



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



**CITY HALL - COUNCIL CHAMBERS
550 LANDA STREET**

THURSDAY, MAY 28, 2026 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**

In the interest of protecting the City's network and data, the City is not accepting flash drives or electronic files for use during the meeting. Please use hard copies, the overhead projector, or send your digital file to the case manager at least two (2) hours prior to the meeting.

2. ROLL CALL

3. APPROVAL OF MINUTES

- A) Approval of April 23rd, 2026 Regular Meeting Minutes [26-540](#)
[4-23-2026 BOA Minutes](#)

4. CITIZENS' COMMUNICATION

This time is for citizens to address the Board of Adjustment on any issues or items on the agenda. It is a violation of the Texas Open Meetings Act for the Commission to respond to, ask questions about, or discuss any items that are not on the agenda.

5. INDIVIDUAL ITEMS FOR CONSIDERATION

- A) CS26-0073 Public hearing and consideration of a [26-604](#) request by New Braunfels Independent School District (NBISD) for an Alternative Sign Plan to allow one freestanding electronic-message pole sign to deviate from the established sign standards for property within the C-1B (General Business District), currently addressed at 4150 Klein Meadows.
Applicant/Owner: New Braunfels Independent School District

- [Applicant Attachments](#)
- [Comparison Table](#)
- [City Maps](#)
- [Property Photos](#)
- [LDO Consolidated DRAFT 7.3.6](#)
- [Operational Hours Proposal - NBISD](#)
- [Notification Map and Responses](#)

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.

7. ADJOURNMENT

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

5/28/2026

Agenda Item No. A)

**DRAFT - MINUTES
OF THE NEW BRAUNFELS BOARD OF ADJUSTMENT
REGULAR MEETING OF THURSDAY, APRIL 23, 2026**

1. CALL TO ORDER

Chair Mund called the meeting to order at 6:06 pm.

2. ROLL CALL

Alternate Schneider did not participate in the roll call as he joined at 6:15 pm.

Present 5 - Andrea Ranft, Bobby Avary Jr., Brandon Mund, Jenny Jaeckle, and Adam Schneider

Absent 4 - Seth Reichenau, Steve Quidley, Maurice Lewis II, and Timothy Bray

3. APPROVAL OF MINUTES

A) Approval of the December 18, 2025 regular meeting minutes.

Motion by Vice-Chair Jaeckle, seconded by Member Ranft to approve the December 18, 2025 regular meeting minutes. Motion carried unanimously (4-0-0).

Absent:

Reichenau, Schneider, Quidley, Lewis II, and Bray

4. CITIZENS' COMMUNICATION

This time is for citizens to address the Board of Adjustment on any issues or items on the agenda. It is a violation of the Texas Open Meetings Act for the Commission to respond to, ask questions about, or discuss any items that are not on the agenda.

No individuals spoke.

5. INDIVIDUAL ITEMS FOR CONSIDERATION

A) Public hearing and consideration of a request by New Braunfels Independent School District (NBISD) for an Alternative Sign Plan to allow one freestanding electronic-message pole sign to deviate from the established sign standards for property within the C-1B (General Business District), currently addressed at 4150 Klein Meadows.

Colton Barker introduced the aforementioned item.

Chair Mund asked if there were any questions for staff.

Discussion followed on the regular requirements of electronic signs and the difference between the proposed alternative sign plan. Discussion also followed concerning the Land Development Ordinance alignment, mailed notification for residences and the lighting of the static portion of the sign.

Alternative Member Schneider arrived at 6:15 p.m., during this discussion.

Chair Mund invited the applicant to speak on the item.

Joe Alexandre, builder for the school district, elaborated on the use of the signage, nighttime programming restrictions, day-to-day management of the signs, and brightness. David Cino elaborated on the brightness controls.

Discussion followed on the need for a larger sign than what is allowed in code and the need for an alternative sign plan, as well as a concern for vandalism, and the orientation of the sign as perpendicular to the street.

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

0 individuals spoke in favor of the item.

0 individuals spoke in opposition of the item.

Chair Mund closed the public hearing.

Chair Mund asked if there was any further discussion or motion to be made.

Discussion followed on display time standards, comparable school signage, enforcement of brightness per conditional approvals, 'curfew' times outlined in the LDO, and notification of surrounding property owners.

Motion by Vice-Chair Jaeckle seconded by Board Member Ranft, to table item to the next Regular Board of Adjustment meeting with the

condition to notify neighboring property of the alternative sign plan request as well as to receive additional feedback from the school concerning sign display times. Motion carried unanimously (5-0-0).

Absent:

Reichenau, Quidley, Lewis II, and Bray

B) Public hearing and consideration of a request for two variances: 1. A variance from Section 144-3.8-4(b)(3) to allow an accessory structure to encroach 8 feet, 8 inches into the required 25-foot corner side setback; and 2. A variance from Section 144-3.8(b)(10) to allow a 1,000 square-foot, one-story accessory structure, comprised of a 500 square-foot garage and a 500 square-foot guest house, within the SND-1 (Special Neighborhood District-1), currently addressed at 250 Magazine Avenue.

Mary Lovell introduced the aforementioned item.

Chair Mund asked if there were any questions for staff.

Discussion followed on received objection comment, rear yard setbacks, standards for accessory structures in the Special Neighborhood District 1, and the potential impact of the Land Development Ordinance (LDO) on the district.

Chair Mund invited the applicant to speak on the item.

Applicant Ana Watson elaborated on the proposed placement of the structure away from Lee Street, and the current size and use of the existing garage.

Owner Steve Canter discussed the intent of the request and clarified the use of the current structure.

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

0 individuals spoke in favor of the item.

0 individuals spoke in opposition of the item.

Chair Mund closed the public hearing.

Chair Mund asked if there were any further discussion or motion to be made.

Discussion followed on applicable setbacks, the proposed square footage of the garage, and variances needed for approval.

Motion by Member Avary seconded by Member Ranft to approve the item. Motion carried unanimously (5-0-0).

Absent:

Reichenau, Quidley, Lewis II, and Bray

C) Public hearing and consideration of a request for two variances, to include: 1. A variance from Sec.144-5.1 (e) (1) to allow the use of a stabilized crushed granite surface for parking areas and maneuvering areas as an alternative to concrete construction, with paved surfaces being limited to the driveway approach and ADA-compliant access to the structure; and 2. A variance from Sec.144-5.1 (f) to allow an existing driveway width of 13 feet, where 24 feet is required, in the C-3 (Commercial District), currently addressed at 330 Kessler Street.

Mary Lovell introduced the aforementioned item.

Chair Mund asked if there were any questions for staff.

Discussion followed on the intent of the request and alignment with the LDO, concerns regarding the proposed driveway material, drainage, permitting requirements, and ADA compliance.

Planning Manager Matthew Simmont clarified the request was not applicable within the right of way, and only applies within the property boundaries.

Chair Mund invited the applicant to speak on the item.

Owner Nicole Limburg elaborated on the request discussing the scope of work on the site as well as ADA compliance.

Surveyor and land engineer Adrian Ayala elaborated on the request discussing the intent to avoid deconstruction, the existing and proposed site plans, existing edging to prevent migration of the proposed driveway material, and the proposed site plan.

Discussion followed on property access, required parking, as well as

past variances granted in the business operation area.

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

0 individuals spoke in favor of the item.

0 individuals spoke in opposition of the item.

Chair Mund closed the public hearing.

Chair Mund asked if there were any further discussion or motion to be made.

Discussion followed on parking requirements, single car driveways, and requirements by the City Engineer for edging for the proposed material.

Motion by Vice-Chair Member Jaeckle, seconded by Member Avary, to approve the item with conditions for sufficient edge-to-edge bordering consistent with what is approved by the City engineer for the proposed material, and drainage requirements, and building footprint consistency. Motion carried unanimously with aforementioned conditions (5-0-0).

Absent:

Reichenau, Quidley, Lewis II, and Bray

6. STAFF REPORT

No report was provided.

7. EXECUTIVE SESSION

Did not convene and no action was taken.

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.

8. ADJOURNMENT

There being no further business Chair Mund adjourned the meeting at 7:26 pm.

By: _____
ACTING CHAIR

Attest:

BOARD LIASON

5/28/2026

Agenda Item No. A)

PRESENTER:

Applicant/Owner: New Braunfels Independent School District

SUBJECT:

CS26-0073 Public hearing and consideration of a request by New Braunfels Independent School District (NBISD) for an Alternative Sign Plan to allow one freestanding electronic-message pole sign to deviate from the established sign standards for property within the C-1B (General Business District), currently addressed at 4150 Klein Meadows.

BACKGROUND INFORMATION:

Case #: CS26-0073

Applicant/Owner: New Braunfels Independent School District
1000 N. Walnut Ave
New Braunfels, TX 78130
Brian McKinney (830) 327 - 6970
Rebecca Villarreal (830) 627 - 6978

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

Long Creek High School is situated on a 106.42-acre parcel that is located along West Klein Road, just south of the intersection of Klein Meadows and Legend Pass. The property features the following approximate street frontages: 1,570 feet along West Klein Road, 2,398 feet along Klein Meadows, and 2,170 feet along West Zipp Road. The property is zoned “C-1B” General Business District.

The applicant, New Braunfels Independent School District (NBISD), 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 within the C-1B General Business District. There is currently one freestanding monument sign located near the front entrance of the school (approximately 5 feet tall and 120 square feet in sign area).

New Braunfels’ Sign Ordinance allows sign types and sizes based upon zoning district and specific street frontage. The property’s C-1B zoning establishes applicable dimensional standards and allows for alternatives to the proposed freestanding electronic-message pole sign - listed in the attached comparison chart.

Newly proposed electronic-message signs are required to adhere to the design standards outlined under Chapter 106-14(c).

The alternative sign plan process is intended to:

1. allow 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.

The Board of Adjustment can consider such requests within the context of a specific location and approval may be granted without the identification of a physical hardship.

PROPOSAL:

The requested alternative sign plan proposes the following:

One freestanding electronic-message pole sign:

- Overall sign area is approximately **63.88 square-feet**
 - One ~25.75 square-foot static sign panel, and
 - One ~37.91 square-foot electronic-message center
- Overall sign height of approximately **15.58 feet**, and
- Setback ~**103 feet** from property lines and ~**160 feet** from nearby residential property.
- Operational hours for the digital display are proposed to be **7:30am through 8:30pm daily**.

The attached site plan shows the proposed freestanding signage to be located along Klein Meadows (a Collector roadway) outside of internal easements and setback approximately 103 feet from the property line. Staff notes that the city codes require a minimum 15-foot setback from the property line, and that no signage may block any required clear vision area or be located within any platted easements without authorization from the easement owner.

The proposed sign appears to be dimensionally similar to the electronic message pole sign recently installed along Loop 337 at New Braunfels High School.

GENERAL INFORMATION:

The subject property is a single platted lot with the following street frontages:

- W Klein Road: ~1,600 feet
- Klein Meadows: ~2,400 feet
- W Zipp Road: ~2,200 feet
- Total Street Frontage: ~6,100 feet

Surrounding Zoning and Land Use:

Northeast: Legend Pond Planned Development (PD) - Residential

Southwest: C-1B - Zipp Sports Park

East: ZH-A - Residential

STAFF RECOMENDATION:

The proposed alternative sign plan conflicts with the New Braunfels Sign Code in the following ways:

Regarding the proposed freestanding electronic-message pole sign:

- **Sign Area** - 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 and thus separate sign area allowances.
 - As a result, the sign is subject to the more restrictive dimensional standards for electronic-message pole signs, including smaller allowable sign face area identified under Chapter 106-14 (a) and other additional standards outlined under Chapter 106-14(c).
 - Electronic-message pole signs located within the C-1B zoning district are allowed a maximum

overall sign area of **20 square feet**. The sign is proposed at **~63.88 square feet**.

- **Sign Height** - Chapter 106-14(a) establishes the maximum permissible overall height for electronic-message pole signs located within the C-1B zoning district to **10 feet**. The sign is proposed at a height of **15.58 feet**.
- **Sign Location** - Chapter 106-14(c)(8) stipulates that electronic message signs are not allowed within 150 feet of any property zoned or used for residential purposes. Such signs shall not be oriented or constructed in a manner that directs, emits, or reflects light toward residential areas. Additionally, electronic message signs are not permitted on collectors, sub-collectors, local, or residential streets.
 - There are residentially used properties directly across Klein Meadows and West Zipp Road from the subject property.
- **Maximum Number of Signs** - 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 proposes a single electronic-message pole sign to be permitted on the subject property in addition to an existing monument sign already located on the property. This would exceed the maximum number of signs permissible when an electronic-message sign is present.

Staff recommends **approval** and recognizes the applicant's efforts to establish effective signage to represent the high school by utilizing the proposed freestanding electronic-message pole sign that would deviate from the standards that have been established by the Code of Ordinances.

Should the BOA approve the proposed alternative sign plan, staff recommends the following conditions:

1. No additional freestanding signage on the property is allowed.
2. The proposed electronic-message pole sign must conform with the updated sign display standards introduced in Article 7.3.6 of the DRAFT Land Development Ordinance (LDO).
 - a. 7.3.6C3 - Display Standards
 - b. 7.3.6C4 - Display Time and Transitions
 - c. 7.3.6C5 - Display Brightness
 - d. 7.3.6C6 - Display Technology
3. The proposed sign be oriented perpendicular to Klein Meadows so as to minimize any potential light trespass onto nearby residential properties.

Mailed notification:

Public hearing notices were sent to 67 property owners within 200 feet of the request. To date, staff has received no responses.

RESOURCE LINKS:

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



March 26, 2026

City of New Braunfels
Neighborhood and Community Planning Department
550 Landa St.
New Braunfels, TX 78130

RE: Revised Long Creek High School Marquee Project Letter

To Whom It May Concern:

The New Braunfels Independent School District (NBISD) is currently remodeling and expanding the property at 4150 Klein Meadows to serve as a four-year comprehensive high school. The site plan includes installing an electronic sign at the school entrance on Klein Meadows. Below are the details of the project.

Project Title:

Long Creek High School Marquee Installation

Project Location:

Long Creek High School
4150 Klein Meadows
New Braunfels, TX 78130

Executive Summary:

NBISD would like to install a full-color L.E.D. electronic message display known as a marquee at the main entrance of Long Creek High School near the intersection of Klein Meadows and Legend Pass.

Sign Height: 15'7" high

Sign Area: 63.66 square feet

Setback from Property Line: 160 feet

TOP SECTION - Sign Contents/Construction Materials: 3' x 8'3" internally illuminated embossed Lexan name sign finished in blue, green and white with school mascot/logo and stylized lettering to read "LONG CREEK HIGH SCHOOL"

MIDDLE SECTION - Sign Contents/Construction Materials: Double-faced Model 5-12864 Outdoor Full Color LED Electronic Marquee with name sign;

BOTTOM SECTION - Sign Contents/Construction Materials: 6" steel pipe set in concrete footing with concrete pad for marquee support structure; 3'W x 7'10"H marquee pole cover with decorative reveals;

Project Background:

Long Creek High School will be completed in 2026 as a four-year comprehensive high school. The school is being built to serve 2,200 students in 9th-12th grade. It is the second high school in NBISD.

Carlos Teos, project manager supervisor for Spectrum by Watchfire, has been working with NBISD on this project since 2025. Spectrum by Watchfire is the vendor we selected for the sign production and installation of the marquees at Long Creek High School (CP2025-384) and New Braunfels High School.

Additional Items for Consideration:


- The sign will serve as a valuable communication tool for campus activities and safe school initiatives.
- It will not be detrimental to public health, safety, or welfare, or injurious to property within the area.
- NBISD will follow the illumination guidelines outlined in the City's Code of Ordinances as well as the additional restrictions.
- The sign will not prevent orderly use of other properties within the area.
- The school property currently has the original Long Creek Sign located directly in front of the school building. Should the application for the electronic sign be approved, consideration to remove the original sign will be given, should it be a concern to the City of New Braunfels and/or the Board of Adjustments.

Objectives:

- To install an electronic marquee at the main entrance of the high school that is 15'7" high
- To effectively utilize the sign as a means of communication in the city and community
- To provide outdoor advertising related to school or community events

If you have any questions regarding this authorization, please contact me by phone or email.

Sincerely,



Joe Alexandre
Director of Planning & Construction
joealexandre@nbisd.org



watchfire

Ph: 713.944.6200
 Fax: 713.944.1290
 spectrumscoreboards.com

10050 EASTHAVEN BLVD. HOUSTON, TX
 Spectrum Corporation is a Licensed Electrical Sign Contractor No. 18040

DATE	4-25-24
PROJECT	LONG CREEK HS
LOCATION	N/A
SALES REP	LISA KENNEDY
DRAWING NO.	23082102-03-P
DESIGNER	KAT

SPECIFICATIONS
 (1) INTERNALLY ILLUMINATED CABINET W/ PANNED AND EMBOSSED FACES
 (1) 19mm MODEL 5.5-12864 RGB MESSAGE CENTER
 (1) POLE COVER W/ REVEALS

COLORS

3630-187 INFINITY BLUE	010 WHITE
3630-316 JADE GREEN	

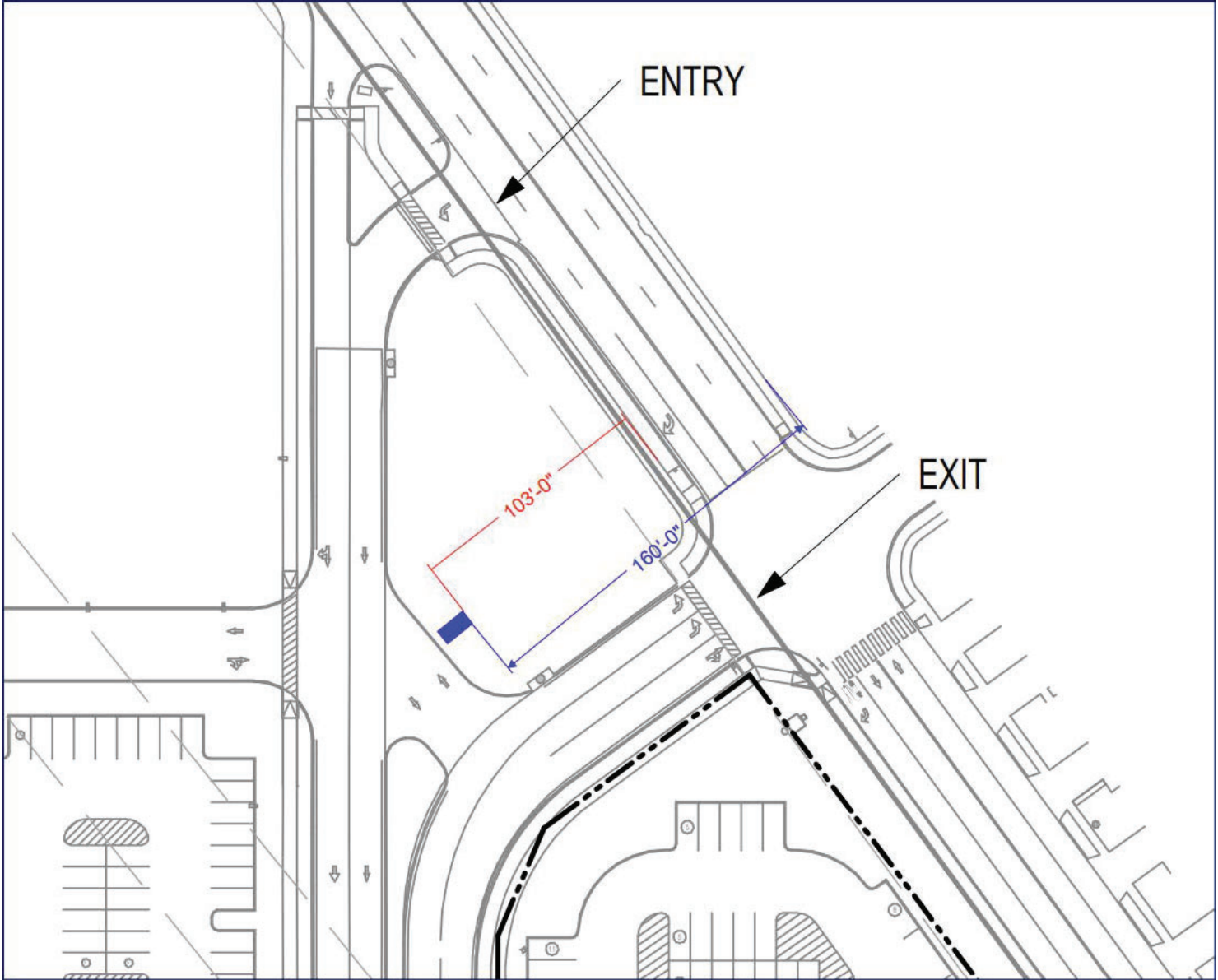
NOTES:
 COLORS SHOWN ARE FOR DEMONSTRATION PURPOSES ONLY.
 VARIATIONS IN COLOR OR FINISHES PRODUCTS MAY OCCUR.

THIS DRAWING IS FOR DEMONSTRATION PURPOSES ONLY

CUSTOMER APPROVAL
UNDERSTANDING THIS CONSTRUCTION ALTERNATIVE IS PROVIDED FOR A PROJECT PREPARED FOR AN ORGANIZATION. IT MAY NOT BE COPIED, REPRODUCED, DOWNGRADED, OR SHOWN TO ANYONE OUTSIDE MY ORGANIZATION WITHOUT WRITTEN CONSENT FROM SPECTRUM SCOREBOARDS.

AUTHORIZED BY _____ DATE _____

SCALE	3/4" = 1'-0"
OPTION	
PAGE	1



Long Creek High School Marquee

Photos of Proposed Location

**4150 Klein Meadow
New Braunfels, TX 78130**









watchfire 

Ph: 713.944.6200
 Fax: 713.944.1290
 spectrumscoreboards.com

10050 EASTHAVEN BLVD. HOUSTON, TX
 Spectrum Corporation is a Licensed Electrical Sign Contractor No. 18040

DATE 4-7-25

PROJECT LONG CREEK HS

LOCATION N/A

SALES REP LISA KENNEDY

DRAWING NO. 23082102-04-PERMIT1

DESIGNER KAT

SPECIFICATIONS

- (1) INTERNALLY ILLUMINATED CABINET W/ PANNED AND EMBOSSED FACES
- (1) 19mm MODEL 5.5-12864 RGB MESSAGE CENTER
- (1) POLE COVER W/ REVEALS

COLORS

- 3630-187 INFINITY BLUE
- 010 WHITE
- 3630-316 JADE GREEN

NOTES:
 COLORS SHOWN ARE FOR DEMONSTRATION PURPOSES ONLY.
 VARIATIONS IN COLOR OR FINISHES PRODUCTS MAY OCCUR.

THIS DRAWING IS FOR DEMONSTRATION PURPOSES ONLY

CUSTOMER APPROVAL
I UNDERSTAND THE CONTRACTUAL AGREEMENT IS PROVIDED FOR A PROJECT PREPARED FOR MY ORGANIZATION. IT MAY NOT BE COPIED, REPRODUCED, DOWNGRADED, OR SHOWN TO ANYONE OUTSIDE MY ORGANIZATION WITHOUT WRITTEN CONSENT FROM SPECTRUM SCOREBOARDS.

AUTHORIZED BY _____ DATE _____

SCALE

3/4" = 1'-0"

OPTION

PAGE

1



watchfire 

Ph: 713.944.6200
 Fax: 713.944.1290
 spectrumscoreboards.com

10050 EASTHAVEN BLVD. HOUSTON, TX
 Spectrum Corporation is a Licensed Electrical Sign Contractor No. 18040

DATE 4-7-25
 PROJECT LONG CREEK HS
 LOCATION N/A
 SALES REP LISA KENNEDY
 DRAWING NO. 23082102-04-PERMIT2
 DESIGNER KAT

SPECIFICATIONS
 (1) INTERNALLY ILLUMINATED
 CABINET W/ PANNED AND
 EMBOSSED FACES
 (1) 19mm MODEL 5.5-12864
 RGB MESSAGE CENTER
 (1) POLE COVER W/ REVEALS

COLORS
 3630-187 INFINITY BLUE 010 WHITE
 3630-316 JADE GREEN

NOTES:
 COLORS SHOWN ARE FOR DEMONSTRATION PURPOSES ONLY.
 VARIATIONS IN COLOR OR FINISHES PRODUCTS MAY OCCUR.

THIS DRAWING IS FOR DEMONSTRATION PURPOSES ONLY

CUSTOMER APPROVAL
UNDERSTANDING THE CONTRACTUAL AGREEMENT IS PROVIDED FOR A PROJECT PREPARED FOR AN ORGANIZATION. IT MAY NOT BE COPIED, REPRODUCED, DOWNGRADED, OR SHOWN TO ANYONE OUTSIDE MY ORGANIZATION WITHOUT WRITTEN CONSENT FROM SPECTRUM SCOREBOARDS.

AUTHORIZED BY _____ DATE _____

SCALE
 3/4" = 1'-0"

OPTION

PAGE
 1



watchfire 

Ph: 713.944.6200
 Fax: 713.944.1290
 spectrumscoreboards.com

10050 EASTHAVEN BLVD. HOUSTON, TX
 Spectrum Corporation is a Licensed Electrical Sign Contractor No. 18040

DATE 4-7-25

PROJECT LONG CREEK HS

LOCATION N/A

SALES REP LISA KENNEDY

DRAWING NO. 23082102-04-PERMIT3

DESIGNER KAT

SPECIFICATIONS

- (1) INTERNALLY ILLUMINATED CABINET W/ PANNED AND EMBOSSED FACES
- (1) 19mm MODEL 5.5-12864 RGB MESSAGE CENTER
- (1) POLE COVER W/ REVEALS

COLORS

	3630-187 INFINITY BLUE		010 WHITE
	3630-316 JADE GREEN		

NOTES:
 COLORS SHOWN ARE FOR DEMONSTRATION PURPOSES ONLY.
 VARIATIONS IN COLOR OR FINISHES PRODUCTS MAY OCCUR.

THIS DRAWING IS FOR DEMONSTRATION PURPOSES ONLY

CUSTOMER APPROVAL
I UNDERSTAND THE CONTRACTUAL AGREEMENT IS PROVIDED FOR A PROJECT PREPARED FOR MY ORGANIZATION. IT MAY NOT BE COPIED, REPRODUCED, DOWNGRADED, OR SHOWN TO ANYONE OUTSIDE MY ORGANIZATION WITHOUT WRITTEN CONSENT FROM SPECTRUM SCOREBOARDS.

AUTHORIZED BY _____ DATE _____

SCALE

3/4" = 1'-0"

OPTION

PAGE

1

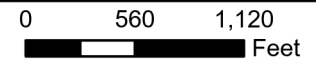
	Allowed by C-1B General Business District per lot				Proposed Alternative Sign Plan
Sign Type	Freestanding Monument Sign	Low-Profile Pole Sign	Electronic Message Monument Sign	Electronic Message Pole Sign	Freestanding Electronic-Message Pole Sign
Maximum Area per Sign Face	48 sq. ft.	20 sq. ft.	48 sq. ft.	20 sq. ft.	~ 63.66 sq. ft.
Maximum Height	10 ft.	10 ft.	10 ft.	10 ft.	15.58ft (15'7")
Minimum Setback	5 ft.	5 ft.	15 ft.	15 ft.	103 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

Alternative Sign Plan - CS25-0351
Sign Allowance Comparison Table



CS26-0073

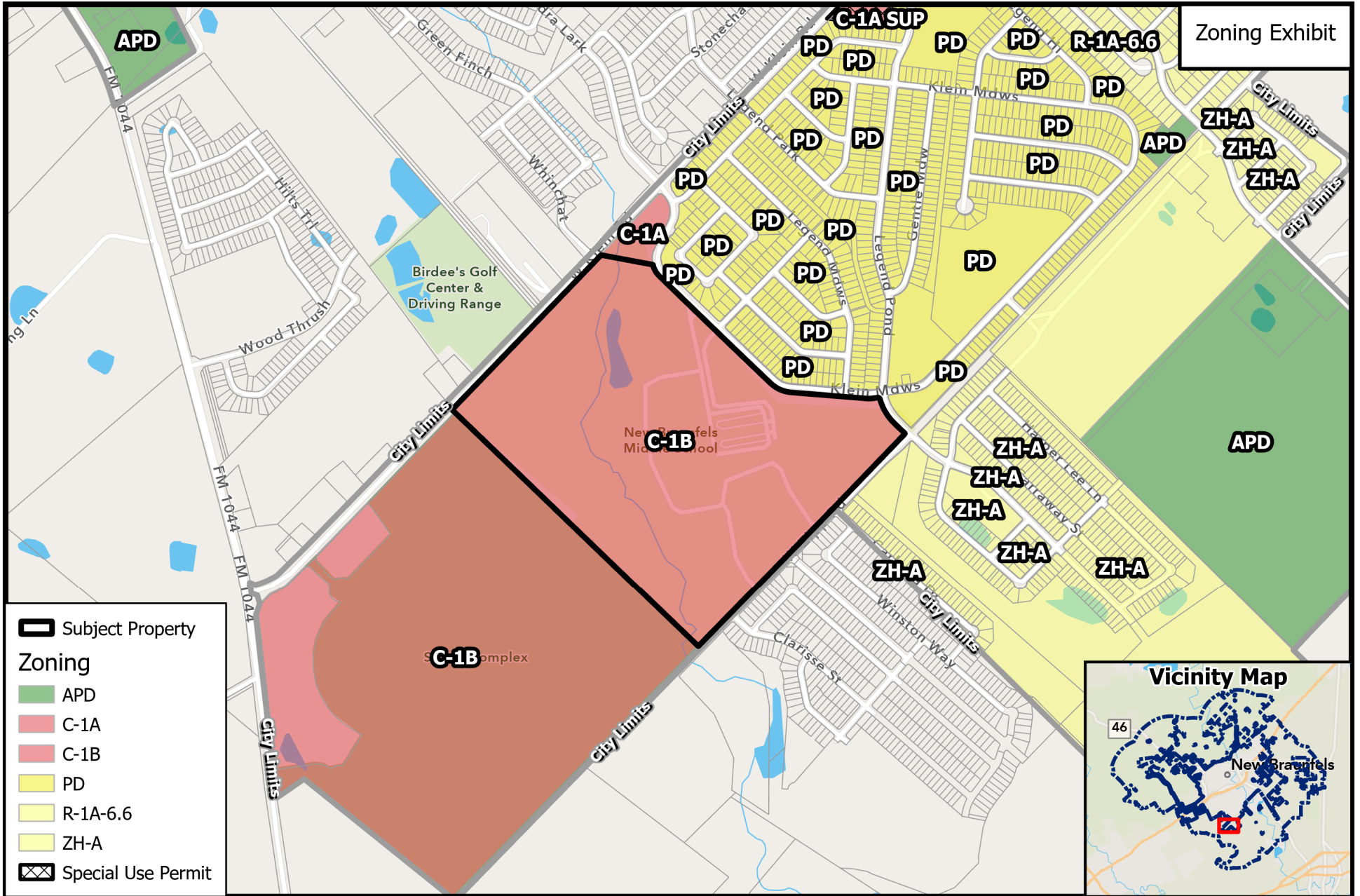
Alternative Sign Plan - Long Creek High School



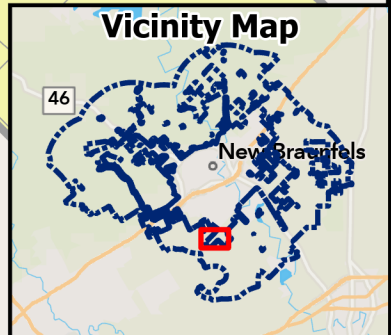
Path: L:\Boards and Commissions\BOA\2026 Cases\CS26-0073 - Long Creek HS ASP\Staff

Source: City of New Braunfels Planning
Date: 4/1/2026

DISCLAIMER: This map and information contained in it were developed exclusively for use by the City of New Braunfels. Any use or reliance on this map by anyone else is at that party's risk and without liability to the City of New Braunfels officials or employees for any discrepancies, errors, or variances which may exist.

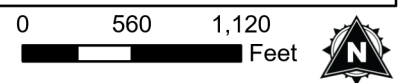


- Subject Property
- Zoning**
- APD
- C-1A
- C-1B
- PD
- R-1A-6.6
- ZH-A
- Special Use Permit



CS26-0073

Alternative Sign Plan - Long Creek High School





**Subject Property Frontage along Klein Meadows
Facing South**



**Subject Property Frontage along Klein Meadows
Facing Southeast**



**Subject property along Klein Meadows
Facing Southeast**



**Proposed Sign Location
Facing East**



**Proposed Sign Location along Klein Meadows
Facing South**



**Subject Property across Klein Meadows
Facing West**



**Subject Property Across Klein Meadows
Facing West**



**Subject Property across Klein Meadows
Facing Southwest**

7.3.6 Electronic Message Display (EMD)

A. Allowed Sign Type and Dimensional Standards

1. An electronic message display may be integrated into a marquee, monument, pole, or wall sign, and shall be subject to the dimensional standards in this article set forth for the respective sign type.
2. An EMD shall not be allowed as any other sign type, unless specifically approved as part of an alternative sign plan, as described in §7.2.2.

B. Exemption

Gas stations may incorporate electronic message pricing display into allowed pole or monument signs. The electronic message component shall not be calculated as part of the allowed sign area; however, the electronic message component may not be more than two times the allowed sign area square footage.

C. Design Standards

1. Number of EMD Signs

No property shall be allowed more than one EMD.

2. Location restrictions

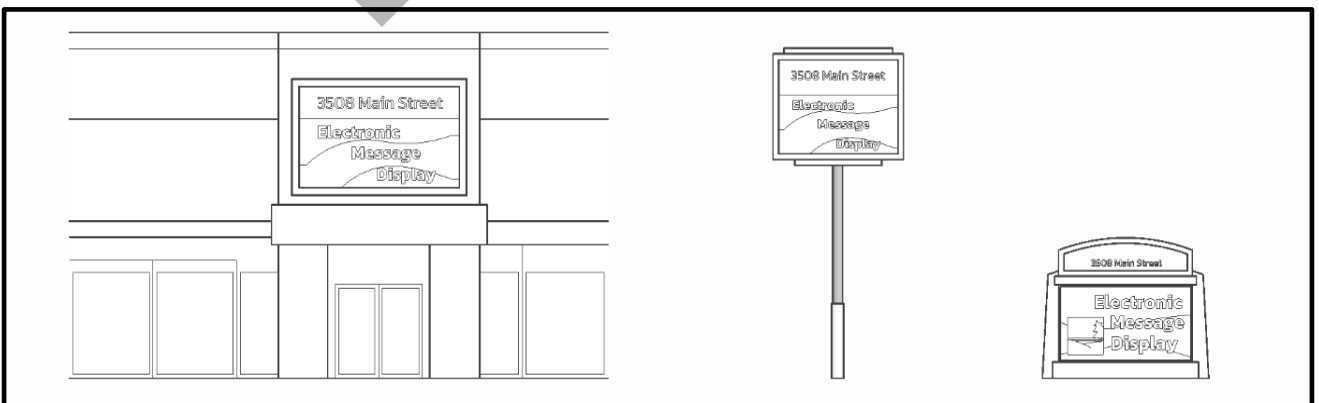
- a. No EMD sign shall be within 150 feet of a residentially zoned property.
- b. No EMD sign shall be located on a residential, local, or collector street.

3. Display Standards

- a. EMDs shall contain static messages only and shall not have movement or the appearance or optical illusion of movement during the static display of any part of the sign.
- b. Each static message shall not include flashing or the varying of light intensity and shall not scroll.
- c. The sign shall be programmed to display a blank and black or dark blue screen if a malfunction occurs.
- d. The sign shall not include audio, pyrotechnic, bluecasting (i.e., Bluetooth advertising), or other similar components.

4. Display Time and Transitions

- a. Display change shall be limited to once every six seconds.
- b. Display change shall be completed within one second.³²¹
- c. There shall be a direct change from one message to the next. An ambient light increase of 0.3 footcandles is allowed during display change.



Examples of EMD Sign Types (left to right: wall, pole, monument)

³²¹ This is a proposed change from the current standard of two seconds.

5. Display Brightness³²²

- a. Sign luminance shall not exceed a maximum daytime luminance of 5,000 nits or a maximum nighttime luminance of 2,500 nits. For the purposes of this section, nighttime shall mean between the periods of sunset to sunrise as calculated by the United States Naval Observatory.
- b. The intensity of the light source shall not produce glare, the effect of which constitutes a traffic hazard or is otherwise detrimental to the public health, safety, or welfare.
- c. Any sign picture or information shall not have a solid white background between the time period of 30 minutes after sunset and 30 minutes before sunrise.
- d. The EMD sign shall include a mechanism for auto dimming/brightening based on natural ambient light conditions.
- e. The EMD sign shall include a photo cell and dimmer control to assure the luminance standard is met and not exceeded.
- f. Each application for EMD approval shall include the manufacturer's specifications programmed to meet the dimming requirement, along with a description of the proposed dimming method.

6. Display Technology

The technology currently used for EMDs is LED (light-emitting diode), but there may be alternate, preferred, and superior technology available in the future. Any other technology that operates under the brightness limits above shall not require an ordinance change for approval.

DRAFT

³²² The current code uses footcandles for this. If the city does not have the equipment for measuring nits rather than fc, this can revert to fc.



Planning and Construction Department
NEW BRAUNFELS INDEPENDENT SCHOOL DISTRICT

902 W. San Antonio St., New Braunfels, TX 78130
Phone: 830-627-6978 | Fax: 830-643-5701
bond@nbisd.org | nbisd.org

May 8, 2026

Colton Barker
Assistant City Planner, Neighborhood and Community Planner
City of New Braunfels
550 Landa Street
New Braunfels, TX 78130

RE: Hours of Operation Proposal

Dear Mr. Colton:

I am writing to share the proposed hours of operation for the electronic sign that we are requesting to install through an Alternate Sign Plan at Long Creek High School, located at 4150 Klein Meadows, New Braunfels, Texas 78130.

Hours of Operation:
7:30 a.m. - 8:30 p.m.
Every Day

Please let me know if you have any questions.

Sincerely,

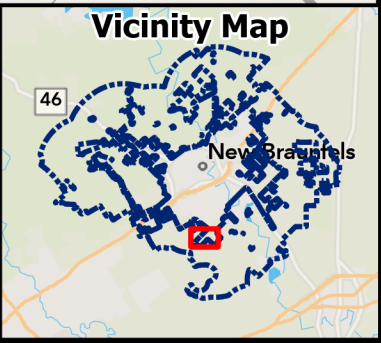
Joe Alexandre
Director of Planning & Construction

1 Property Owner - Refer to Property Number on Postcard. Numbers may shift due to real estate transactions from the initial notification.



Parcel Responses

- Notification Buffer
- Subject Property
- Favor
- No Response
- Object



CS26-0073

Alternative Sign Plan - Long Creek High School

