



Off-Premises Sign(Billboard)  
Variance Request  
PZ-2025-6  
0 Northwest Industrial Drive

Susana Huerta, AICP  
Planning and Zoning Director  
City Council Meeting  
March 18, 2025

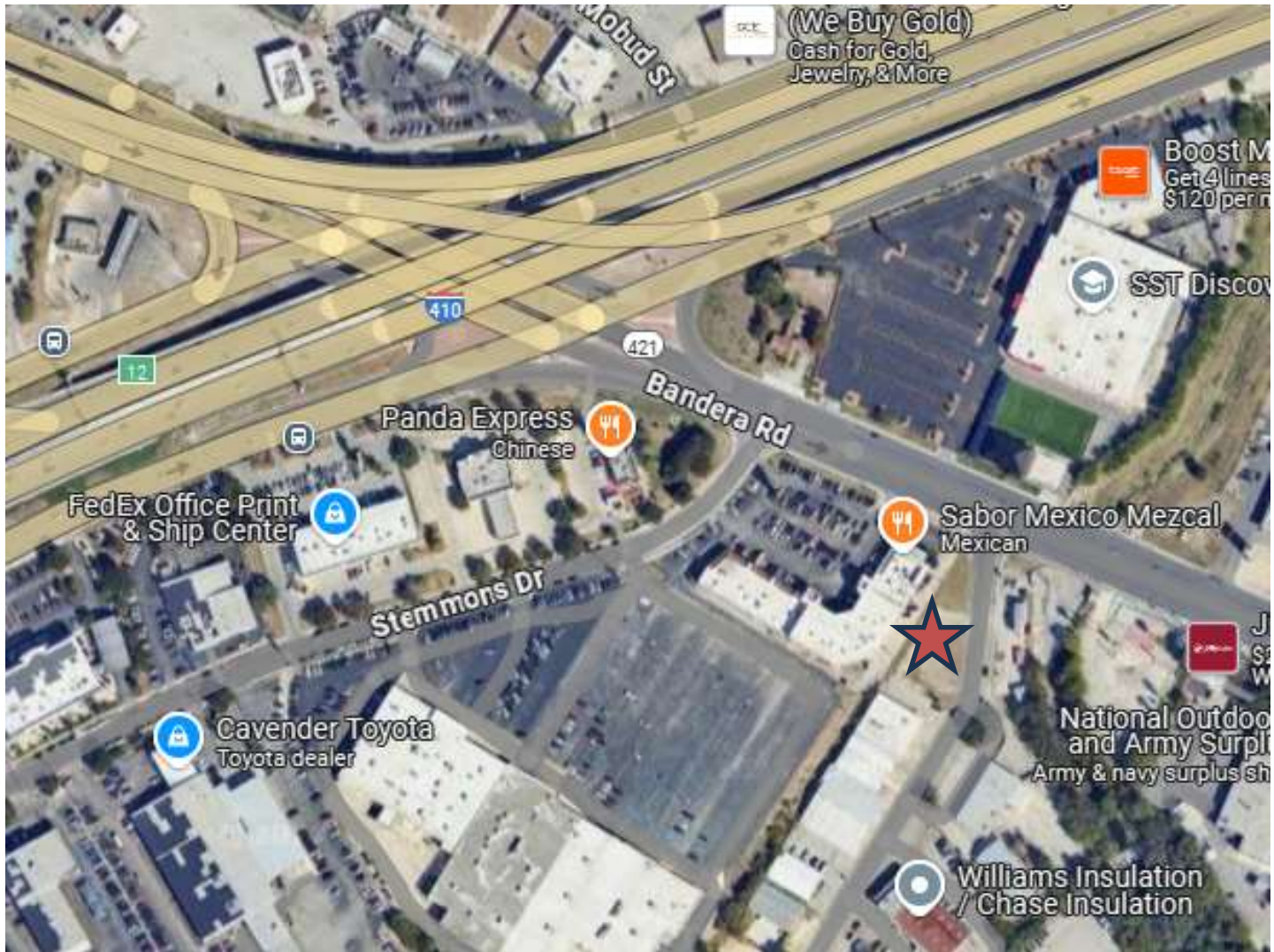
# Summary

- Question
  - Should the Council grant a Sign Variance to allow a new Off-Premises Sign (Billboard) within less than 1000 feet from another existing Off-Premises Sign, Located at 0 NW Industrial Drive
- Options
  - Grant the variance
  - Deny
  - Other
- Declaration
  - At Council's discretion

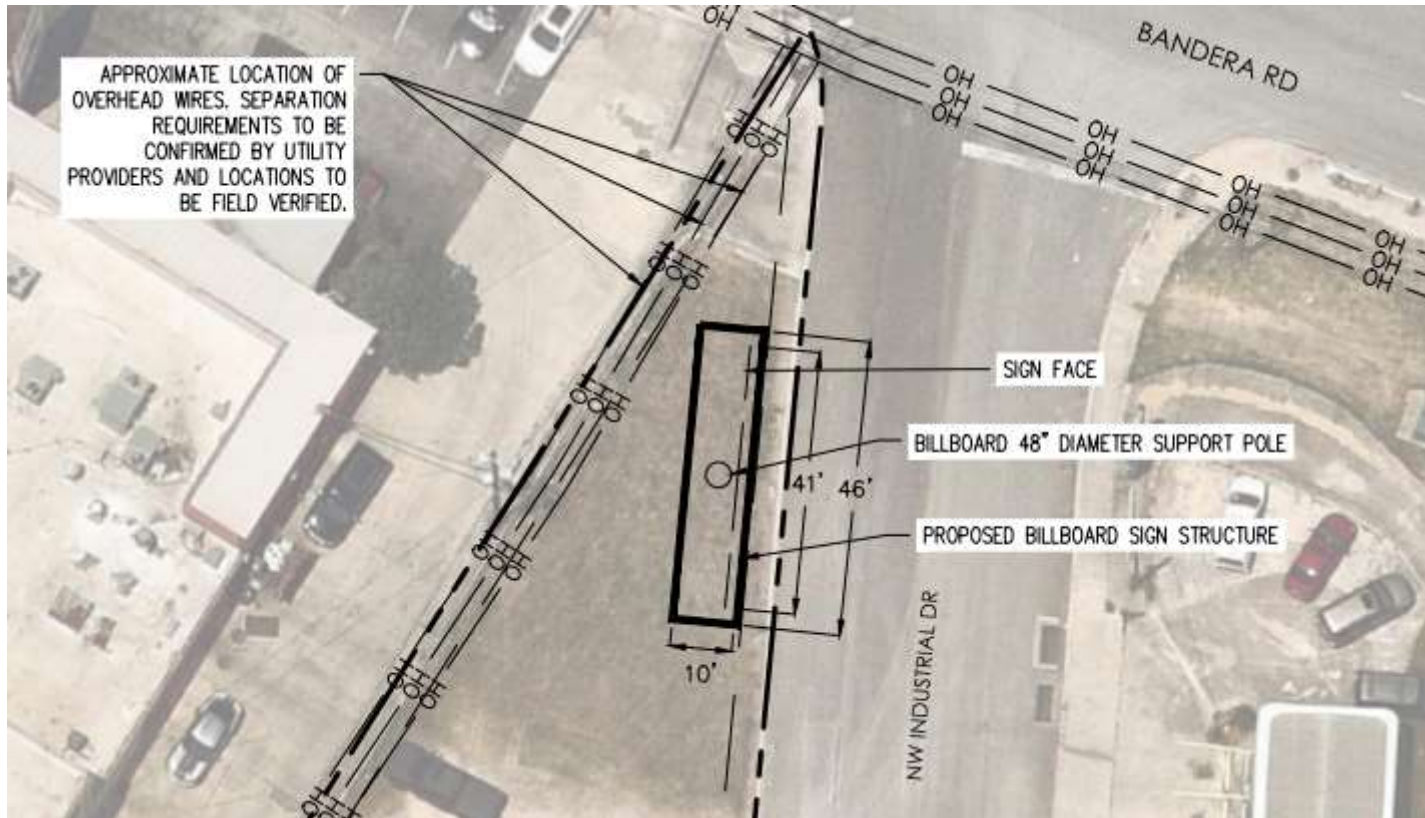
# Background

- Kenjoh Outdoor Advertising, LLC is requesting a variance to allow a new billboard at 0 NW Industrial Drive, within the minimum distance from another billboard (min. 1,000 linear feet requirement)
  - Sign would be approximately 608 linear feet from the nearest billboard
- The proposed billboard will be single-sided advertising for north-bound traffic on Bandera Road
- The sign height is 50 ft, 40' x 12' single sign face with digital display
- The applicant will need to obtain approval from TxDOT

# Location Map



# Site Plan



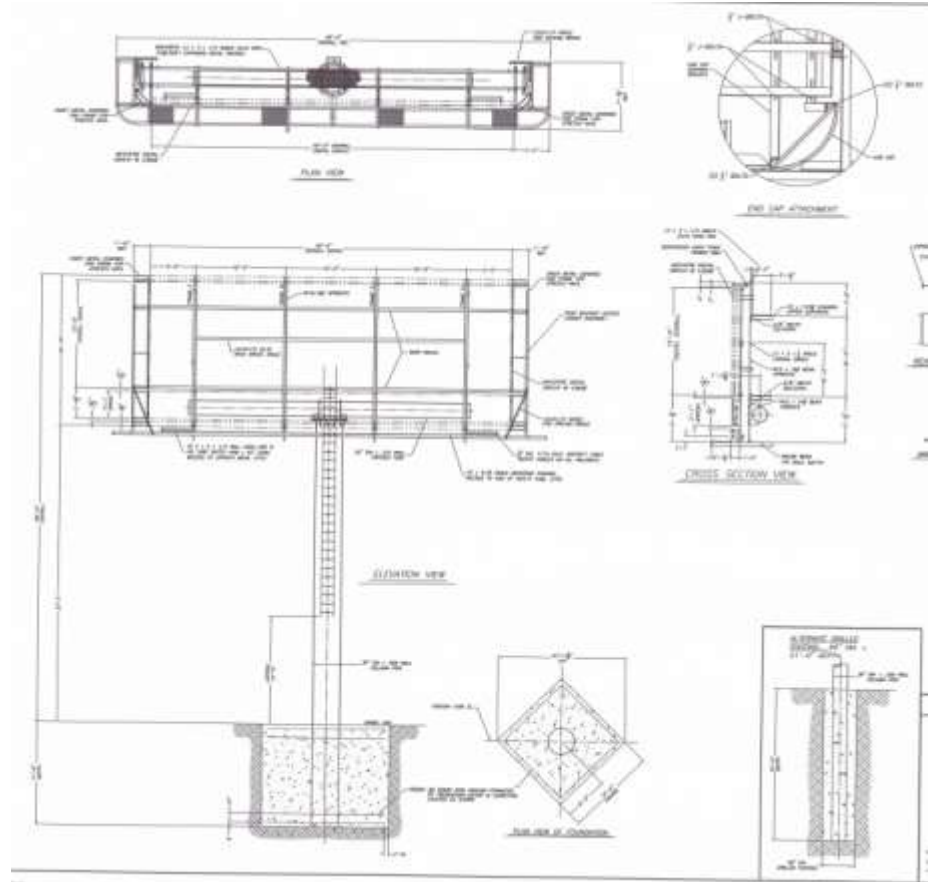
# Placement



Single sided digital  
sign for NB traffic

# Sign Specifications

- 50' Overall Height
- 40' x 12' Digital Sign Face
- Single-Sided



# Code Requirements

- Chapter 3, Building Regulations, Article 3.04 Signs, Section 3.04.012 - Off-premises signs
  - (a) New off-premises signs prohibited. No permits for the construction of new off-premises signs will be issued after the effective date of this article.
  - (c) An exemption for off-premises will be made for billboards along Interstate 410 and Bandera Road as shown in exhibit A, inside Leon Valley city limits and with TxDOT approval
  - (1) All billboards must have a separation of 1,000 linear feet from one another



# Code Requirements

City Code states:

- Persons wishing to erect signs not in conformance with this article or any person aggrieved by any decision of the city in the administration of this article may appeal such decision to the city council. The city council shall only hear and decide the following:
  - No variance may be granted unless:
    - (1) An appeal that alleges error in an order, requirement, decision, or determination made by an administrative official in the enforcement of this article; or
    - (2) A request for variance(s) from the strict enforcement of the requirements of this article due to special conditions wherein a literal enforcement of this article would result in unnecessary hardship, and so that the spirit of this article is observed, and substantial justice is done.

# Fiscal Impact

- The proposed improvement may increase the City's property tax base

# Recommendation

- At the discretion of the City Council



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