



City of Pflugerville

Legislation Text

File #: 2021-0805, **Version:** 1

Discuss and consider approval of a sign variance to Chapter 154 of the Pflugerville Code of Ordinances to increase the maximum allowable sign size for a commercial development located within the Downtown District Overlay for the Prost Alehouse located at 115 E. Main Street (ARB2107-01).

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.

This request is for the Prost Alehouse located at 115 E. Main Street. The project is located in 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 applicant has been renovating the interior of the building since the approval of the SUP. The applicant is proposing three different signs of varying signs and types: Two neon signs, one on the front façade and one on the rear. As well as 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. Pursuant to Chapter 154.305(B) Table C2, the maximum number of total square footage of a sign located in the Downtown Core Subdistrict is 16 square feet. The applicant is proposing a total of 90 square feet of signage for the business.

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. 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.