



# City of San Antonio

## Agenda Memorandum

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**Agenda Date:** March 10, 2025

**In Control:** Board of Adjustment Meeting

**DEPARTMENT:** Development Services Department

**DEPARTMENT HEAD:** Michael Shannon, Director

**CASE NUMBER:** BOA-25-10300021

**APPLICANT:** Keller Custom Signs

**OWNER:** Potranco Autoworks LLC

**COUNCIL DISTRICT IMPACTED:** District

**LOCATION:** 12965 Reid Ranch Road

**LEGAL DESCRIPTION:** Lot 29 and 33, Block 1, CB 4359

**ZONING:** "OCL" Outside City Limits

**CASE MANAGER:** Melanie Clark, Planner

**A request for**

A 75' variance from the minimum 150' sign distance to allow for a 75' sign separation distance.  
Section 28-5(a)

**Executive Summary**

Subject property is located outside the City of San Antonio, approximately 2.5 miles west of the West Loop 1604 North and Potranco Road interchange, along the corner intersection of Potranco Road and Reid Ranch Road. The applicant, on behalf of the property owner, is requesting deviation from the required 150' sign separation. While they are separate lots, the City of San Antonio's Sign Master Plan Agreement for Potranco and Reid Road dated, December 1, 2022, the area is defined as a single premises for the purpose of determining whether a sign is an on-premises sign. The applicant is requesting the variance due to a retaining wall constructed on the property since the approval of the Sign Master Plan Agreement that limits signage placement and visibility on the property. Permits are pending the results of the Board of Adjustment.

**Code Enforcement History**

No Code Enforcement history found.

**Permit History**

The applicant has not yet applied for sign permit.

**Zoning History**

“OCL” Outside City Limits

**Subject Property Zoning/Land Use****Existing Zoning**

“OCL” Outside City Limits

**Existing Use**

Commercial

**Surrounding Property Zoning/ Land Use****North****Existing Zoning**

“OCL” Outside City Limits

**Existing Use**

Commercial

**South****Existing Zoning**

“OCL” Outside City Limits

**Existing Use**

Single-Family Dwelling

**East****Existing Zoning**

“OCL” Outside City Limits

**Existing Use**

Vacant

**West****Existing Zoning**

“OCL” Outside City Limits

**Existing Use**

Vacant Lot

**Comprehensive Plan Consistency/Neighborhood Association**

The subject property is not located within any Neighborhood, Sector or SA-Tomorrow Plan.

The subject property is not located within the boundary of a registered neighborhood association.

**Street Classification**

Reid Ranch is classified as a local road.  
Potranco Road is classified as a Primary Arterial Type A

**Criteria for Review – Sign Distance Variance**

According to Section 35-482(e) of the UDC, in order for a variance to be granted, the applicant must demonstrate all of the following:

*1. The variance is not contrary to the public interest.*

The public interest is defined as the general health, safety, and welfare of the public. In this case, the public interest is represented by the 2022 Sign Master Plan Agreement Potranco and Reid Road by providing provisions for pre-development signage height, square footage, and designation to maintain signage spacing and uniformity for the surrounding area. Staff finds that a deviation from the Sign Master Plan Agreement, reducing the minimum sign distance from 150' to 75' would negatively impact the pre-designated signage locations for abutting conforming properties and create a precedence for signage clutter for Potranco Road and the surrounding area.

*2. Due to special conditions, a literal enforcement of the ordinance would result in unnecessary hardship.*

Staff found no special conditions on the subject property that would permit an exception to the approved 2022 Sign Master Plan Agreement Potranco and Reid Road and would not result in unnecessary hardship, as the applicant can redesign their proposed signage to accommodate the designated signage location and maintain the minimum sign distance on the lot.

*3. By granting the variance, the spirit of the ordinance will be observed, and substantial justice will be done.*

The spirit of the ordinance is defined as the intent of the code, rather than the exact letter of the law. The intent of the 150' sign distance is to provide sufficient space between free-standing signs and abutting properties. The requested variance significantly reduces signage spacing between properties and promotes signage clutter along Potranco Road.

*4. The variance will not authorize the operation of a use other than those uses specifically authorized in the zoning district in which the variance is located.*

No uses other than those allowed within the district will be allowed with this variance.

*5. Such variance will not substantially injure the appropriate use of adjacent conforming property or alter the essential character of the district in which the property is located.*

Staff finds the granting of the variances will substantially injure the appropriate use of adjacent conforming properties and alter the essential character of the district in which the property is located.

*6. The plight of the owner of the property for which the variance is sought is due to unique circumstances existing on the property, and the unique circumstances were not created by the owner of the property and are not merely financial and are not due to or the result of general conditions in the district in which the property is located.*

Staff finds the plight of the owner of the property for which the variance is sought is not due to unique circumstances existing on the property. The applicant can redesign the proposed signage to align with the surroundings of the designated signage location sited on the 2022 Sign Master Plan Agreement for Potranco and Reid Road.

**Alternative to Applicant's Request**

The alternative to the applicant's request is to conform to the Sign Master Plan Agreement for Potranco and Reid Road dated, December 1, 2022, and Section 28-5(a).

**Staff Recommendation – Sign Distance Variance**

Staff recommends Denial in BOA-25-10300021 based on the following findings of fact:

1. Reducing the minimum sign distance would negatively impact the pre-designated signage locations for abutting conforming properties and promote signage clutter for Potranco Road and the surrounding area.
2. The variance will substantially injure the appropriate use of adjacent conforming properties and alter the essential character of the district in which the property is located.