



DRIPPING SPRINGS
Texas

SIGN VARIANCE REQUEST REVIEW

Date: **April 22, 2025**

Project: **Dutch Bros Coffee
12400 West US 290
Austin, TX 78620**

Applicant: **Derrick Wayland – Image Solutions**

Submittals: ☒ Variance Application
☒ Sign Permit Application
☐ Master Signage Plan (if applicable)
☐ Planned Develop District/Development Agreement Signage Regulations (if applicable)

Variance Requests: Proposal of 2 additional Dutch Bros Coffee wall signs per Code Of Ordinances/ Chap 26/ Art 26.02/ Sec. 26.02.004/ (1) (F)

The following review has been conducted for the City of Dripping Springs to determine compliance and consistency with the City of Dripping Springs CODE OF ORDINANCES, Title 2 BUILDING AND DEVELOPMENT REGULATIONS, Chapter 26 SIGNS, Article 26.03.003 VARIANCES

Dutch Bros Coffee is requesting 2 additional wall signs to increase visibility of the store location. The store is located in a depression below HWY 290 and does not provide adequate visibility for drivers to see the store, which could cause accidents. They have 2 wall signs on the Southern elevation and are requesting one each for the West and East elevation to increase visibility. All 4 proposed signs are 70 sq ft total – 6 sq ft larger than one wall sign. Before construction began, they designed their signs significantly smaller with the intent of requesting this variance.

The variance request relates to the consideration for granting variances as follows:

Considerations in granting variances (Sec. 26.03.003 (e))

(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.

☒ Applicable ☐ Not Applicable

(2) Hardship claim based on the exceptional topographic conditions or physical features uniquely affecting the property on which a sign is to be located.

☒ Applicable ☐ Not Applicable

(3) Proposed sign location, configuration, design, materials and colors are harmonious with the hill country setting.

☒ Applicable ☐ Not Applicable

(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.

☒ Applicable ☐ Not Applicable

(5) The sign and its supporting structure should be in architectural harmony with the surrounding structures.

☒ Applicable ☐ Not Applicable

(6) Mitigation measures related to the sign in question or other sign on the same premises.

☒ Applicable ☐ Not Applicable

(7) Demonstrated and documented correlation between the variance and protecting the public health and safety.

☒ Applicable ☐ Not Applicable

(8) 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 responsible party is submitting/obtaining a plat, planned development district, development agreement, or site plan.

☒ Applicable ☐ Not Applicable

(9) Whether the sign could have been included in a master signage plan. Master signage plans are highly encouraged. 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 sign plan and considered in the course of a comprehensive review of the entire project's signage.

☒ Applicable ☐ Not Applicable

(10) The sign administrator may authorize the remodeling, renovation, or alternation of a sign when some nonconforming aspect of the sign is thereby reduced.

☒ Applicable ☐ Not Applicable

Approval/Recommendations/Conditions

Approved.

I recommend approval of two additional wall signs due to the total square footage being slightly more than one wall sign and to help better identify the store and reduce potential for traffic accidents. I recommend no other variances be considered for any other types of signs proposed on the property.

Please let me know if you have any questions about this report.

Respectfully Submitted,

Shane Pevehouse
Sign Administrator