Notice of Meeting of the Zoning Board of Adjustment of the City of Georgetown, Texas March 17, 2026

The Georgetown Zoning Board of Adjustment will meet on March 17, 2026 at 5:00 PM at Council and Court Building, 510 W. 9th Street.

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information; TTY users route through Relay Texas at 711.

Public Wishing to Address the Board

On a subject that is posted on this agenda: Please fill out a speaker registration form which can be found on the table at the entrance to the meeting room. Clearly print your name and the letter of the item on which you wish to speak and present it to the Board Liaison prior to the start of the meeting. You will be called forward to speak when the Board considers that item. Only persons who have delivered the speaker form prior to the meeting being called to order may speak. Speakers will be allowed up to three minutes to speak. If you wish to speak for six minutes, it is permissible to use another requestor's granted time to speak. No more than six minutes for a speaker may be granted. The requestor granting time to another speaker must also submit a form and be present at the meeting.

On a subject not posted on the agenda: A request must be received by the Advisory Board or Commission Liaisor prior to the day the agenda for this meeting is posted. Each speaker will be given three minutes to address the Board or Commission members. No action can be taken.

Regular Session

1.A Meeting Minutes

Consideration and possible action to approve the minutes from the February 17, 2026, meeting of the Zoning Board of Adjustment -- Stephanie McNickle, Planning Specialist

1.B 2026-1-VAR â€" The Preserve @ Water Oak

Public Hearing and possible action on Zoning Variances for maximum allowed height and square footage for signage pursuant to Section 3.15, 10.06.010, 10.06.030, and 10.06.050 of the Unified Development Code, for the property located at 3701 HWY 29 W, Georgetown, TX 78626, bearing the legal description of Lot 1, Block 1 of The Preserve at Water Oak Subdivision 2026-1-VAR -- Haley Webre, Planner

Adjournment

Certificate of Posting

I, Robyn Densmore, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr. Street, Georgetown, TX 78626, a place readily accessible to the general public as required by law, on the _____ day of _____, 2025, at _____, and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

_____

Robyn Densmore, City Secretary

City of Georgetown, Texas
Zoning Board of Adjustment
March 17, 2026

SUBJECT:
Meeting Minutes

SUGGESTED ACTION:
Consideration and possible action to approve the minutes from the February 17, 2026, meeting of the Zoning Board of Adjustment -- Stephanie McNickle, Planning Specialist

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:
Stephanie Mcnickle, Planning Department

ATTACHMENTS:
02.17.2026_MInutes Final.pdf

Minutes of the
Zoning Board of Adjustment
City of Georgetown, Texas
Tuesday, February 17, 2026

The Georgetown Zoning Board of Adjustment met on Tuesday, February 17, 2026 at 5:00 PM at Council and Court Building, 510 W. 9th Street.

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King, Jr Street for additional information; TTY users route through Relay Texas at 711.

The following Members were in attendance:
Present were: Scott A Allen, Travis Perthuis, Pierce P Macguire, Michael D Charles, Lance A Morgan

Public Wishing to Address the Board

On a subject that is posted on this agenda: Please fill out a speaker registration form which can be found on the table at the entrance to the meeting room. Clearly print your name and the letter of the item on which you wish to speak and present it to the Board Liaison prior to the start of the meeting. You will be called forward to speak when the Board considers that item. Only persons who have delivered the speaker form prior to the meeting being called to order may speak. Speakers will be allowed up to three minutes to speak. If you wish to speak for six minutes, it is permissible to use another requestor's granted time to speak. No more than six minutes for a speaker may be granted. The requestor granting time to another speaker must also submit a form and be present at the meeting.
On a subject not posted on the agenda: A request must be received by the Advisory Board or Commission Liaison prior to the day the agenda for this mee ng is posted. Each speaker will be given three minutes to address the Board or Commission members. No action can be taken.

1. Regular Session

1.A Meeting Minutes

Consideration and possible action to approve the minutes from the October 21, 2025, meeting of the Zoning Board of Adjustment -- Erica Dunlop, Planning Specialist

Moved by Scott A Allen; seconded by Lance A Morgan to Approve the minutes from the October 21, 2025 Zoning Board of Adjustment. **Motion** Approved: 5- 0

Voting For: Scott A Allen, Travis Perthuis, Pierce P Macguire, Michael D Charles, Lance A

Morgan
Voting Against: None

1.B 2025-3-VAR, 704 West Carport Variance

Public Hearing and possible action on a Zoning Variance to allow for an accessory structure to encroach 1’5” into the side setback pursuant to Section 6.02.050 of the Unified Development Code, for the property located at 704 West Street, bearing the legal description of Lot 6, Block S, out of the South San Gabriel Urban Renewal Subdivision (2025-3-VAR) -- Colin Davidson, Senior Planner

Staff report by Colin Davidson, Senior Planner.

The applicant is requesting a variance to allow an existing carport to encroach 1’5” into the required side setback. A previous legally non-conforming carport occupied this lot in the same location, but was demolished in 2016 as the result of a tree falling on it. The demolition eliminated the carport’s legally non-conforming status. In 2023, the carport was constructed on the same foundation without a permit. This led to a code violation. When the applicant subsequently submitted a building permit application, the side-setback encroachment was identified, prompting the current variance request. Property is located along West Street between W 8th Street and W 6th Street within the Track Ridge Grasshopper (TRG) Neighborhood.
Property is improved with a single-family home. The carport subject to this request is located in the northeastern portion of the property.

The subject property has a Special Area Future Land Use designation and is currently zoned Residential Single-Family (RS). The property carries a Special Area FLU designation due to the property being located within the Track Ridge Grasshopper Neighborhood. Within the TRG neighborhood, the property carries a “Traditional Housing” designation which intends for the area to be primarily single-family homes. This area encourages the preservation of open space and environmentally sensitive areas.

The surrounding properties are also comprised of single-family homes. The character of the area is largely residential with a few small-scale, non-residential properties in the larger area.

The following are the pertinent sections of the Unified Development Code (UDC) related to this request:
• UDC Section 6.02.050 provides the dimensional standards for properties located in the RS zoning district. The table describes the side setback to be 6’.
• UDC Section 6.04.020.A.1 states No building, structure, or other development feature shall be located within a required setback or yard unless otherwise specified in this section. The specified exemptions include landscape features, driveways, sidewalks, uncovered patios, pergolas (contained entirely within the side setback), pools, and other minor development features. The carport in question does not meet any of the allowed development features within a side setback.

Staff has reviewed the variance request and the applicant's stated findings, and has evaluated the request based on the UDC required findings for a variance in accordance with UDC Section 3.15.030, which states:
The Zoning Board of Adjustment may authorize a variance from the requirements of the zoning provisions of the UDC if the variance from the terms of the zoning provisions is not contrary to the public interest and, due to special conditions, a literal enforcement of the requirements would result in unnecessary hardship, so the spirit of this Code is preserved, and substantial justice done. No variance shall be granted unless the ZBA finds all of the required findings established in UDC Section 3.15.030.A.

Commissioners asked what happens if this application is not approved? Staff stated the applicant will need to take a section of the building that is over the setback and comply with the Unified Development Code.
Commissioners asked if there is a penalty involved for building over the setback. Staff stated no.

Chair Perthuis invited the applicant to speak.

Tisha Ritta, the applicant's representative gave a brief history of the carport and stated the applicant is requesting a variance for 18 inches to encroach into the setback. Ms. Ritta stated the applicant is not disputing the language code; however, she feels the encroachment is very minimal and staff has determined this is not detrimental to health, safety, or welfare.

Chair Perthuis opened the public hearing. No one signed up to speak, the public hearing was closed.

Moved by Pierce P Macguire; seconded by Lance A Morgan to to approve the Variance as presented due to

- There are extraordinary or special conditions.
- There are no substantial detriments.
- The conditions that create the need for the Zoning Variance do not generally apply to other properties in the vicinity.
- The conditions that create the need for the Zoning Variance are not the result of the applicant's own actions.
- The granting of the Zoning Variance would not substantially conflict with the Comprehensive Plan and the purposes of this Code.
- The Utilization does not comply nor Insufficient findings listed in the Zoning Map Variance Approval Criteria.

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Motion : 5- 0
Voting For: Scott A Allen, Travis Perthuis, Pierce P Macguire, Michael D Charles, Lance A Morgan
Voting Against: None

Adjournment

These minutes were approved at the meeting of _____

_____
Chair

_____
Attest

City of Georgetown, Texas
Zoning Board of Adjustment
March 17, 2026

SUBJECT:
2026-1-VAR – The Preserve @ Water Oak

SUGGESTED ACTION:
Public Hearing and possible action on Zoning Variances for maximum allowed height and square footage for signage pursuant to Section 3.15, 10.06.010, 10.06.030, and 10.06.050 of the Unified Development Code, for the property located at 3701 HWY 29 W, Georgetown, TX 78626, bearing the legal description of Lot 1, Block 1 of The Preserve at Water Oak Subdivision 2026-1-VAR -- Haley Webre, Planner

ITEM SUMMARY:
Overview of Applicant's Request:
The applicant is requesting two variances for 1 sign along SH 29. The applicant is requesting an increase in the allowed square footage and height for 1 sign.

Staff's Analysis:
- The following are the pertinent sections of the Unified Development Code (UDC) related to this request:
- UDC Section 10.06.010:
- Maximum allowed height is 6 feet
- 1 sign is allowed per 500' of frontage or fraction thereof – the subject site has a frontage of approximately 800 ft
- UDC Section 10.06.050
- Maximum allowed height is 64 square feet
- 1 additional monument sign is allowed at the entrance that shall not exceed 5 feet in height and 32 square feet in area

Staff has reviewed the variance request and the applicant's stated findings, and has evaluated the request based on the UDC required findings for a variance in accordance with UDC Section 3.15.030.

The Zoning Board of Adjustment may authorize a variance from the requirements of the zoning provisions of the UDC if the variance from the terms of the zoning provisions is not contrary to the public interest and, due to special conditions, a literal enforcement of the requirements would result in unnecessary hardship, so the spirit of this Code is preserved, and substantial justice done. No variance shall be granted unless the ZBA finds all of the required findings established in UDC Section 3.15.030.A.

Staff has reviewed the submitted Zoning Variance request in accordance with the UDC and other applicable codes. Staff has determined that the request complies with 6 of the 6 required findings established in UDC Section 3.15.030.A for a Zoning Variance as outlined in the attached staff report. Additionally, no Zoning Variance shall be granted unless the ZBA finds that all six of the criteria listed in the table below are met. A seventh criteria established in the UDC states the following

types of possible findings do not constitute sufficient grounds for granting a Zoning Variance:

a. That the property cannot be used for its highest and best use.

b. That there is a financial or economic hardship, except as authorized in Local Government Code 211.009(b-1).

c. That there is a self-created hardship by the property owner or their agent.

d. That the development objectives of the property owner are or will be frustrated.

The applicant is not requesting any of the above findings, therefore, the seventh criteria is not applicable, and staff recommendations are based on only the following six (6) criteria.

The requested Zoning Variance complies with 6 of the 6 approval criteria

Public Comments:

As required by the Unified Development Code (UDC), all property owners and registered neighborhood associations within 300-feet of the subject property were notified of the request (83 notices mailed), a legal notice advertising the public hearing was placed in the Sun Newspaper (March 1, 2026) and signs were posted on-site. As of the publication date of this report, staff has received 0 written comments in favor and 1 in opposition of the request.

FINANCIAL IMPACT:

SUBMITTED BY:

Stephanie Mcnickle, Planning Department

ATTACHMENTS:

2026-1-VAR - Staff Presentation.pdf
2026-1-VAR - Staff Report.pdf
Exhibit 1 - Zoning Map.pdf
Exhibit 2 - Conceptual Plan.pdf
Exhibit 3 - Letter of Intent.pdf
Exhibit 4 - Zoning Variance Criteria Staff Analysis.pdf
Exhibit 5 - Public Comment.pdf

The Preserve at Water Oak Sign Variance 2026-1-VAR

March 17, 2026 | Zoning Board of Adjustment

GEORGETOWN TEXAS

Item Under Consideration

2026-1-VAR

- Public Hearing and possible action on Zoning Variances for maximum allowed height and square footage for signage pursuant to Section 3.15, 10.06.010, 10.06.030, and 10.06.050 of the Unified Development Code, for the property located at 3701 HWY 29 W, Georgetown, TX 78626, bearing the legal description of Lot 1, Block 1 of The Preserve at Water Oak Subdivision (2026-1-VAR). -- Haley Webre, Planner

Item Under Consideration

The Zoning Board of Adjustment may authorize a Zoning Variance from the requirements of the zoning provisions of this Unified Development Code if the Variance from the terms of the zoning provisions is:

- Not contrary to the public interest
- Due to special conditions
- A literal enforcement of the requirements would result in unnecessary hardship
- The spirit of this Code is preserved
- Substantial justice done

GEORGETOWN
TEXAS
more than welcome

Location

2026-1-VAR

Exhibit #1

- Site
- Parcels
- City Limits
- Georgetown ETJ

N

0 250 500 Feet

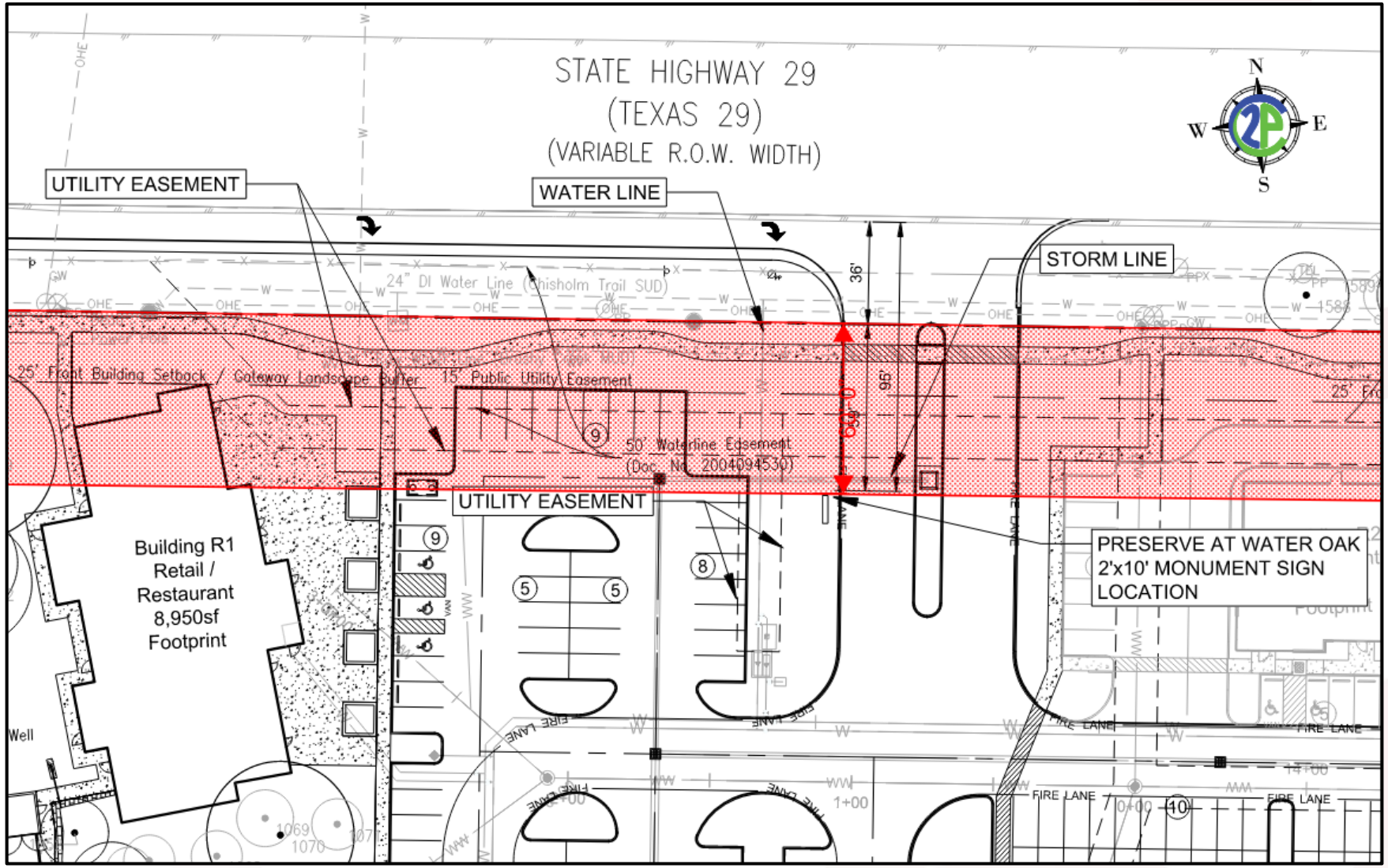
GEORGETOWN
TEXAS
more than welcome

Aerial

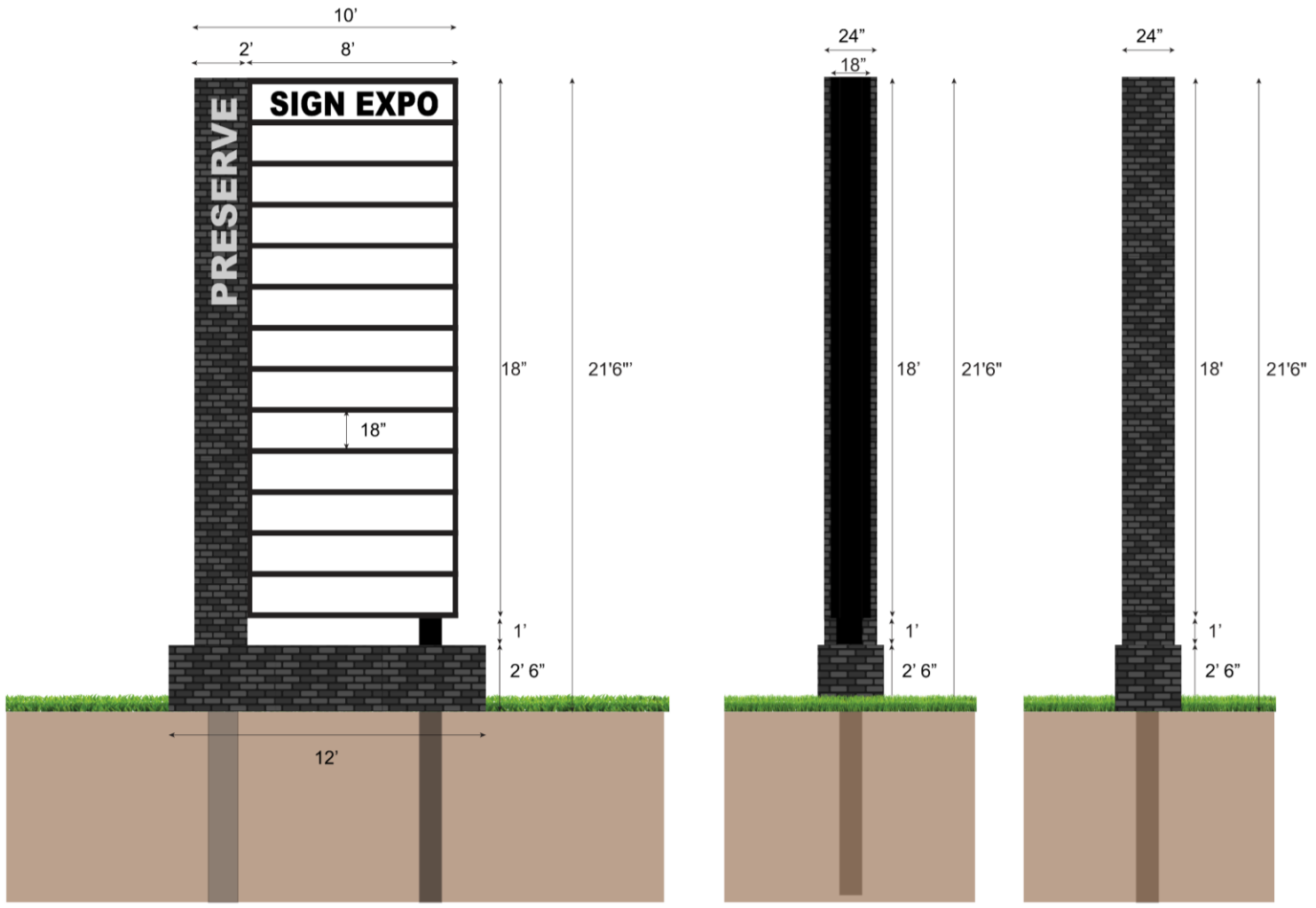
2026-1-VAR

Site
City Limits
Georgetown ETJ

Plans and Specifications



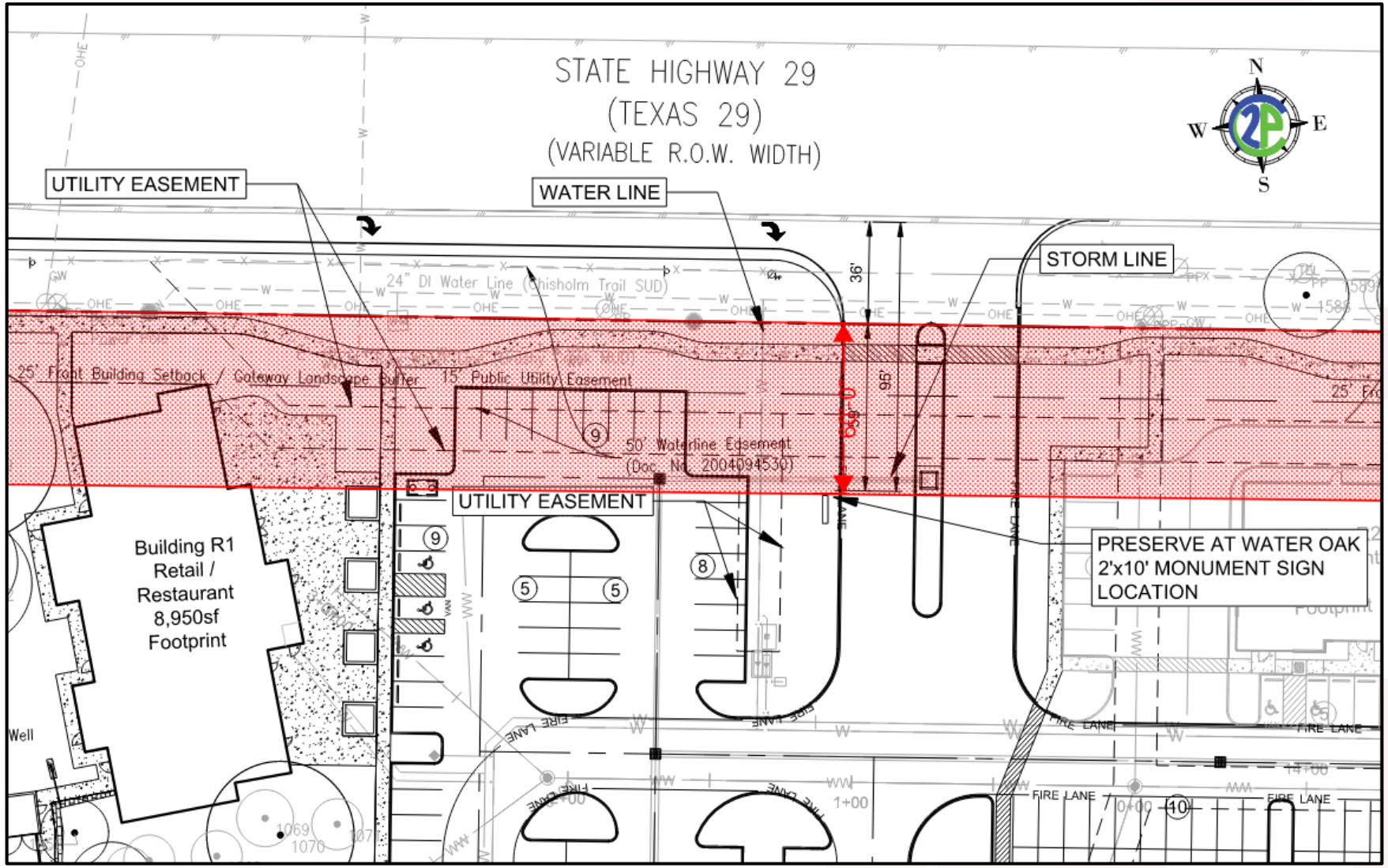
Plans and Specifications



Approval Criteria – UDC Section 3.15.030

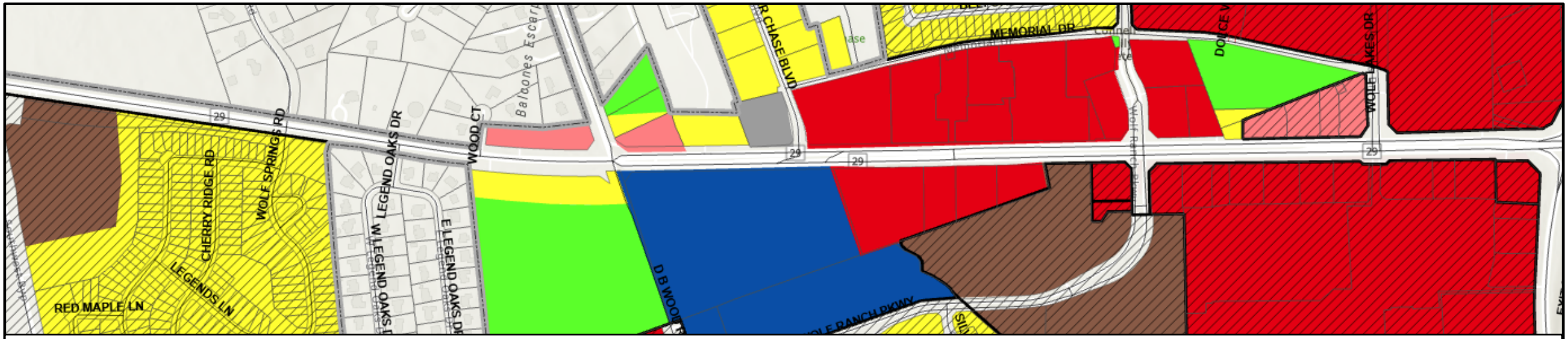
Criteria for Rezoning	Complies	Partially Complies	Does Not Comply
1. Extraordinary Conditions That there are extraordinary or special conditions affecting the land involved such that strict application of the provisions of this Unified Development Code will deprive the applicant of the reasonable use of their land. For example, a Zoning Variance might be justified because of topographic or other special conditions unique to the property and development involved, while it would not be justified due to inconvenience or financial disadvantage.	X		

Plans and Specifications

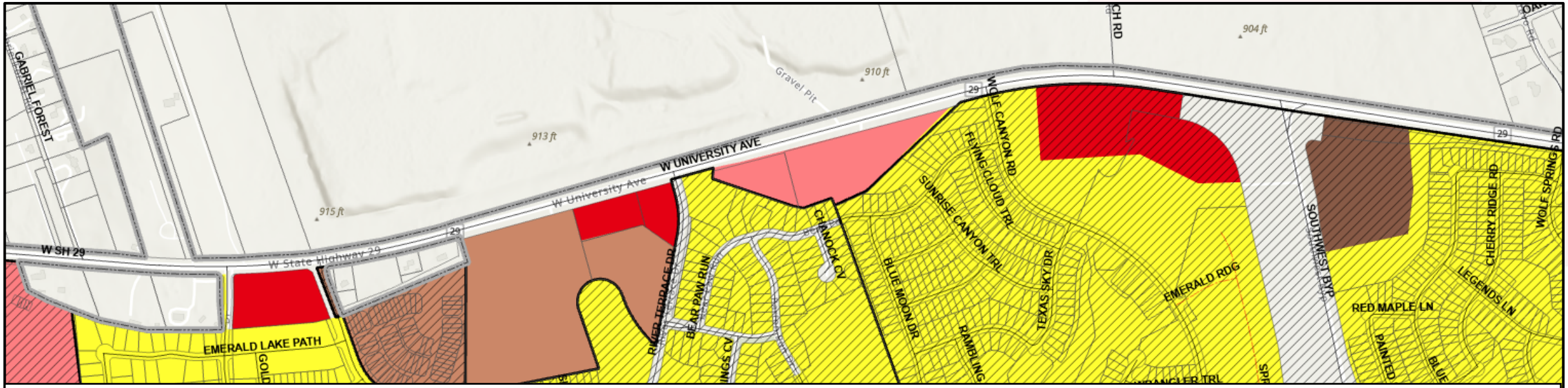


Approval Criteria – UDC Section 3.15.030

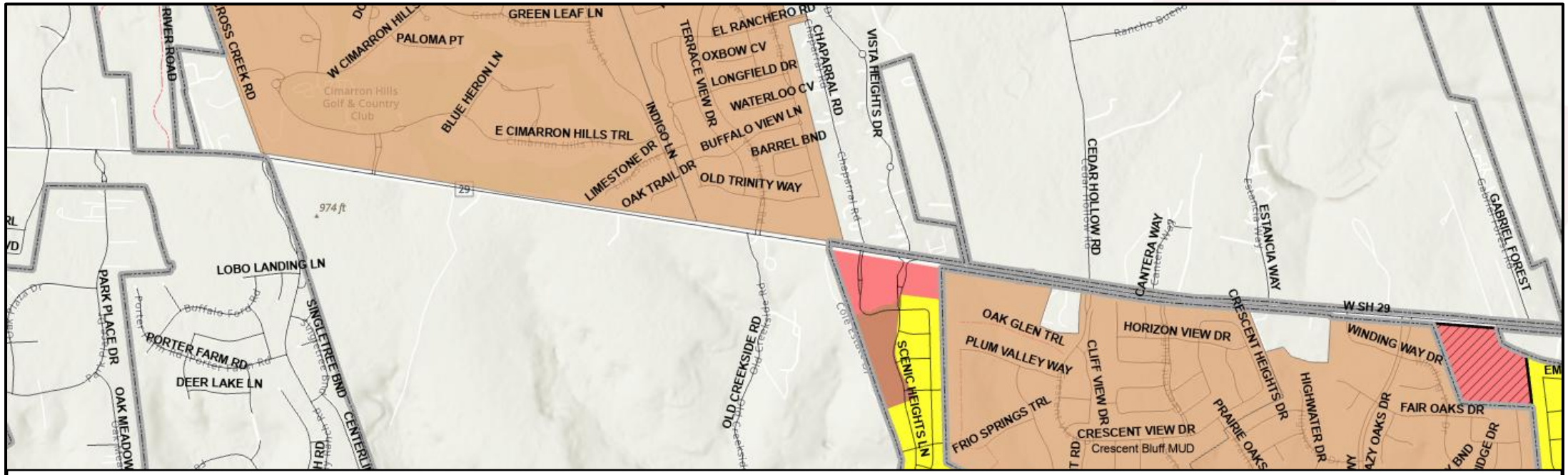
Criteria for Rezoning	Complies	Partially Complies	Does Not Comply
2. No Substantial Detriment That the granting of the Zoning Variance will not be detrimental to the public health, safety or welfare or injurious to other property in the area or to the City in administering this Code.	X		
3. Other Property That the conditions that create the need for the Zoning Variance do not generally apply to other property in the vicinity.	X		



Southwest Bypass ← I-35



Subject Property ← Southwest Bypass


GREEN LEAF LN
PALOMA PT
W CIMARRON HILLS
ROSS CREEK RD
RIVER ROAD
Cimarron Hills Golf & Country Club
BLUE HERON LN
E CIMARRON HILLS TRL
INDIGO LN
TERRACE VIEW DR
EL RANCHERO RD
OXBOW CV
LONGFIELD DR
WATERLOO CV
BUFFALO VIEW LN
BARREL BND
LIMESTONE DR
OAK TRAIL DR
OLD TRINITY WAY
CHAPARRAL RD
VISTA HEIGHTS DR
974 ft
LOBO LANDING LN
PARK PLACE DR
PORTER FARM RD
DEER LAKE LN
OAK MEADOW
SINGLETREE BND
OLD CREEKSIDE RD
SCENIC HEIGHTS LN
CEDAR HOLLOW RD
CANTERA WAY
ESTANCIA WAY
GABRIEL FOREST
W SH 29
OAK GLEN TRL
PLUM VALLEY WAY
FRIO SPRINGS TRL
CLIFF VIEW DR
HORIZON VIEW DR
CRESCENT VIEW DR
Crescent Bluff MUD
CRESCENT HEIGHTS DR
PRAIRIE OAKS
HIGHWATER DR
WINDING WAY DR
FAIR OAKS DR
Liberty Hill ETJ
Subject Property

Approval Criteria – UDC Section 3.15.030

Criteria for Rezoning	Complies	Partially Complies	Does Not Comply
4. Applicant's Actions That the conditions that create the need for the Zoning Variance are not the result of the applicant's own actions.	X		
5. Comprehensive Plan That the granting of the Zoning Variance would not substantially conflict with the Comprehensive Plan and the purposes of this Code.	X		

Policy GC.3 Ensure that the Scenic Corridors preserve the natural, rural character as the City continues to grow.

- The City's scenic gateways are the corridors into the community that have seen the biggest impact from the new residential growth since 2008. These roadways have new residential development that flanks either side of the corridor. These roadways not only serve as major arterials into the community, but also serve as corridors to the rural farmland to the east and lower density development of the hill country to the west. The priority of this policy is to create a welcoming gateway that allows for a transition from the rural/ lower intensity development of these areas into the formally developed portions of the city. Promotion of this policy includes:
  - Prioritizing lower intensity uses along the scenic corridors.
  - Creating transitions in uses and streetscaping within corridors that were previously identified as scenic but have evolved into urban corridors.

Figure 71. Urban Corridor Example

Land Use and Building Design

Retail, commercial, office, mixed use, and medium-density residential

Low-to-moderate building height

Buildings oriented toward streets when practical (instead of parking in front of buildings)

Consistent appearance of buildings

Streetscape

Pedestrian-oriented lighting

Pedestrian amenities (seating, shade, etc.)

Sidewalk set back from roadway

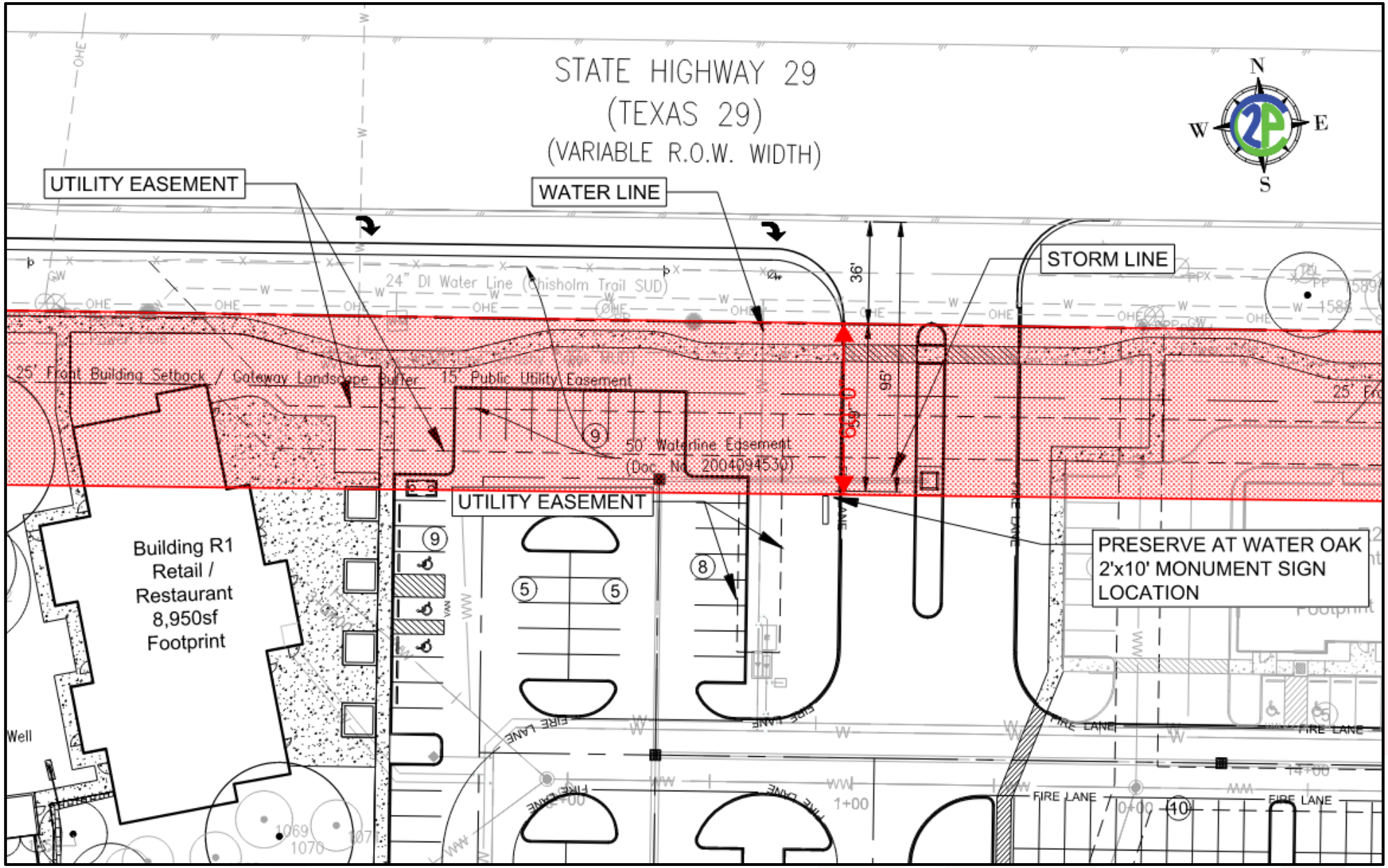
Groupings of small trees and native landscaping

Enhanced crosswalks

Consistent appearance of streetscape and signs

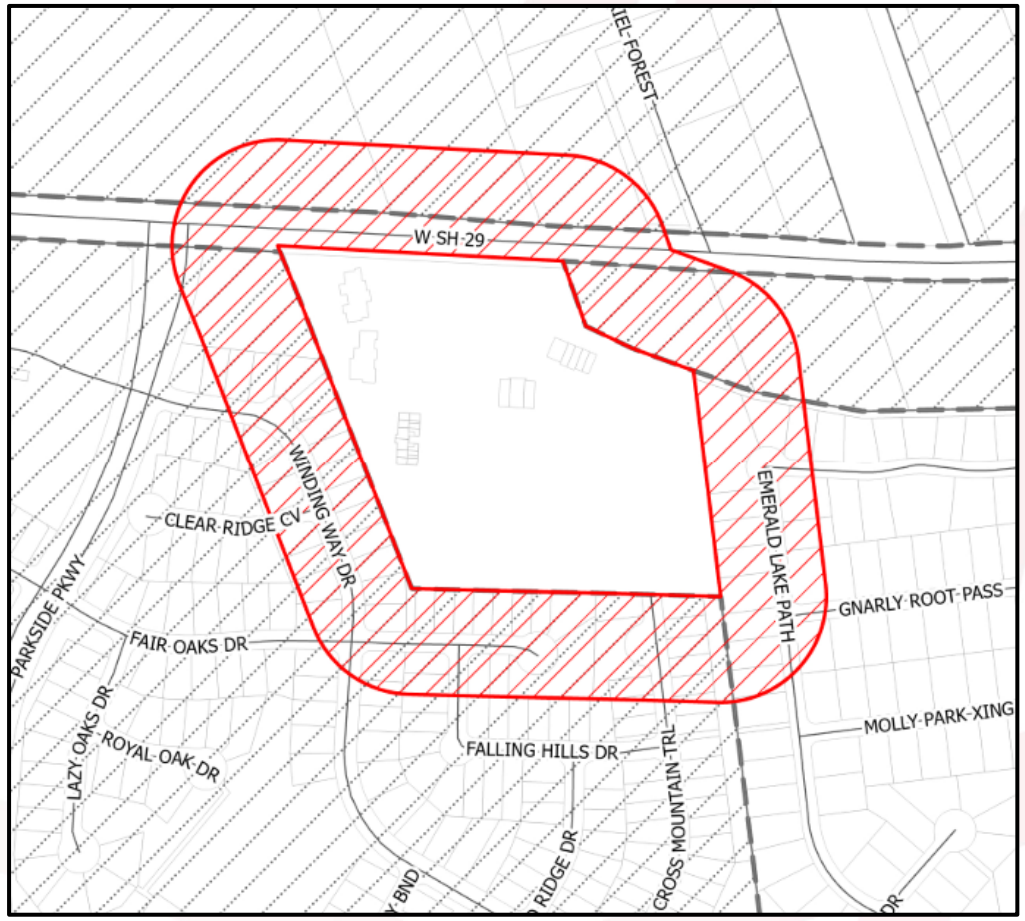
Approval Criteria – UDC Section 3.15.030

Criteria for Rezoning	Complies	Partially Complies	Does Not Comply
6. Utilization That because of the conditions that create the need for the Zoning Variance, the application of this Code to the particular piece of property would effectively prohibit or unreasonably restrict the utilization of the property.	X		


STATE HIGHWAY 29
(TEXAS 29)
(VARIABLE R.O.W. WIDTH)
UTILITY EASEMENT
WATER LINE
STORM LINE
24" DI Water Line (Chisholm Trail SUD)
25' Front Building Setback / Gateway Landscape Buffer
15' Public Utility Easement
50' Waterline Easement
(Doc. No. 2004094530)
UTILITY EASEMENT
PRESERVE AT WATER OAK
2'x10' MONUMENT SIGN
LOCATION
Building R1
Retail /
Restaurant
8,950sf
Footprint
FIRE LANE
Well
N
S
E
W

Public Notifications

- 83 property owners within the 300' buffer
- Notice in Sun News on March 1, 2026
- Signs posted on the property
- To date, staff has received:
  - 0 written comments IN FAVOR
  - 1 written comments OPPOSED



Summary

- Public Hearing and possible action on Zoning Variances for maximum allowed height and square footage for signage pursuant to Section 3.15, 10.06.010, and 10.06.030F of the Unified Development Code, for the property located at 3701 HWY 29 W, Georgetown, TX 78626, bearing the legal description of Lot 1, Block 1 of The Preserve at Water Oak Subdivision (2026-1-VAR)
- A supermajority (3/4) vote of the Board is required to grant a Variance. A variance that does not receive four votes is considered denied. (Code of Ord. 2.29.040)
- When making a motion, the Board must make a finding of the criteria.

Report Date: March 11, 2026
Case Number: 2026-1-VAR

AGENDA ITEM DESCRIPTION

Public Hearing and possible action on Zoning Variances for maximum allowed height and square footage for signage pursuant to Section 3.15, 10.06.010, 10.06.030, and 10.06.050 of the Unified Development Code, for the property located at 3701 HWY 29 W, Georgetown, TX 78626, bearing the legal description of Lot 1, Block 1 of The Preserve at Water Oak Subdivision (2026-1-VAR). [Haley Webre, Planner]

AGENDA ITEM DETAILS

Project Name:	The Preserve @ Water Oak
Applicant:	2PConsultants, c/o Don Pool
Property Owner:	OM Properties, c/o Vinpul Gopani
Property Address:	3701 W SH 29, Georgetown, TX within Council District No. 2
Legal Description:	19.77 acres known as Lot 1, Block 1 of The Preserve at Water Oak Subdivision
Current Zoning:	Planned Unit Development (PUD) with a base zoning of Local Commercial (C-1) and Office (OF)
Current Use:	Multi-tenant commercial and office center. This property includes multiple phases; phase 1 is currently built out.

APPLICANT'S REQUEST

The applicant is requesting a taller and larger sign than what the UDC allows. The requested height is 21.5 feet whereas the UDC only allows 6 square feet, and the requested square footage is 144 square feet whereas the UDC only allows 64 square feet. This will be a double-sided sign.

The closest sign type within the UDC that matches this request is a "High Profile Monument Sign". These signs are permitted in C-1 zoning, but only when fronting on SH 130, SH195, and IH-35. The sign also qualifies as a multi-tenant sign, which allows the additional square footage in the table below, however because the sign is not located on one of these State Highways, the maximum height is limited to 6 feet unless a variance is granted.

	Allowed	Requested Variance	Total Proposed
Height (ft)	6	15.5	21.5
Square Footage (sq ft)	64	80	144

RECOMMENDATION

Staff recommends approval of the request with the condition that only one double-sided sign be constructed on site, not to exceed the maximum height and square footage granted by this Variance.

PROPERTY CONTEXT

The subject property fronts onto SH 29 and is surrounded on three sides by the Water Oak North and Riverstone residential subdivisions.

The property is split zoned between Local Commercial (C-1) towards the front of the property and Office (OF) towards the rear of the property.

The UDC allows up to three signs along this property's street frontage. Two signs can be up to six feet in height and up to 64 square feet in area, while a third sign could be five feet tall and 32 square feet in area. With all three signs, a total of 160 square feet of signage would be allowed.

STAFF ANALYSIS

Staff reviewed the requested variance and found that the proposed variance is aligned with all six of the six required findings for a zoning variance established in UDC Section 3.15.030, as detailed in Exhibit 4.

Staff found that the site constraints, including limited frontage, 3 separate utility easements, and existing trees, create an unnecessary hardship regarding available sign locations. Further, staff finds that one larger sign rather than three smaller signs meet the spirit and intent of the UDC.

The sign will be allowed to be internally illuminated pursuant to UDC 10.05. If the applicant chooses to internally illuminate the sign, this will be part of the sign permit review.

PUBLIC NOTIFICATION

As required by the Unified Development Code, all property owners within a 300-foot radius of the subject property were notified of the Zoning Variance request (86 notices), a legal notice advertising the public hearing was placed in the Sun

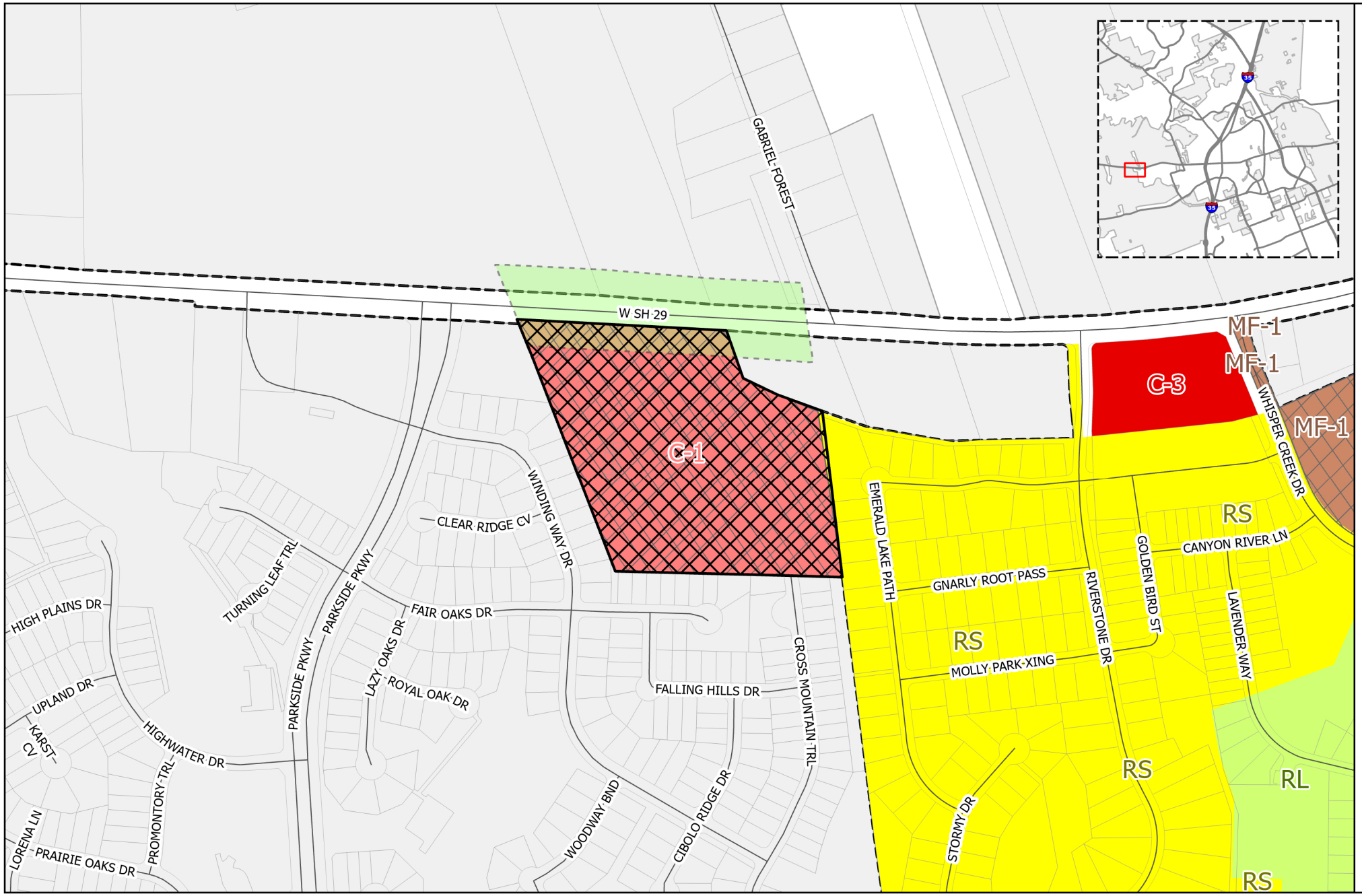
Newspaper (11.5.2023) and signs were posted on-site. To date, staff has received 0 written comments in favor, and 1 in opposition to the request (Exhibit 5).

ATTACHMENTS

Exhibit 1 – Zoning Map
Exhibit 2 – Conceptual Plan
Exhibit 3 – Letter of Intent
Exhibit 4 – Zoning Variance Criteria Staff Analysis
Exhibit 5 – Public Comment

SUBMITTED BY

Haley Webre, Planner



GEORGETOWN TEXAS
more than welcome

Zoning

2026-1-VAR

Exhibit #3

- Site
- PUD
- Courthouse View Overlay
- Old Town Overlay
- Historic Overlay
- Downtown Overlay
- Gateway Overlay
- Parcels

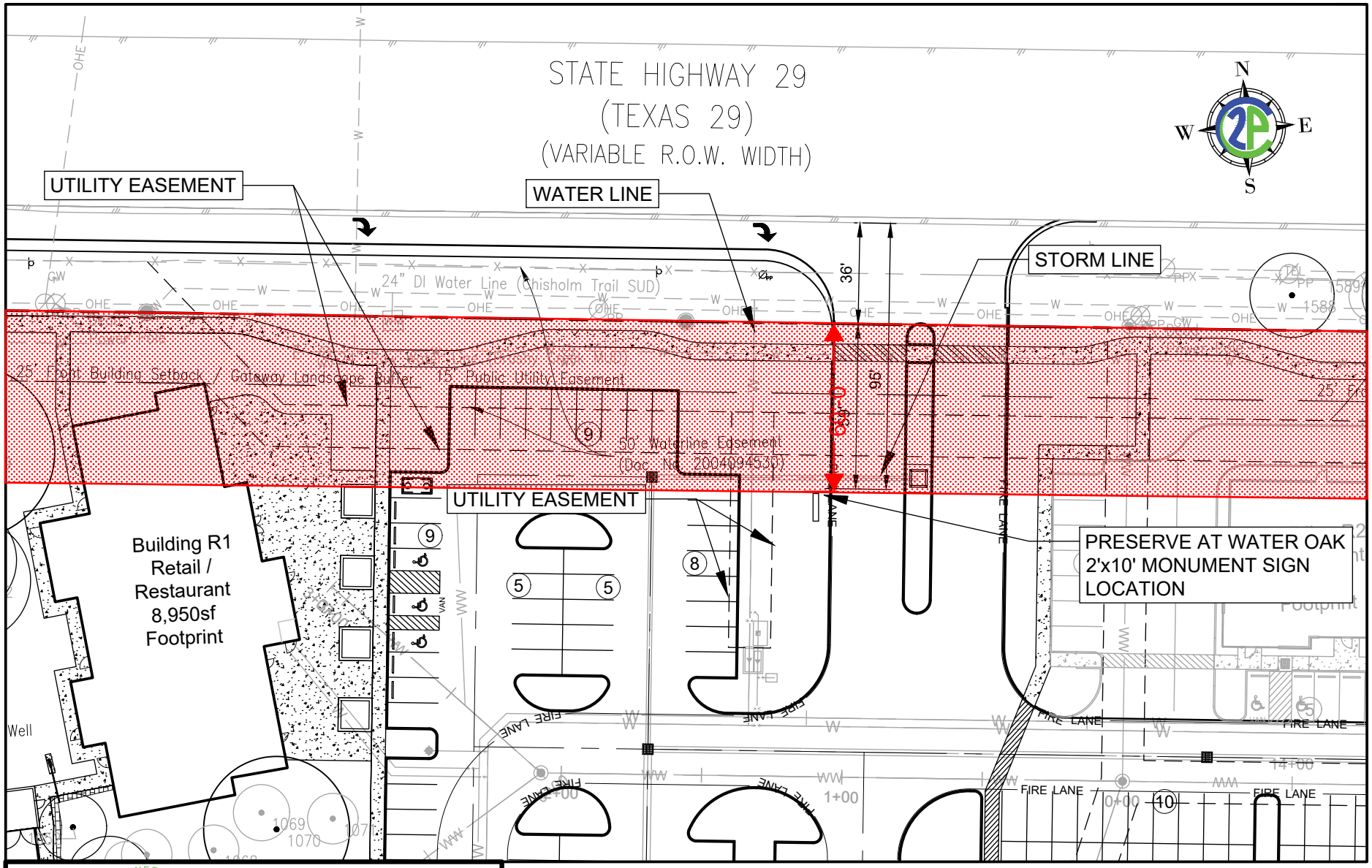
Zoning

ZONE

- AG -Agriculture
- BP - Business Park
- C-1 - Local Commercial
- C-3 - General Commercial
- CN - Neighborhood Commercial
- IN - Industrial
- MF-1 - Low-Density Multi-family
- MF-2 - High-Density Multi-family
- MH - Manufactured Housing
- MU-DT - Mixed-Use Downtown
- OF - Office
- PF - Public Facility
- RE - Residential Estate
- RL - Residential Low-Density
- RS - Residential Single-Family
- TF -Two-Family
- TH -Townhouse
- City Limits
- Georgetown ETJ

0 250 500 Feet

N



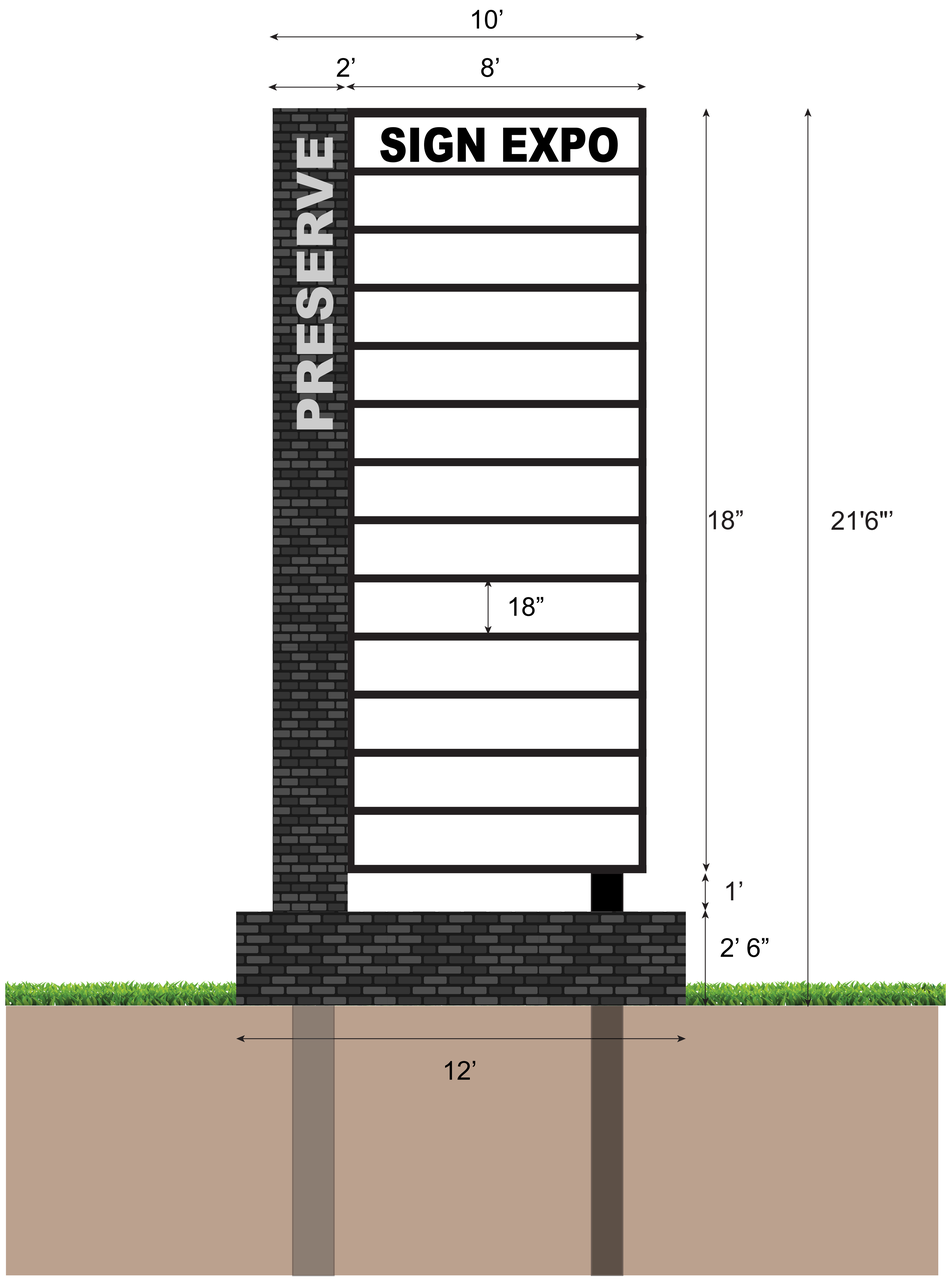
2P CONSULTANTS, LLC
411 W. MAIN STREET, SUITE 310
ROUND ROCK, TEXAS 78664
512-344-9664
TBPE FIRM #F-19351

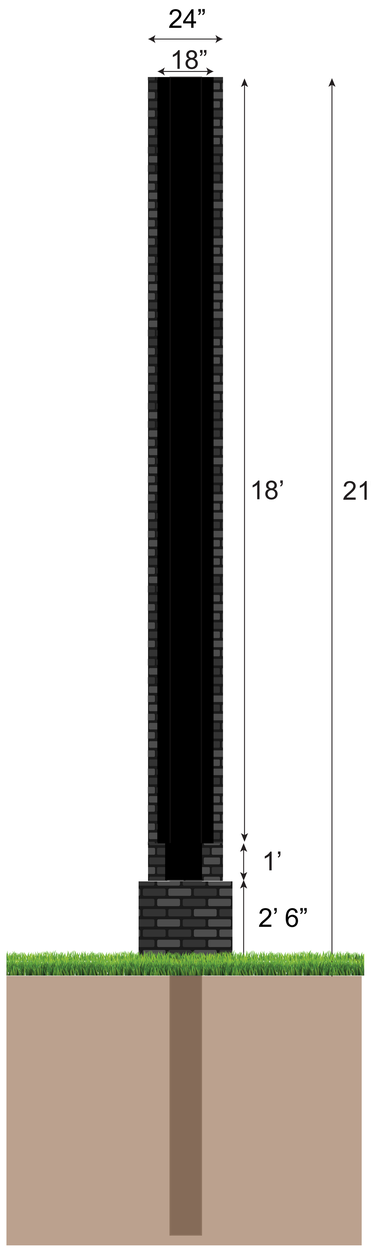
MONUMENT SIGN EXHIBIT

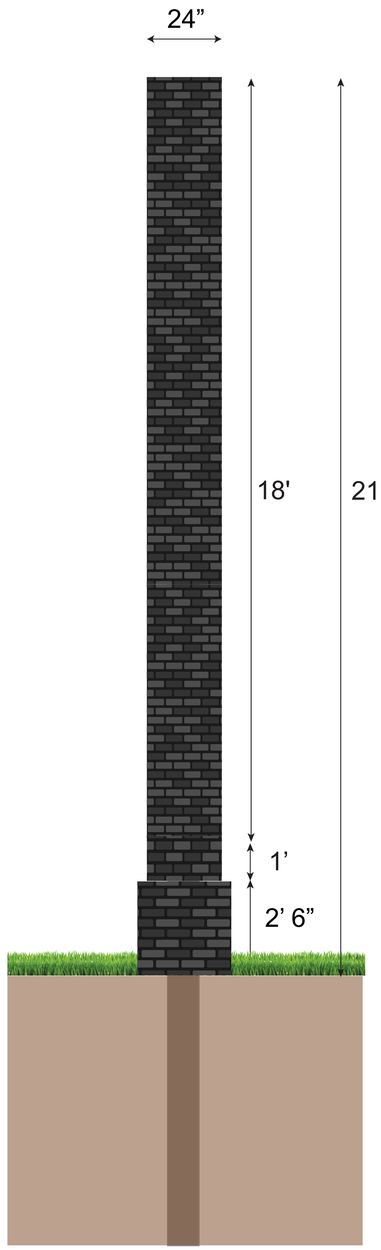
PRESERVE AT WATER OAK

December 17, 2025

Pylon Sign for Preserve







***Sign Expo** DOES NOT provide primary electrical to sign. Power to the sign must be done by a licensed electrical contractor or licensed electrician.
TECL 18581 REGULATED BY THE TEXAS DEPARTMENT OF LICENSING AND REGULATION P.O. BOX 12157, AUSTIN, TEXAS 78711, 1-800-803-9202

SIGN EXPO
“For All Your Signage Needs”

Design #
2025120901

Client
Preserve

Address

Approval / Date

Revision / Date

Sale Price

Sales Rep./Designer

Sales Rep.: Won Lee

Designer: Won Lee

Contact

10210 N IH 35
Austin TX 78753
512.953.5515(o)
254.291.8118(c)
signexpoaustin@hotmail.com

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City of Georgetown Planning Department
406 W. 8th Street
Georgetown, Texas 78626

February 12, 2026

Re: 3701 W. State HWY 29 – Sign Variance
Letter of Intent

To Whom It May Concern:

The subject property is located at 3701 W. State Hwy 29 and is within the City limits of Georgetown, Texas. The subject property is legally platted and recorded as Doc. No. 2022098031 in the official public records of Williamson County. This property is zoned with a PUD (ORD. No. 2020-57), utilizing C-1 and OF as its core zoning throughout the PUD.

In accordance with Section 10.06.010 Sign Dimensional Standards, whereas Table 10.06.010 indicates that a maximum of 48sf per sign face is allowed for a freestanding monument sign. According to the table, the minimum setback from the Public ROW is 5 feet, the maximum height is 6 feet. However, according to 10.06.050.F.2 a multi-tenant monument sign can be as 64sf.

Our proposed signage is a double-sided ground mounted monument sign with multi-tenant name placards. The sign area is 18'x8', which equates to 144sf. There are 13 individual placard areas for the 13 to maximum of 26 commercial end users. Some panels may be divided to be used for two users. In addition to that, because of easements along the frontage, our monument sign will be placed approx. 60 feet inside the property from HWY 29 ROW, and 95 feet inside from the main travel lane of HWY 29. We are requesting a variance from Section 10.06.010 Sign Dimensional Standards to increase the sign SF area (from 64sf to 144sf) and the height (from 6' to 21'6") of the monument sign as stated herein.

UDC Section 3.15.030:
In accordance with the variance approval criteria, we feel that we meet all of the criteria items as follows:

1. **Extraordinary Conditions.**
   That there are extraordinary or special conditions affecting the land involved such that strict application of the provisions of this Unified Development Code will deprive the applicant of the reasonable use of their land. For example, a Zoning Variance might be justified because of topographic or other special conditions unique to the property and development involved, while it would not be justified due to inconvenience or financial disadvantage.
   The size, scale, and number of tenants at the Preserve create extraordinary conditions that distinguish it from the typical single commercial building or small-scale developments we usually see in the same zoning district.

   The Preserve is a large mixed-use commercial development on Hwy 29 in Georgetown, which will contain 18 multi-tenant buildings across 20 acres of land. Uses within the project include Class A retail, drive-thru quick service restaurants, medical office, professional office, and office flex space.

   Strict application of the UDC's monument sign standards, which were intended for smaller projects, would deprive tenants at the Preserve of reasonable visibility and functional identification. Furthermore, this would place the development at a disadvantage compared to smaller, simpler sites that can effectively identify themselves within the existing size limitations.

The requested variance therefore stems not from convenience or economic preference, but from the unique need of this large, multi-building, multi-tenant, mixed use project. Granting a larger monument sign would maintain parity with the intent of the sign code — to allow clear, effective identification — while accommodating the extraordinary scale and complexity of The Preserve.

2. **No Substantial Detriment.**
   That the granting of the Zoning Variance will not be detrimental to the public health, safety or welfare or injurious to other property in the area or to the City in administering this Code.

   This monument sign variance will not be detrimental to the public health, safety, or welfare, nor will it be injurious to other property in the area or to the City in administering this code.

   The requested variance pertains solely to the size of the monument sign serving the Preserve, a 20-acre mixed-use commercial development. The proposed sign will be professionally designed, constructed, and will be in compliance with all safety standards.

   The signage will also be placed and designed to visually blend into the complex. The signage height will be less than or equal to the surrounding project buildings, and the sign will be setback approximately 95 ft from Highway 29, ensuring it does not create a traffic hazard. The sign will not produce excessive light or visual clutter, and its design will be consistent with the architectural character and quality of the Preserve.

3. **Other Property.**
   That the conditions that create the need for the Zoning Variance do not generally apply to other property in the vicinity.

   The conditions that create the need for the requested variance do not generally apply to other properties in the area.

   Most commercial projects located along Highway 29 are significantly smaller than the Preserve. The surrounding properties typically consist of one or two commercial buildings on smaller parcels of land, resulting in substantially lower signage needs.

   The Preserve, by contrast, is a 20-acre, 18-building mixed commercial project—an exceptionally large development relative to projects in the surrounding corridor. As such, its identification needs exceed those of the smaller, typical developments nearby for which the UDC's baseline sign standards were designed. Additionally, projects comparable in size and scope to The Preserve—such as Wolf Crossing—utilize significantly larger monument signs than the UDC's sign standards, showing the typical visibility needs of large commercial complexes.

4. **Applicant's Actions.**
   That the conditions that create the need for the Zoning Variance are not the result of the applicant's own actions.

   The conditions that create the need for the requested zoning variance are not the result of the applicant's own actions.

   The need for a larger monument sign arises directly from the inherent characteristics of the property—specifically its 20-acre size, 18-building buildout, and the large number of tenants it is designed to

accommodate. These conditions are intrinsic to the parcel and the approved development plan, not the product of any action taken by the applicant to create a hardship.

The applicant did not artificially impose conditions that would require additional signage. Rather, the property's scale, layout, and multi-tenant composition naturally create signage needs that exceed what the UDC's standard monument sign provisions were designed to serve.

Additionally, many of the future tenants, particularly national and regional commercial users, require roadway visible signage as part of their branding and operational standards. These requirements stem from industry norms and market realities, not from discretionary choices made by the applicant.

Therefore, the need for a larger monument sign is a direct result of pre-existing and unavoidable property characteristics, combined with typical commercial requirements, and is not a self-created hardship.

5. **Comprehensive Plan.**
That the granting of the Zoning Variance would not substantially conflict with the Comprehensive Plan and the purposes of this Code.

Granting the requested monument sign variance will not substantially conflict with the City's Comprehensive Plan or the purposes of the Unified Development Code.

The Comprehensive Plan supports high-quality commercial development, encourages appropriate visibility for business districts, and promotes aesthetically cohesive development patterns along key corridors such as Highway 29. The requested monument sign variance is consistent with these goals.

The Preserve is a large, master-planned commercial development intended to attract a diverse mix of businesses and services. Providing signage that is appropriately scaled to the size and scope of the development directly supports the Comprehensive Plan's goals of:

- Promoting economic vitality by enabling successful business operation
- Encouraging well-designed commercial centers that contribute positively to the City's image
- Ensuring signage is compatible with surrounding development patterns

The proposed monument sign will be professionally designed, visually consistent with the development's architecture, and will be adequately set back from Highway 29. It will enhance the appearance and identification of the project without creating visual clutter. This approach aligns with the Code's purpose of providing safe, orderly, and attractive signage standards.

6. **Utilization.**
That because of the conditions that create the need for the Zoning Variance, the application of this Code to the particular piece of property would effectively prohibit or unreasonably restrict the utilization of the property.

Many commercial businesses and franchises nowadays consider roadway signage essential to their businesses and a basic operational requirement.

Given the size of the Preserve, strict application of the UDC's monument sign standards would significantly limit the number of businesses who could have a place on the monument sign.

If tenants cannot obtain the signage visibility required for their business models, businesses will not be able to occupy space at the Preserve, and the property cannot be utilized as intended—as a successful, multi-tenant commercial center.

The result would be a material restriction on the property's functional use and long-term viability.

7. **Insufficient Findings.**
The following types of possible findings do not constitute sufficient grounds for granting a Zoning Variance:
   a. That the property cannot be used for its highest and best use.
   b. That there is a financial or economic hardship, except as authorized in Local Government Code 211.009(b-1).
   c. That there is a self-created hardship by the property owner or their agent.
   d. That the development objectives of the property owner are or will be frustrated.

We acknowledge that certain findings cannot be used as grounds for granting a zoning variance, including claims related to financial hardship, highest and best use, self-created hardship, or frustration of development objectives. None of these factors form the basis of this request.

The applicant is not asserting that the property cannot reach its highest and best use without the variance; rather, the request is based on the unique physical and operational characteristics of the site, which create conditions that were not contemplated by the standard monument sign regulations. Similarly, the request is not rooted in financial or economic considerations. The need for this variance is driven solely by the property's extraordinary scale, layout, and multi-tenant nature, which necessitates a sign that functions effectively for wayfinding, public safety, and tenant identification.

The hardship is also not self-created. The property's size, configuration, and approved development program inherently generate a need for signage that differs from a typical, smaller commercial parcel. The applicant has not taken any action that artificially created or intensified this need.

Finally, the request is not made on the basis that the applicant's development objectives would be frustrated. Instead, the variance is tied to ensuring that the property can operate in a manner that aligns with the community's expectations for safe, legible, and logically organized access to multiple businesses within a large commercial development.

If you have any questions or need any additional information, please contact me at 203-843-7829.

Respectfully,

Vipul Gopani

Report Date: March 3, 2026
Case Number: 2026-1-VAR

UDC Section 3.15.030 – Criteria for Zoning Variance Review

The Zoning Board of Adjustment may authorize a Zoning Variance from the requirements of the zoning provisions and sign regulations of this Unified Development Code if the Variance from the terms of the zoning provisions is not contrary to the public interest and, due to special conditions, a literal enforcement of the requirements would result in unnecessary hardship, so the spirit of this Code is preserved, and substantial justice done.

No Zoning Variance shall be granted unless the ZBA finds that all six of the criteria listed in the table below are met. A seventh criteria established in the UDC states the following types of possible findings do not constitute sufficient grounds for granting a Zoning Variance:

a. That the property cannot be used for its highest and best use.
b. That there is a financial or economic hardship, except as authorized in Local Government Code 211.009(b-1).
c. That there is a self-created hardship by the property owner or their agent.
d. That the development objectives of the property owner are or will be frustrated.

The applicant is not requesting any of the above findings, therefore, the seventh criteria is not applicable, and staff recommendations are based on only the following six (6) criteria:

1. Extraordinary Conditions That there are extraordinary or special conditions affecting the land involved such that strict application of the provisions of this Unified Development Code will deprive the applicant of the reasonable use of their land. For example, a Zoning Variance might be justified because of topographic or other special conditions unique to the property and development involved, while it would not be justified due to inconvenience or financial disadvantage.	**Complies**
The extraordinary conditions that have resulted in this request include 3 utility easements along the SH 29 frontage of the property, frontage width that is narrower than the site is deep, and existing trees.	

The 3 utility easements (2 conveyed in the mid 2000s for waterlines and 1 Public Utility Easement (PUE) granted with platting) have a combined width of 65'. When considering the overlap of these easements with ROW, the easements take up the first 50' of the subject property. In order to keep the signage out of these easements, the applicant is proposing to place the signage 60' from their front property line.

Additionally, the property's width and depth dimensions factor into the applicant's variance request. The site is deeper (950 ft) than it is wide (800 ft) which results in commercial and office buildings that are layered. Thirteen out of the sixteen buildings on site do not have direct visibility from SH 29. The allowed signage per the UDC is based solely on linear feet of frontage, so the depth of this site is not taken into account when determining allowed signage.

Lastly, there are existing trees in the northwest corner of the property that the applicant is wanting to avoid with their signage. These further limits the available space for their signage.

2. No Substantial Detriment That the granting of the Zoning Variance will not be detrimental to the public health, safety or welfare or injurious to other property in the area or to the City in administering this Code.	**Complies**

Staff did not find that granting the variance will be detrimental to public health, safety, or welfare. This is because while the sign area and height are increasing, the sign will be placed at a greater setback than required by code, the sign will be shorter than surrounding buildings, and the sign will be required to meet the internal illumination requirements of the UDC at the time of permitting.

If lighting is included with the signage, lighting will need to follow the illumination requirements of UDC 10.05. This will be part of the sign permit review.

3. Other Property That the conditions that create the need for the Zoning Variance do not generally apply to other property in the vicinity.	**Complies**

In comparing the subject property to other commercial properties along SH 29, this is the only commercial property between I-35 and Cole Estate that has a frontage narrower than its depth.

4. Applicant's Actions That the conditions that create the need for the Zoning Variance are not the result of the applicant's own actions.	**Complies**
While the 15' PUE was a result of the owner's platting actions, the 2 other waterline easements were not the result of the owner's actions. Additionally, the location of the trees was not the result of the applicant's own actions. Lastly, the configuration of the lot and its depth were the result of previous subdivisions.	
5. Comprehensive Plan That the granting of the Zoning Variance would not substantially conflict with the Comprehensive Plan and the purposes of this Code.	**Complies**
Staff found that this request partially complies with the Comprehensive Plan. Per the Comprehensive Plan, the subject property falls within both the Urban and Scenic Corridors. Key recommendations of signage along these corridors include: • Consistent signage • Low monument signs constructed of native masonry materials • Creating transitions in uses and streetscaping within corridors that were previously identified as scenic but have evolved into urban corridors While the proposed sign request does not expressly meet these recommendations, an important piece of context to this request is that the UDC allows up to 3 signs along this property's street frontage. Two signs can be up to 6 feet in height and up to 64 square feet in area. And an additional third sign is allowed at 5 feet tall and 32 square feet in area. Alternatively, the applicant is requesting this variance for only one sign. If following the UDC requirements, the applicant would be allowed 160 square feet of signage which exceeds their proposed 144 square feet. Further, the reduction in the overall number of signs helps to reduce the amount of visual clutter along SH 29.	
6. Utilization That because of the conditions that create the need for the Zoning Variance, the application of this Code to the particular piece of property would effectively prohibit or unreasonably restrict the utilization of the property.	**Complies**
For the reasons listed above, staff believes that strict application of the UDC would unreasonably restrict the owner's ability to provide adequate signage on for this property.	

GEORGETOWN
TEXAS

RECEIVED
MAR 10 REC'D
CITY OF GEORGETOWN
PLANNING DEPARTMENT

CITY OF GEORGETOWN
NOTICE OF PUBLIC HEARING

Comments from Neighboring Property Owners

You are being notified as a requirement of the City of Georgetown Code of Ordinances. You are invited to express your views or concerns regarding the described petition by returning this comment form and/or by attending the scheduled public hearing on the matter.

Project Name: 3701 Hwy 29 West

Project Case Number: 2026-1-VAR ZBA Date: 3/17/2026 Case Manager: Haley Webre

Name of Respondent: Kara David
(Please print name)

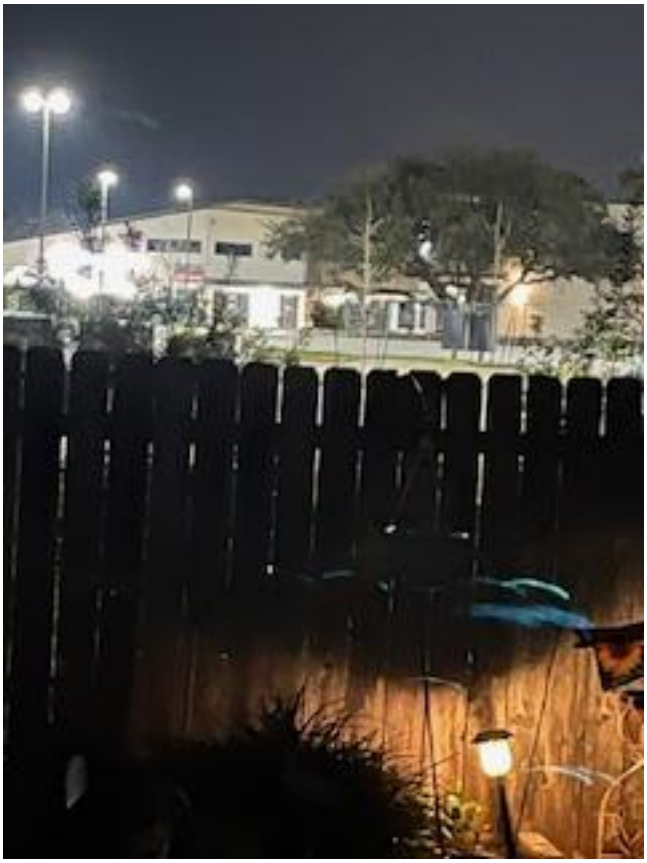
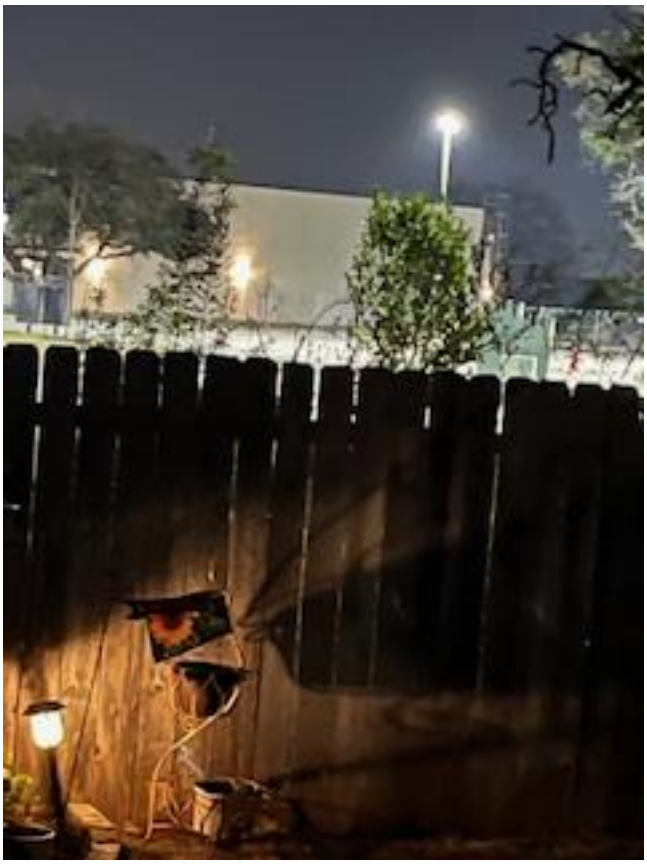
Signature of Respondent: Kara David
(Signature required for protest)

Address of Respondent: 1021 Winding Way Dr GT. 78628
(Address required for protest)

I am in FAVOR: _____ I OBJECT: X

Additional Comments:

The development (The Preserves of Water Oak) has too many bright lights without having oversized signs. I sent in my protest years before it was approved. Now I sit with a building 50 ft from my home. How can a city approve something like this.

Written comments may be sent to City of Georgetown Planning Department, P. O. Box 409, Georgetown, Texas 78627. Emailed comments may be sent to planning@georgetowntexas.gov. Any such comments may be presented to the Commission. Please note the deadline to submit public comments is by **5:00pm five business days prior to the Zoning Board of Adjustment meeting.** Comments received after this time frame will still be included in the tally count, however, will not be included in the staff report for this agenda item. If you have questions or concerns, please contact your case manager directly.

I am attaching photos for you to see on email.