

Heldenfels, Leane

From: David King <[REDACTED]>
Sent: Thursday, May 08, 2014 3:43 PM
To: Heldenfels, Leane
Cc: Gardner Sumner
Subject: Case C16-2014-0006 - Sign Review Board Meeting - May 12, 2014

Ms. Leane Heldenfels,

The Zilker Neighborhood Association Executive Committee met with Mr. Gregg Farrar to discuss the proposed new sign at 517 South Lamar Boulevard. After listening to Mr. Farrar, reviewing the case file, and visiting the site of the proposed sign, the Committee voted unanimously to object to the sign variance for the following reasons.

1. The proposed sign will significantly increase the visual clutter on South Lamar Boulevard and eliminate several existing parking spaces.
2. The proposed sign is inconsistent with the neighborhood priority for more pedestrian oriented access and will set precedent for more signs in the area.
3. A sign on the front face of the building would be an effective alternative to the proposed sign along South Lamar Boulevard.
4. The existing sign on South Lamar Boulevard provides good visibility to potential customers.

Please include this letter in the backup for this case at the Sign Review Board meeting on May 12, 2014.

Respectfully,

David King
Zilker Neighborhood Association VP 2