



The property has 223 feet of frontage along the IH 35 access road, 265 feet of frontage along Southwestern Drive and 240 feet of frontage along Commercial Circle. The property is the future home of the New Braunfels Emergency Room 24-7 facility, which is currently under construction.

The property is presently zoned “M-1” Light Industrial District. While New Braunfels’ Sign Ordinance includes requirements for signs based on zoning, it also includes limitations and allowances based on the adjacent thoroughfare classifications. Signs on property along main thoroughfares, including IH 35 are granted additional size and heights. Per the City’s Sign Ordinance, the allowed signage for this site consists of a maximum of 3 signs:

- two that are either monument or low profile pole, and
- one pole sign

**OR** the Sign Ordinance would allow one electronic message sign in lieu of all other free-standing signs (see attachments).

**Proposal:**

The applicant is intending to construct a pole sign at the southeast corner of the subject property adjacent to the IH 35 access road. According to the applicant’s plans submitted with this request, they are proposing the sign be 80 feet in height with a 384 square-foot (24 feet wide by 16 feet tall) sign cabinet. This proposed sign would be twice as tall as the maximum sign height allowed for a pole sign adjacent to IH 35 at this location (40-foot maximum), but is 16 square feet **less** than the maximum area of 400 square feet allowed.

The applicant states the additional height requested is needed, as a compliant sign may not be visible from IH 35. The applicant has not indicated whether additional signs are intended for the property, either presently or in the future.

**Existing Signs in the Vicinity:**

<b>Sign Location</b>	<b>Approximate Height</b>
McDonald’s/Pilot on Loop 337	28 feet
Shiplay Donuts on Loop 337	35 feet
McDonald’s/Pilot on IH 35 Access Rd.	120 feet
Jack in the Box on IH 35 Access Rd.	40 feet
Billboard at Southwestern Ave & IH 35 Access Rd.	42 feet
Bluebonnet Certified Pre-Owned Dealership on IH 35 Access Rd.	40 feet
Billboard at Bluebonnet Certified Pre-Owned Dealership on IH 35 Access Rd.	42 feet
World Car Mazda Dealership on IH 35 Access Rd.	40 feet
World Car Kia Dealership on IH 35 Access Rd. (2 signs)	35 feet
Billboard at World Car Kia Dealership on IH 35 Access Rd.	42 feet
Shell Food Mart on IH 35 Access Rd. at Rueckle Rd.	50 feet

*Lot Size:*  
1.617 acres

*Surrounding Zoning & Land Use:*

North - M-1 / Jack in the Box  
East - Across IH 35, C-3 / Shell Food Mart  
South - Across Southwestern Ave., M-1 / Billboard on undeveloped land  
West - Across Commercial Cir., M-1 / Undeveloped

*Comprehensive Plan / Future Land Use Designation:*

Commercial/Industrial

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

N/A

**FISCAL IMPACT:**

N/A

**COMMITTEE RECOMMENDATION:**

N/A

**STAFF RECOMMENDATION:**

Staff analyzed the location, including visibility from the nearest exits off of IH-35. Albeit those exits are quite a distance away, it appears as though a shorter sign than requested could still be seen from those exits. Therefore, staff does not recommend approval as requested by the applicant. All of the existing non-conforming signs in the area, including the 120-foot tall McDonald's/Pilot sign, were constructed prior to the adoption of the current sign ordinance. Newer developments, such as Shipley Donuts and Jack in the Box, complied with the current sign regulations.

However, should City Council be inclined to approve a conditional sign permit for this site, staff recommends a compromise height in between the applicant's proposed height of 80 feet and the maximum allowed by Code (40 feet) that would be comparable to other nearby signs noted in the table above. Staff would also recommend as a condition to approval that no other freestanding signs be allowed to be added to the site without approval of a new Conditional Sign Permit by City Council.

*Attachments:*

1. Aerial Map
2. Application
3. Proposed Site Plan
4. Proposed Sign Elevation Plan
5. Comparison Table Showing Allowable Signs Vs. Requested Signs
6. Excerpt from the Sign Ordinance