



City of San Antonio

Agenda Memorandum

File Number:

Agenda Item Number: 16

Agenda Date: May 29, 2025

In Control: City Council A Session

DEPARTMENT: Development Services Department

DEPARTMENT HEAD: Michael Shannon

COUNCIL DISTRICTS IMPACTED: District 8

SUBJECT:

Appeal of Board of Adjustment Case BOA 25-10300030

SUMMARY:

An appeal of the decision by the Board of Adjustment to deny a 163 square foot variance from the maximum 75 sign square footage to allow a 238 square foot digital sign, located at 5431 West Loop 1604. On March 24, 2025, the Board of Adjustment denied the request. Pursuant to City Code section 28-5 the applicant is appealing the decision of the Board of Adjustment to the City Council.

BACKGROUND INFORMATION:

The subject property is located along West Loop 1604, east of IH 10 within the Hill Country Gateway Corridor Overlay (GC-1) and IH-10/FM 1604 Urban Corridor (UC-1) in Council District 8. The applicant is requesting a square footage variance for a Eterna Cosmetic Surgery & Med Spa. The sign is currently constructed as a static sign. The sign code prescribes a maximum 75 square foot maximum digital sign face. The applicant is requesting a 238 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 Hill Country Gateway Corridor Overlay (GC-1) was established May 22, 2003. The IH-10/FM 1604 Urban Corridor (UC-1) was established May 4, 2017.

ISSUE:

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.

ALTERNATIVES:

Denial of the request would require the sign to meet the Hill Country Gateway Corridor Overlay (GC-1) and IH-10/FM 1604 Urban Corridor (UC-1) maximum digital sign area of 75 square feet.

FISCAL IMPACT:

There is no fiscal impact.

RECOMMENDATION:

Staff recommends denial of the appeal of the Board of Adjustment's Action.