



January 09, 2023

Re: Valverde – Sign Variance Project Description Letter

To: City of Bastrop, c/o Kennedy Higgins, James Cowey

Kennedy/James,

Per our correspondence over the past several months, please find attached a sign variance application for the Valverde subdivision primary entry monument signs. The application includes two entry monuments, one on each side of the collector road (street A) at the intersection of FM 969 (see the attached master sign plan exhibits). The developer is requesting variances from the City of Bastrop B3 sign code. The first variance is increasing the maximum monument sign dimensions of 6 feet in height and 12 feet in width with a base height of 2 feet to a monument sign size of 25 feet 10 inches in height and 48 feet 11 inches in width with a base height of 6 feet. The Second variance from the B3 sign code is to increase the allowed amount of signage along street frontage from 1 sign to 2 signs along Fm 969. The proposed signage will be internally illuminated using back lighting to create halo effect per the sign details provided within the master sign plan. The back lighting will fall in accordance with SEC. 6.6.010 (b) and not exceed the maximum temperature (3000 Kelvin).

Justifications for these variance requests are based around the overall magnitude of the development as a master planned community and the location along a major arterial roadway, FM 969. The farm to market roadway is being annexed into the city limits as part of the Valverde project. Speed limits along FM 969 reach 65 MPH, making it a roadway classification that is more compatible with large scale roads within Bastrop. The target market will be travelling Northbound and Southbound on roadway. Allowing 2 entry features along FM 969 will help identify the project going in both directions. As a comparison, the City of Bastrop B3 Code allows for larger scale signs along major roadways with similar speed limits. For example, properties along SH-71 are allowed an entry monument with a max height of 35 feet. With FM 969 being annexed into the City, the applicant believes that it would be reasonable for the larger sign provisions to apply along this major roadway.

Allowing these variance requests will create the opportunity for the large-scale Valverde master planned community to construct signage that is in proportion to the magnitude of the development and the adjacent roadway. Higher traffic speeds, larger right of ways and further setbacks from the pavement are results that come from adjacency to larger arterial roadways. These elements impact the legibility of signage and add to the justification for signage that exceeds the city minimums for monument signs.

The attached application packet includes exhibits for the entry monuments from the Valverde master sign plan. The exhibits illustrate the monument location, design form, materials, and colors. Thank you for your time and consideration of this variance request. If you have any questions, concerns or if I can provide any additional information, please do not hesitate to contact me.

Sincerely,

Cynthia McCalmont PLA, ASLA
Landscape Architect
cynthiam@secplanning.com
SEC Planning, LLC
o. 512.246.7003
c. 512.294.1490