



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@nbisd.org](mailto:bond@nbisd.org) | [nbisd.org](http://nbisd.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:**

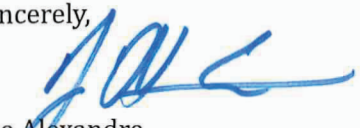
- The sign will serve as a valuable communication tool for campus activities and safe school initiatives.
- It will not be detrimental to public health, safety, or welfare, or injurious to property within the area.
- NBISD will follow the illumination guidelines outlined in the City's Code of Ordinances 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**

3630-187 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.

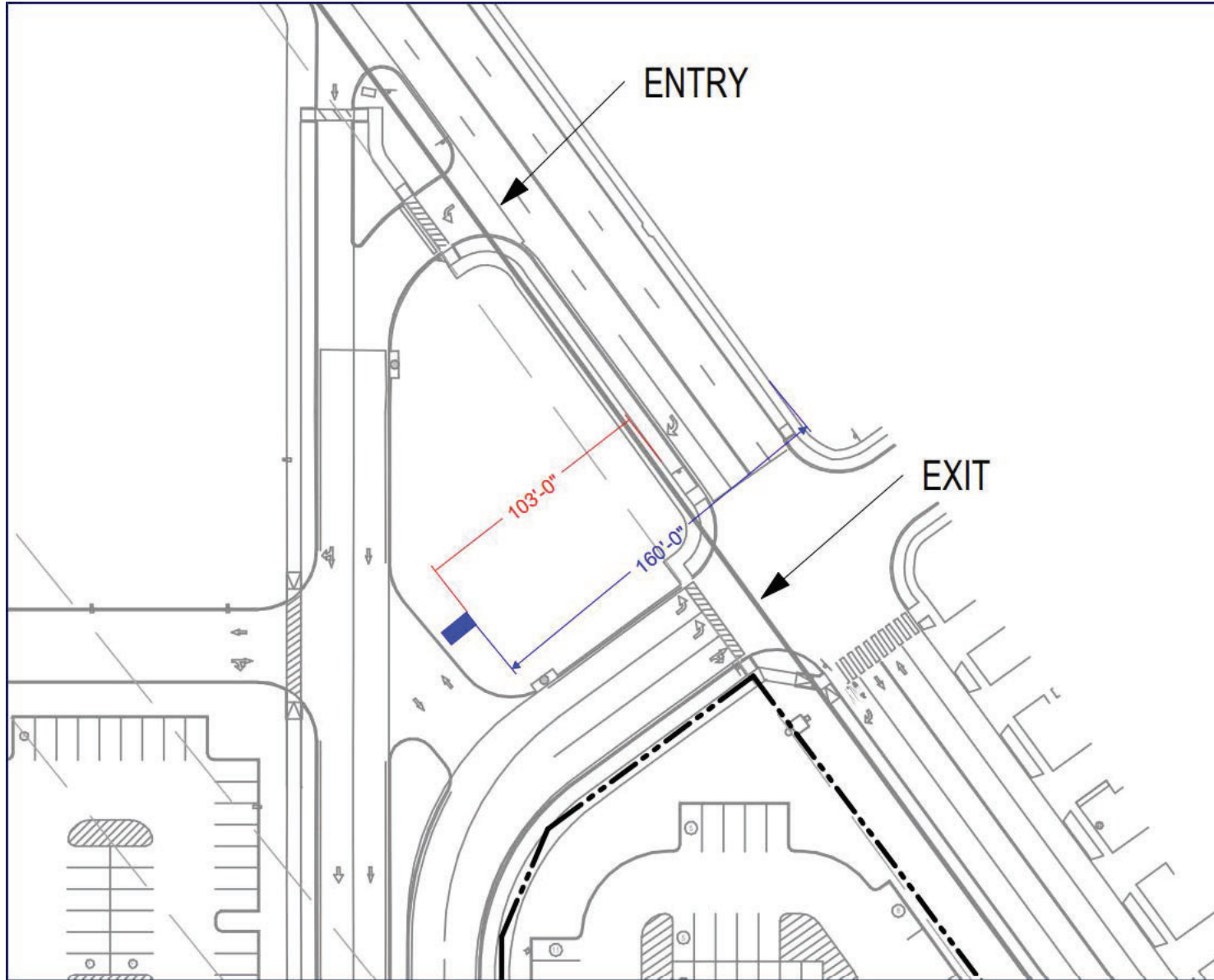
AUTHORIZED BY \_\_\_\_\_ DATE \_\_\_\_\_

**SCALE**  
 3/4" = 1'-0"

**OPTION**

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**Long Creek High School  
Marquee**

**Photos of Proposed Location**

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









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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**

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**SCALE**

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**OPTION**

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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**  
 3630-187 INFINITY BLUE 010 WHITE  
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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
- (1) 19mm MODEL 5.5-12864 RGB MESSAGE CENTER
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