



May 12, 2026

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

RE: Letter of Intent – Schertz Station Lot 7 Pylon Waiver Request

To Whom It May Concern,

This letter serves as a statement of intent for the proposed development of approximately 3.047 acres at 18406 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, contributing to 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. One sign-code waiver is being requested related to the maximum allowable area for a freestanding ground sign under Article 11, Section 21.11.10A of the UDC.

The revised sign design has an overall surface area of 472.5 SF; however, this calculation includes an enhanced elevated masonry base that has been incorporated as an architectural feature to maintain the high-quality aesthetic and cohesive character of the Schertz Station development. The actual advertisable sign faces total only 240 SF, which remains within the 250 SF maximum permitted under the UDC.

The intent of this request is not to circumvent or undermine the sign regulations, but rather to allow for a superior site design and construction standard that complements the overall development. The additional area is attributable primarily to the upgraded masonry foundation and structural elements necessary to elevate the sign and create a more durable, visually compatible entry feature for the project. The portion of the sign dedicated to advertising remains compliant with the spirit and functional intent of the ordinance, as the visible advertisable area does not exceed the code's 250 SF limitation.

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." with a stylized flourish at the end.

James W. Collins, Jr.
Schertz Station Ltd.
Manager
will@meritcre.com
210.541.2005

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:

A waiver is requested from Article 11, Section 21.11.10A of the Unified Development Code (UDC) to allow a freestanding ground sign with an overall area of 472.5 square feet, exceeding the maximum allowable sign area by 222.5 square feet. The additional area primarily consists of an enhanced masonry base and architectural structural elements, while the actual advertisable sign faces total only 240 square feet, remaining within the UDC's 250-square-foot advertising limit. Due to varying elevations and vertical grade changes along IH-35, the increased sign area is necessary to improve visibility for the Schertz Station development and its national credit tenants while maintaining compliance with all height requirements.

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:

NO. While the request does increase the overall sign area beyond the standard allowed by the Unified Development Code, the waiver remains consistent with the intent of the ordinance by enhancing visibility and maintaining high-quality architectural design standards for the development. The increased area is necessary to address limited interstate visibility caused by varying elevations and grade changes along IH-35, allowing the property to achieve identification opportunities comparable to other commercially zoned properties with better frontage visibility. The request also maintains compliance with all applicable height requirements and does not negatively impact adjacent properties.

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

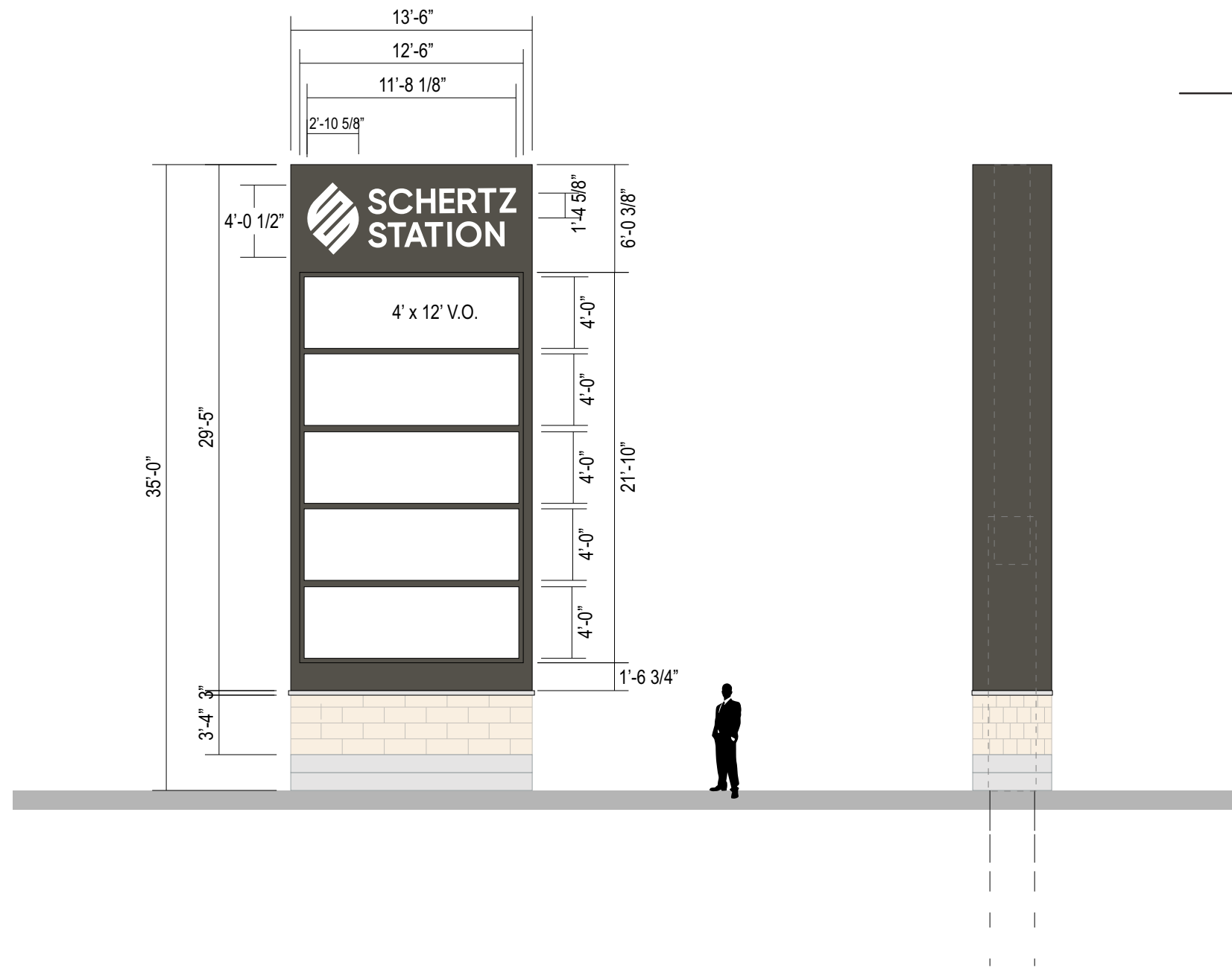
NO. Granting the waiver will not be detrimental to the public welfare or injurious to surrounding property values. The proposed sign is designed as a high-quality architectural feature that is consistent with the overall character and aesthetic standards of the Schertz Station development. The waiver improves visibility and wayfinding for interstate travelers and customers while maintaining compliance with all applicable height requirements and supporting the continued economic vitality of the commercial corridor.





OVERALL SIGN H * W = 472.5 SF

TENANT SIGN PANELS = 240 SF

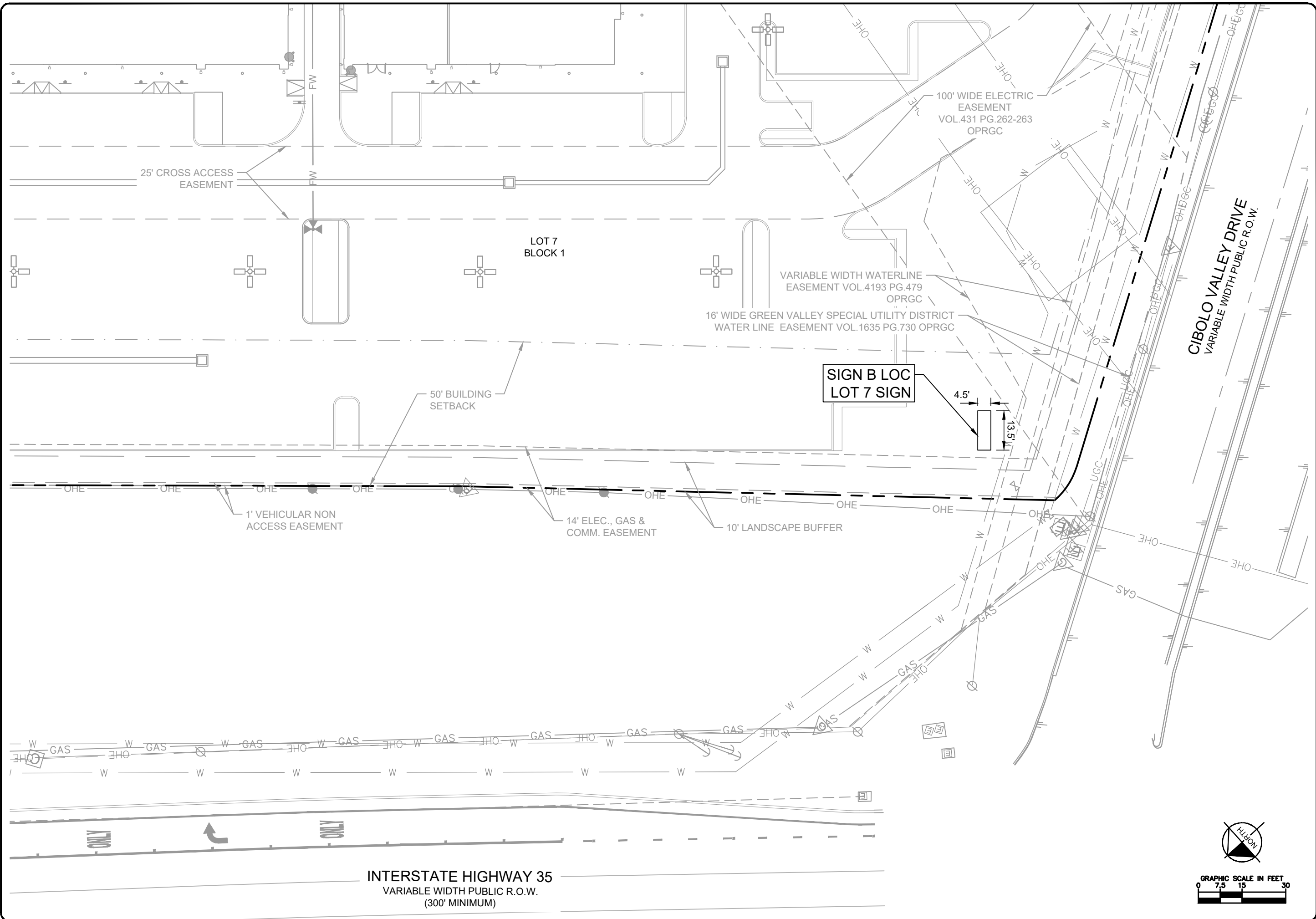


B FREESTANDING SIGN FOR LOT 7

1 Quantity: ONE (1)

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 available, 4' x 12' 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



K:\SNA_C\08072502_Schertz Station - Merit\CAD\Exhibits\Lot 7 Monument Sign.dwg Layout1 May 08, 2026 9:10am by: Olivia Pettibon

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KIMLEY-HORN AND ASSOCIATES, INC.
 10101 REUNION PLACE, SUITE 400, SAN ANTONIO, TX 78216
 PHONE: 210-541-9166 FAX: 210-541-9899
 WWW.KIMLEY-HORN.COM TBPE FIRM NO. 928

MERIT

LOT 7
MONUMENT SIGN

SCHERTZ STATION
COMMERCIAL

JOB NO.:
 SCALE: AS SHOWN
 DATE: 5/8/2026