

## Legislation Text

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**File #:** 22-620, **Version:** 1

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**PRESENTER:**

Jean Drew, AICP, CNU-A, Planning and Development Services Assistant Director

**SUBJECT:**

Discuss and consider a request for a conditional sign permit to allow a proposed multi-tenant sign to exceed the maximum allowed height and sign face area standards and two proposed low profile monument signs to exceed the maximum allowed sign face area in the 'M-1' Light Industrial District for a multi-lot property located behind the QuikTrip northwest of the intersection of FM 306 and FM 1102.

**DEPARTMENT:** Planning and Development Services

**COUNCIL DISTRICTS IMPACTED:** 4

**BACKGROUND INFORMATION:**

Case #: CS22-0148

Applicant: Greg Burkett  
7208 SWW White Rd  
San Antonio, TX 78222  
(210) 757-9014  
Greg.burkett@apexsigngroup.com

Property Owner: HW Gruene Heights LLC  
8522 Broadway, Suite 109  
San Antonio, TX 78217

Staff Contact: Kaitlyn Buck  
(830) 221-4087  
kbuck@nbtexas.org

The subject property is approximately 6.9 acres currently being replatted from 2 commercial lots and 1 drainage lot into 3 commercial lots and 1 drainage lot. The future 4-lot development was originally Lot 2 in the QT 4040 plat where Lot 1 is currently improved with a QuickTrip store with gasoline sales. The subject property has approximately 540 feet of frontage along FM 306, 54 feet along FM 1102, is zoned 'M-1' Light Industrial District and is proposed for commercial retail space.

New Braunfels' Sign Ordinance allows sign types and sizes based upon the zoning district and specific street frontage. Due to the property's existing zoning and frontage on FM 306, the subject property is allowed the following signage:

Lot 3

- None - Drainage lot, no business

Lot 2A

- 1 - 48 square feet, 10ft tall monument sign **OR**
- 1 - 20 square feet, 10ft tall pole sign

Lot 2B (1 sign per street frontage)

- 1 - 48 square feet, 10ft tall monument sign **OR**
- 1 - 20 square feet, 10ft tall pole sign

Lot 2C (After the plat is recorded)

- 1 - 48 square feet, 10ft tall monument sign **OR**
- 1 - 20 square feet, 10ft tall pole sign

Frontage along FM 306 (for the entire frontage)

- 1 multitenant sign, 225 square feet, 28ft tall high profile monument sign
- The businesses on the multitenant sign are not allowed to be on any other freestanding signage

4 Driveways

- 1 - 32 square feet, 5 ft. tall monument sign - directional

The adjacent QuickTrip store is on Lot 1 of the original QT 4040 subdivision. City Council approved a conditional sign permit on September 9, 2019, to allow a 134 square foot, 25-foot-tall pole sign (15 feet taller and 114 square feet larger in area) in lieu of any other free-standing signs on the lot.

*Surrounding Zoning and Land Use:*

North - M-1A (Retail - landscape supply store)

South - Across FM 306, C-1 (office)

East - M-1 (Warehouse/Office Building)

West - M-1 (Mini-Storage)

**PROPOSAL:**

There are currently no signs on the subject property. The applicant is requesting a conditional sign permit to allow the construction of one multitenant sign and two monument signs.

The proposed multitenant high profile monument sign:

- Overall sign face of approximately 445 square feet in area, exceeding the maximum sign area of 225 square feet per sign face for a multitenant high profile monument sign by 220 square feet (197.77%); and
- Overall sign height that measures 35 feet, exceeding the maximum height of 28 feet for a multitenant high profile monument sign by 7 feet 0 inches (125%).
- The proposed sign would be set back approximately 8 feet where 10 feet is the minimum and is proposed to be located within the 23-foot utility easement.
- Internally illuminated white background sign face which produces significant glare, not prohibited in current code.

The two proposed monument signs:

- Overall sign face of approximately 120 square feet in area for each sign, exceeding the maximum sign area of 48 square feet per sign face for a monument sign by 72 square feet (250%); and
- An overall sign height that measures 10 feet in height, maintaining the maximum height of 10 feet for a monument sign.
- The proposed signs would be set back approximately 8 feet where 10 feet is the minimum and are located within the 23-foot utility easement.
- Internally illuminated white background sign face which produces significant glare, not prohibited in current code.

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. increase 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.

If the request is approved, the applicant has agreed no other free-standing signs will be placed on the property, which includes the 32 square foot directional signage otherwise authorized at each driveway entrance.

**FISCAL IMPACT:**

N/A

**ANALYSIS:**

Below is a table of nearby signs and their respective approximate heights. Most of these signs were erected before New Braunfels had rules or permitting requirements for signs. Therefore, the sign face area is not known, but staff conducted field measurements to obtain the approximate heights with the 2019 QuickTrip conditional sign permit request.

Sign Location	Sign Type	Approx. Height
QuikTrip (adjacent to the subject property)	Pole	25 feet
Valero (across the street)	Pole	24 feet
Mahindra (reface of former gas/ convenience store)	Pole	25 feet
Shell	Monument	6 feet
Shell	Pole	11 feet
El Nopalito	Pole	30 feet
Gruene Self Storage	Pole	20 feet
Brooks Stone Ranch (FM 1102)	Pole	27 feet

The subject property is allowed by code to have 497 total square feet in sign area within 4 monument signs and 4 directional signs compared to the proposed sign area of 685 square feet within 3 monument signs. In addition to exceeding the maximum sign height allowed by code by 7 feet, the proposed high profile multitenant monument sign is proposed to exceed the average height of the free-standing signs in the near vicinity (less than 18 feet) by 17 feet.

Sign visibility is not an issue at this location due to the overpasses and location at a signalized intersection where traffic naturally slows. However, as noted above if approved, the applicant is proposing to not erect any additional signs on the property; even with greater sign area than normally allowed, fewer sign structures overall reduces sign/visual clutter.

**RESOURCE LINKS:**

- Chapter 106 Sign Ordinance, Sec 106-8(d) Conditional Sign Permit:  
[https://library.municode.com/tx/new\\_braunfels/codes/code\\_of\\_ordinances?](https://library.municode.com/tx/new_braunfels/codes/code_of_ordinances?)
- Chapter 106 Sign Ordinance, Sec 106-14(a) Sign Dimensional Standards:  
[https://library.municode.com/tx/new\\_braunfels/codes/code\\_of\\_ordinances?](https://library.municode.com/tx/new_braunfels/codes/code_of_ordinances?)