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22 February 2024

City Council Members
City of Dripping Springs
511 Mercer Street
Dripping Springs, TX 78620

Re: Master Sign Plan for Trailhead Market
Ordinance 2024 -
Hardships

Honorable City Council Members:

In addition to the unique and special hardship identified in the Master Sign Plan for Trailhead Market, Ordinance 2024 - (inherent value in the structures of the existing pole signs), please also note these additional hardships:

1. Topography of the property: The existing buildings and easements present almost insurmountable obstacles to building new monuments that would have good visibility on US Hwy 290W. To mitigate the use of the existing pole signs, the property owner is cladding the base of the existing pole sign with masonry planters.
2. Reduction in parking: If the property owner cannot use the existing pole signs, building new monument signs would significantly reduce the number of available parking spaces in a parking lot that is smaller than those seen in newer retail developments along US Hwy 290W. Parking spaces are vital to the tenants the Scott family hopes to attract with the new sign plan.

The existing pole signs have been in place since the mid-1980s. The cowboy elements were added in 1991. The main pole sign, Sign 1, has been a visual landmark for decades for anyone traveling in and around Dripping Springs. The updated signage pays homage to the spirit of the farmers and ranchers who settled the area with a nod to vintage signage that can be seen along the iconic Route 66.

We appreciate your time and consideration.

Respectfully,

Carrie Wood
Project Manager