



**CITY OF NEW BRAUNFELS, TEXAS
BOARD OF ADJUSTMENT MEETING**



**CITY HALL - TEJAS
550 LANDA STREET**

THURSDAY, OCTOBER 23, 2025 at 6:00 PM

Andrea Ranft - Member
Bobby Avary Jr. - Member
Brandon Mund - Member
Jenny Jaeckle - Member
Seth Reichenau - Member

Adam Schneider - Alternate
Steve Quidley - Alternate
Maurice Lewis II - Alternate
Timothy Bray - Alternate

AGENDA

1. CALL TO ORDER

**REQUEST ALL PHONES AND OTHER DEVICES BE TURNED OFF, EXCEPT
EMERGENCY ON-CALL PERSONNEL**

2. ROLL CALL

3. APPROVAL OF MINUTES

A) Approval of the September 25, 2025 regular meeting [25-1286](#)
minutes.

[September 25, 2025 Minutes](#)

4. INDIVIDUAL ITEMS FOR CONSIDERATION

A) CS25-0351 Public hearing and consideration of a [25-1287](#)
request by U.S. Signs on behalf of Kahlig Enterprises
Inc., for an Alternative Sign Plan to allow one
freestanding electronic-message pole sign to deviate
from the established sign standards for properties with
street frontage along IH-35 and in the C-3 (Commercial
District), currently addressed at 1310 IH-35 South

Applicant: U.S. Signs; Lydell Towe

Owner: Kahlig Enterprises Inc.; DBA Bluebonnet Motors

[City Maps](#)

[Applicant Attachments](#)

[Comparison Table](#)

[Property Photos](#)

5. EXECUTIVE SESSION

In accordance with the Open Meetings Act, Government Code, Ch. 551.071, the Commission may convene in a closed session to discuss with its attorney any of the items listed on this agenda. Any final action or vote on any executive session item will be taken in open session.

CERTIFICATION

I hereby certify the above Notice of Meeting was posted on the bulletin board at the New Braunfels City Hall.

Board Liaison

NOTE: Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, or large print, are requested to contact the City Secretary's Office at (830) 221-4010 at least two (2) work days prior to the meeting so that appropriate arrangements can be made.



Board of Adjustment Agenda Item Report

550 Landa Street
New Braunfels, TX

10/23/2025

Agenda Item No. A)

**DRAFT - MINUTES
OF THE NEW BRAUNFELS BOARD OF ADJUSTMENT
REGULAR MEETING OF THURSDAY, SEPTEMBER 25, 2025**

1. CALL TO ORDER

Member Avary called the meeting to order at 6:00pm.

2. ROLL CALL

The following Board Members were present:

Member Bobby Avary

Member Andrea Ranft

Member Seth Reichenau

Member Timothy Bray

Member Maurice Lewis

APPOINTMENT OF ACTING-CHAIR PERSON

Motion by Member Ranft, seconded by Member Reichenau, to nominate Member Avary to serve as Temporary Chair-Person for the September 25, 2025 regular meeting. Motion carried unanimously (5-0-0).

3. APPROVAL OF MINUTES

A) Approval of the August 28, 2025 regular meeting minutes.

Motion by Member Ranft, seconded by Member Bray, to approve the August 28, 2025 regular meeting minutes. Motion carried unanimously (5-0-0).

4. Consider appointment of a Board Member to serve on the Land Development Ordinance Citizen Advisory Committee.

Christopher Looney presented the aforementioned item.

Acting-Chair Avary asked if there were any questions for staff.

Brief discussion followed on the duties of the Land Development Ordinance Citizens Advisory Committee.

Motion by Member Reichenau, seconded by Member Ranft to nominate Member Lewis as Board of Adjustment representative to the Land Development Ordinance Citizen Advisory Committee. Motion carried unanimously (5-0-0).

5. INDIVIDUAL ITEMS FOR CONSIDERATION

- A) ZB25-0015 Hold a public hearing and consider a request for a variance from Section 144-3.3-2(b)(1)(v) to allow a main dwelling to encroach 15 feet into the 20-foot rear setback required in the R-2 (Single-Family and Two-Family District), currently addressed at 1055 Booneville Avenue

Mary Lovell introduced the aforementioned item.

Acting-Chair Avary asked if there were any questions for staff.

Discussion followed on fence line proximity, existing structure use, objection status, and property boundaries.

Acting-Chair Avary invited the applicant to speak on the item.

Lex Pegues and Karlis Ecrums elaborated on the request discussing property history, structural condition, design intent, and setback challenges.

Discussion followed on property line encroachment, hardship justification, comparable variances, and square footage.

Acting-Chair Avary opened the public hearing and asked if anyone present wished to speak on the item.

No individuals spoke on the item.

Acting-Chair Avary closed the public hearing.

Acting-Chair Avary asked if there were any further discussion or motion to be made.

Discussion followed on precedent variances, zoning classification, build quality, and property condition.

Motion by Member Reichenau, seconded by Member Bray, to approve the item. Motion carried (5-0-0).

- B) ZB25-0016 Hold a public hearing and consider a request for a variance from Sec. 144-5.1-1 (e)(1), requiring commercial and

residential off-street parking to be constructed and surfaced with concrete, asphaltic concrete, or asphalt, and to allow the off-street parking to be constructed of permeable basalt gravel, currently addressed as 291 S. East Avenue

Mary Lovell presented the aforementioned item.

Acting-Chair Avary asked if there were any questions for staff.

Discussion followed on material standards proposed as part of the draft LDO, gravel alternatives, driveway material flexibility, and acceptable materials.

Acting-Chair Avary invited the applicant to speak on the item.

J.P. Gips elaborated on the request discussing the plat, prior variance on adjacent lot, proposed driveway material, and property hardship.

Discussion followed on the proposed use, variance history, depth for concrete, and width requirements.

Acting-Chair Avary opened the public hearing and asked if anyone present wished to speak on the item.

No individuals spoke on the item.

Acting-Chair Avary closed the public hearing.

Acting-Chair Avary asked if there were any further discussion or motion to be made.

Discussion followed on driveway scope, draft ordinance intent, gravel type, and variance specifics.

Motion by Member Bray, seconded by Member Lewis, to approve the request. Motion carried (5-0-0).

- C) CS25-0313 Public hearing and consideration of a request by Executive Signs Enterprises, Inc. on behalf of The First National Bank of Sonora, for an alternative sign plan to allow one freestanding multi-tenant high-profile monument sign to deviate from the established sign standards for properties with street frontage along SH-46 and in the C-1B (General Business District), currently addressed at 1317U

SH-46 South

Colton Barker introduced the aforementioned item.

Acting-Chair Avary asked if there were any questions for staff.

Discussion followed on potential changes to signage regulations proposed as part of the draft LDO, current sign regulations including setbacks and sign cabinet size, differences between current and proposed sign height, and the possibility of additional signage on the property.

Acting-Chair Avary invited the applicant to speak on the item.

Terry Tschirhart elaborated on the request, discussing property easements, the City's sign process and historical context, advertising needs for the undeveloped property, and compliance with sign lighting standards.

Discussion followed on the City's recommendation regarding sign height and copy area, uncertainty around future building and sign locations, potential landscaping and parking design, and the intent of the request.

Acting-Chair Avary opened the public hearing and asked if anyone present wished to speak on the item.

One individual spoke in favor of the item.

Acting-Chair Avary closed the public hearing.

Acting-Chair Avary asked if there were any further discussion or motion to be made.

Discussion followed on permitting time frames and expiration options, the intent of the request, and potential conditions of approval.

Motion by Member Reichenau, seconded by Member Lewis, to approve the item with the following conditions:

1. the freestanding multi-tenant high-profile monument sign shall not exceed 32-feet in overall height, nor 275-square-feet in sign copy area;
2. the masonry base shall not exceed 5-feet in height;

3. the sign must be constructed within six months of the issuance of a building permit; and
4. that no other additional freestanding signage shall be allowed on lots 1, 2, 3, or 901 of the Cap Rock Commercial plat.

Motion carried unanimously (5-0-0).

6. EXECUTIVE SESSION

In accordance with the Open Meetings Act, Government Code, Ch. 551.071, the Commission may convene in a closed session to discuss with its attorney any of the items listed on this agenda. Any final action or vote on any executive session item will be taken in open session.

Did not convene, and no action was taken.

7. ADJOURNMENT

There being no further business Acting-Chair Avary adjourned the meeting at 7:41 pm.

By: _____
ACTING BOARD CHAIR

Attest:

BOARD LIAISON

10/23/2025

Agenda Item No. A)

PRESENTER:

Applicant: U.S. Signs; Lydell Toye

Owner: Kahlig Enterprises Inc.; DBA Bluebonnet Motors

SUBJECT:

CS25-0351 Public hearing and consideration of a request by U.S. Signs on behalf of Kahlig Enterprises Inc., for an Alternative Sign Plan to allow one freestanding electronic-message pole sign to deviate from the established sign standards for properties with street frontage along IH-35 and in the C-3 (Commercial District), currently addressed at 1310 IH-35 South

BACKGROUND INFORMATION:**Case #:** CS25-0351

Applicant: U.S. Signs; Lydell Toye
258 Trade Center Drive
New Braunfels, TX 78130
(830) 629 - 4411 USSignsNB@gmail.com

Owner: Kahlig Enterprises Inc.
351 IH-35 S
New Braunfels, TX 78130

Staff Contact: Colton Barker
(830) 221 - 4274 CBarker@newbraunfels.gov

The subject property is a 9.41-acre developing commercial property located along the east side of S Mesquite Drive between its intersection with Business-35 and IH-35. The property has approximately 531-feet of street frontage along IH-35, approximately 701-feet of street frontage along Business-35, and approximately 625-feet of street frontage along S Mesquite Avenue. The property is zoned "C-3" Commercial District and is developing into a new location for Bluebonnet Motors.

The applicant, U.S. Signs, is seeking approval of a proposed Alternative Sign Plan to allow one freestanding electronic-message pole sign to deviate from the sign standards for properties with street frontage along IH-35 and in the C-3 Commercial District. There are currently no freestanding signs located on the property and no other freestanding signage is currently being proposed with development of the property.

New Braunfels' Sign Ordinance allows sign types and sizes based upon zoning district and specific street frontage. The property's C-3 zoning and frontage along Business-35 and IH-35 allow for alternatives to the proposed freestanding electronic-message sign by right - listed below and in the attached comparison chart.

The existing C-3 zoning of the subject property allows the following freestanding signage options per lot:

- 1 Freestanding Monument Sign per 300 feet of frontage
 - Max area 48-square-feet, max height 10-feet, min setback 5-feet **OR;**

-
- 1 Low Profile Pole Sign per 300 feet of frontage
 - Max area 20-square-feet, max height 10-feet, min setback 5-feet **OR;**
 - 1 Electronic Message Monument Sign in lieu of any other freestanding signage
 - Max area 48-square-feet, max height 10-feet, min setback 15-feet **OR;**
 - 1 Electronic Message Pole Sign in lieu of any other freestanding signage
 - Max area 20-square-feet, max height 10-feet, min setback 15-feet

As the subject property has street frontage along Business-35 the following additional freestanding signage options are available per lot:

- 1 Freestanding Monument Sign per 300ft of frontage
 - Max area 60-square-feet, max height 10-feet, min setback 5-feet **OR;**
- 1 Freestanding High Profile Monument Sign per 300ft of frontage, 300ft of frontage minimum required
 - Max area 225-square-feet, max height 28-feet, min setback 5-feet **OR;**
- 1 Electronic Message Monument Sign in lieu of any other freestanding signage
 - Max area 60-square-feet, max height 10-feet, min setback 15-feet **OR;**
- 1 Electronic Message High Profile Monument Sign in lieu of any other freestanding signage
 - Max area 200-square-feet (maximum 100-square-feet per sign face), max height 28-feet, min setback 15-feet

As the subject property has street frontage along IH-35 the following additional freestanding signage options are available per lot:

- 1 Freestanding Pole Sign per 400ft of frontage
 - Max area 400-square-feet, max height 40-feet, min setback 5-feet **OR;**
- 1 Electronic Message Monument Sign in lieu of any other freestanding signage
 - Max area 200-square-feet (maximum 100-square-feet per sign face), max height 40-feet, min setback 15-feet **OR;**
- 1 Electronic Message Pole Sign in lieu of any other freestanding signage
 - Max area 200-square-feet (maximum 100-square-feet per sign face), max height 40-feet, min setback 15-feet

Chapter 106-14(c)(8) states no electronic signs shall be permitted within 150 feet of a residentially zoned property or property used for residential purposes. No electronic sign shall be constructed such that they face, shine, or reflect light into a residentially classified neighborhood whether single-family, multi-family, townhouse, or mixed use where residential housing is permitted. No electronic signs shall be allowed on collectors or sub-collector streets or local or residential streets. As S. Mesquite Ave is classified as a local street, electronic message signs are not permitted along this roadway.

Chapter 106-14(c)(4) states the maximum number of electronic signs shall be limited to one per platted lot, and that no other on-premises freestanding signs shall be permitted.

The alternative sign plan process is intended to:

1. allow an applicant flexibility in creating alternative signage designs to complement a development's unique characteristics;
2. increase sign area and/or height in lieu of multiple signs that would otherwise be allowed; and/or
3. allow additional signage due to unusual constraints associated with the property.

Through this process, the BOA can consider such requests within the context of a specific location and approval may be granted without the identification of a hardship.

PROPOSAL:

The requested alternative sign plan proposes an electronic-message pole sign to exceed the maximum permissible sign area for electronic-message pole signs along IH-35. The proposed sign will consist of two sign faces visible from any one angle, consisting of an approximately 187.5 square-foot static sign panel and ~200 square-foot electronic-message center. Under Chapter 106 the presence of the electronic-message panel classifies the entire sign as an electronic-message sign, not a combination of separate static and electronic components. As a result, the sign is subject to the more restrictive dimensional standards for electronic-message pole signs, including smaller allowable sign face area and other additional restrictions outlined under Chapter 106-14(c).

The proposed freestanding electronic-message pole sign:

- Overall sign area is approximately **387.5-square-feet** (~287.5% increase from maximum permissible sign area per code), and
- Overall sign height of approximately **40-feet**, and
- Setback a minimum of **20-ft** from property lines

The attached site plan shows the proposed freestanding signage to be located along IH-35 outside of internal easements and a minimum of 20-feet from property lines. Staff notes that a minimum required 15-foot setback from the property line shall be maintained, and no signage may block any required clear vision area or be located within any platted easements without authorization from the easement owner.

GENERAL INFORMATION:

The subject property is a single platted lot.

<i>IH-35 Frontage:</i>	<i>Business 35 Frontage:</i>	<i>S Mesquite Ave Frontage:</i>
~531-feet	~701-feet	~625-feet

Surrounding Zoning and Land Use:

North: C-3 & R-2 - Residential & Commercial (across Business-35)

South: C-3 & C-1 - Commercial (across IH-35)

East: C-3 - Commercial

West: C-3 - Residential & Commercial (across S Mesquite Ave)

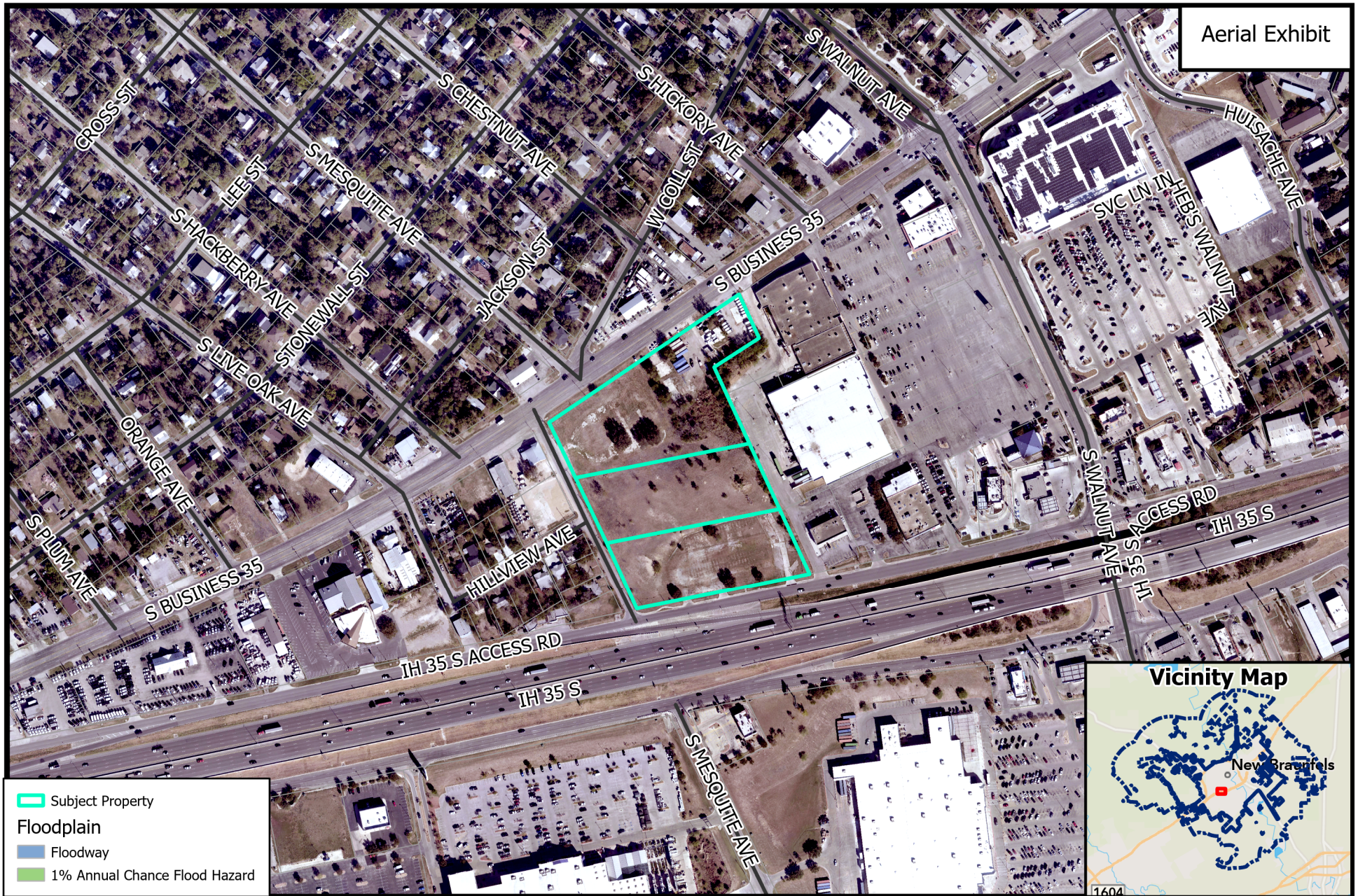
STAFF RECOMENDATION:

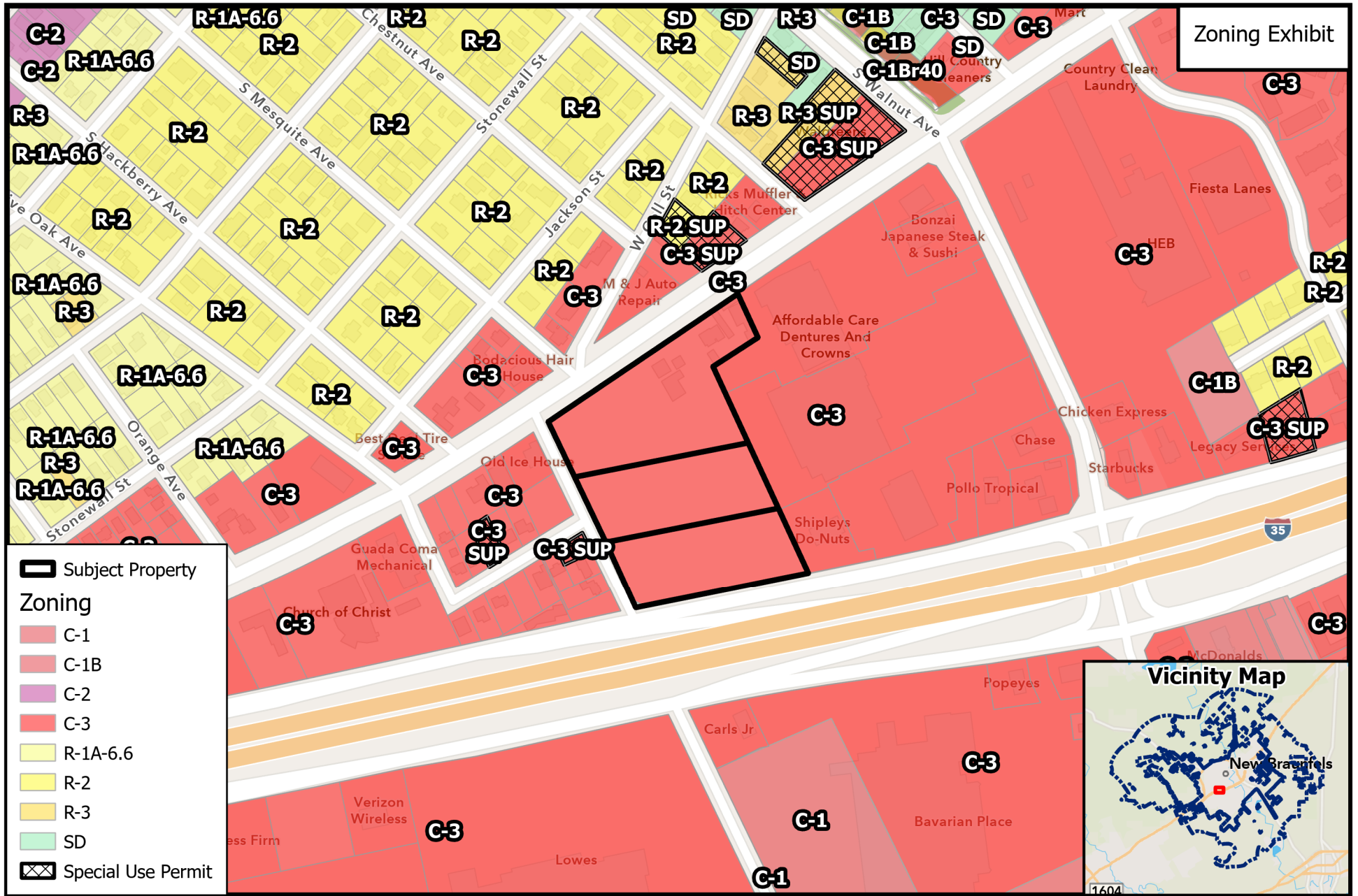
Staff recognizes the applicant's efforts to establish effective signage to represent the development and its future tenant by utilizing the proposed electronic-message pole sign that exceeds the maximum allowed sign area established by current code. Staff supports the allowance of a single electronic-message pole sign to reduce the overall quantity of potential signage at the site, and to promote effective wayfinding and advertising for the development, however the proposed sign area substantially exceeds what is allowed by current code.

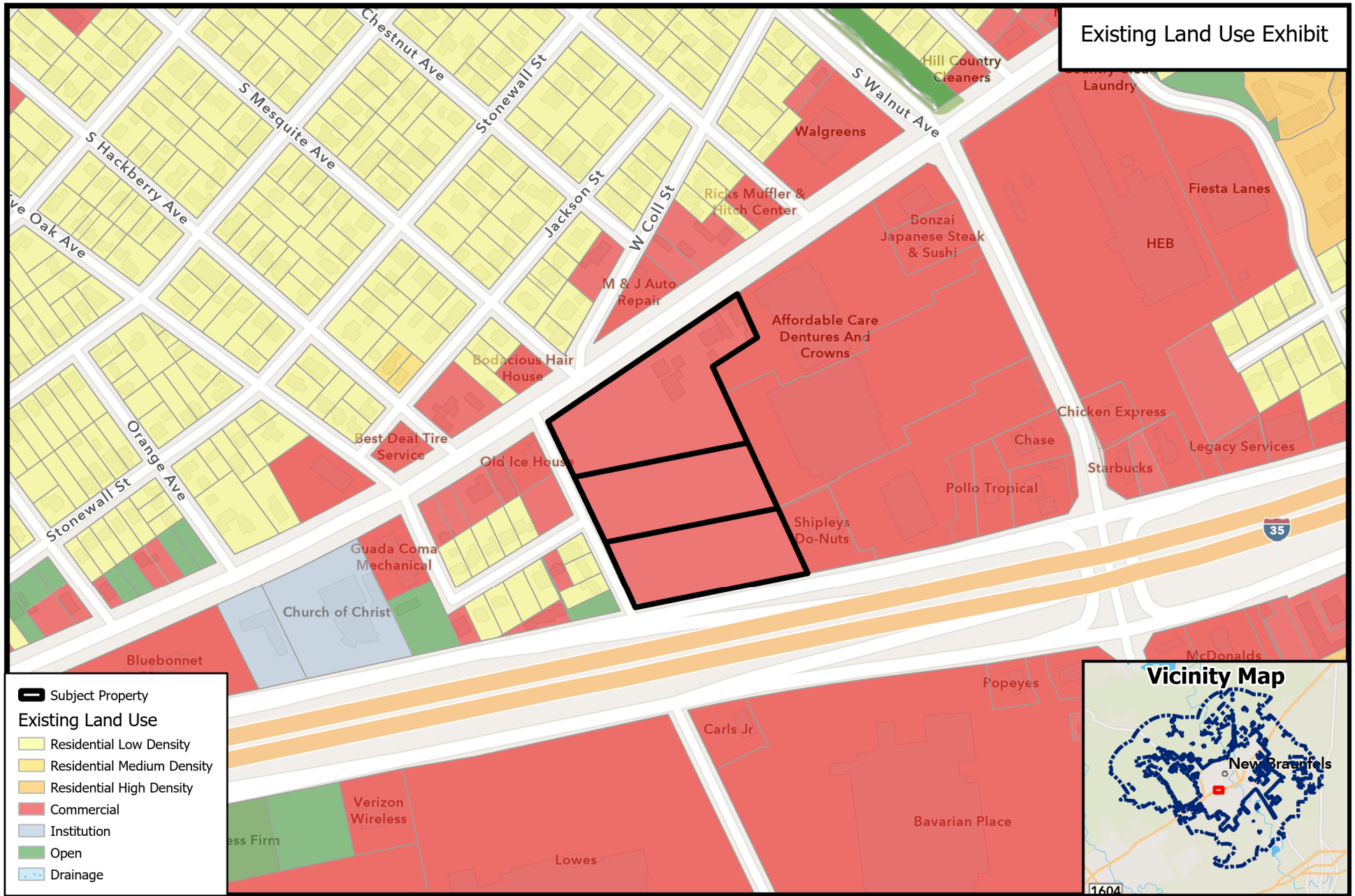
Should the BOA support approval of the proposed alternative sign plan, staff recommends reduction of overall sign area of the sign from what is proposed, to not exceed 300 square-feet in sign area, in order to better align with the City's current sign code and the anticipated changes proposed as part of the Land Development Ordinance (LDO). The reduced sign area would grant a relative increase in permissible sign dimensions in consideration of the circumstances of the property.

RESOURCE LINKS:

- Chapter 106 Sign Ordinance;
https://library.municode.com/tx/new_braunfels/codes/code_of_ordinances?



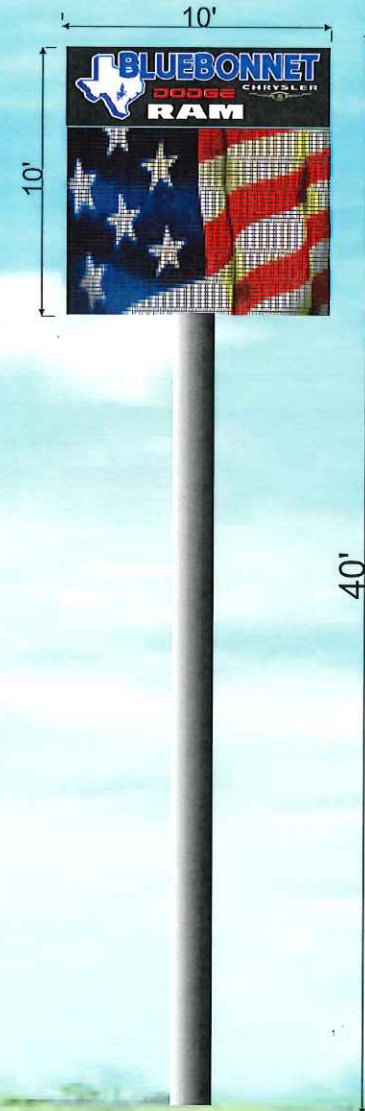




This rendering proposed with additional 287.5 sq ft.



This rendering to code



State License TSCL 18159
Regulated by The Texas Dept. of Licensing & Regulation, P.O. Box 12151, Austin, TX 78711
 1-800-853-9002 www.dls.state.tx.us/complaints

258 TRADE CENTER DRIVE
 NEW BRAUNFELS, TEXAS 78130
 830.629.4411 FAX 830.629.8099
 ussignnb@gmail.com • www.ussignsnb.com



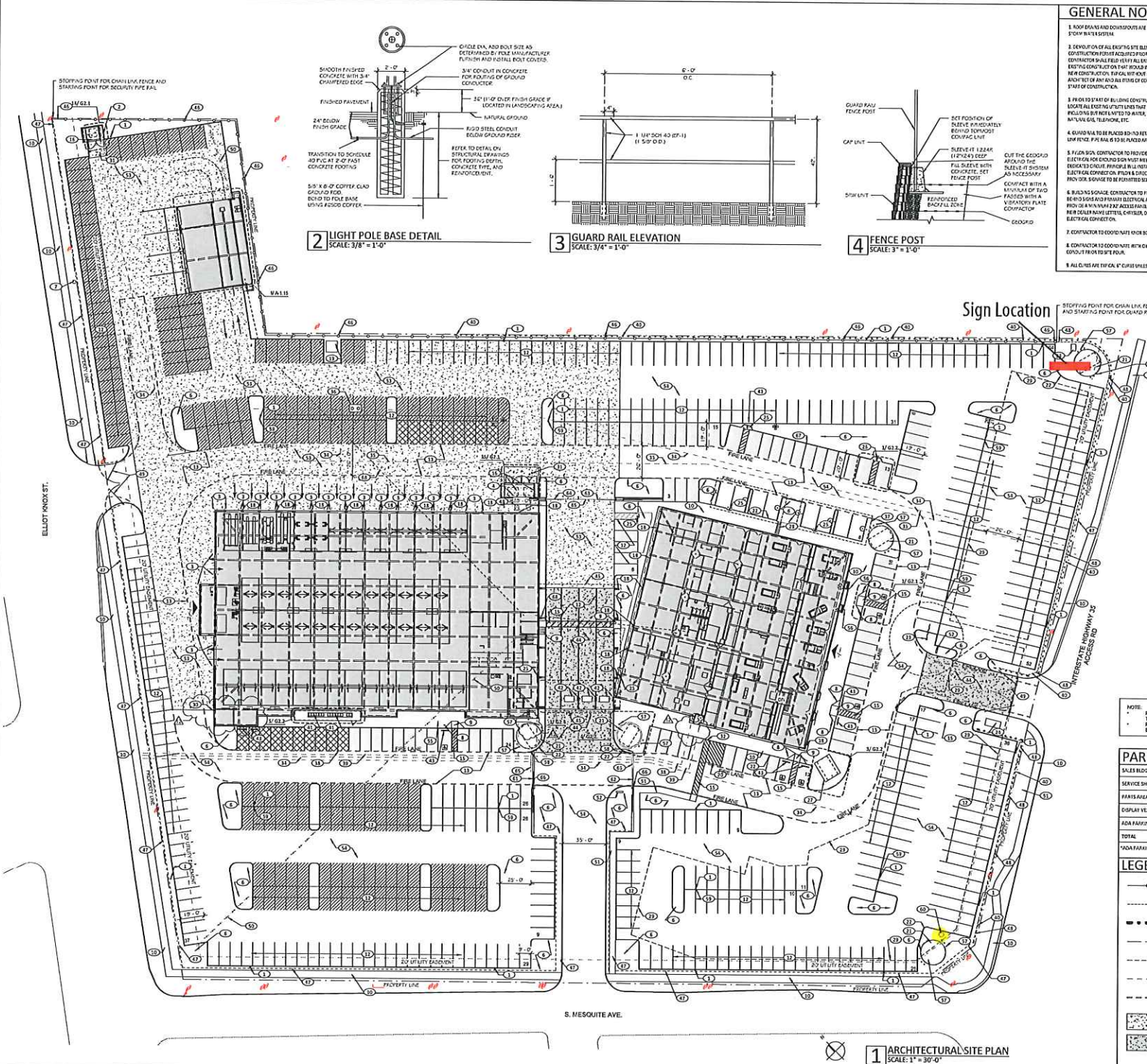
Client **Blue Bonnet Dodge 1310 IH 35**

Approval

Date

All drawings submitted are property of U.S. Signs until purchased by The Client. No alterations or distributions can be made without written consent from U.S. Signs

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.



This project is to provide signage identification and product advertising for the new Dodge dealership.

The current code interpretation restricts a static sign cabinet with a LED message center added to a total aggregate of 100 square feet. The location of this proposed sign is on IH 35. Which allows the structure to be 40' in height. A 100 square foot sign on a 40' pylon structure would not suffice for visibility at the rate of speed drivers are driving on IH 35. We are proposing to build the same size sign as Bluebonnet Ford has. But 10' shorter in height. (please see attached paperwork).

We are asking for an additional 287.5 sq ft of sign area and will not be asking for any increase in height.

With the existing signs as these on IH 35, and the property size this structure will be built on, is over 2 city blocks , this sign size will fit within the development.



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Registered by The Texas Dept. of Licensing & Regulation, P.O. Box 12190, Austin, TX 78711
1-800-803-9022 www.dls.state.tx.us/corpinfo

258 TRADE CENTER DRIVE
NEW BRAUNFELS, TEXAS 78130
830.629.4411 FAX 830.629.8099
ussignnb@gmail.com • www.ussignsnb.com



Client



1310 IH 35

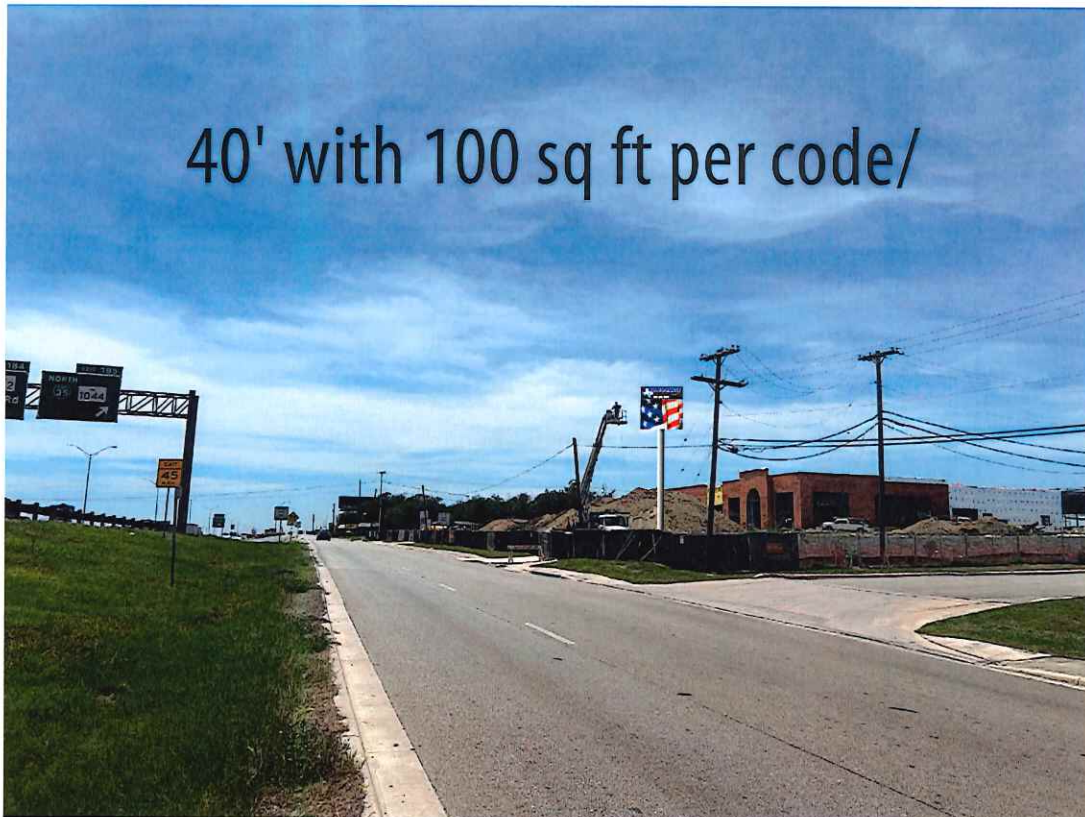
Approval

Date

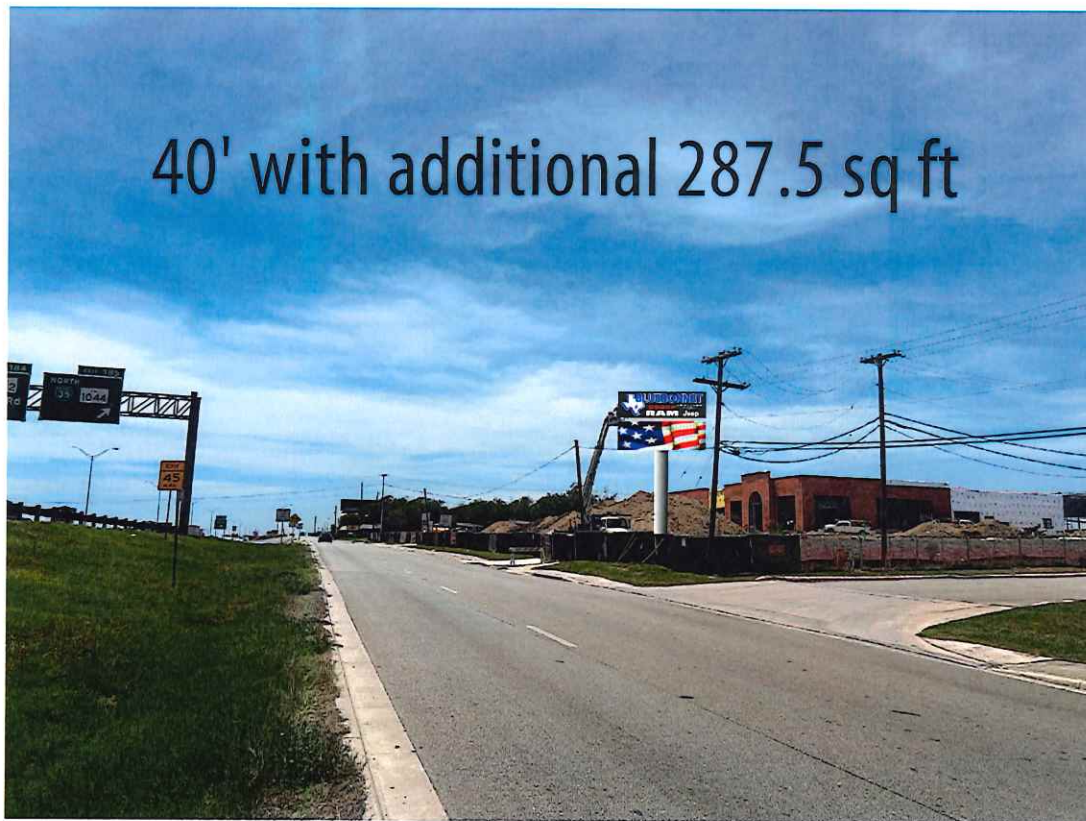
All drawings submitted are property of U.S. Signs until purchased by The Client. No alterations or distributions can be made without written consent from U.S. Signs

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

40' with 100 sq ft per code/



40' with additional 287.5 sq ft



State License TSCL 18159

258 TRADE CENTER DRIVE
NEW BRAUNFELS, TEXAS 78130
830.629.4411 FAX 830.629.8099
ussignsnb@gmail.com • www.ussignsnb.com



Client **Blue Bonnet Dodge 1310 IH 35**

Approval

Date

Bluebonnet Ford 351 IH 35



This sign is the same size as what
is being requested for Bluebonnet
Dodge, but will be 10' shorter in height.
This structure is 50' in height.

RBCU 960 IH 35



21' x 18' = 378 sq ft



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ussignnb@gmail.com • www.ussignsnb.com



Client

Approval

Date

All drawings submitted are property of U.S. Signs
until purchased by The Client. No alterations
or distributions can be made without written
consent from U.S. Signs

THIS SIGN IS INTENDED TO BE INSTALLED IN
ACCORDANCE WITH THE REQUIREMENTS OF
ARTICLE 600 OF THE NATIONAL ELECTRICAL
CODE AND/OR OTHER APPLICABLE LOCAL
CODES. THIS INCLUDES PROPER GROUNDING
AND BONDING OF THE SIGN.



Planning & Development Services Department
 550 Landa Street
 New Braunfels, Texas 78130
 (830) 221-4041 www.newbraunfels.gov

Conditional Sign Permit Application

Any application that is missing information will be considered incomplete and will not be processed.

1. Applicant - If business owner or coordinator of special event, so state. If agent or other relationship, a letter of authorization must be furnished from owner when application is submitted.

Name: Lydell Toye U.S. Signs

Mailing Address: 258 Trade Center Drive New Braunfels, Tx. 78130

Email Address: ussignsnb@gmail.com

Telephone: 830-629-4411 Mobile: 830-743-1599

2. Property Address/Location: 1310 S. IH 35 New Braunfels, Tx. 78130

3. Existing signs on property: None

4. Number of requested signs: 1

5. Dimension & height of sign(s): 15' 5" x 25' = 387.5 sq ft 40' in height

6. Business or event to be advertised: Bluebonnet Dodge

7. Reason for request (please explain in detail and attach additional pages if needed): Sign height is to code.

Requesting an additional 287.5 sq ft of signage area. Code allows only 100 sq ft of signage with LED message center.

There are existing signs now on IH 35 with message centers & larger sq footage

8. ATTACHMENTS: (The following items must be submitted with the application)

For review purposes electronic submittal of plans in PDF format and photographs is preferred.

- ☐ A \$772.00 fee. (\$750 application fee + \$22.00 technology fee (3%))
- ☐ A scaled site plan showing the proposed location of the sign(s) on the property.
- ☐ A map showing the distance from sign(s) to business or event if signs are off-premise.
- ☐ A sketch showing the contents, dimensions and construction materials of the sign(s).
- ☐ Photographs of the property where the sign(s) will be located.
- ☐ Photographs of the property depicting the proposed sign(s) superimposed/photoshopped in their proposed locations.
- ☐ Agent letter (if applicable).

The undersigned hereby requests a conditional sign permit for the location(s) described above.

Signature of Owner(s)/Agent

Sep 11, 2025

Date

From: ussignsnb@gmail.com
To: [Colton Barker](#)
Subject: RE: Additional Info Needed - CS25-0351 - Alternative Sign Plan - Bluebonnet
Date: Thursday, October 2, 2025 3:52:10 PM
Attachments: [image004.png](#)
[image005.png](#)
[image006.png](#)

Caution: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Yes the red label is where the location is proposed. At this point I don't know the exact measurement of the property line distance since they are still working on the site with the retaining wall & landscaping. Until they get that finished I then can provide that exact location, pending the outcome of the meeting also. We will not be in the utility easement and within the setbacks required by the City. I can promise you that.

Thanks Pal

Lydell Toye



258 Trade Center Drive
New Braunfels, Tx. 78130
Office: 830-629-4411
Fax: 830-629-8099

TSME 81679
TSCL 18159

From: Colton Barker <cbarker@newbraunfels.gov>
Sent: Thursday, October 2, 2025 3:46 PM
To: ussignsnb@gmail.com
Cc: Matt Greene <MGreene@newbraunfels.gov>; Matthew W. Simmont <MSimmont@newbraunfels.gov>
Subject: RE: Additional Info Needed - CS25-0351 - Alternative Sign Plan - Bluebonnet

Good afternoon Lydell,

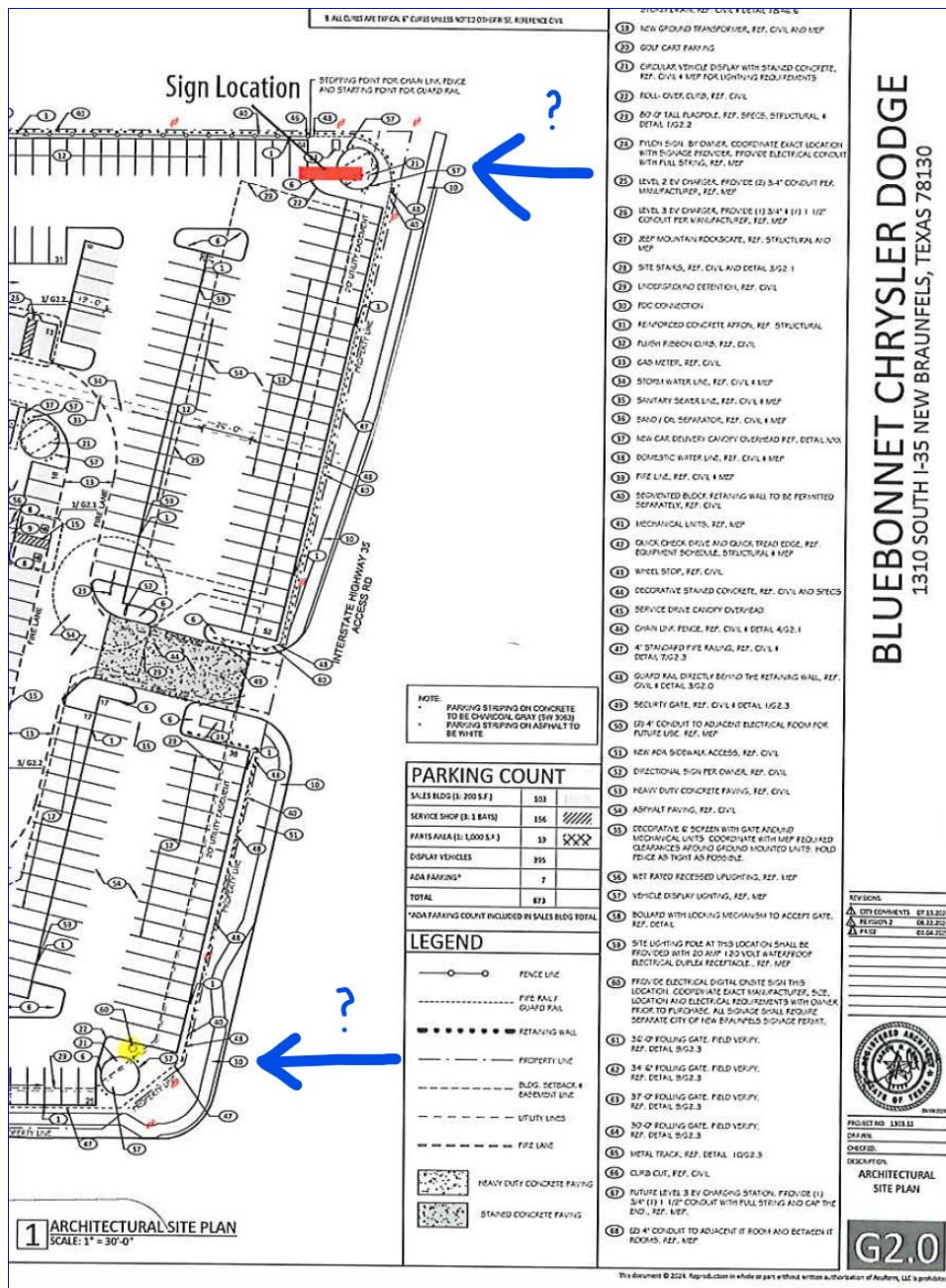
Thank you for sending those revisions over to us!

It looks like all required materials have been provided and we can work on the staff report for the upcoming **October 23, 2025 BOA meeting**.

One more point you may be able to clarify for us, are you able to provide any more specification regarding the proposed signs relative distance from property lines? The revised site plan appears to show the sign to now be outside of the platted 20ft utility easement, however it is still unclear as to specific distance.

Also there looks to be a portion of the site plan highlighted in yellow labeled with (60), the legend for (60) looks like it reads something along the lines of "Provide electrical digital onsite sign this location. Coordinate exact manufacturer, size, location and electrical requirements with owner prior to purchase. All signage shall require separate City of New Braunfels sign permit."

Can you please clarify/confirm that the "red" sign location is the location actually being proposed, and not the yellow highlighted location labeled (60) on the site plan.



Other than that minor clarification the submittal looks complete. I will provide updates for you regarding the BOA meeting, the staff report, and anything else relative to your request.

Just let me know if you have any questions or concerns in the meantime.

Thank you,



Colton Barker
Assistant Planner | Neighborhood and Community Planning
550 Landa St | New Braunfels, TX 78130
830-221-4274 | cbarker@newbraunfels.gov

	Allowed by <u>C-3 Commercial District</u> per lot				Proposed Alternative Sign Plan
Sign Type	Freestanding Monument Sign	Low-Profile Pole Sign	Electronic Message Monument Sign	Electronic Message Pole Sign	Freestanding Electronic-Message Pole Sign
Maximum Area per Sign Face	48 sq. ft.	20 sq. ft.	48 sq. ft.	20 sq. ft.	~ 387.5 sq. ft.
Maximum Height	10 ft.	10 ft.	10 ft.	10 ft.	40 ft.
Minimum Setback	5 ft.	5 ft.	15 ft.	15 ft.	20+ ft. (Outside of internal easements)
Maximum Signs per Lot	1 per 300ft of street frontage	1 per 300ft of street frontage	1 in lieu of any other signage	1 in lieu of any other signage	1 in lieu of any additional freestanding sign within the development

	Allowed by <u>Busines-35 frontage</u> per lot				Proposed Alternative Sign Plan
Sign Type	Freestanding Monument Sign	High Profile Monument Sign	Electronic Message Monument Sign	Electronic Message High Profile Monument Sign	Freestanding Electronic-Message Pole Sign
Maximum Area per Sign Face	60 sq. ft.	225 sq. ft.	60 sq. ft.	100 sq. ft. per sign face	~ 387.5 sq. ft.
Maximum Height	10 ft.	28 ft.	10 ft.	28 ft.	40 ft.
Minimum Setback	5 ft.	5 ft.	15 ft.	15 ft.	20+ ft. (Outside of internal easements)
Maximum Signs per Lot	1 per 300 ft. of frontage	1 per 300 ft. of frontage (Min. 300 ft. of frontage required along FM 725)	1 in lieu of any other signage	1 in lieu of any other signage	1 in lieu of any additional freestanding sign within the development

	Allowed by <u>IH-35 frontage</u> per lot		Proposed Alternative Sign Plan
Sign Type	Freestanding Pole Sign	Electronic Message Monument / Pole Sign	Freestanding Electronic-Message Pole Sign
Maximum Area per Sign Face	400 sq. ft.	100 sq. ft. per sign face	~ 387.5 sq. ft.
Maximum Height	40 ft.	40 ft.	40 ft.
Minimum Setback	5 ft.	15 ft.	20+ ft. (Outside of internal easements)
Maximum Signs per Lot	1 per 400 ft. of frontage	1 in lieu of any other freestanding signage	1 in lieu of any additional freestanding sign within the development

Alternative Sign Plan - CS25-0351 - Sign Allowance Comparison Table



Subject Property Frontage Along IH-35
Facing West



Subject Property Frontage Along SH-46
Facing Northeast



Subject property along S Mesquite Ave
Facing East



Subject property along S Mesquite Ave
Facing East



Residential Properties across S Mesquite Ave
Facing West



Residential Properties across S Mesquite Ave
Facing Northwest