

# City of Haltom City

MINUTES  
SIGN BOARD OF APPEALS  
JULY 22, 2025

## CALL TO ORDER

Vice Chair Elliott-Roach called the meeting to order at 5:32PM.

## ROLL CALL

**PRESENT MEMBERS:** Beeson, Davis, Elliott-Roach, Grow, Tuckier, Woolley

**PRESENT ALTERNATE:** Martinez

**PRESENT COUNCIL LIAISON:** Cooper

**ABSENT MEMBER:** Harris, Juarez

**ABSENT ALTERNATE:** None

**ABSENT COUNCIL LIAISON:** None

## ADMINISTRATIVE STAFF PRESENT

Glenna Batchelor, Director of Planning and Development

Erik Smith, Assistant Director/Planning Project Manager

## ABSENCE

Mr. Grow, seconded by Mr. Tuckier, made the motion to approve the absences of Mrs. Harris and Chair Juarez (work). Motion passed 7-0-0.

## APPROVAL OF MINUTES

Mr. Grow, seconded by Mrs. Davis, made the motion for approval of the June 10, 2025 meeting minutes as written. Motion passed 7-0-0.

## MEETING FORMAT

Vice Chair Elliott-Roach went over the meeting format. Applicants were sworn in.

## SWEARING IN OF ALL PARTICIPANTS THAT WILL GIVE TESTIMONY

## VICE CHAIR ELLIOTT-ROACH OPENED THE SIGN BOARD OF APPEALS

### SBA-003-25

Application of Jesus Sanchez for consideration of a variance to allow for an Electronic Message Center sign that exceeds size requirements in accordance with Sign Ordinance O-2006-009-15, Section 82-5. e. 3. (b) & 4. (b), located at 4700 North Beach Street.

Staff presented the item.

**Vice Chair Elliott-Roach opened the meeting for questions of City Staff.**

None

**Vice Chair Elliott-Roach asked the applicant to make a presentation.**

Ron Schaefer, Executive Administrator of Bethesda Community Church, said the old EMC sign had gone out and they needed to replace it. They wanted a sign that can easily display five different

languages at one time. Mr. Schaefer said the sign size from 2011 was not adequate. This sign will have a solid message with no scrolling. The sign will go where the existing one was.

**Vice Chair Elliott-Roach opened the meeting to questions for the applicant.**  
Mr. Tuckier asked about the clearance under new sign.

Mr. Schaefer said it would be 12' not the 19'.

Mr. Beeson asked why 160 square feet.

Mr. Schaefer said the existing sign was undersized and this is the size recommended by Mello Signs.

Mr. Grow asked if there would be any video.

Ms. Batchelor stated Sign Ordinance, Section 82.5. e. 4. (d) states "No scrolling, video, or moving graphics".

**Vice Chair Elliott-Roach opened the Public Hearing. (Open 5:45PM)**

None

**Vice Chair Elliott-Roach closed the Public Hearing. (Close 5:45PM)**

**FURTHER DISCUSSION OF THE BOARD**

None

**ACTION BY THE BOARD**

Mr. Grow, seconded by Mr. Beeson, made a motion to approve the application of Jesus Sanchez for consideration of a variance to allow for an Electronic Message Center sign that exceeds size requirements in accordance with Sign Ordinance O-2006-009-15, Section 82-5. e. 3. (b) & 4. (b), located at 4700 North Beach Street.

Secretary Tuckier called the roll:

Grow: Yes

Woolley: Yes

Beeson: Yes

Tuckier: Yes

Davis: Yes

Elliott-Roach: Yes

Martinez: Yes

Motion passed by a vote of 7-0-0.

**ADJOURN**

There being no further business, Vice Chair Elliott-Roach adjourned the meeting at 5:50PM.

Respectfully submitted,

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Glenna Batchelor, Director of Planning and Development

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Allison Elliott-Roach, Vice Chair