



AGENDA ITEM SUMMARY

District Impacted

- ☐ 1 = Anzollitto
- ☐ 2 = Woolard
- ☐ 3 = Boyd
- ☐ 4 = Cisneros
- ☒ 5 = Colvin
- ☐ All

AGENDA DATE	October 24, 2017
DESCRIPTION	RECEIVE AND CONSIDER A REQUEST FROM BUC-EE'S FOR A VARIANCE TO THE SIGN ORDINANCE SECTION 10. RESTRICTIONS ON CERTAIN TYPES OF SIGNS. BB. SELF -SUPPORTED SIGNS. 4.C. (<i>Stan Beard, 33375 I-10</i>)
STAFF'S RECOMMENDED ACTION (be specific)	APPROVE A REQUEST FROM BUC-EE'S FOR A VARIANCE TO THE SIGN ORDINANCE SECTION 10. RESTRICTIONS ON CERTAIN TYPES OF SIGNS. BB. SELF -SUPPORTED SIGNS. 4.C. (<i>Stan Beard, 33375 I-10</i>)
CONTACT PERSON	Laura Talley
SUMMARY	<p>Stan Beard, the director of real estate for Buc-ee's, has requested a sign variance for the square footage and the height of the Buc-ee's sign on IH-10. The sign ordinance requirements are 40 feet tall and 100 square feet for a sign located along IH-10. The sign review committee can allow a sign that is 75 feet tall and 150 square feet if there is a hardship. The request that has been made is in excess of both of those criteria. The Buc-ee's sign variance request is for 100 feet in height and 490 square feet with an additional 110 square feet for a Boerne identifier. The Boerne portion of the sign is something that Buc-ee's offered to provide co-branding for the city.</p> <p>The sign review committee met to review the variance request and the committee was in favor of approval of the variance as presented due to visibility issues, particularly coming from the east (San Antonio). Buc-ee's is a destination for many people. With the new location of the exit ramp for Hwy 87 (just past Scenic Loop) there is little time to make the decision to safely exit when you see the sign.</p> <p>A visibility test (balloon) was performed on the sight using a red balloon at various heights. The balloon was viewed at 40 feet, 100 feet and 125 feet. At 40 feet the balloon could not be seen from either direction until you were directly at the proposed exit ramps due to topography and bridges blocking the view. At 100 feet in height, the sign could be seen prior to the Hwy 87 exit. Mr. Beard has provided pictures from visibility tests and has also provided a sign that is similar in comparison to the sign for which they are asking (Comfort Inn). The Comfort Inn sign that they compare to was approved, by variance, to allow for 100 feet in height and 408 square feet. By comparison, these two signs appear to be very similar.</p> <p>The sign review committee is in favor of allowing the variance and staff is supportive of that decision.</p>
COST	

SOURCE OF FUNDS	
ADDITIONAL INFORMATION	

This summary is not meant to be all inclusive. Supporting documentation is attached.