

CASE # C116-2014-0013
CITY OF AUSTIN
APPLICATION TO SIGN REVIEW BOARD
SIGN VARIANCE

ROW 11236480
ROLL 0109001201

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

PLEASE: TYPE AND COMPLETE ALL REQUESTED INFORMATION.

STREET ADDRESS: Seaholm Power Plant – 222 West Ave. Austin, TX 78701

LEGAL DESCRIPTION: Subdivision – Seaholm

Lot(s) 1 Block _____ Outlot 11 Division Z

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

Seaholm Power Plant affirm that on September 23, 2014, hereby apply for a hearing before the Sign Review Board for consideration:

ERECT

Ion Art is requesting a variance to install secondary Multi-Tenant Identification signage on existing wall structures along the corner of Cesar Chavez and West Ave for the Seaholm Power Plant. As Cesar Chavez St is a Scenic Byway, only one monument is allowed per code.

(§ 25-10-124 SCENIC ROADWAY SIGN DISTRICT REGULATIONS. Section B. One freestanding sign is permitted on a lot.)

However the length of property frontage along Cesar Chavez warrants additional way-finding signage in order to provide adequate way-finding information to draw attention and visitors to this reinvigorated piece of Austin history.

in a DMU-CURE-CO-H zoning district and located within the Downtown Sign District.

If your variance request is for a reduction in setbacks or height limits, please contact Eben Kellogg with the Electric Utility at (512)322-6050 and send him a scan of your request to eben.kellogg@austinenergy.com before filing your application with this office to discuss your request. The Electric Utility will recommend the board deny your request if it will result in an encroachment into an electric easement or a NESC violation.

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.

Therefore, you must complete each of the applicable Findings Statements as part of your application. Failure to do so may result in your application being rejected as incomplete. Please attach any additional support documents.

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 scope of this project in size alone requires maximum visibility: the Seaholm project takes up an entire city block, comprised of 3 buildings. In order to magnify the presence of this project, we are asking to be granted permission for a second monument sign along the Cesar Chavez Scenic Roadway. The City of Austin has made a considerable commitment to restoring this vintage property, while simultaneously stimulating the Austin economy, and we hope to provide signage that lends as much support as possible to this endeavor.

OR,

2. The granting of this variance will not have a substantially adverse impact upon neighboring properties, because: The Seaholm Power Plant property is being developed as its own community, and additional signage will enhance that neighborhood, by drawing attention and visitors to the businesses. The signage locations along Cesar Chavez overlook Lady Bird Lake -- there are no businesses across the street from the Power Plant to be affected.

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: Under normal permitting circumstances, the length of street frontage along Cesar Chavez would allow for two monument signs. We feel that both signs are required in this circumstance, despite the Scenic Roadway status of Cesar Chavez Street, due to the large scope of the project.

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 JOHN ROSATO Mail Address JOHN@SUSG.COM

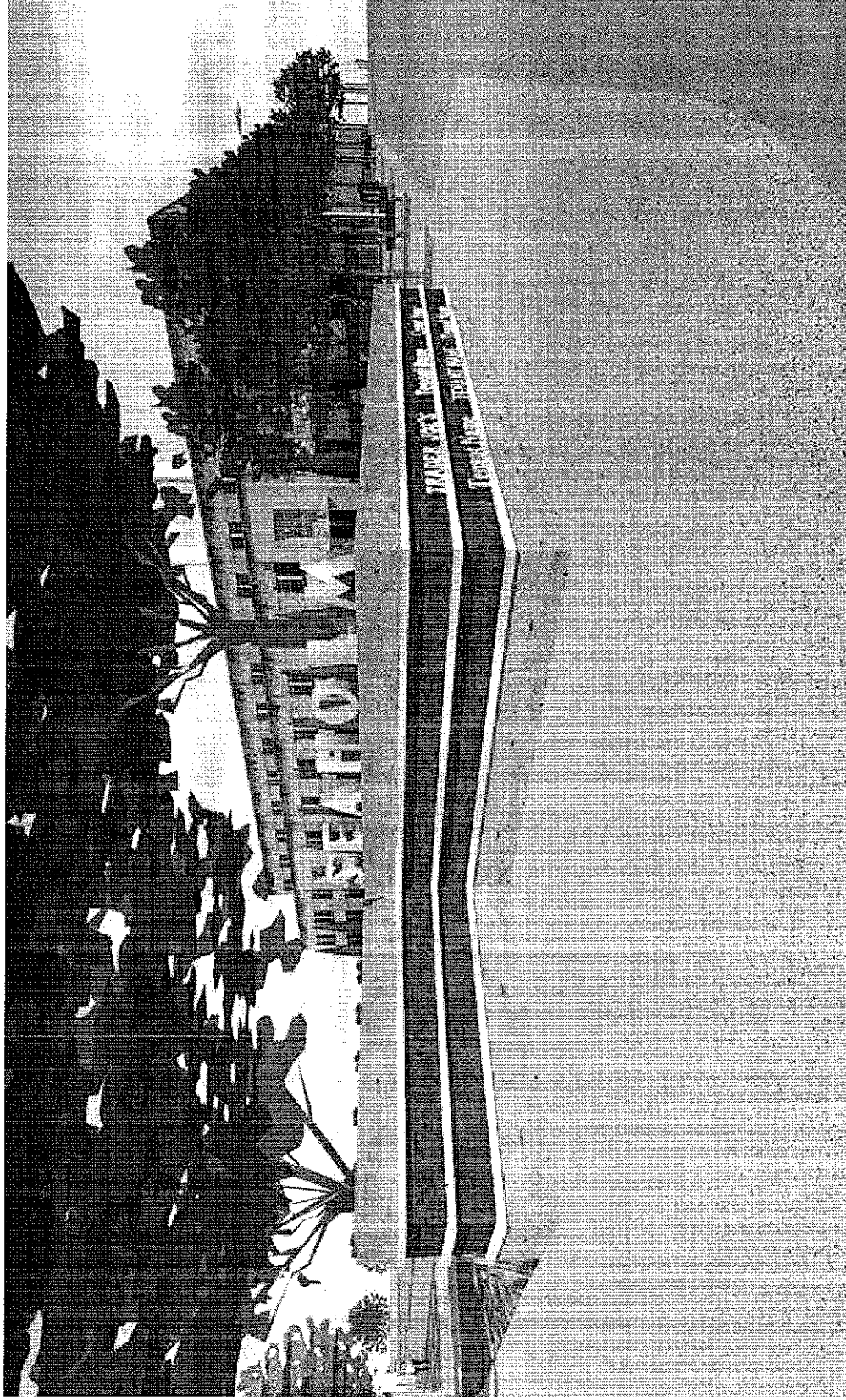
City, State & Zip _____

Printed JOHN ROSATO Phone 512 784 4430 Date 9/29/14

Multi-Tenant Identification Monument - Southeast Location

Scale: Proportional

IONART



The information shown is based on the best information available and is subject to change without notice. All ideas, designs, arrangements, and plans depicted or represented in this document are the sole property of TBG Partners, Inc. and may not be used for any purpose whatsoever without the written permission of TBG Partners, Inc.

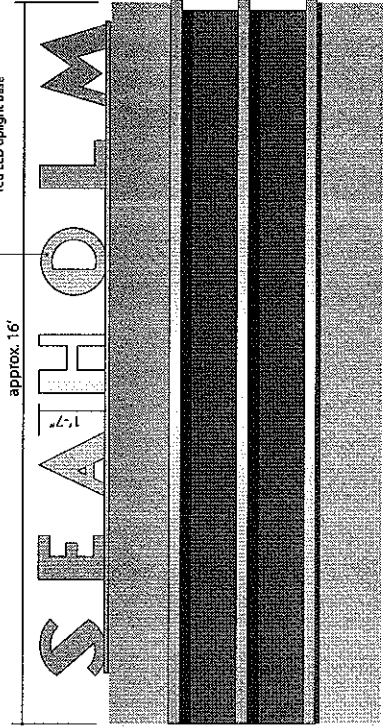
Issue Date:
May 1, 2014

Project:
Seaholm Power Development
Project Phase:
Design Development

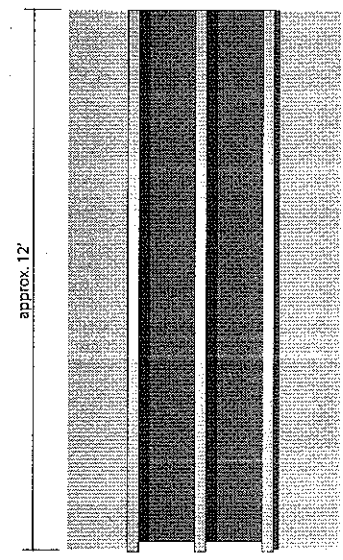
Drawing Title:
EX-9: Multi-Tenant Identification
Sheet date:
May 1, 2014

Sheet:
4.12
©2014

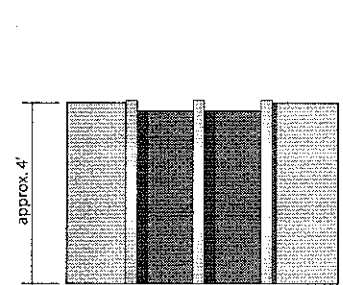
aluminum channel letters with red LED upright base



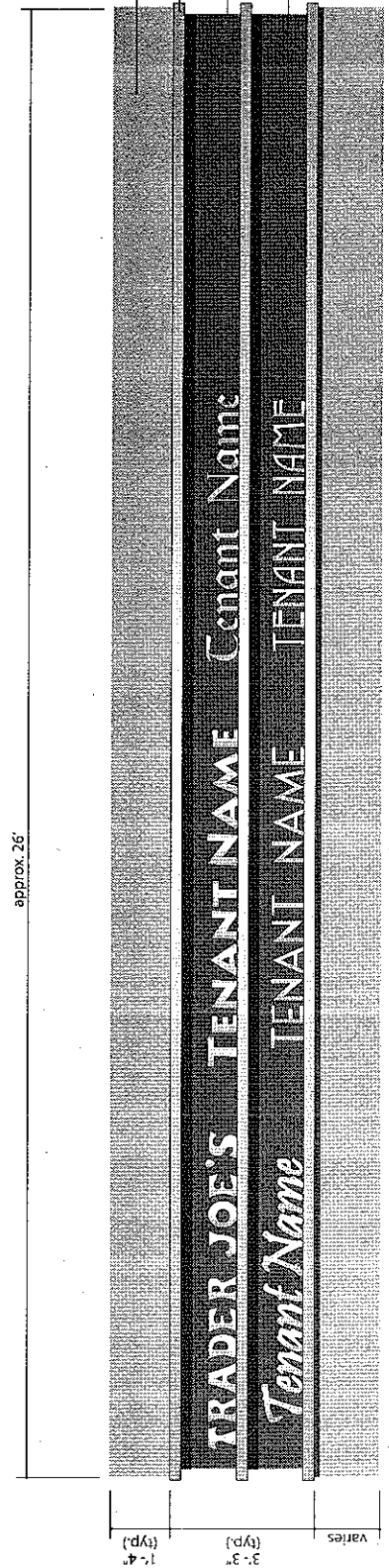
1 Identification - Multi-Tenant
Scale: 3/8" = 1'-0"



2 Elevation - Multi-Tenant Identification - Southeast Location
Scale: 3/8" = 1'-0"



3 Elevation - Multi-Tenant Identification - Southeast Location
Scale: 3/8" = 1'-0"



4 Elevation - Multi-Tenant Identification - Southeast Location
Scale: 3/8" = 1'-0"

Note: Above drawings are to show design intent. All cabinets are to be constructed of aluminum angle and channel frame to be designed by sign fabricator and approved by owner. No visible fasteners and all screw heads are to be painted to match face color. Any required engineering and all materials and methods of fabrication shall remain the responsibility of the Contractor to ensure quality fit and finish for all components. All graphics and messaging to be provided to successful bidder for production, graphics and messaging showings for pricing only.

Multi Tenant Identification - Rendering of Lighting



SEAHOLM

TRADER JOE'S TENANT NAME Tenant Name

Tenant Name TENANT NAME TENANT NAME

Day Elevation

SEAHOLM

TRADER JOE'S TENANT NAME Tenant Name

Tenant Name TENANT NAME TENANT NAME

Night Elevation



T B G

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Issue Date:
May 1, 2014

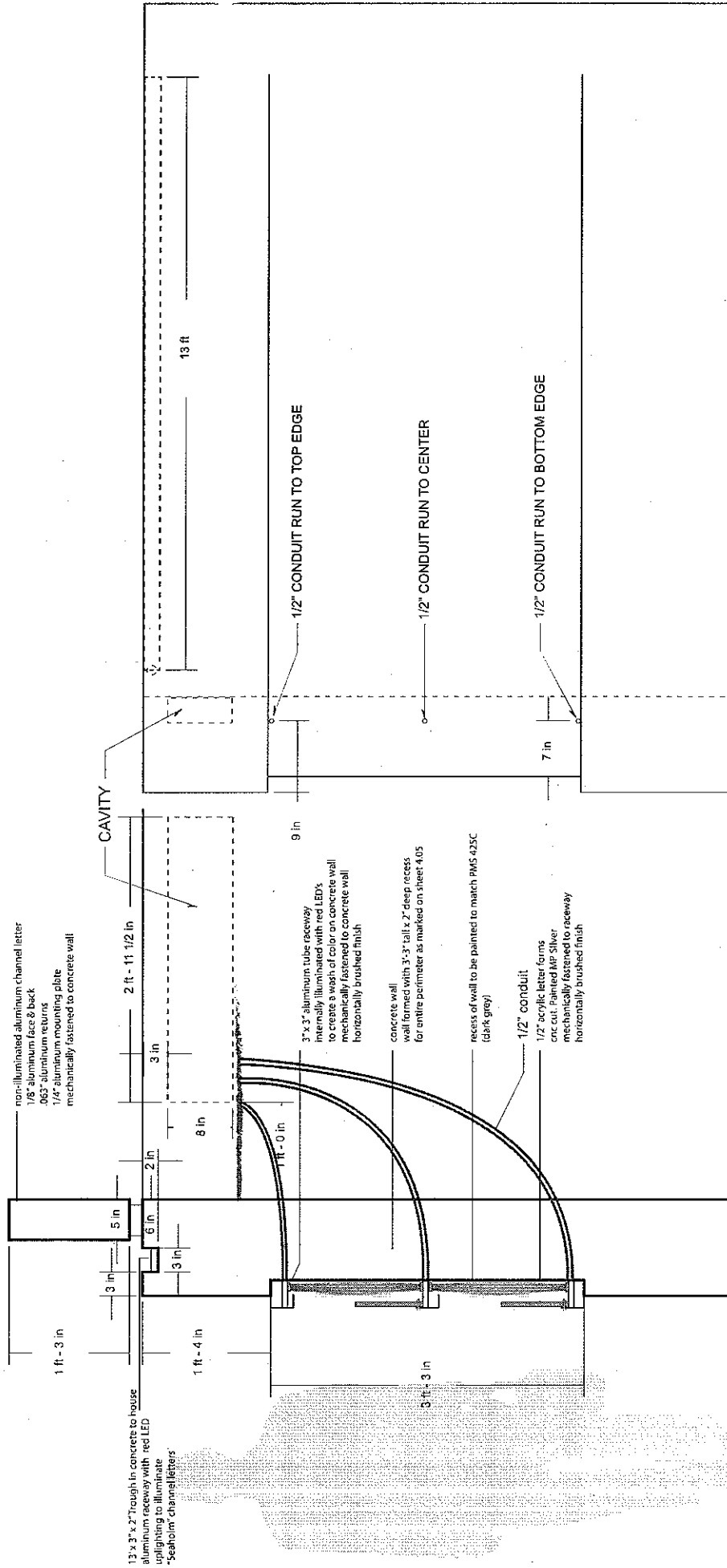
Project:
Seaholm Power Development
Project Phase:
Design Development

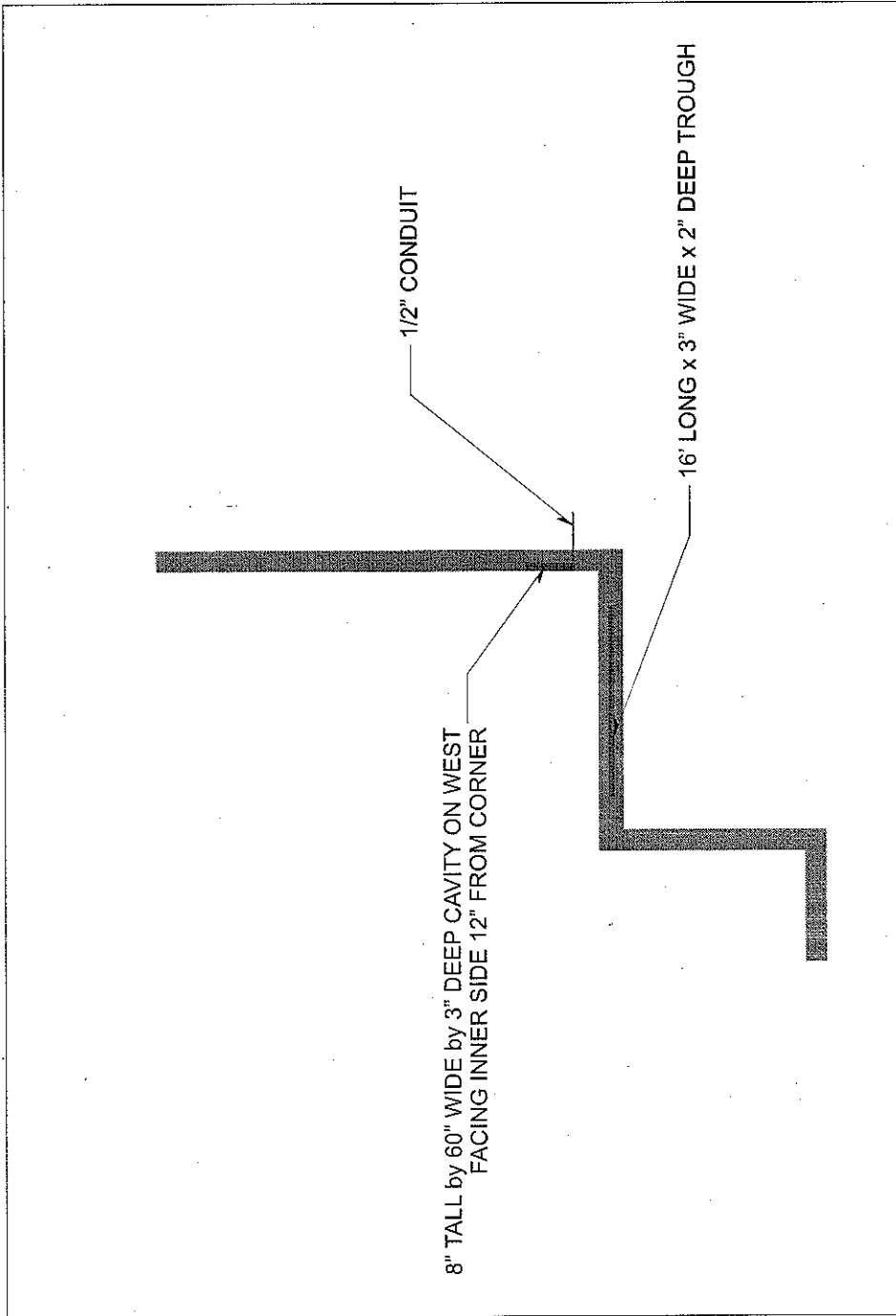
Drawing title:
EX-8: - Multi Tenant Identification
Southwest Location
Sheet date:
May 1, 2014

Sheet:

4.09

©2014





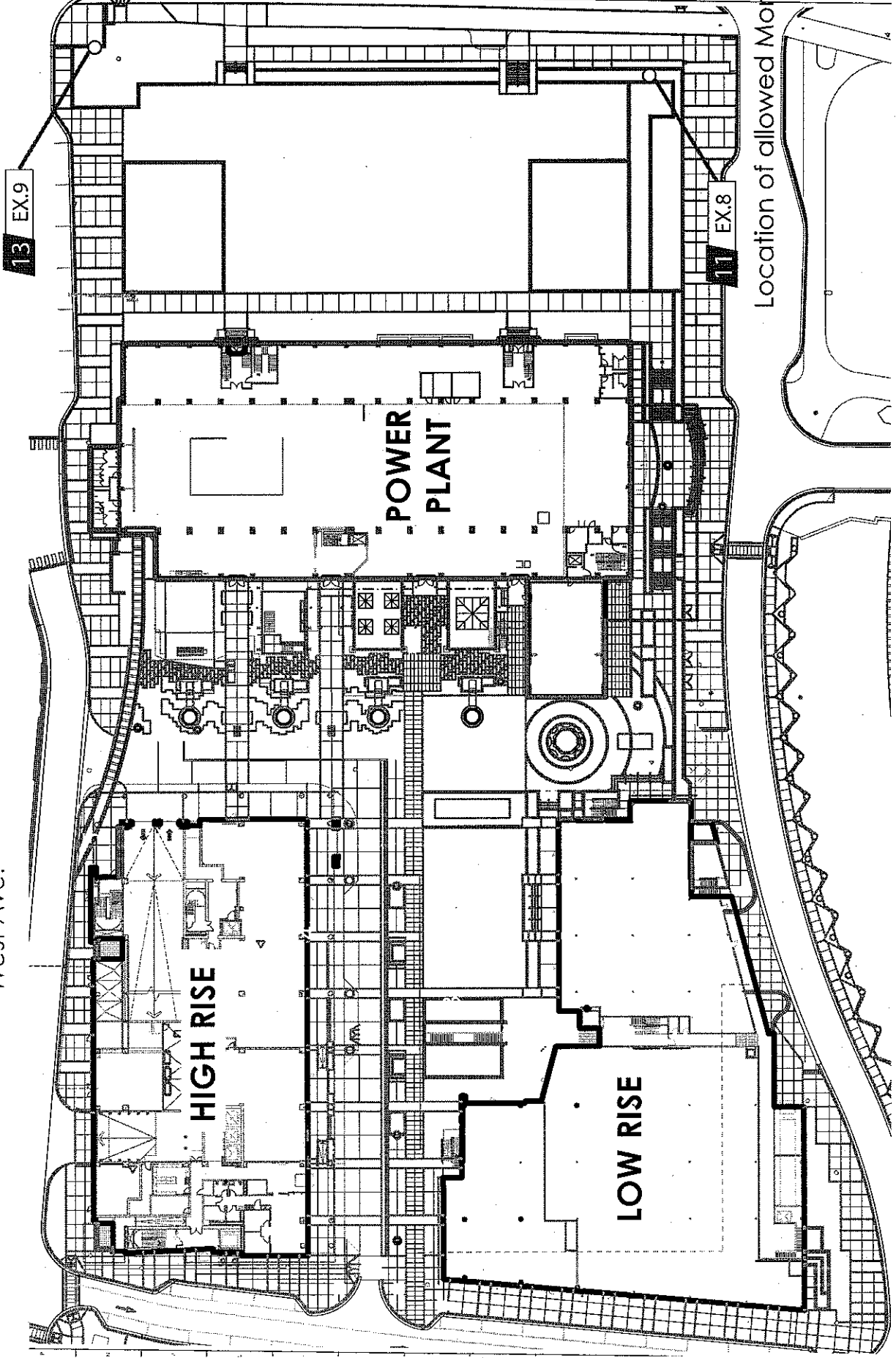
SEAHOLM POWER PLANT | CIVIL & LANDSCAPE PLANS

ION ART

{Seaholm Power, LLC}

Location of requested Monument

West Ave.



W Cesar Chavez St.

← NORTH

P1

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