

**RE: Sign Variance Request – Chuy's Tex-Mex
8405 W. University Drive
McKinney, Texas 75071**

On behalf of Chuy's Tex-Mex, Humble Sign Co. respectfully requests approval of a variance to permit two non-street-facing wall signs measuring **86.2 square feet each** in lieu of the maximum **25 square feet** permitted by the City of McKinney Sign Ordinance.

This request is not based upon convenience, branding preferences, or economic considerations. Rather, it is necessitated by the unique physical characteristics of the property and the orientation of the proposed building within the site.

The proposed restaurant occupies a uniquely configured corner lot with frontage on West University Drive and Custer Road. To accommodate site circulation, parking, access, and the overall development plan, the building has been oriented diagonally within the property rather than parallel to either roadway. As a result, multiple building elevations are readily visible from adjacent public rights-of-way and function as public-facing façades despite being classified as non-street-facing under the Sign Ordinance.

Architectural Tower Sign (Sign A)

The architectural tower sign is incorporated into the building's prominent tower element, which serves as one of the primary identifying features of the restaurant. Although this elevation is classified as a non-street-facing wall, the tower is highly visible from surrounding public streets because of the building's orientation. Limiting the sign to 25 square feet would substantially diminish the effectiveness of this architectural feature and reduce the building's ability to provide reasonable business identification from this approach. The requested sign area represents the minimum relief necessary to preserve the intended function of this architectural element while remaining consistent with the purpose of the Sign Ordinance.

East Elevation Identification Sign (Sign C)

The east elevation identification sign is located on a finished architectural façade that is openly visible from West University Drive and functions as the primary means of business identification for motorists approaching the property from the west. Unlike a typical rear or service elevation, this façade was intentionally designed as a publicly visible architectural elevation because of the building's orientation on the site.

Due to the orientation of the building, westbound motorists cannot readily view the primary street-facing identification sign until they are immediately adjacent to the property. This provides little opportunity to identify the business before reaching the site entrance. The east elevation identification sign serves as the only effective wall sign visible to westbound traffic approaching the property.

Restricting this elevation to a 25-square-foot sign would substantially reduce effective business identification from this approach and would not reflect the manner in which the building is

presented to the public. The requested variance provides the minimum relief necessary to allow reasonable identification for motorists approaching from all public frontages.

Approval of this request will not increase the number of permitted wall signs, alter the approved building design, or create additional visual clutter. The proposed signs remain fully integrated into the building architecture and comply with all applicable structural, electrical, and illumination requirements.

The hardship associated with this request is created solely by the physical configuration of the property and the orientation of the building—not by any action of the owner or tenant. Granting the requested variance will preserve the purpose, integrity and intent of the City's Sign Ordinance while allowing the building to function as designed and provide equitable business identification from each public approach.

For these reasons, we respectfully request approval of the requested variance.

Respectfully,

HUMBLE SIGN CO.

A handwritten signature in black ink, reading "Sandi Tzourellas". The signature is written in a cursive, flowing style.

SR. PERMITTING MANAGER