

CITY OF AUSTIN
Board of Adjustment/Sign Review Board
Decision Sheet

DATE: July 11, 2011

CASE NUMBER: C16-2011-0006

| | |
|----------------------------|--------------------------------------|
| <input type="checkbox"/> Y | Jeff Jack 2 nd the Motion |
| <input type="checkbox"/> Y | Michael Von Ohlen |
| <input type="checkbox"/> N | Nora Salinas |
| <input type="checkbox"/> Y | Bryan King Motion to Deny |
| <input type="checkbox"/> Y | Leane Heidenfels, Chairman |
| <input type="checkbox"/> Y | Clarke Hammond, Vice Chairman |
| <input type="checkbox"/> Y | Heidi Goebel |
| <input type="checkbox"/> N | Cathy French |

APPLICANT: Jim Bennett

OWNER: Salim Haddad

ADDRESS: 2237 RIVERSIDE DR

VARIANCE REQUESTED: The applicant has requested a variance to increase the maximum height of a freestanding sign requirement of Section 25-10-124 (B) (2) from 12 feet in height to 35 feet in height (existing) in order to remodel and maintain a freestanding multi-tenant sign in a "GR-NP", General Retail – Neighborhood Plan zoning district. (Scenic Sign District)

The applicant has requested a variance to increase the maximum sign area of a freestanding sign requirement of Section 25-10-124 (B) (1) (b) from 64 square feet to 426 square feet (existing) in order to remodel and maintain a freestanding multi-tenant sign in a "GR-NP", General Retail – Neighborhood Plan zoning district. (Scenic Sign District)

The applicant has requested a variance to decrease the minimum setback requirement of Section 25-10-124 (G) from 12 feet to 0 feet (existing) in order to remodel and maintain a freestanding multi-tenant sign in a "GR-NP", General Retail – Neighborhood Plan zoning district. (Scenic Sign District)

The applicant has requested a variance from the internal lighting requirement of Section 25-10-124 (F) in order to allow internal lighting in order to remodel and maintain a freestanding multi-tenant sign in a "GR-NP", General Retail – Neighborhood Plan zoning district. (Scenic Sign District) The Land Development Code states that internal lighting of signs is prohibited except for the internal lighting of individual letters.

BOARD'S DECISION: The public hearing was closed on Board Member Bryan King motion to Deny, Board Member Jeff Jack second on a 6-2 vote (Board Members Cathy French and Nora Salinas nay); **DENIED.**

FINDING:

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

OR,

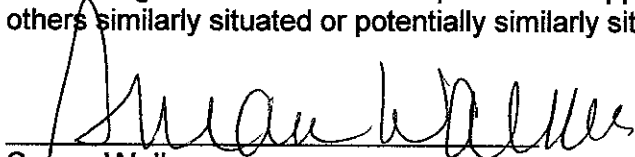
2. The granting of this variance will not have a substantially adverse impact upon neighboring properties, because:


OR,

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

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:


Susan Walker
Executive Liaison


Leane Heldenfels
Chairman

July 20, 2011

City of Austin
Sign Review Board
Austin, TX.

RECEIVED

JUL 21 2011

CITY OF AUSTIN

RE; Reconsideration Case C16-2011-0006
2237 East Riverside Drive

Dear Board Members:

As agent on the above case I hereby request the Board reconsider its decision on the above case. The reason for reconsideration is based on the fact that the Board did not consider that very few, if any, of the free standing signs on E. Riverside Drive comply with the Scenic Roadway requirements.

The variance as requested would not have an adverse impact upon neighboring properties, because all of the surrounding properties are commercially used properties, and the sign would not conflict with the stated purpose of allowing a business a reasonable opportunity to advertise or get their message to the public, and the denial of the variance affords other properties with a privilege not allowed to my client.

As stated at the hearing this neighborhood is a very diverse neighborhood and a bilingual message is necessary.

New sign renderings have been submitted which indicate a very high quality high tech programmable sign that can regulate illumination, frequency of the message and timing. The height, size, and setback of the existing sign will not change. The modification could almost be a reface of the existing sign.

We respectfully request the Board to reconsider case.

Sincerely,


Jim Bennett

NO CHANGES IN SIZE
TO THIS SIGN


NO CHANGES TO
THESE SIGNS

NEW DIGITAL DISPLAY

13'-9"



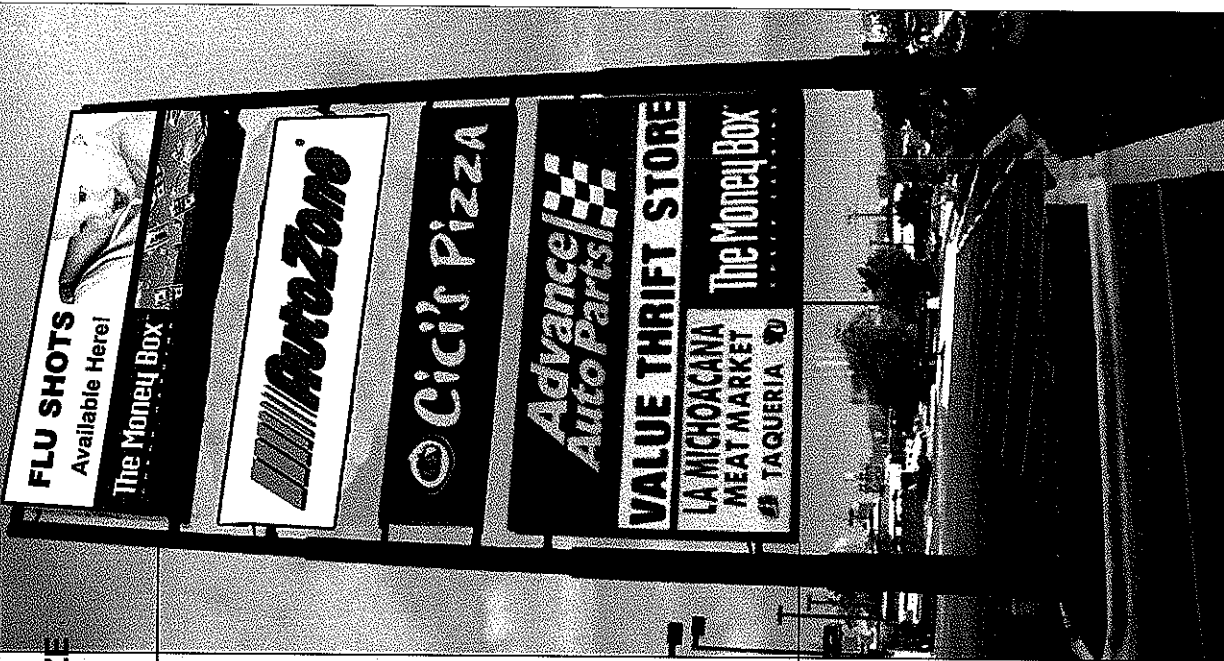
FLU SHOTS
Available Here!



The Money Box

5'-6"

2'-1"



Robson Corporation

"THE BEST BUY IN SIGNS"

2231 Whitfield Park Loop, Sarasota, FL 34243
1-800-770-8585 1-941-753-6935 Fax: 1-941-756-8912

APPROVED BY:

DATE: / /

DESIGN: #12-50269-R3-1/2 CODE: 07-1911-MMB/ANP-GFD-1/2

This is an original, unpublished drawing, submitted in connection with a project we are planning for you. Please do not copy or show it to anyone outside of your organization without written permission from Robson Corporation.

© 2011

NO CHANGES IN SIZE
TO THIS SIGN

NO CHANGES TO
THESE SIGNS

NEW DIGITAL DISPLAY

13'-9"



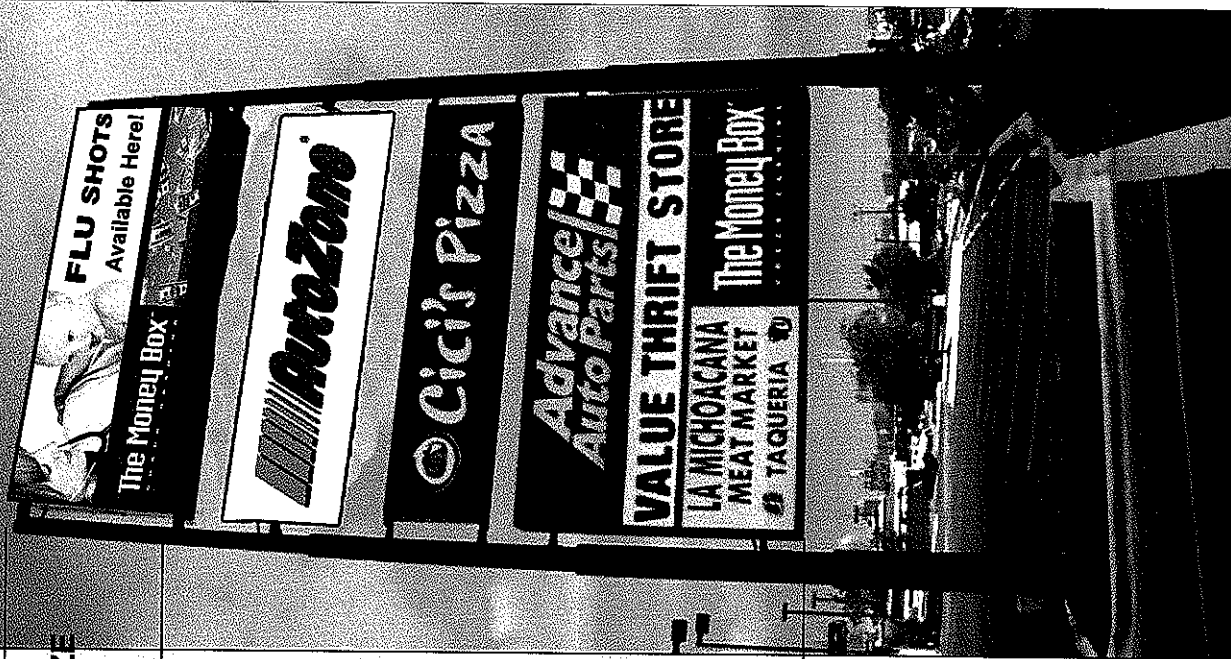
FLU SHOTS
Available Here!



The Money Box

5'-9"

2'-1"



Robson Corporation
"THE BEST BUY IN SIGNS"

2231 Whitfield Park Loop, Sarasota, FL 34243
1-800-770-8585 1-941-753-6935 Fax: 1-941-756-8912

APPROVED BY:

DATE: / /

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DESIGN: #12-50269-R3-2/2 CODE: 07-1911-MMB/ANP-GFD-1/2

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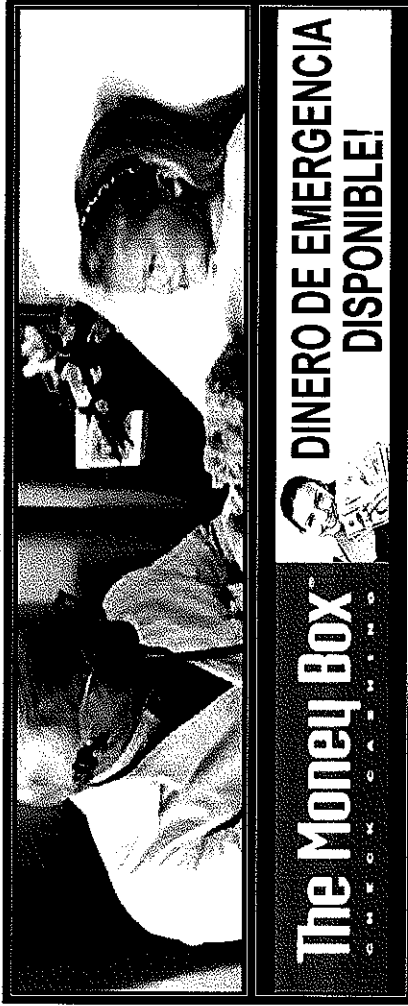
NO CHANGES IN SIZE
TO THIS SIGN

NO CHANGES TO
THESE SIGNS

NEW DIGITAL DISPLAY

13'-9"

5'-9"



The Money Box
CASH ON HAND
DINERO DE EMERGENCIA
DISPONIBLE!

2'-4"



Robson Corporation
"THE BEST BUY IN SIGNS"

2231 Whitfield Park Loop, Sarasota, FL 34243
1-800-770-8585 1-941-753-6935 Fax: 1-941-756-8912

APPROVED BY:

DATE: / /

DESIGN: #12-50269-R2-1/4 CODE: 07-1811-MMB/ANP-GFD-1/2

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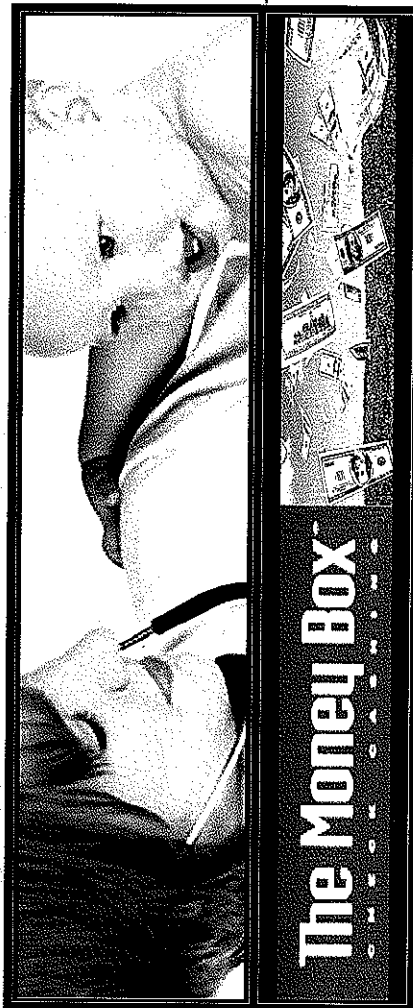
NO CHANGES IN SIZE
TO THIS SIGN

NO CHANGES TO
THESE SIGNS

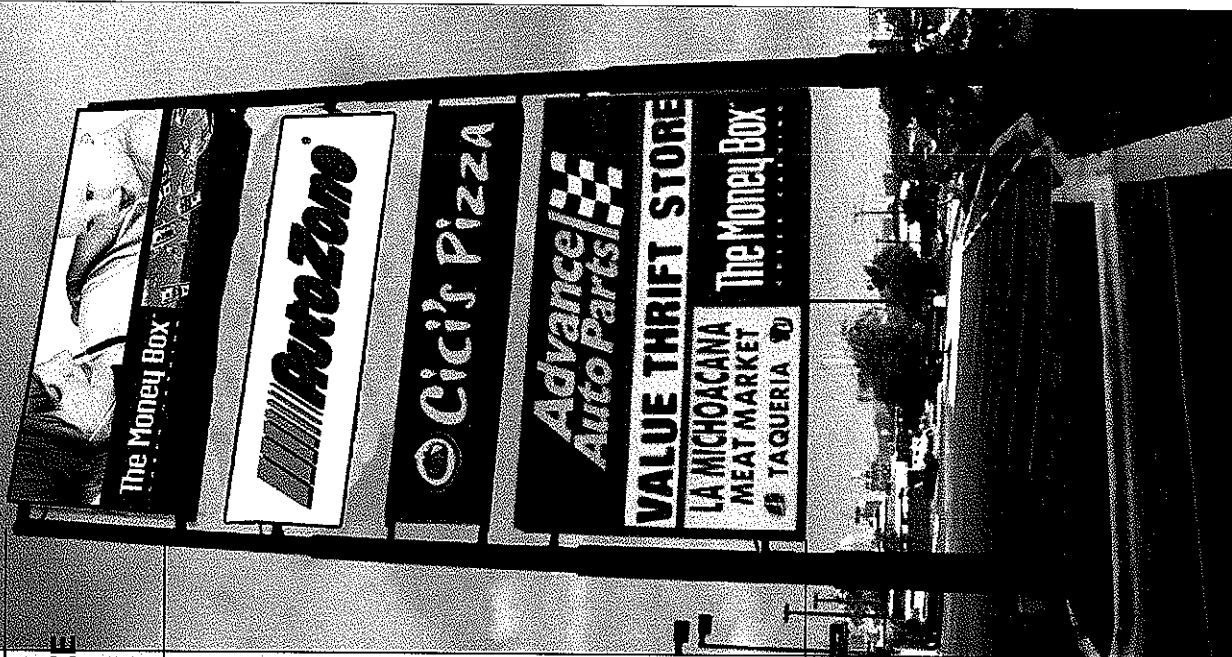
NEW DIGITAL DISPLAY

13'-9"

5'-9"



2'-1"



Robson "THE BEST BUY IN SIGNS"
Corporation

2231 Whitfield Park Loop, Sarasota, FL 34243
1-800-770-8585 1-941-753-6935 Fax: 1-941-756-8912

APPROVED BY:

DATE: / /

© 2011

DESIGN: #12-50269-R2-2/4 CODE: 07-1811-MMB/ANP-GFD-1/2

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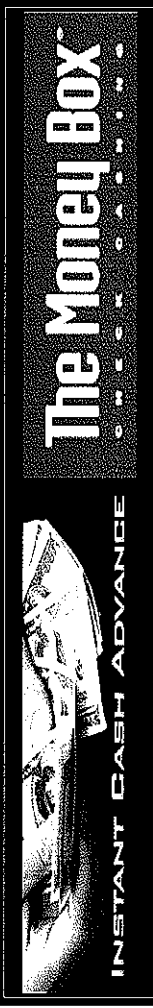
NO CHANGES IN SIZE
TO THIS SIGN

NO CHANGES TO
THESE SIGNS

NEW DIGITAL DISPLAY

13'-9"

5'-9"



2'-4"



Robson Corporation
"THE BEST BUY IN SIGNS"

2231 Whitfield Park Loop, Sarasota, FL 34243
1-800-770-8585 1-941-753-6935 Fax: 1-941-756-8912

APPROVED BY:

DATE: / /

© 2011

DESIGN: #12-50269-R2-3/4 CODE: 07-1911-MMB/anp/wak-GFD-1/2

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NO CHANGES IN SIZE
TO THIS SIGN

NO CHANGES TO
THESE SIGNS

NEW DIGITAL DISPLAY

13'-9"

5'-9"

The Money Box
CASH ADVANCE
AVAILABLE!



2'-1"



Robson Corporation
"THE BEST BUY IN SIGNS"

2231 Whitfield Park Loop, Sarasota, FL 34243
1-800-770-8585 1-941-753-6935 Fax: 1-941-756-8912

APPROVED BY:

DATE: / /

This is an original, unpublished drawing, submitted in connection with a project we are planning for you. Please do not copy or show it to anyone outside of your organization without written permission from Robson Corporation.

DESIGN: #12-50269-R2-4/4 CODE: 07-1911-MMB/amp/wak-GFD-1/2

© 2011

Walker, Susan

From: Leane Heldenfels [leane_heldenfels@sbcglobal.net]
Sent: Tuesday, July 12, 2011 11:58 AM
To: Walker, Susan
Subject: FW: Case C16-2011-0006--Sign Variance Request

Wasn't sure if you got this for their file.

Thanks,
Leane

From: Gayle Goff [mailto:gayle.goff@gmail.com]
Sent: Monday, July 11, 2011 11:57 AM
To: leane_heldenfels@sbcglobal.net; Clarke.Hammond@gmail.com; heidigoebel@sbcglobal.net; mwh@austin.rr.com; Jeff Jack; King, Bryan; nora_salinas@yahoo.com; pdi@grandecom.net
Cc: Carl Braun; Dawn Cizmar; Barb Fox; Toni House; Toni House; Krebs, Fred; John Harms; Jean Mather; Linda Land; Jan Long; Linda J. Watkins; Malcolm Yeatts; Judy Price; May, Mike
Subject: Case C16-2011-0006--Sign Variance Request

Board Members:

The EROC NPCT opposes the sign variance request for 2237 E Riverside in the above mentioned case.

It is in direct conflict with the EROC NP which states:

"Goal 3--

Improve the appearance, vitality and safety of existing commercial corridors....

Obj. 3.2--

Improve the streetscape and preserve downtown views

R29.....

Enact a strict sign ordinance which prohibits pole signs, building signs above the roofline and flashing lights and limits the size of signs on buildings and berms, in height, width and overall square footage."

We urge you to deny this request.

Thanks,

Gayle Goff
for EROC NPCT

7/12/2011



MEMORANDUM

TO: Sign Review Board

FROM: Donald Birkner, Assistant Director *Donald Birkner*
Planning and Development Review Department

DATE: 11 July 2011

RE: Land Development Code Variance Request C16-2011-0006

CC: Greg Guernsey, George Adams, Jim Robertson, Christopher Johnson,
Erica Leak, Clara Hilling, Susan Walker, Diana Ramirez

This memorandum concerns the request for variances for a sign at 2237 E. Riverside Dr. This property is located within the boundaries of the East Riverside Corridor (ERC) Master Plan, which was adopted by City Council in February of 2010. The requested variances are inconsistent with the recommendations of the ERC Master Plan.

The ERC Master Plan includes a section related to signage that reads:

Incorporate Signage that Enhances the Pedestrian Character of the Corridor

Signage can have a significant positive or negative impact on the visual character of an area. When large, overpowering signs become the focus of an area the impact can be negative, diminishing the visual quality and public nature of the area. Parts of the East Riverside Corridor have these characteristics at present. When signage is human-scaled and complements the architectural design and character of the buildings, streets and uses it serves, the impact can be positive. Parts of South Congress Ave. and Downtown have these characteristics.

The following recommendations are provided for the design and size of signage in the East Riverside Corridor:

- The number and prominence of billboards in the Corridor should be reduced as permitted by City standards over time, until, ideally, billboards no longer exist.*

- *Develop and institute sign standards to control commercial signage characteristics including appropriate size, shape, height, color and lighting designed for a pedestrian scale, rather than an automobile scale;*
- *Limit commercial signage in the Hub areas to include: signs mounted on building fronts, small hanging signage, awning signage, window signage, and signage mounted on transoms;*
- *Enforce code violations to ensure conformity to design standards and maintenance;*
- *Develop way-finding signage throughout the Corridor to maintain consistency and clarity. Way-finding signage should be distinctive, highly visible and easy-to read;*
- *Gateway signage should be located at gateway entrances to the Corridor.*

The adopted East Riverside Corridor Master Plan can be found at this location:
<http://www.ci.austin.tx.us/urbandesign/riversideplanmaster.htm#three>

Staff is currently in the process of drafting a regulating plan with new zoning and design regulations for the East Riverside Corridor that will be based on recommendations in the ERC Master Plan.

If you have any questions about the East Riverside Corridor Master Plan or forthcoming regulating plan, please contact Erica Leak, Planning and Development Review Department, at erica.leak@ci.austin.tx.us or 974-2856.

Walker, Susan

From: jlong91@austin.rr.com
Sent: Saturday, July 09, 2011 2:47 PM
To: Toni House; 'Linda J. Watkins'; gayle.goff@gmail.com; Leak, Erica; Walker, Susan
Cc: cabraun309@yahoo.com; cizmar@acm.org; tbfox@swbell.net; latoniahouse@hotmail.com; krebs.fred@gmail.com; jharms1@gmail.com; jmather531@aol.com; linda@sallingcpa.com; myeatts@austin.rr.com; pricelessaustin@yahoo.com; mike.may@spansion.com
Subject: Re: Sign Variance Request for corridor tract

C16-2011-0006

I oppose this sign variance request.

Jan Long

From: Toni House
Sent: Thursday, July 07, 2011 10:23 AM
To: 'Linda J. Watkins'; gayle.goff@gmail.com; Erica.Leak@ci.austin.tx.us
Cc: cabraun309@yahoo.com; cizmar@acm.org; tbfox@swbell.net; latoniahouse@hotmail.com; krebs.fred@gmail.com; jharms1@gmail.com; jmather531@aol.com; linda@sallingcpa.com; jlong91@austin.rr.com; myeatts@austin.rr.com; pricelessaustin@yahoo.com; mike.may@spansion.com
Subject: RE: Sign Variance Request for corridor tract

I vehemently oppose this request for variances.

Toni House

From: Linda J. Watkins [mailto:lindajwatkins@netscape.net]
Sent: Thursday, July 07, 2011 8:58 AM
To: gayle.goff@gmail.com; Erica.Leak@ci.austin.tx.us
Cc: cabraun309@yahoo.com; cizmar@acm.org; tbfox@swbell.net; Toni House; latoniahouse@hotmail.com; krebs.fred@gmail.com; jharms1@gmail.com; jmather531@aol.com; linda@sallingcpa.com; jlong91@austin.rr.com; myeatts@austin.rr.com; pricelessaustin@yahoo.com; mike.may@spansion.com
Subject: Re: Sign Variance Request for corridor tract

I DO NOT support this request for a sign variance.

Linda Watkins

-----Original Message-----

From: Gayle Goff <gayle.goff@gmail.com>
To: City Staff <Erica.Leak@ci.austin.tx.us>
Cc: Carl Braun <cabraun309@yahoo.com>; Dawn Cizmar <cizmar@acm.org>; Barb Fox <tbfox@swbell.net>; Toni House <thouse@phonelaw.com>; Toni House <latoniahouse@hotmail.com>; Krebs, Fred <krebs.fred@gmail.com>; John Harms <jharms1@gmail.com>; Jean Mather <jmather531@aol.com>; Linda Land <linda@sallingcpa.com>; Jan Long <jlong91@austin.rr.com>; Linda J. Watkins <lindajwatkins@netscape.net>; Malcolm Yeatts <myeatts@austin.rr.com>; Judy Price <pricelessaustin@yahoo.com>; May, Mike <mike.may@spansion.com>
Sent: Wed, Jul 6, 2011 6:43 pm
Subject: Sign Variance Request for corridor tract

Hi Erica--

We'd like input on whether this request supports the Riverside Corridor Plan "vision".

7/11/2011

Walker, Susan

From: Leak, Erica
Sent: Monday, July 11, 2011 9:50 AM
To: Walker, Susan; Ramirez, Diana; Guernsey, Greg
Cc: Adams, George
Subject: Sign variance request for property within E. Riverside Corridor Planning Area
Attachments: Variance for sign-Club Carnaval--7-2-11.pdf

C16-2011-0006

Susan, Diana, and Greg,

Is there a way to let the Sign Review Board know that these sign variance requests are for a property that is within the area of the E. Riverside Corridor Master Plan adopted by City Council in February of 2010? The requested variances are in opposition to the recommendations of the Master Plan (see especially highlighted text below).

The East Riverside Corridor Master Plan states:

Incorporate Signage that Enhances the Pedestrian Character of the Corridor

Signage can have a significant positive or negative impact on the visual character of an area. When large, overpowering signs become the focus of an area the impact can be negative, diminishing the visual quality and public nature of the area. Parts of the East Riverside Corridor have these characteristics at present. When signage is human-scaled and complements the architectural design and character of the buildings, streets and uses it serves, the impact can be positive. Parts of South Congress Ave. and Downtown have these characteristics.

The following recommendations are provided for the design and size of signage in the East Riverside Corridor:

- The number and prominence of billboards in the Corridor should be reduced as permitted by City standards over time, until, ideally, billboards no longer exist.
- Develop and institute sign standards to control commercial signage characteristics including appropriate size, shape, height, color and lighting designed for a pedestrian scale, rather than an automobile scale;
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- Gateway signage should be located at gateway entrances to the Corridor.

The complete adopted East Riverside Corridor Master Plan can be found here:

<http://www.ci.austin.tx.us/urbandesign/riversideplanmaster.htm#three>

Staff is currently in the process of drafting a regulating plan with new zoning and design regulations for the area that will be based on the master plan. If you have any questions, please feel free to contact me.

Best wishes,
 Erica

Erica Leak
 Senior Planner
 City of Austin
 Planning & Development Review Dept.
 T: 512.974.2856

Please note: E-mail correspondence to and from the City of Austin is subject to requests for required disclosure under the Public Information Act.

7/11/2011

PUBLIC HEARING INFORMATION

Although applicants and/or their agent(s) are expected to attend a public hearing, you are not required to attend. However, if you do attend, you have the opportunity to speak FOR or AGAINST the proposed development or change. You may also contact a neighborhood or environmental organization that has expressed an interest in an application affecting your neighborhood.

During a public hearing, the board or commission may postpone or continue an application's hearing to a later date, or recommend approval or denial of the application. If the board or commission announces a specific date and time for a postponement or continuation that is not later than 60 days from the announcement, no further notice is required.

A board or commission's decision may be appealed by a person with standing to appeal, or an interested party that is identified as a person who can appeal the decision. The body holding a public hearing on an appeal will determine whether a person has standing to appeal the decision.

An interested party is defined as a person who is the applicant or record owner of the subject property, or who communicates an interest to a board or commission by:

- delivering a written statement to the board or commission before or during the public hearing that generally identifies the issues of concern (*it may be delivered to the contact person listed on a notice*); or
- appearing and speaking for the record at the public hearing;

and:

- occupies a primary residence that is within 500 feet of the subject property or proposed development;
- is the record owner of property within 500 feet of the subject property or proposed development; or
- is an officer of an environmental or neighborhood organization that has an interest in or whose declared boundaries are within 500 feet of the subject property or proposed development.

A notice of appeal must be filed with the director of the responsible department no later than 10 days after the decision. An appeal form may be available from the responsible department.

For additional information on the City of Austin's land development process, visit our web site: www.ci.austin.tx.us/development.

Written comments must be submitted to the board or commission (or the contact person listed on the notice) before or at a public hearing. Your comments should include the name of the board or commission, or Council; the scheduled date of the public hearing; the Case Number; and the contact person listed on the notice.

Case Number: C16-2011-0006 - 2237 E Riverside

Contact: Susan Walker, 512-974-2202

Public Hearing: Sign Review Board, July 11th, 2011

Susan Walker
Your Name (please print)

☐ I am in favor
☒ I object

1200 E. 34th Ave. N. 78724
Your address(es) affected by this application

Susan Walker
Signature

7.6.11
Date

Daytime Telephone: _____

Comments: _____

If you use this form to comment, it may be returned to:

City of Austin-Planning & Development Review Department/ 1st Floor
Susan Walker
P. O. Box 1088
Austin, TX 78767-1088



MEMORANDUM

TO: Sign Review Board

FROM: Donald Birkner, Assistant Director *Donald Birkner*
Planning and Development Review Department

DATE: 11 July 2011

RE: Land Development Code Variance Request C16-2011-0006

CC: Greg Guernsey, George Adams, Jim Robertson, Christopher Johnson,
Erica Leak, Clara Hilling, Susan Walker, Diana Ramirez

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If you have any questions about the East Riverside Corridor Master Plan or forthcoming regulating plan, please contact Erica Leak, Planning and Development Review Department, at erica.leak@ci.austin.tx.us or 974-2856.

Walker, Susan

From: Bryan King [bryan@bkradio.net]
Sent: Monday, July 11, 2011 1:38 PM
To: Walker, Susan
Subject: [Fwd: Case C16-2011-0006--Sign Variance Request]

For distribution and file.
 Bryan

----- Original Message -----

Subject: Case C16-2011-0006--Sign Variance Request

Date: Mon, 11 Jul 2011 11:57:07 -0500

From: Gayle Goff <gayle.goff@gmail.com>

Reply-To: gayle.goff@gmail.com

To: leane_heldenfels@sbcglobal.net, Clarke.Hammond@gmail.com, heidigoebel@sbcglobal.net, mwh@austin.rr.com, Jeff Jack <jjack2@austin.rr.com>, "King, Bryan" <bryan@bkradio.net>, nora_salinas@yahoo.com, pdi@grandecom.net

CC: Carl Braun <cabraun309@yahoo.com>, Dawn Cizmar <cizmar@acm.org>, Barb Fox <bfox@swbell.net>, Toni House <thouse@phonelaw.com>, Toni House <latoniahouse@hotmail.com>, "Krebs, Fred" <krebs.fred@gmail.com>, John Harms <jharms1@gmail.com>, Jean Mather <jmather531@aol.com>, Linda Land <linda@salingcpa.com>, Jan Long <jlong91@austin.rr.com>, "Linda J. Watkins" <lindajwatkins@netscape.net>, Malcolm Yeatts <myeatts@austin.rr.com>, Judy Price <pricelessaustin@yahoo.com>, "May, Mike" <mike.may@spanion.com>

Board Members:

The EROC NPCT opposes the sign variance request for 2237 E Riverside in the above mentioned case.

It is in direct conflict with the EROC NP which states:

"Goal 3--

Improve the appearance, vitality and safety of existing commercial corridors....

Obj. 3.2--

Improve the streetscape and preserve downtown views

R29.....

Enact a strict sign ordinance which prohibits pole signs, building signs above the roofline and flashing lights and limits the size of signs on buildings and berms, in height, width and overall square footage."

We urge you to deny this request.

Thanks,

Gayle Goff
 for EROC NPCT

--
 KITY FM - The Oldies Station
 102.9 Llano / Kingsland / Marble Falls
 101.3 Fredericksburg
 106.1 Burnet
 KOTY FM The Oldies Station
 95.7 Mason / Junction / Harper
 KAJZ FM
 96.3 Llano / Kingsland / Marble Falls
 102.1 Burnet

 The information transmitted herein is intended only for the person or entity to which it is addressed, and may contain confidential and/or privileged material.

7/11/2011

Walker, Susan

From: Gayle Goff [gayle.goff@gmail.com]
Sent: Monday, July 11, 2011 4:00 PM
To: Walker, Susan
Cc: Carl Braun; Dawn Cizmar; Barb Fox; Toni House; Toni House; Krebs, Fred; John Harms; Jean Mather; Linda Land; Jan Long; Linda J. Watkins; Malcolm Yeatts; Judy Price; May, Mike
Subject: Fwd: Case C16-2011-0006--Sign Variance Request

Susan--

I just received an email from Bryan King stating that all correspondence to BOA must go to you. I was unaware of this rule and cannot see where it is posted.

Below is the email I sent this morning on behalf of the EROC NPCT re: the above-mentioned case. I understand he has requested it be included in the back-up for the case.

Gayle Goff
 EROC NPCT

----- Original Message -----

Subject:Case C16-2011-0006--Sign Variance Request

Date:Mon, 11 Jul 2011 11:57:07 -0500

From:Gayle Goff <gayle.goff@gmail.com>

Reply-To:gayle.goff@gmail.com

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Board Members:

The EROC NPCT opposes the sign variance request for 2237 E Riverside in the above mentioned case.

It is in direct conflict with the EROC NP which states:

"Goal 3--

Improve the appearance, vitality and safety of existing commercial corridors....

Obj. 3.2--

Improve the streetscape and preserve downtown views

R29.....

7/11/2011

Enact a strict sign ordinance which prohibits pole signs, building signs above the roofline and flashing lights and limits the size of signs on buildings and berms, in height, width and overall square footage."

We urge you to deny this request.

Thanks,

Gayle Goff
for EROC NPCT

CASE, C16-2011-0006

ROW-10606043

CITY OF AUSTIN
APPLICATION TO SIGN REVIEW BOARD
SIGN VARIANCE

TP-0304070812

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

PLEASE: TYPE AND COMPLETE ALL REQUESTED INFORMATION.

STREET ADDRESS: 2237 East Riverside Drive

LEGAL DESCRIPTION: Subdivision - _____

Lot(s) 8 Block Outlot Division

I, Jim Bennett as authorized agent for The Money Box

affirm that on 3/30/11, hereby apply for a hearing before the Sign Review Board for consideration:

~~ERECT~~ - ATTACH - COMPLETE ~~REMODEL~~ ~~MAINTAIN~~

maintaining 2 →

maintaining

6' 6" →

A free standing internally illuminated sign providing a height of 35 ft. and providing a sign face area of 426

sq. ft. and providing a setback of 0 ft. instead of 2'

in a GR-NP zoning district, located within the Scenic Roadway Sign 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:

the existing sign is a multi-tenant sign which due to it's location and the size of the street frontage does not allow for proper identification of the business.

OR,

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

most of the neighboring signs do not comply with the scenic sign provisions

OR,

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

If the property is redeveloped, then proper sign compliance can be met including the commercial guideline standards.

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 photographs indicated that other signs in the area already have an advantage as far as lighting and size restrictions.

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 Jim Bennett Mail Address 11505 Ridge Drive

City, State & Zip Austin, Texas 78748

Printed Name Jim Bennett Phone (512)282-3079 Date _____

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 Name _____ Phone _____ Date _____

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:

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Printed Name Jim Bennett Phone (512)282-3079 Date _____

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 [Signature] Mail Address 813 W. 11th Street, Suite C

City, State & Zip AUSTIN, TX 78701

Printed Name SALIM HADDAD Phone 512-444-7707 Date 5/13/11
FOR ANCHOR EQUITIES, LTD



BOARD OF ADJUSTMENTS

CASE#: C16-2011-0006
 LOCATION: 2237 E Riverside Drive
 GRID: K19
 MANAGER: Susan Walker



SUBJECT TRACT



ZONING BOUNDARY



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 the City of Austin regarding specific accuracy or completeness.

NO CHANGES IN SIZE
TO THIS SIGN

NO CHANGES TO
THESE SIGNS

13'-9"

5'-9"

The Money Box

CHECK CASHING

CAROUSEL
PEDIATRICS

2'-1"

Robson "THE BEST BUY IN SIGNS"
Corporation

2231 Whitfield Park Loop, Sarasota, FL 34243
1-800-770-8585 1-941-753-6935 Fax: 1-941-756-8912

DESIGN: #12-50270-RO-1/1 CODE: 05-1611-MMB/KW-GFD-1/2

APPROVED BY: _____

DATE: / /

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