



City of Rockwall

Planning & Zoning Department
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880 E Ralph Hall Pkwy • Rockwall, Texas 75087 • 972.771.7818 • www.SignsOfRockwall.com • info@signsofrockwall.com

Board of Adjustment

City of Rockwall

385 South Goliad

Rockwall, TX.

75087

City of Rockwall

We at Signature Signs & Graphics are writing to request a variance for a sign located 1903 S. Goliad Sabrina's Flowers.

Let me preface my appeal by a brief description of the proposed sign development.

The plan would be to update the outdated letter board sign that is old and in disrepair with a new LED message center on their existing Grandfathered pole sign. Our company will be removing the faces, using the existing cabinet and installing a retrofit 4' x 8' LED message center. We will also be painting the poles and cabinets, customer will update landscaping & flowerbeds.

The new sign will not have any negative effects on the surrounding business community or the City as others already have LED message centers. We feel the projected sign development will be an important asset to the City of Rockwall and improving characteristics to the properties in Rockwall.

Signs are intended to identify location of various services and the proposed sign does by supplementing the existing sign that is out of date and in disrepair.

We respectfully request this variance, and we appreciate you giving this request your earnest consideration. Please see attached renderings of before and after. If you have any questions please contact us at 972-771-7818

Sincerely,



Jamison Kahler Owner

Signature Signs & Graphics





Before: corrugated acrylic message board that is rotted and yellowed, with multiple broken letter tracks.



After: freshly painted pole and cabinets, new led lighting inside upper cabinet, retro-fit existing message board with led message center, update flower bed surround and landscape flower bed and yard

Sabrina's
FLOWERS
& GIFTS

(972) 771-1896

READY

TO MAKE AN IMPRESSION?





Cirrus System Brightness Levels

Client: Sabrina's Flowers
1903 S. Goliad Street

Factory Settings:

The brightness levels for Sabrina's sign will be preset not to exceed 7,500 NITs during the day and no more than 750 NITs during the night.

Local Ordinance Compliance:

The LED Display for Sabrina's Flowers will comply with local sign ordinance which will require (5) second hold time between content changes.

Brightness Control:

The software uses a time table to adjust the brightness to the preset NITS.



