



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 3 additional Dutch Bros Coffee Menu's 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 drive-through menu's and 1 walk-up menu to facilitate their business model. They have 2 drive-through lanes and are requesting an additional sign for each plus one additional walk-up menu sign. The total square footage allowed for 1 menu sign is 32 sq ft – combined, each lane will have 32.1 square feet of menu signs; both walk-up menus total 32.1 sq ft. Before construction began, they designed their signs to be small enough to be compliant with the sign ordinance with 2 for each drive-through lane and 2 on the building.

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 the additional drive-through signs. The small-sized property requires a non-traditional approach to advertising by providing walk-up windows and signs that would otherwise be inside the building. The proposed signs will not face Highway 290 and due to topography are below street level and will not distract drivers. 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