

compatible with surrounding development, and include a landscaped area twice the size of the sign face.

The conditional sign permit process is intended to:

1. allow an applicant flexibility in creating alternative signage designs to complement a development's unique characteristics;
2. increased sign area and/or height in lieu of multiple signs they would otherwise be allowed; and/or
3. allow additional signage due to unusual constraints associated with the property.

Through this process, City Council can consider such requests within the context of a specific location.

A new single family residential subdivision is being developed with two points of access: Nissan Way via the IH 35 access road, and Kowald Lane at Post Road. The applicant is proposing a multifaceted subdivision entry gateway to identify their name for the neighborhood "Heather Glen". This entry feature is proposed to be located at the subdivision's Nissan Way entrance.

The entry sign is proposed to consist of several freestanding features (see Attachment 3). These structures will be reviewed through the building permit process for compliance with height and setback requirements.

The sign face with the neighborhood name is proposed to be mounted onto two masonry columns with separation between the bottom of the sign and a low wall/the ground. This configuration is considered a "pole sign" type of design, which technically is not allowed as a subdivision entry sign. (The columns will also function as flag bases and will be located behind the low wall). As only monument type signs are allowed for subdivision entry signs, the applicant is requesting this Conditional Sign Permit.

The gateway feature, landscaping and signage will be owned and maintained by the subdivision's homeowners' association. The intent in the design is to identify the community and to complement the design of the amenity center.

Surrounding Zoning and Land Use:

North - Across Nissan Way, M-1A / Undeveloped

South - "Heather Glen" PD / Single Family Residences

East - Across Heather Glen Drive, "Heather Glen" PD / Single Family Residences

West - "Heather Glen" PD / Site for the Subdivision's Amenity Center

ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:

City Plan/Council Priority: Envision New Braunfels Comprehensive Plan	Strategy 2: Activate Neighborhoods
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FISCAL IMPACT:

N/A

COMMITTEE RECOMMENDATION:

N/A

STAFF RECOMMENDATION:

There does not appear to be a unique characteristic or constraint of the property that would necessitate a deviation from the Sign Ordinance. However, the overall design with the identified placement of the sign face gives the illusion that the sign is a monument type of sign, achieving the intent of the code; therefore, Staff recommends approval.

Attachments:

1. Aerial Map
2. Proposed Site Plan
3. Proposed Sign Elevation Plan
4. Photographs of Site
5. Section 106-14.2h from the Sign Ordinance