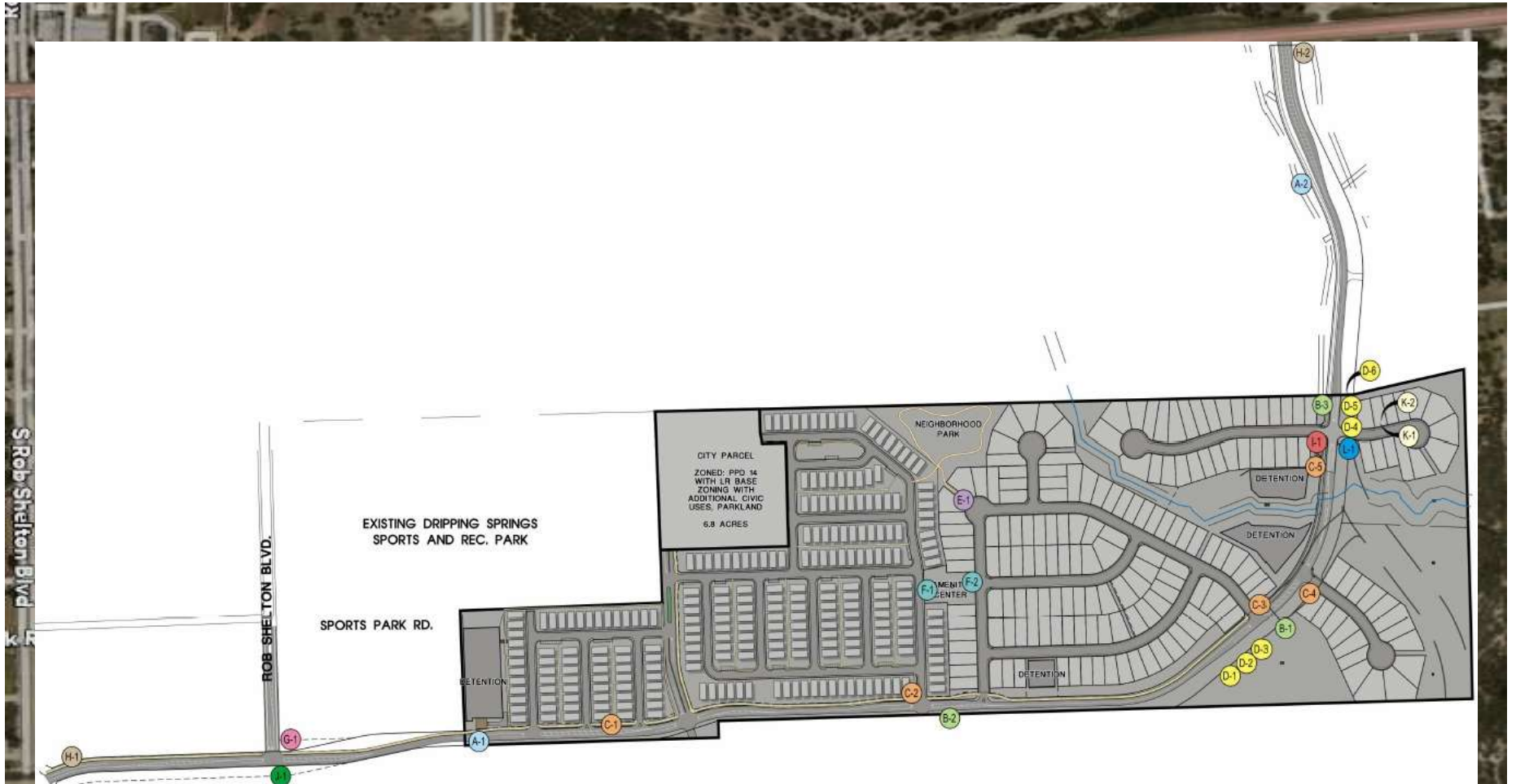




DRIPPING SPRINGS
Texas

Village Grove Master Sign Plan

Village Grove Master Sign Plan



Site Details

Zoning: PDD-14 Single Family - 5 (262) Single Family - 3 (180) Local Retail	Phase I improvements accepted. No active construction permits.	Located Southeast of Highway 290 and Ranch Road 12 intersection and surrounded by a mix of residential and commercial.
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Village Grove Master Sign Plan



Overview

Taylor Morrison is proposing a Master Sign Plan for Village Grove.

The project includes 2 flag poles and 25 total signs, 22 of which are temporary

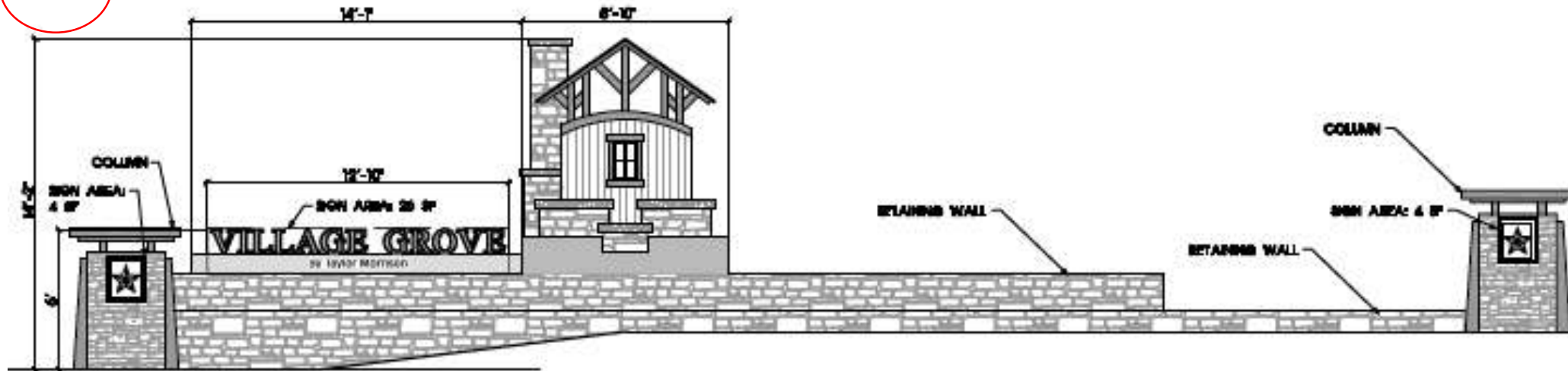
The Master Sign Plan includes variances for the following:

- 26.02.001 - Residential Districts
- (iv) One additional Construction/Development sign
- Directional signs
- 26.04.008 – Additional Temporary Signs
- 21 additional temporary signs to remain through completion of the final phase of subdivision construction.

Village Grove Master Sign Plan

Proposed permanent signs

I-1



L-1



G-1



Village Grove Master Sign Plan

Proposed temporary signs and flag poles

A-2



B-3



C-5



D-6



E-1



F-2



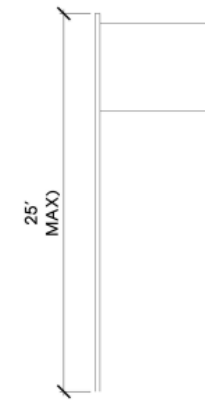
H-2



J-1



K-2



Mitigation strategy

- Applicant reduced heights on all temporary, off-premise, and secondary entry signs, and reduced the flagpole height.
- Landscaped area of the large community sign exceeds code requirements.

Village Grove Master Sign Plan

Variance Criteria

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 hill country setting.
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 is in architectural harmony with the surrounding structures.



Village Grove Master Sign Plan



Variance Criteria

6.	Mitigation measures related to the sign in question or other signs on the same premises. to the sign in question or other signs on the same premises.
7.	Demonstrated and documented correlation between the variance and protecting the public health and safety.
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 unit development, development agreement, or site plan.
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.
10.	The sign administrator may authorize the remodeling, renovation, or alteration of a sign when some nonconforming aspect of the sign is thereby reduced.

Village Grove Master Sign Plan

Staff Recommendation

Parks and Recreation Commission has not discussed or approved the Village Grove/ Taylor Morrison sign being placed on the Sports & Recreation Park sign.

Staff recommends approval of the Master Sign Plan with the Village Grove/ Taylor Morrison sign approval pending PRC decision on 15 October.

