



City of San Antonio

Agenda Memorandum

File Number:

POSTING LANGUAGE: Affirming the decision of the Board of Adjustment to deny the applicant's appeal for a variance from the maximum 87.5 sign square footage that would allow for a 210.5 square foot digital sign, located at 11900 IH-10 West. The applicant is appealing to the City Council pursuant to City Code Sec. 28-5. Approval of this item would deny the requested variance of the applicant. [John Peterek, Assistant City Manager; Michael Shannon, Director, Development Services]

Agenda Item Number: 4

Agenda Date: June 26, 2025

In Control: City Council A Session

DEPARTMENT: Development Services Department

DEPARTMENT HEAD: Michael Shannon

COUNCIL DISTRICTS IMPACTED: District 8

SUMMARY:

The subject property is located along IH-10 West, north of Northwest Parkway within the IH-10/FM 1604 Urban Corridor (UC-1) in Council District 8. The applicant is requesting a square footage variance for Family PowerSports. The sign is currently constructed as a static sign. The sign code prescribes a maximum 87.5 square foot maximum digital sign face. The applicant is requesting a 210.5 square foot digital sign.

The requested variance would allow for a digital sign to be installed exceeding the maximum allowance for a digital sign of 25% of the static sign allowable area.

The IH-10/FM 1604 Urban Corridor (UC-1) was established May 4, 2017.

According to Section 28-5 of Chapter 28 - Signs, the Board of Adjustment may grant a variance if it finds that:

1. The variance is necessary because strict enforcement of the regulation prohibits any reasonable

opportunity to provide adequate signs on the site, considering the unique features of a site such as its dimensions, landscaping, or topography; or

2. A denial of the variance would probably cause a cessation of legitimate, longstanding active commercial use of the property; and

3. After establishing that one or more of the findings set forth in subparagraphs 1. or 2. have been met, the board finds that:

A. Granting the variance does not provide the applicant with a special privilege not enjoyed by others similarly situated or potentially similarly situated;

B. Granting the variance will not have a substantially adverse impact on neighboring properties;

and

C. Granting the variance will not substantially conflict with the stated purposes of Chapter 28.

The request was heard by the Board of Adjustments at the April 21, 2025 meeting.

Staff recommends Denial in BOA-25-10300052 based on the following findings of fact:

1. A sign exceeding the permitted 87.5 square feet in digital square footage does not follow the sign regulations set forth in the Unified Development Code.

2. The variance will alter the essential character of the commercial area.

FISCAL IMPACT:

There is no fiscal impact.