From: US Signs
To: Maddison O"Kelley
Subject: RE: Plant Haus Conditional Sign Permit
Date: Tuesday, January 5, 2021 4:53:15 PM
Attachments: image002.png
image004.png
image006.png
image008.png

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Hi Madison,
As per our conversation yesterday. Reasoning as to the size & height of the proposed sign is, due to the set back of the new location. A new sign under the current sign code would be blocked by vehicles on both side since this is parking for customers . The current code would allow a 8' tall , 32 square ft viewing area. A truck or box truck, which frequents this location regularly, would block viewing availability on the sign. Also the increase of square footage required is due to marquee advertising Specials and Plant availability . The 64 sq ft requested, was what was there prior to the 18 wheeler truck hitting the sign. 15' total height would raise the signs up high enough for visibility and keep vehicle parking unencumbered.
Any other questions please feel free to reach out.
Thanks

Lydell Toye
US Signs
258 Trade Center Drive
New Braunfels, Tx. 78130
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From: Maddison O'Kelley <MOKelley@nbtexas.org>
Sent: Thursday, December 31, 2020 10:57 AM
To: ussignsnb@gmail.com
Subject: Plant Haus Conditional Sign Permit

Good morning,

The Conditional Sign Permit request for the Plant Haus is scheduled for the January 25th City Council meeting. Upon initial review of the request, it's not clear to Staff as to why a profile pole sign that exceeds the standards of the sign code is necessary. Although the sign has been moved farther from the front property line to accommodate vehicles within the parking area, the proposed sign far exceeds the maximum allowable area and height for profile pole signs within the "C-1" District. Furthermore, a monument sign with a larger allowable area and height is permitted.

Can you please provide a rationale behind the Conditional Sign Permit request? I will need to include this information in my Staff report for City Council. If Staff cannot conclude reasoning for the need for a larger sign at this property, it can reflect negatively on the request.

Respectfully,

City of New Braunfels
#OneCityOneTeam
Maddison O'Kelley
Assistant Planner | Planning and Development Services
550 Landa St | New Braunfels, TX 78130
830-221-4056 | MOKelley@nbtexas.org | www.nbtexas.org/planning

Do you have a question about a permit? Check out the Citizen Portal.
We encourage you to keep up with the progress on our new comprehensive plan by visiting

www.envisionnewbraunfels.org and liking our facebook page.

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