

CITY OF AUSTIN
APPLICATION TO SIGN REVIEW BOARD
SIGN VARIANCE

CASE # C18-2010-0007
ROW-10492489
TP-0105020101

WARNING: Filing of this appeal stops all affected construction activity.

PLEASE: TYPE AND COMPLETE ALL REQUESTED INFORMATION.

STREET ADDRESS: 202 SOUTH LAMAR BLVD SB

LEGAL DESCRIPTION: Subdivision - SEE ATTACHMENT 1

Lot(s) _____ Block _____ Outlot _____ Division _____

I/We SUSAN BENZ on behalf of myself/ourselves as authorized agent for
ZACH affirm that on 9/15, 2010 hereby apply for a hearing before

the Sign Review Board for consideration:

ERECT - (ATTACH) COMPLETE - REMODEL - MAINTAIN

SEE ATTACHMENT 2

in a P zoning district, located within the COMMERCIAL /
SCENIC ROADWAY Sign
(RIVERSIDE DR)
District.

If your variance request is for a reduction in setbacks or height limits, please contact Christine Esparza with the Electric Utility at 322-6112 before filing your application with this office to discuss your request. The Electric Utility will recommend the board deny your request if it will result in an encroachment into an electric easement or a NESC violation.

NOTE: The Board must determine the existence of, sufficiency of and weight of evidence supporting the findings described below. In order to grant your request for a variance, the Board must first make one or more of the findings described under 1, 2, and 3 below; the Board must then make the finding described in item 4 below. If the Board cannot make the required findings, it cannot approve a sign variance.

Therefore, you must complete each of the applicable Findings Statements as part of your application. Failure to do so may result in your application being rejected as incomplete. Please attach any additional support documents.

VARIANCE FINDINGS: I contend that my entitlement to the requested variance is based on the following findings:

1. The variance is necessary because strict enforcement of the Article prohibits any reasonable opportunity to provide adequate signs on the site, considering the unique features of a site such as its dimensions, landscaping, or topography, because:_____

SEE ATTACHMENT 2

OR,

2. The granting of this variance will not have a substantially adverse impact upon neighboring properties, because:_____

SEE ATTACHMENT 2

OR,

3. The granting of this variance will not substantially conflict with the stated purposes of this sign ordinance, because:_____

SEE ATTACHMENT 2

AND,

4. Granting a variance would not provide the applicant with a special privilege not enjoyed by others similarly situated or potentially similarly situated, because:_____

SEE ATTACHMENT 2

APPLICANT CERTIFICATE – I affirm that my statements contained in the complete application are true and correct to the best of my knowledge and belief.

Signed Susan Benz Mail Address 1101 BE 6th St

City, State & Zip Austin, TX 78702

Printed SUSAN BENZ Phone 512 220 9542 Date 9/15/10

OWNERS CERTIFICATE – I affirm that my statements contained in the complete application are true and correct to the best of my knowledge and belief.

Signed _____ Mail Address _____

City, State & Zip _____

Printed _____ Phone _____ Date _____

UDG # 06-390
FN # 823

Lot A, G.C. Seiders
Subdivision No. 2
Travis County, Texas

DESCRIPTION

DESCRIBING A 0.660 OF AN ACRE TRACT OF LAND BEING A PORTION OF THE ISAAC DECKER LEAGUE, CITY OF AUSTIN, TRAVIS COUNTY, TEXAS, SAID TRACT ALSO BEING ALL OF LOT A, G. C. SEIDERS SUBDIVISION NO. 2, A SUBDIVISION RECORDED IN BOOK 80 PAGE 120 OF THE PLAT RECORDS OF SAID COUNTY, SAID 0.660 OF AN ACRE TRACT BEING MORE PARTICULARLY DESCRIBED BY METES AND BOUNDS AS FOLLOWS:

BEGINNING at an iron pipe found at the southeast corner of said Lot A, same being at the southwest corner of Lot B of said G. C. Seiders Subdivision and in the north right-of-way line of Toomey Road (50' R.O.W.)

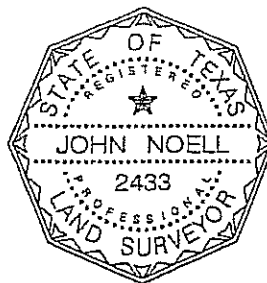
THENCE, with the common line of said Lot A and said Toomey Road, N62°26'18"W, 115.26 feet to an X in concrete set at the southwest corner of said Lot A;

THENCE, with the west line of said Lot A, N27°28'32"E, at 7.00 feet passing an iron rod found, continuing for a total distance of 249.71 feet to a point at the northwest corner of said Lot A;

THENCE, with the north line of said Lot A, S62°31'20"E, 115.05 feet to an iron rod found at the northeast corner of said Lot A, same being the northwest corner of said Lot B, from which an iron rod found at the northeast corner of said Lot B bears S62°31'20"E, 200.63 feet;

THENCE, with the common line of said Lot A and said Lot B, S27°25'42"W, 249.88 feet to the POINT OF BEGINNING and containing 0.660 of an acre of land.

Surveyed by:
URBAN DESIGN GROUP
3660 Stoneridge Road, # E101
Austin, Texas 78746
(512) 347-0040



[Signature]
John Noell, R.P.L.S. #2433

7-19-07

Map attached.

Bearing Basis: Texas State Plane Coordinate System, NAD 83, Texas Central Zone

EXHIBIT "A"

Application to Sign Review Board New Theatre at ZACH

Description of Requested Variance:

We are requesting a variance to allow for promotional banners to be attached at the North and East facades of the new ZACH Theatre.

We propose to provide integrated supports on the building to allow for several different configurations of banners, including one large wraparound banner at the east and north elevations, one wide vertical banner at the north elevation, or narrow vertical banners at the east and north elevations. The banners proposed for the south elevation fall within the size limitation outlined in Title 25-10 of the Land Development Code and do not require a variance.

The proposed sizes for banners at the north and east elevations are as follows:

- Wraparound banner (wrapping at east and north elevations): 48' x 50' (2400 sf)
- Wide vertical banner (north elevation): 34' x 50' (1700 sf)
- Narrow vertical banners (east and/or north elevations): 16' x 50' (800 sf) each

Variance Findings:

1. The variance is necessary because strict enforcement of the Article prohibits any reasonable opportunity to provide adequate signs on the site, considering the unique features of a site such as its dimensions, landscaping or topography.

As a non-profit theatre serving the community, ZACH needs a way to inform the public about theatre events taking place on the site. Strict enforcement of the Article would not allow a reasonable opportunity to provide adequate signage, given that the large majority of passersby are in cars traveling at speeds that make small signs difficult to comprehend. Banners integrated into the building façade provide a tasteful and affordable way for ZACH to convey information to the public about the theatre season without a ground-mounted, lit sign.

OR

2. The granting of this variance will not have a substantially adverse impact on neighboring properties, because

The proposed banners are designed to work with the architecture of the new theatre, occupying a niche on the east and north facades defined by a recess in the building façade and a change in the building materials. As illustrated in the attached renderings, the banners would be detailed to hold taut to the building and would add a strong graphic component to the building façade. As illustrated in the attached photographs, such banners are an integral part of theatres worldwide and add to, rather than take away from, the design of the buildings.

In addition, the building is situated such that there are no residences immediately to the north. Viewed from across the river, the banners will appear as a colorful component of the building façade.

The condominium residences to the east of the new theatre are set slightly to the south of the new theatre, such that the western balconies of the condominium residences will not directly face the proposed banners.

The banners will be designed to convey the theme of each theatre season, rather than promoting specific performances. Presenting bold graphics with little text, they will work with the architecture of the theatre to add to the vibrant urban character of Lamar without creating visual distraction for neighboring properties.

OR

3. The granting of this variance will not substantially conflict with the stated purposes of this sign ordinance, because

The banners will be designed to contain bold graphics but little text, working with the architecture of the theatre to add to the vibrant urban character of Lamar without creating visual distraction for neighboring properties or for drivers.

AND,

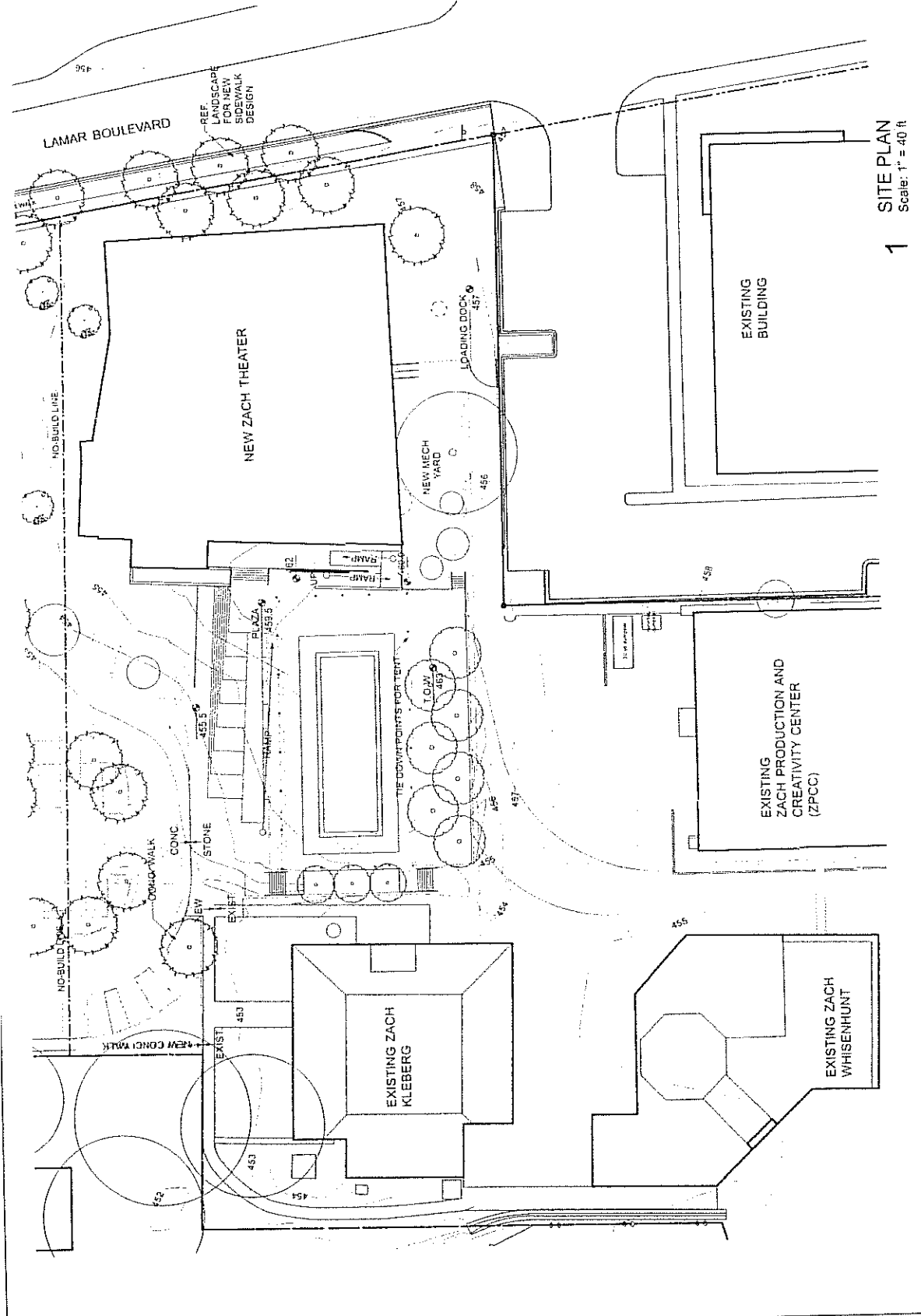
4. Granting a variance would not provide the applicant with a special privilege not enjoyed by others similarly situated or potentially similarly situated, because:

The New Theatre at ZACH is a unique project with a unique mission occupying a unique location in Austin. The theatre will be a landmark structure occupying a highly visible location at the corner of Riverside Drive and South Lamar. There are no other similarly-situated properties who would utilize this type of signage.

This variance is requested to allow the New Theatre at ZACH to do what theatres worldwide do: to present information about their performances to the public. As at other cultural institutions worldwide, banners provide an affordable and tasteful way for ZACH to inform the public about their performance season. The design of the building allows for a rare integration of banner and building, allowing this information to be presented in a manner that is both bold and sensitive to its context.



This map has been produced by the Communications Technology Management Dept. on behalf of the Planning Development Review Dept. for the sole purpose of geographic reference. No warranty is made by



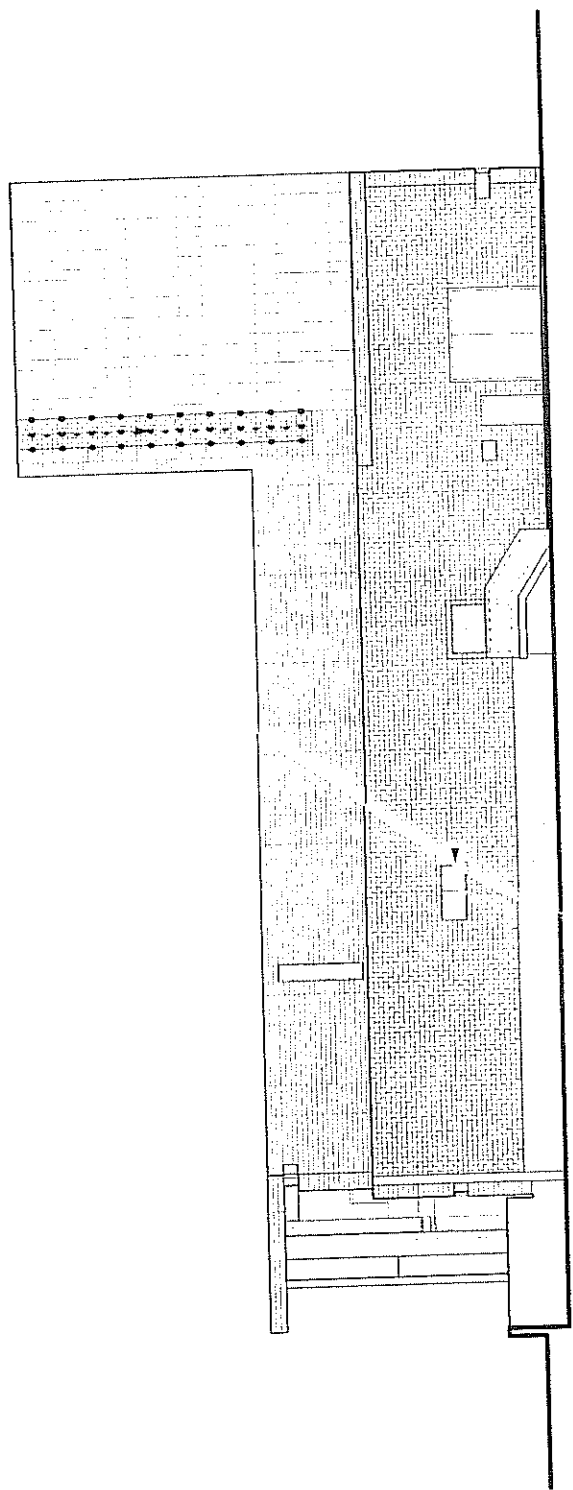
1 SITE PLAN
Scale: 1" = 40 ft

REGULATORY
APPROVAL
PERMITTING OR
CONSTRUCTION

THIS DRAWING AND ANY INFORMATION CONTAINED HEREIN IS THE PROPERTY OF THE ARCHITECT. IT IS TO BE USED ONLY FOR THE PROJECT AND SITE SPECIFICALLY IDENTIFIED HEREON. IT IS NOT TO BE REPRODUCED, COPIED, OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, WITHOUT THE WRITTEN PERMISSION OF THE ARCHITECT.

Architect: W&B Architects
3000 E. 12th Street
Austin, TX 78704
Tel: 512.416.8700
Fax: 512.416.8888

3" x 6" CONCRETE ANCHOR BOWTIE PERMANENTLY
ATTACHED TO THE BOTTOM OF COLUMN AT JOIST TOP
BOWTIE ATTACHMENT



1 SOUTH ELEVATION
Scale: 1/16" = 1'-0"

1510 TOOMEY ROAD
AUSTIN, TX 78704

DATE: _____
DRAWN BY: _____
CHECKED BY: _____
CC: LD

SIGNAGE
VARIANCE
SUBMITTAL

EXTERIOR
ELEVATIONS

A2.1

REGULATORY
APPROVAL
PERMITTING OR
CONSTRUCTION

NOT TO BE USED FOR ANY PURPOSES OTHER THAN
THAT FOR WHICH IT WAS SPECIFICALLY DESIGNED AND
FOR WHICH IT WAS SPECIFICALLY APPROVED BY THE
APPROPRIATE AGENCIES.

1510 100MEY ROAD
AUSTIN, TX 78704
1510 100MEY ROAD
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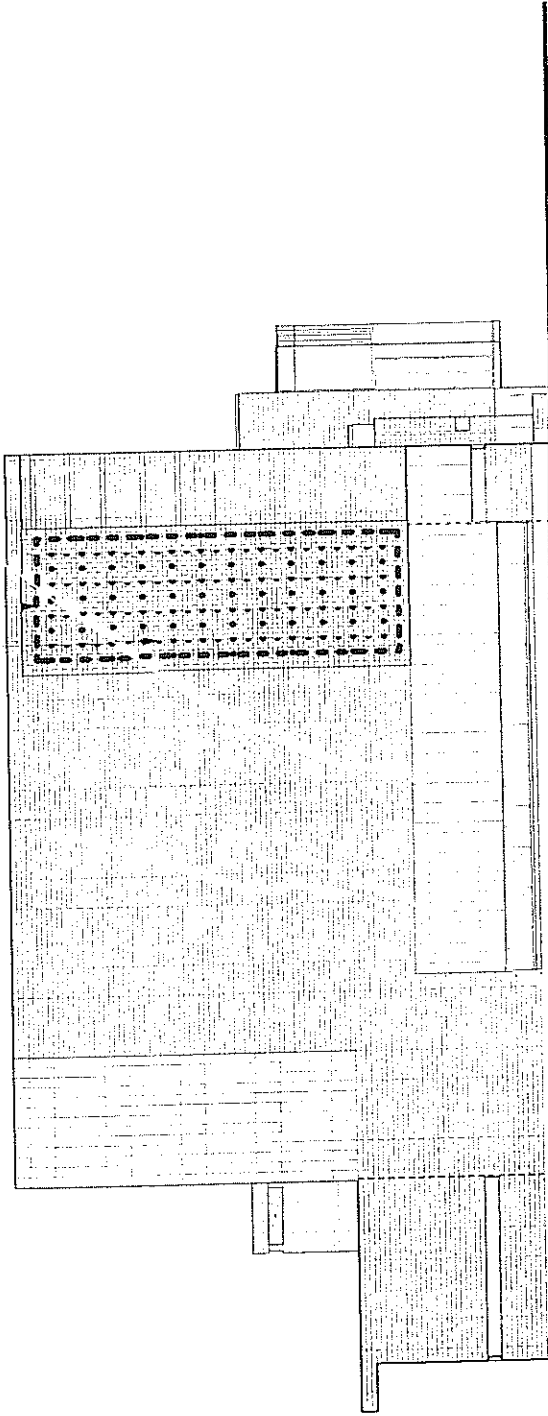
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SIGNAGE
VARIANCE
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EXTERIOR
ELEVATIONS

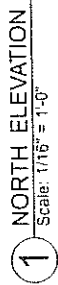
A2.2

1" = 1/8" CONCRETE
ANCHOR BOLTS
SPACING 12" ON
CENTER
12" OC 2" X 4" BANNER
ATTACHED TO
BANK II BOE



1 EAST ELEVATION
Scale: 1/16" = 1'-0"

This is a technical drawing of a rectangular object, likely a book cover or a piece of furniture, showing a grid of small squares or rivets. The drawing is oriented vertically and includes a small rectangular inset in the upper right corner.



A 2.3

SIGNAGE
VARIANCE
SUBMITTAL

CC. LO	CC. LO
YX	YX
CHAWN BY	CHAWN BY
CHECKED BY	CHECKED BY

1510 TUOMEY ROAD
AUSTIN, TX 78704

607 Brazos Street,
Suite 602
Austin TX 78731
tel 512 476 5750
fax 512 476 0958

[illegible]

NOT FOR
REGULATORY
APPROVAL,
PERMITTING OR
CONSTRUCTION

REGULATORY
APPROVAL
PERMITTING OR
CONSTRUCTION

NOTED: SEE SHEET A2.3 FOR
NOTES ON THE WEST ELEVATION
AND THE WEST ELEVATION
AND THE WEST ELEVATION

Architect: Vista Architects
307 South Street
Austin, TX 78701
Tel: 512 478 5760
Fax: 512 478 0658

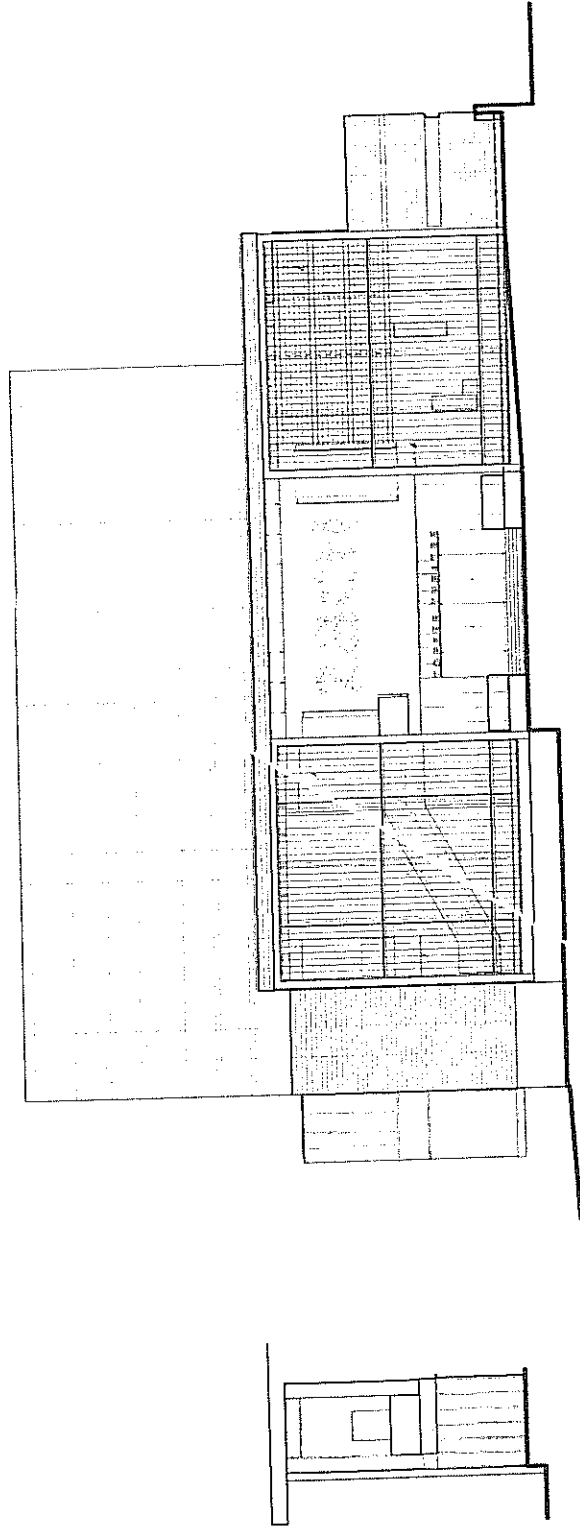
1510 TOOMEY ROAD
AUSTIN, TX 78704

DATE
DRAWN BY
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DATE

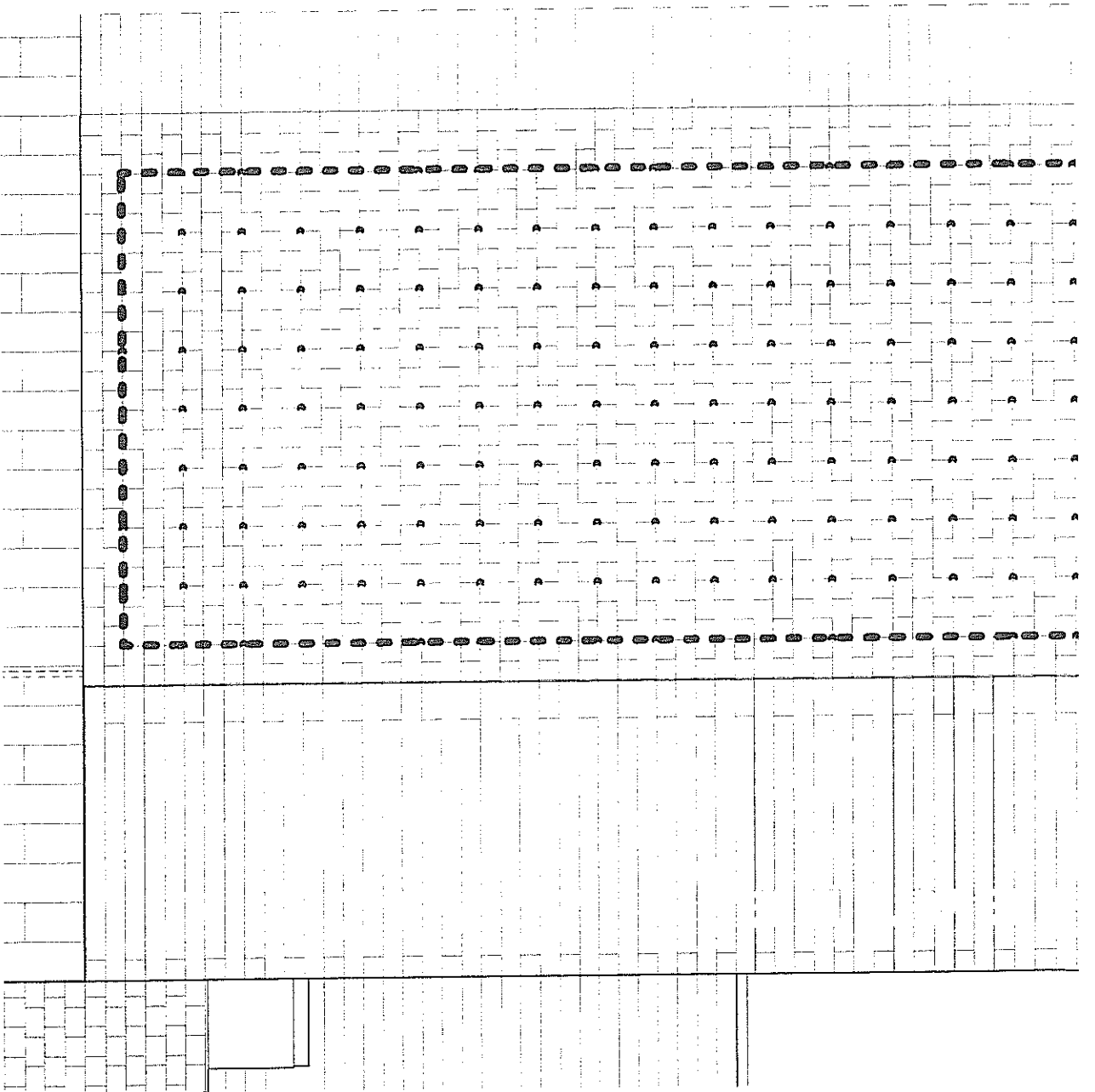
SIGNAGE
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EXTERIOR
ELEVATIONS

A2.4



1 WEST ELEVATION
Scale: 1/16" = 1'-0"



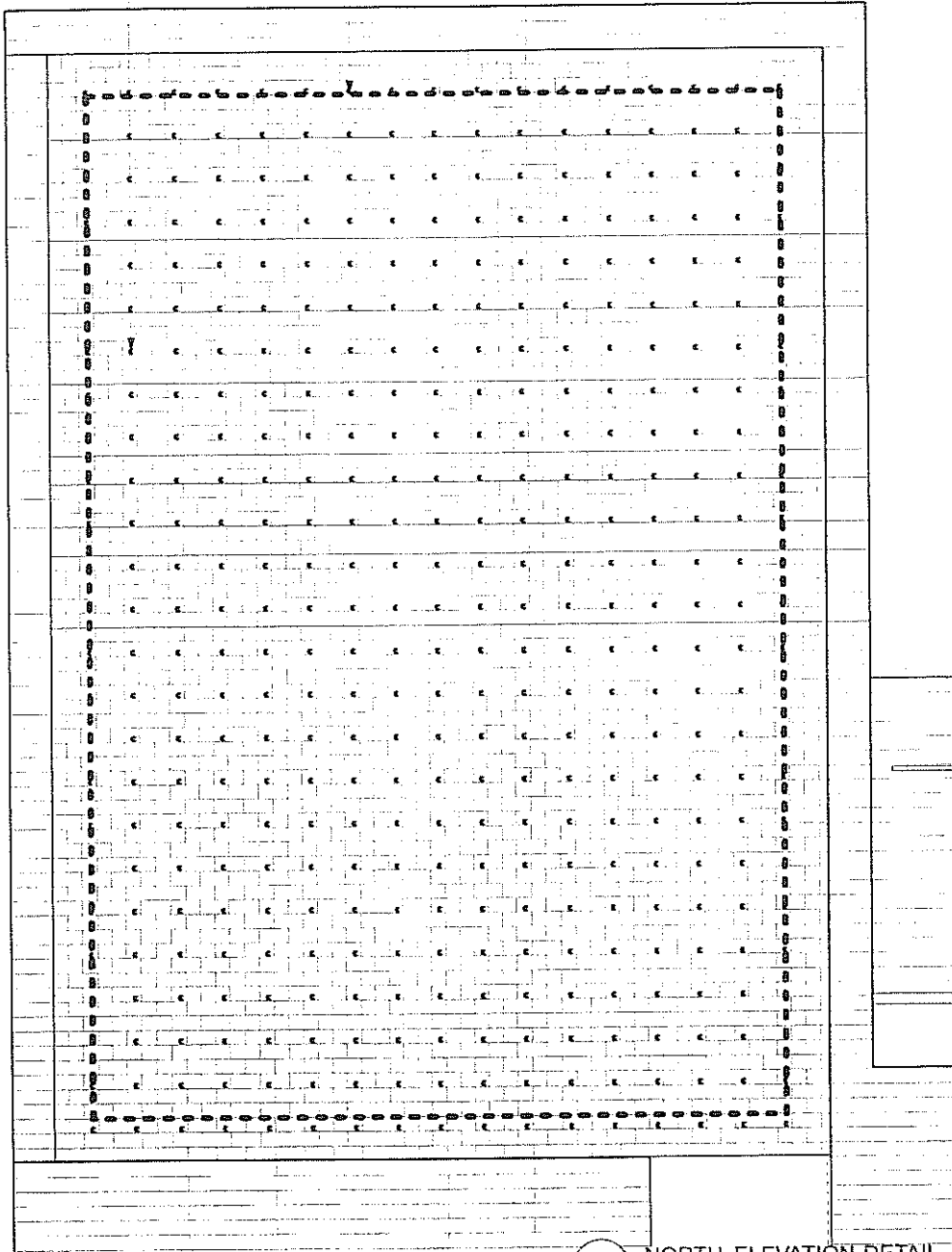
1

EAST ELEVATION DETAIL

Scale: 3/16" = 1'-0"

NOT FOR REGULATORY APPROVAL PERMITTING OR CONSTRUCTION	<small>THESE DIMENSIONS ARE APPROXIMATE. THE OWNER SHALL VERIFY THE EXISTING CONDITIONS AND THE LOCATION OF ALL UTILITIES PRIOR TO CONSTRUCTION.</small>	<small>ANDERSON VAN ARMAN 507 BATES STREET SUITE 200 AUSTIN, TX 78701 TEL 512 476 5100 TEL 512 476 0556</small>	1510 LOOMEY ROAD AUSTIN, TX 78704	DATE	14 SEP 10	SIGNAGE VARIANCE SUBMITTAL	EXTERIOR ELEVATIONS	A2.3
				DRAWN BY	CS LD			
				CHECKED BY	VA			

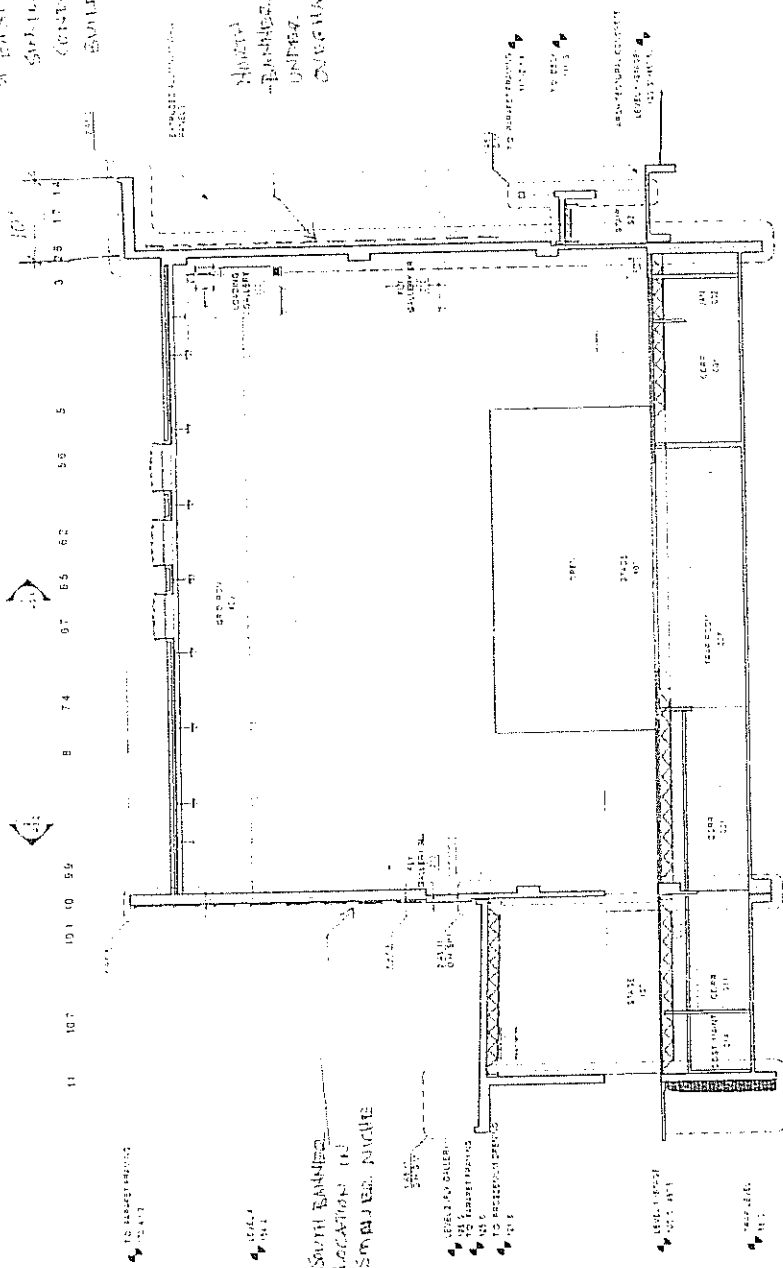
3" x 1/4" CONCRETE
ANCHOR SCREWS
PERMANENTLY
AFFIXED TO THE
EXTERIOR CMU
WALL AT 24" O.C.
FOR BANNER
ATTACHMENT
—BANNER EDGE



1 NORTH ELEVATION DETAIL
Scale: 3/16" = 1'-0"

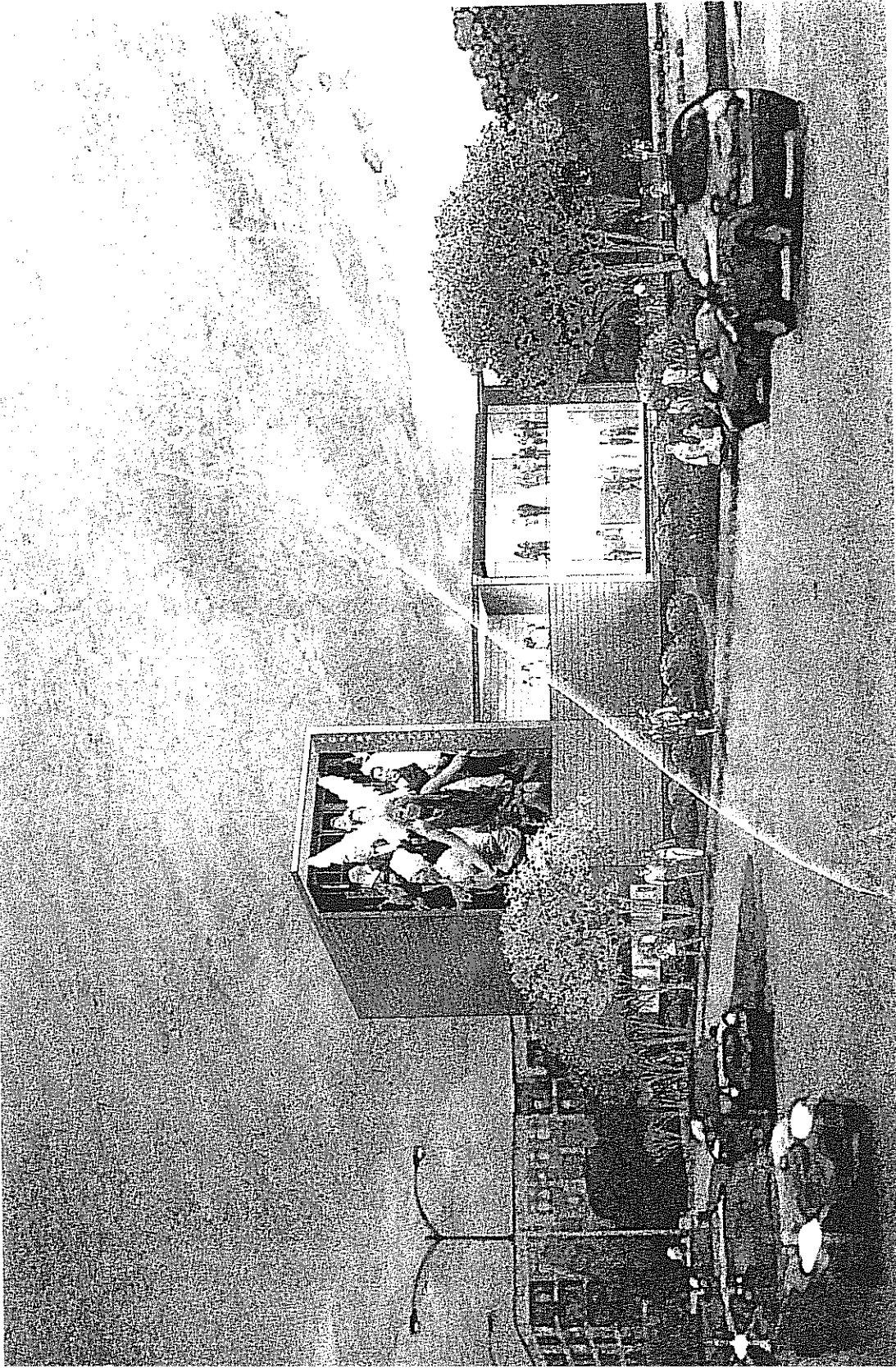
* EASY TO USE
* NO SPECIAL TOOLS
* NO SPECIAL TRAINING
* NO SPECIAL EQUIPMENT

447001
-BIOLOGICAL INFORMATION
UNCLASSIFIED
UNCLASSIFIED

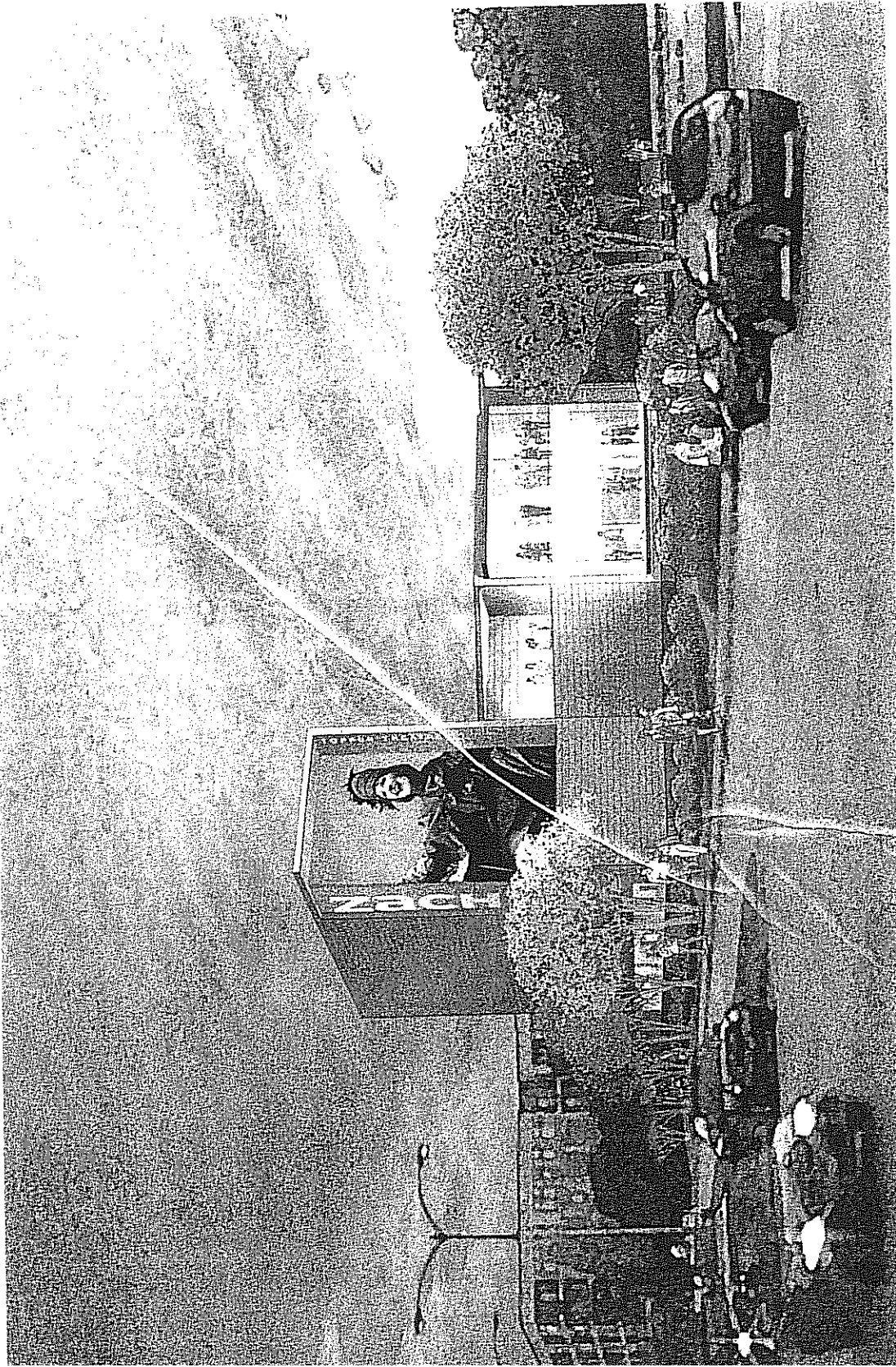


1 BUILDING SECTION

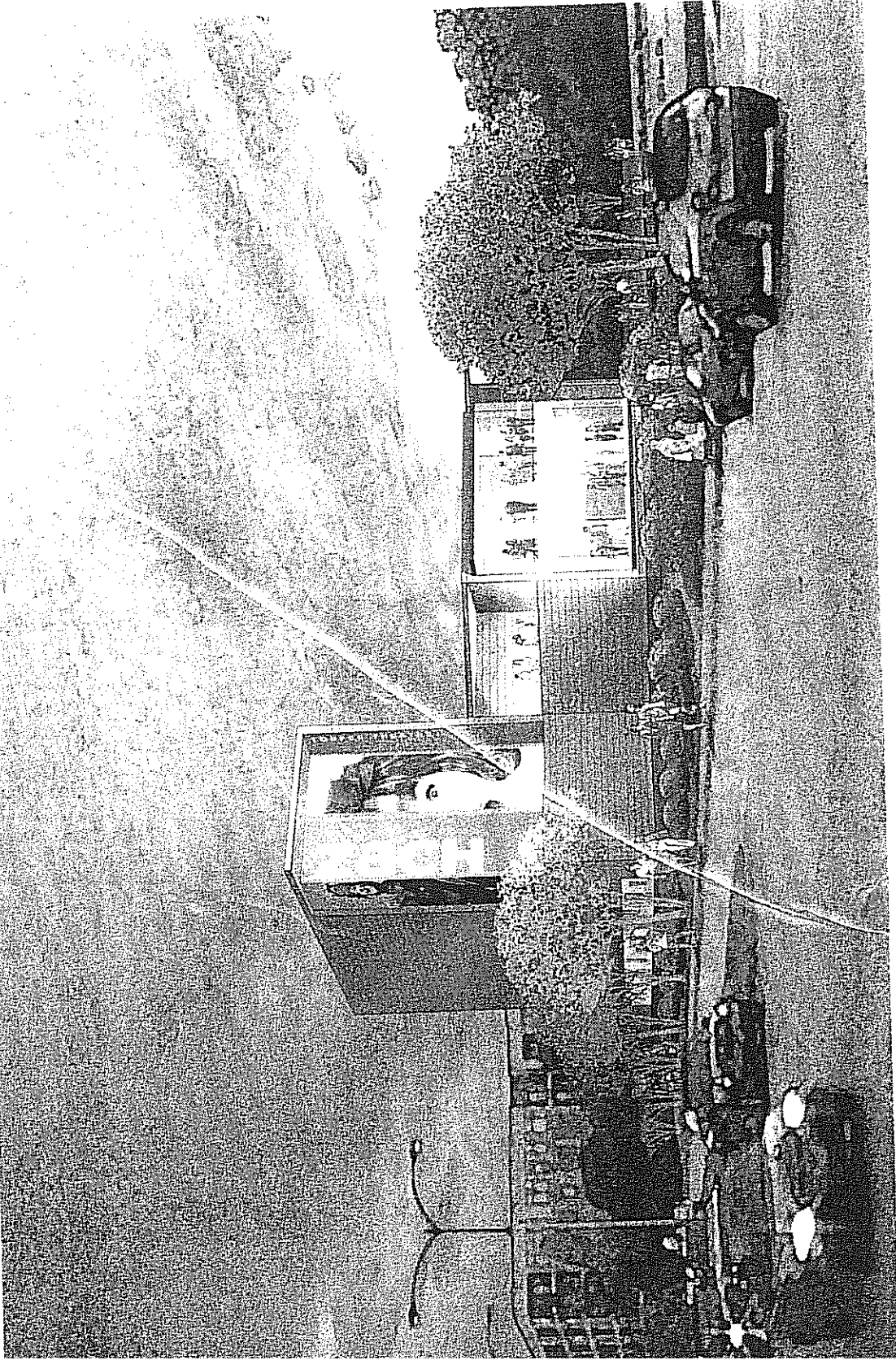
A³



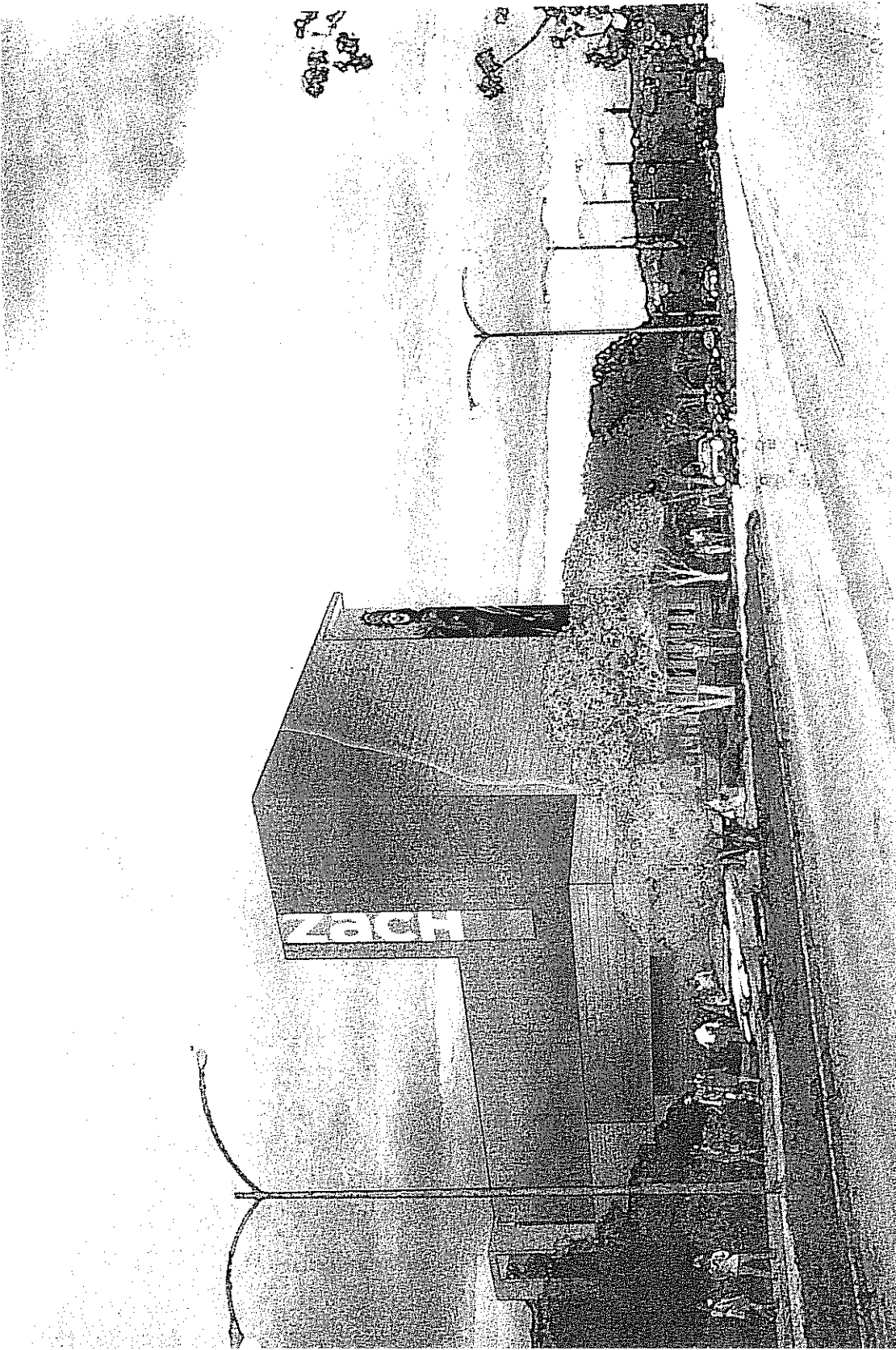
ORTH ELEVATION (VIEW FROM LAMAR SB) - WRAPAROUND BANNER



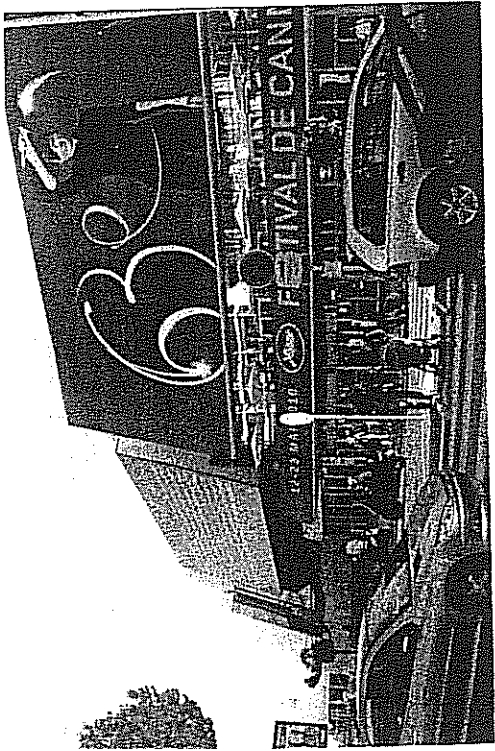
NORTH ELEVATION (VIEW FROM LAMAR ST) - TWO BANNERS



ORTH ELEVATION (VIEW FROM LAMAR SB) - THREE BANNERS



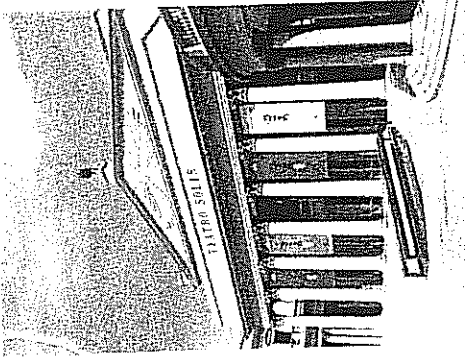
SOUTH ELEVATION (VIEW FROM LAMAR NB)



Cannes Festival Theatre, Cannes, France



Kodak Theatre, Hollywood, CA



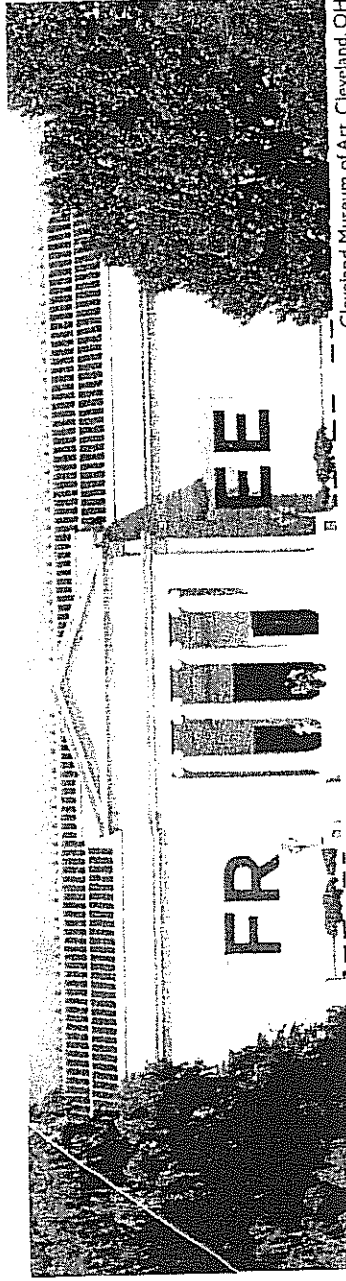
Teatro Solis, Montevideo, Uruguay



Queensland Theatre, Brisbane, Australia



Adelphi Theatre, New York, NY



Cleveland Museum of Art, Cleveland, OH