



Planning and Construction Department
NEW BRAUNFELS INDEPENDENT SCHOOL DISTRICT

902 W. San Antonio St., New Braunfels, TX 78130

Phone: 830-627-6972 | Fax: 830-643-5701

bond@nbgisd.org | nbgisd.org

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

3630-167 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 CONCEPTUAL ILLUSTRATION IS PROVIDED
FOR A PROJECT PREPARED FOR ANY ORGANIZATION, IT MAY
NOT BE CORRECT, REPRODUCED, Duplicated, OR SHOWN TO
ANYONE OUTSIDE MY ORGANIZATION WITHOUT WRITTEN
CONSENT FROM SPECTRUM SCOREBOARDS.)

AUTHORIZED BY

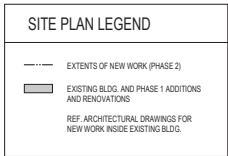
DATE

SCALE
3/4" = 1'-0"

OPTION

PAGE

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- ## GENERAL SITE NOTES

1) GENERAL INFORMATION
A. NAME: NEW BRUNSWICK I.S.D.
B. ADDRESS: 1000 N. WALNUT,
NEW BRUNSWICK, TEXAS 78750

2) PROPERTY INFORMATION
A. NAME: LONG CREEK HIGH SCHOOL
B. ADDRESS: 4750 N. 43RD MEADOWS,
NEW BRUNSWICK, TX 78753

3) LEGAL DESCRIPTION
NE1/4 LEGEND POND, LOT 1 106.422 ACRES

4) ZONING INFORMATION
C-18 - GENERAL BUSINESS DISTRICT

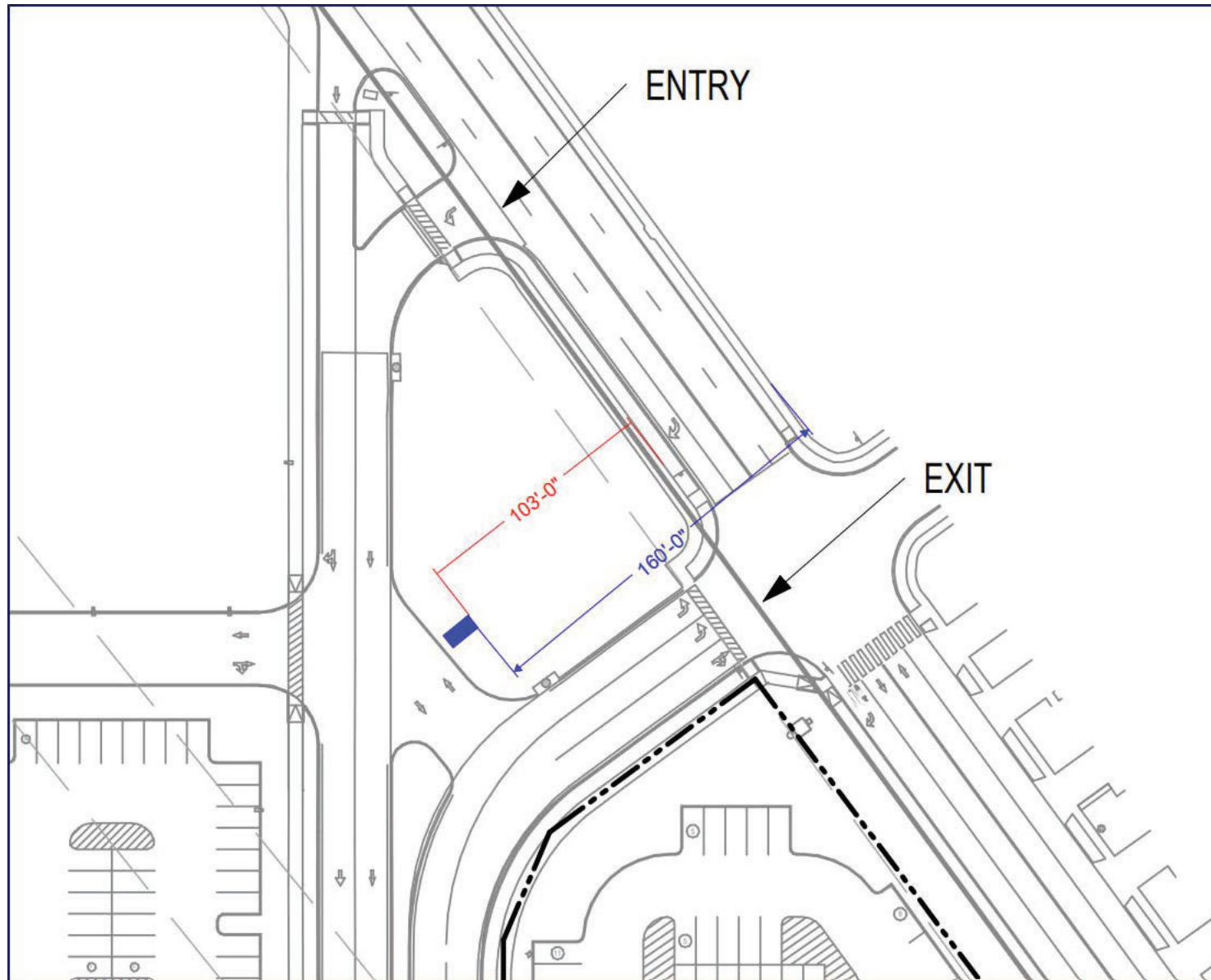
PARKING REQUIREMENTS
AS OBTAINED FROM CITY ORIGINATOR, LAND DEVELOPER
SECTION 186.5.5 THE REQUIRED NUMBER OF PARKS
DETERMINED AS FOLLOWS:

PARKING SPACES REQUIRED:
ONE FOR EACH TWO EMPLOYEES (OR EMPLOYEES
ONE FOR EACH TEN STUDENTS) 2,088 STUDENT
ONE FOR EACH BUS 11 BUSES = 10 SPACES
TOTAL BUS SPACES REQUIRED = 101 SPACES

PARKING SPACES PROVIDED
STANDARD SPACES PROVIDED = 889 SPACES
ACCESSIBLE SPACES PROVIDED = 21 SPACES
TOTAL SPACES PROVIDED = 910 SPACES

PROPERTY & PARKING NOTES





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
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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	

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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

3630-167	INFINITY BLUE	010	WHITE
3630-316	JADE GREEN		

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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
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