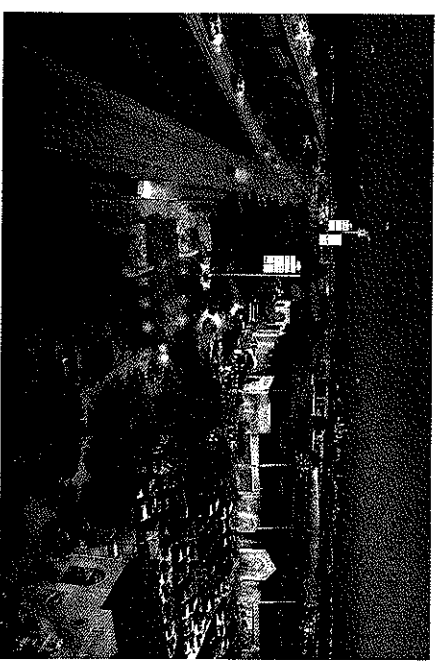
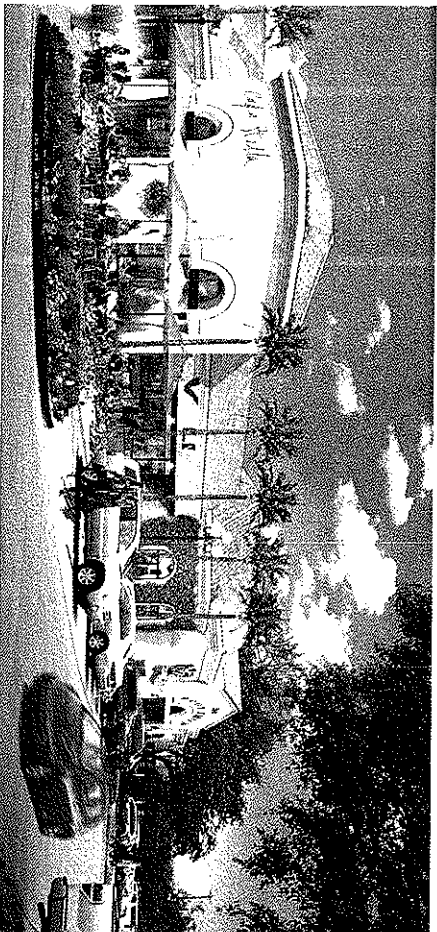


THE LINC

Supplemental Materials in Support of Case Item # C16-2013-0017 September 8, 2014, Item C-1



Revised Request

■ Additional Information Provided

1. Revised color coded map showing existing signs, variances, and new signs.
2. Pages showing each individual sign, its location on the map, and the variance applicable to that particular sign.
3. Comparison of original request and modified request.
4. "Plain English" explanation of each request.
5. Modified images in the original package to illustrate the reduced scope of the request.

■ Concerns Addressed

1. Height and scale
2. Number of signs
3. Illumination
4. Precedent

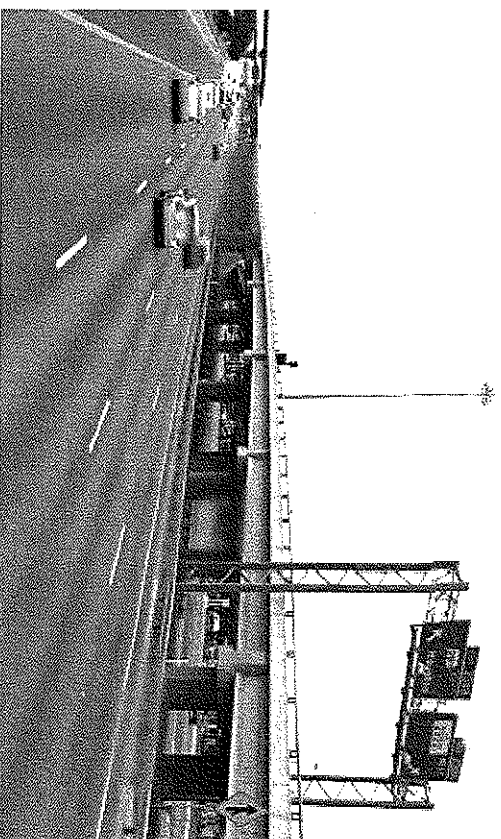
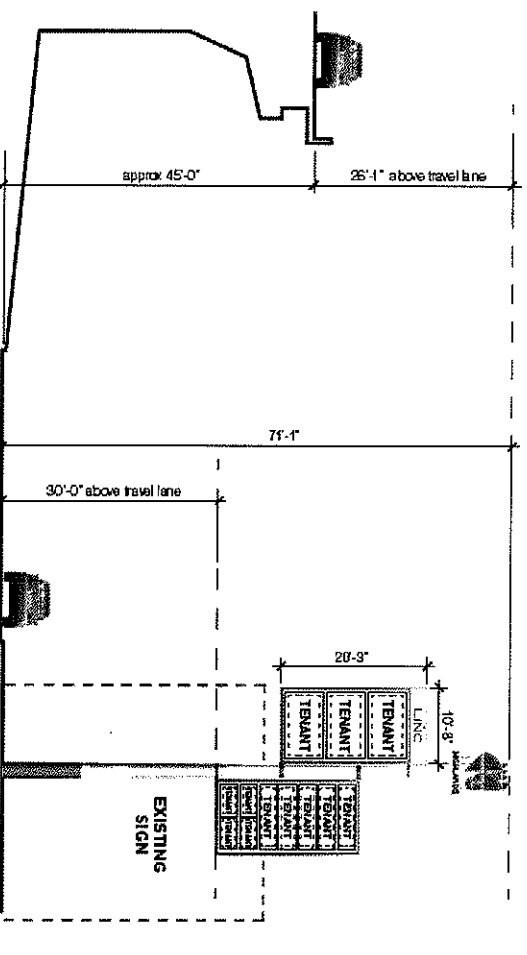
Summary of Previous Discussion

- Lincoln Village is being transformed into The Linc which will include 30 - 40 tenants spread out over 16 acres with 1/2 mile of frontage on I-35.
 - Most tenants will be Austin-centric small businesses.
- Existing signage made obsolete by changes in infrastructure and surrounding environment. Resulted in the long-term decline of the shopping center.
- Growing and dynamic Austin community still needs the retail services which The Linc can provide. But local tenants and new business, especially, need to communicate their existence to the broader market to survive.
- Comprehensive, coordinated sign plan is crucial to addressing and remediating hardships which strongly contributed to property decline.
 - Beacon to aid with difficult access;
 - Visibility relative to interstate; and
 - Redefining property, its tenants, and signaling neighborhood investment.
- Significant support from community, neighbors, and tenants attest to both the need and minimal disruption.

Concerns & Remediation

Height and Scale of Monument Sign

- Reduced requested height and scale by 10% and 20%, respectively.
- Rises only 26' above I-35 which would be well within acceptable limits if property was on-grade with Interstate. Negative grade differential is the key issue. Primary monument only 10' above I-35.
- Top of sign is the neighborhood moniker.
- Minimum required for south bound I-35 visibility, and clearance of trees.



Concerns & Remediation

Number of signs

- Removed variance request for section 25-10-131(E) (*Additional Freestanding Signs*) and modified request for section 25-10-123(B)(1) (*Number of Freestanding Signs*).
- Combined effect reduces request by 11 signs.
- If future tenants want to have freestanding signs not shown on plan, they will approach the board individually.

Table Request and Incorporate into CodeNext

- We tried – worked with Airport Blvd form based code initiative until it was folded into CodeNext.
- Current expected timeline is too lengthy relative to business needs.
- Further delays are certainly possible (probable?).

Concerns & Remediation

Precedent

- Not a widely applicable precedent with numerous distinguishing factors.
- Distinguishing factors from other properties include:
 - Scale of property (16 acres) requires a uniform, planned, comprehensive scheme.
 - Number and turnover of tenants (30 – 40) are not all destinations; they need visibility.
 - Interstate frontage (1/2 mile) requires a larger number of orientation points
 - Neighborhood supportive of plan.
 - Changes to surroundings which occurred after original development.
 - No frontage to highly trafficked street except raised interstate.
- Interstate zone further limits potential requests.

Illumination

- Full compliance with all City of Austin regulations regarding lighting and illumination.
- I-35 is already lit by several 12-bunch metal halide pole mounted lights which dwarf any amount of illumination coming from The Linc.