

## Legislation Text

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**File #:** 24-486, **Version:** 1

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**PRESENTER:**

Matt Greene, Principal Planner, Planning and Development Services.

**SUBJECT:**

Public hearing and consideration of proposed amendments to the Mayfair Development and Design Control Document (DDCD) pertaining to the Sector Plan approval process and development standards for signs.

**DEPARTMENT:** Planning and Development Services

**COUNCIL DISTRICTS IMPACTED:** Outside City Limits

**BACKGROUND INFORMATION:**

Case #: PZ24-0062

Applicant/Owner: Southstar at Mayfair Developer, LLC  
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Mayfair is an 1,880-acre mixed-use development adjacent to the city limits in the ETJ in Comal County. It is situated east of FM 1102, west of FM 1101, south of Woods Path and Watson Lane East, and north of Kohlenberg Road, on both the east and west sides of IH 35 on the north end of New Braunfels. The development is subject to a Development Agreement entered into between the City and Southstar at Mayfair, LP, approved by the City Council on June 28, 2021, and recorded with the Comal County Clerk on February 9, 2022 (see Resource Link).

The Mayfair Development Agreement includes design standards, applications, processes and improvements unique to this development. City Council direction on the unique standards of this development were to be a model for future code changes and development inside the city limits, and to implement Envision New Braunfels. It also adopted the Master Framework Plan which established the broad development framework for the project including the location of land uses, parks, schools, utility corridors, major roadways, activity nodes, project boundaries and other items shown on the Master Framework Plan. One of the exhibits to the Development Agreement is the Development and Design Control Document (DDCD) that is the primary document regarding the design standards, processes and applications to which all development activity is reviewed and governed (see Resource Link).

**ISSUE:**

Proposed amendment to Sector Plan approval process:

In an effort to streamline the Mayfair development process, amendments are proposed that would allow administrative approval of Sector Plans (see attached redlined copy of the DDCCD, stamped pages 3 and 9). Sector plans are the first step in the development process following the Master Framework Plan. A sector plan is a more detailed plan of neighborhood structure typically a minimum of 100 acres, outlining land use and intensity, internal connectivity, major and minor roadways, major accessways and parks. A sector plan is required to be in compliance with the Mayfair Development Agreement, Master Framework Plan and development standards that are set out in the DDCCD.

Currently, Sector Plans (and amendments to Sector Plans) require review and recommendation by staff, review and recommendation by the Planning Commission, and final consideration by City Council. If the amendments are approved, Sector Plans will require review and approval by staff only. Staff will continue to review Sector Plans for compliance with the City Council approved Mayfair Development Agreement, Master Framework Plan and DDCCD. The revision to the Sector Plan approval process will be consistent with the manner in which subdivision master plans and plats are currently approved administratively.

The Sector Plan approval process is described in both the Mayfair Development Agreement and the DDCCD. The City Council approved an amending Development Agreement addressing the proposed revisions to the Sector Plan approval process on March 25<sup>th</sup>. Recordation of the amending Development Agreement is pending City Council approval of the DDCCD revisions for the Sector Plan approval process.

Proposed amendments to development standards for signs:

The current Mayfair sign standards default back to many of the City's sign standards and/or are very similar to sign standards approved with the Veramendi DDCCD. Mayfair is proposing amendments to the sign standards in the DDCCD to accomplish an overall sign program for the development (see attached Mayfair Signage Amendment Request Letters).

The proposed signage amendments are related only to private signage. A description of each proposed category of signage within Mayfair is detailed in the attached redlined DDCCD (see attached relined copy of the DDCCD, stamped pages 97 - 103). There will be a hierarchy of signage and monumentation throughout the project. Public signage such as traffic signs, street signs and safety signs will comply with current city and traffic standards.

The applicant states the amendments to the sign standards are necessary to:

- Ensure the Guiding Principles are met.
- Encourage the effective use of signs as a means of communication within and abutting the project.
- To maintain and enhance the project's overall aesthetic environment and the Project's ability to attract sources of economic development and growth.
- Improve pedestrian and traffic safety.
- Minimize the possible adverse effects of signage on nearby public and private property.
- Enable effective outdoor advertising.
- Provide comprehensive and intuitive wayfinding for all modes of transportation within the community.

Below are descriptions of proposed sign types that will deviate from the sign standards identified in the current DDCCD and/or the City's current sign code.

*With Love from Mayfair Sign:*

The "With Love from Mayfair" is a new proposed sign type (see attached "With Love from Mayfair" sign

renderings, Mayfair I-35 Frontage Signage Plan and redlined copy of the DDCD). It is a single large-scale sign intended to be a landmark sign along the east side of IH 35 identifying the project. The sign structure will be an open horizontal square tube steel truss frame with the letters of the sign message attached. The height of the structure is proposed to be approximately 40 feet with a width of approximately 99 feet. The sign lettering will only occupy approximately 45% of the sign structure, with the tallest letters measuring a height of approximately 12 ½ feet. The letters will be lit with non-flashing LED bulbs that are automatically dimmable and on a timer with a maximum light intensity not to exceed 0.3 foot-candles over ambient conditions at 250 feet from the sign. It will not be located near residential properties and will be compliant with TxDOT and City lighting standards. There are no known similar signs within the City or its ETJ, nor is there a similar sign type identified in the City's sign code.

#### *Vertical Structure in Midtown:*

The Vertical Structure in Midtown is another new proposed sign type that will function as a place maker in the Midtown commercial/recreation district. The single sign structure will resemble a water tower and will feature a painted exterior commissioned by an area artist (see attached Vertical Structure in Midtown rendering, I-35 frontage Signage Plan and redlined copy of the DDCD). The concept calls for a maximum height of 100 feet but could be smaller once final plans are done. The tower concept includes non-flashing automatically dimmable LED bulbs on a timer with a maximum light intensity not to exceed 1 foot-candle illumination or less at the property line. This proposed sign structure would function similar to the water tower in Gruene. There is no similar sign type identified in the City's sign code.

#### *Digital Billboards:*

Digital Billboards in Mayfair will be located along IH-35 at a maximum, standard billboard size of 14 feet by 48 feet, in accordance with TxDOT standards. There will be two two-sided Digital Billboard signs on Mayfair property (one on the west side and one on the east side of IH-35) that will serve as replacements (not in addition to) for 3 existing vinyl billboards (total of 7 sign faces to be removed) along IH-35 (see attached Digital Billboard information, I-35 Frontage Signage Plan and redlined copy of the DDCD). The Digital Billboards will automatically adjust brightness levels to be no more than .3 foot-candles over ambient light conditions within 250 feet of the signs. The signs will have the capability to advertise off-premise businesses as well as Mayfair related businesses and information. A development agreement will be proposed with the City of New Braunfels, the selected billboard company, and the developer, prior to permit submittal for construction of the signs. One advertising slot on each side of the digital sign faces will be provided for exclusive use of City and EDC marketing for public benefit, uses, or other features that address City of New Braunfels priorities and needs by display of public service announcements, amber alerts, emergency broadcast messaging, non-profit, and advertising on the signs. The development agreement will also cover details on the length of static messaging which was a discussion point at the Planning Commission meeting.

This proposed sign type is most similar to an Off-Premise Advertising Sign as defined in the City's sign code. Off Premise Advertising Signs are not allowed and the City's sign code does not allow pre-existing Off Premise Advertising Signs to be replaced.

#### *Iconic Signage:*

Iconic Signage for this project is defined as larger, non-traditional signage and branding that is employed to establish and reinforce a unique community aesthetic. Iconic Signage in the project is intended to brand and identify Mayfair and provide a sense-of-place for residents of Mayfair. The signs are proposed to be a maximum of 40 feet in height and 100 feet wide and not to exceed 400 square feet in area. There would be a maximum of 4 Iconic Signs throughout the development.

These signs would be dimensionally similar to Pole Signs on properties with IH 35 frontage, as currently permitted by the City's sign code, with the exception the Iconic Signage would not be limited to a pole structure and could be a monument, wall, or similar structure.

*Neighborhood Identity Signage:*

Neighborhood Identity Signage at Mayfair is defined as monumentation, signs, or walls that are employed to announce entry into the neighborhood or promote features within the community. Neighborhood Signage at Mayfair will be located at entries to the community of Mayfair as well as at internal intersections and serve as wayfinding directionals to community points of interest, including parks, schools, recreation areas, model homes, etc. The sign face for Neighborhood Identity Signs is limited to a maximum height of 10 feet, maximum width of 10 feet and maximum sign area of 65 square feet with a maximum total combined area of sign and structure of 200 square feet.

This proposed sign type is most similar to Subdivision Entry Signs as identified in the City's sign code, however, the proposed Neighborhood Identity Signage is permitted to be 4 feet taller and 25 square feet larger in area than the Subdivision Entry Signs.

*Temporary Signage:*

Temporary Signage at Mayfair is defined as large signage within the community that is employed to announce and advertise but will not be a permanent fixture in the neighborhood. These signs may be used for up to ten years and will be limited to IH 35 and Kohlenberg Road frontage lots. A maximum of two signs per lot will be allowed but signs must be a minimum of 400 feet apart.

This proposed sign type is most similar to a Construction Site Sign as identified in the City's sign code. However, Construction Site signs shall be removed within one week following completion of the construction and there is no limit to the number of Construction Site signs permitted.

*Temporary Builder Signage:*

Temporary Builder Signage at Mayfair is defined as signage within the community that is employed by or at the request of homebuilders to announce, advertise, and locate model homes, for sale units, and coming-soon units. Temporary Builder Signs are limited to a maximum of two signs per lot, with a maximum height of 10 feet, maximum width of 10 feet and maximum area of 100 square feet.

This proposed sign type is most similar to a Real Estate Sign as identified in the City's sign code. However, these signs are limited to lots zoned or used for one or two dwellings, with a maximum of one real estate sign per street frontage and a maximum area of 8 square feet per sign. The signs must be located on the property being advertised and must be removed within 30 days of the property sale, lease, or issuance of certificate of occupancy.

*Digital Signage:*

Digital Signage at Mayfair is defined as signs and monuments with digital message capability including state-of-the-art LED technology and brightness adjustment capabilities. Digital signage would be allowed along IH-35, schools and interior amenities within the community. The City will have access to digital message capability on all signage for local alerts, messages and PSAs. These signs will comply with the City's sign code requirements pertaining to illumination and static messages. A maximum of one Digital Sign would be permitted per qualified lot with a maximum height of 6 feet, width of 8 feet and area of 48 square feet.

This proposed sign type is most similar to an Electronic Message Sign permitted in the Downtown Business

Corridor as identified in the City's sign code, with the exception height is limited to 5 feet.

Attached is a Sign Comparison Table comparing the proposed Mayfair signs and the deviations from the City's sign code. As part of the Land Development Ordinance (LDO) project in progress, development standards for signs will be revised but details are still pending public input and will be in a forthcoming module.

**FISCAL IMPACT:**

Certain tracts within the Mayfair development are subject to Limited Purpose Annexation per the Development Agreement for Comal County Water Improvement District #3. The city will collect sales and use tax revenues from certain properties within the development.

**RECOMMENDATION:**

Staff recommends approval of the proposed amendments to the Mayfair DDCD as the amendments are in accordance with the amended Development Agreement approved by City Council, the general purpose and intent of the Mayfair development, and with Envision New Braunfels.

**The Planning Commission held a public hearing on April 2, 2024 and recommended approval of this item unanimously (7-0-0).**

*Mailed notification as required by the development agreement for Comal County Water Improvement District #3:*

Public hearing notices were sent to 73 owners of property within the Mayfair development or within 200 feet of the request. Staff has received two responses in favor from numbers 3 and 67 and two opposed from numbers 28 and 43 on the notification map.

Resource Links:

- Current Executed Development Agreement for Comal County Water Improvement District No. 3:  
<https://www.newbraunfels.gov/DocumentCenter/View/26101/Fully-Executed-Mayfair-Development->
- Current Mayfair Development and Design Control Document (DDCD):  
<https://www.newbraunfels.gov/DocumentCenter/View/26102/Mayfair-Development--Design-Document?>