
CITY OF PORT LAVACA

MEETING: September 07, 2021 **AGENDA ITEM** _____

DATE: 08.25.2021

TO: PLANNING BOARD

FROM: JESSICA CARPENTER, DEVELOPMENT SERVICES DIRECTOR

SUBJECT: Consider and discuss a Variance Request for the proposed Prosperity Bank sign. The variance request is for a 75 ft. high freestanding pole sign with a 360 sq. ft. surface area. This sign will be located at 1107 N SH 35 on the Prosperity Bank property.

Chapter 36 – SIGNS

https://library.municode.com/tx/port_lavaca/codes/code_of_ordinances?nodeId=PTIICOOR_CH36SI

Sec. 36-6. - On-premises signs.

(a) Freestanding signs shall be subject to the following:

- (2) The maximum allowable effective area for freestanding signs will be 60 square feet.
- (3) Multifaced signs shall have a maximum effective area of 180 square feet.
- (4) The maximum allowable height shall not exceed 20 feet.

The Prosperity Bank sign variance request is for a 75 ft. high freestanding pole sign with a 360 sq. ft. surface area.

Applicant’s reason for request: DIRECT HARDSHIP ON THE BUSINESS

Prosperity Bank’s hardship for this location and the need for the increased height and allowed square footage on the pylon sign, is without approval on the size requested, Prosperity Bank will lack visibility and not be able to fairly advertise their business with the neighboring competition and businesses. In addition, just as the neighboring Whataburger, this site has severe visibility issues due to the power lines on the property. Prosperity Bank would like to increase the height of the pylon to 75ft. overall height pylon with approximately 360 sq. ft. main-id cabinet due to the proximity of the highway and to give their customers better visibility of the location.

In June of 2016 the City Council approved the Whataburger variance for the 75 ft. freestanding pole sign with a 355 sq. ft. surface area. Consideration was given to this variance, as this sign dimension was the prior Whataburger sign dimension in their former location. Therefore, it was reviewed with a legal nonconforming use intent.

In August of 2014 the City Council approved a variance for the Port Lavaca Ford Dealership requesting to place a sign that is 47.5 ft in height.

Staff Recommendation: Denial

Staff recommends denial of this variance request for the proposed Prosperity Bank sign. The variance request is for a 75 ft. high freestanding pole sign with a 360 sq. ft. surface area. This sign will be located at 1107 SH 35 on the Prosperity Bank property. The request is 50% greater than the sign code maximum surface area, and more than 50% greater than the sign code maximum height.

Attachments:

- Sign Variance Request – Prosperity Bank – Port Lavaca TX.PDF