

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

DATE: AUGUST 12, 2013

CASE NUMBER: C16-2013-0013

☐ Y ☐ Jeff Jack
☐ Y ☐ Will Schnier - Michael Von Ohlen (out)
☐ Y ☐ Nora Salinas
☐ Y ☐ Stuart Hampton - Bryan King (out)
☐ Y ☐ Fred McGhee
☐ Y ☐ Melissa Hawthorne **Motion to PP to Sept 16, 2013**
☐ Y ☐ Sallie Burchett
☐ Y ☐ Cathy French (SRB only) **2nd the Motion**

APPLICANT: Kevin Hull

OWNER: Parmer Place Apartments

ADDRESS: 12101 DESSAU RD

VARIANCE REQUESTED: The applicant has requested a variance from the maximum sign height requirement of Section 25-10-127 (B) (1) from 6 feet in height to 10 feet in height in order to erect a freestanding sign for a Multi-Family residential use in an "I-MF-3", Interim – Multi-Family Residence zoning district.

BOARD'S DECISION: The public hearing was closed on Board Member Melissa Hawthorne motion to Postpone to September 16, 2013, Board Member Cathy French second on a 8-0 vote; **POSTPONED TO SEPTEMBER 16, 2013.**

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:

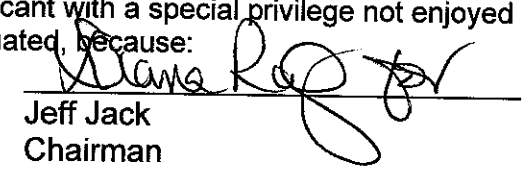
OR,

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

CASE #

C16-2013-0013

CITY OF AUSTIN
APPLICATION TO SIGN REVIEW BOARD
SIGN VARIANCE

ROW-10978107

IP-0251310509

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

PLEASE: TYPE AND COMPLETE ALL REQUESTED INFORMATION.

STREET ADDRESS: 12101 ~~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 92-40-6500 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

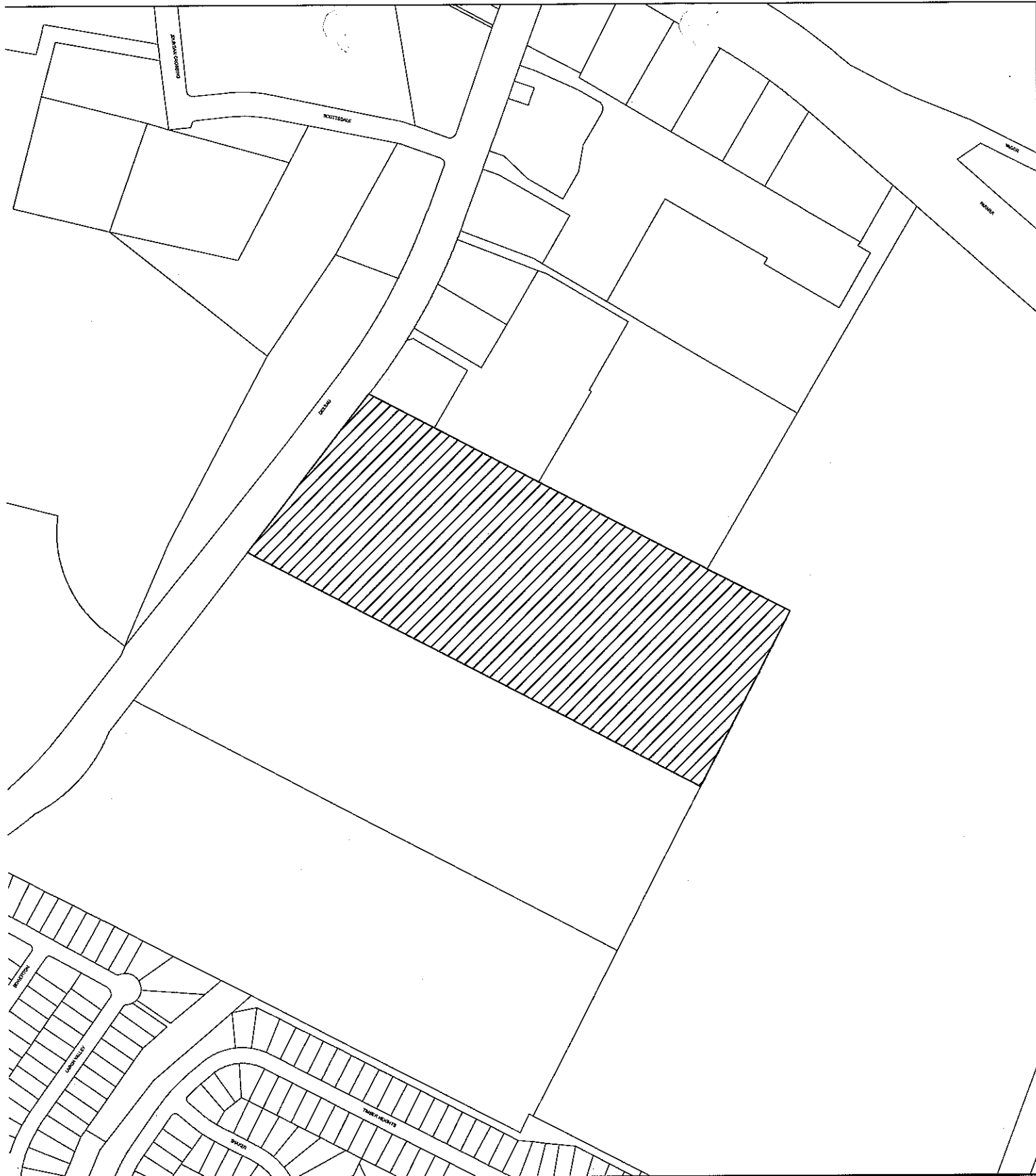
ADDITIONAL INFORMATION TO BE SUBMITTED WITH COMPLETED APPLICATION:
(FAILURE TO SUBMIT ALL THE REQUIRED MATERIALS WILL RESULT IN NON-
ACCEPTANCE OF THE APPLICATION. LATE BACKUP MATERIAL WILL BE
ACCEPTED UNTIL 9:00 A.M. THE MONDAY PRIOR TO THE MEETING. THERE
WILL BE NO EXCEPTIONS.)

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.

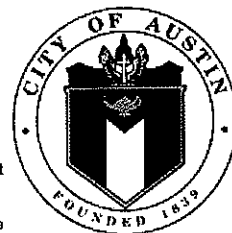


SUBJECT TRACT



ZONING BOUNDARY

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

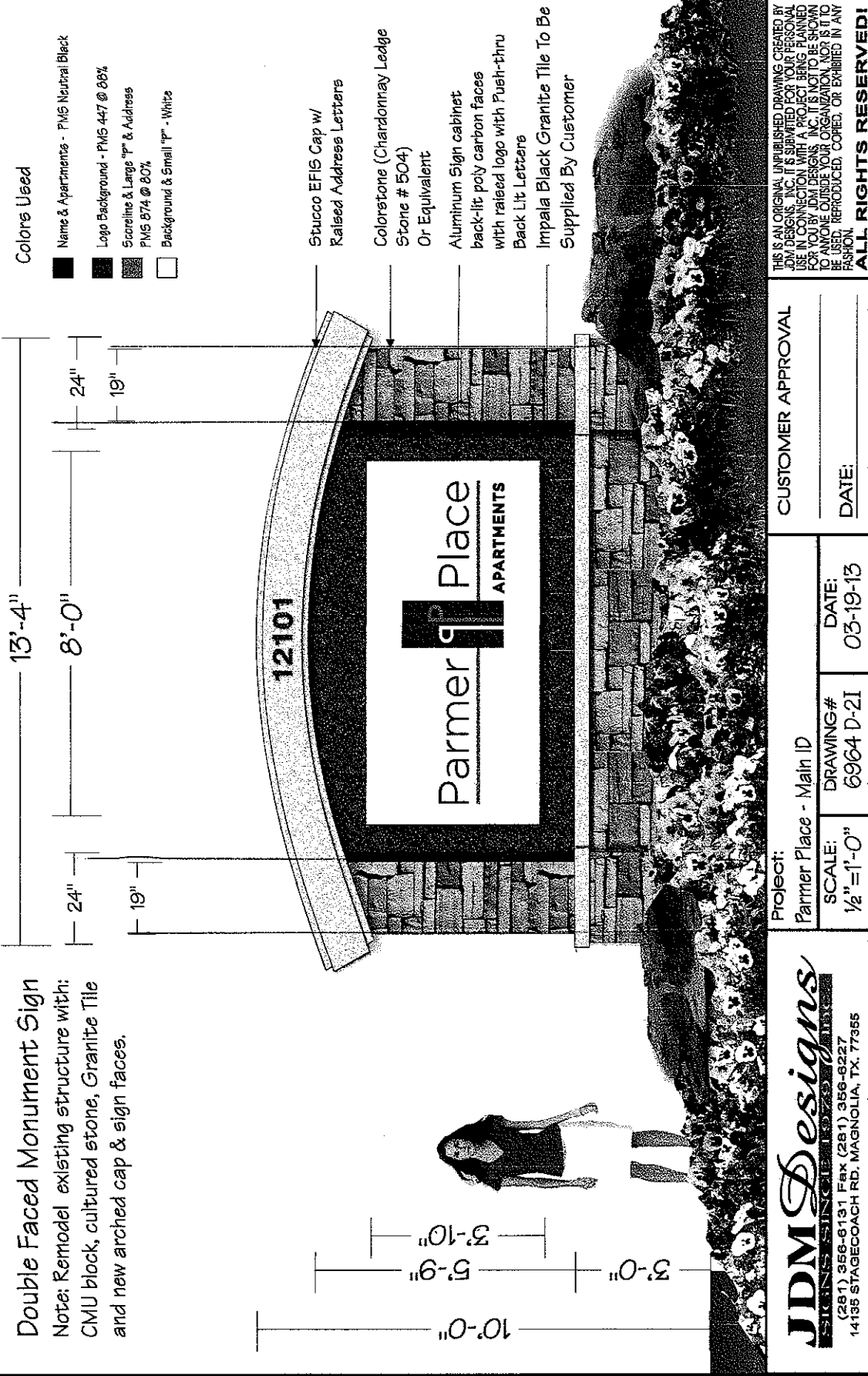


This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

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.

Double Faced Monument Sign

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



12101 Parmer Rd.