



APPLICATION FOR CONDITIONAL SIGN PERMIT

Planning and Community Development

550 Landa Street, New Braunfels, TX 78130

Phone: (830) 221-4050

Case No. CS19-0223



PLANNING

1. Applicant - If business owner or coordinator of special event, so state. If agent or other relationship, a letter of authorization must be furnished from owner when application is submitted.

Name: David Wanders

Mailing Address: 742 NW Loop 410, Ste 102, San Antonio TX 78216

Email Address: dwanders@quiktrip.com

Telephone: 210-332-4037 Mobile: 602-317-0174

2. Property Address/Location: Northwest corner of FM306 and FM1102

3. Existing signs on property: None

4. Number of requested signs: 1

5. Dimension & height of sign(s): 25' -0" tall. 134 square feet of sign area. Double sided sign. 7'6" wide, and 2'2" in overall depth

6. Business or event to be advertised: QuikTrip

7. Reason for request (please explain in detail and attach additional pages if needed):
Please see attached letter for explanation.

8. ATTACHMENTS: (The following items must be submitted with the application)

- ☒ A \$772 fee. (\$750 application fee + \$22 technology fee (3%))
- ☒ A scaled site plan showing the proposed location of the sign(s) on the property.
- ☒ A map showing the distance from sign(s) to business or event if signs are off-premise.
- ☒ A sketch showing the contents, dimensions and construction materials of the sign(s).
- ☒ Photographs of the property where the sign(s) will be located.
- ☒ Agent letter (if applicable).

The undersigned hereby requests a conditional sign permit for the location(s) described above.

Signature of Owner(s)/Agent

Date

For Office Use Only

Fee Received By: M. OKELLEY Amount: \$772.00 Receipt No.: 3866

Date Received: 7-18-19 Cash/Check Number: CC# 1702

Council Meeting Date: 9-9-19

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742 NW Loop 410, Ste 102 San Antonio, TX 78216

July 17, 2019

Conditional Sign Permit Review
c/o Planning and Community Development
City of New Braunfels
550 Landa Street
New Braunfels, Texas 78130

Re: QuikTrip 4040 – Request for Conditional Sign Permit Due to Unique Conditions

Dear Planning and Community Development,

QuikTrip Corporation formally requests an exception to the New Braunfels Code of Ordinances Section 106-14(a) which, in a M-1 zoned district, allows for a low-profile pole sign no larger 10' tall and 20 square feet in sign face area.

Specifically, QT requests to allow for a sign of 25' in height and 134 square feet of sign area. Although QT is not requesting a high-profile monument sign, note that code 106-14(b)(5) allows for monument signs of up to 28' in height and 225 square feet in area.

The proposed 1.77-acre development is located on the northwest corner of FM 306 and FM 1102. QT received plat approval on 5/7/19 and is working toward final construction plan approval.

In proposed conditions, the site is to be developed as a full-service gas station. In addition to the gas pumps, the development will also include a convenience store, overhead canopy cover, and underground storage equipment. As part of the design of the site QuikTrip is proposing a sign that would qualify as a pole sign along FM 306. The proposed sign would be a total height of 25', width of 7.5' and depth of 2'2". The total sign area is 134 square feet.

This request is made in accordance with Code of Ordinances Section 106-8(d) and QuikTrip offers the following reasons in support of the request

1) The property location meets the intent and spirit of the code

The property is located at the corner of FM 306 and FM 1102. The code allows for high-profile signs along certain primary roads including Loop 337, SH 46, FM 725, Business 35 frontage, and FM 306. These are areas with high use of commercial/industrial businesses which have a greater need for visibility to traffic. Although FM 1102 is not on the list, it is a high-traffic road. This location and business use meet that intent. QuikTrip and gas stations in general are dependent on existing traffic and must be able to show gas prices and station logos.

2) Competitive disadvantage

There are other gas stations along this stretch of FM 306 and especially across the street that have high-profile signs. QuikTrip desires to have an equal competitive advantage to those businesses in terms of advertising their location and products to pass by traffic.

3) Does not harm nearby property

As mentioned earlier, the QuikTrip location was part of a larger track of land. That remaining portion would be unaffected by the granting of this variance as this code does nothing to further restrict or in any way change their ability to obtain signage of their own.

4) Strict adherence to the code would not allow for the highest and best use of the property

As stated in reason #1, the location of the property is at a major intersection and in a high visibility area of which commercial is the primary use. If the exception is not granted, QuikTrip will be restricted to small monument sign which would display limited information and very limited visibility.

5) The granting of the exception/variance will not be injurious to other property and will not prevent the orderly subdivision of other property in the area in accordance with these regulations.

The sign as proposed is under the maximum total height and square footage allowed for a high-profile monument sign. Proper permits would be acquired prior to construction. The sign would not interfere with visibility, or safety of traffic or pedestrians and would not be too close to overhead electrical wires.

In summary, QuikTrip is proposing that it meets the intent of the sign code and our request for signage is not extraordinary in relation to the location and competition. It is in our opinion that the granting of this variance would maintain the overall intent and spirit of the ordinance and would not be injurious to other properties or to the general public. Your consideration of this variance is greatly appreciated.

Sincerely,

David Wanders, QuikTrip Corporation

Real Estate Project Manager



Looking south down FM 1102 towards the intersection.



Looking west down FM 306



Looking at corner of property from the intersection.