

CASE SUMMARY

APPLICATION TYPE: TTCDA

SIGN PERMIT



File Number: 10-A-25-TOS Related File Number:
Application Filed: 10/7/2025 Date of Revision:
Applicant: KENNETH HOWARD HOWARD HOME SERVICES

PROPERTY INFORMATION

General Location: Northwest side of Cogdill Rd, east of Starkey Ln
Other Parcel Info.:
Tax ID Number: 131 08801 Jurisdiction: City
Size of Tract: 27.97 acres
Accessibility:

GENERAL LAND USE INFORMATION

Existing Land Use: Commercial
Surrounding Land Use:
Proposed Use: Install sign on building Density:
Planning Sector: Northwest County Plan Designation: LI (Light Industrial)
Growth Policy Plan:
Neighborhood Context:

ADDRESS/RIGHT-OF-WAY INFORMATION (where applicable)

Street: 10207 Cogdill Rd.
Location:
Proposed Street Name:
Department-Utility Report:
Reason:

ZONING INFORMATION (where applicable)

Current Zoning: I-G (General Industrial), TO-1
Former Zoning:
Requested Zoning:
Previous Requests:
Extension of Zone:
History of Zoning:

PLAN INFORMATION (where applicable)

Current Plan Category:
Requested Plan Category:

WAIVERS AND VARIANCES REQUESTED

Variances Requested: 1) To permit a 'Support Center' building sign for wayfinding purposes (Design Guideline 4.1.1).

OTHER INFORMATION (where applicable)

Other Bus./Ord. Amend.:

TTEDA ACTION AND DISPOSITION

Planner In Charge:

Staff Recomm. (Abbr.):

Staff Recomm. (Full): Staff approved a Certificate of Appropriates for a sign permit, with the following waivers, on October 16th, 2025.

1) Waiver from Design Guideline 4.1.1 to permit a 'Support Center' building sign for wayfinding purposes.

Comments:

This is a request for two building signs for Averitt. The applicant is requesting a waiver from Design Guideline 4.1.1 to permit an illuminated building sign that says 'Support Center' on the secondary building on the east side of the property.

PURSUANT TO ARTICLE V, SECTION 4 OF THE TTEDA ADMINISTRATIVE RULES AND PROCEDURES, THE DECISION OF THE TTEDA TO APPROVE A SIGN MUST BE BASED ON THE FOLLOWING CRITERIA:

A. CONFORMITY OF THE SIGN PROPOSAL WITH THE DESIGN GUIDELINES.

BUILDING SIGN 1: 'AVERITT'

1. The proposed sign for the main building on the property consists of the company name 'Averitt' in reverse channel lettering. The sign will be placed on the south side of the building above the front entrance facing Cogdill Road. The sign will be mounted onto the building façade via a raceway painted to match the color of the building.

2. The proposed sign is 48 sq ft, which is within the maximum allowable area of 91.5 sq ft, based on the building's linear frontage.

3. The sign will be internally illuminated with white LED lighting and composed of aluminum channel lettering with red plex faces, white returns, and a matte finish.

BUILDING SIGN 2: 'SUPPORT CENTER'

1. Design Guideline 4.1.1 requires sign message contents to be limited to a maximum of corporate name, logo, street address, and parent company. Staff has approved the waiver from Design Guideline 4.1.1 to permit the second sign, as it will not be visible from the right-of-way and will primarily function for internal wayfinding signage for truck drivers on site.

2. The proposed building sign will be placed on the west side of the building, which faces truck loading stalls and does not face the public right-of-way.

3. The sign is 20 sq ft, which is within the maximum allowable area of 100 sq ft, based on the building's length.

4. The sign will be internally illuminated with white LED lighting and composed of aluminum channel lettering with red plex faces, white returns, and a matte finish.

B. RELATIONSHIP OF THE PROPOSED SIGNAGE TO SIGNAGE ON NEARBY PROPERTIES, IN TERMS OF SIZE, LOCATION, MATERIALS, AND COLOR.

1. The proposed signs are in proportion with those in the vicinity.

Action: Approved

Meeting Date: 10/16/2025

Details of Action:

Staff approved a Certificate of Appropriates for a sign permit, with the following waivers, on October 16th, 2025.

1) Waiver from Design Guideline 4.1.1 to permit a 'Support Center' building sign for wayfinding purposes.

Summary of Action:

Date of Approval: 10/16/2025

Date of Denial:

Postponements:

Date of Withdrawal:

Withdrawn prior to publication?: **Action Appealed?:**

LEGISLATIVE ACTION AND DISPOSITION

Legislative Body:

Date of Legislative Action:

Ordinance Number:

Disposition of Case:

If "Other":

Amendments:

Date of Legislative Appeal:

Date of Legislative Action, Second Reading:

Other Ordinance Number References:

Disposition of Case, Second Reading:

If "Other":

Amendments:

Effective Date of Ordinance: