



Comprehensive Sign Plan request for Gruene Heights Shopping Center Development FM 306 & FM 1102  
New Braunfels Texas

➤ **Site overview –**

Acres – 6.902 acres with frontage along FM 306 & FM 1102

Site is divided into (4) separate lots

Lot 3 – 1.612

Lot 2A - .865

Lot 2B – 3.539

Lot 2B-2 - .878

Frontage along FM 306 – 690-95'

Frontage along FM 1102 – 40'

Based on code the site is allowed (1) sign per lot at 28' over all height and 225 square feet of signage per street frontage. This equates to the following (5) individual pole signs total height of 140' and 1125 square feet of total signage. Lot 2B has frontage along 1102 which per code would be allowed an additional sign for this frontage.

The following request for the Comprehensive Sign Plan Gruene Heights to reduce the total number of signs and aggregate reduction in height and total square footage. This request includes a single primary multi-tenant sign that exceeds code allowance by 7' in height from 28' to 35' and square footage from 225 to 300 for a difference of 75.

**Request for site signage**

- Lot 3 – no signage on this lot.  
Lot 2A – (1) Low profile monument sign 10'-0" over all height & 60 square feet of signage plus masonry base.  
Lot 2B – (1) Multi-tenant pylon sign 35' over all height and 300 square feet of sign on FM-306 frontage and no sign along FM-1102 frontage.  
Lot 2C – (1) Low profile monument sign 10'-0" over all height & 60 square feet of signage plus masonry base.

The following request reduces the maximum allowable aggregate total of allowances for height, number & Square feet

Number of total signs from (5) to (3) – Total reduction of (2) potential signs

Total Height allowance reduction from 140'-0" to 55'-0" for total reduction of 85'-0" of potential height

Total Square feet allowance reduction from 1125 to 420 for total reduction 655 potential signage square footage. We feel this is a very strong request that meets intent of a Comprehensive Sign Plan for this location and City of New Braunfels. Appreciate you consideration and review of this request.