K&P Signs

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To whom this may concern,

We would like to request a variance for the allowance of two (2) facade signs on the front of the building that fronts Highway 183 for the Church's Chicken located at 1905 N Reynolds Rd. We understand that the sign code allows for only one (1) facade sign per business, but would like to request that the "Bold Texas Flavor" sign (S4 in the renderings) be permitted for the East Elevation.

The "Bold Texas Flavor" wording is only 5.33 SQ FT and would not adversely affect other signs in the area due to the small size of the proposed sign, nor would it interfere with visibility or traffic due to it being attached to the building by an L-Shaped ACM Portal located on the corner of the facade.

The use of the requested signage for the front elevation allows Church's Chicken to express their trademark slogan "Bold Texas Flavor", and without that the building would only have the "Church's Texas Chicken" wall sign and that would not express enough the flavor that Church's food offers to its patrons.

Thank you,

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