

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

**DATE: September 12, 2011**

**CASE NUMBER: C16-2011-0008**

☐ Y ☐ Jeff Jack  
☐ Y ☐ Michael Von Ohlen **POSTPONED TO OCT 10, 2011**  
☐ Y ☐ Nora Salinas  
☐ Y ☐ Bryan King **2<sup>ND</sup> THE MOTION**  
☐ Y ☐ Susan Morrison  
☐ ☐ Melissa Hawthorne **ABSTAINED**  
☐ Y ☐ Heidi Goebel  
☐ Y ☐ Cathy French (SRB only)

**APPLICANT: Kris Wu**

**OWNER: David Ruehlman**

**ADDRESS: 5701 SLAUGHTER LN**

**VARIANCE REQUESTED:** The applicant has requested a variance to increase the maximum allowable freestanding signs of Section 25-10-124 (B) from one freestanding sign to two freestanding signs in order to erect two freestanding signs for a Retail center in a "GR-CO", Community Commercial – Conditional Overlay zoning district. (Scenic Roadway Sign District.)

The applicant has requested a variance to increase the maximum allowable sign face area of Section 25-10-124 (B) (b) from 64 square feet to 82.4 square feet for the first sign and from 64 square feet to 187.75 for the second sign in order to erect two freestanding signs for a Retail center in a "GR-CO", Community Commercial – Conditional Overlay zoning district. (Scenic Roadway Sign District.)

**BOARD'S DECISION:** Postponed to October 10, 2011 (additional information – calculations) – Melissa Hawthorne abstained

**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,

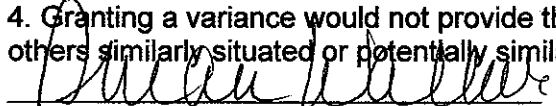
2. The granting of this variance will not have a substantially adverse impact upon neighboring properties, because:

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

  
Jeff Jack  
Chairman

**Walker, Susan**

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**From:** Kris Wu [kris@ionart.com]  
**Sent:** Friday, September 23, 2011 3:14 PM  
**To:** Walker, Susan  
**Cc:** Heretakis, Maggie; Dave Ruehlman  
**Subject:** Parkside Village Additional Submission  
**Attachments:** PARKSIDE VILLAGE VARIANCE BOOK 092311.pdf; ATT105372.htm; ParksideVillage\_Site.pdf; ATT105373.htm; ParksideVillage\_03-(2C).pdf; ATT105374.htm

Hello Susan,

Please see the attachments for our additional submission. We are keeping one sign in compliance but still want variances for a secondary sign and at 90 SF.

Let me know if you see any issues.

Thank you very much,

Kris Wu / Graphic Designer

**ION ART, INC.**

407 RADAM LANE, A-100 | AUSTIN, TX 78745

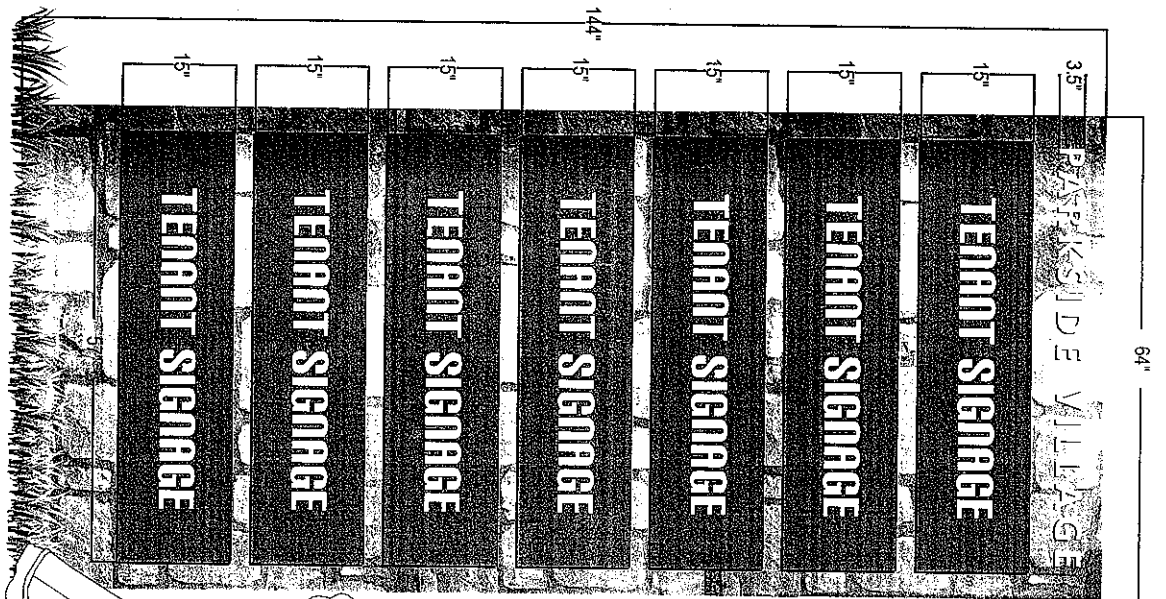
**O:** 512.326.9333 **F:** 512.326.9302 **Web:** [www.ionart.com](http://www.ionart.com)

9/23/2011

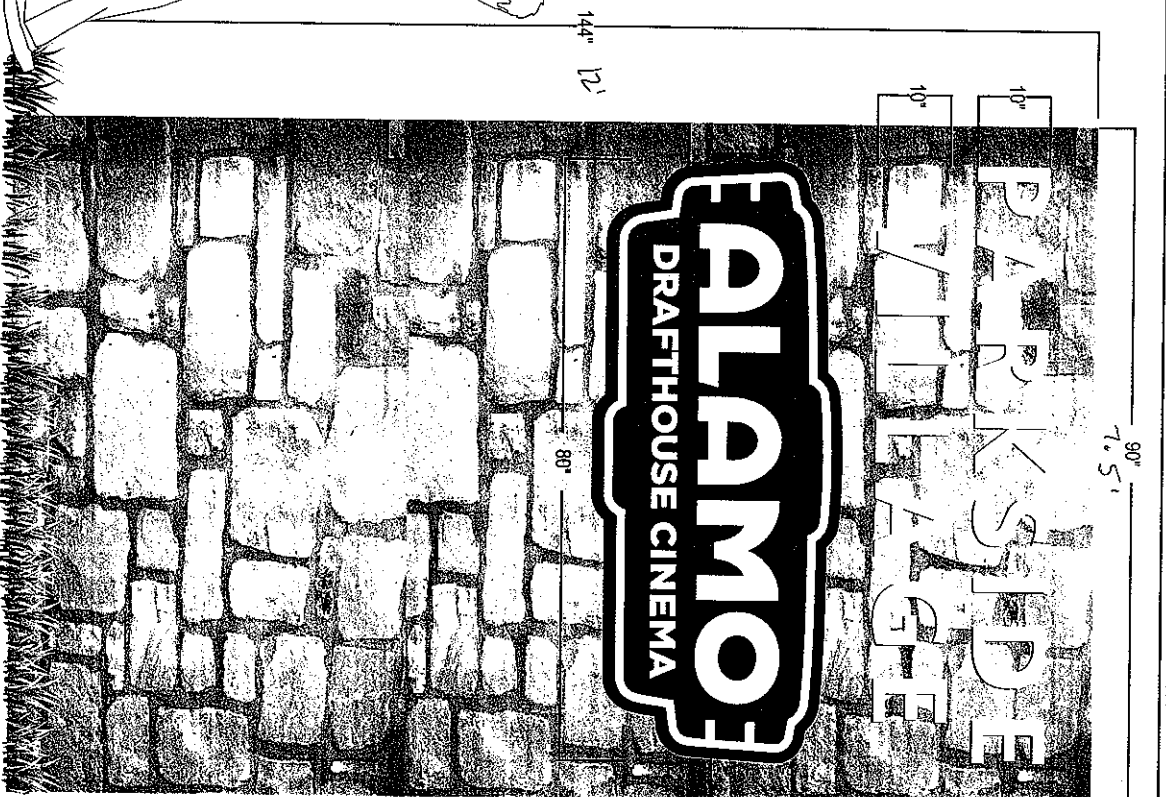
SCALE: 1'-0" = 1'-4"

*updated drawings*

BECKETT SIGN  
SIGN AREA: 64 SF



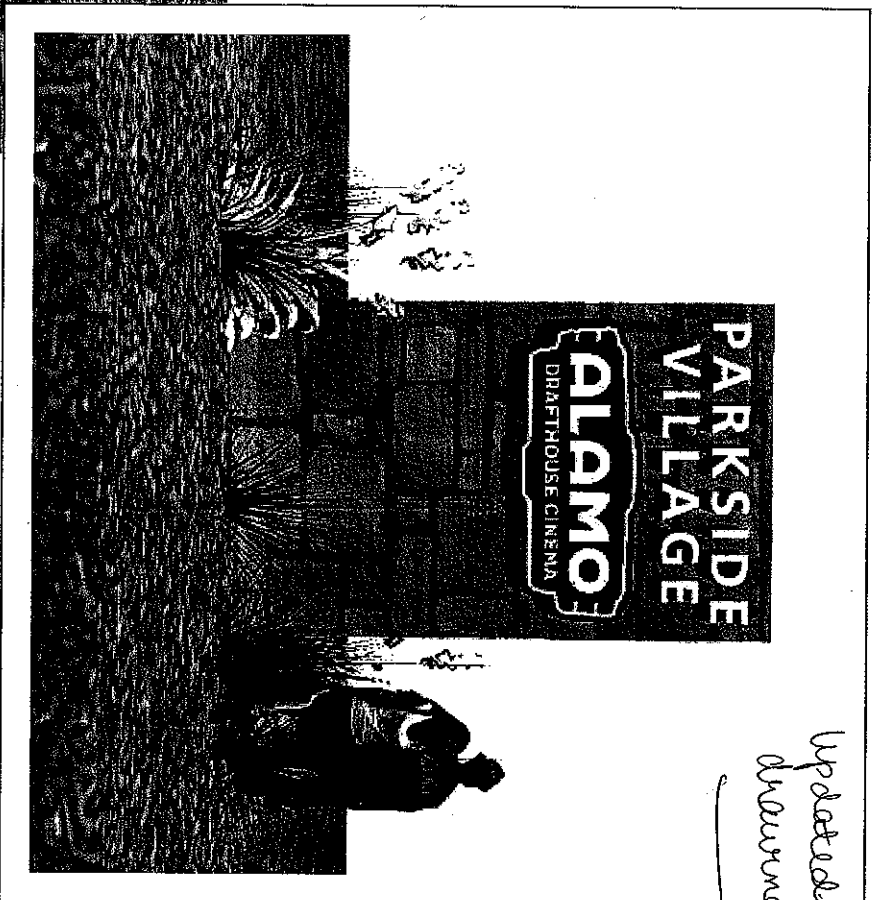
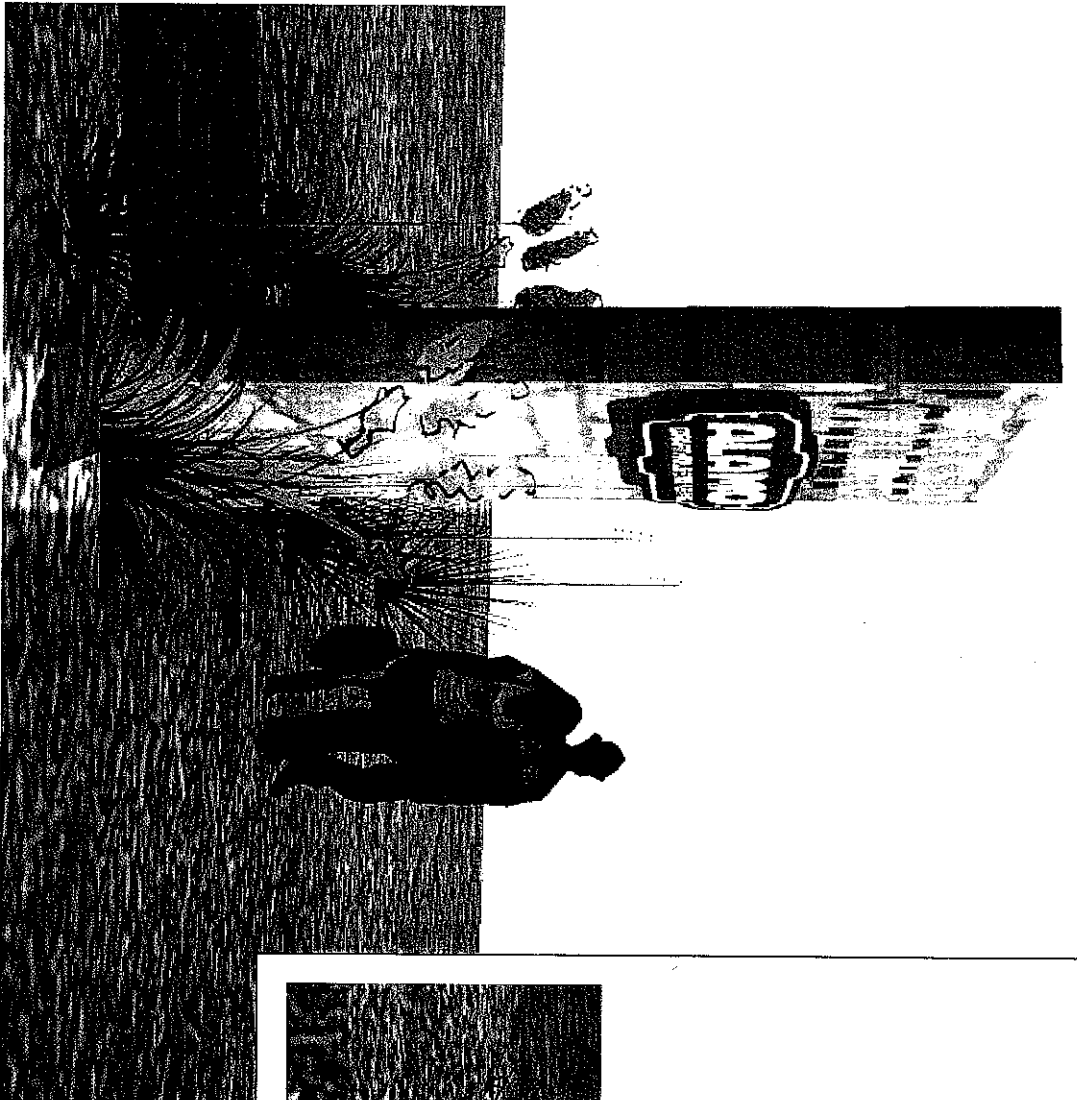
MOPAC SIGN  
SIGN AREA: 90 SF



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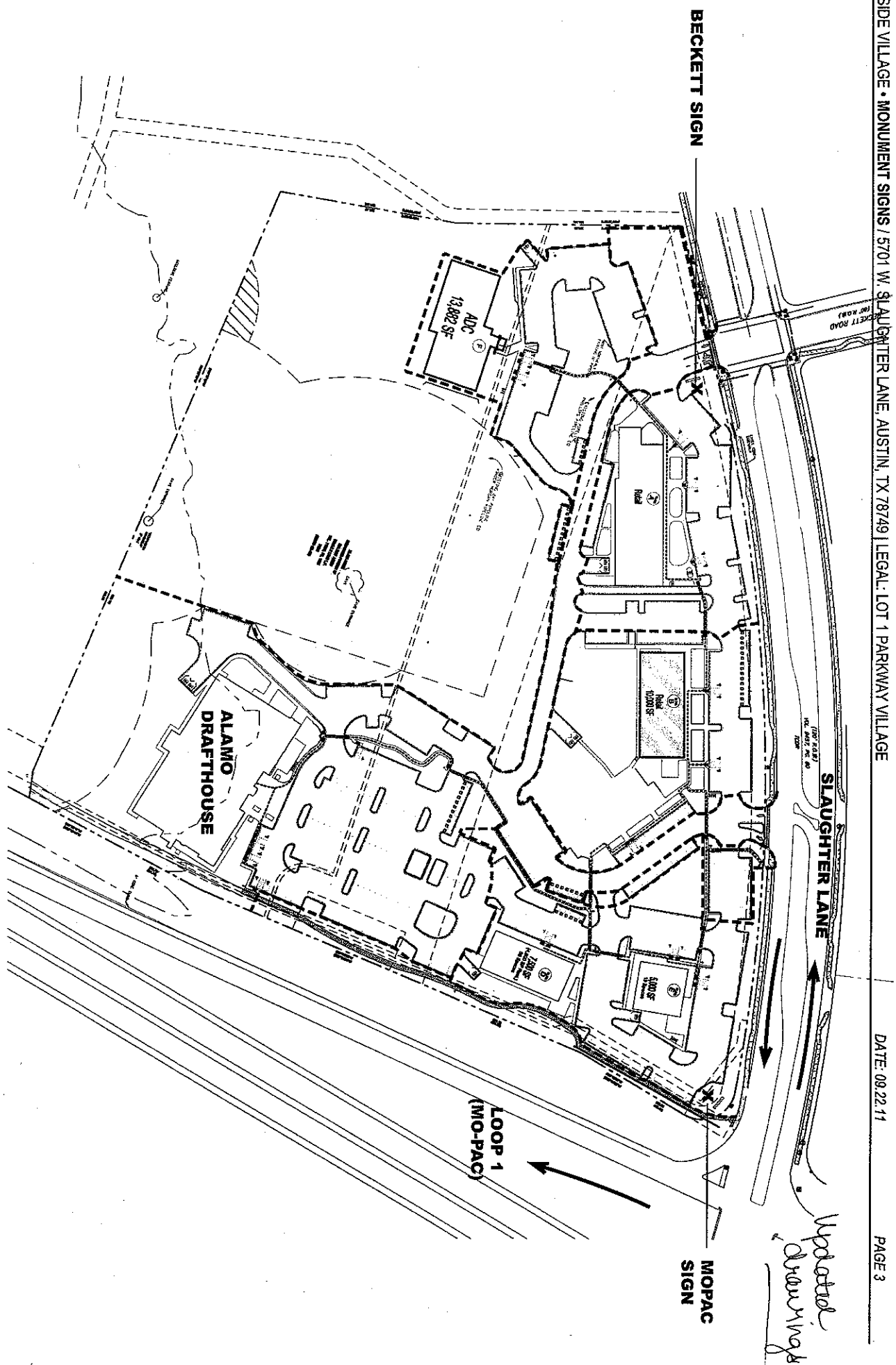
SCALE: FOR PRESENTATION

*updated drawings*



MOPAC SIGN  
SIGN AREA: 90 SF

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CASE # C16-2011-0008

CITY OF AUSTIN  
APPLICATION TO SIGN REVIEW BOARD  
SIGN VARIANCE

TP-0420360501

ROW-10634054

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

PLEASE: TYPE AND COMPLETE ALL REQUESTED INFORMATION.

STREET ADDRESS: 5701 W. Slaughter Lane

LEGAL DESCRIPTION: Subdivision - Parkway Village

Lot(s) 1 Block        Outlot        Division       

I/We, Ion Art on behalf of myself/ourselves as authorized agent for

Tract 107, L.L.C. affirm that on June 15, 2011, hereby apply for a hearing before

the Sign Review Board for consideration:

ERECT - ATTACH - COMPLETE - REMODEL - MAINTAIN

Two (2) free standing signs, as opposed to only one free standing sign, with both signs' sign areas being larger than the allowable 64 square feet

in a Scenic Roadway zoning district, located within the City of Austin 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 requests 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.

64  
one @ 8000 ft  
one @ 10000 ft  
20000 ft  
18000 ft  
9000 ft

6/22/11

48

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: (1.) This is a large property: 23 acres of land,  
(2.) The sign to be located on Slaughter and Mo-Pac will be partially blocked by the road median,  
(3.) The number of tenants needed on the sign, and (4.) the speed limits along Mo-Pac and Slaughter  
require better visibility for the sign size.

OR,

2. The granting of this variance will not have a substantially adverse impact upon neighboring properties, because: Both signs are set back from the property line and any utility easement.

If anything, the additional signage and sign area should aid with the traffic. The signs will be  
harmonious in aesthetic designs and illumination methods up to code.

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: \_\_\_\_\_

We think properties with similar issues should also be granted with variances as such.

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 Kris Wu Mail Address Ion Art Inc. 407 Radam Lane, A-100

City, State & Zip Austin, TX 78745

Printed Kris Wu Phone 512-326-9333 Date June 22, 2011

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 David Ruehlman Mail Address 212 Lacaca Street

City, State & Zip Austin, TX 78701

Printed David Ruehlman Phone 512-478-5788 Date June 15, 2011

**TaxNetUSA: Travis County Property Information**

Property ID Number: 715485 Ref ID2 Number: 04203605010000

**Owner's Name**      **TRACT 107 LLC****Mailing Address**  
STE 220  
98 SAN JACINTO BLVD  
AUSTIN, TX 78701-4281**Location**      5701 W SLAUGHTER LN 78749**Legal**      LOT 1 PARKWAY VILLAGE**Value Information**

Land Value

Improvement Value

AG Value

AG Productivity Value

Timber Value

Timber Productivity Value

Assessed Value

10% Cap Value

Total Value

**2011 Preliminary**

2,507,531.00

0.00

0.00

0.00

0.00

0.00

2,507,531.00

0.00

2,507,531.00

**Property Details**

Deed Date

Deed Volume

Deed Page

Exemptions

Freeze Exempt

ARB Protest

Agent Code

Land Acres

Block

Tract or Lot

Docket No.

Abstract Code

Neighborhood Code

12172008

F

F

2006

23.0260

1

2009013905TR

S17596

#SWE

Data up to date as of 2011-05-23