

CASE #

C16-2013-0013

CITY OF AUSTIN  
APPLICATION TO SIGN REVIEW BOARD  
SIGN VARIANCE

ROW-10978107

TP-0251310509

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

**PLEASE: TYPE AND COMPLETE ALL REQUESTED INFORMATION.**

12101  
STREET ADDRESS: ~~11201~~ Dessau Road, Austin, Texas 78754

LEGAL DESCRIPTION: Subdivision - Parmer Park

Lot(s) 2 Block A Outlot          Division         

I/We KEVIN HOLL on behalf of myself/ourselves as authorized agent for  
Parmer Place Apartments affirm that on June 6, 2013, hereby apply for a hearing before  
the Sign Review Board for consideration:

ERECT - ATTACH - COMPLETE - REMODEL - MAINTAIN

Existing Main ID Sign to be more visible and have new property name.

6' → 10' height

in a          zoning district, located within the          Sign

District.

If your variance request is for a reduction in setbacks or height limits, please contact Lena Lund with the Electric Utility at 322-6587 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 allowance of 6 feet in height does not provide adequate visibility of the property's only ingress/egress location. The entry drive and surrounding elevated terrain (property entrance drive both sides) partially obscures the 'drive by' visibility of the sign, and part of the contributing factor is the required setback due to sewer and water line easement combined with the elevated plumbing vault along our property entry driveway. This adversely affects operations as the community is not able to capitalize on the large volume of traffic that passes by Parmer Place on Dessau Road each day. The success of our business hinges on attracting drive by traffic that will ultimately lease an apartment at our community.

Since our Company acquired Parmer Place in November of last year, residents have lodged many complaints and voiced their concerns that their guests have difficulty locating the community. This causes frustrations for all parties. Our community consists of 290 apartment homes and serves more than 400 residents.

Having tasteful, professionally designed signage that is clearly visible is vital to our business's success, both in attracting new residents and in retaining existing residents. It would be typical for a property with frontage on a major thoroughfare such as Dessau Road to have more than 50% of traffic (walk in prospective renters) generated by Drive By visibility.

Parmer Place, with its' current signage, is at a significant disadvantage in capturing market share of potential business due to the current monument signage height. Over the past 6 and ½ months of our Ownership, only 14% of prospective renters have found the property by driving by. Far less than the 50% we would expect.

Increasing the height of the monument sign to 10 feet is critically needed for our business to be competitive with other apartment communities on the same road that have better visibility and entrance signs that are taller than 6 feet.

---

---

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: many of the  
neighboring properties already have taller than 6 ft signs.

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 K Hull Mail Address 2007 Windy Terrace, Ste A  
City, State & Zip Cedar Park, TX. 78613  
Printed Kevin Hull Phone 92-401-6500 Date 6-10-13

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 Robert E Bryant Mail Address 6919 Portwest Drive  
City, State & Zip Houston, Tx 77024  
Printed Robert E Bryant Phone 713 309-5352 Date 6/7/2013

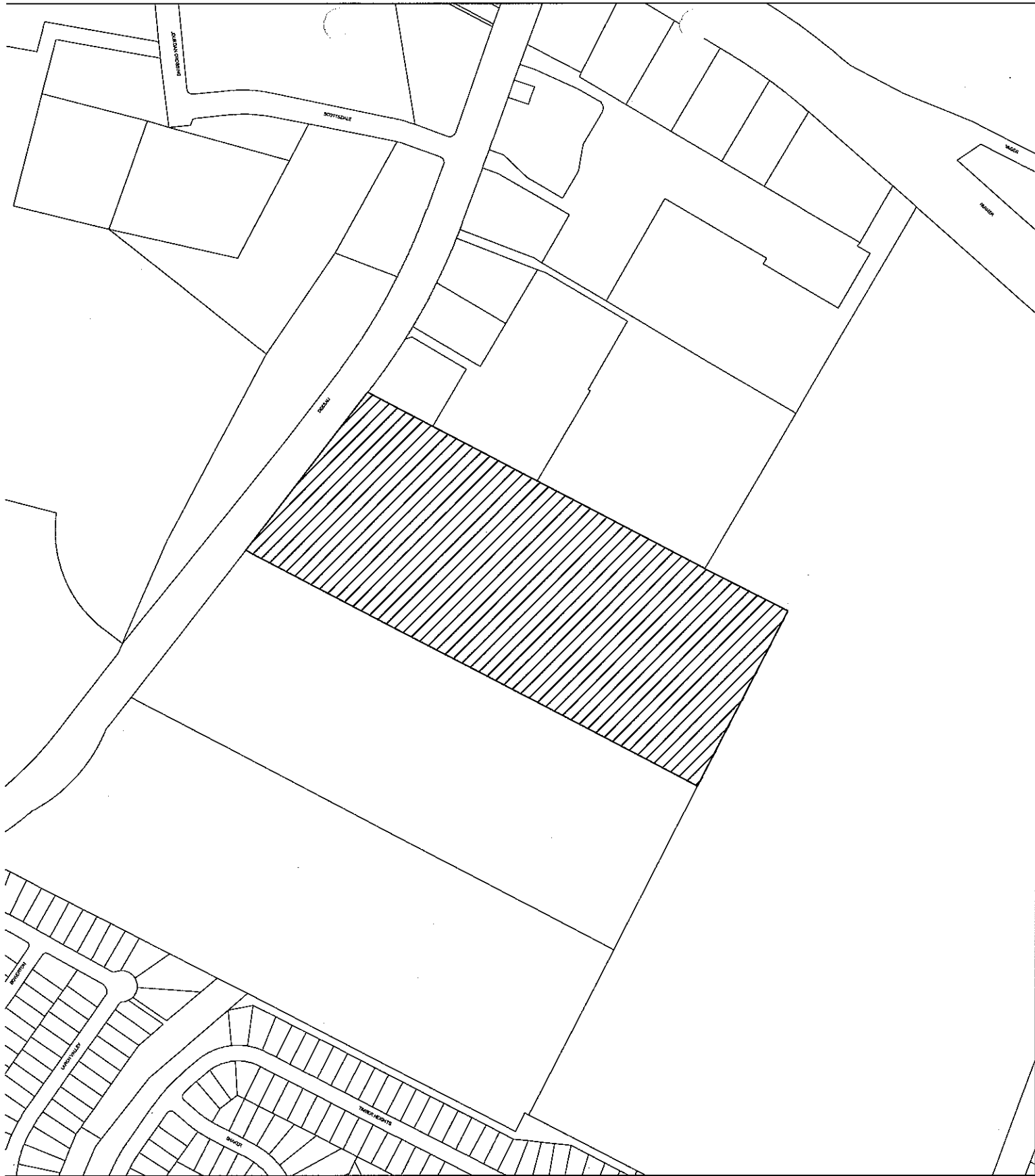
**ADDITIONAL INFORMATION TO BE SUBMITTED WITH COMPLETED APPLICATION:  
(FAILURE TO SUBMIT ALL THE REQUIRED MATERIALS WILL RESULT IN NON-  
ACCEPTANCE OF THE APPLICATION. LATE BACKUP MATERIAL WILL BE  
ACCEPTED UNTIL 9:00 A.M. THE MONDAY PRIOR TO THE MEETING. THERE  
WILL BE NO EXCEPTIONS.)**

**SITE PLAN:** Must be drawn to scale, showing present and proposed construction and locations of existing structures on adjacent lots.

All Sign Review Board cases must submit location and elevation drawings, drawn to scale, in addition to the site plan required.

APPLICATION FEES: Residential	\$360.00
All Other	\$660.00

Please be advised that the Board can only hear so many cases a month, therefore, first come, first served.



SUBJECT TRACT



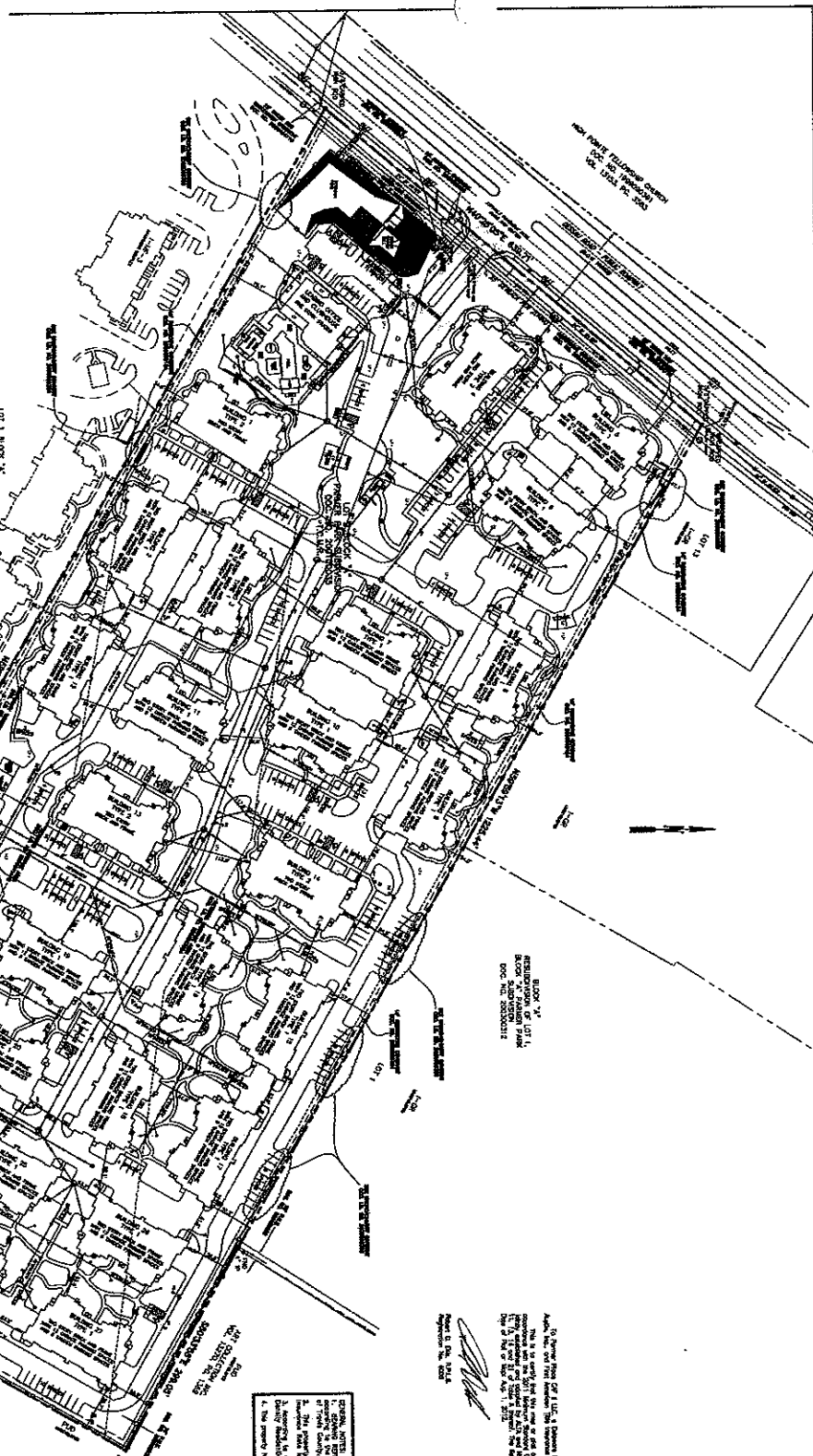
ZONING BOUNDARY

CASE#: C16-2013-0013  
LOCATION: 12101 Dessau Road



This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

This product has been produced by the Planning and Development Review Department for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.

[illegible]

PROPERTY LIST, DISCONTINUED:  
 LOT 2, BLOCK 4, PLANNED AREA SUBDIVISION, A SUBDIVISION IN  
 TARRANT COUNTY, TEXAS, ACCORDING TO THE OR PLAN OF  
 RECORD UNDER RECORDED NO. 201500133, CITICORP, PUBLIC  
 RECORDS OF TARRANT COUNTY, TEXAS.

PAVING TOTALS  
 337 REGULAR SPACES  
 17 RAPID-CURE SPACES  
 284 CATCH SPACES  
 132 RANDOM SPACES  
 TOTAL SPACES = 750

GRAPHIC SCALE  
1 inch = 100 feet

[illegible]

NO.	DATE	REVISION
1	10/01/2004	UPDATED TO AIA 1011
2	10/01/2004	UPDATED TO AIA 1011
3	10/01/2004	UPDATED TO AIA 1011
4	10/01/2004	UPDATED TO AIA 1011

EHS Supporting Services  
 8775 Bessie Blvd., Suite 108  
 Piquette, OH 44681  
 Tel: (440) 234-6700 Fax: (440) 234-8700

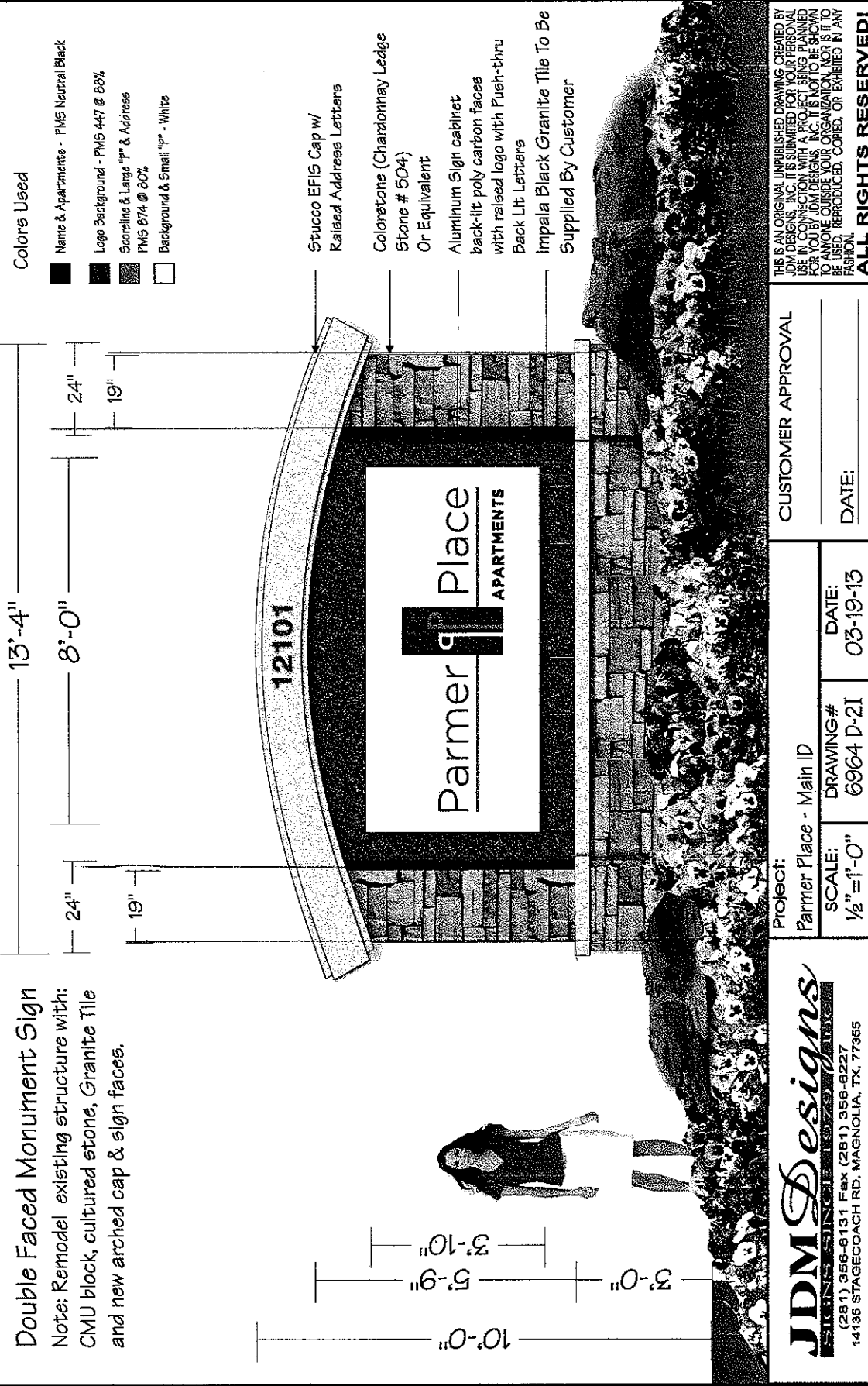
[illegible][illegible]

LOT 3, BLOCK "A"  
PACIFIC PARK SUBDIVISION  
DOC. NO. 20100035  
USED: MULTIPLE-FAMILY

TYPE 1 BUILDINGS  
234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000, 1001, 1002, 1003, 1004, 1005, 1006, 1007, 1008, 1009, 1010, 1011, 1012, 1013, 1014, 1015, 1016, 1017, 1018, 1019, 1020, 1021, 1022, 1023, 1024, 1025, 1026, 1027, 1028, 1029, 1030, 1031, 1032

# Double Faced Monument Sign

Note: Remodel existing structure with:  
CMU block, cultured stone, Granite Tile  
and new arched cap & sign faces.



**JDM Designs**  
SINCE 1979

(281) 356-6131 Fax (281) 356-6227  
14135 STAGECOACH RD. MAGNOLIA, TX. 77365

12101 Parmer Rd.