



March 10, 2025

City of Schertz Planning Department  
1400 Schertz Parkway Bldg. 1  
Schertz, TX 78154  
210-619-1780

**RE: Letter of Intent – Schertz Station Lot 2 Pylon Waiver Request**

To Whom It May Concern,

This letter serves as a statement of intent for the proposed development of approximately 1.843 acres at 18636 IH-35 North in Schertz, Texas, within the Schertz Station Subdivision. The property is located along the IH-35 corridor at Cibolo Valley Drive, offering high visibility and convenient access. Schertz Station is a 72-acre master-planned commercial development featuring retail, restaurant, and service users. The proposed development is designed to accommodate national credit tenants, enhancing the vitality and diversity of the Schertz Station commercial area.

Per the Planned Development District (PDD), the property is zoned General Business, which permits the proposed commercial uses. Three sign-code waivers are requested. The first is to allow an off-premise sign to advertise tenants on a different platted lot within the development, pursuant to Article 11, Section 21.11.6K of the Unified Development Code (UDC). Although the sign will be located on a separate platted lot, it will serve the same integrated commercial development and provide identification for tenants that may not otherwise have direct visibility from IH-35.

A waiver is also requested to exceed the maximum allowable area for a freestanding ground sign under Article 11, Section 21.11.10A of the UDC. Due to varying elevations and vertical grade changes along IH-35, visibility from the interstate is limited compared to similarly zoned properties along flatter roadway segments. To address this constraint, the applicant requests a waiver to increase the surface area of the freestanding sign while maintaining full compliance with all height requirements, resulting in a total waiver of 510 square feet above the standard maximum. This increase will improve interstate visibility and provide clear identification for the development's national retail tenants.

Additionally, a waiver is requested to allow installation of the sign prior to issuance of a building permit, pursuant to Article 11, Section 21.11.4.A.1 of the UDC. This will facilitate timely installation and visibility of the sign in coordination with construction schedules, ensuring tenant identification upon opening.

Granting these waivers will not harm public welfare or nearby property values. The signage is consistent with the scale and character of other IH-35 corridor developments and addresses site-specific topographic and logistical constraints, providing comparable visibility and identification as other similarly zoned properties. We appreciate the City's review of this request and look forward to continued coordination throughout the development process.

Sincerely,

A handwritten signature in black ink that reads "J. W. Collins, Jr." in a cursive script.

James W. Collins, Jr.  
Schertz Station Ltd.  
Manager  
[will@meritcre.com](mailto:will@meritcre.com)  
210.541.2005

PLANNING & COMMUNITY  
DEVELOPMENT

## SIGN CODE WAIVER JUSTIFICATION FORM UDC 21.11.15:

The Planning and Zoning Commission may authorize waivers from the provisions of this Article when, in its opinion, undue hardship will result from requiring strict compliance. In granting a waiver, the Planning and Zoning Commission shall prescribe only conditions that it deems necessary or desirable to the public interest. Please answer the following questions below.

1. Description of waiver request and Unified Development Code (UDC) section the project or request is from:

**Three sign-code waivers are requested.** The first is to allow an off-premise sign to advertise tenants on a different platted lot within the development, pursuant to Article 11, Section 21.11.6K of the Unified Development Code (UDC). Although the sign will be located on a separate platted lot, it will serve the same integrated commercial development and provide identification for tenants that may not otherwise have direct visibility from IH-35.

A waiver is also requested to exceed the maximum allowable area for a freestanding ground sign under Article 11, Section 21.11.10A of the UDC. Due to varying elevations and vertical grade changes along IH-35, visibility from the interstate is limited compared to similarly zoned properties along flatter roadway segments. To address this constraint, the applicant requests a waiver to increase the surface area of the freestanding sign while maintaining full compliance with all height requirements, resulting in a total waiver of 510 square feet above the standard maximum. This increase will improve interstate visibility and provide clear identification for the development's national retail tenants.

Additionally, a waiver is requested to allow installation of the sign prior to issuance of a building permit, pursuant to Article 11, Section 21.11.4.A.1 of the UDC. This will facilitate timely installation and visibility of the sign in coordination with construction schedules, ensuring tenant identification upon opening.

2. Does the requested waiver violate the intent of the Unified Development Code or deprive the applicant of right commonly enjoyed by other properties in the same zoning district that comply with the same provisions? (YES/NO) Explain:

**The requested waivers do not violate the intent of the Unified Development Code, but it does it deprive the applicant of rights commonly enjoyed by other properties within the same zoning district.** The intent of the Code's signage standards is to ensure that signage remains appropriately scaled while providing adequate visibility and identification for commercial uses in a manner that protects public safety and the overall visual character of the corridor. Due to the varying elevations and vertical grade changes along IH-35 adjacent to the site, visibility to the development from the interstate is significantly constrained compared to similarly zoned properties located along more level roadway segments. Continued on page 2.

As a result, signage that strictly complies with the maximum area requirements would not provide the same level of visibility that other commercial properties in the zoning district are able to achieve due to more favorable topographic conditions. The requested waiver is therefore intended to offset these site-specific constraints and provide comparable visibility and identification opportunities

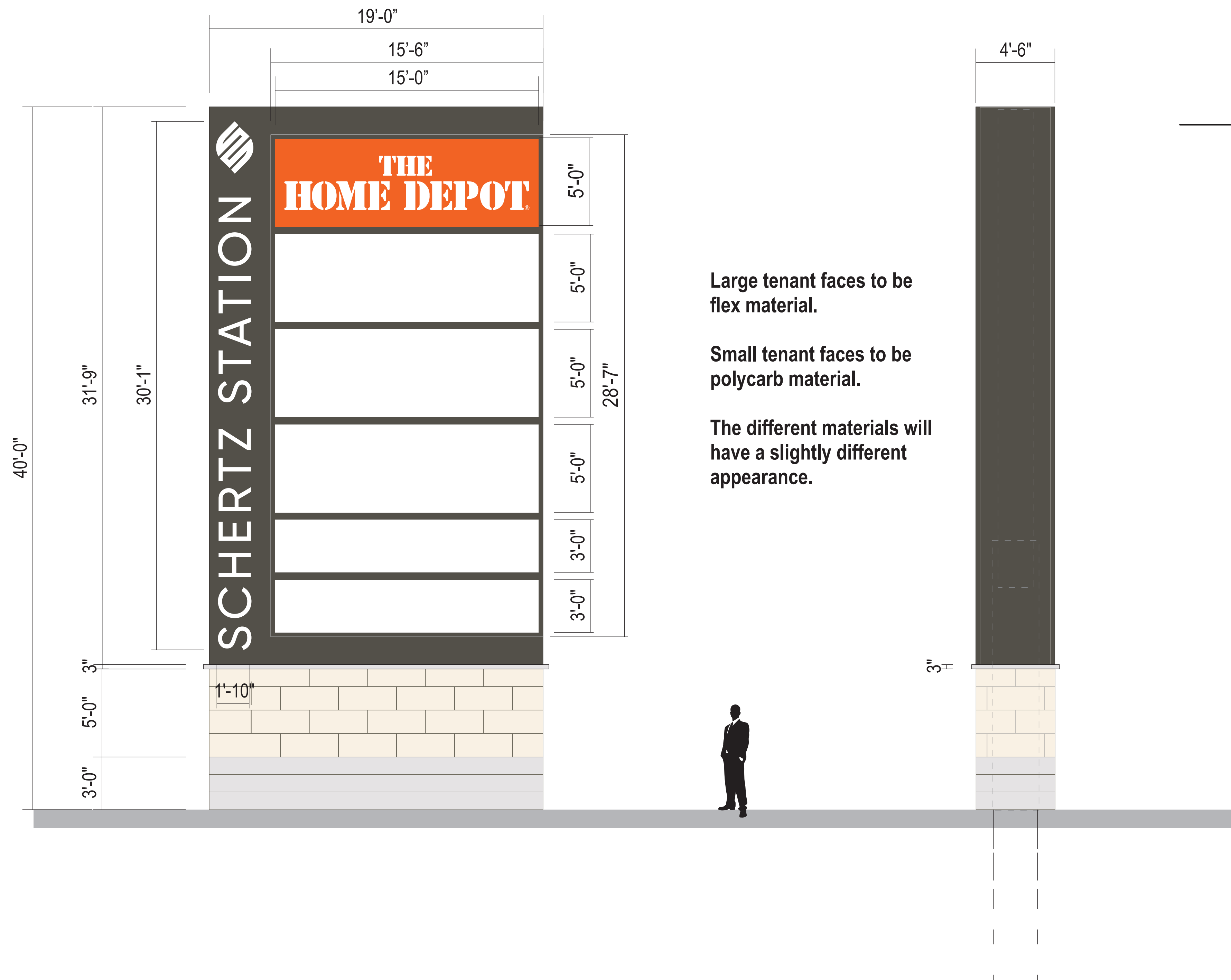
3. Do special conditions or restricted access, shape, topography, or physical features exist that are irregular to the subject parcel of land and not applicable to other parcels of land in the same zoning districts? (YES/NO) Explain:

**Yes. Special conditions exist that are unique to the subject property and are not generally applicable to other parcels within the same zoning district.** These topographic conditions create restricted sightlines for motorists traveling along the corridor, limiting the effectiveness of signage that complies with the standard requirements of the Unified Development Code. Unlike other commercially zoned properties located along flatter roadway segments, the subject property does not benefit from consistent grade relationships between the site and the adjacent roadway. As a result, the requested waiver is necessary to address these site-specific topographic constraints and allow the development to achieve reasonable visibility and identification from IH-35. These conditions are inherent to the property's location along the interstate corridor and are not the result of actions taken by the applicant.

4. Would granting this waiver be detrimental to the public welfare or injurious to the value of property in the vicinity? (YES/NO) Explain:

**Granting this waiver would not be detrimental to the public welfare or injurious to the value of property in the vicinity.** The proposed freestanding signage is consistent with the character and scale of other developments along IH 35 and is designed to enhance visibility and wayfinding without creating visual clutter or safety concerns. Adequate signage visibility is also important to support the success of the project's national credit retail tenants, which contribute to the overall economic vitality of the area and help maintain strong property values within the corridor.





Large tenant faces to be flex material.

Small tenant faces to be polycarb material.

The different materials will have a slightly different appearance.

**A HIGH RISE SIGN FOR LOT 2**

1 Quantity: ONE (1)

**603.25 SF**

Scale: 1/8" = 1'

- Fabricate & Install (1) new double sided 40ft overall high illuminated high rise sign.
- Exterior aluminum cabinet and retainers. Colors TBD.
- LED illuminated
- Cabinet faces to be routed and backed with white acrylic reading "SCHERTZ STATION".
- Flex tenant faces. (4) tenant spaces 5" x 15' VO, (2) tenant spaces 3' x 15' VO.
- Masonry work on base and around cabinet. Done by other contractors.
- New steel pole. Direct bury.
- Masonry typ. and colors TBD
- Freestanding sign for Lot 7
- Windload 32 PSF



4300 NE LOOP 410,  
SAN ANTONIO, TEXAS 78218  
877-293-6027 / 512-494-0002  
FSG.COM

Merit Commercial  
Schertz Station  
IH-35 at Wiederstine Rd.  
Schertz, TX 78154

Start Date: 04/09/2025  
Last Revision: 02/19/2025  
Job # Av1s1  
File Name: Merit Commercial  
- Schertz Station - Lot 2 & Lot 7  
40' Pylon R6

Designer: Andrew Sifuentes  
Sales Rep: Carter Thurmond

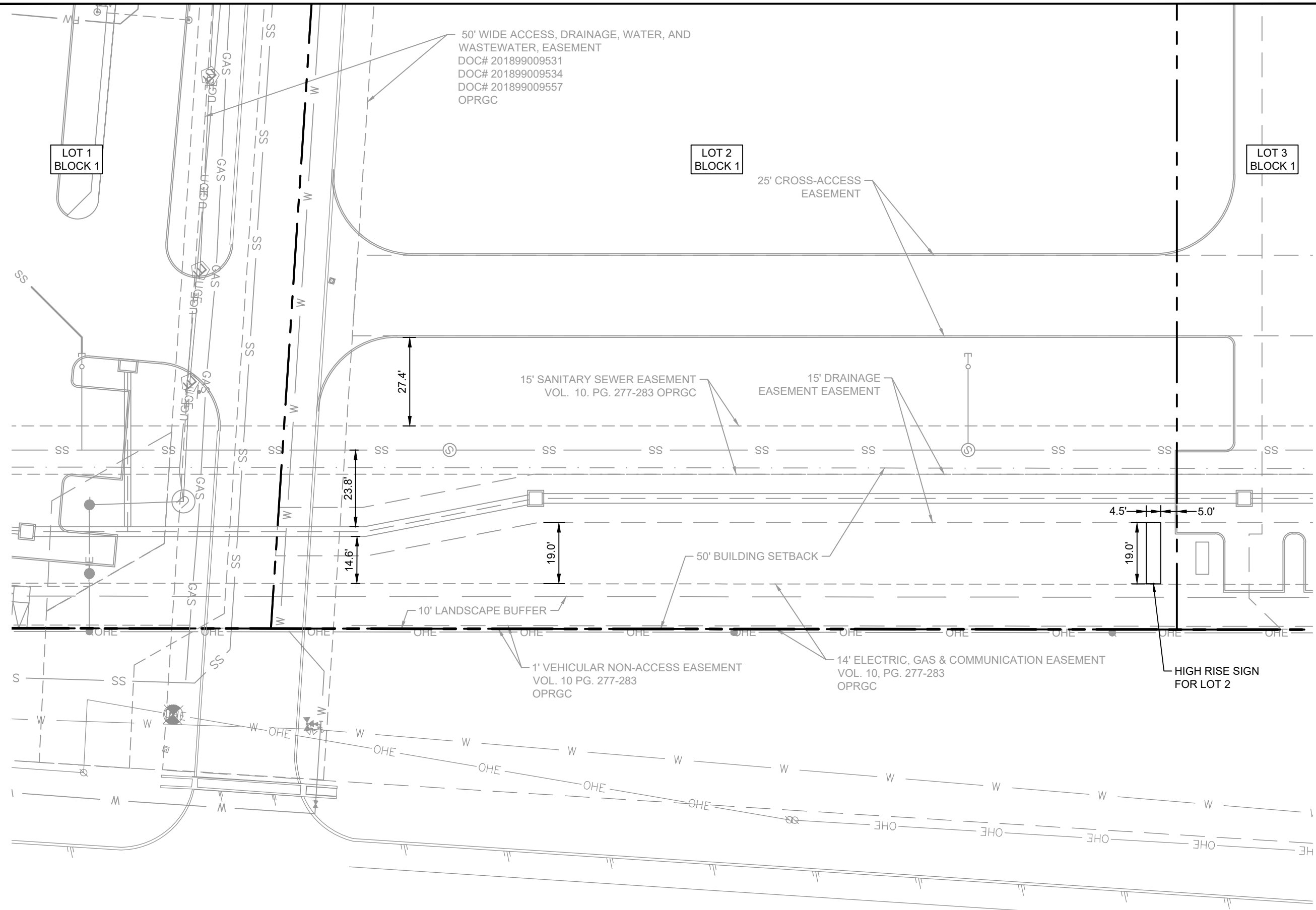
CLIENT APPROVAL: I have reviewed and approved the sign details on this drawing for fabrication and installation.  
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FOR PRESENTATION  
FOR PRODUCTION

Av1s1

K:\SNA\_Civ\0872502-Schertz Station - Merit\CAD\Exhibits\Lot 2 Monument Sign.dwg Mar 12, 2026 2:55pm by Amy Noble



**INTERSTATE HIGHWAY 35**  
(VARIABLE WIDTH PUBLIC R.O.W.,  
300' MINIMUM)

**Kimley»Horn**

KIMLEY-HORN AND ASSOCIATES, INC.  
10101 REUNION PLACE, SUITE 400, SAN ANTONIO, TX 78216  
PHONE: 210-541-9166 FAX: 210-541-8899  
WWW.KIMLEY-HORN.COM TBP# FIRM NO. 928

MERIT

LOT 2  
MONUMENT SIGN

SCHERTZ STATION  
COMMERCIAL

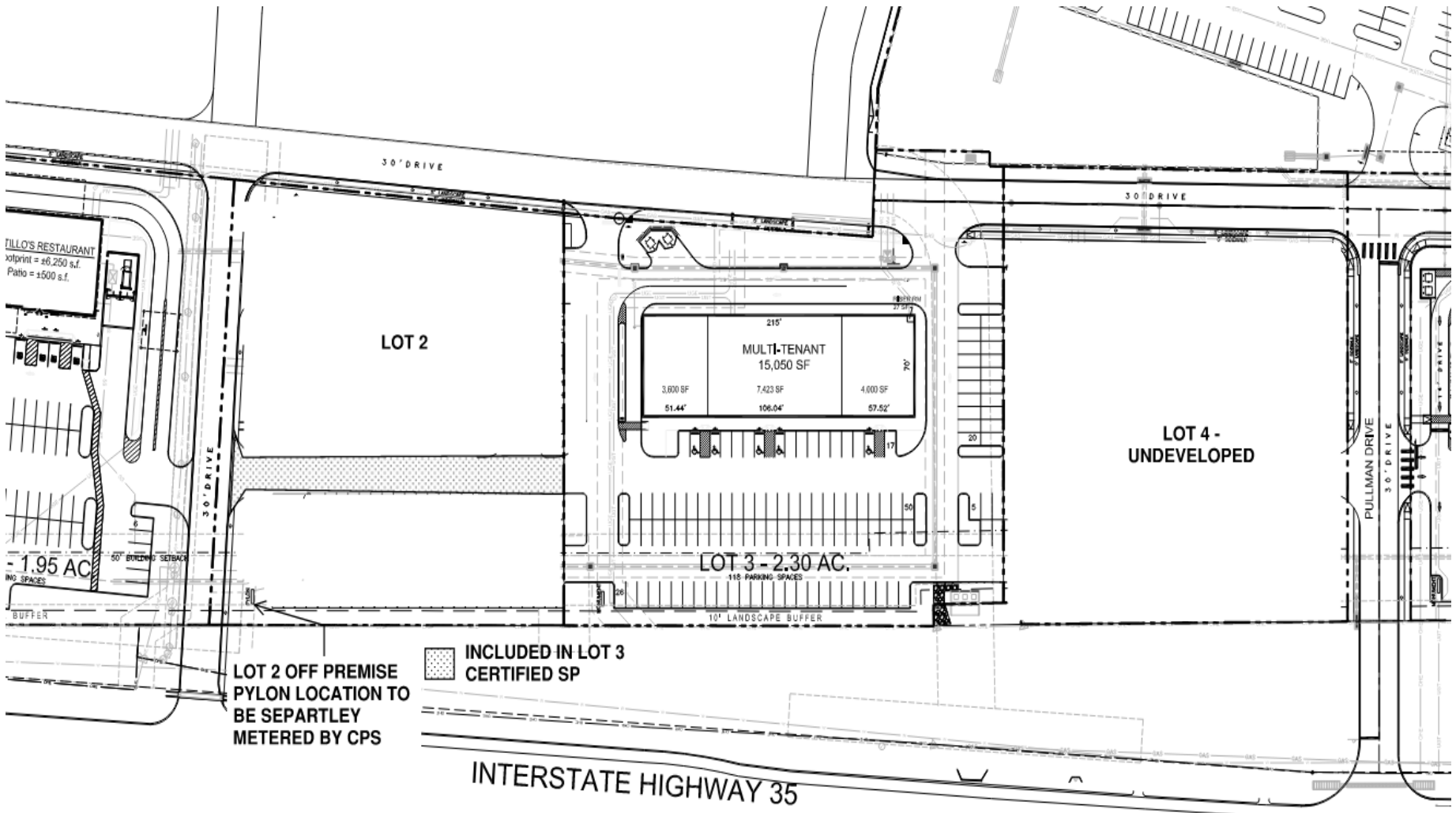
JOB NO.:

SCALE: AS SHOWN

DATE: 3/12/2026

## LOT 2 SIGN SITE PERSPECTIVE





TILLO'S RESTAURANT  
 footprint = 46,250 s.f.  
 Patio = 1,500 s.f.

LOT 2

MULTI-TENANT  
 15,050 SF

LOT 4 -  
 UNDEVELOPED

LOT 3 - 2.30 AC.  
 115 PARKING SPACES

- 1.95 AC  
 100 SPACES

INCLUDED IN LOT 3  
 CERTIFIED SP

LOT 2 OFF PREMISE  
 PYLON LOCATION TO  
 BE SEPARTLEY  
 METERED BY CPS

INTERSTATE HIGHWAY 35