

PZ-2024-7
Sign Variance Request
5902 Bandera Rd
Construction of Digital Off-Premise
Sign

Mindy Teague
Planning & Zoning Director
City Council Meeting
March 19, 2024

Summary

- Question

- City Council is being asked to consider a request for two variances to the Sign Code to allow an off-premise electronic sign at 5902 Bandera Road

- Options

- Recommended:
 1. Grant the variances
 2. Deny the variances
 3. Other

- Declaration

- At City Council discretion

Purpose

- Burkett Media is requesting variances to LVCC, Chapter 3 Building Regulations, Article 3.04 Signs, Section 3.04.012 Off-Premise Signs
- To erect an electronic off-premise sign (billboard) Section 3.04.014
- Sign would be 14 ft high by 48 ft wide
- To be located at 5902 Bandera Rd

Aerial View

Site Plan: TXDOT - 5902 Bandera Rd (Loop 410 Read) Leon Valley, TX



Proposed Sign

BURKETT MEDIA

LEON VALLEY
DEEP ROOTS. BIG IDEAS.

BURKETT MEDIA



Loop 410 @ Bandera Rd
5902 Bandera Rd • Leon Valley, TX 78238



- \$100,000 Impact Payment to the City
- 14x48 Back to Back Digital Gateway Sign
- Free Advertising to the City of Leon Valley
- Discounted Ad Rates to Local Businesses
- Increase Visitors and Tax Revenue to the City
- Located @ Western City Limits on Loop 410
- Burkett Media Fully Funds the Project

BEAU BURKETT
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Fiscal Impact

- All fees associated with this variance have been paid
- The sign may increase visitors and sales tax revenue, as the company will be advertising the City of Leon Valley on its sign