



GBT REALTY CORPORATION

February 9, 2024

Tim Mondello
GBT Realty Corporation
9010 Overlook Boulevard
Brentwood, TN 37027
Tmondello@GBTRealty.com
615-620-4604

Burleson Planning & Zoning Division
141 West Renfro Street
Burleson, TX 76028-4296

Dear Burleson Planning & Zoning Division,

GBT Realty Corporation is planning to develop an approximately forty-one thousand square foot grocery-anchored shopping center at 1679 SW Wilshire Boulevard, to include a twenty-three thousand, two-hundred fifty-six square foot Sprouts Farmers Market, as well as abutting retail shops. The purpose of my writing to Burleson Planning & Zoning is to formally request a variance for the onsite freestanding sign height at this property. Pursuant to Ordinance Number CSO#341-11-2015, § 1(Exh. A), 11-9-2015, the maximum allowable height at this property is 12'-0" Multi-Tenant Monument Signage. However, GBT Realty Corporation is seeking approval for two Multi-Tenant Pylon Signs with a height of 30'-0", at the northeast and northwest corners of the property.

This Pylon Sign Variance Request is predicated upon the unique circumstances adjacent to this property, and the necessity for Sprouts Farmers Market to have enhanced branded visibility and advertising capacity from SW Wilshire Blvd, to be able to successfully operate the grocery store. Please allow me to further outline the justifications for this requested variance below:

1. **Visibility & Location:** 1679 SW Wilshire Boulevard (*LOT 6, Block A Wilshire West Addition*) is a 6-Acre parcel of undeveloped land, approximately three-hundred fifty feet southeast of the intersection of SW Wilshire Blvd and Commons Drive, and approximately 0.7-miles south of Elk Drive, where the North Wilshire Sign Corridor ends. The site is currently zoned Planned Development (*Ordinance Number CSO#807-04-2018*) with a General Retail base zoning, which sits directly behind four existing open and operating retail properties along SW Wilshire Boulevard. Visibility from major arterial roadways is absolutely critical for any Grocer to successfully operate, and with Sprouts setback three-hundred fifty feet from the intersection, as well as the existing retailers obstructing visibility of Sprouts' proposed branded storefront signage from north and south traffic patterns on SW Wilshire Boulevard, it makes the need for a taller pylon sign all the more vital for Sprouts to effectively attract customers.
2. **Code Interpretation:** 1679 SW Wilshire Boulevard is adjacent to the existing Kroger Grocery Store at 1631 SW Wilshire Boulevard, which is approximately .53 miles southwest of Elk Drive, also outside of the North Wilshire Sign Corridor, whereas it appears Kroger was able to construct a 30'-0" Pylon Sign on their property in 2015, just before CSO#341-11-2015, § 1(Exh. A), 11-9-2015 went into effect. With



GBT REALTY CORPORATION

grocery being a highly competitive market, GBT is respectfully requesting that Sprouts be allowed the equal benefit as Kroger, for signage visibility.

3. **Adjoining Properties & Public Welfare:** Sprouts will provide the neighboring residents and abutting businesses a supermarket alternative for their grocery needs, offering an extensive, but not prescriptive mix of natural, organic, and great-tasting mainstream foods with a strong emphasis on value. Granting this Pylon Sign Variance Request will increase foot traffic and overall business in the surrounding community. Sprouts will also increase the utility of the land, which provides nearby residents an organic and natural food grocery option, and also adds appropriately to the mix of uses in the immediate vicinity.

4. **Design Considerations:** The intent is to design and construct the proposed 30'-0" pylon signs to blend in harmoniously with the surrounding residential structures, as well as the proposed Sprouts shopping center. Please find the enclosed Exhibit A - Conceptual Site Plan & Pylon Sign Renderings, outlining the proposed layout and design intent for the Pylon Signs.

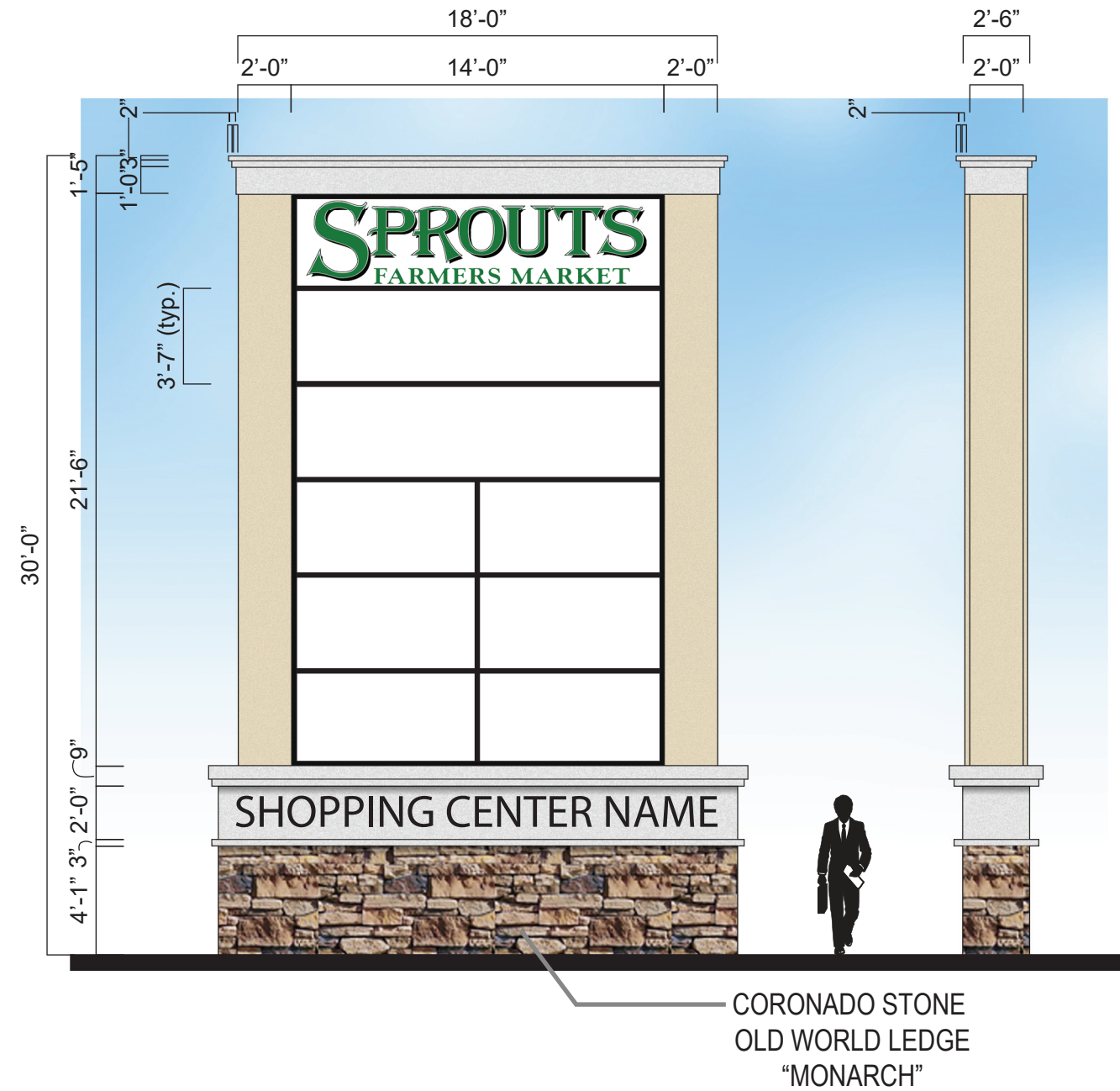
Thank you for considering this request. I am available to provide any additional information or answer any questions that may arise during the review process.

Sincerely,

Tim Mondello, CDP
GBT Realty Corporation
615-620-4604
Tmondello@gbtrealty.com

Enclosures: Exhibit A – Conceptual Site Plan & Pylon Sign Renderings

PYLON A & B



KEYPLAN

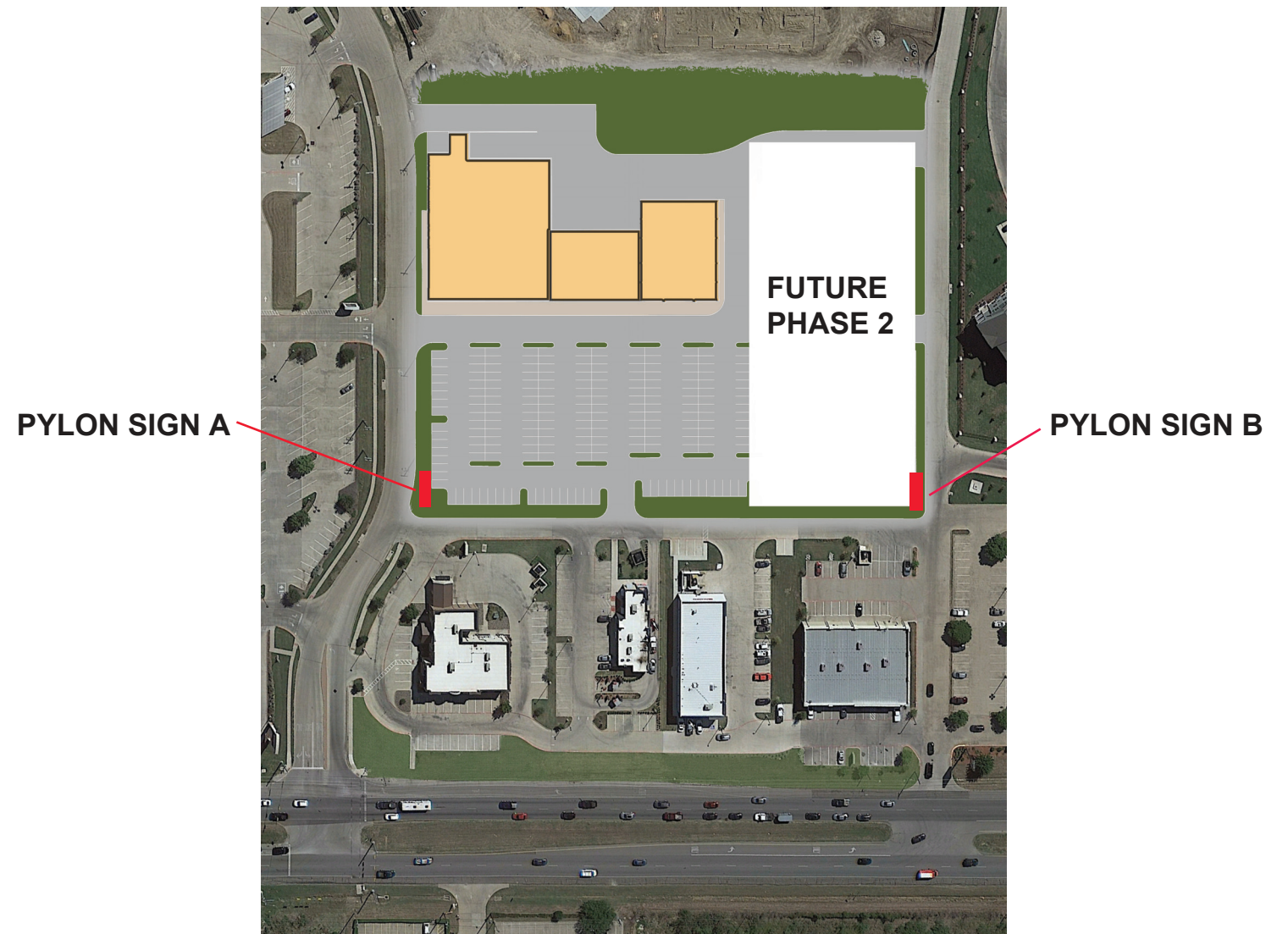


EXHIBIT A - CONCEPTUAL PLAN AND PYLON SIGN RENDERINGS

DEVELOPED BY:



9010 OVERLOOK BOULEVARD
BRENTWOOD, TENNESSEE 37027
(615) 370-0670 • (615) 373-3111 FAX

BURLESON, TX
02/09/24

#22470

