

To Whom it may concern:

Per City Ordinance, Only permitted 1 wall side on the front and side facade and less than 250sf in size. Sec. 21.11.9. - Wall Signs

- Adjust Commercial Signage to allow appropriate signage for Industrial size buildings.
1. No.
 - a. The spirit and intent of the signage code is to establish standards that are appropriate to the zoning districts.
 - i. Due to the industrial size of the building, we ask for a special waiver request to be granted. It is unfair to hold all business storefront signage to the same standard, as this building should not be measured in the same category as a small strip center.
 - b. Allow effective and adequate signs to communicate identification while preventing signs from dominating the visual appearance of the area in which they are located. An 80 sq. ft. & 60 Sq. Ft. Sign would hinder the full use and enjoyment of this location. A sign 80 square feet would not allow for proper commercial advertising as compared to other signage in the same zoning district.
 - c. Protect and enhance the view of properties for public rights-of-way.
 - i. N/A
 - d. Avoid confusing or misleading a driver or obstructing necessary vision for traffic safety.
 - i. N/A
 - e. Insure that permitted signs do not become a hazard or nuisance.
 - i. N/A
 - f. Advance economic stability, enhancement, and preservation of property values.
 - i. N/A
 - g. Ensure and advance the positive impact and image of the town. These regulations are designed to provide flexibility for the individual needs of a business identification for general communication opportunities.
 - i. With this purpose, we ask a variance to be granted as a commercial facility of this size can not and should not be held to the same signage standards as a facility with only 1,000 square feet of space for store front.
 2. Yes – Commercial property in question is 10,000+ in square footage and should not be held to the sign standard as much smaller commercial locations. This would be considered an industrial size building.
 3. No – Applicant needs ample room for manufacturing and storage.
 4. No – The signage requested only covers .08% of the storefront façade. In the code, there is a reference to 10% of the building façade and we request that this standard be used when measuring appropriate signage for this industrial commercial location.

Keeping the set code restrictions would deprive any business owner of a building this size. The long-term adverse financial hardship placed on this business owner is much greater for the commercial marketing and advertising granted to every business. Investing money into a sign is part of the functioning body of any business. It is what places the business name into the flow and stream of commerce. To hinder the size of this signage would prove to be harmful to many aspects of the functions of commercial business.

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EXISTING CONDITION

A

Store front sign:
Fabrication and install of a set of non-illuminated channel letters



HEIGHT FROM GROUND TO TOP OF SIGN
36'-0"

Building Frontage
+252'

PROPOSED SIGNAGE
SCALE PROPORTIONALLY

MSI Surfaces:
17670 Four Oaks Lane, Schertz, TX 78154

A

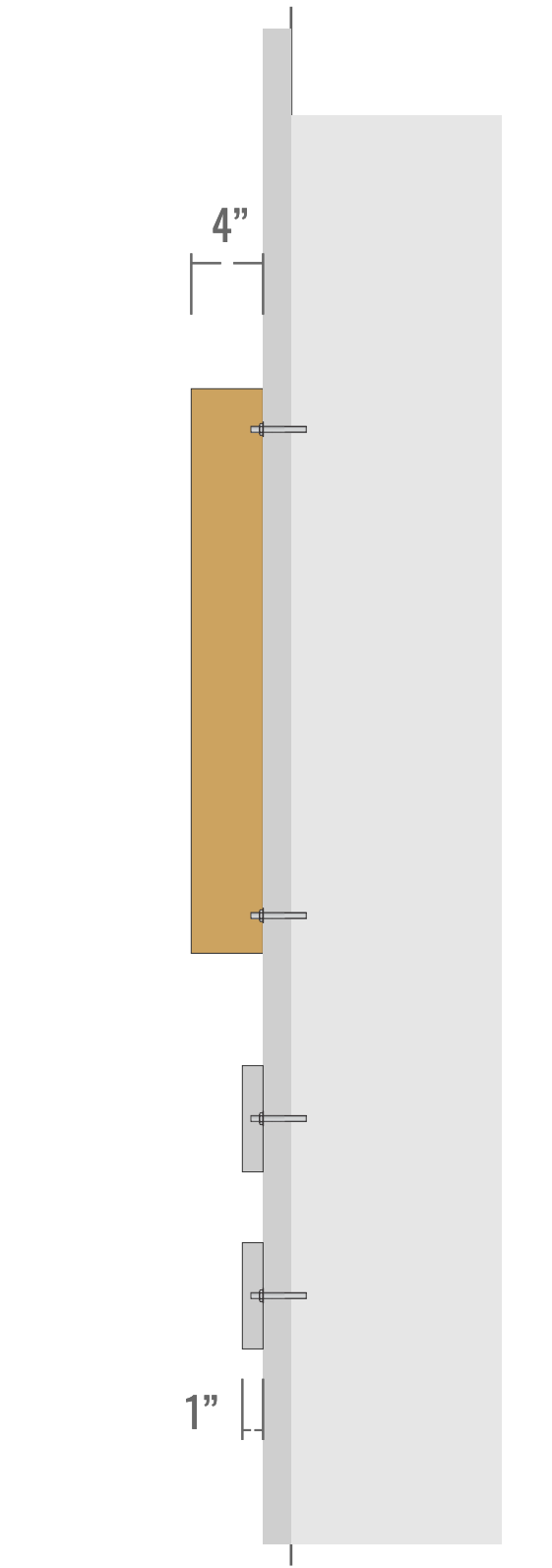
Store front sign:
Fabrication and install of a set of non-illuminated channel letters

ARINTM
SIGNS & DESIGN
+Architectural Products

WWW.ARIASIGNS.COM

713-259-3737
SALES@ARIASIGNS.COM

14409 REEVESTON RD
HOUSTON, TX. 77039



FRONT ELEVATION
SCALE PROPORTIONALLY

SIDE ELEVATION
SCALE PROPORTIONALLY

MSI Surfaces:
17670 Four Oaks Lane, Schertz, TX 78154



EXISTING CONDITION

B

Store front sign:
Fabrication and install of a set of non-illuminated channel letters



TOTAL WIDTH OF SIGN

14'- 0"

A

MSI
FLOORING
COUNTERTOPS

B

SHOWROOM

C

Making Dream Surfaces Attainable

HEIGHT FROM GROUND TO TOP OF SIGN

20'-0"

Building Frontage

+252'

PROPOSED SIGNAGE
SCALE PROPORTIONALLY

MSI Surfaces:
17670 Four Oaks Lane, Schertz, TX 78154

B

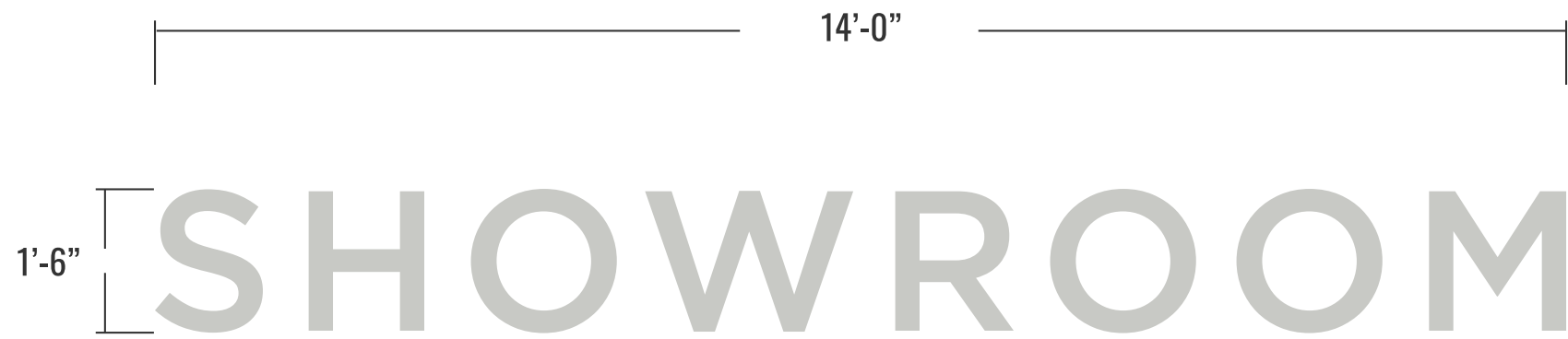
Store front sign:
Fabrication and install of a set of non-illuminated channel letters

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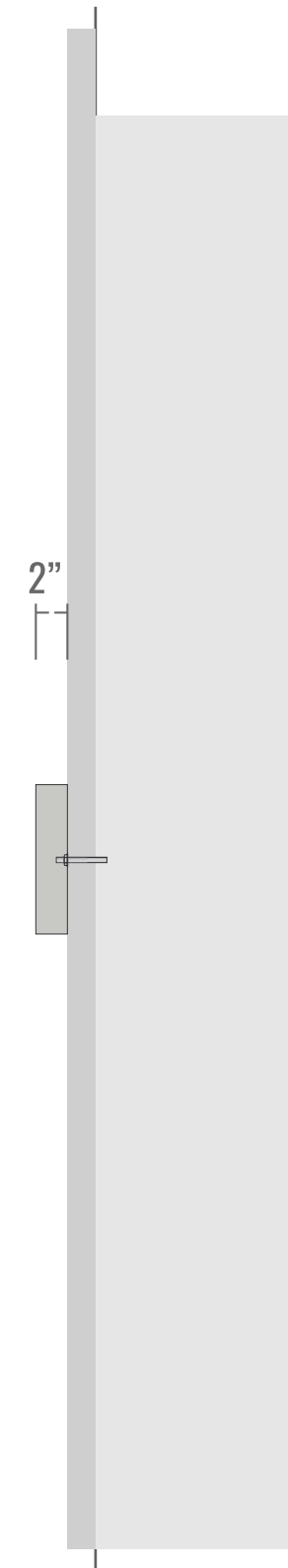
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FRONT ELEVATION
SCALE PROPORTIONALLY



SIDE ELEVATION
SCALE PROPORTIONALLY

MSI Surfaces:
17670 Four Oaks Lane, Schertz, TX 78154



EXISTING CONDITION

C

Store front sign:

Fabrication and install of a set of non-illuminated channel letters



TOTAL WIDTH OF SIGN

19'- 0"

A

MSI
FLOORING
COUNTERTOPS

B

SHOWROOM

C

Making Dream Surfaces Attainable

HEIGHT FROM GROUND TO TOP OF SIGN

13'-0"

Building Frontage

+252'

PROPOSED SIGNAGE
SCALE PROPORTIONALLY

MSI Surfaces:
17670 Four Oaks Lane, Schertz, TX 78154



Store front sign:
Fabrication and install of a set of non-illuminated channel letters



FRONT ELEVATION
SCALE PROPORTIONALLY

SIDE ELEVATION
SCALE PROPORTIONALLY

D

Store front sign:
Fabrication and install of a set of non-illuminated channel letters



EXISTING CONDITION



TOTAL WIDTH OF SIGN

14'- 0"

D

MSI
WALL TILE
HARDSCAPING

HEIGHT FROM GROUND TO TOP OF SIGN

36'-0"

PROPOSED SIGNAGE
SCALE PROPORTIONALLY

A

Store front sign:
Fabrication and install of a set of non-illuminated channel letters

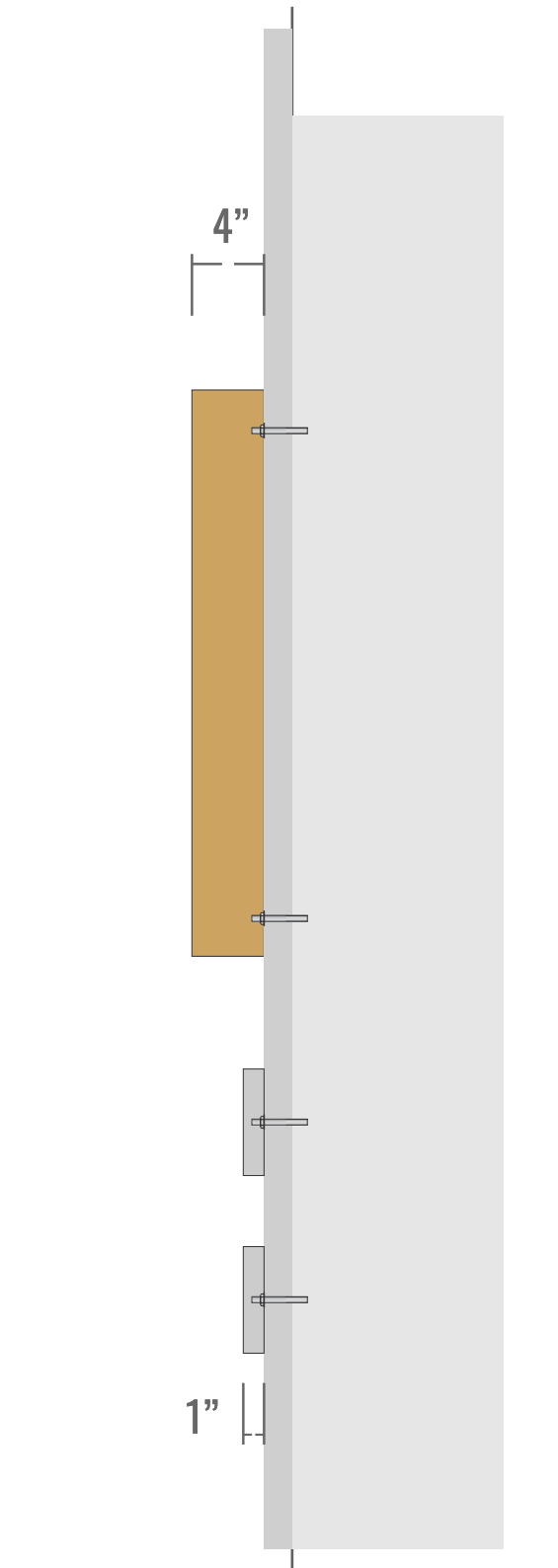
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HOUSTON, TX. 77039



FRONT ELEVATION
SCALE PROPORTIONALLY



SIDE ELEVATION
SCALE PROPORTIONALLY

