

Planning and Zoning:	8/2/2021	Staff Contact:	Emily Draughon, Planner II
Agenda Item:	2021-0805	E-mail:	emilyd@pflugervilletx.gov
Case No.	ARB2107-01	Phone:	512-990-6300

SUBJECT: Discuss and consider an application for a Sign Waiver Request to increase the maximum allowable sign size for a commercial development located inside the Downtown District Overlay for the Prost Alehouse (ARB2107-01).

PURPOSE OF SIGN VARIANCE:

Pursuant to Chapter 154.800 of the Pflugerville Code of Ordinances Title XV, the Planning and Zoning Commission may consider proposed variances to the development standards and requirements within Chapter 154: Signs. Consideration of variances to Chapter 154, allow for deviations from the sign requirements to achieve more flexibility of the site, while still adhering to the intent of the sign requirements found in Chapter 154. After making its determination, the variance application may be appealed to the City Council by filing a request for an appeal within thirty (30) days after the date of consideration by the Planning and Zoning Commission.

The Planning and Zoning Commission may consider the proposed variance request based on the specific criteria outlined in Chapter 154.800. A determination as to approval may be made upon demonstration that at least four (4) of the following five (5) criteria are met:

1. The literal enforcement of the sign regulations creates an Unnecessary Hardship on the applicant.
2. The proposed sign shall not have a substantial adverse impact on the adjacent property (visibility, size, and the like).
3. The proposed sign shall be of a unique design or configuration.
4. The variance is needed due to restricted area, shape, topography, or physical features that are unique to the property or structure on which the proposed sign would be erected; or
5. The variance will substantially improve the public convenience and welfare and is not contrary to the intent of this chapter.

In making determinations, the Building Official, Planning and Zoning Commission, and City Council shall consider the following criteria as well:

1. Special or unique hardship because of the size or shape of the property on which the sign is to be located, or the visibility of the property from public roads.
2. Hardship claim based on the exceptional topographic conditions or physical features uniquely affecting the property on which a sign is to be located.
3. Proposed sign location, configuration, design, materials, and colors are harmonious with the surrounding area.

4. Natural colors (earth tones) and muted colors are favored. Color schemes must be compatible with the surrounding structures. Predominate use of bold and/or bright colors is discouraged under this section.
5. The sign and its supporting structure are in architectural harmony with the surrounding structures.
6. Mitigation measures related to the sign in question or other signs on the same premises.
7. The existence of Nonconforming Signs or Prohibited Sign Types are located onsite.
8. Demonstrated and documented correlation between the variance and protecting the public health, safety, and welfare.
9. The stage at which the variance is requested. The city will be more inclined to consider a variance request when it is sought during an earlier stage of the construction approval process, for instance when the applicant is submitting/obtaining a plat, planned unit development, development agreement, or site plan.
10. Whether the sign could have been included in a Master Signage Plan. The city will be more inclined to favorably consider a variance request when the variance is part of a master signage plan. There will be a presumption against granting variances piecemeal, ad hoc, on a case-by-case basis when the sign for which a variance is sought could have been included in a Master Signage Plan and considered during a comprehensive review of the entire project's signage.
11. The Building Official may authorize the remodeling, renovation, or alteration of a sign when some nonconforming aspect of the sign is thereby reduced.

In granting a sign variance, the Planning and Zoning Commission or City Council may impose conditions upon the proposed use.

LOCATION:

The subject property is locally addressed 115 E Main Street and is located along the south side of E Main St, generally west of the N. Railroad Ave and E. Main St intersection, in the Downtown District Overlay (formerly known as the Central Business District), inside the Downtown Core Subdistrict. The property is located between Freedom Machine Tattoo and Irelands Kingdom Preschool.



BACKGROUND:

The building is one of the original structures constructed in Downtown Pflugerville in 1907. A Specific Use Permit (SUP) was approved for the Prost Alehouse on July 14th, 2020. The SUP allows the

brewpub to operate in the Downtown District, the brewpub is anticipated to serve a variety of drinks, including exclusive craft brews created in-house, no preparation of food is anticipated at this time. The applicant has been renovating the interior of the building since the approval of the SUP.

ZONING:

The property is zoned General Business 1 (GB1) and is also within the Downtown District Overlay (DD).



CODE REQUIREMENT:

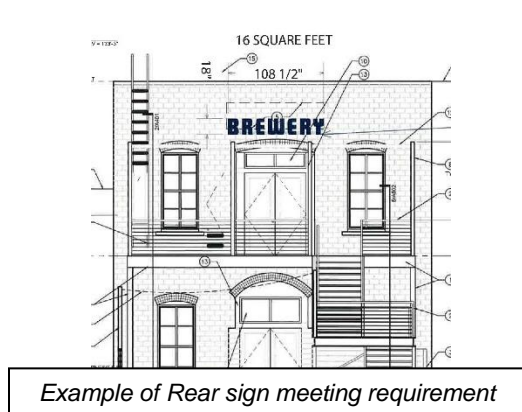
Pursuant to Table C2, Chapter 154.305(B) the maximum number of square footage of a sign located in the Downtown Core Subdistrict is 16 square feet.

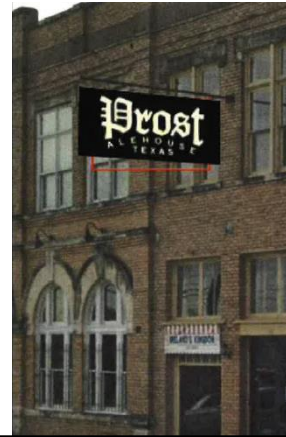
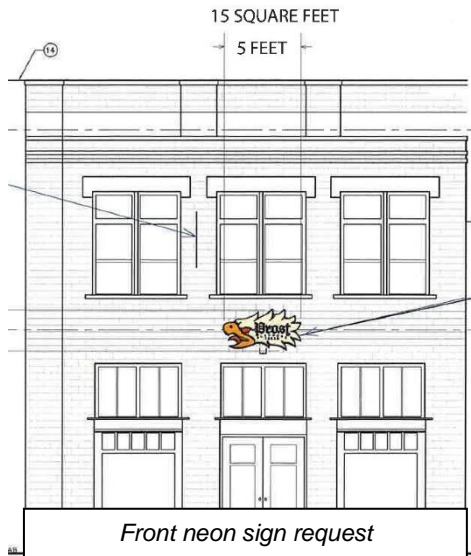
VARIANCE REQUEST:

The applicant is proposing three different signs of varying types: Two neon signs, one on the front façade and one on the rear, and a suspended sign located on the front of the building that will be visible as patrons walk or drive east and west along Main Street (see images below).

The applicant is requesting a variance to the following sections of the Sign Code:

- Maximum number of total sign area in square feet for commercial signs from 16sf to 90sf





Front suspended sign request

STAFF RECOMMENDATION:

Staff recommends approval of the wall sign measuring 13.3sf, to be located in the front of the building, the wall sign measuring 55.75sf, to be located on the rear of the building, and a hanging sign not to exceed 16sf, to be located on the front of the building, finding that the request meets the following findings:

- (2) *The proposed sign shall not have a substantial adverse impact on the adjacent property(visibility, size and the like); (Meets this provision with the reduced projecting sign size)*
- (3) *The proposed sign shall be of a unique design or configuration; (Meets this provision)*
- (4) *The variance is needed due to restricted area, shape, topography, or physical features that are unique to the property or structure on which the proposed sign would be erected; (Meets this provision) or*
- (5) *The variance will substantially improve the public convenience and welfare and is not contrary to the intent of this chapter. (Meets this provision)*

Request also meets the following additional considerations:

1. *Proposed sign location, configuration, design, materials, and colors are harmonious with the surrounding area. (Meets this provision)*
2. *Natural colors (earth tones) and muted colors are favored. Color schemes must be compatible with the surrounding structures. Predominate use of bold and/or bright colors is discouraged under this section. (Meets this provision)*
3. *The sign and its supporting structure are in architectural harmony with the surrounding structures. (Meets this provision)*

4. *The stage at which the variance is requested. The city will be more inclined to consider a variance request when it is sought during an earlier stage of the construction approval process, for instance when the applicant is submitting/obtaining a plat, planned unit development, development agreement, or site plan. (Meets this provision)*
5. *Whether the sign could have been included in a Master Signage Plan. The city will be more inclined to favorably consider a variance request when the variance is part of a master signage plan. There will be a presumption against granting variances piecemeal, ad hoc, on a case-by-case basis when the sign for which a variance is sought could have been included in a Master Signage Plan and considered during a comprehensive review of the entire project's signage. (Meets this provision)*

The size and location of the signs allows for the appropriate notice of the business, promotes economic development in downtown and accommodates an existing two-story structure that is bounded by a street and an alley. Staff's recommendation regarding the hanging sign (projecting sign) is a reduction of the applicant's request by 20sf. Staff recommends a smaller hanging/projecting sign as to reduce the impact on visibility from the users of the 2nd floor of the subject site as well as the adjacent site. Staff therefore recommends approval of the request with the reduction to the hanging/projecting sign.

ATTACHMENTS:

- Location Map
- Sign Waiver Applicant Request
- Additional Exhibits of Sign Request

LOCATION MAP:



APPLICANT LETTER:

To Whom It May Concern,

We are requesting the Board to take into consideration a variance request for GB-1 Sign guidelines and approve Prost Alehouse LLC to add an additional 90 square feet of exterior signage to the allowable 16 square feet that is the current maximum number of total S.F as indicated in Table C2 of the new Downtown District overlay code amendment adopted by the City on 27 October 2020.

Prost Alehouse brewery would like to use the additional square feet to advertise on the upper portion of the rear elevation of the property and to install a non-illuminated blade sign on E Main Street. Based on our research, the variance requested is necessary for the following reasons:

1. Prost Alehouse establishment with the proposed sign is enhancing the aesthetic of the environment and downtown area, attracting a new source of responsible economic development and growth. Prost Alehouse is heavily invested and dedicated to restoring its portion of historic Pflugerville and participating in the continuing responsible growth of Downtown Pflugerville.
2. Draw patrons from Pecan Street to East Main Street to help show others in the community how the City is dedicated to vitalize this slightly unknown beautiful portion of Pflugerville. During our market research we determined that most of our organic random automobile growth will mostly be pulled from Pecan Street and strict enforcement of the ordinance will prevent Prost Alehouse to adequately communicate with and miss out on any opportunity to attract potential 1st time customer from the 20,934 daily drivers on Pecan Street.
3. Troy and Iven Dudley purchased 115 E. Main St in March 2020 and had already planned the establishment signage based on GB-1 guidelines prior to code amendment being superseded and adopted in October 2020
4. The particular property suffers a unique disadvantage in meeting the zoning regulations because of its physical conditions, tucked away and not easily visible from the main public road, and this disadvantage does not apply to other properties in the vicinity that already have significantly bigger exterior signage. Strict compliance with the code amendment would cause undue hardship to Prost Alehouse as Troy and Iven Dudley will be unable to make reasonable use of the establishment and suffer inequity and unique disadvantages compared to other competing establishments in the vicinity that have a significantly bigger exterior signage and more visible location (Ex: Hanovers, Roosters facing Pecan St, Mavericks, Pecan Street Cafe and El Rincon facing Pecan St all have larger signage).
5. Granting this variance will not be contrary to the public interest, will not adversely affect other property in the vicinity as our plan is to provide a sign in the color "Blue" which is easier on the eyes, and will be in harmony with the intent and purpose of this ordinance. Providing a larger exterior sign will serve in public safety interest as it will provide visibility and clear communication to 1st time and recurring patrons to find the establishment, as well as to clearly be able to direct drivers safely to the destination.

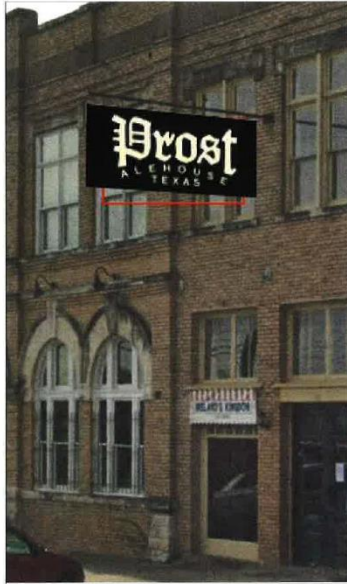
Current 16 S.F of signage allowed per lot would result in no signage on the front of the building and result in a 16 square foot sign in the rear, which would give Prost Alehouse an approx. 18" tall sign. Based on the viewing letter height statistics, a 18" tall letter can be read from a max distance of 150 feet. The 1st point of visibility of the 16 S.F rear sign would be in front of "el Rincon" heading west on Peach Street, which is almost 360 feet diagonally away from the sign location and 150 feet from the stop light. With this situation the Viewer Reaction Time (VRT) is 4 seconds driving at 25 MPH. In this 4 seconds, the prospective customer needs to discover the sign and maneuver to the turning lane prior to arriving at the stop light @ N Railroad to turn right. I have practiced this maneuver and it is very dangerous. If we were granted the additional 54 square feet for the rear sign, we could better communicate to possible patrons and provide them a safer viewer reaction time of 8 seconds to discover and maneuver to turn right on N Railroad which is still a quicker than normal VRT of the standard of 11 seconds.

Our goal is that the Board understands that the visibility hardship is real. We feel the goal of the ordinance is to ensure we have responsible and tasteful growth that fits within the standards of Pflugerville and its citizens. Troy and Iven Dudley of Prost Alehouse and myself representing Custom Sign Creations want to be a part of this process and to help ensure people know this growth is happening and to encourage them to join in. Allowing this new "Destination" to have equal or like signage will remove any inequity and allow Troy and Iven a better chance to succeed in their dream and contribute to the City of Pflugerville.

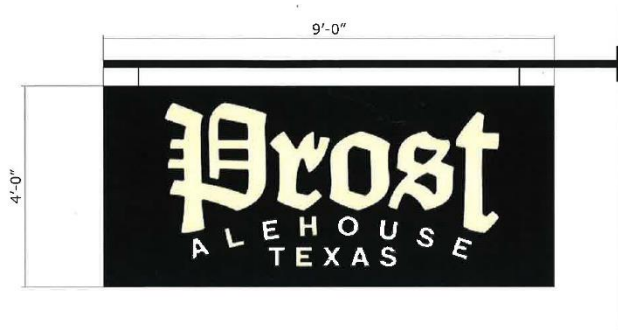
Thank You,

Iven and Troy of Prost Alehouse, LLC.

ADDITIONAL EXHIBITS:



PROPOSED



C NON-ILLUMINATED HANGING SIGN Scale: 36 Sq. Ft.
 QTY: ONE (1) SET Scale: 1/2" = 1'-0"

SCOPE OF WORK:
 INSTALL D/F MDO HANGING SIGN ON EXISTING POLE. SIGN FABRICATED BY OTHERS INSTALL ONLY

DETAILED SURVEY REQ. PRIOR TO INSTALL

A ELEVATION

OPTION 2

FAUX VINTAGE FINISH EXAMPLES

Scale: 3/16" = 1'-0"

NOTE: ANIMATED NEON TONGUE FLASH SEQUENCE TO BE BOTTOM, MIDDLE TOP BOUNCING BETWEEN TOP AND BOTTOM

2'-8"

5'-0"

A FAUX FINISHED ALUM. CABINET W/ EXPOSED NEON 13.33 SQFT
 QTY: ONE(1) Scale: 1" = 1'-0"

SCOPE OF WORK:
 ONE(1) FAUX AGED EXPOSED NEON WALL SIGN CABINET

- MFG ONE SINGLE FACED EXPOSED NEON WALL SIGN
- MASKED ADN PAINTED TO MATCH BRANDED COLORS WITH MATTE CLEAR COAT FINISH
- EXPOSED NEON TO BE PENETRATED W/ GLASS HOUSINGS AND BLACK SILICON HOUSING COVERS
- HIGH VOLTAGE WIRE INSIDE SIGN CABINET TO BE LEEVED IN MASTERS OF TECHNOLOGY SLEEVING, IGLOO CAPS AND ALL ITEMS NECESSARY TO ENSURE IT MEETS MET ELECTRICAL CODE.
- GC TO PROVIDE DEDICATED 120 VOLT 20 AMP CIRCUIT PROVIDED BY GC.

DETAILED SURVEY REQ. PRIOR TO FAB.

					NOVIAL GOLD
					6500 WHITE
					RUBY RED

CUSTOMER APPROVAL



SCOPE OF WORK

INSTALL EXISTING CHANNEL LETTERS IN NEW LOCATION:

- ONE (1) SET
- NEON W/ CLEAR ACRYLIC FACES
- RACEWAY MOUNTED
- CENTER BETWEEN DOWNSPOUTS, AND IN +/- 8' SPACE ABOVE WINDOWS

B **INSTALL EXISTING CHANNEL LETTERS** Scale: 55.75 Sq. Ft.
QTY: ONE (1) SET Scale: 1/4" = 1'-0"

CUSTOMER APPROVAL
 APPROVED BY:

