Walker, Susan

From: Zilker NA [ZilkerNA@austin.rr.com]
Sent: Wednesday, October 06, 2010 10:59 AM
To: Walker, Susan
Cc: znaexcom@yahoogroups.com
Subject: Sign Review Board C16-2010-0007, 200 South Lamar

Case no. C16-2010-0007, 200 South Lamar
Public hearing: Sign Review Board, Oct. 11, 2010

Ms. Walker:

The executive committee of the Zilker Neighborhood Association has voted to oppose the variance request of the Zach Scott Theater to allow a 2400 square foot wall sign on the north face of a proposed tower at 200 S. Lamar. We ask that you include this letter in the case file for the Sign Review Board's information.

The ZNA committee reviewed the application and found that it does not address any of the required findings:

Item 1 does not describe any features unique to the site (the speed of cars on South Lamar is a feature of all properties on the corridor, from Oak Hill to Williamson County).

Items 2 and 3 do not mention the most important neighboring properties, which are the public parkland, scenic roadway, and bridges across Lady Bird Lake, or the crucial purpose of the sign ordinance (the massive sign would dominate the views from those public lands, adversely impacting the public enjoyment of the lake vistas that the sign ordinances, especially the scenic roadway ordinance, have been written to protect).

Item 4 ignores the numerous existing and proposed projects, public and commercial, on the scenic roadways of Riverside, Barton Springs Road, and Cesar Chavez that create an entertainment and museum district along both banks of Lady Bird Lake from MoPac to I-35. Again, there is nothing unique to this site that would justify treating it differently from all the other similar sites in the Scenic Roadway Sign District across the city.

The City Council may well decide to grant special sign privileges to this theater and to the other public-private partnerships proposed along Lady Bird Lake. That authority, however, belongs to the City Council and should be handled through an ordinance revision, not a Sign Review Board variance. ZNA therefore requests that the Sign Review Board deny this variance.

Thank you.

Lorraine Atherton
on behalf of the ZNA executive committee