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October 1, 2014

VIA EMAIL – leane.heldenfels@austintexas.gov

Sign Review Board
c/o Leane Heldenfels
City of Austin
505 Barton Springs Road, 1st Floor
Austin, Texas 78704

Re: C16-2013-0017; 6406 IH 35 Southbound Service Road; Sign Variance Request
for The Linc

Dear Ms. Heldenfels:

Enclosed with this letter are: (1) a new version of Exhibit A to our variance application; and (2) a copy of our sign location plan. In response to the Board's requests, we have revised Exhibit A to add references to the signs for which each variance is being requested. We hope this information clarifies the request and makes the application easier to read and to follow. (Note that you will see strike-throughs in Exhibit A. These reflect the changes made to the original request before the September hearing. The board has already seen these changes.)

We are also working in response to the Board's comments at the September hearing to scale back the variance request as much as possible. At the October 13th hearing, we will present substantive revisions to our request which reduce what is being requested and address concerns raised by the Board Members in the past two hearings.

Please include this letter and enclosures in the Board's back-up material for the October 13th hearing. Thank you.

Sincerely,



Nikelle S. Meade for the Applicant

Enclosures

Exhibit A to Variance Application

C16-2013-0017

REVISED 10/01/14

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). Variance is applicable to sign locations A, C, D, G, K, L, M, N, O, and P. Locations A, C, D, & G are vehicular directional located on the perimeter of the site. Locations K, L, M, N, O, & P are Pedestrian Orientation (map and directory) signs located on interior of site.

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). Variance is applicable to sign locations A, C, D, & G. These signs are vehicular directional signs located on the perimeter of the site.

III. Section 25-10-101 (C)(3)(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). Variance is applicable to sign locations A, C, D, G, K, L, M, N, O, and P. Locations A, C, D, & G will have a maximum height of 8'-0". Locations K, L, M, N, O, & P will have a maximum height of 6'-0"

IV. Section 25-10-123 (*Expressway Corridor Sign District Regulations*) to allow projected signs and suspended signs up to 4.5 square feet for each tenant storefront. Variance will apply to individual tenant storefronts. This variance will allow each tenant to have a projecting or suspended blade sign up to 4.5 sqft.

V. 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 7 (requested)(6 of which are already existing). Existing freestanding sign locations on site are: B, E, F, H, I, & R.
New freestanding sign location on site is Q.

VI. 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~~ 480 sq. ft. (requested). Variance is applicable to sign location H.

VII. 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~~ 71'1" feet above frontage street pavement grade (requested). Variance is applicable to sign locations E & H.

VIII. **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). Variance will apply to individual tenant storefronts.

~~IX. **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).~~

X. **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). Variance will apply to location J.