

Dear Leane Heldenfels, Staff Liaison, City of Austin Sign Review Board, Nikelle Meade, and Alex Schmitz,  
HNA President,

We are pleased to present you with this petition affirming this statement:

**"We, the undersigned residents and businesses of the Highland, Skyview, and St. John area support the sign plan proposed for the Lincoln Village property and the variances for sign height, sign size, and iconic signs. "**

Attached is a list of individuals who have added their names to this petition, as well as additional comments written by the petition signers themselves.

Sincerely,  
Eduardo Garza

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Charles Barrow  
Austin, TX 78752  
Aug 11, 2014

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Joann M. Rees  
Austin, TX 78752-2404  
Aug 11, 2014

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Bala Silkenon  
AUSTIN, TX 78752  
Aug 11, 2014

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Meagan Dean  
Austin, TX 78751  
Aug 11, 2014

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I would love to see this shopping center revived. Better signage could give the center more visibility.

Maureen O'Connor  
Austin, TX 78757  
Aug 11, 2014

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Natalie Trevino  
Austin, TX 78752  
Aug 11, 2014

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Please let's get this going!

Kami Harcrow  
Austin, TX 78752  
Aug 11, 2014

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dan gillotte  
austin, TX 78752  
Aug 11, 2014

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Gwen Stovall  
Austin, TX 78757  
Aug 11, 2014

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missy menzes  
austin, TX 78752  
Aug 11, 2014

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Karla Schultz  
Austin, TX 78752  
Aug 11, 2014

**VIA EMAIL -- leane.heldenfels@austintexas.gov**

Leane Heldenfels, Staff Liaison  
Sign Review Board  
505 Barton Springs Road, 1<sup>st</sup> Floor  
(Development Assistance Center)  
Austin, Texas 78704

RE: Letter of Support for Sign Variances; 6406 N. IH-35; Lincoln Village  
C16-2013-0017

Dear Ms. Heldenfels:

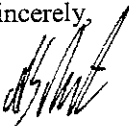
Highland Neighborhood Association supports the above-referenced sign variance case in which the new owner of the Lincoln Village property is seeking to put in place a unified sign plan for the Lincoln Village property which will include taller, larger signs and iconic signs.

Lincoln Village is one of the major development parcels in our community, and it is set to return to being one of our most important activity and amenity centers. We have seen the center decline over the years, in part because of the changed landscape of highway infrastructure surrounding it. It has become buried in the adjacent highway. For this reason, many tenants have either failed at the center or have chosen to or had to relocate to other properties. Updated, visible signage will help tenants like the ones we have lost be seen on the site so that patrons can find them and utilize their businesses.

Although we know the Board has been very cautious in the past about allowing increased sign heights on any property, we believe that in this location taller, larger, and more unique signs will not create any blemish whatsoever on the surrounding landscape while greatly benefitting the ability of Lincoln Village's tenants to thrive. In fact, we think that attractive signage at this site will actually serve to enhance the landscape and improve it.

For these reasons, Highland Neighborhood Association supports the proposed sign variance case and asks for the Sign Review Board's support of it as well.

Sincerely,



Alex Schmitz, President  
**HIGHLAND NEIGHBORHOOD ASSOCIATION**

July 7, 2014

To: Leane Heldenfels, Sign Review Board Staff Liaison, 505 Barton Springs Road, Austin, TX 78704

Martha Kooch Ward's comments in support for Sign Variances, for 6406 N. IH 35 Lincoln Village (The LINC).

Dear Signage Review Board Members:

As a 5<sup>th</sup> generation Austinite, I have a long term perspective on changes occurring to our city's landscape. I am a 20 year resident of a nearby neighborhood of The LINC. I serve on the Airport Blvd. Advisory Group, on ACCHighland's Community Advisory Committee, and now participate in a north central IH 35 neighborhoods' coalition, NINC2, concerning TXDOT proposed changes, 183 to MLK. My understanding about the essential value of good signage, for way-showing, safety, and economic well-being, has increased through these participatory activities.

The era of the Highland area of IH 35/290/183 becoming regional hub is upon us. The addition of Travis County Tax & Licensing services on Airport brought 10,000 additional car trips daily to the area. Combine this with ACCHighland opening September 2014 with an initial 6,000 students + support staff; the continuing growth of housing, businesses, imminent at Mueller; the increased number of new local restaurants, and services on Airport, underlines how good signage is essential for both public safety and to support business access and viability.

Austin Renaissance Limited's purchase and redevelopment of The LINC requires both the quality and quantity of signage requested, to meet the needs of ACC's students + support staff, increasing to 10-15,000 in 4 years, along with the thousands of residents in the surrounding neighborhoods of Highland, Windsor Park, Ridgetop, Northfield, Skyview, St. Johns. We want to know where these businesses are located and how to get there.

Representatives of The LINC reached out to me and others, over a year ago to learn what was important to us. We shared that many resident did not know where Lincoln Village was located nor how to get there, nor why to even look. Now, as The LINC develops, neighborhood residents are ready to realize the City's long promised possibility, that we can live and work within an increasingly more walkable area, where we can patronize a diversity of local businesses and access services we want and need, daily. Yes, The LINC's effective, iconic, easily read signage is essential. Please help the City make good on its promises to our neighborhoods at this regional business/community hub.

Sincerely,



Martha Kooch Ward, 905 East 55 ½ Street, Austin, TX 78751 – 512-574-9224 text



4330 Gaines Ranch Loop, Ste 100  
Austin, Texas 78735

July 8, 2014

**VIA EMAIL -- [leanne.heldenfels@austintexas.gov](mailto:leanne.heldenfels@austintexas.gov)**

Leanne Heldenfels, Staff Liaison  
Sign Review Board  
505 Barton Springs Road, 1<sup>st</sup> Floor  
(Development Assistance Center)  
Austin, Texas 78704

RE: Letter of Support for Sign Variances; 6406 N. IH-35; Lincoln Village

Dear Ms. Heldenfels:

The purpose of this letter is to express support for the pending sign variance being proposed by the owners of the former Lincoln Village tract, Austin Renaissance, L.P. We support their sign proposal and the variance request.

As you know, our firm is the developer of the Highland Mall tract, one of the most significant and largest properties in the Airport Boulevard Corridor.

Please let me know if you have questions. Please also forward this letter of support to the Board.

Sincerely,

Matt Whelan  
Principal



**Dr. Richard M. Rhodes • President/CEO**

Highland Business Center • 5930 Middle Fiskville Road • Austin, Texas 78752 • (512) 223.7000

July 8, 2014

VIA EMAIL – [leanne.heldenfels@austintexas.gov](mailto:leanne.heldenfels@austintexas.gov)

Leanne Heldenfels, Staff Liaison  
Sign Review Board  
505 Barton Springs Road, 1<sup>st</sup> Floor  
(Development Assistance Center)  
Austin, Texas 78704

RE: Letter of Support for Sign Variances; 6406 N. IH-35; Lincoln Village

Dear Ms. Heldenfels:

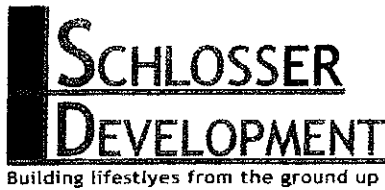
The purpose of this letter is to support the sign variance being proposed for the Lincoln Village tract. We support the proposed signage plan and the variances needed for it.

As you know, we are owners of the Highland Mall property located directly across Middle Fiskville from the subject property. Our property and the subject property are in an area that is being reinvented and reinvigorated. The success of Lincoln Village in its ability to attract high-quality, sustainable tenants is critical to the revitalization of the entire corridor, and appropriate, visible signage is a major component of such success.

For this reason, we support the requested sign variances and ask you to convey our support to the Board.

Sincerely,

  
\_\_\_\_\_  
Austin Community College District



08 July 2014

Leanne Heldenfels, Staff Liaison  
Sign Review Board

505 Barton Springs Road, 1st Floor  
(Development Assistance Center)  
Austin, Texas 78704

**RE: Letter of Support for Sign Variances**  
**6406 N. IH-35; Lincoln Village**

Dear Ms. Heldenfels:

The purpose of this letter is to express support for the pending sign variance being proposed by the owners of the former Lincoln Village tract, Austin Renaissance, L.P. We support their sign proposal and the variance request.

As you know, our firm is the owner of the Highland Pavilion, across Middle Fiskville Rd. from Lincoln Village.

Please let me know if you have any questions. Please also forward this letter of support to the

Board. Sincerely,

A handwritten signature in black ink, appearing to read 'Bradley Schlosser', is written over the typed name.

Bradley Schlosser  
Principal



**AUSTIN  
FILM  
SOCIETY**



1901 East 51 Street  
Austin, Texas 78723  
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afs@austinfilm.org  
austinfilm.org

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Abe Zimmerman

VIA EMAIL -- [leanne.heldenfels@austintexas.gov](mailto:leanne.heldenfels@austintexas.gov)

Leanne Heldenfels, Staff Liaison  
Sign Review Board  
Development Assistance Center  
505 Barton Springs Road, 1<sup>st</sup> Floor  
Austin, Texas 78704

RE: Letter of Support for Sign Variances; 6406 N. IH-35; Lincoln Village

Dear Ms. Heldenfels:

I'm writing to express our support for the sign variances being proposed at Lincoln Village. We believe that allowing them will serve to transform the Lincoln Village property into a jewel within the Airport Boulevard Corridor.

Austin Film Society is a major tenant of the property currently, and we struggle with having visible, appropriate, aesthetically-appealing signage. We are asking the city to allow for signage to be taller, slightly larger, and more visible on this property and to allow some signage on the property to be iconic and unique rather than standard and uniform. The property spans across almost 16 acres, from IH-35 to Middle Fiskville, so visibility throughout the property is a challenge. We believe that allowing these variances will make or break the future revitalization and sustainability of the center, as it has been difficult for any tenant not directly situated on Middle Fiskville to have any visibility at all.

Please support the requested variances so that we can have a thriving, exciting center in this very important corridor of the City.

Sincerely,

Rebecca Campbell  
Executive Director



VIA EMAIL -- leanne.heldenfels@austintexas.gov

Leanne Heldenfels, Staff Liaison  
Sign Review Board  
505 Barton Springs Road, 1<sup>st</sup> Floor  
(Development Assistance Center)  
Austin, Texas 78704

RE: Letter of Support for Sign Variances; 6406 N. IH-35; Lincoln Village

Dear Ms. Heldenfels:

The purpose of this letter is to express support for the sign variance being proposed by the owners of the former Lincoln Village tract located at 6406 N. IH-35. We support the sign proposal and the variance request. We are tenants of the property currently and feel strongly that better, more visible, more updated, more attractive signage is needed on the property to attract patrons, for way-finding, and to support a high-quality image for our center. We currently have outdated signage that is not visible from any of the major transportation corridors surrounding the property, which makes it very difficult for many patrons to even locate us. Further, the signage that is visible is extremely outdated and needs to be reconstructed.

The comprehensive sign plan being proposed by the property owner will be beneficial not only to the tenants in Lincoln Village, but to the entire Airport Corridor that is developing around us. These signs will serve as marquee signs for the entire area which will help create a sense of place for those who visit Lincoln Village and the area as a whole. The proposal will also allow for unique, very Austin, iconic signage that is critical in attracting a unique, interesting set of tenants to a shopping center such as this one. As you know, Austin's small businesses don't want cookie-cutter, uniform signage in a shopping center. They want to be located in places where they can express what their businesses are all about through tasteful but unique, creative signs. The proposed plan will allow the type of expression these businesses seek within a comprehensive, master development.

For all of these reasons, we wholeheartedly support the proposed variances.

Sincerely,

  
The Marchesa

**Exhibit A to Variance Application**

**C16-2013-0017**

Variances are requested to the following code sections:

**I. Section 25-10-101 (C)(1) (*Signs Allowed In All Sign Districts Without An Installation Permit*)** to increase the number of freestanding or wall signs allowed per curb cut from 1 (required) to 2 (requested).

**II. Section 25-10-101 (C)(2) (*Signs Allowed In All Sign Districts Without An Installation Permit*)** to increase the maximum sign area from 12 feet (required) to 15 feet (requested).

**III. Section 25-10-101 (C)(2)(a) (*Signs Allowed In All Sign Districts Without An Installation Permit*)** to increase the maximum height of a freestanding sign from 4 feet above grade (required) to 8 feet above grade (requested).

**IV. 25-10-123 (B)(1) (*Expressway Corridor Sign District Regulations*)**, to increase the number of freestanding signs allowed on a lot from 3 (required) to 8 (requested).

**V. 25-10-123 (B)(2) (*Expressway Corridor Sign District Regulations*)**, to increase the maximum allowed sign area from the lesser of 300 sq. ft. or 0.7 square feet for each linear foot of street frontage (required) to 600 sq. ft. (requested).

**VI. 25-10-123 (B)(3) (*Expressway Corridor Sign District Regulations*)**, to increase the maximum allowed sign height from the greater of 35 feet above frontage street pavement grade or 20 feet above grade at the base of the sign (required) to 80 feet above frontage street pavement grade (requested).

**VII. 25-10-123 (F) (*Expressway Corridor Sign District Regulations*)**, to increase the maximum allowed sign area for a lot from 20% of the façade area of the first 15 feet of the building (required) to the greater of either 25% of the façade area of the first 15 feet of the building or 30% of the total area of a storefront (requested).

**VIII. 25-10-131 (E) (*Additional Freestanding Signs Permitted*)**, to waive the requirement that the space within a unified development to which this section applies must be a pad site (required) so long as the space to which the waiver is applied is at least 6,400 square feet (requested).

**IX. 25-10-132 (C) (*Roof Sign Instead of Freestanding Sign*)**, to increase the maximum height permitted for a roof sign from the lesser of either 5 feet above the building façade or 5 feet above the maximum height permitted for a freestanding sign (required) to the lesser of either 8 feet above the building façade or 8 feet above the maximum height permitted for a freestanding sign (requested).

THE LINC

THE MARCHESSA HALL & THEATRE

AUSTIN POLISH FILM FESTIVAL  
NOV 1ST-3RD  
2013 POLISH POSTER EXHIBIT  
NOV 1ST-15TH

AUSTIN FILM SOCIETY  
MUSEUM HOURS NOV 6TH  
AUSTIN POLISH FILM FESTIVAL  
NOV 1ST-3RD

19'-6" H x 14'-0" W

Refurbished existing  
Tenant Marquee sign

8'-0" H x 3'-6" W

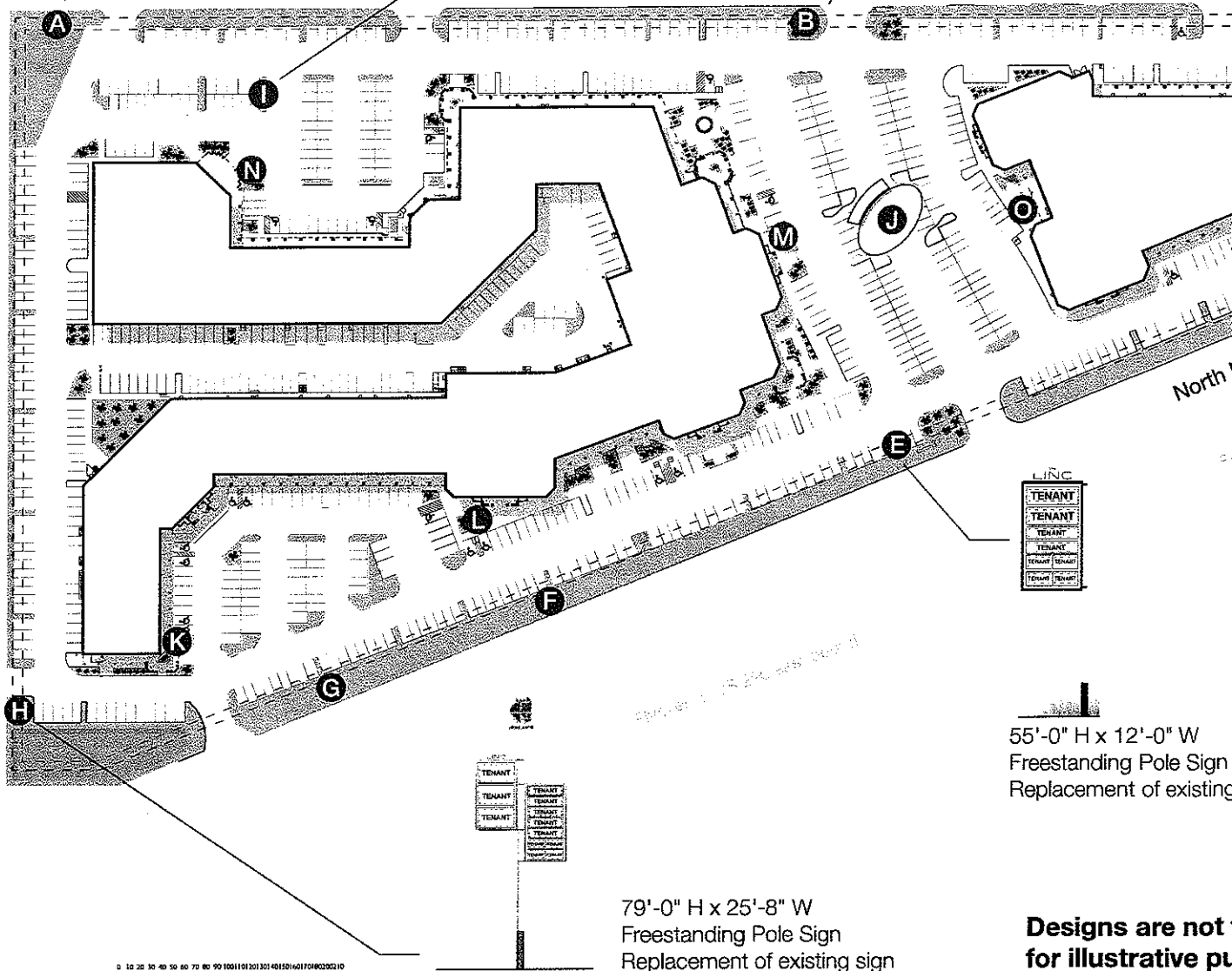
Freestanding Pole Sign

1'-6" H x 10'-0" W

Mount to top of e

Middle Fiskville Road

Highland Blvd.



Plan Scale

55'-0" H x 12'-0" W

Freestanding Pole Sign

Replacement of existing

79'-0" H x 25'-8" W

Freestanding Pole Sign

Replacement of existing sign

Designs are not  
for illustrative pu