



8/4/2025

City of Schertz  
Planning and Community Development  
1400 Schertz Parkway  
Schertz, TX 78154

### **Home Depot Schertz – Wall Sign Area Appeal Request**

Home Depot is proposing to build a new retail store in Schertz, TX. The Site Certification Package for this project has been submitted with the assigned reference number PLSPC20240209. This project is part of the Schertz Station Planned Development District (PDD). For this PDD, the City of Schertz Unified Development Code (UDC) adopted in June 2025 allows for wall sign size to be up to 100 SF plus an additional 100 SF because The Home Depot building is over 100,000 SF, resulting in a maximum wall sign area of 200 SF per building façade (Article 11 Sec. 21-11-9).

The Home Depot is proposing four wall signs that total approximately 580 SF on the front building façade. The 580 SF proposed is larger than the 200 SF allowed by code. Because of this, The Home Depot has previously requested a waiver to increase the maximum sign area allowance from 200 SF to 580 SF for the building façade facing Station Road or IH-35.

Home Depot requested a waiver to increase the wall sign size due to the following reasons:

- The front building façade has an area of 17,514 SF and will need a larger sign than the code allows to stay proportional (architecturally) and consistent with other stores in the area. The total proposed wall sign square footage (580 SF) only covers 3.3% of the front building façade area.
- The multi-tenant commercial buildings facing IH-35 within the Schertz Station development with a smaller building front façade of 4,332 SF, that has three tenants with each having a 250 SF sign, will be allowed 750 SF total of wall signage (17% of the front façade).
- The Schertz Station PDD is directly adjacent to the Interstate-35 frontage road. The UDC allows for wall sign size increases if the property is adjacent to an interstate. The Home Depot is part of the Schertz Station PDD and is requesting a wall sign size due to the proximity to the interstate.
- The Home Depot proposed store is in the Schertz Station PDD as a commercial land use and will be surrounded by other commercial land uses. No residential land uses are adjacent to the Home Depot property. The nearest residential land use is approximately 1500 feet away and does not face the Home Depot building façade with the proposed wall signs.

The waiver request was considered by City of Schertz Planning & Zoning Commission on July 2, 2025. Two motions were made to act on that request during the public meeting, and both resulted in a tie, or an even vote. The first motion made was in support of staff's recommendation that was based on the current related sign code (increase the wall sign size to 350 SF as if Home Depot was addressed off I-35). The second motion made was to support the applicant's waiver request (increase the wall sign size to 580 SF). From the applicant's understanding, the main reason the Planning & Zoning Commission motions both resulted in a tie is because the City of Schertz just approved a new code regarding wall sign size in June 2025 and Commissioners were hesitant to vote in favor of a variance for code that was just approved.

Because both motions made both resulted in a tie vote, by default, the application was denied.

The Home Depot is submitting this appeal request to City Council to follow that tie vote from the Planning & Zoning Commission meeting. We understand staff's recommendation since it is based on how the current code is written. But as evidenced by the graphic attached to this appeal request, the current code language considers smaller commercial buildings and does not have appropriate regulations for standard signage packages that are typical for large commercial buildings.

As illustrated on the attached graphic, per the current code allowances, a retail building of 13,300 SF with a front façade of 4,332 SF is allowed 750 SF of building façade signage. This results in the permitted sign size being 17% of the front façade. The Home Depot's standard building façade signage includes 580 SF of signage on a front building façade of 17,514 SF, resulting in the wall signage being 3.3% of the front building façade.

The design and development team believes that this is a reasonable amount of signage to propose on a building of this size. The team also believes that the approval of this appeal request is still in line with the intent of the City sign code in that this appeal request only allows 580 sf of building façade signage, with that being less than 5% of the façade area of the proposed building. This is much less building façade signage on a percentage basis than the current City code allows for a much smaller building as described above and illustrated on the exhibit included with this appeal request.

We appreciate the City's consideration of this appeal request. Please contact us for any further information and discussion that may be helpful.

Thank you,



Austin Edelen, PE  
Kimley-Horn & Associates  
Site Development Coordinator Team for The Home Depot, Inc.

Attachments:

- Site Plan
- Wall Sign Plan
- Project Location Exhibit
- Permitted Signage Exhibit