

CU-2014-0012

HOTEL
VAN ZANDT
A KIMPTON HOTEL

SIGN VARIANCE PROPOSAL

ION ART

**CITY OF AUSTIN
APPLICATION TO SIGN REVIEW BOARD
SIGN VARIANCE**

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

PLEASE: TYPE AND COMPLETE ALL REQUESTED INFORMATION.

STREET ADDRESS: 605 Davis St. Austin, TX 78701

LEGAL DESCRIPTION: Subdivision – _____

Lot 1 - Red River Addition Plat recorded in volume 78, page 94 of Real Property Records of Travis County

I/We Ion Art, Inc. on behalf of myself/ourselves as authorized agent for

Hotel Van Zandt affirm that on August 27, 2014, hereby apply for a hearing before
the Sign Review Board for consideration:

ERECT – ATTACH – COMPLETE – REMODEL – MAINTAIN

Ion Art is requesting an increase of total allowable building signage, in order to maximize sign visibility on the façade. We hope to obtain a variance to Section 25-10-129 (F) (Downtown Sign District Regulations) to increase the allowable wall signage from 1,158 square feet to 2,215 square feet. The primary signage proposed is a non-illuminated painted mural of the name "Hotel Van Zandt" along the building's northern "fin" structure, which we feel will efficiently utilize the visual reach of the signage. The north face is the primary entrance, and will carry the building's identity and impact, thus our desire to concentrate signage there to create and maintain the appropriate branding for the hotel.

This is a unique Hotel, not part of a chain, and its character pays tribute to the unique qualities of Austin, and honors the history of our state. The historic Van Zandt name reaches back to the Republic of Texas where Isaac Van Zandt was the Ambassador for Texas to America before statehood. The name has been integral to the chronicle of Texas and the legacy of music in Austin. Townes Van Zandt, the prolific Folk/Country singer, contributed heavily to Austin's reputation as the Live Music Capital of the World. The scale of the signage as requested pays tribute to the achievements of the family, the many contributions they have made to the State of Texas, and to the character of Austin.

Located within the "CBD-Waterfront Overlay", Downtown – Waterfront Overlay zoning district.

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.

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 northern façade of this 16 story building has a "Fin" wall structure that is only 26 feet wide, so would only allow for a maximum sign size of 78 square feet. We hope to utilize the height of the building to provide non-illuminated vertical signage that totals 1980 square feet. Each additional sign requested will comply with standard permitting allowance. The sign on the eastern façade will be visible along the I-35 corridor, which will enhance the visual impact of the iconic landmark hotel and lend weight to the unique reputation of Austin. By allowing the total square footage to be increased to compensate for the height of the building, we maximize the influence of the building's character and influence within the City of Austin.

OR,

2. The granting of this variance will not have a substantially adverse impact upon neighboring properties, because: The area in which the Hotel is situated is a mix of retail locations, residential complexes, and high rise apartments. There is no standardization to the neighborhood, which allows for a creative use of space in each location while still maintaining the atmosphere of the community. By paying homage to the historic traditions of the Van Zandt heritage, we enhance the Rainy Street historic district. By adding high impact visual signage to attract visitors, we draw attention to the presence of other retailers in the area. Our signage aims to enhance the distinct qualities of the building, thereby reinforcing the atypical aspects of the entire area.

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: Our request is based on the unique structure and location of the building and our intent to maximize the use of space to compensate for the height in order to magnify the building's identity and impact. Other buildings of comparable height could also request an increase of allowable wall signage to compensate for their size. The location of the building has limited public road access, and the north face of the building is the primary public roadway along any side of the hotel, thus the desire to concentrate the bulk of signage there. Any other building similarly situated could seek a similar variance for the same request.

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 W.A. Mendell Mail Address 407 Radam Ln. A-100
City, State & Zip Austin, TX 78745
Printed Wesleann Mendell Phone 512-326-9333 Date 08-27-14

PLEASE SEE ATTACHED SIGNATURE PAGE FOR OWNER CERTIFICATE

2. The granting of this variance will not result in the parking or loading of vehicles on public streets in such a manner as to interfere with the free flow of traffic of the streets because:

3. The granting of this variance will not create a safety hazard or any other condition inconsistent with the objectives of this Ordinance because:

4. The variance will run with the use or uses to which it pertains and shall not run with the site because:

NOTE: The Board cannot grant a variance that would provide the applicant with a special privilege not enjoyed by others similarly situated or potentially similarly situated.

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 _____ Mail Address _____

City, State & Zip _____

Printed _____ Phone _____ Date _____

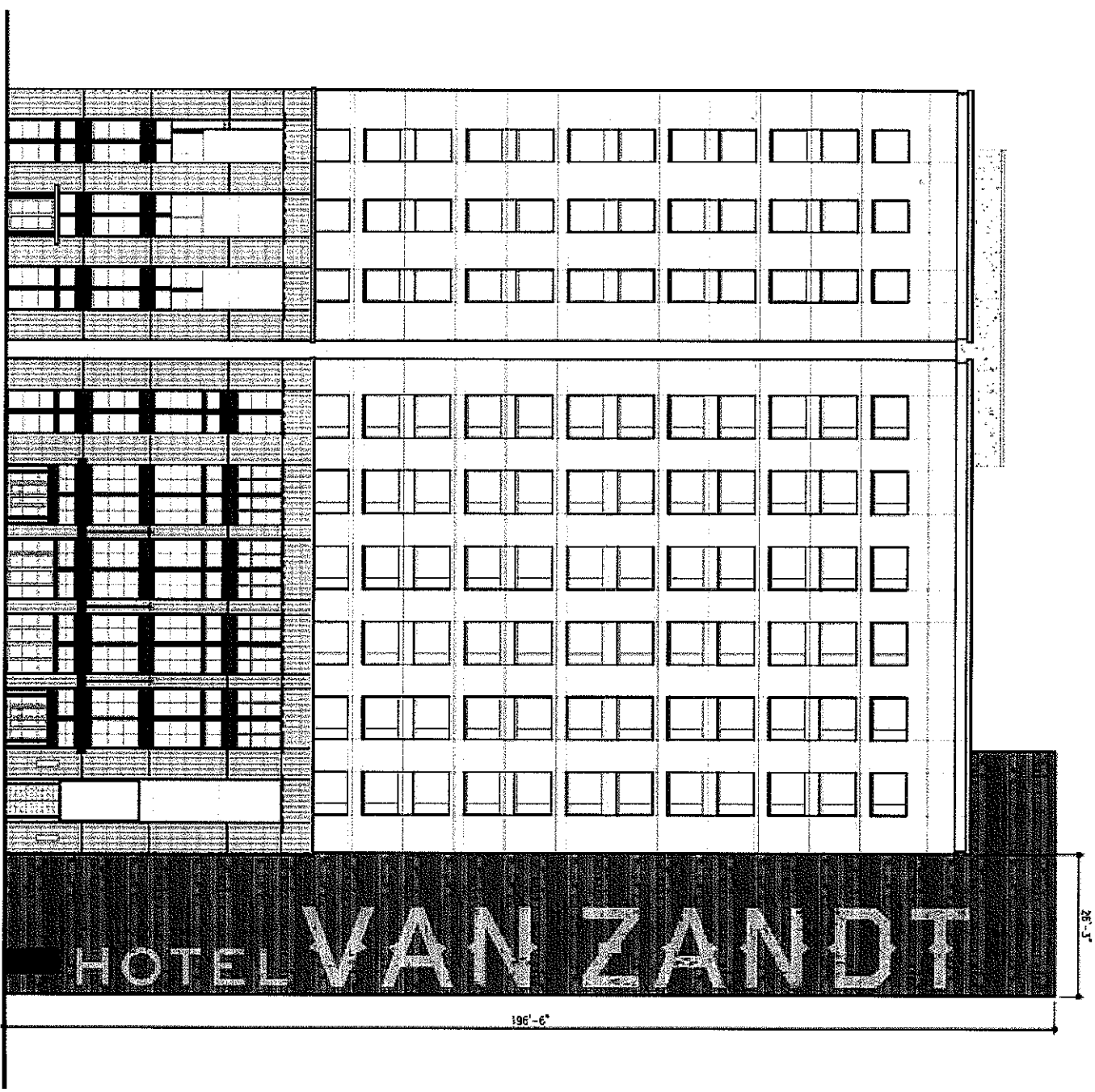
OWNERS CERTIFICATE - I affirm that my statements contained in the complete application are true and correct to the best of my knowledge and belief.

Signed  Mail Address 111 CONGRESS AVE, STE 2600

City, State & Zip AUSTIN, TX 78701

Printed LOU SAMBERTINO Phone (512) 994-7702 Date 7/28/2014

HOTEL VAN ZANDT 2458 Sign A



A NORTH ELEVATION FIN SIGN FACE VIEW
SCALE: NTS

ION ART

407 Rodam Lane, Suite A100
Austin TX 78745
Mail: ionart@ionart.com
Phone: 512-326-9333
www.ionart.com

HOTEL
VAN ZANDT

605 Davis St.
Austin, TX 78701

CTM
07.14.14

ION ART
ION ART DOES NOT provide primary electrical to sign. Power to the sign must be done by a licensed electrician.

- Each sign must have:
1. Max. of 1 ungrounded 120V/20A circuit
2. J-box installed within 6ft. of sign
3. 3-wire line, ground, neutral

1980 sqft

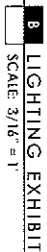
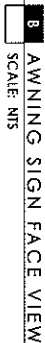
15 ft

195 ft

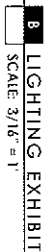
ION

ART

**HOTEL
VAN ZANDT**
A Division of H&B



EXISTING
AWNING

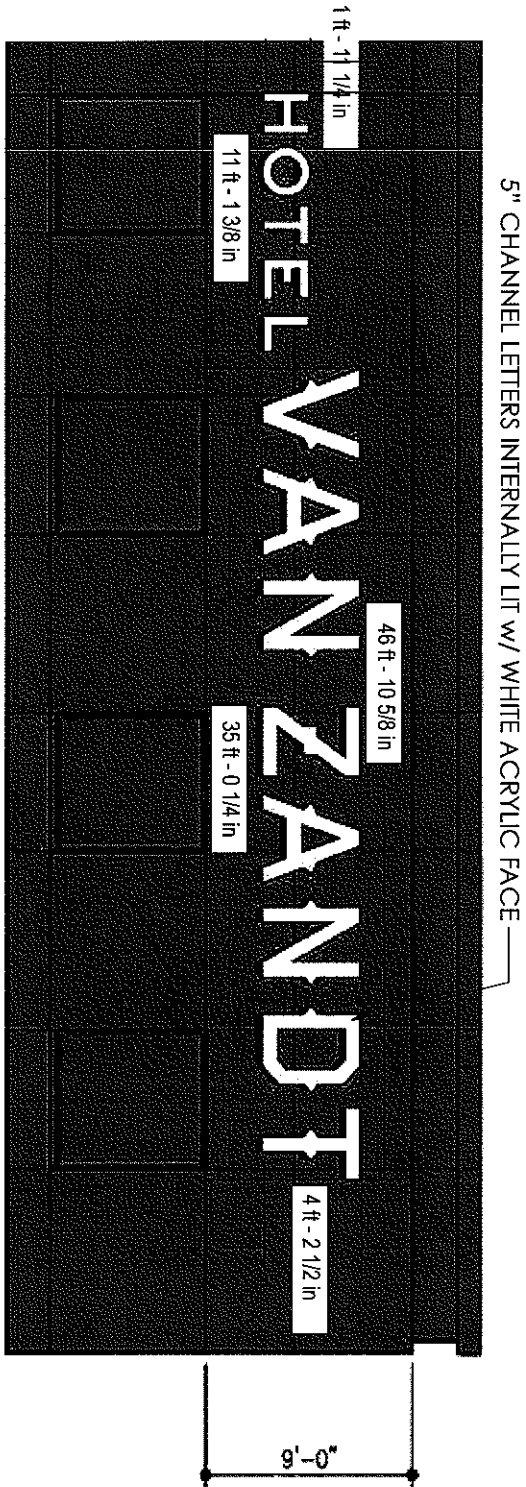


B	SIDE VIEW	ATTACHMENT
	SCALE 1" = 1'	

C SIDE VIEW | ATTACHMENT
SCALE: 3/16" = 1'

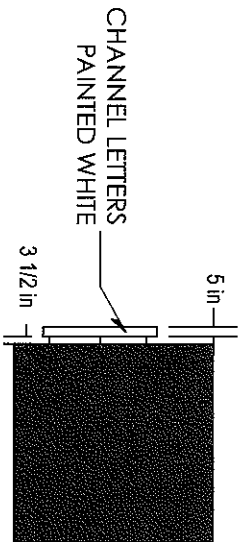
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HOTEL VAN ZANDT 2458 Sign D



D WEST ELEVATION CHANNEL LETTERS, FACE VIEW

SCALE: 1/8" = 1'



D SIDE VIEW | ATTACHMENT

SCALE: 1/8" = 1'



D LIGHTING EXHIBIT

SCALE: 1/8" = 1'

407 Radom Lane, Suite A100
Austin TX 78745
Mail: ionart@ionart.com
Phone: 512-326-9333
www.ionart.com

HOTEL
VAN ZANDT

located on 605 Davis St.
Austin, TX 78701

DATE: 07.14.14

ION ART DOES NOT provide primary electrical to sign. Power to the sign must be done by a licensed electrician.

- Each sign must have:
1. Min. of 1 dedicated 120V 20A circuit
 2. Box installed within 6ft. of sign
 3. 3-wire line, ground neutral

SIGN AREA: 53.4 sqft

SIGN HEIGHT: 15 ft

SIGN WIDTH: 155 ft

COLORS AND FINISHES

Aluminum Painted White

White Acrylic

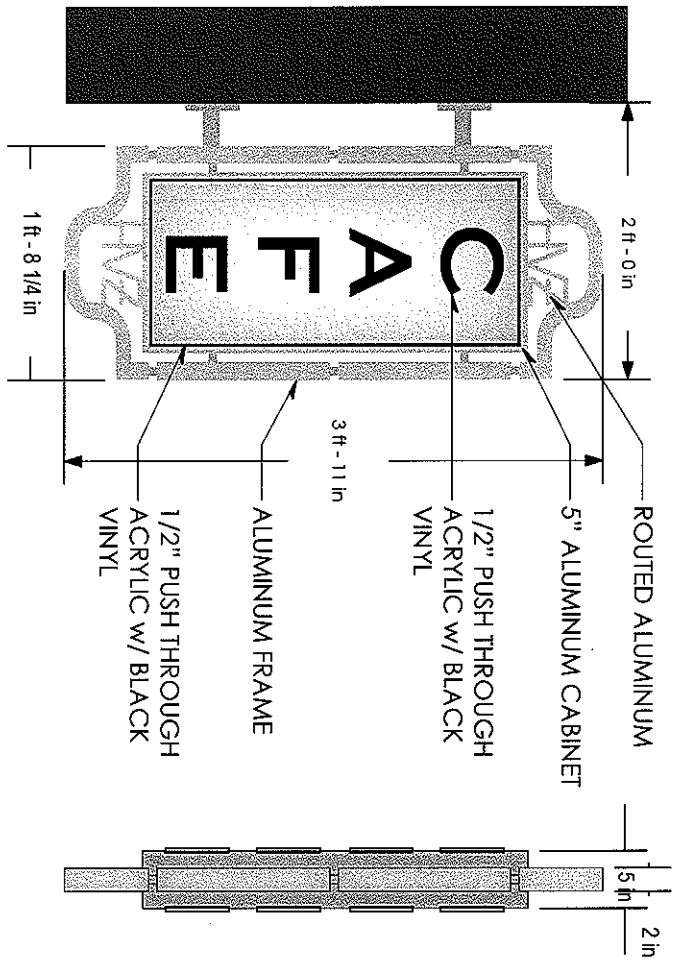
SIGN AREA: 169 sqft

SIGN HEIGHT: 15 ft

SIGN WIDTH: 185 ft

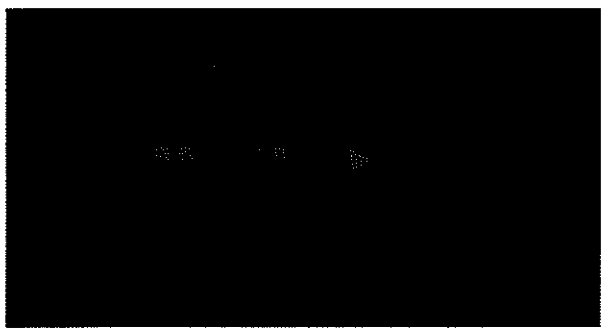
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HOTEL VAN ZANDT 2458 Sign E & F

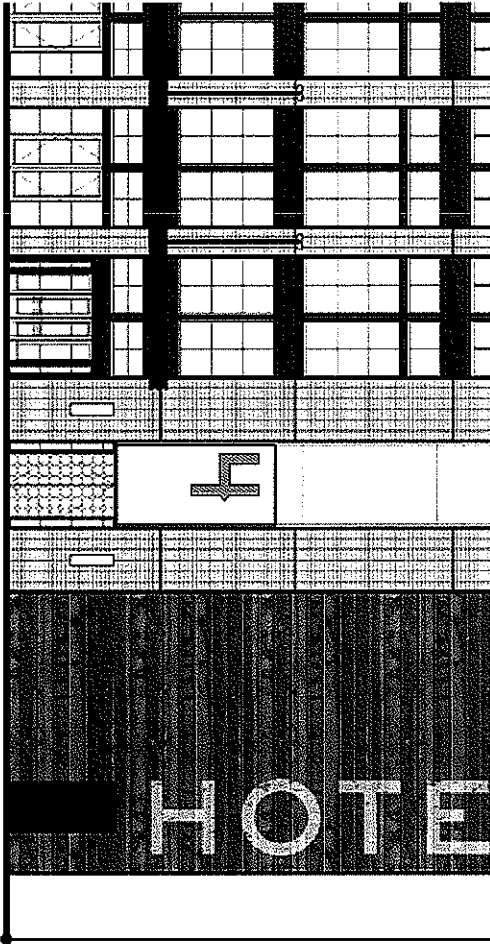


E INTERNALLY LIT BLADE SIGN FACE VIEW
SCALE: 3/4" = 1'

E SIDE VIEW
SCALE: 3/4" = 1'

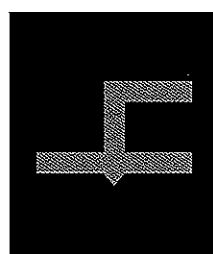


E LIGHTING EXHIBIT
SCALE: 3/4" = 1'

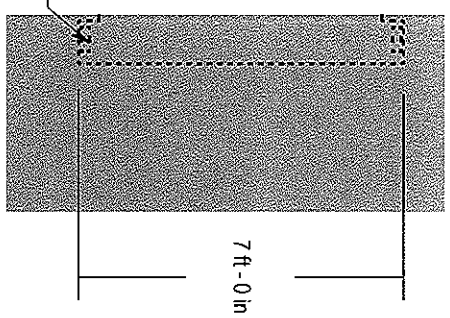


F WEST ELEVATION CHANNEL LETTERS FACE VIEW
SCALE: 1/8" = 1'

F LIGHTING EXHIBIT
SCALE: NTS



LEDs INSIDE CAVITY



F SIDE VIEW | ATTACHMENT
SCALE: NTS

407 Radam Lane, Suite A100
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Phone: 512-326-9333
www.ionart.com

HOTEL
VAN ZANDT

605 Davis St.
Austin, TX 78701

CFM

07.14.14

Ion Art DOES NOT provide primary electrical to sign. Power to the sign must be done by a licensed electrical contractor or licensed electrician.
Each sign must have:
1. Min. of 1 dedicated 120V 20A circuit
2. J-box installed within 6ft. of sign
3. 3-wire line, ground, neutral

8 sqft
15 ft
175 ft

Aluminum Painted Silver
Black Vinyl

8 sqft
15 ft
175 ft

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HOTEL VAN ZANDT 2458 Site Plan

ALLOWED SQUARE FOOTAGE TO CODE
SCALE: NIS

ION ART

407 Rodam Lane, Suite A100
Austin, TX 78745
Mail: ionart@ionart.com
Phone: 512-326-9333
www.ionart.com

HOTEL
VAN ZANDT

605 Davis St.
Austin, TX 78745

Contract CM

Date 07.14.14

ION ART DOES NOT provide primary electrical sign, however the sign must be done by a licensed electrician.

Each sign must have:
1. Min. of 1 dedicated 200 AMP circuit
2. Absor rated within 6ft. of sign
3. Street view ground covered

Sign 12' x 24'

Sign 12' x 24'

Sign 12' x 24'

Sign 12' x 24'

Sign 12' x 24'

Sign 12' x 24'

Sign 12' x 24'

Sign 12' x 24'

Sign 12' x 24'

Sign 12' x 24'

Sign 12' x 24'

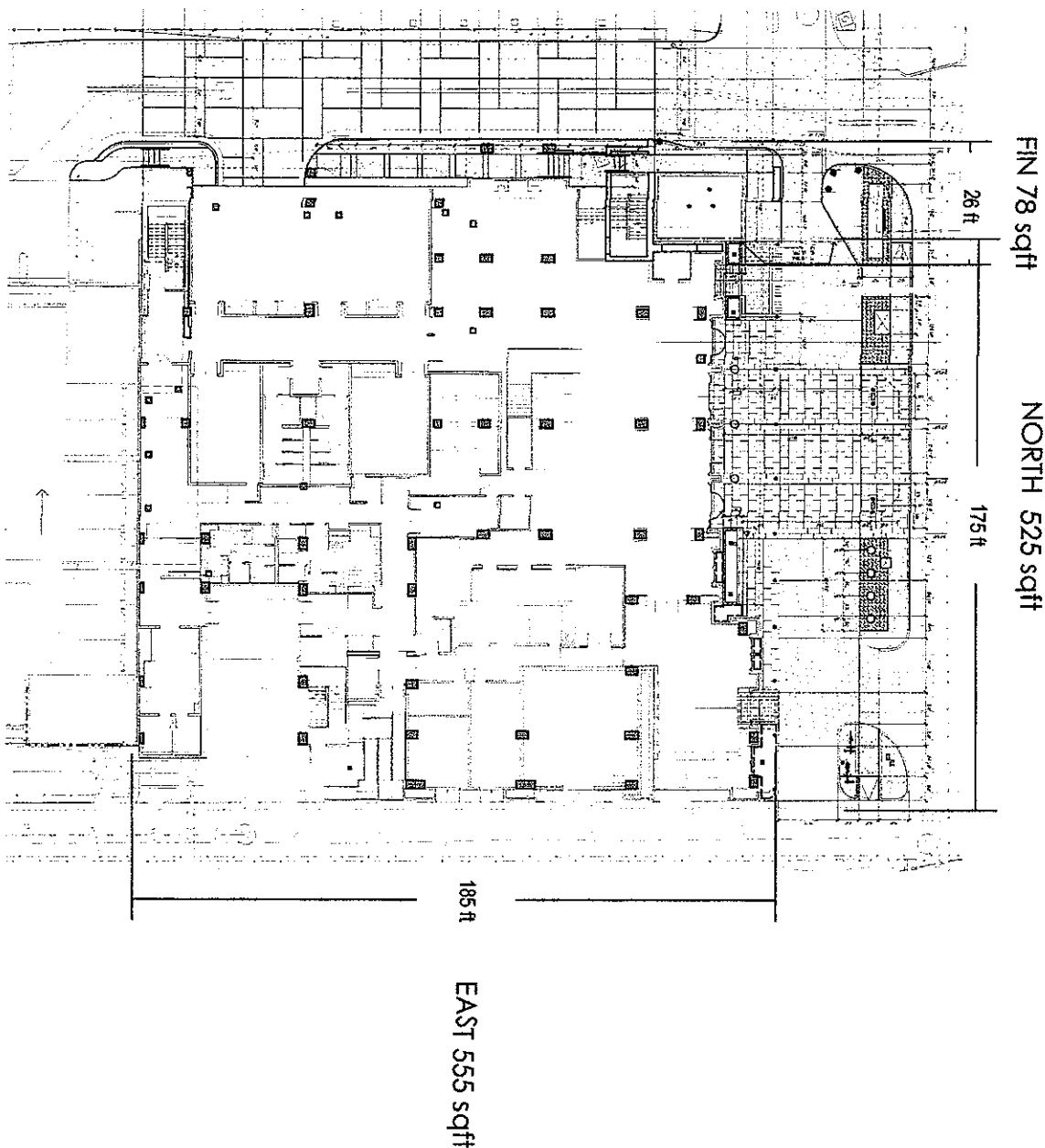
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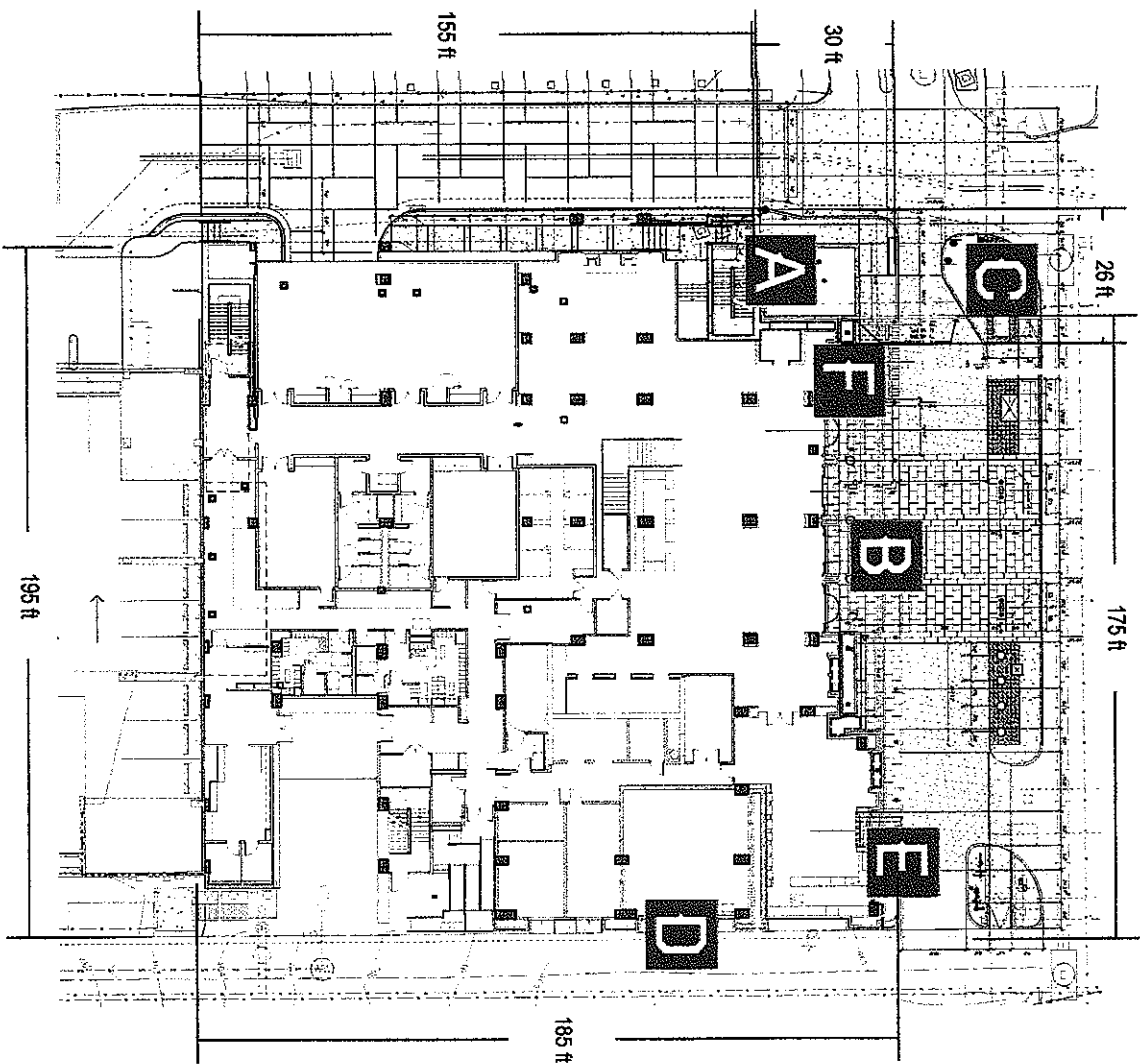
P5

TOTAL ALLOWABLE: 1158 sqft



HOTEL VAN ZANDT 2458 Sign Locations

SITE PLAN SIGN LOCATIONS
SCALE: NIS



PROPOSED SIGN LOCATIONS

A	FIN SIGN	1 980 sqft
B	AWNING SIGN	21.5 sqft
C	MONUMENT	8.5 sqft
D	EAST SIGN	1 69 sqft
E	BLADE SIGN	8 sqft
F	RESTAURANT SIGN	28sqft

TOTAL REQUESTED: 221 5 sqft

407 Redam Lane, Suite A100
Austin TX 78745
Mail: lonart@lonart.com
Phone: 512.326-9333
www.lonart.com

**HOTEL
VAN ZANDT**

605 Davis St.
Austin, TX 78701

CFM

07.14.14

Lon Art DOES NOT provide any warranty or
guarantee to the sign installer or any
licensed electrical contractor or
licensed electrician.

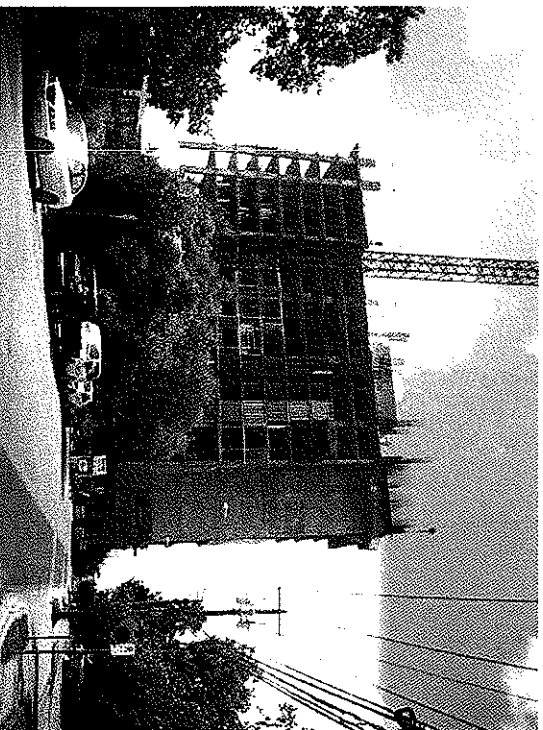
Each sign must have:
1. A minimum of 120V/20A circuit
2. A box installed within 4 ft of sign
3. A three foot ground rod

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NORTH ELEVATION



North Elevation:
- Faces Residential & Commerical
mixed neighborhood

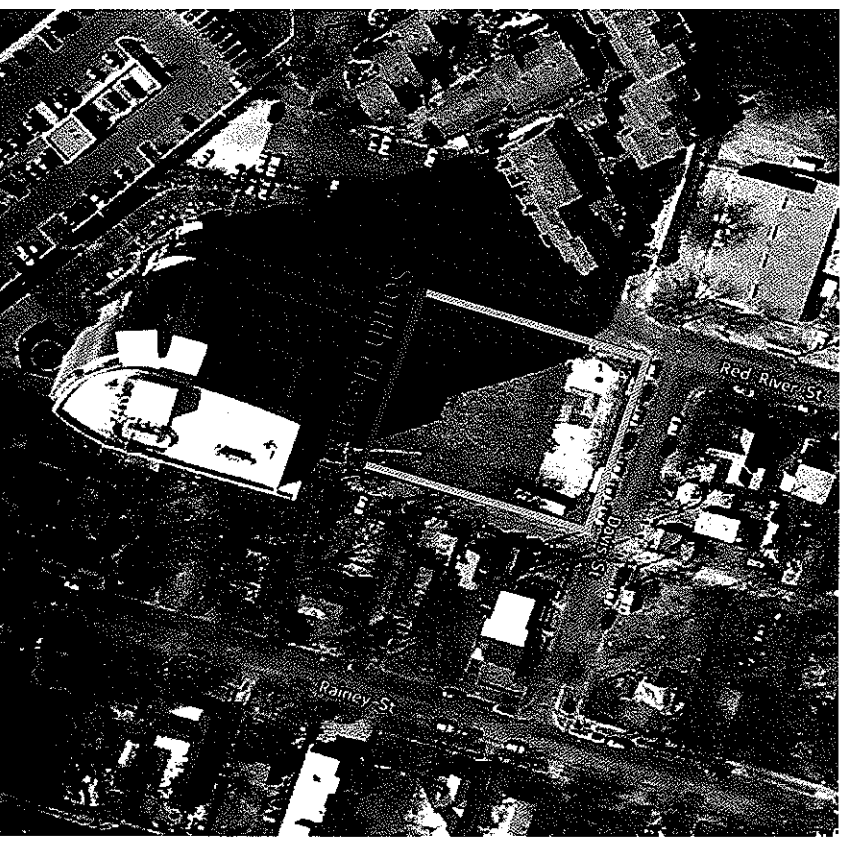


* Building under construction at time of survey and incomplete.

SOUTH ELEVATION

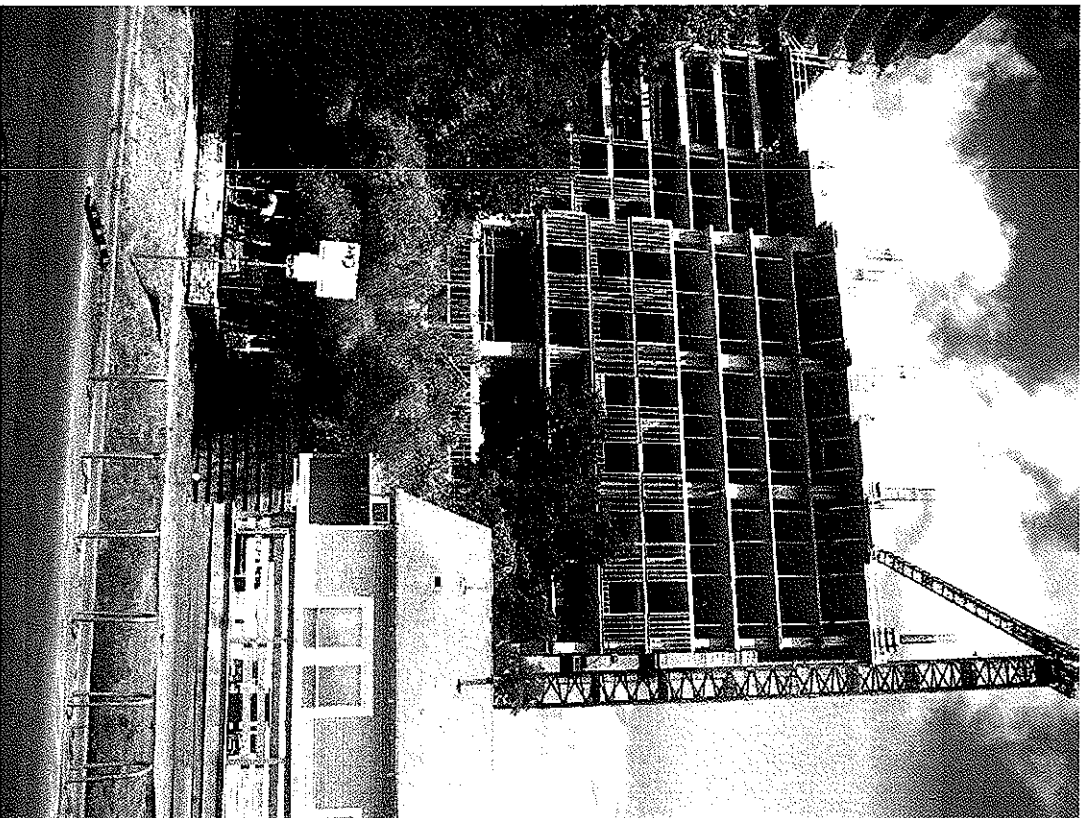


- South Elevation:
- Faces The Shore Condos
 - No signage requested



* Building under construction at time of survey and incomplete.

EAST ELEVATION



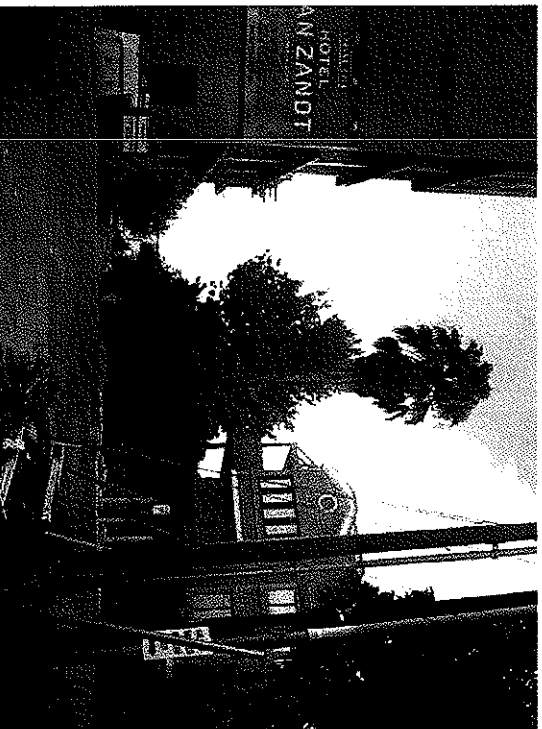
EAST Elevation:

- Faces Rainey St : Residential & Commerical mixed neighborhood
- Faces I-35 Corridor

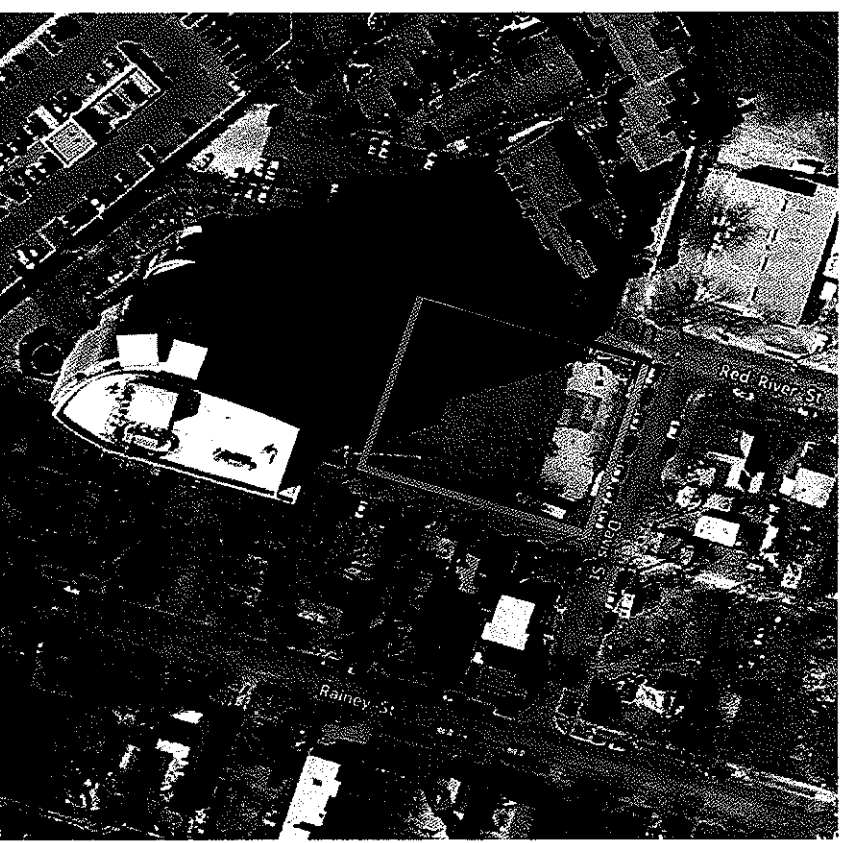


* Building under construction at time of survey and incomplete.

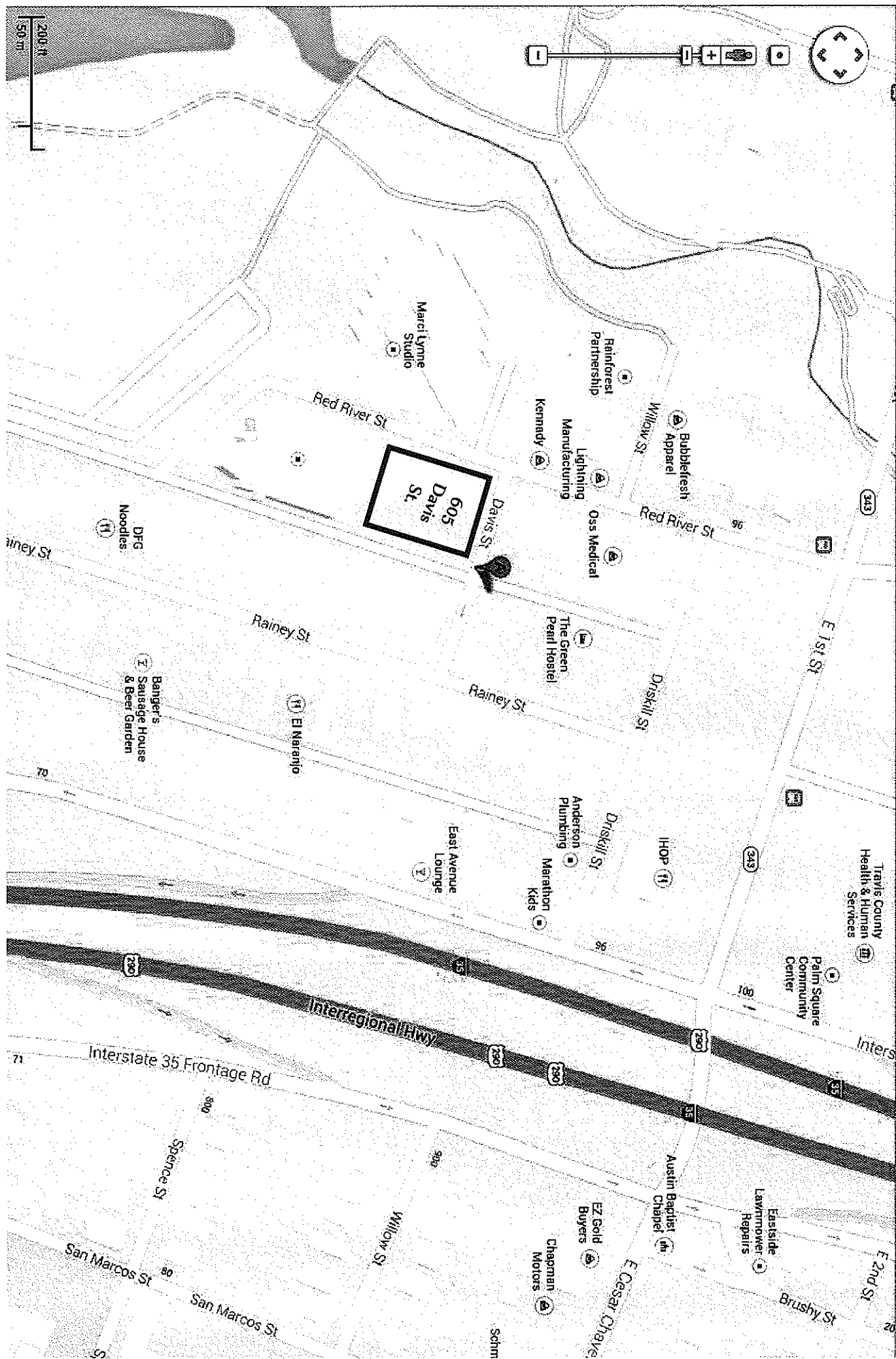
WEST ELEVATION



- West Elevation:
- Faces The Villas on Town Lake
 - Faces LadyBird Lake



* Building under construction at time of survey and incomplete.



Ion Art, Inc.
Wesleann Mendell
407 Radam Lane
Suite A100
Austin, TX 78745

605 Davis
Austin, TX 78701
Lot 1 - Red River Addition Plat
Vol. 78, pg. 94
Real Property Records of Travis County

Dear
Wesleann,
August 20, 2014

Austin Energy (AE) has reviewed your application for the above referenced property, requesting a variance to redistribute the allowable lot footage to construct a network of signs on said property, to maximize sign visibility. Austin Energy does not oppose this application for this zoning variance for the sign network, which is shown on the attached stamped sketch, provided any proposed and existing improvements are in compliance with Austin Energy clearance criteria requirements, the National Electric Safety Code and OSHA. Any removal or relocation of existing electric facilities will be at owners/applicants expense. If our service drop is recommended to be relocated, when you obtain a building permit, please speak with our Distribution Construction Leader, Joan Wilhite, at 512-505-7604, as she will provide you with direction for the relocation of said service drop.


Thank you for reaching out to our office and please feel free to contact me if you have any questions.

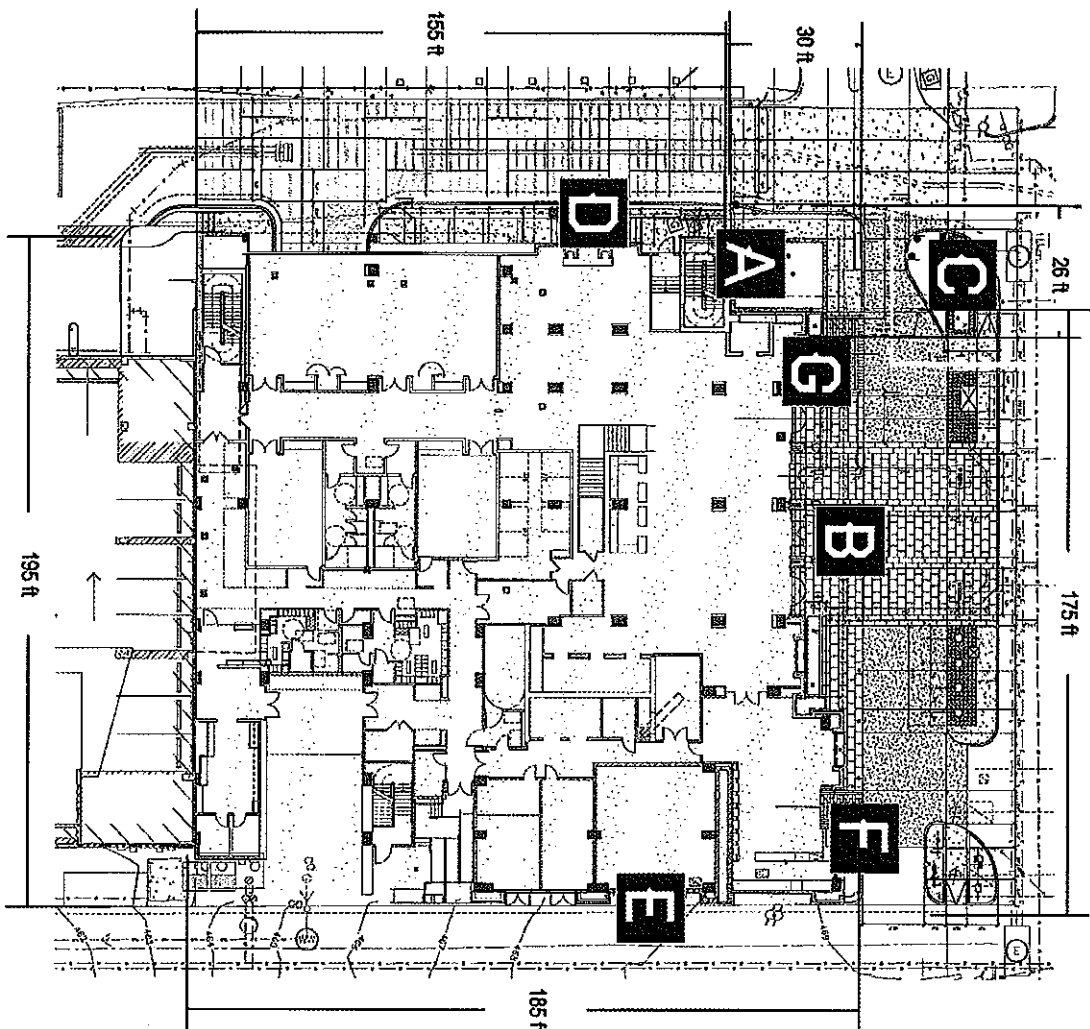
Regards,

Eben Kellogg
Austin Energy
Public Involvement | Real Estate Services
2500 Montopolis Drive
Austin, TX 78741
512.322.6050

Emailed by **Kellogg, Eben** <Eben.Kellogg@austinenergy.com>
Wed, Aug 20, 2014 at 4:16 PM

HOTEL VAN ZANDT 2458 Sign Locations

 SITE PLAN SIGN LOCATIONS
 SCALE: NTS



APPROVED BY
 AUSTIN ENERGY
 FOR BOA

DATE: AUGUST 29, 2014

Carla Galt

 PROPOSED SIGN LOCATIONS

A	FIN SIGN	1980 sqft
B	AWNING SIGN	21.5 sqft
C	MONUMENT	7.6 sqft
D	WEST SIGN	53.4 sqft
E	EAST SIGN	169 sqft
F	BLADE SIGN	8 sqft
G	RESTAURANT SIGN	28sqft

TOTAL 2267.5 sqft

407 Reddon Lane, Suite A100
 Austin TX 78745
 Mail: lonart@lonart.com
 Phone: 512-326-9333
 www.lonart.com

HOTEL
 VAN ZANDT

605 Davis St.
 Austin, TX 78701

CFM

07.14.14

Each sign must have:
 1. A minimum height of 4 feet
 2. A minimum width of 4 feet
 3. A minimum area of 4 sq ft

Each sign must have:
 1. A minimum height of 4 feet
 2. A minimum width of 4 feet
 3. A minimum area of 4 sq ft

CFM

07.14.14

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P6

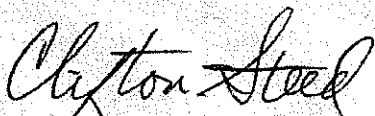
THE SHORE

August 22, 2014

To Whom It May Concern:

The Shore Condominiums has reviewed the signage developed by Ion Art, Inc. for the Hotel Van Zandt which is located immediately north of our property. We support this proposed configuration. If there are any questions, please contact the HOA through the telephone number on our letterhead.

Best regards,



Clifton Steed
President,

The Shore Home Owners Association

cc: Greg Clay - JMI
Wesleann Mendell - Ion Art
John Hethershaw - Somerset Management
Amber Galligan - DANA