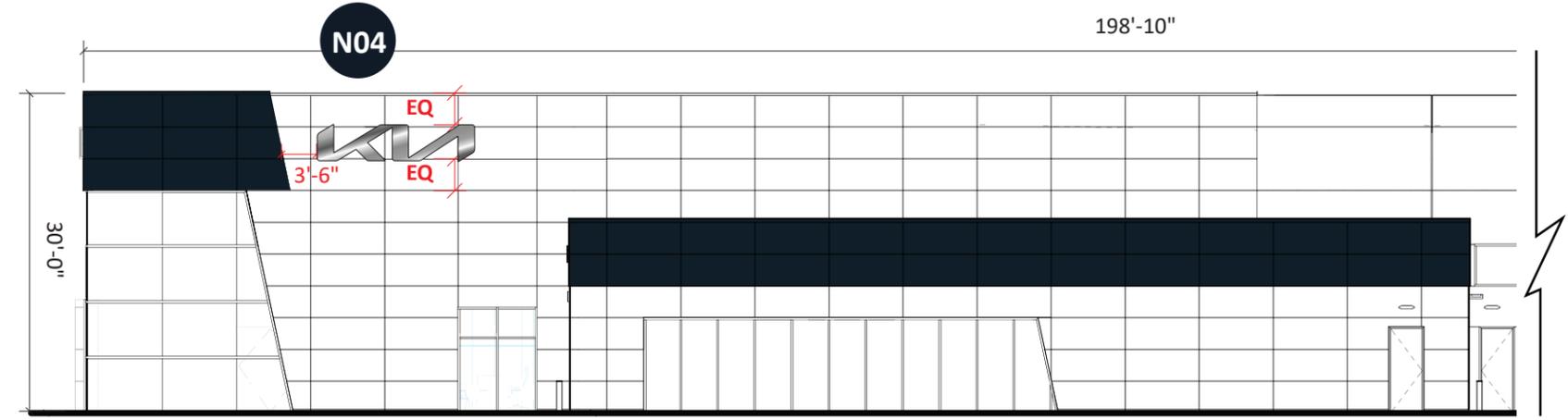
Specifications

- 52.13 SqFt**
- ① Faces – Fabricated Aluminum painted Kia Metallic Silver
 - ② Returns – 2” Deep Fabricated Aluminum painted Kia Metallic Silver
 - ③ Stand-off Pedestal - Spacers = 1-1/4” Long Fabricated Aluminum painted Kia Metallic Silver
 - ④ Clear Edge Light Band - .220” Clear Acrylic mounted over .177 Clear Polycarbonate on back of cans for light transmission.
 - * Illumination – 7100K LED, Power Supplies are remote mounted
 - * Dealer to provide dedicated electrical circuit prior to installation (120 v / 20 amp).

Colors

- ☐ All Aluminum is painted Kia Silver Metallic
- ☐ Edge Light Bank – Clear Acrylic
- ☐ LED – 7100K White illumination

N04



Exterior Building Elevation - North
 1/16" = 1'-0"

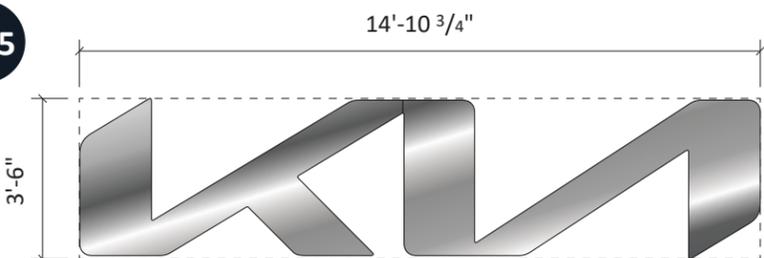
Customer Approval

Signature _____

MM/DD/YYYY _____

Note: Size of signage in relation to the building is approximate. This photo mock-up is intended for location purposes only and may not accurately represent the scale of the proposed signage to the building. A site survey is required.
 Any non-compliant Kia logo (i.e., window vinyl, doors/entry vinyl, parking signs, directional signs, multi-tenant signs, reader board graphics, etc.) not represented in this proposal must be updated by the Dealer to the current compliant Kia logo or must be removed.

N05



KUSWL42



Side View
NTS

Specifications

52.13 SqFt

- ① Faces – Fabricated Aluminum painted Kia Metallic Silver
- ② Returns – 2" Deep Fabricated Aluminum painted Kia Metallic Silver
- ③ Stand-off Pedestal - Spacers = 1-1/4" Long Fabricated Aluminum painted Kia Metallic Silver
- ④ Clear Edge Light Band - .220" Clear Acrylic mounted over .177 Clear Polycarbonate on back of cans for light transmission.
- * Illumination – 7100K LED, Power Supplies are remote mounted
- * Dealer to provide dedicated electrical circuit prior to installation (120 v / 20 amp).

Colors

- ☐ All Aluminum is painted Kia Silver Metallic
- ☐ Edge Light Bank – Clear Acrylic
- ☐ LED – 7100K White illumination

Project ID
DF8-60035

KIA55665
Parkway Kia
Iowa Colony, TX 77583

Sign Item

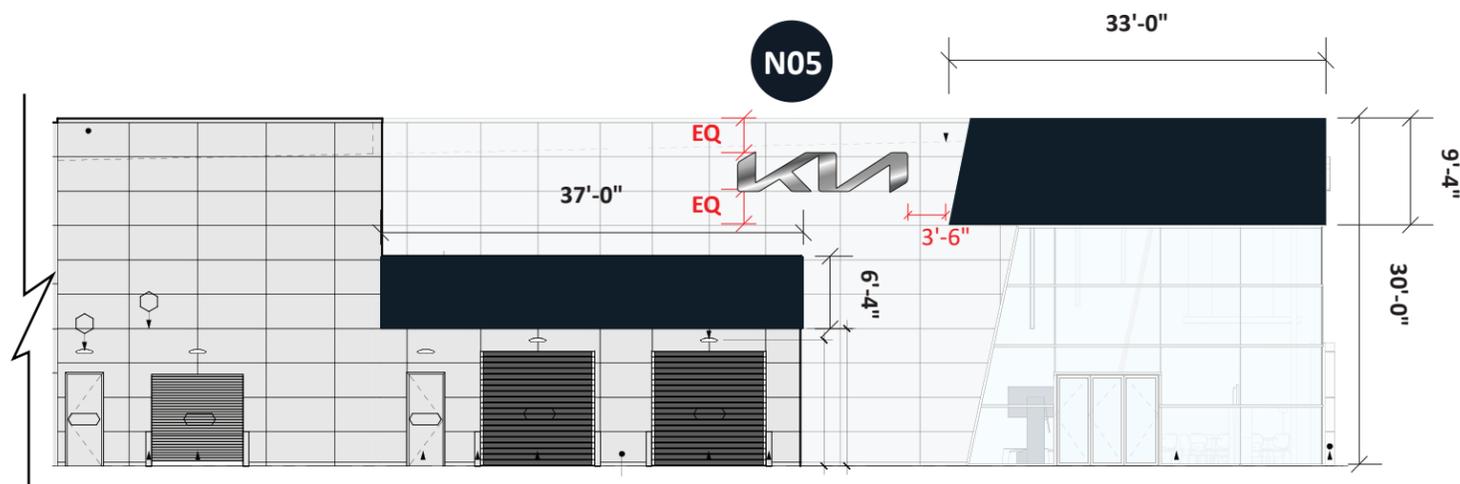
N05

Date: 10-10-2024
Scale: Noted
Contact: D. Jefferson
Designer: C. Lambert

Revision Note

R4 CL 12-03-2025

Information Required
for Production



Exterior Building Elevation - North
1/16" = 1'-0"

Customer Approval

Signature

MM/DD/YYYY

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Revision Note

R4 CL 12-03-2025

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N06

11'-0 1/8"

2'-0"

SERVICE

KUSSVC24

3"

Side View
NTS

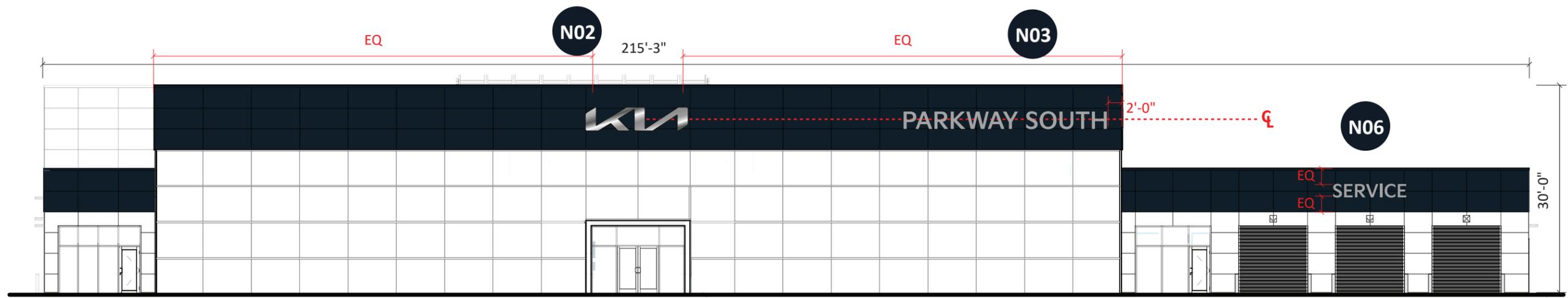
Specifications

22.02 SqFt
Font: Kia Signature Bold
Kia Font Dealer and Secondary Lettersets
Faces – Kia Metallic Silver Perforated Vinyl with Clear Overlamine applied to .177" 2447 White Acrylic
Face Retainer – 1" Metallic Silver Jewelite
Returns - .040 Anodized Aluminum 3" Deep
Illumination – 7100K LED, Power Supplies are remote mounted
Dealer to provide dedicated electrical circuit prior to installation (120 v / 20 amp).

Colors

- Faces – Kia Metallic Silver
- Returns – Anodized Aluminum
- Trimcap – Pattison ID Standard Metallic Silver LED – 7100K White Illumination

Scale: 3/8"=1'-0"



Exterior Building Elevation - West
1/16" = 1'-0"

Customer Approval

Signature _____

MM/DD/YYYY _____

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N07

KUSEXP12

Side View
NTS

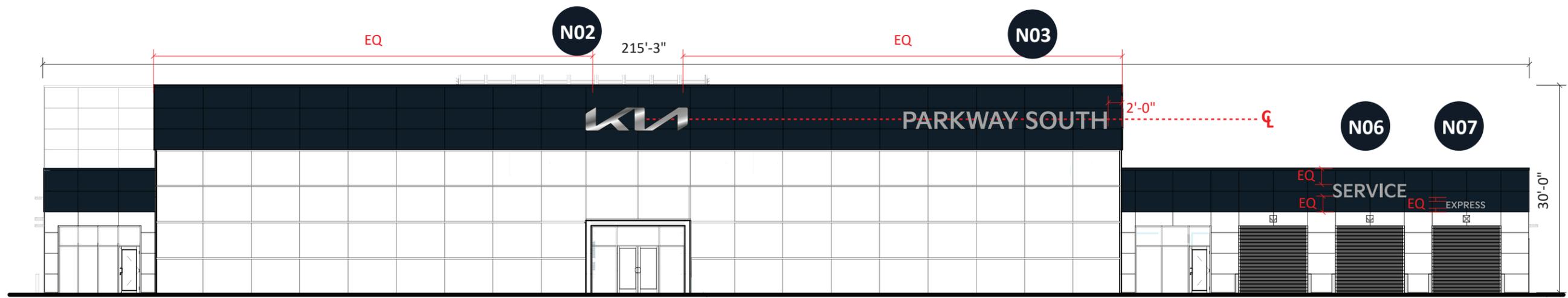
Specifications

12" Silver NON-ILLUMINATED Letters
5.84 SqFt
Font: Kia Signature Bold
Kia Font Dealer and Secondary Lettersets
Faces – Kia Metallic Silver Perforated Vinyl with Clear Overlamine applied to .177" 2447 White Acrylic
Face Retainer – 1" Metallic Silver Jewelite
Returns - .040 Anodized Aluminum 3" Deep

Colors

- Faces – Kia Metallic Silver

Scale: 3/4"=1'-0"



Exterior Building Elevation - West
1/16" = 1'-0"

Customer Approval

Signature

MM/DD/YYYY

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Sign Item

N07

Date: 10-10-2024
Scale: Noted
Contact: D. Jefferson
Designer: C. Lambert

Revision Note

R4 CL 12-03-2025

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N08

Side View
NTS

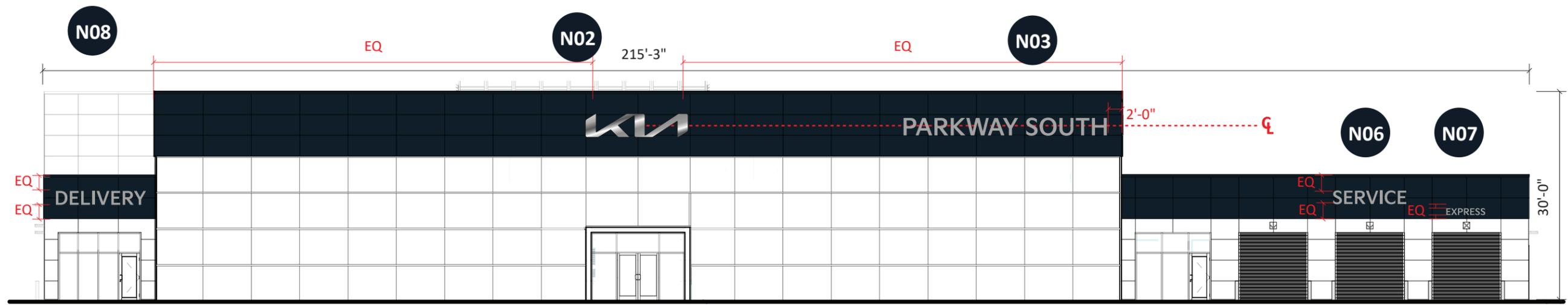
Specifications

26.09 Sqft
Font: Kia Signature Bold
Kia Font Dealer and Secondary Lettersets
Faces – Kia Metallic Silver Perforated Vinyl with Clear Overlamine applied to .177” 2447 White Acrylic
Face Retainer – 1” Metallic Silver Jewelite
Returns - .040 Anodized Aluminum 3” Deep
Illumination – 7100K LED, Power Supplies are remote mounted
Dealer to provide dedicated electrical circuit prior to installation (120 v / 20 amp).

Colors

- Faces – Kia Metallic Silver
- Returns – Anodized Aluminum
- Trimcap – Pattison ID Standard Metallic Silver
- LED – 7100K White Illumination

Scale: 3/8"=1'-0"



Exterior Building Elevation - West
1/16" = 1'-0"

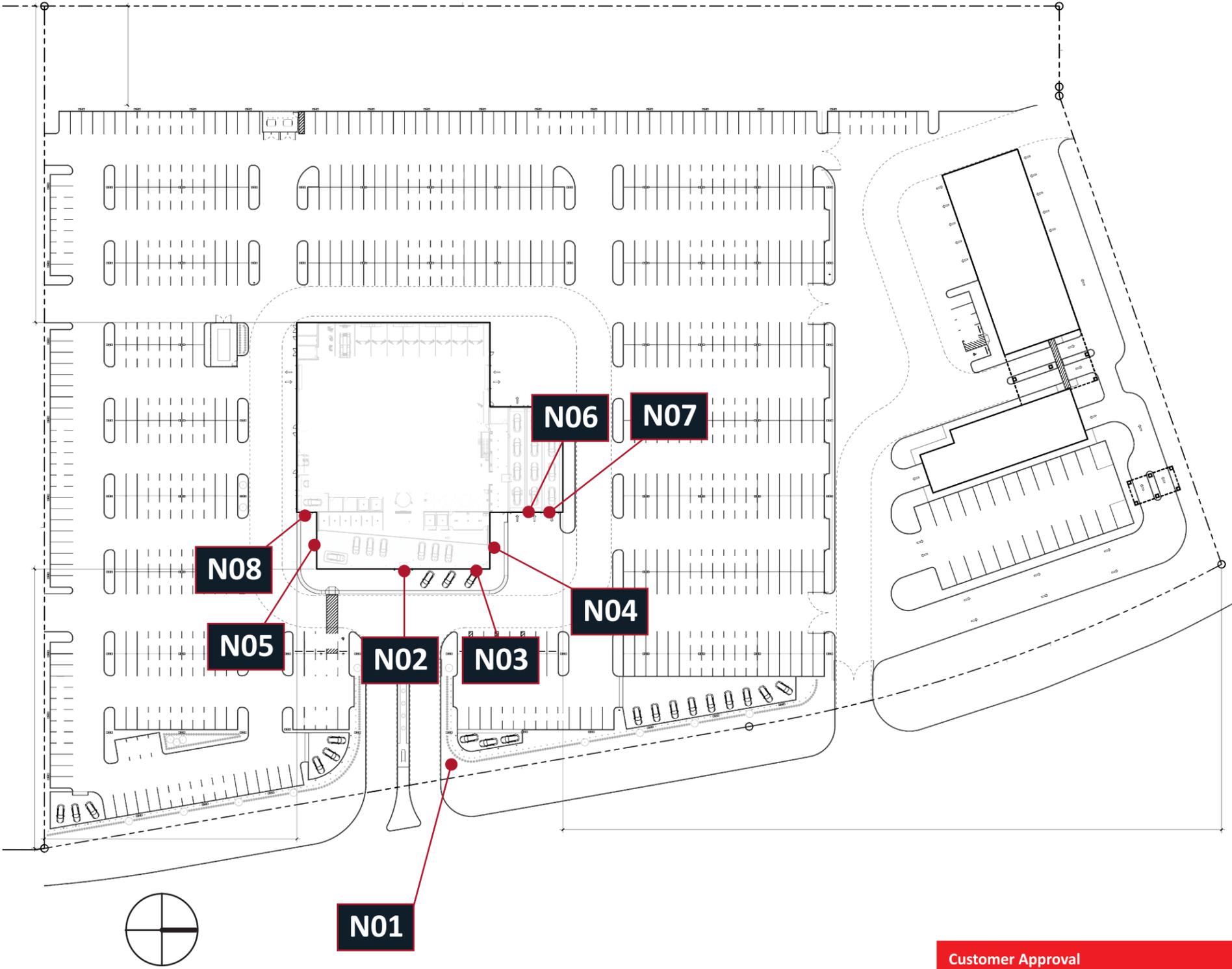
Customer Approval

Signature

MM/DD/YYYY

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- N01** KUSPS30 Pylon Sign
- N02** KUSWL42 Wall Sign
- N03** KUSDNL30 Dealer Name Letters
- N04** KUSWL42 Wall Sign
- N05** KUSWL42 Wall Sign
- N06** KUSSVC24 Service Letters
- N07** KUSEXP12 Express Letters
- N08** KUSDLV24 Delivery Letters



Project ID
DF8-60035

KIA55665
Parkway Kia
Iowa Colony, TX 77583

Sign Item

Site
Date: 10-10-2024
Scale: Noted
Contact: D. Jefferson
Designer: C. Lambert

Revision Note

R4 CL 12-03-2025

Information Required for Production

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Customer Approval

Signature _____

MM/DD/YYYY _____

Pattison
id 1.866.635.1110
pattisonid.com

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