

Letter of Intent

TO: Schertz TX Planning Department
ADDRESS: 17720 Verde Pkwy, Schertz, TX 78154
SUBJECT: Signage Variance Request - Extra Space
Storage

Property & Project Overview

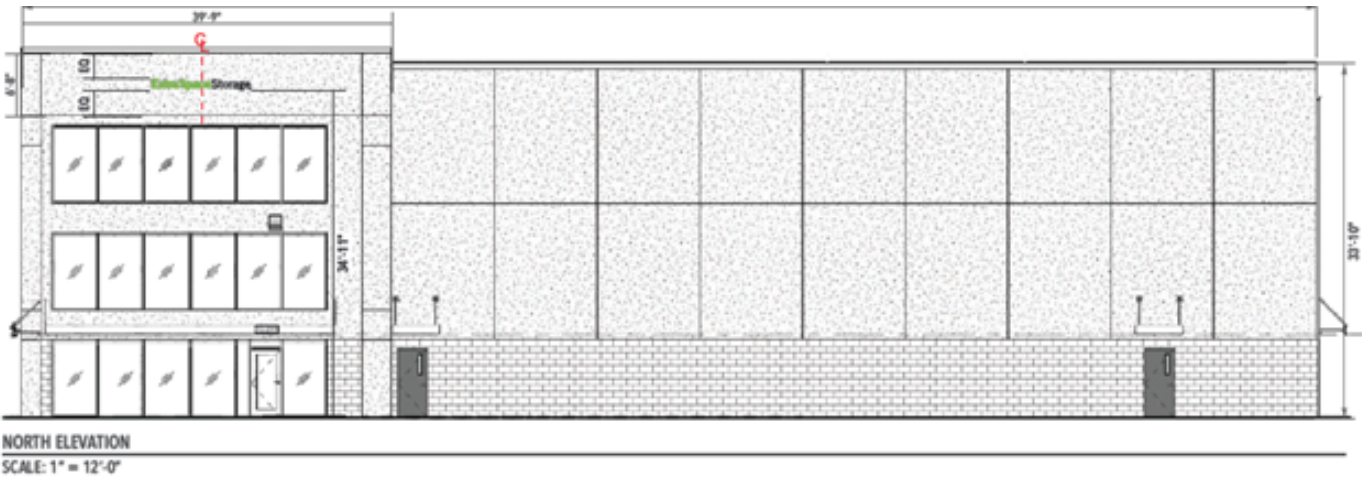
The subject property spans **3.478** acres and is slated for the development of a **95,310** SF building. Located approximately 61 feet from the Right of Way (ROW) off Verde Parkway, the site falls within the Verde Enterprise Sign PDD overlay district.

This project is a single-phase development intended for professional self-storage operations, maintained and operated by a single owner.

The Proposed Variance

Variance Request: Relief from the Verde Enterprise Sign PDD overlay code, which currently restricts building signage to a height of 12 inches when the ROW is less than 100 feet. We are requesting approval for a **30 inch** letter set to ensure commercial viability and safety **which meets the current UDC code requirements.**

A 12-inch sign is functionally invisible for a facility of this scale. As shown in the elevation analysis below, the mandated 12" height fails to provide the visual impact necessary for patrons to identify the entrance safely from the roadway.



Scale Comparison

Figure 1: Technical elevation illustrating the significant scale disparity between the building facade and the 12" PDD allowance.

Contextual Compatibility

The intent of this request is to achieve a consistent "look and feel" with the existing retail landscape on Verde Parkway. Neighboring businesses utilize significantly larger signage—some exceeding 4 feet—which establishes the current visual character of the corridor.

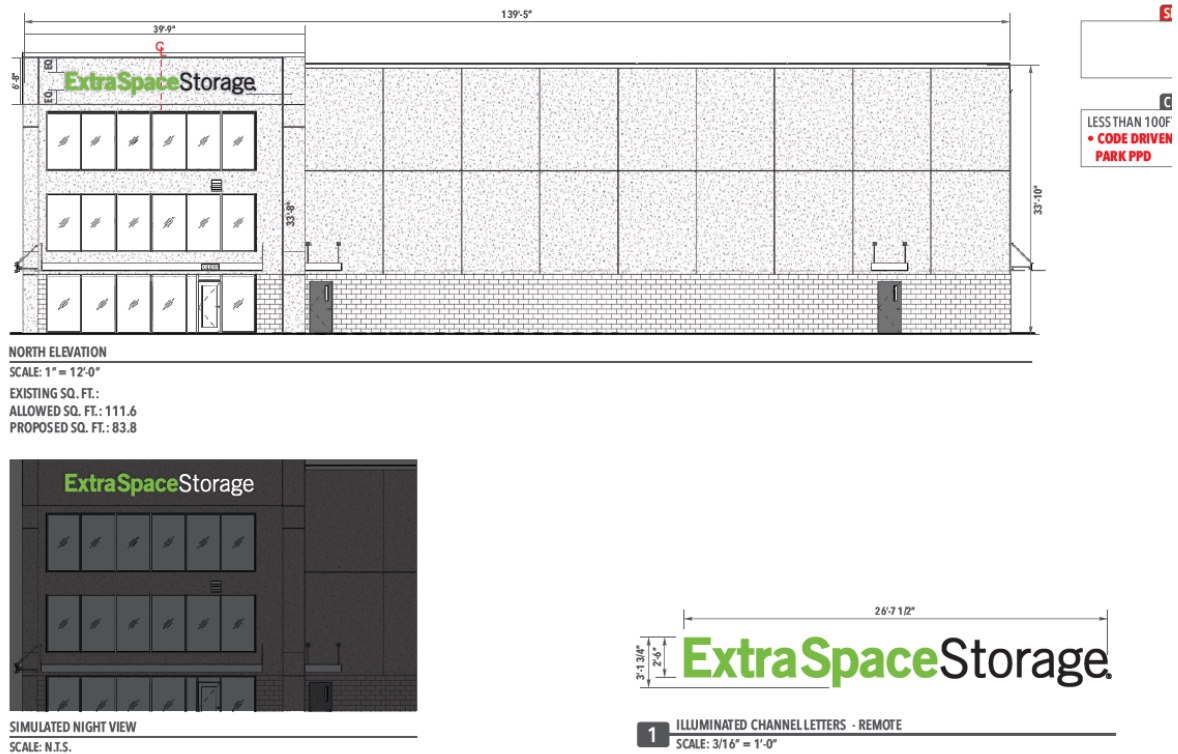


Neighboring Signage

Figure 2: Examples of established retail signage in the immediate vicinity demonstrating the area's visual standard.

Proposed Signage Solution

We propose an illuminated channel letter set with a **2' 6"** height. This solution is architecturally proportional to the building's **34' 11"** height and remains well within the total square footage allowances for the facade. **This meets the current UDC code requirements.**



Proposed 2' 6" Sign

Figure 3: Proposed 30" signage simulation, providing a professional and legible identification for the facility.

Signage Technical Data:

- **Allowed Area: 80 SF**
- **Proposed Area: 83.3 SF**
- **Proposed Letter Height: 30 Inches**

Submitted by:

Authorized Representative

TSGF Schertz, LLC