

# Sign Variance Appeal

City Council – Item 33

December 5, 2024

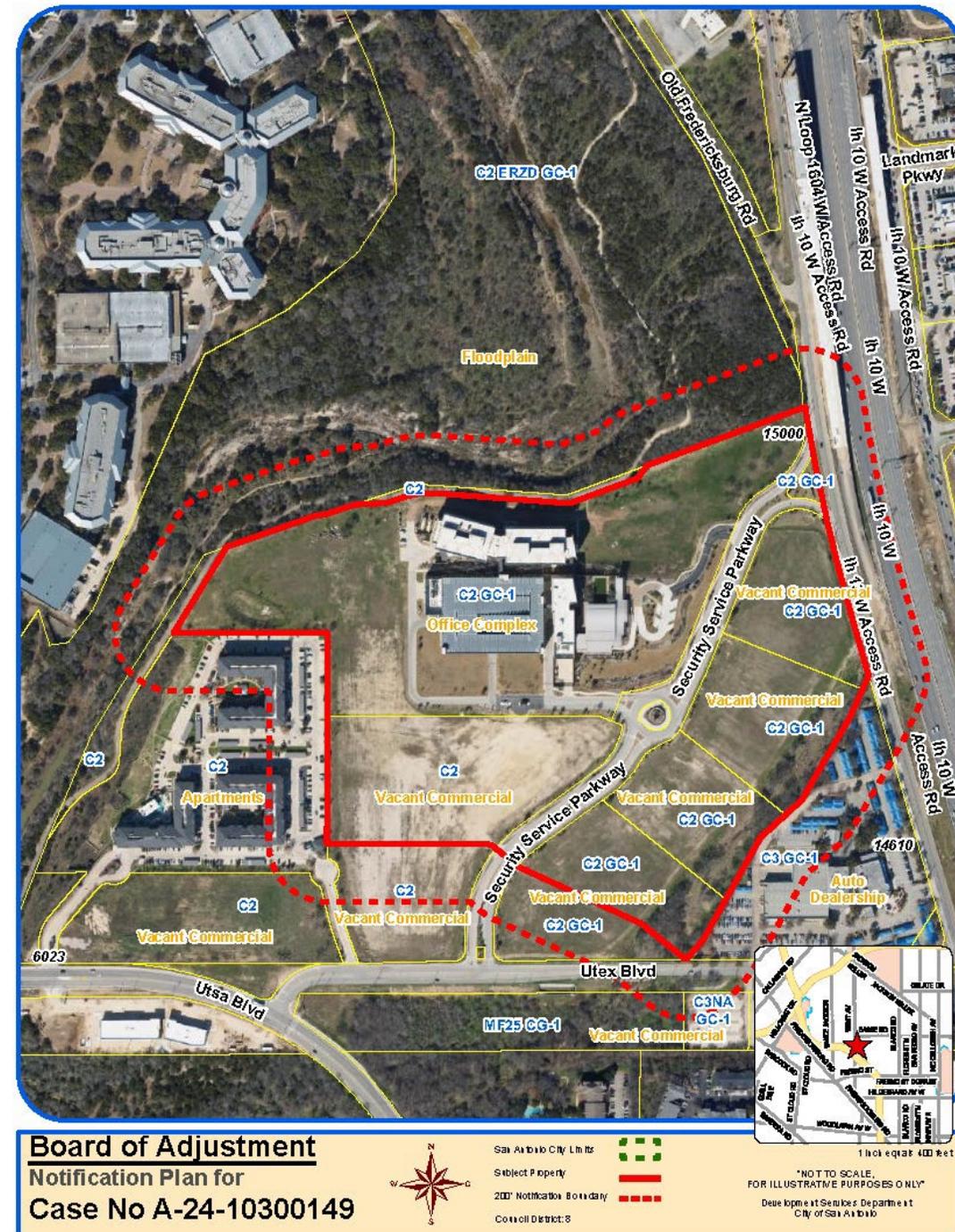




# Appeal

## Appeal of decision by Board of Adjustment (BOA)

- Denial of 20 ft. 350 size square foot Variance given on October 7, 2024
  - Variance request is for 70 foot height and a 650 square foot for multi-tenant sign



# Issue



- The property falls within the Hill Country Gate Corridor, a portion of which is located within the Major Highway Node developed in 2015, and must follow the maximum 40 ft sign height and 300 square foot sign face area
- If the sign was located on a standard expressway, the maximums would be 60 ft sign height and 650 square foot sign face area
- The applicant for the variance has expressed an interest in developing a Sign Master Plan for the property. This would allow for advertisement of services across the 10 lots but require an overall reduction in the signage allowed across all 10 lots, typically reducing the number of signs that would be installed on the property

## **Alternatives:**

- Denial of the appeal would require the sign to meet the Hill Country Gateway Corridor Overlay maximums of a forty (40) foot height, with ten (10) foot additional allowed for higher adjacent grade, for an overall height of fifty (50) foot and three-hundred (300) square foot sign area.

# BOA Decision

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- Denied variance on October 7, 2024
- City Sign Code - Section 28-5
  - The applicant has appealed to City Council to support variance



# Summary



**Approval** of this item by majority vote by City Council will approve the requested sign variance

**Denial** of this item by City Council will uphold BOA's variance denial

**THANK YOU!**

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