



February 8, 2024

To Whom It May Concern:

We appreciate you taking the time to review these amendments to our DDCCD. Mayfair is taking shape and as we implement our vision for this “town within a town,” we felt that a more detailed guideline was needed for the signage section of the DDCCD.

Mayfair’s vision centers around a sustainable community where residents can walk or bike ride to parks, schools and retail districts. Signage is incredibly important to create a safe and vibrant community. Mayfair spans over 1,900 acres and encompasses everything from light industrial to multi-family homes with over 2 million square feet of planned commercial space. We are not a typical subdivision, and our signage must reflect that. We want to be different. We want to be bold. We want to be classic with a touch of modern.

Mayfair’s location outside of city limits and along one of the busiest highways in the state presents a unique opportunity to go above and beyond what is expected for a “normal” subdivision.

Our team has designed a variety of signage concepts that create the small town, modern feel we are building in Mayfair. We want to emphasize our parks, call attention to bike lanes, easily direct people around 1,900 acres and stand out along I-35 without blanketing three miles of frontage with numerous entry monuments.

We ask you to consider our location, embrace creativity and use Mayfair to try out new things that we hope will make New Braunfels even better.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Thad Ruthertford', written over a horizontal line.

Thad Ruthertford  
President/CEO  
Southstar Communities



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February 8, 2024

Mr. Looney,

On behalf of Southstar Communities, following please find our request to amend the Mayfair Development & Design Control Document (DDCD).

Per Section 1.8 of the Mayfair DDCD, optional amendments to the DDCD may be made by the master developer, pursuant to guidelines outlined in the document.

Included in this submittal please find:

- Redlined Mayfair DDCD, identifying proposed changes as reviewed by city staff
- Two letters detailing proposed projects relating to DDCD amendment
- Additional detailed engineering specifications relating to proposed project

**Summary and Reasoning of Proposed Amendments:**

- Amended Section 1.3 to change “the Planning Commission and City Council” to “Planning Director” per city staff recommendation
- Amended Section 1.8 to change Sector Plan procedure review to DM under Planning Director and N/A for other columns per city staff recommendation
- Amended entire Section 13: Signage, except for Commercial Signage Chart on page 103 (Table 13-2), in order to create a more cohesive, detailed signage guideline.

**Section 13 Revision Reasoning:**

- To amend the signage section of Mayfair to better reflect current and future projects that will be in line with the small town, modern aesthetic of the community
- To add larger scale iconic projects into the DDCD (ref: 13.4 and 13.5) to lessen burden on city staff and numerous variance requests
- To better identify and detail specific types of signage needed within Mayfair including commercial, parks, builder and community signs
- To introduce a digital billboard proposal for consideration to clean up I-35 corridor

Sincerely,

A handwritten signature in blue ink, appearing to read 'Thad Rutherford'.

Thad Rutherford  
President/CEO  
Southstar Communities