

Electronic Marquee Sign

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Facilities

SCHERTZ
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Current Electronic Sign

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- Sign has been struggling for approx. 2 years and is now inoperable. It is beyond repair as parts are not available and must be replaced.
- Current sign is in the GVEC right-of-way which they do not allow as it poses safety concerns and operational problems. The understanding was it could not be replaced in this same location.
- Staff has been researching options.

City Requirements

The UDC includes a waiver for government signs to not comply with the sign regulations that apply to businesses. These include:

- Location Restrictions. No electronic signs shall be permitted within 150 feet of a residentially zoned property or property used for residential purposes.
- Maximum area of an electronic sign shall not exceed 50 square feet. In this case if the sign was the max size of 90 square feet, then only 50 square feet can be electronic and the other 40 would be static.
- Minimum setback: 15 feet from the property line
- Maximum sign height: 18 feet on Schertz Parkway
- Maximum sign area: 90 square feet per sign face (both sides can be the maximum size)
- Number of signs: 1 freestanding ground sign per lot per street frontage

Going Forward

- **Remove the electronic portion of the sign, keeping the Hal Baldwin Monument**
- **Relocate sign within the Hal Baldwin Complex, maintaining street visibility**
- **Request a waiver to keep the sign on City Campus but relocate its current position**
- **Cost to demo & install**
 - **\$84,638 to \$91,271.00 (based on size)**

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COMMENTS & QUESTIONS