

## Legislation Text

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**File #:** 17-728, **Version:** 1

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Presenter

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**SUBJECT:**

Discuss and consider an appeal of the Non-Residential and Multifamily Design Standards for property addressed at 744 IH 35 North.

**BACKGROUND / RATIONALE:**

**Case No.:** CS-17-030

**Council District:** 5

**Owner/Applicant:** Clearview New Braunfels, LP (Jim Pritchard)  
2121 N Akard St., Suite 250  
Dallas, TX 75201  
(214) 405-9342

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*Background:*

The subject property comprises 7.25 acres situated in between the Courtyard Marriott and River Village Apartment Community. The property is vacant with a stand of mature trees that are located on the riverfront portion of the site. The zoning on the property is split with the northern half zoned "C-3" Commercial District and the southern half zoned "C-4" Resort Commercial District. The tract is approximately 820 feet deep and 580 feet wide at its maximum along the frontage road (see Attachment 1).

*Proposal:*

The applicant intends to construct a self-service storage (*mini-warehouse*) facility on the subject property (Attachment 3). The proposed building would be located along the IH 35 frontage road within the C-3 zoned portion of the property where *mini-warehouse/self-service storage* is a permitted use.

New Braunfels' Zoning Ordinance requires 80% of a commercial building facade, excluding doors and windows, to be clad in "primary materials" (see Attachment 8). And it requires the lower 4 feet of all walls to be clad in brick, stone, cast stone, rock, marble, granite, split-face concrete block, pour-in-place concrete or tilt-wall concrete (Chapter 144, Section 5.22).

The applicant is proposing his building exterior to be primarily finished with metal wall panels to encompass 87.6% of the building. He is proposing a stone veneer for the lower 4 feet of the building on all sides.

The applicant has indicated in his application that the proposed building would utilize materials that will promote an enhanced design and will match/complement the existing hotel adjacent to the site (Courtyard Marriott).

*Lot Size:*  
7.25 acres

***Surrounding Zoning & Land Use:***

North	M-2	Commercial	IH 35 / New Braunfels Marketplace
South	R-2	Undeveloped	Guadalupe River / Camp Comal
East	C-3 C-4	Commercial	Courtyard Marriott
West	C-3 R-2	Multifamily Residential	River Valley Apartments Single-Family Dwelling

***Comprehensive Plan/Future Land Use Designation:***  
Commercial

***Improvement(s):***  
Undeveloped

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

<b>X</b>	<b>No</b>	<b>City Plan/Council Priority:</b> <b>Comprehensive Plan</b>	<b>Pros:</b> None. <b>Cons:</b> Objective 9A: Consider establishing architectural standards and building material standards for nonresidential structures. Goal 12: Protect and enhance the visual environment of the City.
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**FISCAL IMPACT:**  
N/A

**COMMITTEE RECOMMENDATION:**  
N/A

**STAFF RECOMMENDATION:**  
Staff recommends denial of the applicant's request. The proposed mostly-metal sided structure would be visible from IH 35 and would have significant visual impact on this portion of the highway corridor. It would also be visible from the adjacent residential neighborhood and from the Guadalupe River.

The design standards were adopted by City Council to improve the visual appeal of commercial

structures in New Braunfels, and were recently updated by City Council. The proposed deviations would detract from these established standards. It appears the building/business could still function while meeting the minimum of the commercial building materials standards.

*Attachments:*

1. Aerial
2. Application
3. Site Plans
4. Proposed Building Elevations
5. Proposed Building Renderings
6. Zoning Map
7. Existing Land Use Map
8. Section 5.22