

March 19, 2018

Ms. Emily M. Barron, AICP  
Planning Director - City of Pflugerville  
201-B East Pecan St.  
Pflugerville, TX 78660

**RE: Living Spaces and Tenants – 19024 North Heatherwilde Boulevard – Pflugerville, TX 78660**

Dear Ms. Barron.

We are pleased to submit the following and attached request for variance materials for the above development.

We ask that you please review the provided information as we look forward to the prospect of again collaborating with the City of Pflugerville.

**PROJECT TITLE:**

Request for Zone Variance – Freestanding Signs and/or  
Request for Sign Code Modification and/or  
Request for Conditional Use Permit for Freestanding Pole Signs.

**LOCATION:**

Living Spaces – 19024 North Heatherwilde Boulevard – Pflugerville, TX 78660

**PROPOSAL:**

Requesting Approval of a Variance and/or Sign Code Modification and/or Special Use Permit to allow:  
P2 - One (1) 75'-00" Primary Freestanding Tenant Sign along **State Highway – SH 45 – 46,975 – Vehicles per Day**  
P1 - One (1) 35'-00" Secondary Freestanding Tenant Sign along **N. Heatherwilde Boulevard.**

**APPLICANT:**

Sign Industries, Inc. – 2101 Carrillo Privado – Ontario, CA – 91761  
Sun Signs Austin – 13505 Immanuel Road – Suite B – Pflugerville, TX – 78660

**PROJECT SIZE:**

69 Acre Tract of Land.

**PROJECT SITE ANYLISIS - CL4 – SUP1611-01:**

The proposed development, Living Spaces, is a large-scale, retail furniture store with an office/warehouse land use component. Due to the proposed scale of office/warehouse with approximately 500,000 s.f. in building area, which is significantly larger than the proposed 150,000 s.f. of retail space, the proposed use was classified as two primary land uses. While retail is permitted by right within the Corridor Urban Level 4 (CL4) zoning district, an office/warehouse use is permitted only by Specific Use Permit - SUP1611-01.

The site consists for Four (4) Parcels/Business Each with Specific Purposes.  
Further the Living Spaces Property and Building will have an added Tenant for Beck's Prime Restaurant.  
Five (5) Businesses will be represented on this property.



**SURROUNDING LAND USE:**

CI – Campus Industrial  
CL4 – Corridor Urban  
CL5 – Corridor Urban Center  
LI – Light Industrial  
SF-S – Single Family Suburban Residential

**CURRENT POPULATION:**

60,345

**POPULATION GROWTH:**

66% Population Growth from Years 2010 to 2017.  
5% Projected Population Growth for Year 2018.

**VEHICLE TRAFFIC COUNTS IN PROXIMITY:**

State Highway – SH 130 - 43,020 – Vehicles per Day  
State Highway – SH 45 – 46,975 – Vehicles per Day  
Farm to Market – FM 685 – 28,012 – Vehicles per Day

**PROPOSED PROJECT – See Exhibit – Living Spaces – Pflugerville, TX – Pylon Signage Proposal – Revision 8 – March 19, 2018:**

Requesting Approval of a Variance and/or Sign Code Modification and/or Special Use Permit to allow:

P2 - One (1) 75'-00" Primary Freestanding Tenant Sign along **State Highway – SH 45 – 46,975 – Vehicles per Day**  
P1 - One (1) 35'-00" Secondary Freestanding Tenant Sign along **N. Heatherwilde Boulevard.**

The purpose of the proposed Freestanding Pylon Signs are for Multi-Tenant Identification.

As indicated prior, the site consists for Four (4) Parcels/Business Each with Specific Identification Needs for Goods Services. Once more, the Living Spaces Property and Building will have an added Tenant for Beck's Prime Restaurant and will also require roadside exposure. Five (5) Businesses will be represented on this property.

**Planned Purpose and Rationale:**

**P2-Primary Freestanding Tenant Sign** - The purpose of the Freestanding Signs is to Safely Advertise Goods and Services for motorists traveling along **State Highway – SH 45** and provide travelers with ample time and distance to safely exit the highway. Please see previously provided data re: **VEHICLE TRAFFIC COUNTS IN PROXIMITY.**

1. Visibility along Westbound Traffic along **State Highway – SH 45** is inhibited and blocked by the **N. Heatherwilde Boulevard** offramp. Business will only be Visible after the Offramp is missed.
2. Visibility along Eastbound Traffic along **State Highway – SH 45** is hampered by proximity of the property and inhibited by an Eastbound curvature along the same highway. Once more, Businesses will only be Visible after the **N. Heatherwilde Boulevard** Offramp is missed.
3. The requested size and height will allow the sign to be fully visible along all travel lanes and allowing motorists ample time to safely exit the Highway.
4. Visibility of Freestanding Signs, within the current sign code boundaries will not support the need for Safe and Adequate roadside exposure from the **State Highway – SH 45** and along **N. Heatherwilde Boulevard.**



**Planned Purpose and Rationale (continued):**

**P1-Secondary Freestanding Tenant Sign** - The purpose of the Freestanding Signs is to Safely Advertise Goods and Services for motorists traveling along **N. Heatherwilde Boulevard**. and provide travelers safe and ample time and distance to carefully locate, navigate and enter the properties.

1. Visibility of the newly proposed Secondary Freestanding Tenant Sign will allow ample time to Decelerate and enter the site safely.
2. The setback of the Living Spaces Property along with Beck's Prime is upwards of 1,000 feet and is extremely difficult to identify and locate businesses.
3. With new required landscaping this will also inhibit the ability to locate businesses with obstructions made by foliage.
4. As the site will be occupied by upwards of Five (5) businesses it is essential to cohesively identify each onsite business.

Requested signs provide important safety and navigational benefits by providing Proper Visibility in terms of, Size, Placement, Information, attention to Obstructions, etc.. and are critical in providing adequate notice for safety.

**Comparable Sign Program within the City of Pflugerville - See Exhibit – Living Spaces – Pflugerville, TX – Pylon Signage Proposal – Revision 8 – March 19, 2018:**

We have identified that Stone Hill Town Center is a property within the same proximity of the Living Spaces Development and has satisfied the same need for Safe and Adequate Roadside Exposure.

**Site Distance Assessment:**

Phase I - Distance from Living Spaces Development to Stone Hill Town Center: **1.21 Miles**

Phase II - Distance from Living Spaces Development to Stone Hill Town Center: **.88 Miles**

**Property Sizes Comparison:**

Living Spaces: **69 Acre Tract of Land**

Stone Hill Town Center: **196 Acre Tract of Land**

**Freestanding Sign Square Footage Evaluation:**

Living Spaces Proposed: **1430 Square Feet**

Existing Stone Hill Town Center: **6699 Square Feet**

**Planned Expansion Business Expansion within Site Proximity:**

The City of Pflugerville is expanding along with its population please see data re: POPULATION GROWTH.

We have identified a vast expansion and construction projects near the Living Spaces property.

With the approved growth and added vehicle and pedestrian traffic, we feel strongly that a need to assist the public in locating the Living Spaces Property and its Shared New Businesses and further contributing to proceeds from local taxes generated from new business sales.

**Planned Expansion Business Expansion within Site Proximity (continued):**

We have identified the following projects within the proximity of the Living Spaces Property and its Shared New Businesses.

SP1705-01 – Verde Springbrook Corporate Center  
SP1707-03 – Heatherwilde 45  
FP1610-01 – Kuempel Commercial  
SP1801-02 – SHTC – Holiday Inn Express  
SP1712-01 – Stone Hill Town Center  
SP1707-01 – Costco Wholesale

Also, please see the provided link for Approved as well and Projects Under Review:

<http://pfgis.maps.arcgis.com/apps/MapSeries/index.html?appid=09fdb8b4af654ed9b38868314c5a2b3c>

We are poised to assist further and we welcome future dialogue to be certain we meet everyone's needs.

We look forward to the prospect to be of future service and if you require any additional information, as always please do not hesitate to contact us at any time.

Yours very truly,



**Mark Chavez**  
**Sign Industries, Inc.**  
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Ontario, CA 91761

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