CITY OF AUSTIN
Board of Adjustment/Sign Review Board
Decision Sheet

DATE: October 13, 2014 **CASE NUMBER: C16-2014-0012**

___N____ Jeff Jack
___Y____ Michael Von Ohlen **Motion to Grant with Conds**
___R____ Ricardo De Camps
___Y____ Bryan King **2nd the Motion**
___N____ Vincent Harding
___R____ Will Schnier - Melissa Hawthorne(OUT)
___N____ Sallie Burchett
___N_____Stuart Hampton

APPLICANT: Wes Mendell

OWNER: Lou Gambertoglio

ADDRESS: 605 DAVIS ST

VARIANCE REQUESTED: The applicant has requested a variance to Section 25-10-129 (F) *(Downtown Sign District Regulations)* to increase the allowable wall signage from 1,158 square feet (required) to 2,259.9 square feet (requested) in order to add wall signage to a building to be constructed in a "CBD-Waterfront Overlay", Downtown – Waterfront Overlay zoning district.

BOARD'S DECISION: The public hearing was closed on Board Member Bryan King motion to Postpone to October 13, 2014, Board Member Michael Von Ohlen second on a 6-2-0 vote (Board members Ricardo De Camps and Melissa Hawthorne Recused); POSTPONED TO OCTOBER 13, 2014.

Oct 13, 2014 The public hearing was closed on Board Member Michael Von Ohlen motion to Grant with conditions that the large surface/fin sign remains non-illuminated and stays in hand-painted motif as presented, Board Member Bryan King second on a 2-4-2 vote (Board members Jeff Jack, Vincent Harding, Sallie Burchett, Stuart Hampton nay, Board members Ricardo De Camps and Will Schnier recused); DENIED.

FINDING:

1. The variance is necessary because strict enforcement of the Article prohibits and reasonable opportunity to provide adequate signs on the site, considering the unique features of a site such as its dimensions, landscape, 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, to utilize the height of the building to provide non-illuminated vertical signage that totals 1980 square feet

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

OR,
3. The granting of this variance will not substantially conflict with the stated purposes of this sign ordinance, because: n/a
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: the request is based on the unique structure and location of the building and the intent to maximize the use of space to compensate for the height in order to magnify the buildings 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

Leane Heldenfels
Executive Liaison

Jeff Jack
Chairman

ION ART
407 radam lane, suite A-100
austin, texas 78745
512.326.9333 phone
512.326.9302 fax
ionart@ionart.com
www.ionart.com

To whom it may concern,

Ion Art requests a reconsideration of our sign variance outcome. We feel that the counsel ruled in error by denying our request solely on the grounds of the lot redistribution request, as we were advised to present. We feel the sign itself was not given adequate consideration, nor was our alternate application for an increase of square footage considered as an alternate option. We have amended our request for an increase of footage and ask that our review be revisited.

Acting on the advice of the City of Austin Sign Permit office, we applied for a variance requesting a redistribution of the LOT allowance of square footage, per Article 7, 25-10-129 Downtown Sign District Regulations. We were informed that there was a precedence for this request. A previous application had requested a straight increase of square footage.

During our review, the sign itself was not discussed, only the disinclination of the counsel to grant the redistribution on the grounds of the precedent it might set. We are now requesting that the counsel review the sign only as a variance requesting an increase of square footage.

As our original sign design was based on the total allowed square footage, which is no longer a valid argument, we have amended our request to decrease the amount of square footage sought to 454.5 square feet. We feel that the allotted amount of square footage remains insufficient to fully brand a 16-story hotel, and request that our application be revisited.

Thank you very much.

C16-2014-0012

Heldenfels, Leane

From: Wesleann Mendell [redacted]
Sent: Wednesday, October 22, 2014 2:14 PM
To: Heldenfels, Leane
Subject: Re: Ion Art - varaince

Hello Leane!
Ion Art would officially like to request a reconsideration of our case at the next variance meeting. As we had multiple applications with differing requests, we are asking that they allow us to request only an increase in square footage on our sign, as opposed to the redistribution. In light of the fact that our original request was based on the redistribution amounts, we are reducing our request for additional square footage down to 455 sq feet.
I am currently having my art team revise the scaled drawings and files to present. Do you need a new application filled out? Please let me know what additional files are required to submit this request.
Thank you for all of your help!

Wesleann Mendell
Project Manager
Ph. 512-326-9333
wes@ionart.com

On Tue, Oct 14, 2014 at 10:04 AM, Wesleann Mendell <wes@ionart.com> wrote:
Thank you very much Leane! I appreciate your time and response throughout this whole process!
I will get the paperwork together and formally request an appeal in the next few days!
Thanks, and have a wonderful day!

Wesleann Mendell
Project Manager
Ph. 512-326-9333
wes@ionart.com

On Tue, Oct 14, 2014 at 9:57 AM, Heldenfels, Leane <Leane.Heldenfels@austintexas.gov> wrote:

It's always draining, even though it was shorter than usual – I just hate seeing people's hard work, efforts not prevail. Especially since they asked you to postpone even though you didn't end up with a larger Board to hear your case, that ended up being bad advice – but I guess they didn't anticipate that our alternate would also need to recuse.

You can request reconsideration at the Board's 11/10 meeting and then if you don't prevail again you can request an appeal of the Board's decision to the City Council.

Have only had a case in 2013 go to Council, and they didn't prevail, so it's not done very often, but you do have an unusual case and Council may be able to factor in more of the "community good" than the Board does.

CASE # C16-2014-0012

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 603 square feet to 1,057.5 square feet. The primary signage proposed is a 1000 sq ft 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 requeste 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 ideal for the placement of vertical signage. We hope to utilize the height of the building to provide non-illuminated vertical signage that totals 1000 square feet. Each additional sign requested on the property will comply with standard permitting allowance. The sign 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 _____ Mail Address 407 Radam Lane A-100

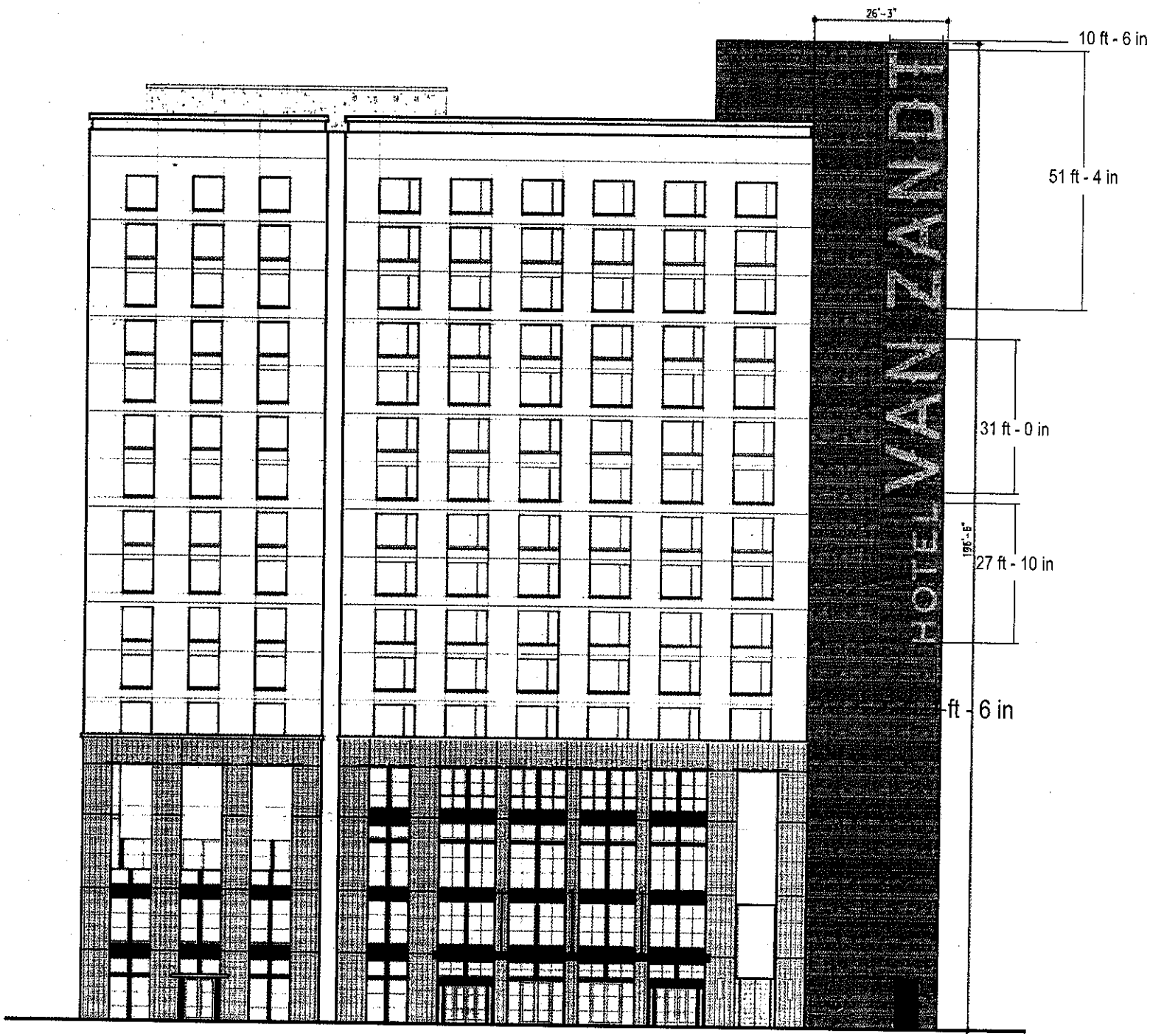
City, State & Zip Austin, TX 78745

Printed Wesleann Mendell Phone 512-326-9333 Date 10-24-2014

PLEASE SEE ATTACHED SIGNATUE PAGE FOR OWNER CERTIFICATE

HOTEL VAN ZANDT 2458 | FIN SIGN OPTIONS

1,000 sqft



ION ART

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

A KIMPTON HOTEL

Location: 605 Davis St.
Austin, TX

Designer: CFM

Date: 10.20.14

Electrical Notes

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 wires: line, ground, neutral

MGM'T FEA.

BLDG. HEIGHT

LINEAR FEET

COLORS & MATERIALS

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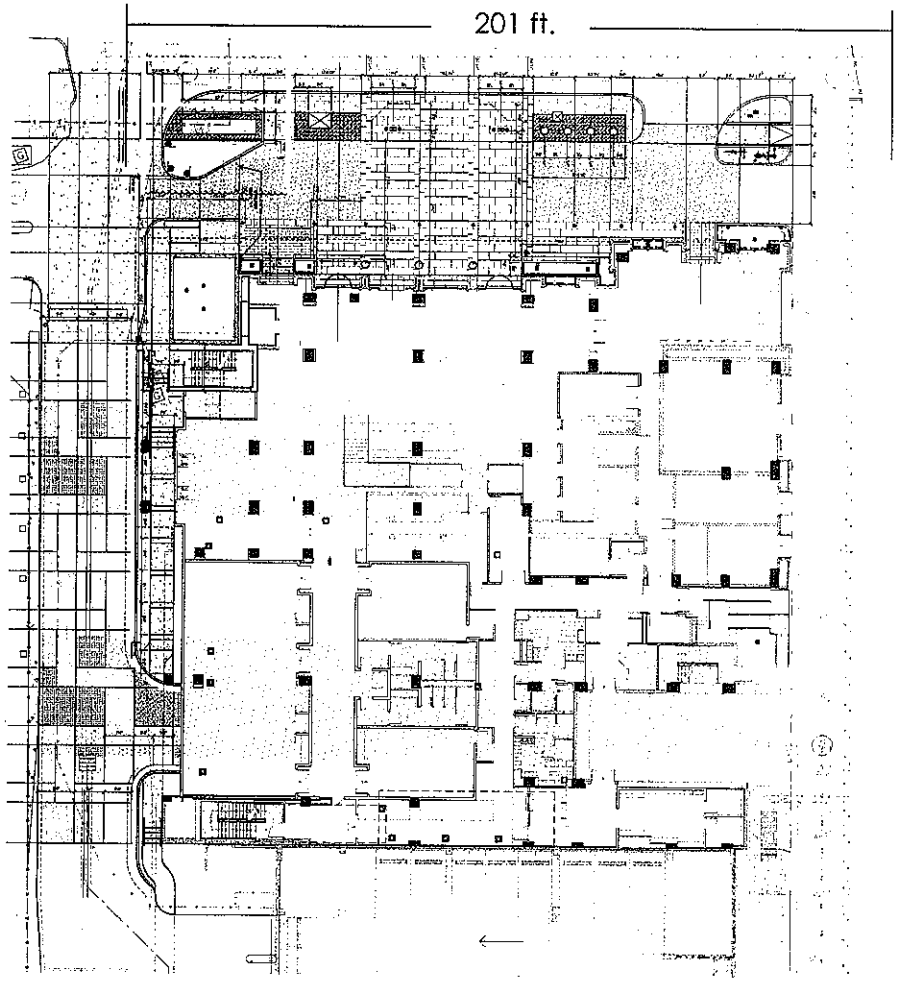
P1

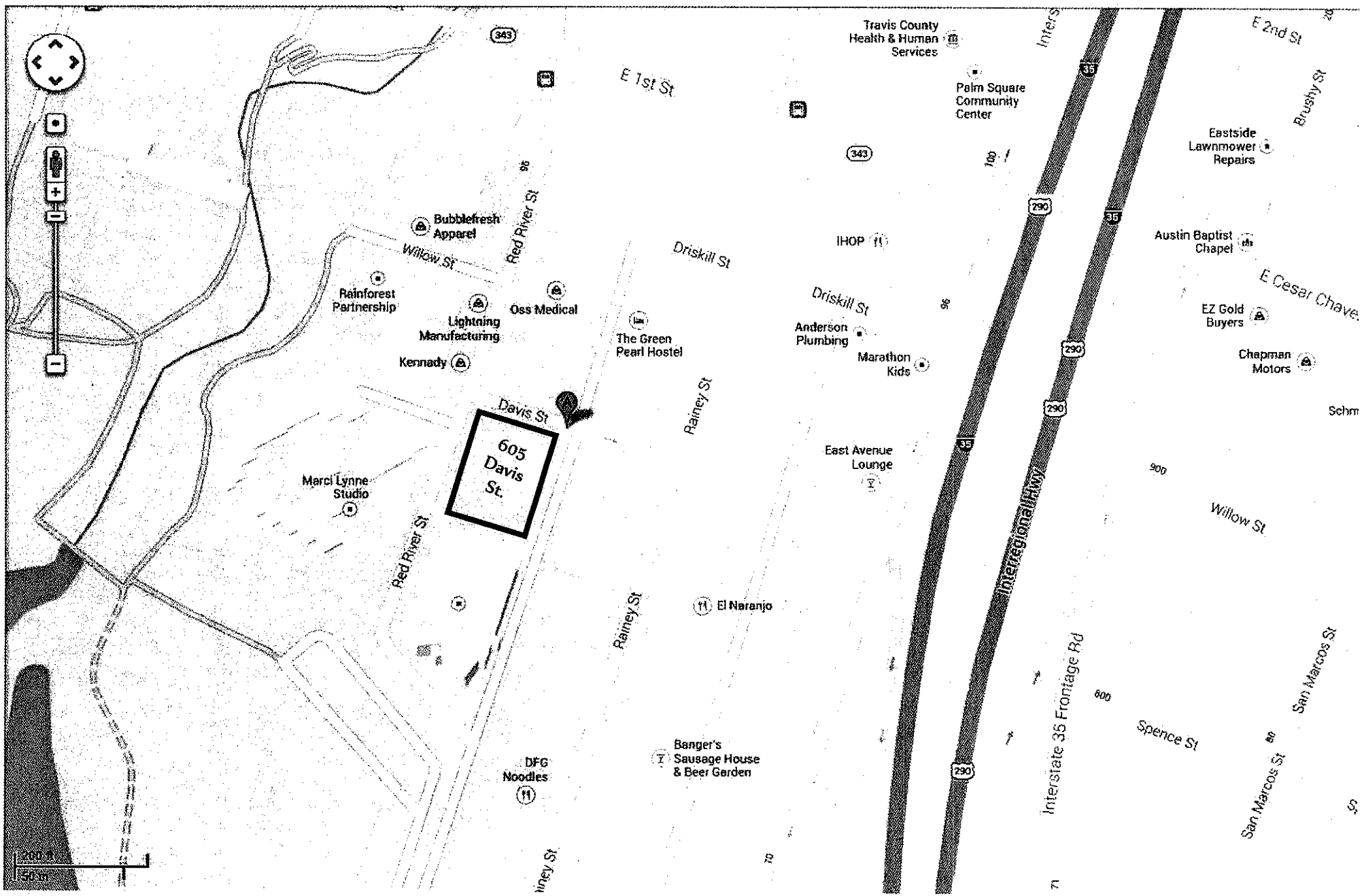
HOTEL VAN ZANDT Site Plan

TOTAL SQ FT ALLOWED: 603 sqft
TOTAL LOT SQ FT REQUESTED: 1,057.5 sqft
DIFFERENCE REQUESTED: 454.5 sqft

NORTH FACE
Allowed 603 sqft
Requested: 1,057.5 sqft



ION ART


605 Davis St.
Davis St
Red River St
Willow St
Bubblefresh Apparel
Rainforest Partnership
Lightning Manufacturing
Oss Medical
Kennady
Marci Lynne Studio
DFG Noodles
Rainey St
The Green Pearl Hostel
Driskill St
E 1st St
Banger's Sausage House & Beer Garden
El Naranjo
East Avenue Lounge
Anderson Plumbing
Marathon Kids
IHOP
Travis County Health & Human Services
Palm Square Community Center
Interstate 35 Frontage Rd
Interregional Hwy
Spence St
San Marcos St
E Cesar Chavez
E 2nd St
Brushy St
Eastside Lawnmower Repairs
Austin Baptist Chapel
EZ Gold Buyers
Chapman Motors
200 ft
50 m

CU-2014-0012

HOTEL VAN ZANDT

A KIMPTON HOTEL

SIGN VARIANCE PROPOSAL

ION ART

CASE # C16-2014-0012

CITY OF AUSTIN
APPLICATION TO SIGN REVIEW BOARD
SIGN VARIANCE

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

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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 [signature] 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 SIGNATUE 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 _____

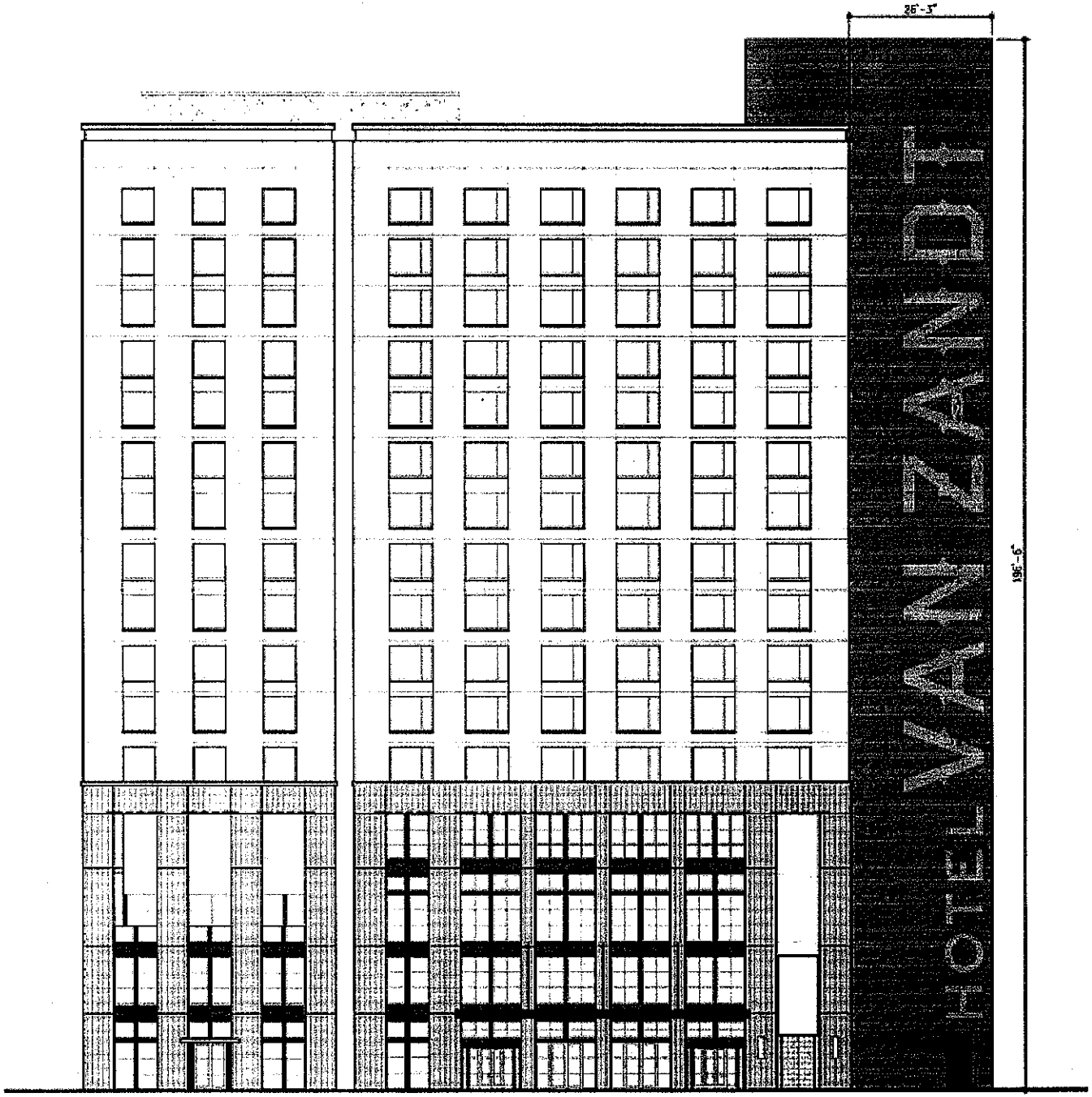
OWNERS CERTIFICATE – I affirm that my statements contained in the complete application are true and correct to the best of my knowledge and belief.

Signed _____ Mail Address 111 CONGRESS AVE, STE 2600

City, State & Zip AUSTIN, TX 78701

Printed LOU SAMBERTOGLIO 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 Radam Lane, Suite A100
Austin TX 78745
Mail: ionart@ionart.com
Phone: 512-326-9333
www.ionart.com

HOTEL
VAN ZANDT

Location: 605 Davis St.
Austin, TX 78701

Designer: CFM

Date: 07.14.14

Electrical Notes

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 wires: line, ground, neutral

SIGN AREA: 1980 sqft

SIGN HEIGHT: 15 ft

BUILDING HEIGHT: 195 ft

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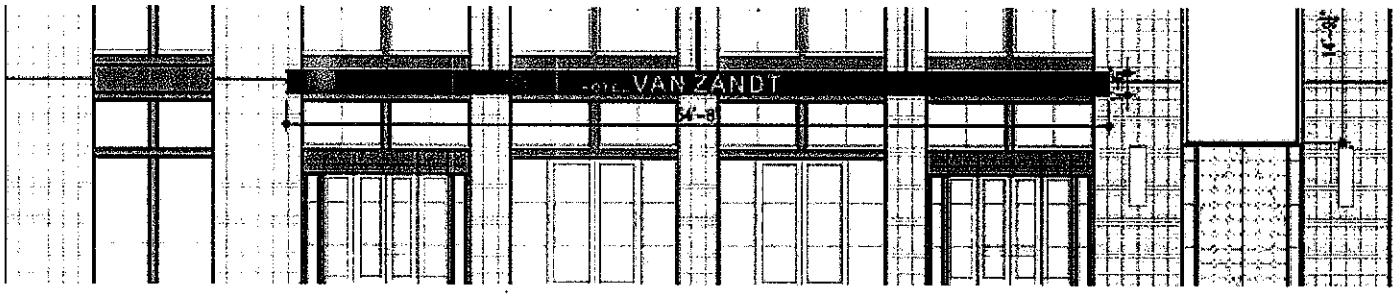
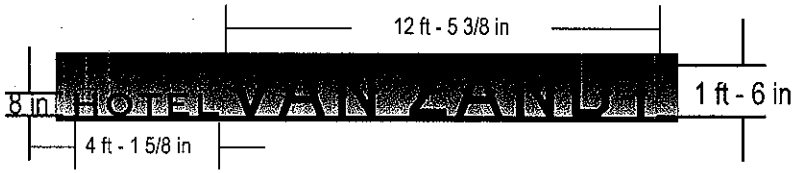
P1

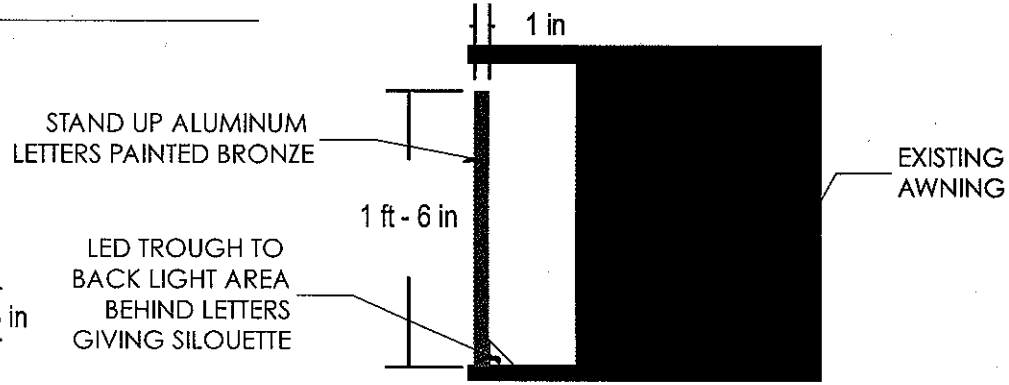
HOTEL VAN ZANDT 2458 Sign B & C



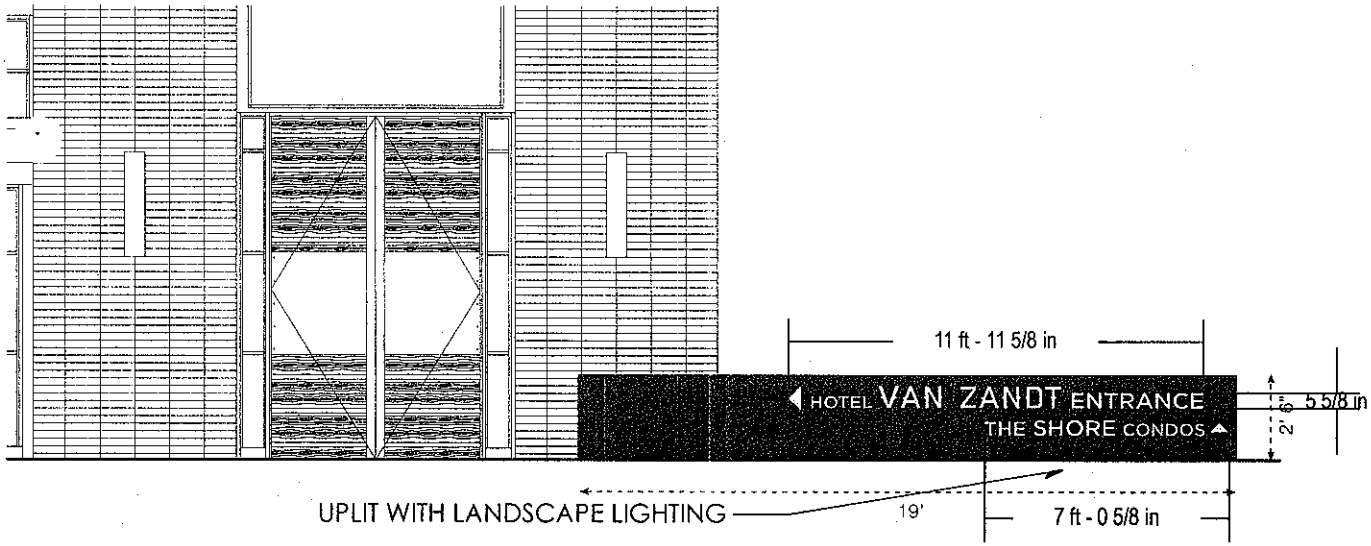
B AWNING SIGN FACE VIEW
SCALE: NTS



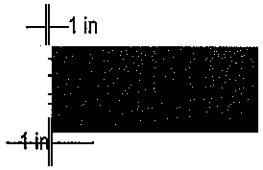
B LIGHTING EXHIBIT.
SCALE: 3/16" = 1'



B SIDE VIEW | ATTACHMENT
SCALE: 1" = 1'



C MONUMENT LETTERS FACE VIEW
SCALE: 3/16" = 1'



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

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

HOTEL
VAN ZANDT

Location: 605 Davis St.
Austin, TX 78701

Designer: CFM

Date: 07.14.14

Electrical Notes:
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 wires: line, ground, neutral

SIGN AREA: 21.5 sqft
REQUIRED: 15 ft
LINEAR FEET: 175 ft

COLORS & FINISHES:
- Acrylic Painted Bronze
- Aluminum Painted Silver

SIGN AREA: 7.6 sqft
REQUIRED: 15 ft
LINEAR FEET: 175 ft

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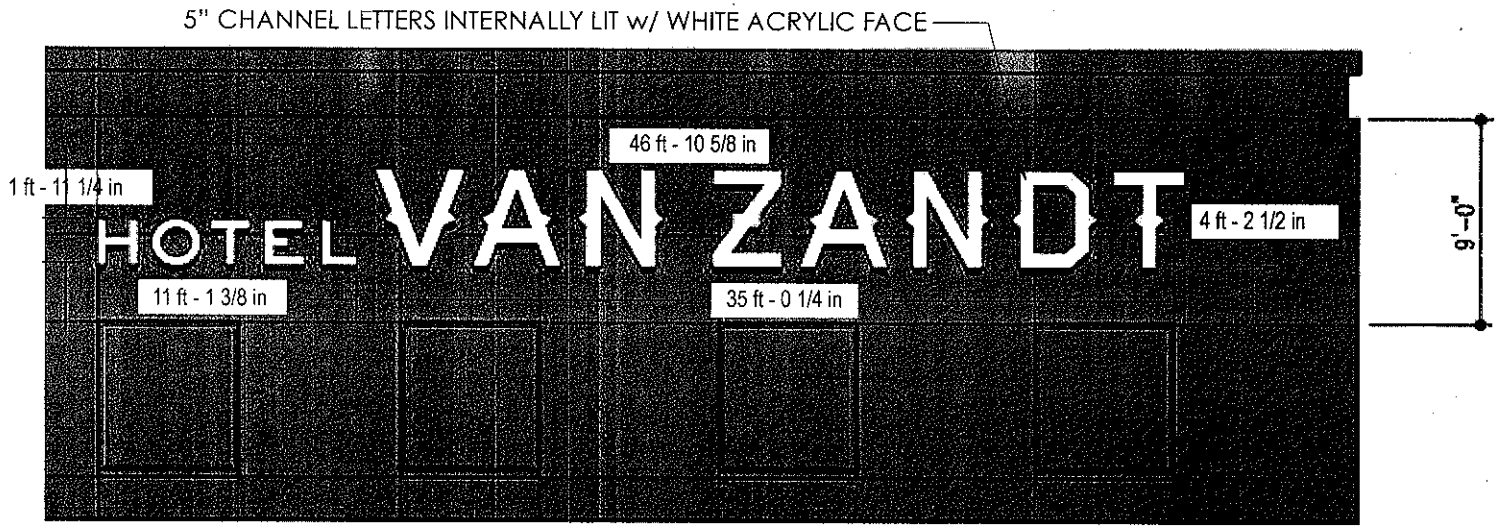
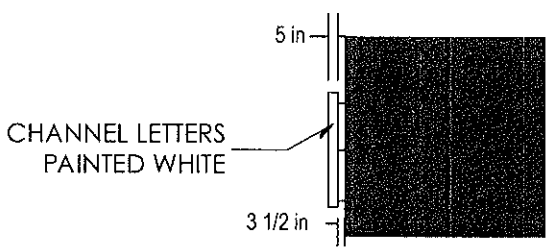
HOTEL VAN ZANDT 2458 Sign D



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'

ION ART

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

HOTEL VAN ZANDT

Location: 605 Davis St, Austin, TX 78701

Designer: CFM

Date: 07.14.14

Electrical Notes:
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 wires: line, ground, neutral

SIGN AREA: 53.4 sqft
SIGN HEIGHT: 15 ft
SIGN LENGTH: 155 ft

COLORS & MATERIALS:
- Aluminum Painted White
- White Acrylic

SIGN AREA: 169 sqft
SIGN HEIGHT: 15 ft
SIGN LENGTH: 185 ft

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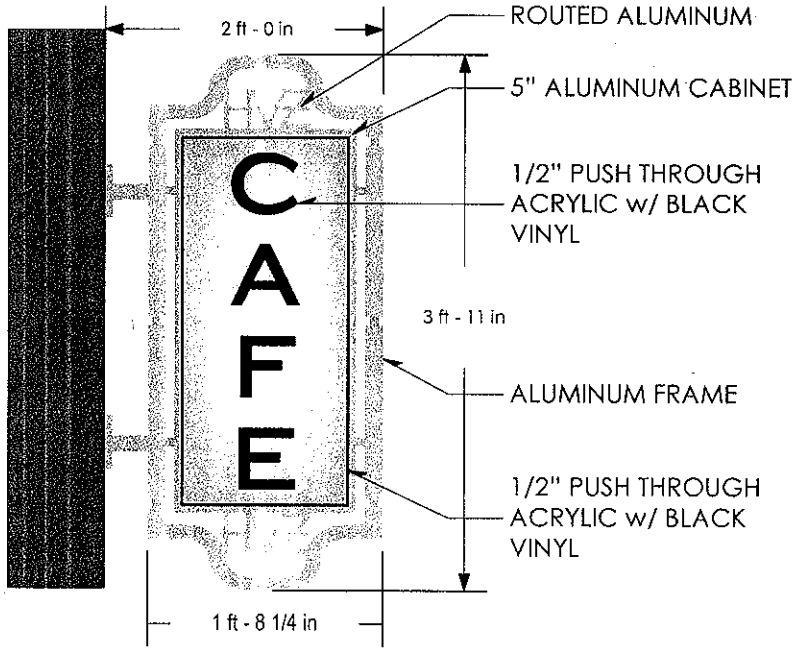
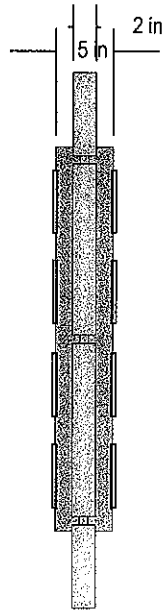
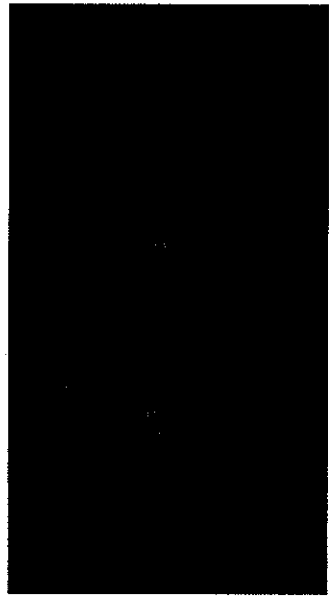
HOTEL VAN ZANDT 2458 Sign E & F



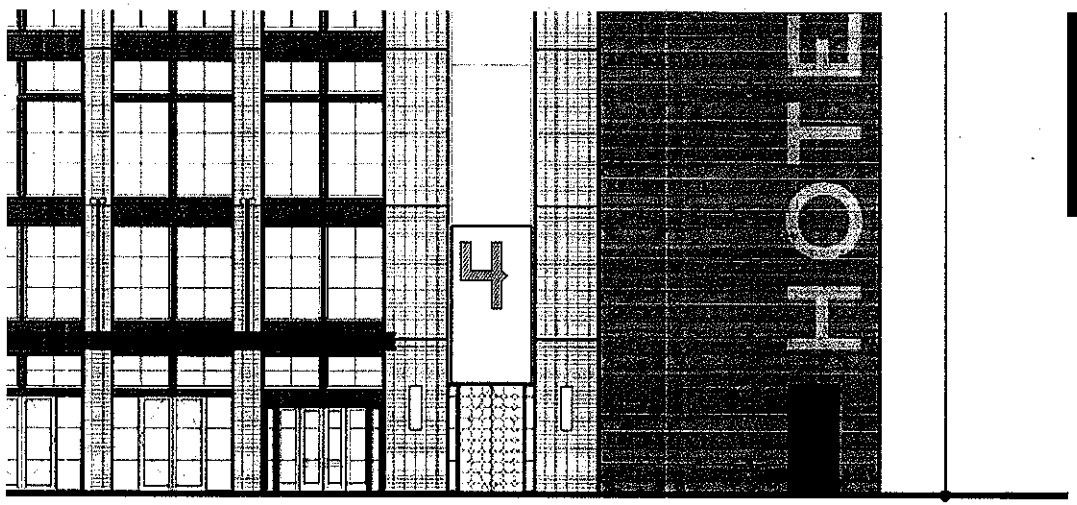
E INTERNALLY LIT BLADE SIGN FACE VIEW
SCALE: 3/4" = 1'



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

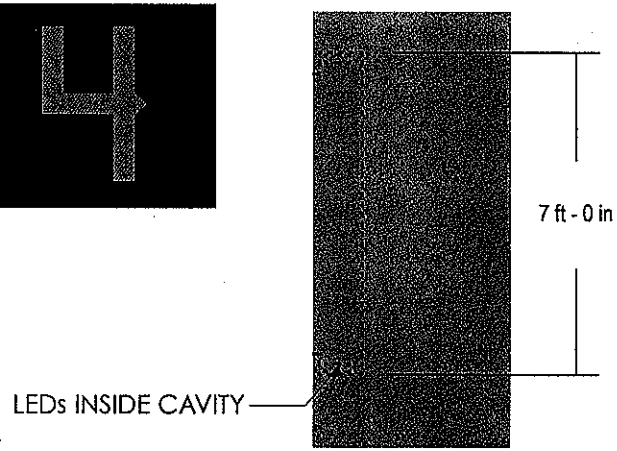


E LIGHTING EXHIBIT
SCALE: 3/4" = 1'



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

F LIGHTING EXHIBIT
SCALE: NTS



F SIDE VIEW | ATTACHMENT
SCALE: NTS

ION ART

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

HOTEL
VAN ZANDT

Location: 605 Davis St.
Austin, TX 78701

Designer: CFM

Date: 07.14.14

Electrical Notes

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 wires: line, ground, neutral

SIGN AREA: 8 sqft
SIGN HEIGHT: 15 ft
SIGN WIDTH: 175 ft

Colors & Materials

- Aluminum Painted Silver
- Black Vinyl

SIGN AREA: 8 sqft
SIGN HEIGHT: 15 ft
SIGN WIDTH: 175 ft

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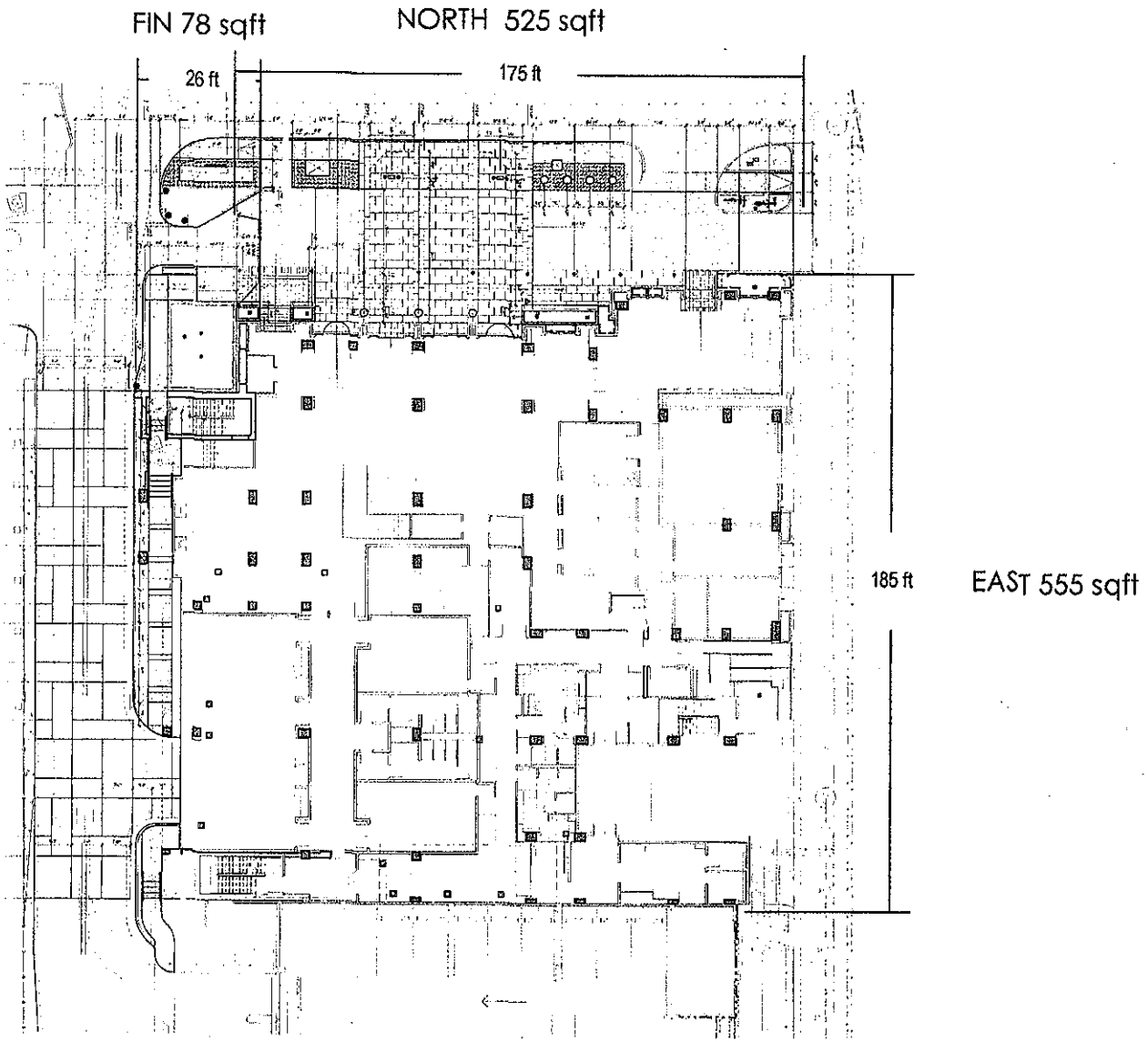
HOTEL VAN ZANDT 2458 Site Plan

ALLOWED SQUARE FOOTAGE TO CODE
SCALE: NTS



TOTAL ALLOWABLE: 1158 sqft

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

HOTEL VAN ZANDT

Location: 605 Davis St. Austin, TX 12345

Designer: CFM

Date: 07.14.14

Electrical Notes:

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 wires: line, ground, neutral

SIGN AREA

FACE/ELEVATION

FILE NAME

COLORS & MATERIALS

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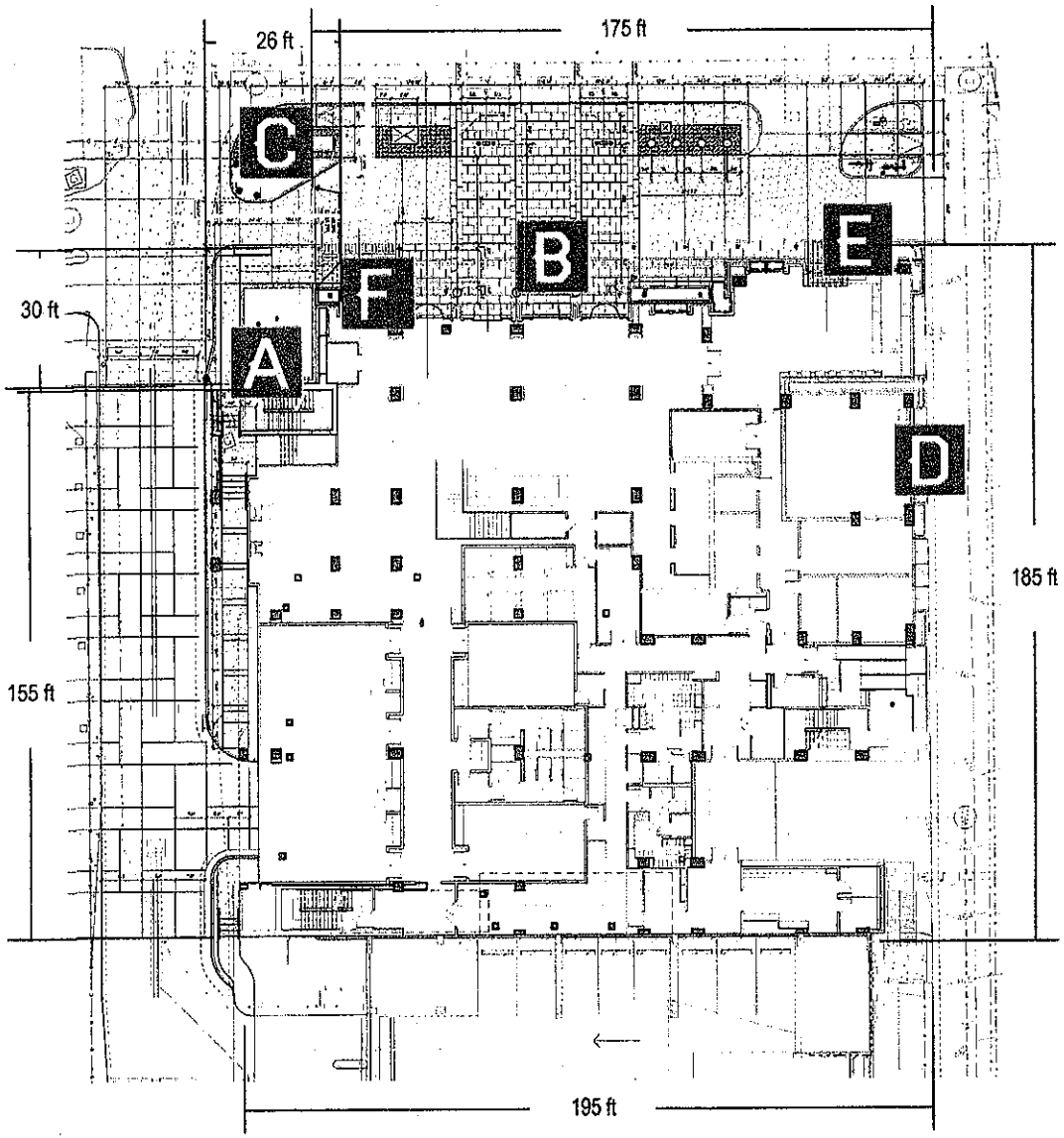
HOTEL VAN ZANDT 2458 Sign Locations

SITE PLAN SIGN LOCATIONS
SCALE: NTS



PROPSED SIGN LOCATIONS

A	FIN SIGN	1980 sqft
B	AWNING SIGN	21.5 sqft
C	MONUMENT	8.5 sqft
D	EAST SIGN	169 sqft
E	BLADE SIGN	8 sqft
F	RESTAURANT SIGN	28sqft

TOTAL REQUESTED: 2215 sqft

ION ART
407 Radam 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

CFM

07.14.14

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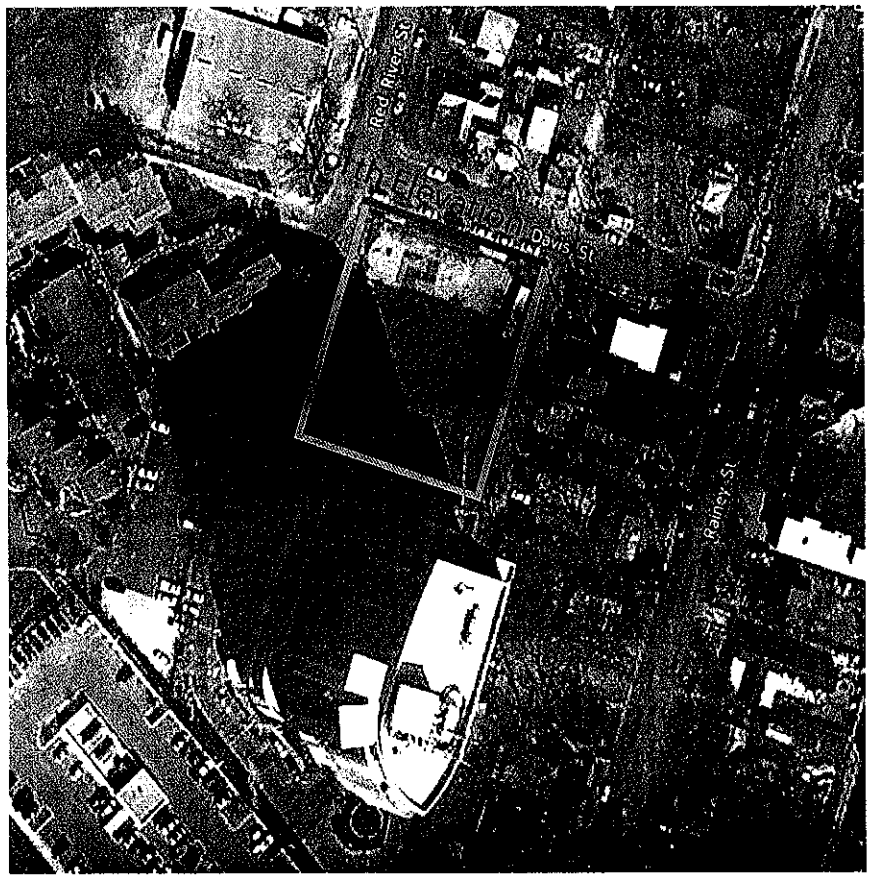
NORTH ELEVATION

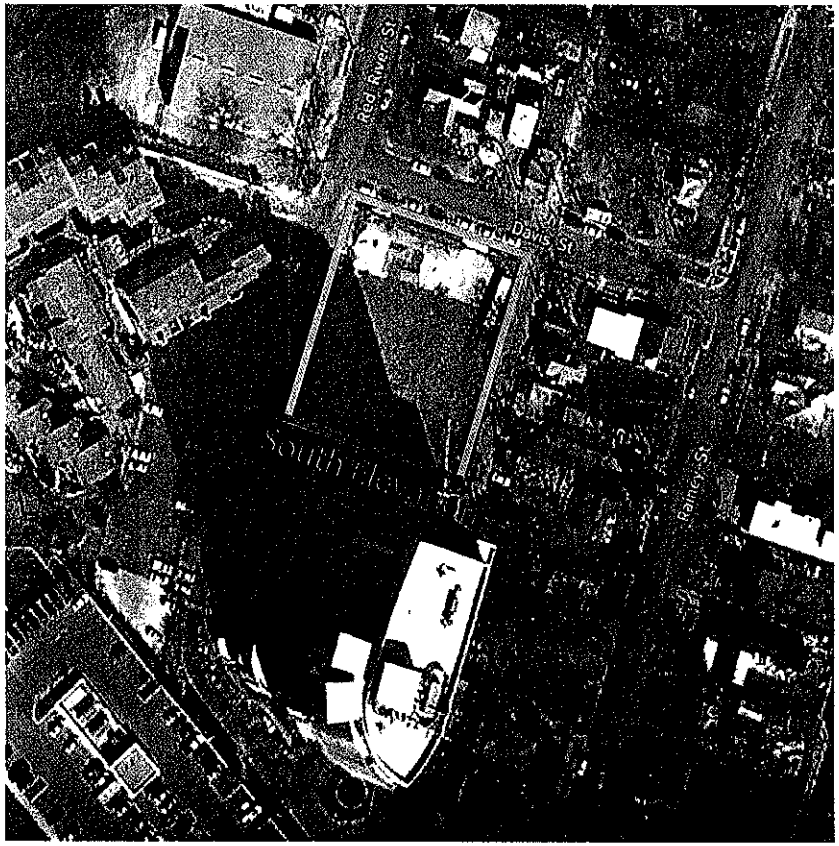
North Elevation:
- Faces Residential & Commerical mixed neighborhood



* Building under construction at time of survey and incomplete.

SOUTH ELEVATION

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

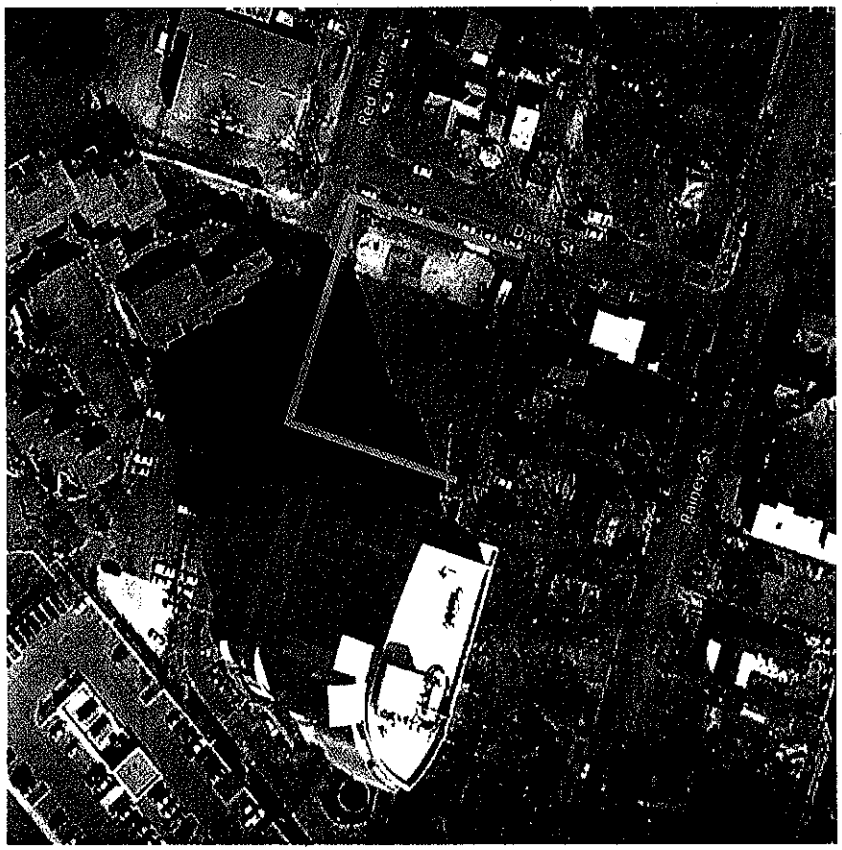


* Building under construction at time of survey and incomplete.

EAST ELEVATION

EAST Elevation:

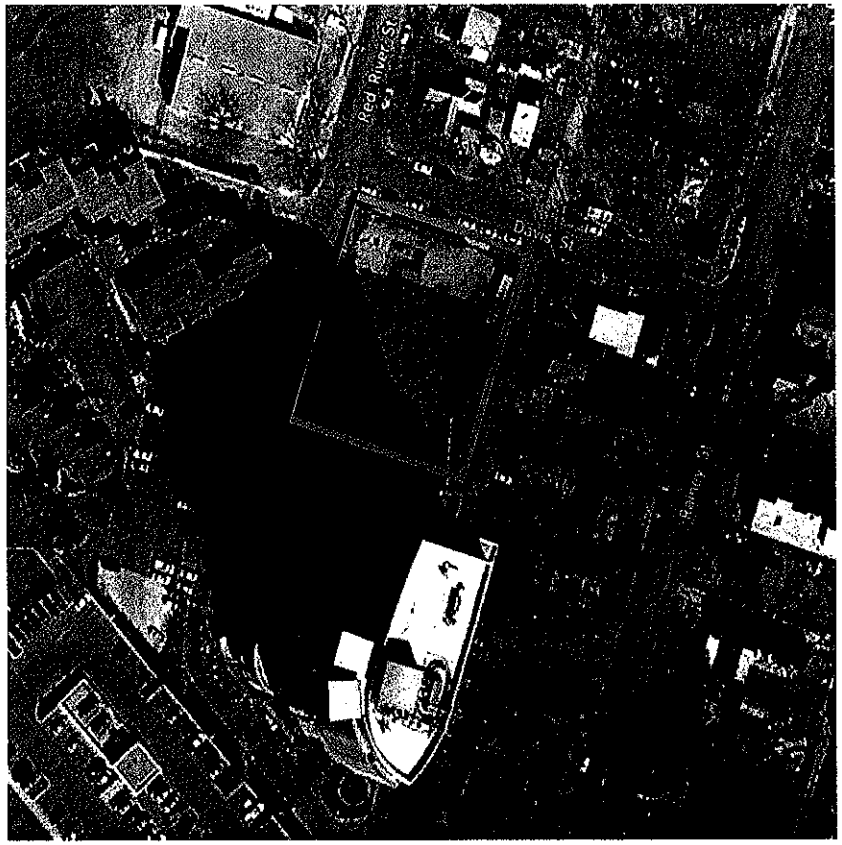
- Faces Rainey St : Residential & Commerical mixed neighborhood
- Faces I-35 Corridor



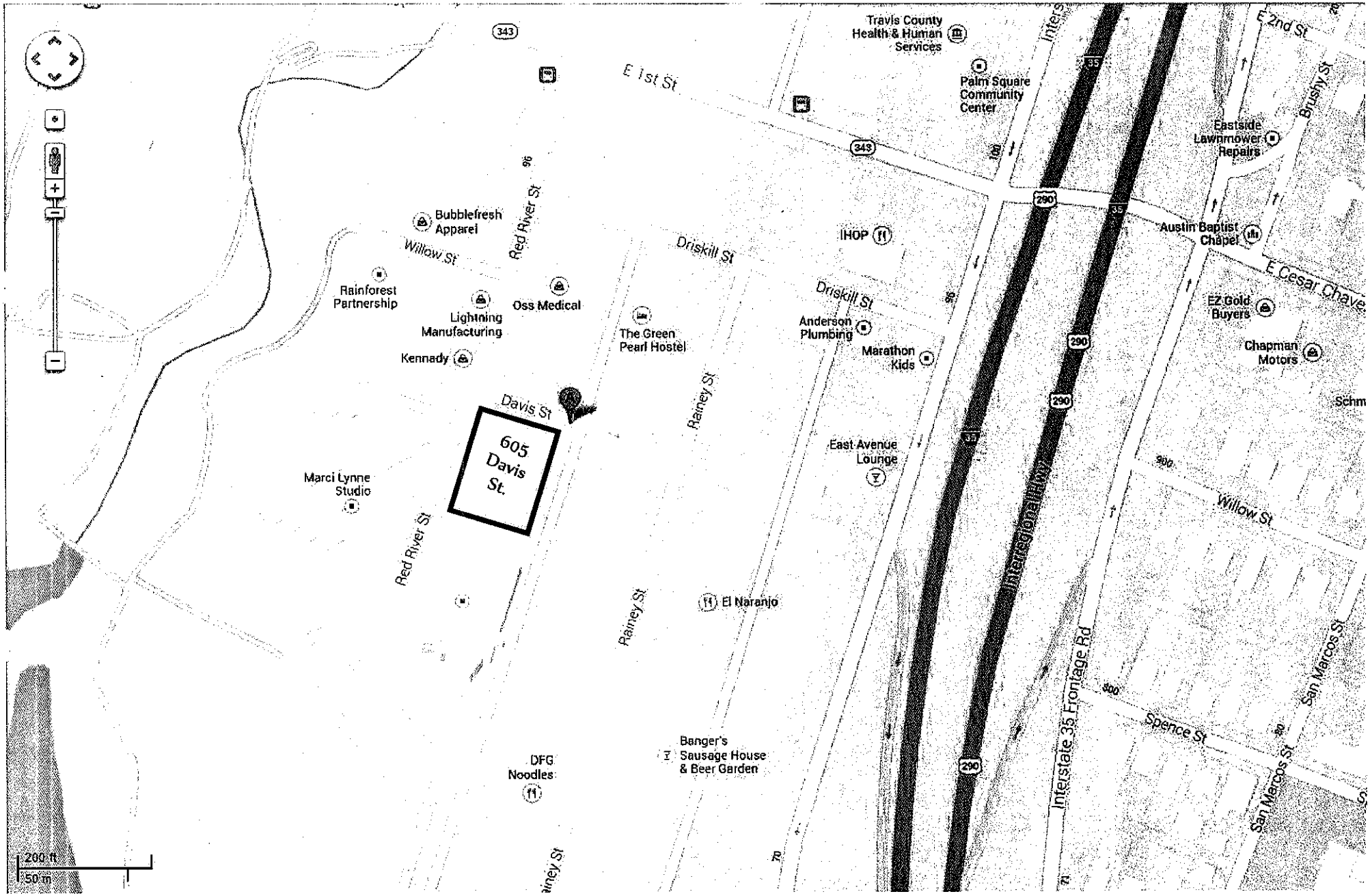
* Building under construction at time of survey and incomplete.

WEST ELEVATION

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



* Building under construction at time of survey and incomplete.


605 Davis St.
Davis St
Red River St
Willow St
Bubblefresh Apparel
Rainforest Partnership
Lightning Manufacturing
Oss Medical
Kennady
Marci Lynne Studio
The Green Pearl Hostel
Driskill St
Rainey St
E 1st St
Travis County Health & Human Services
Palm Square Community Center
IHOP
Anderson Plumbing
Marathon Kids
East Avenue Lounge
El Naranjo
Banger's Sausage House & Beer Garden
DFG Noodles
Interregional Hwy
Interstate 35 Frontage Rd
Eastside Lawnmower Repairs
Austin Baptist Chapel
E Cesar Chavez
EZ Gold Buyers
Chapman Motors
E 2nd St
Brushy St
Spence St
San Marcos St
200 ft
50 m

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.

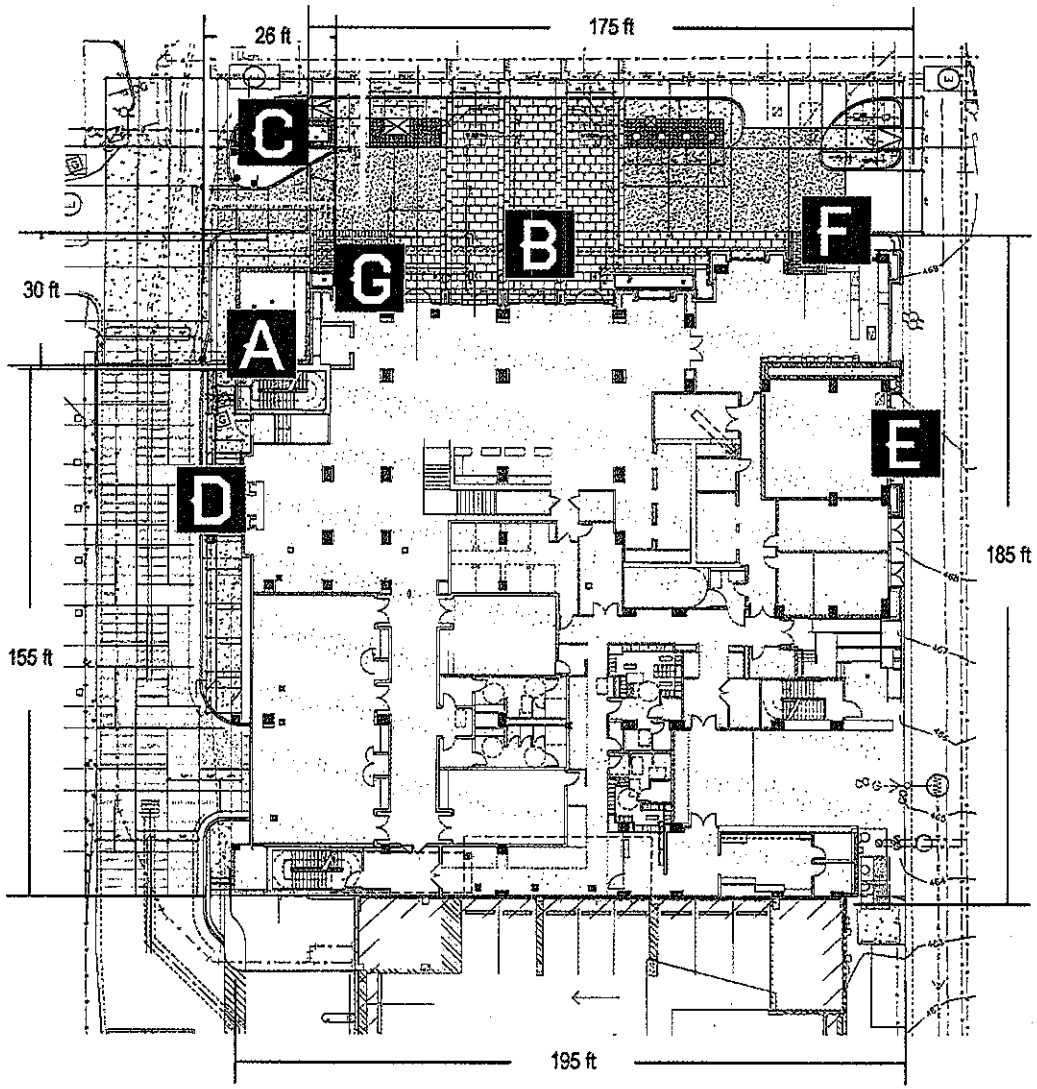
Regards,

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

PROPSED 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

ION ART

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

HOTEL VAN ZANDT

LOCATION: 605 Davis St. Austin, TX 78701

DRAWN BY: CFM

DATE: 07.14.14

ELECTRICAL NOTES: 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 wires: line, ground, neutral

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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

Clifton Steed
President,
The Shore Home Owners Association

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

(512) 473-8600 • Fax: (512) 473-8602 • 603 Davis Street • Austin, Texas 78701

CITY OF AUSTIN
Board of Adjustment/Sign Review Board
Decision Sheet

DATE: September 8, 2014 **CASE NUMBER: C16-2014-0012**

___Y____ Jeff Jack
___Y____ Michael Von Ohlen
___R____ Ricardo De Camps **(RECUSED)**
___Y____ Bryan King
___Y____ Stuart Hampton - Vincent Harding LEFT
___R____ Melissa Hawthorne **(RECUSED)**
___Y____ Sallie Burchett
___Y_____Cathy French

APPLICANT: Wes ~~Polkowske~~ Mendell

OWNER: Lou Gambertoglio

ADDRESS: 605 DAVIS ST

VARIANCE REQUESTED: The applicant has requested a variance to Section 25-10-129 (F) *(Downtown Sign District Regulations)* to increase the allowable wall signage from 1,158 square feet (required) to 2,259.9 square feet (requested) in order to add wall signage to a building to be constructed in a "CBD-Waterfront Overlay", Downtown – Waterfront Overlay zoning district.

BOARD'S DECISION: The public hearing was closed on Board Member Bryan King motion to Postpone to October 13, 2014, Board Member Michael Von Ohlen second on a 6-2-0 vote (Board members Ricardo De Camps and Melissa Hawthorne Recused); POSTPONED TO OCTOBER 13, 2014.

FINDING:

1. The variance is necessary because strict enforcement of the Article prohibits and reasonable opportunity to provide adequate signs on the site, considering the unique features of a site such as its dimensions, landscape, or topography, because:

OR,
2. The granting of this variance will not have a substantially adverse impact upon neighboring properties, because:
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:

Leane Heldenfels
Executive Liaison

Jeff Jack
Chairman

UG-2014-0012

HOTEL VAN ZANDT Site Plan

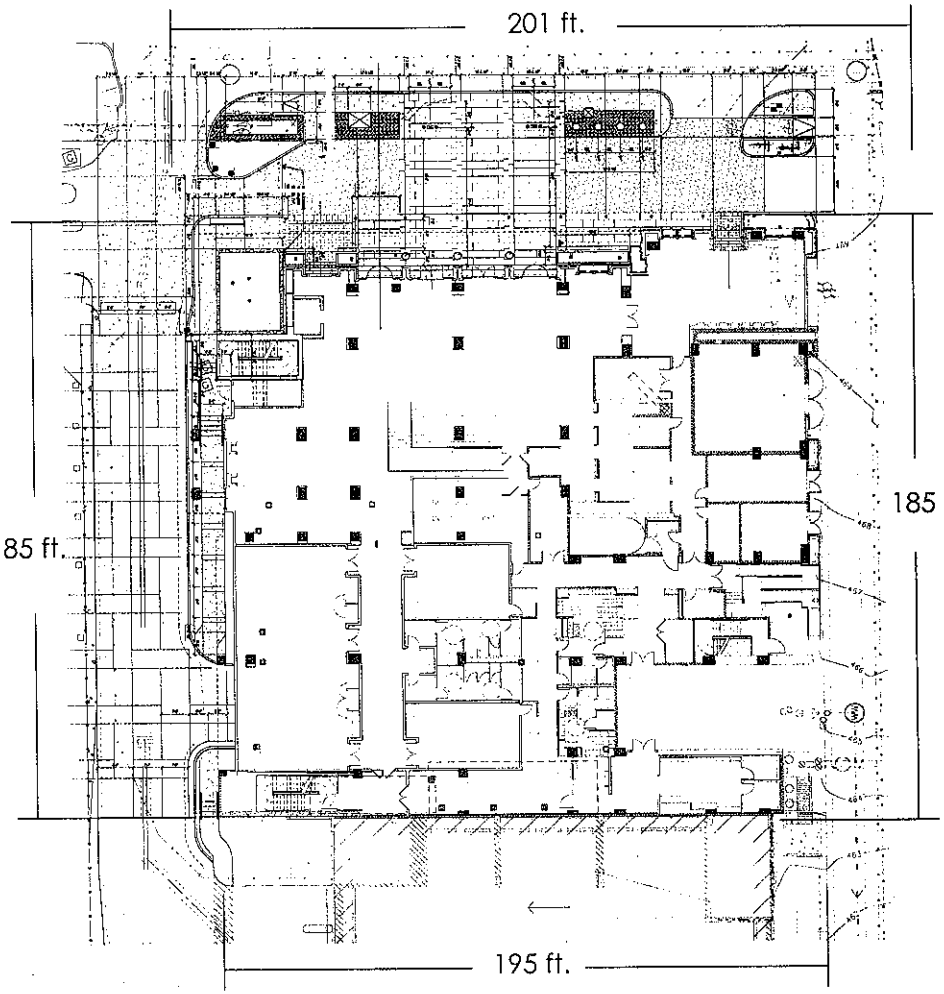
TOTAL LOT SQ FT ALLOWED: 2298 sqft
TOTAL LOT SQ FT REQUESTED: 2259.9 sqft

NORTH FACE
Allowed 603 sqft
Requested: 2,037.5 sqft

201 ft.

WEST FACE
Allowed: 555 sqft
Requested: 53.4 sqft

185 ft.



EAST FACE
Allowed: 555 sqft
Requested: 169 sqft

185 ft.

195 ft.

SOUTH FACE
Allowed: 585 sqft
Requested: 0 sqft

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

HOTEL
VAN ZANDT

Location 605 Davis St.
Austin, TX 12345

Designer CFM

Date

Electrical Notes

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 wires: line, ground, neutral

SIGN AREA

SIGN HEIGHT

IMPACT FEE

COLORS & MATERIALS

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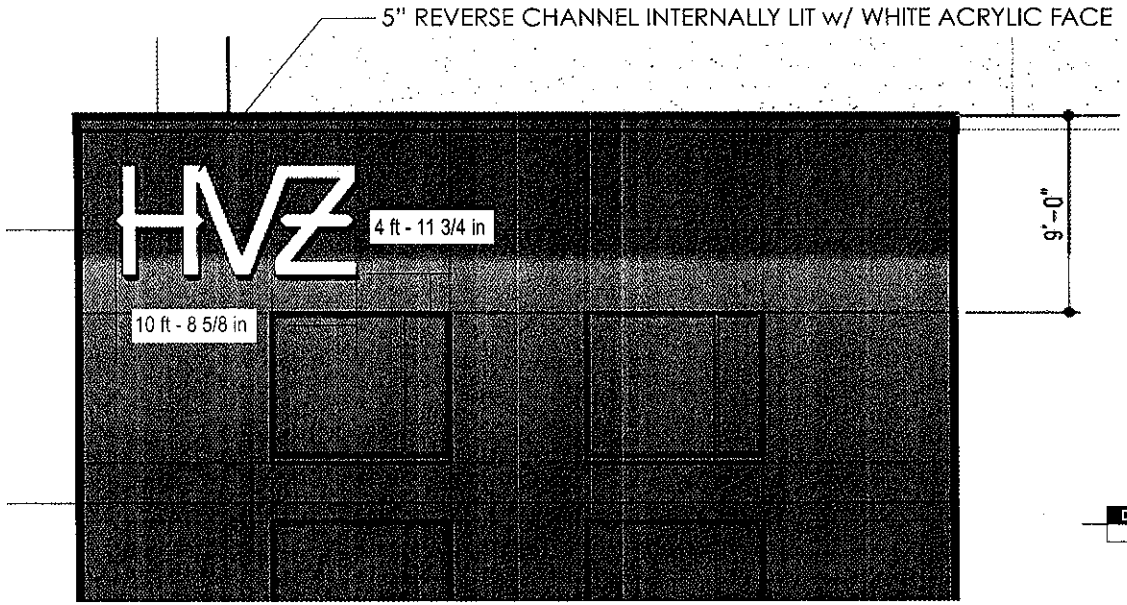
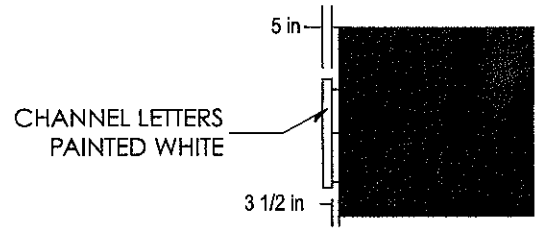
HOTEL VAN ZANDT 2458 Sign D & E

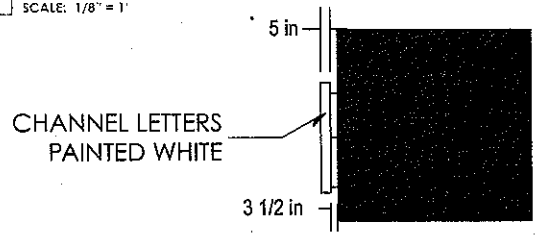


D WEST ELEVATION CHANNEL LETTERS FACE VIEW
SCALE: 1/8" = 1'

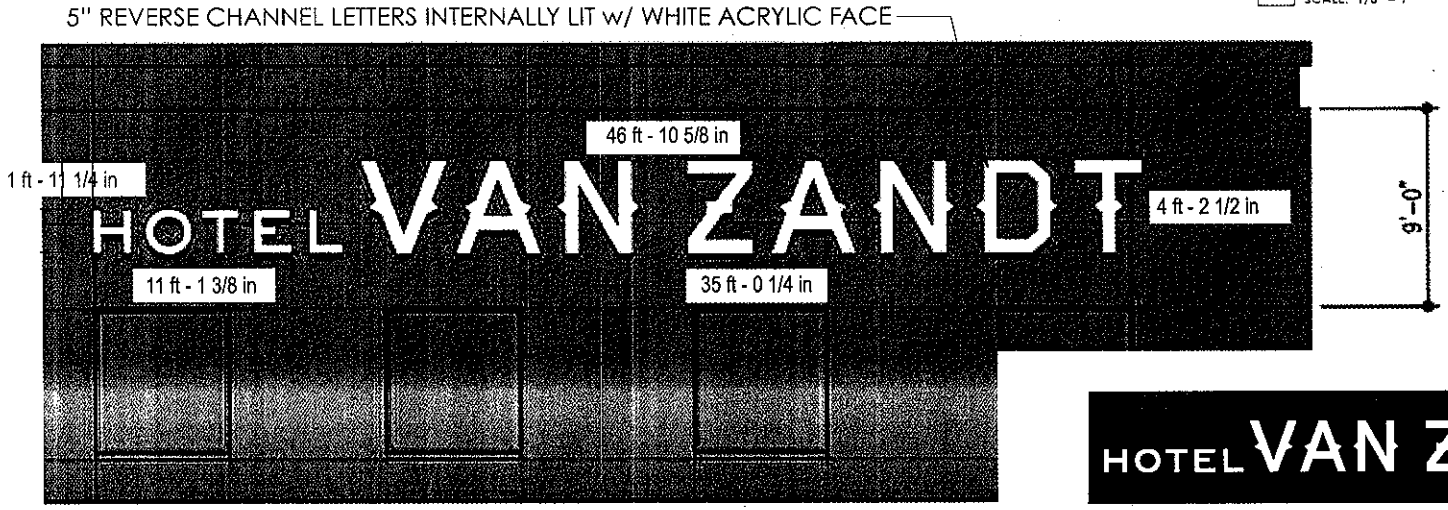


D SIDE VIEW | ATTACHMENT
SCALE: 1/8" = 1'

D LIGHTING EXHIBIT
SCALE: 1/8" = 1'



E SIDE VIEW | ATTACHMENT
SCALE: 1/8" = 1'



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

E LIGHTING EXHIBIT
SCALE: 1/8" = 1'

ION ART

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

HOTEL VAN ZANDT

Location: 605 Davis St. Austin, TX 78701

Designer: CFM

Date: 07.14.14

Elec Inst of Notes

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 wires: line, ground, neutral

SIGN AREA: 53.4 sqft
SIGN HEIGHT: 15 ft
SIGN ARTIST: 155 ft

COLORS & MATERIALS
- Aluminum Painted White
- White Acrylic

SIGN AREA: 169 sqft
SIGN HEIGHT: 15 ft
SIGN ARTIST: 185 ft

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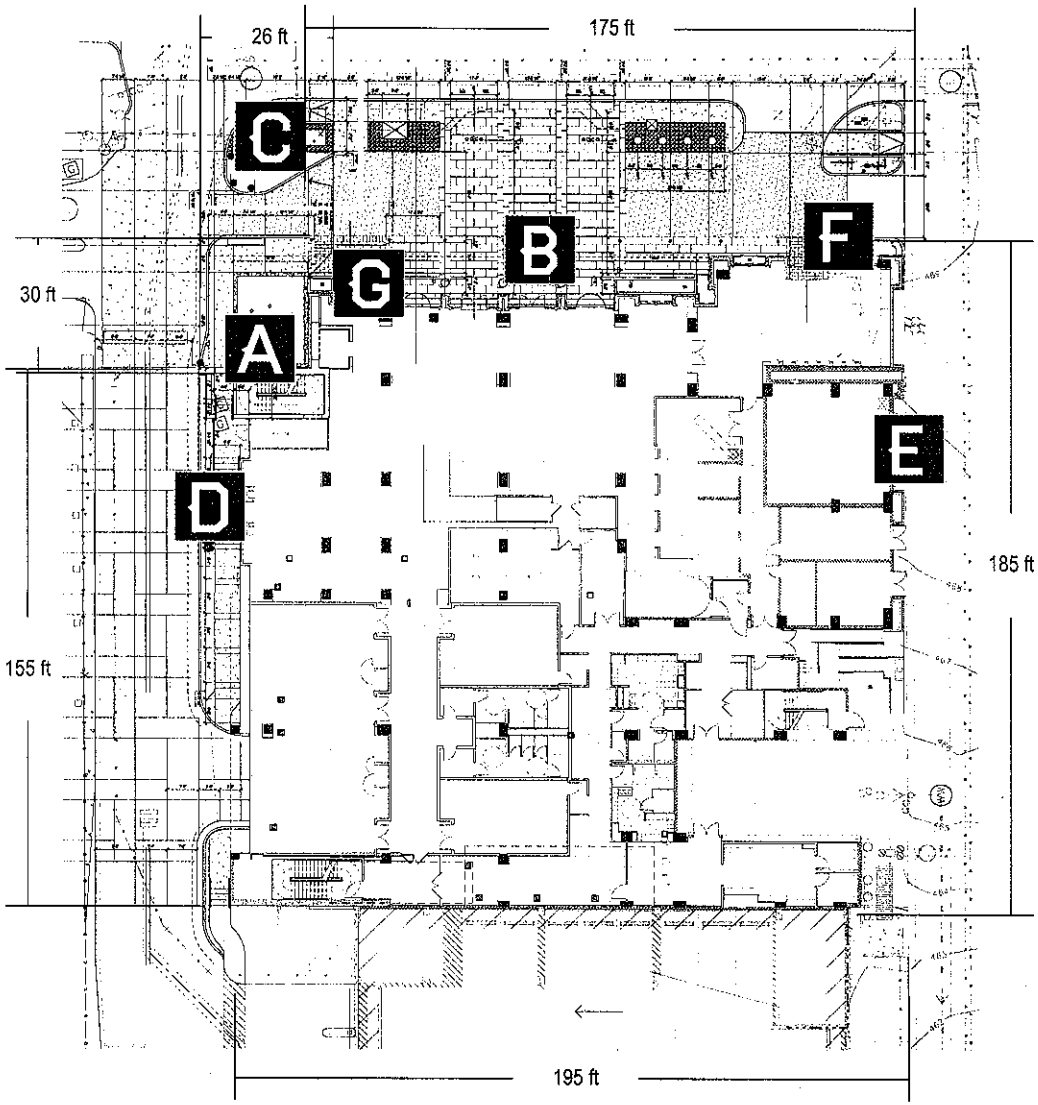
HOTEL VAN ZANDT 2458 Sign Locations

SITE PLAN SIGN LOCATIONS
SCALE: NTS



PROPSED 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

ION ART

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Mail: ionart@ionart.com
Phone: 512-326-9333
www.ionart.com

HOTEL
VAN ZANDT

Location: 605 Davis St.
Austin, TX 78701

Designer: CFM

Date: 07.14.14

Site specific notes:
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 wires: line, ground, neutral

SIGN AREA

BLDG. HEIGHT

FRONTAGE

COLORS & MATERIALS

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ARTICLE 7. REGULATIONS APPLICABLE TO CERTAIN SIGN DISTRICTS

§ 25-10-129 DOWNTOWN SIGN DISTRICT REGULATIONS.

(A) This section applies to a downtown sign district.
(B) One freestanding sign is permitted on a lot. Additional freestanding signs may be permitted under Section 25-10-131 (Additional Freestanding Signs Permitted).
(C) Wall signs are permitted.
(D) A wall sign may be a projecting sign if the sign complies with this subsection.
  (1) One projecting sign for each building facade is permitted.
  (2) The sign area of a projecting sign may not exceed 35 square feet.
  (3) A sign may extend from the building facade not more than the lesser of:
    (a) six feet; or
    (b) a distance equal to two-thirds the width of the abutting sidewalk.
  (4) For a sign that projects over state right-of-way, the state must approve the sign.
(E) One commercial flag for each curb cut is permitted. A commercial flag may be suspended over public right-of-way.
(F) This subsection prescribes the maximum sign area.
  (1) For signs other than freestanding signs, the total sign area for a lot may not exceed 20 percent of the facade area of the first 15 feet of the building.
  (2) For a freestanding sign, the sign area may not exceed the lesser of
    (a) 0.5 square feet for each linear foot of street frontage; or
    (b) 200 square feet.
(G) The sign height may not exceed:
  (1) for a freestanding sign, six feet; or
  (2) for a commercial flag, 30 feet.

Source: Sections 13-2-867 and 13-2-869; Ord. 990225-70; Ord. 031211-11.

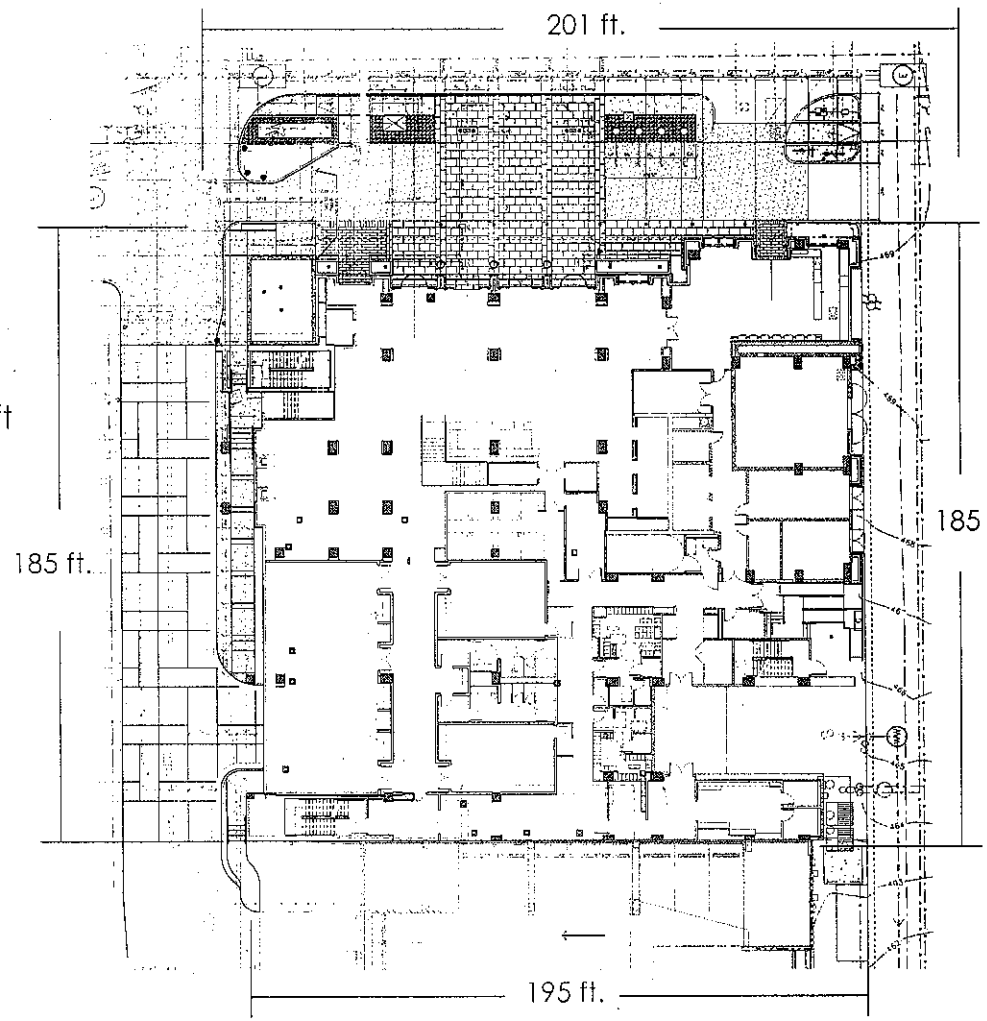
C16-2014-0012

HOTEL VAN ZANDT Site Plan

TOTAL LOT SQ FT ALLOWED: 2298 sqft
TOTAL LOT SQ FT REQUESTED: 2259.9 sqft

NORTH FACE
Allowed 603 sqft
Requested: 2,037.5 sqft

WEST FACE
Allowed: 555 sqft
Requested: 53.4 sqft



EAST FACE
Allowed: 555 sqft
Requested: 169 sqft

SOUTH FACE
Allowed: 585 sqft
Requested: 0 sqft

ION ART
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Austin TX 78745
Mail: ionart@ionart.com
Phone: 512-326-9333
www.ionart.com

HOTEL VAN ZANDT

Location: 605 Davis St. Austin, TX 12345

Designer: CFM

Date:

Electrical Notes

Ion Art DOES NOT provide primary electrical to sign. Power to the sign must be done by a licensed electrical contractor or licensed electrician.

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3. 3 wires: line, ground, neutral

SIGN AREA

BUDG. HEIGHT

LINEAR FEET

COLORS & MATERIALS

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P5

C16-2014-0012

ARTICLE 7. REGULATIONS APPLICABLE TO CERTAIN SIGN DISTRICTS

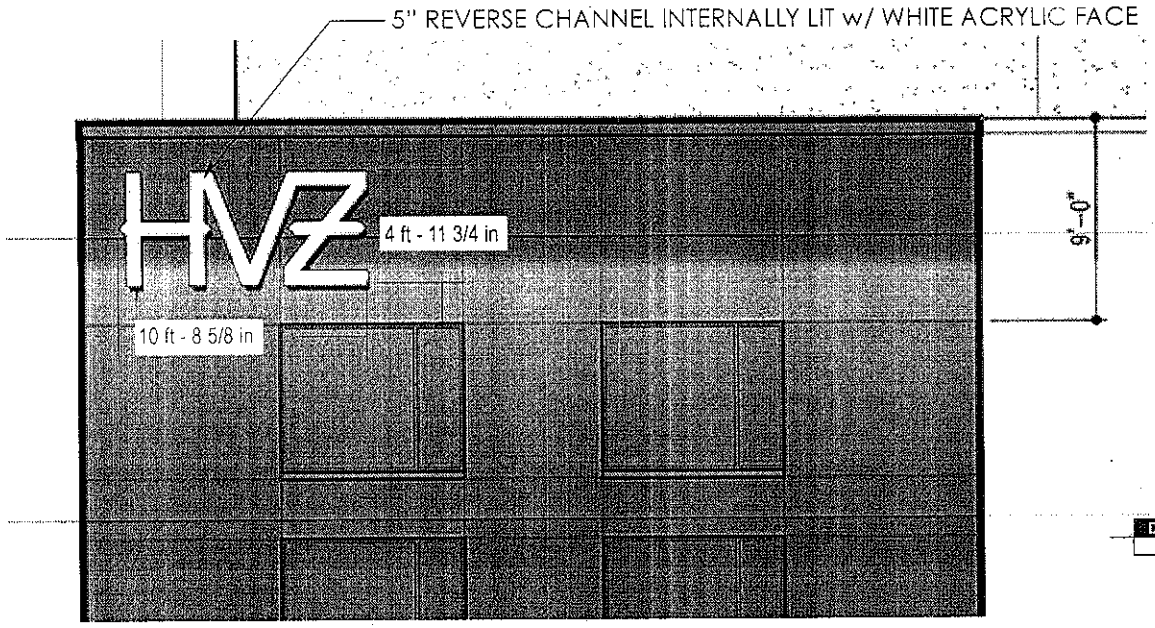
§ 25-10-129 DOWNTOWN SIGN DISTRICT REGULATIONS.

(A) This section applies to a downtown sign district.
(B) One freestanding sign is permitted on a lot. Additional freestanding signs may be permitted under Section 25-10-131 (Additional Freestanding Signs Permitted).
(C) Wall signs are permitted.
(D) A wall sign may be a projecting sign if the sign complies with this subsection.
  (1) One projecting sign for each building facade is permitted.
  (2) The sign area of a projecting sign may not exceed 35 square feet.
  (3) A sign may extend from the building facade not more than the lesser of:
    (a) six feet; or
    (b) a distance equal to two-thirds the width of the abutting sidewalk.
  (4) For a sign that projects over state right-of-way, the state must approve the sign.
(E) One commercial flag for each curb cut is permitted. A commercial flag may be suspended over public right-of-way.
(F) This subsection prescribes the maximum sign area.
  (1) For signs other than freestanding signs, the total sign area for a lot may not exceed 20 percent of the facade area of the first 15 feet of the building.
  (2) For a freestanding sign, the sign area may not exceed the lesser of
    (a) 0.5 square feet for each linear foot of street frontage; or
    (b) 200 square feet.
(G) The sign height may not exceed:
  (1) for a freestanding sign, six feet; or
  (2) for a commercial flag, 30 feet.

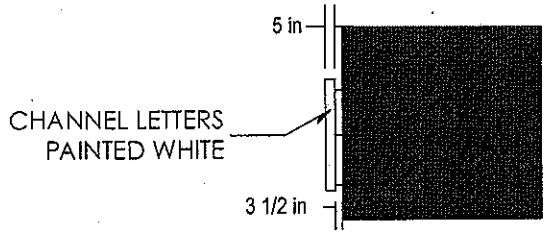
Source: Sections 13-2-867 and 13-2-869; Ord. 990225-70; Ord. 031211-11.

C16- 2014-0012

HOTEL VAN ZANDT 2458 Sign D & E

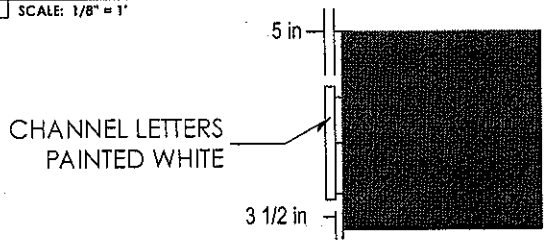


D WEST ELEVATION CHANNEL LETTERS FACE VIEW
SCALE: 1/8" = 1'

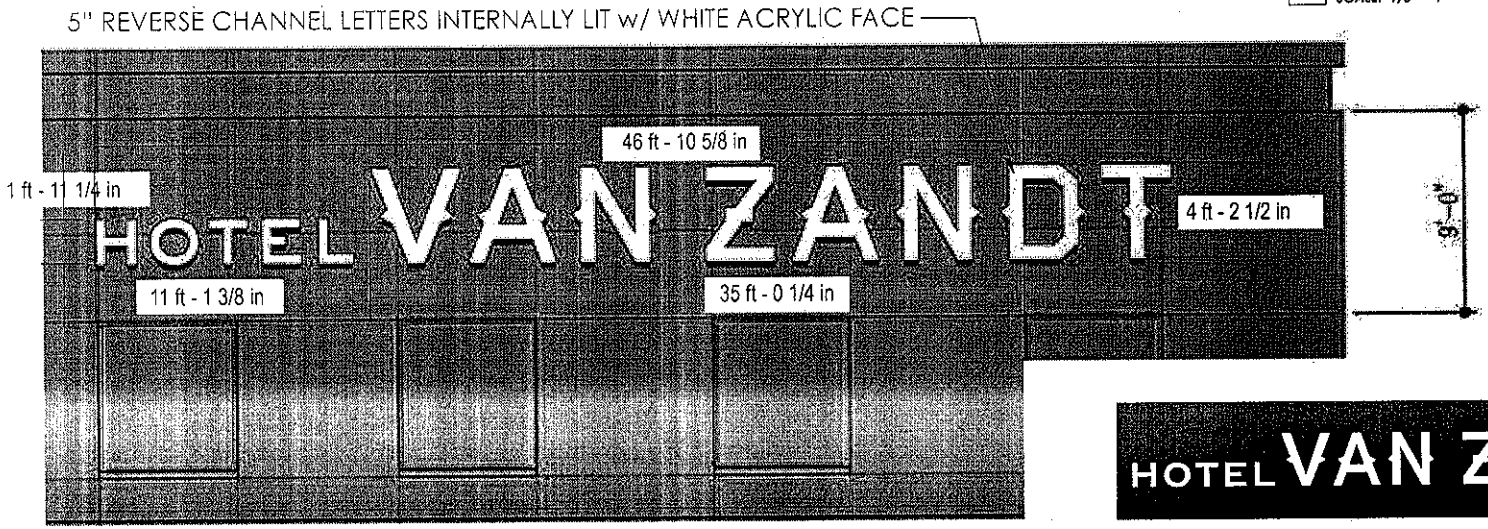


D SIDE VIEW | ATTACHMENT
SCALE: 1/8" = 1'

D LIGHTING EXHIBIT
SCALE: 1/8" = 1'



E SIDE VIEW | ATTACHMENT
SCALE: 1/8" = 1'



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

E LIGHTING EXHIBIT
SCALE: 1/8" = 1'

ION ART

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

HOTEL VAN ZANDT

Location 605 Davis St.
Austin, TX 78701

Designer CFM

Date 07.14.14

Electrical Notes

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 wires: line, ground, neutral

SIGN AREA 53.4 sqft
BLDG. HEIGHT 15 ft
LINEAR FEET 155 ft

COLORS & MATERIALS
- Aluminum Painted White
- White Acrylic

SIGN AREA 169 sqft
BLDG. HEIGHT 15 ft
LINEAR FEET 185 ft

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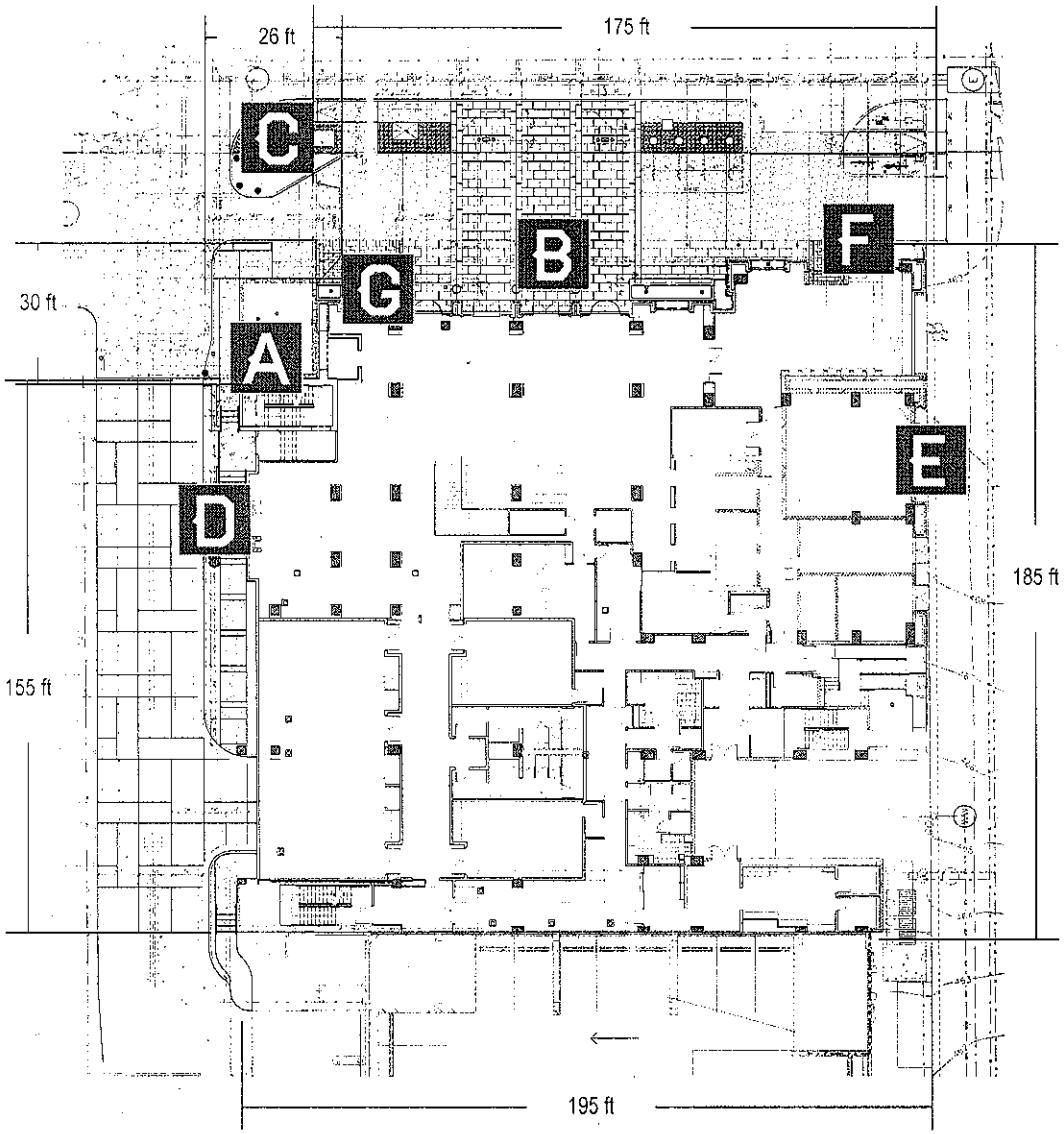
C16-2014-0012

HOTEL VAN ZANDT 2458 Sign Locations

SITE PLAN SIGN LOCATIONS
SCALE: NTS



PROPSED 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

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2. J-box installed within 6ft. of sign
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SIGN AREA

BLDG. HEIGHT

LINEAR FEET

COLORS & MATERIALS

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PUBLIC HEARING INFORMATION

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A board or commission's decision may be appealed by a person with standing to appeal, or an interested party that is identified as a person who can appeal the decision. The body holding a public hearing on an appeal will determine whether a person has standing to appeal the decision.

An interested party is defined as a person who is the applicant or record owner of the subject property, or who communicates an interest to a board or commission by:

- delivering a written statement to the board or commission before or during the public hearing that generally identifies the issues of concern *(it may be delivered to the contact person listed on a notice)*; or
- appearing and speaking for the record at the public hearing;

and:

- occupies a primary residence that is within 500 feet of the subject property or proposed development;
- is the record owner of property within 500 feet of the subject property or proposed development; or
- is an officer of an environmental or neighborhood organization that has an interest in or whose declared boundaries are within 500 feet of the subject property or proposed development.

A notice of appeal must be filed with the director of the responsible department no later than 10 days after the decision. An appeal form may be available from the responsible department.

For additional information on the City of Austin's land development process, visit our web site: www.austintexas.gov/development.

Written comments must be submitted to the contact person listed on the notice before or at a public hearing. Your comments should include the name of the board or commission, or Council; the scheduled date of the public hearing; the Case Number; and the contact person listed on the notice. Any comments received will become part of the public record of this case.

Case Number: C16-2014-0012, 605 Davis Street
Contact: Leane Heldenfels, 512-974-2202, leane.heldenfels@austintexas.gov
Public Hearing: Sign Review Board, September 8th, 2014

Ann Blackshaw
Your Name (please print)

☐ **I am in favor**
☒ **I object**

80 Red River ST
Your address(es) affected by this application

Ann Blackshaw — 9-5-14
Signature — *Date*

Daytime Telephone: _____

Comments: Big signs are Tacky & degrade the property around them.

Note: all comments received will become part of the public record of this case

If you use this form to comment, it may be returned to:
City of Austin-Planning & Development Review Department/ 1st Floor
Leane Heldenfels
P. O. Box 1088
Austin, TX 78767-1088
Or fax to (512) 974-2934
Or scan and email to leane.heldenfels@austintexas.gov

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Case Number: C16-2014-0012, 605 Davis Street
Contact: Leane Heldenfels, 512-974-2202, leane.heldenfels@austintexas.gov
Public Hearing: Sign Review Board, September 8th, 2014

Jeffrey Stegner
Your Name (please print)

☐ **I am in favor**
☑ **I object**

54 Rainey St. #614
Your address(es) affected by this application

Signature 9-8-14 *Date*

Daytime Telephone: 281-796-2446

Comments: I don't like signs in a residential neighborhood, particullarly large signs

Note: all comments received will become part of the public record of this case

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Leane Heldenfels
P. O. Box 1088
Austin, TX 78767-1088
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Case Number: C16-2014-0012, 605 Davis Street
Contact: Leane Heldenfels, 512-974-2202, leane.heldenfels@austintexas.gov
Public Hearing: Sign Review Board, September 8th, 2014

Michael Abraham
Your Name (please print)

☐ **I am in favor**
☒ **I object**

80 Red River #206, 78701
Your address(es) affected by this application

Signature — *Date* 9/2/14

Daytime Telephone: 512-472-1904

Comments: The listed "owner" does not appear to be correct if this is for the Kimpton/Van Sant Hotel.

Apart from that, a 2000+ sq ft sign would be grossly disproportionate to the neighborhood. The standard limit exists for a reason — there is no need to approve a variance for this matter. The owner was aware of limit when the prop. was developed. This variance/sign would be truly hideous, and no indication has been made whether it will face N-S-E-W.

Note: all comments received will become part of the public record of this case

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Case Number: C16-2014-0012, 605 Davis Street
Contact: Leane Heldenfels, 512-974-2202, leane.heldenfels@austintexas.gov
Public Hearing: Sign Review Board, September 8th, 2014

Lewis Lively
Your Name (please print)

☒ **I am in favor**
☐ **I object**

51 Rainey St. Austin TX 78701
Your address(es) affected by this application

Signature — 9/2/14 *Date*

Daytime Telephone: 512-966-6968

Comments: None

Note: all comments received will become part of the public record of this case

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Leane Heldenfels
P. O. Box 1088
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HOTEL VAN ZANDT

A KIMPTON HOTEL

SIGN VARIANCE PROPOSAL

ION ART

Revised

CASE # C16-2014-0012

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 requeste 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.

Revised

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 [signature] 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 SIGNATUE PAGE FOR OWNER CERTIFICATE

Revised

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 _____

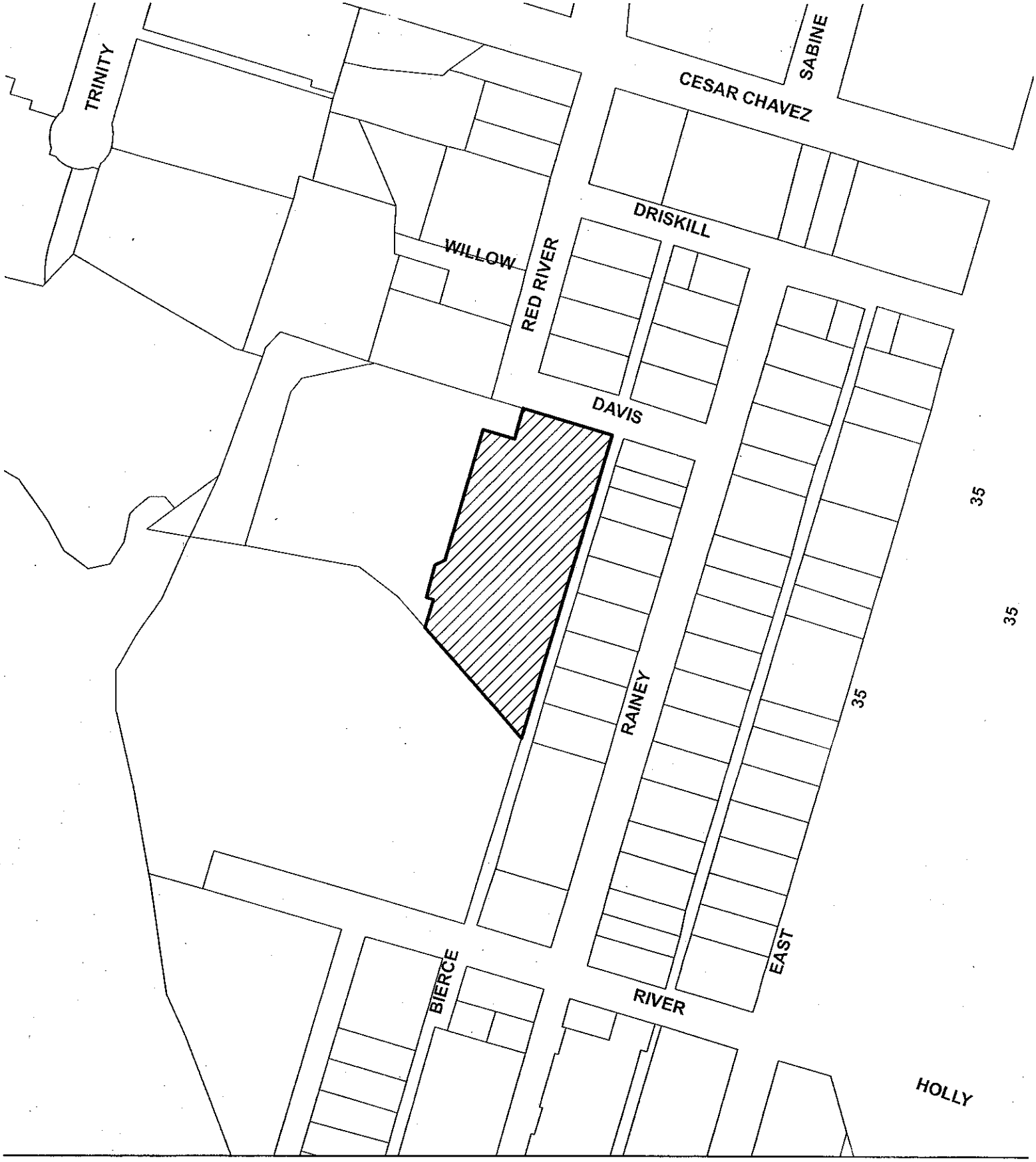
Printed _____ Phone _____ Date _____

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 SAMBERTOGLIO Phone (512)994-7702 Date 7/28/2014



N

SUBJECT TRACT

PENDING CASE

ZONING BOUNDARY

CASE#: C16-2014-0012

Address: 605 DAVIS ST

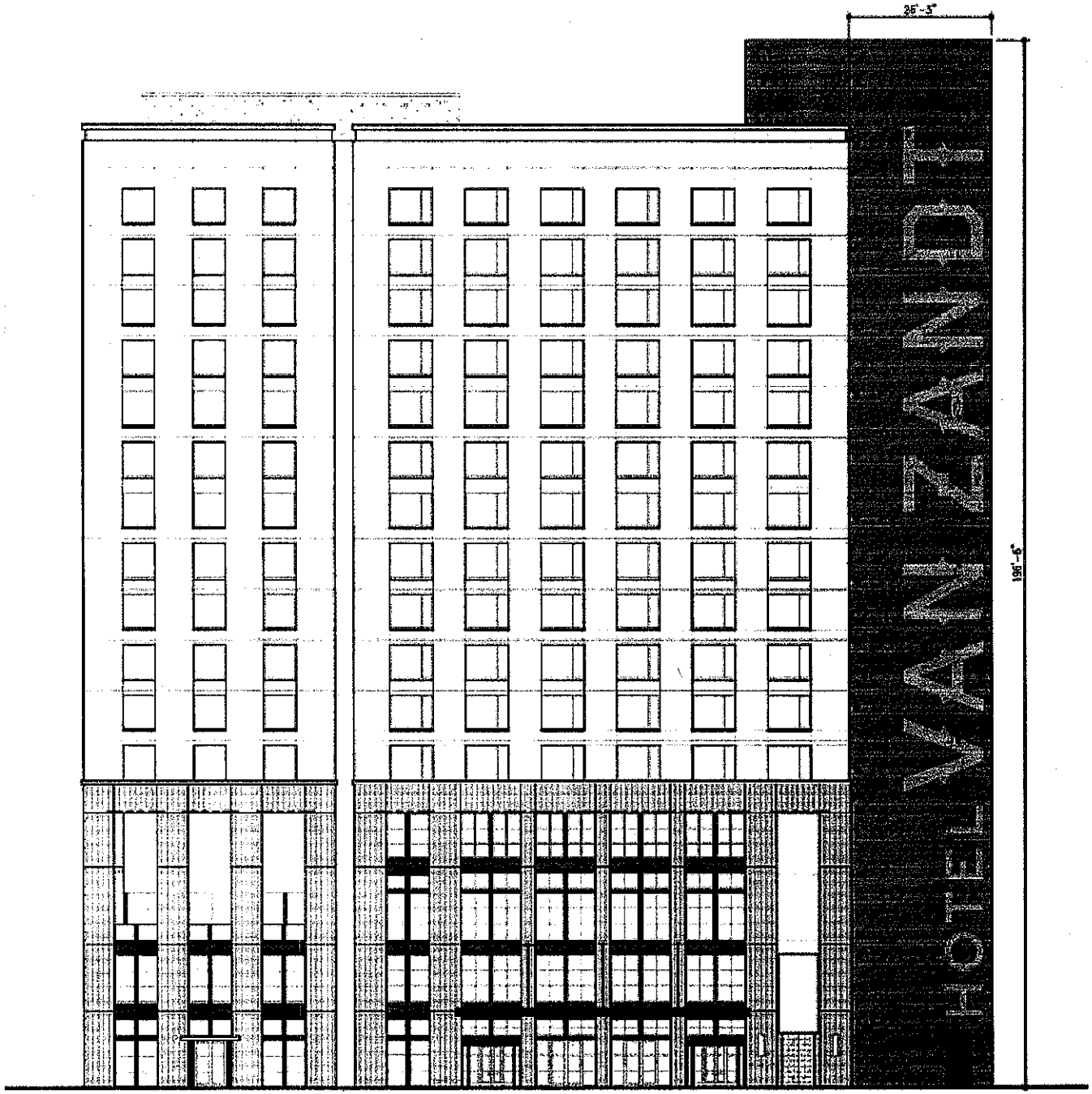
1 " = 200 '

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

This product has been produced by CTM for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.

CITY OF AUSTIN FOUNDED 1839

HOTEL VAN ZANDT 2458 Sign A



A NORTH ELEVATION FIN SIGN FACE VIEW
SCALE: NTS

ION ART

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

HOTEL
VAN ZANDT

Location: 605 Davis St.
Austin, TX 78701

Designer: CFM

Date: 07.14.14

Electrical Notes:
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 wires: line, ground, neutral

Sign Area: 1980 sqft

Sign Height: 15 ft

Overall Height: 195 ft

Revisions & Approvals:

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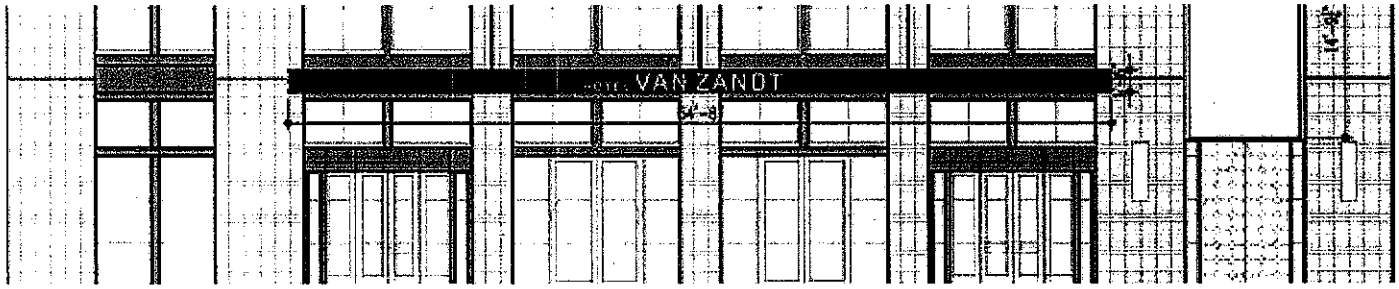
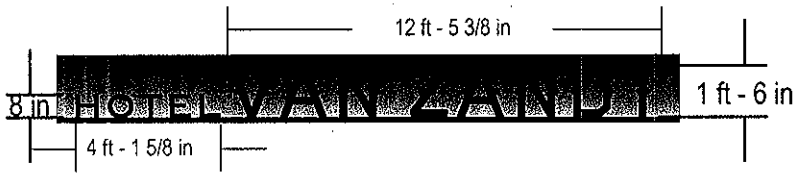
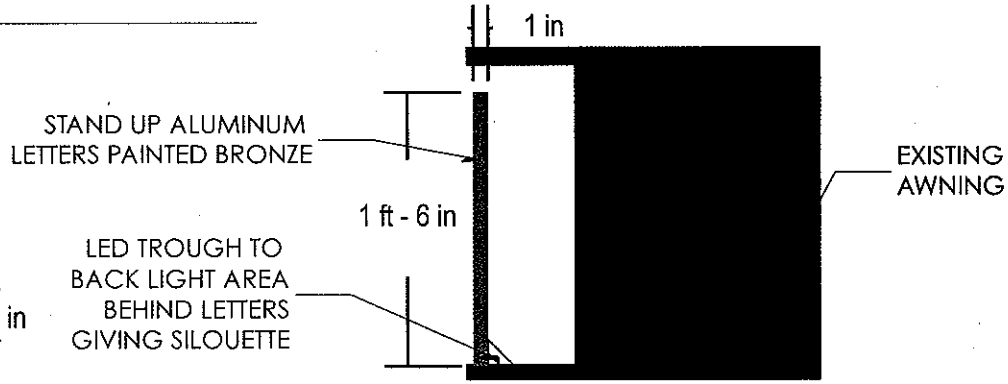
HOTEL VAN ZANDT 2458 Sign B & C



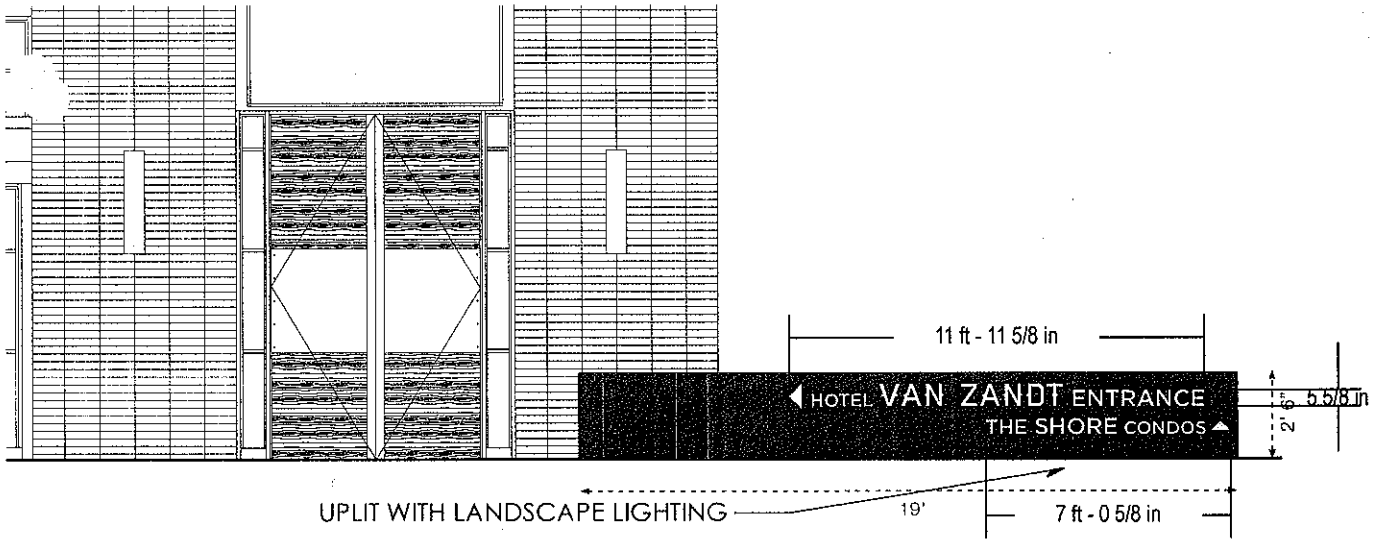
B AWNING SIGN FACE VIEW
SCALE: NTS



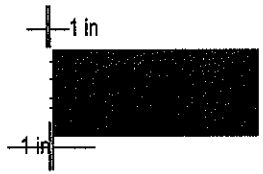
B LIGHTING EXHIBIT
SCALE: 3/16" = 1'



B SIDE VIEW | ATTACHMENT
SCALE: 1" = 1'



C MONUMENT LETTERS FACE VIEW
SCALE: 3/16" = 1'



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

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

HOTEL VAN ZANDT

Location: 605 Davis St.
Austin, TX 78701

Designer: CFM

Date: 07.14.14

Electrical Notes:
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 wires: line, ground, neutral

SIGN AREA: 21.5 sqft
SIGN HEIGHT: 15 ft
LINEAR FEET: 175 ft

COLORS & MATERIALS:
- Acrylic Painted Bronze
- Aluminum Painted Silver

SIGN AREA: 7.6 sqft
SIGN HEIGHT: 15 ft
LINEAR FEET: 175 ft

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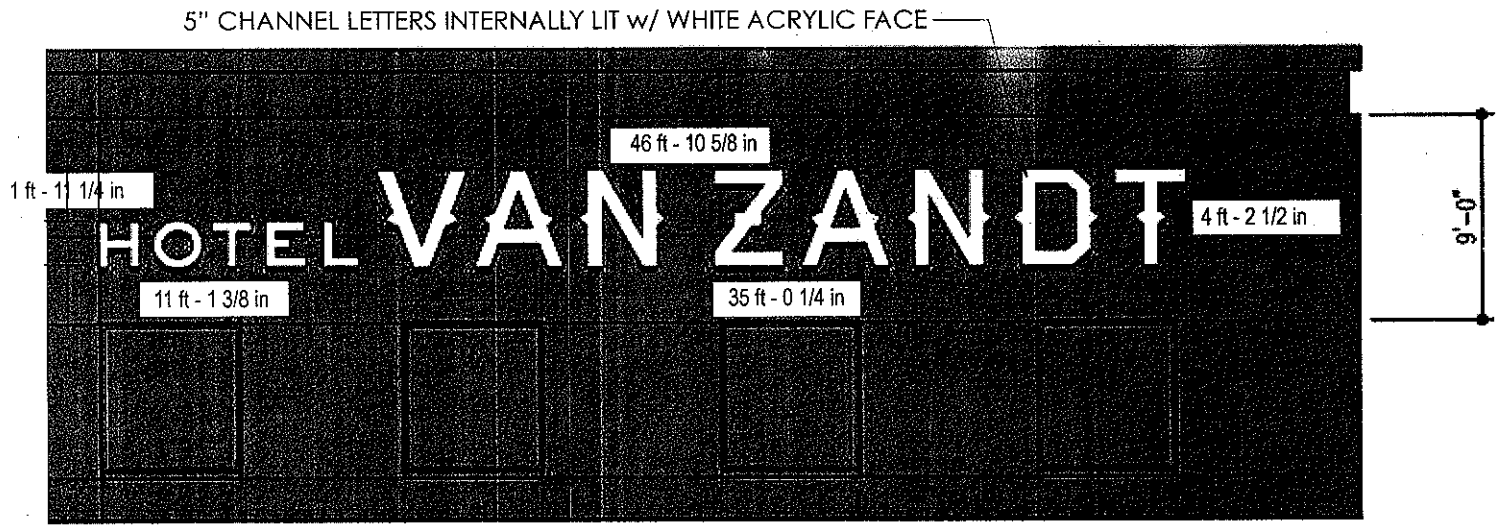
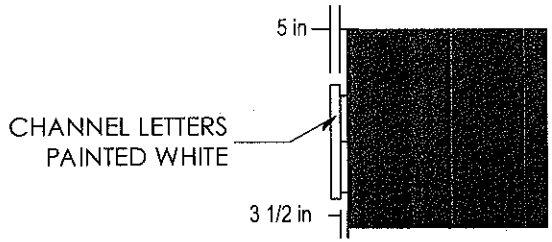
HOTEL VAN ZANDT 2458 Sign D



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'

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

HOTEL VAN ZANDT

Location: 605 Davis St. Austin, TX 78701

Salesman: CFM

Date: 07.14.14

Electrical Notes

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 wires: line, ground, neutral

SIGN AREA: 53.4 sqft

SIGN HEIGHT: 15 ft

TOTAL SF FEET: 155 ft

COLORS & MATERIALS

- Aluminum Painted White
- White Acrylic

SIGN AREA: 169 sqft

SIGN HEIGHT: 15 ft

TOTAL SF FEET: 185 ft

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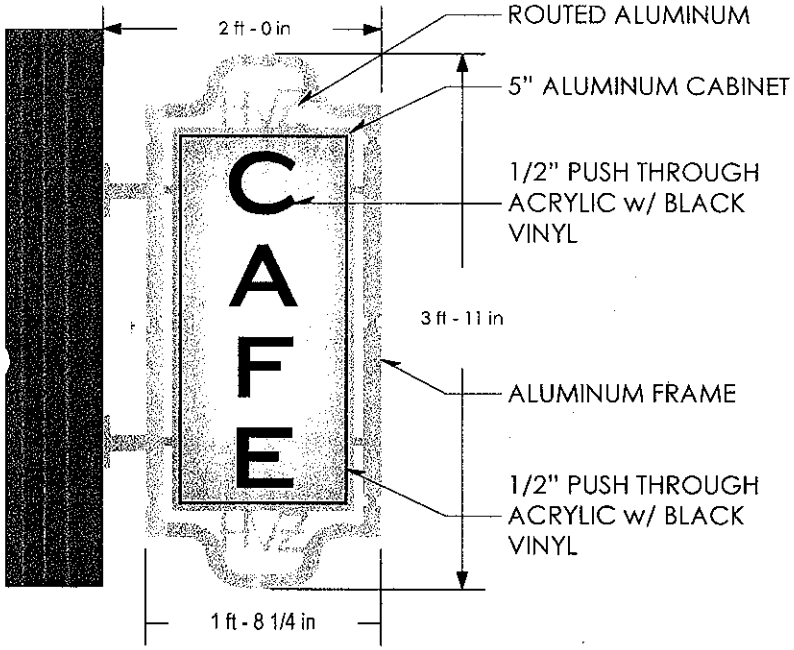
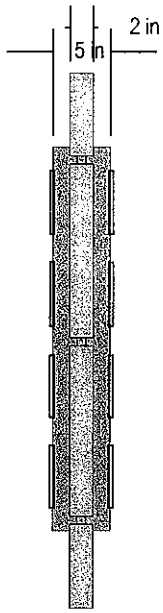
P3

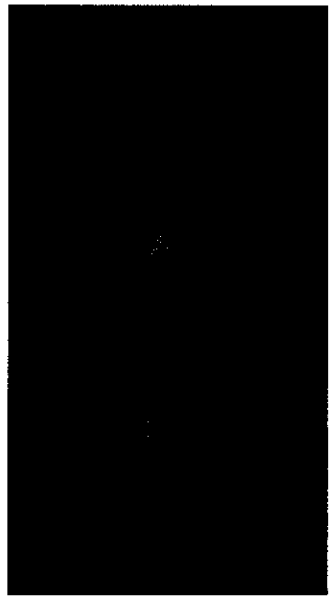
HOTEL VAN ZANDT 2458 Sign E & F



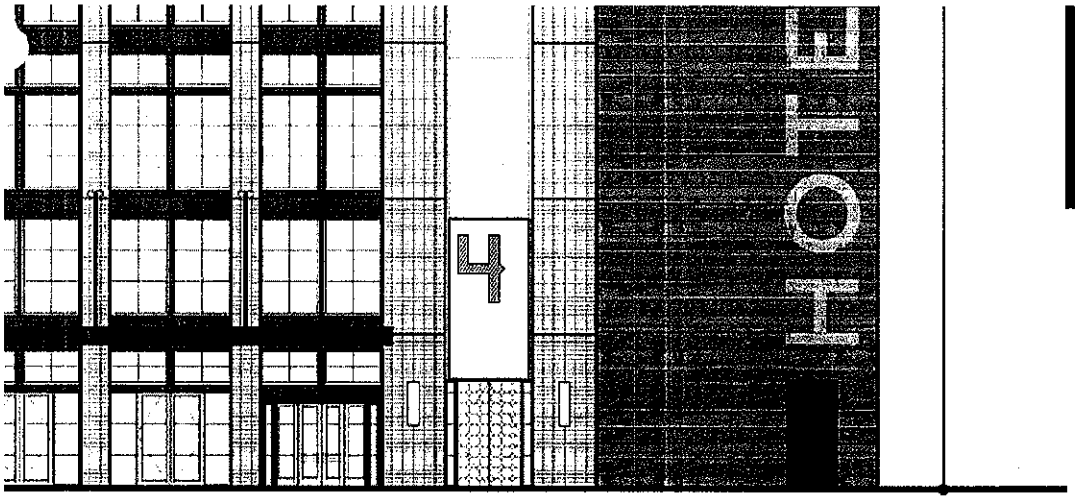
E INTERNALLY LIT BLADE SIGN FACE VIEW
SCALE: 3/4" = 1'



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

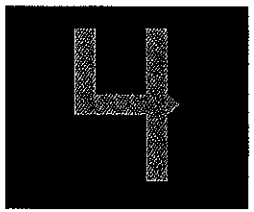


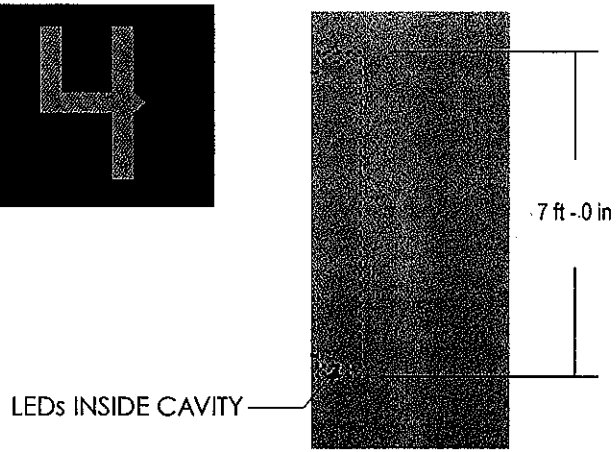
E LIGHTING EXHIBIT
SCALE: 3/4" = 1'



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

F LIGHTING EXHIBIT
SCALE: NTS





F SIDE VIEW | ATTACHMENT
SCALE: NTS

ION ART

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

HOTEL VAN ZANDT

Location: 605 Davis St. Austin, TX 78701

Designer: CFM

Date: 07.14.14

Electrical Notes:

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 wires: line, ground, neutral

SIGN AREA: 8 sqft
FIRST HEIGHT: 15 ft
TOTAL AREA: 175 ft

Colors & Finishes:

- Aluminum Painted Silver
- Black Vinyl

SIGN AREA: 8 sqft
FIRST HEIGHT: 15 ft
TOTAL AREA: 175 ft

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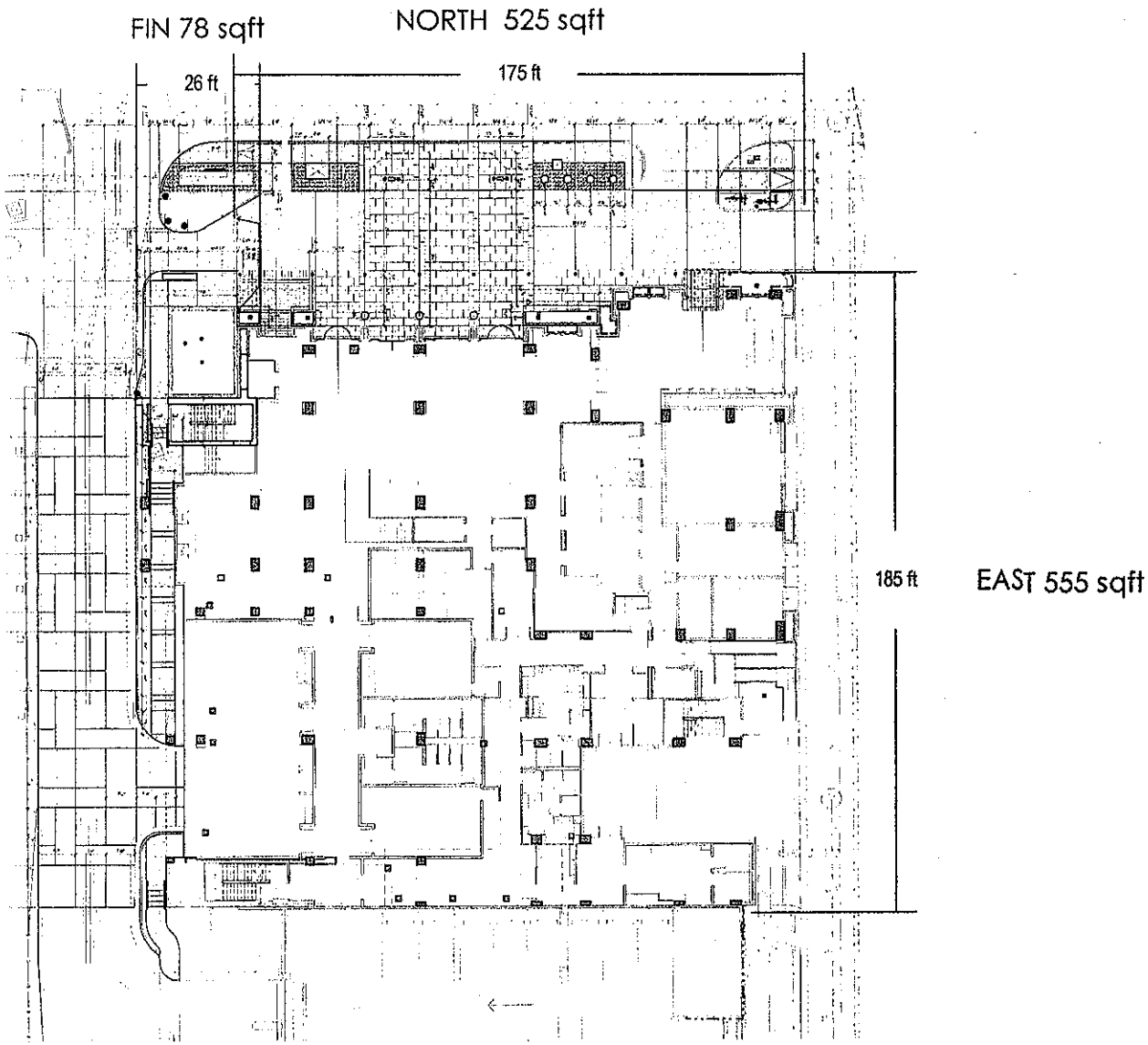
HOTEL VAN ZANDT 2458 Site Plan

ALLOWED SQUARE FOOTAGE TO CODE



TOTAL ALLOWABLE: 1158 sqft

ION ART

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

HOTEL VAN ZANDT

Location: 605 Davis St. Austin, TX 12345

Designer: CPM

Date: 07.14.14

Electrical Notes:

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 wires: line, ground, neutral

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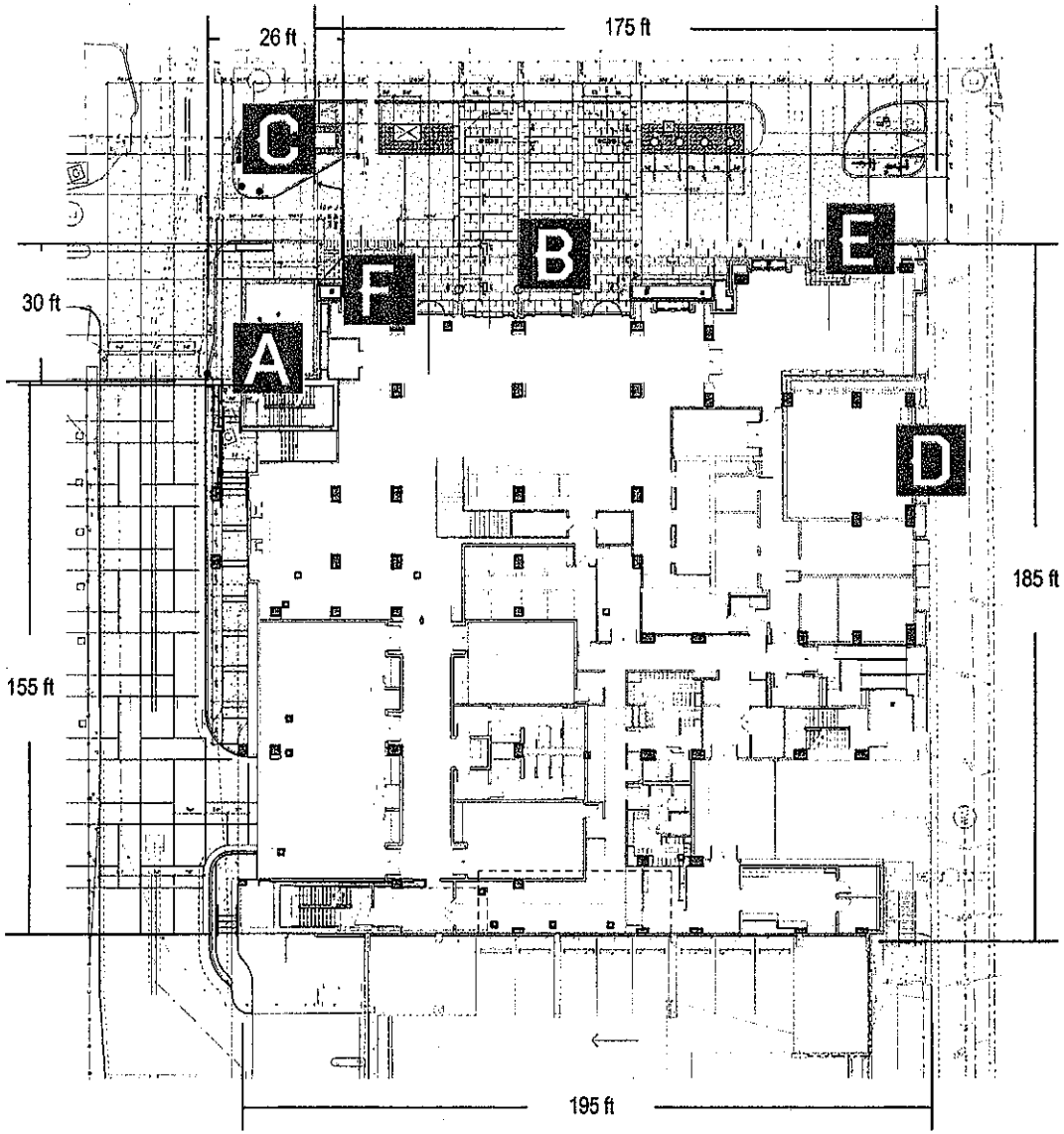
HOTEL VAN ZANDT 2458 Sign Locations

SITE PLAN SIGN LOCATIONS
SCALE: NTS



PROPSED SIGN LOCATIONS

A	FIN SIGN	1980 sqft
B	AWNING SIGN	21.5 sqft
C	MONUMENT	8.5 sqft
D	EAST SIGN	169 sqft
E	BLADE SIGN	8 sqft
F	RESTAURANT SIGN	28sqft

TOTAL REQUESTED: 2215 sqft

ION ART

407 Radam 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

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 120V20A circuit
2. J-box installed within 6ft. of sign
3. 3 wires: line, ground, neutral

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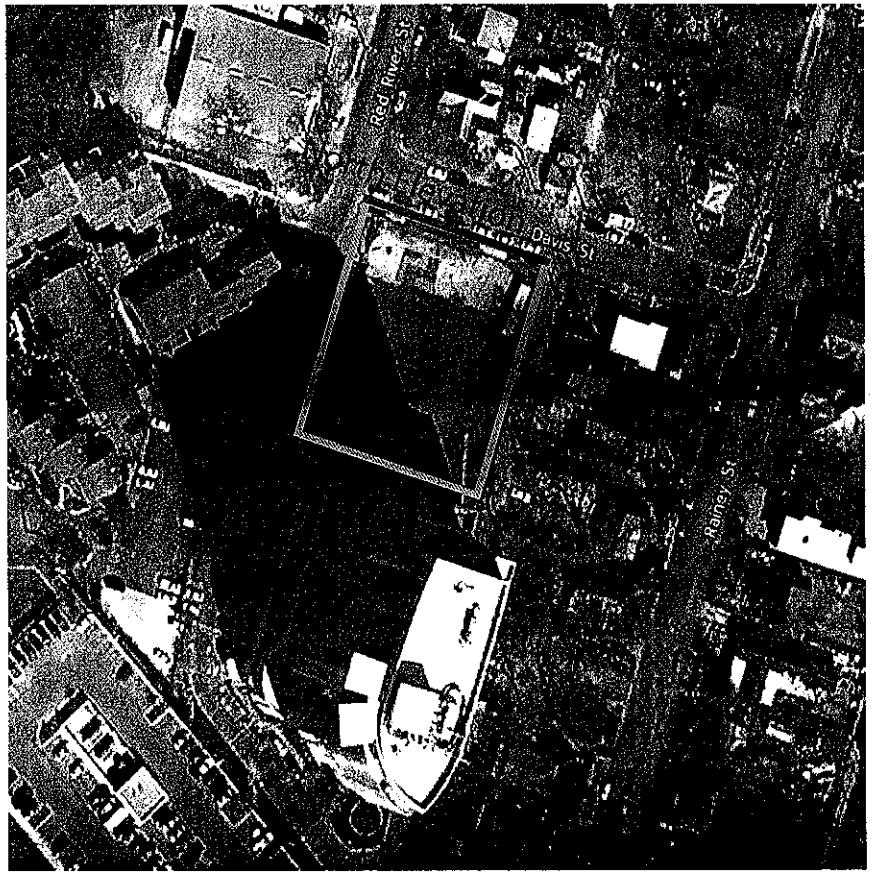
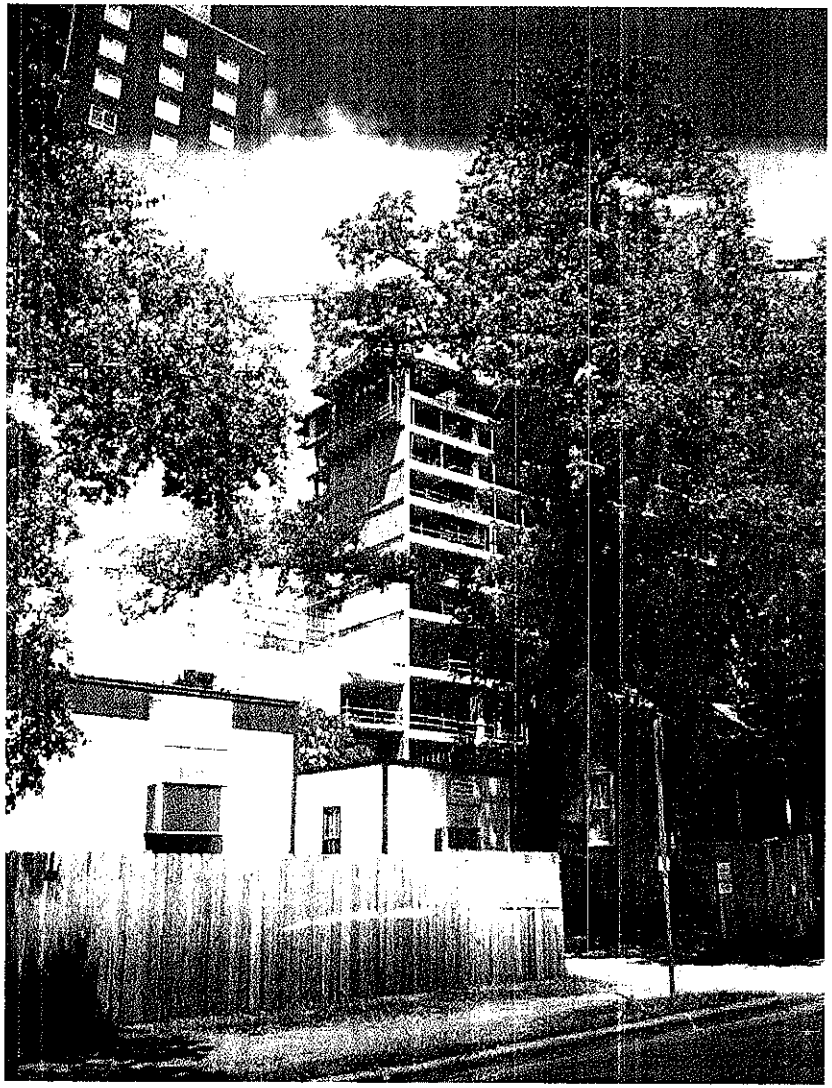
NORTH ELEVATION

North Elevation:
- Faces Residential & Commerical mixed neighborhood

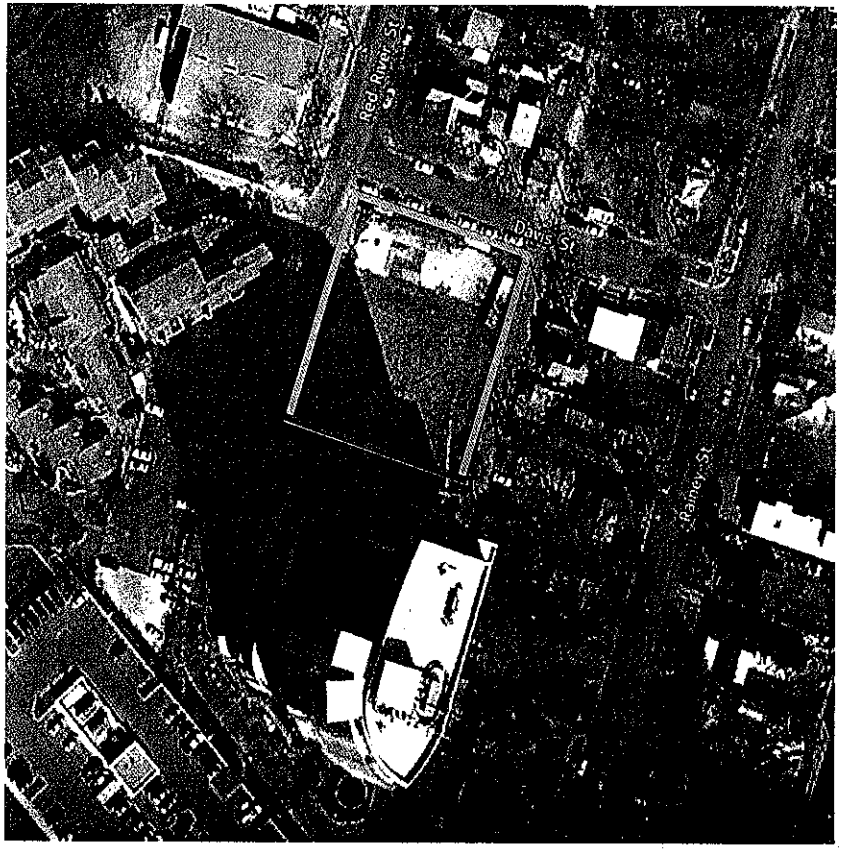


* Building under construction at time of survey and incomplete.

SOUTH ELEVATION



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

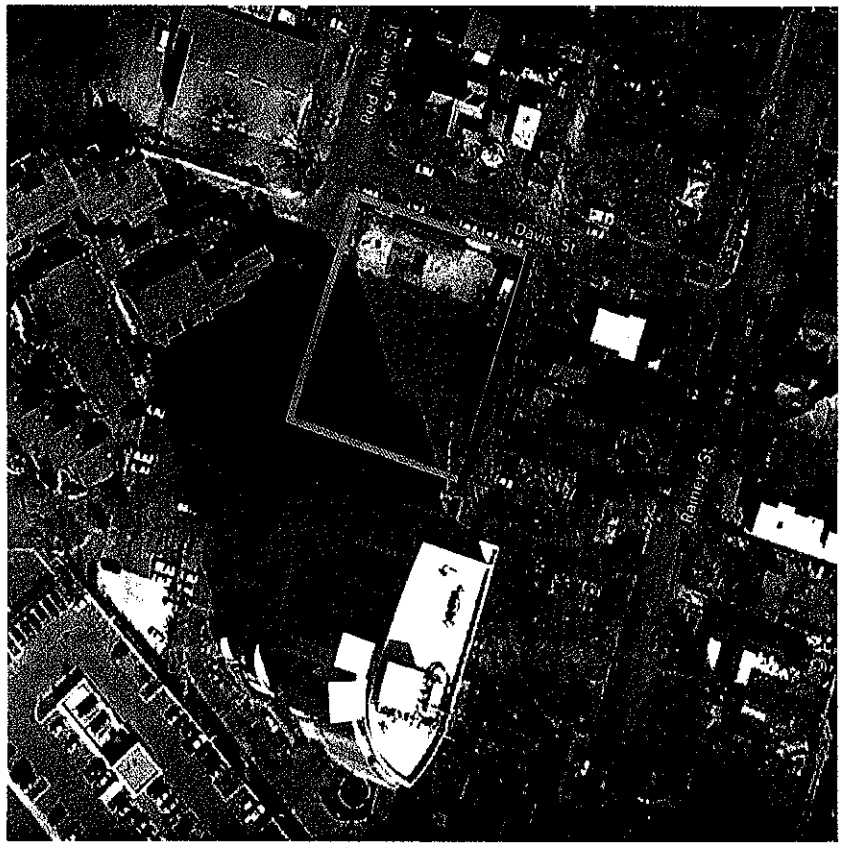


* Building under construction at time of survey and incomplete.

EAST ELEVATION

EAST Elevation:

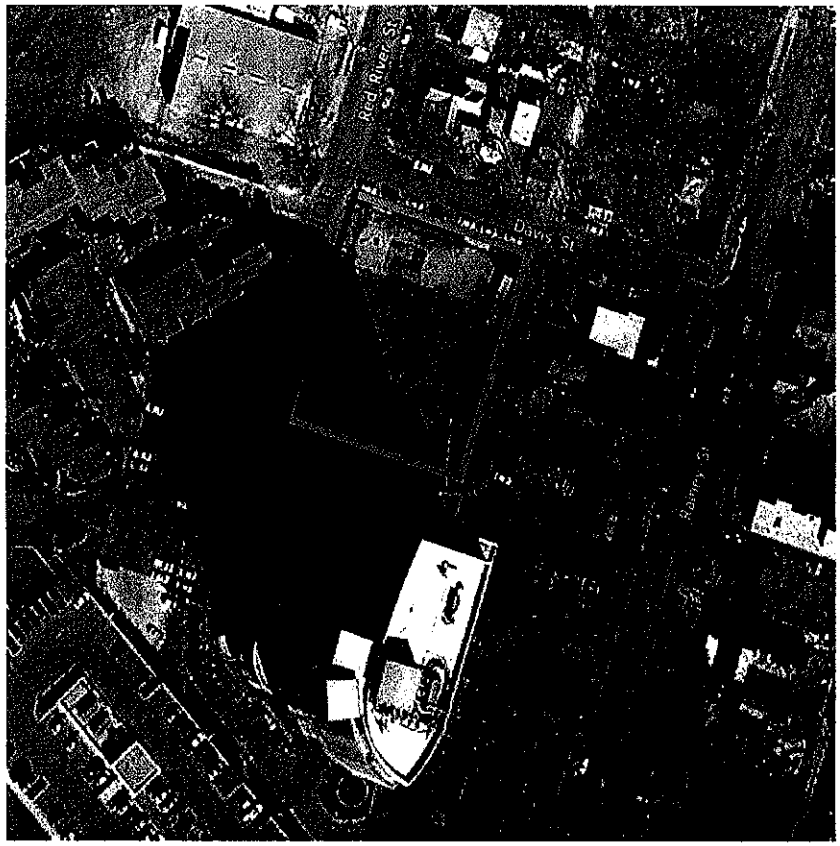
- Faces Rainey St : Residential & Commerical mixed neighborhood
- Faces I-35 Corridor



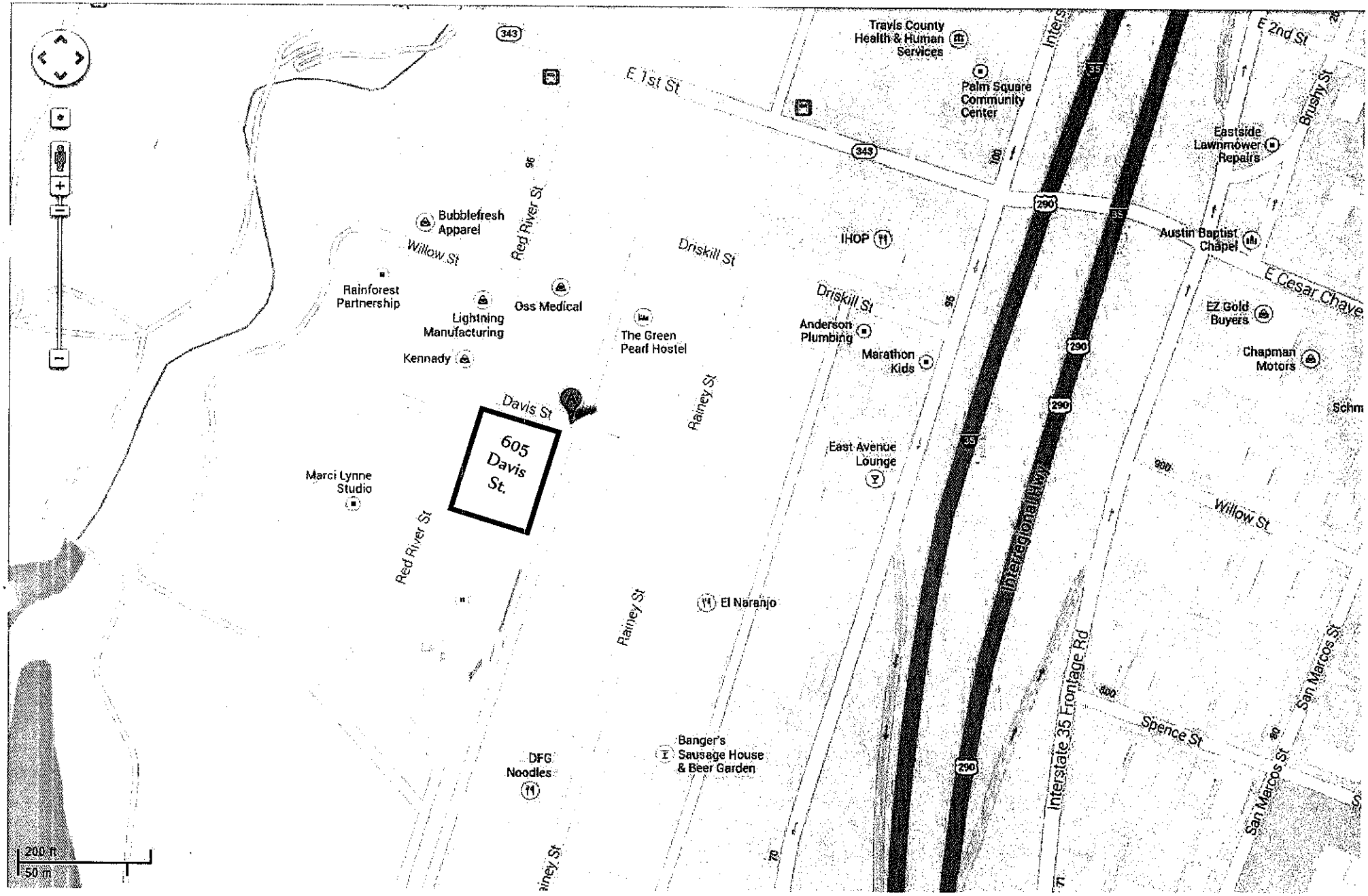
* Building under construction at time of survey and incomplete.

WEST ELEVATION

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



* Building under construction at time of survey and incomplete.


605 Davis St.
Davis St
Red River St
Willow St
Driskill St
Rainey St
Spence St
Interstate 35 Frontage Rd
Interregional Hwy
E 1st St
E 2nd St
E Cesar Chave
Brushy St
San Marcos St
Bubblefresh Apparel
Rainforest Partnership
Lightning Manufacturing
Oss Medical
Kennady
Marci Lynne Studio
The Green Pearl Hostel
DFG Noodles
Banger's Sausage House & Beer Garden
El Naranjo
East Avenue Lounge
Anderson Plumbing
Marathon Kids
IHOP
Travis County Health & Human Services
Palm Square Community Center
Eastside Lawnmower Repairs
Austin Baptist Chapel
EZ Gold Buyers
Chapman Motors
200 ft
50 m

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.

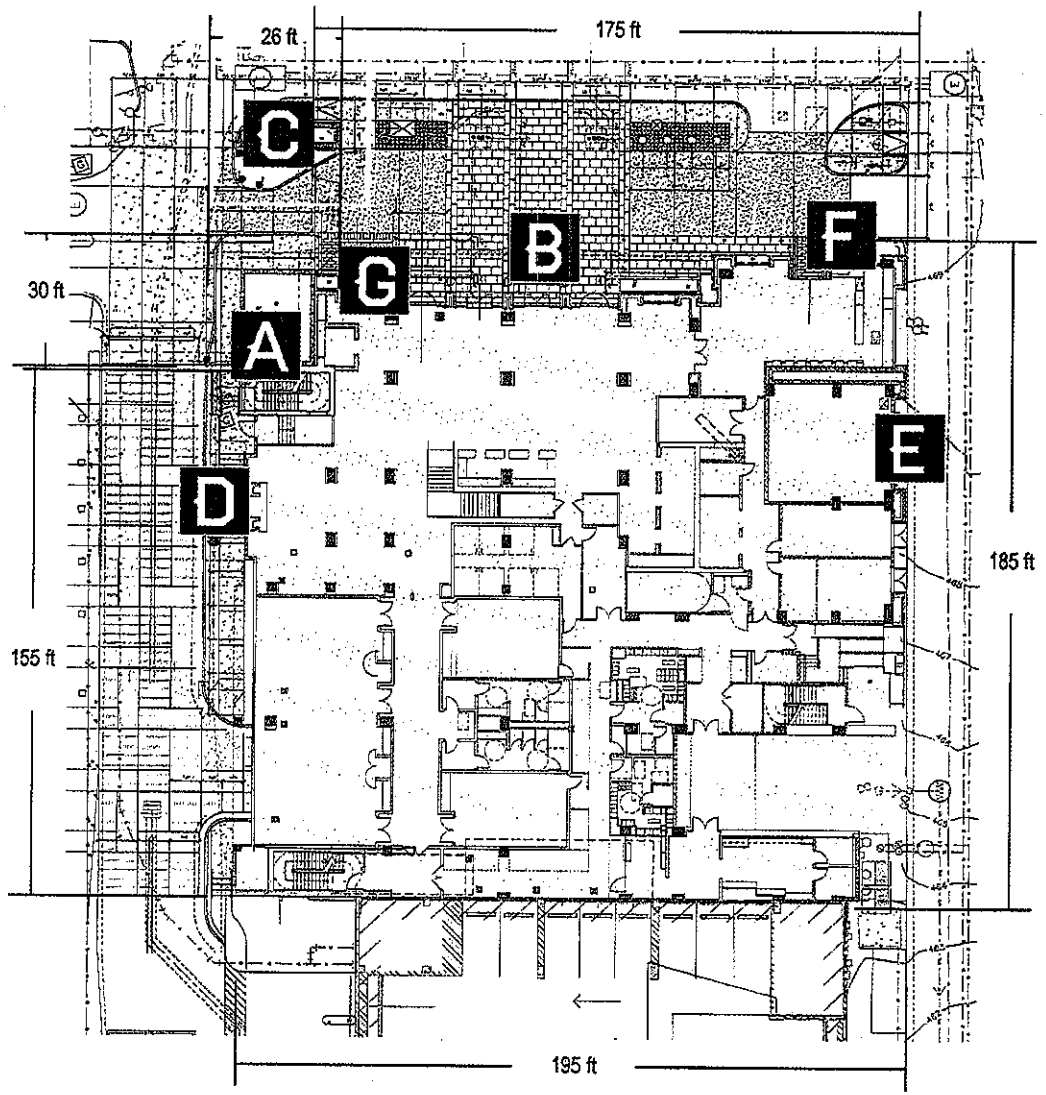
Regards,

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

PROPSED 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

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

HOTEL VAN ZANDT

Location: 605 Davis St. Austin, TX 78701

Drawn by: CFM

Date: 07.14.14

Ion Art DOES NOT provide primary electical to sign. Power to the sign must be done by a licensed electical contractor or licensed electician.

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

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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

Clifton Steed
President,
The Shore Home Owners Association

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

(512) 473-8600 • Fax: (512) 473-8602 • 603 Davis Street • Austin, Texas 78701

HOTEL VAN ZANDT 2458 Site Plan

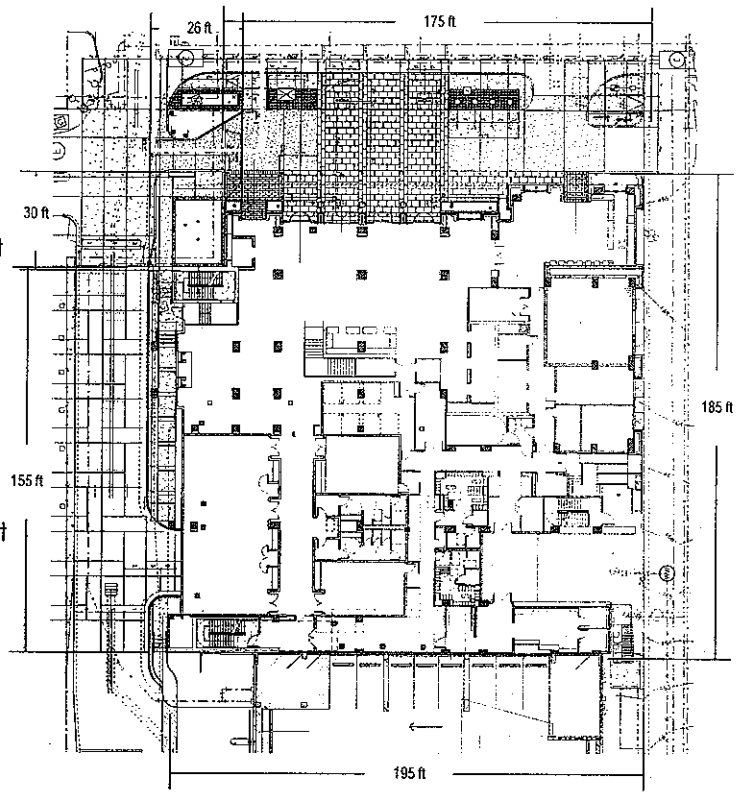
TOTAL LOT SQ FT ALLOWED BY CODE 2298 sqft
TOTAL LOT SQ FT REQUESTED: 2259.9 sqft

NORTH FIN
Allowed: 78 sqft
Requested: 1980 sqft

NORTH FACE
Allowed 525 sqft
Requested: 57.5 sqft

WEST FIN
Allowed: 90 sqft
Requested: 0 sqft

WEST FACE
Allowed: 465 sqft
Requested: 53.4 qft



EAST FACE
Allowed: 555 sqft
Requested: 169 sqft

SOUTH FACE
Allowed: 585 sqft
Requested: 0 sqft

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

HOTEL VAN ZANDT

Location 605 Davis St. Austin, TX 12345

Designer CFM

Date 07.14.14

Technical Notes

Ion Art DOES NOT provide primary electrical to sign. Power for the sign must be done by a licensed electrical contractor or licensed electrician.

Each sign need have:
1. Min. of 1 dedicated 120V 20A circuit
2. Must be installed within 6ft. of sign.
3. 3 wire (line, ground, neutral)

SIGN AREA

MAX. HEIGHT

SIGN ART TEXT

COLORS & MATERIALS

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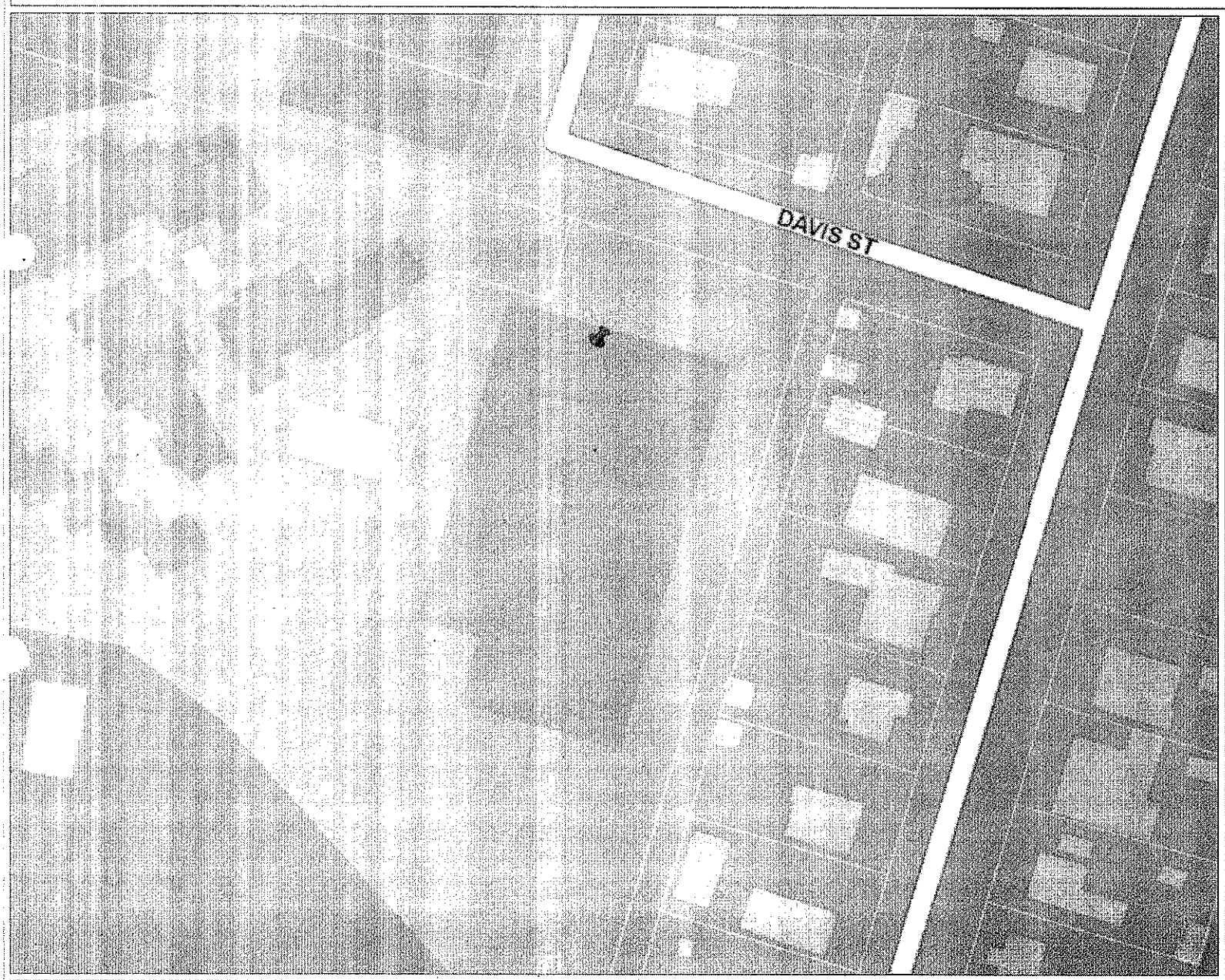
P5

CITY OF AUSTIN DEVELOPMENT WEB MAP

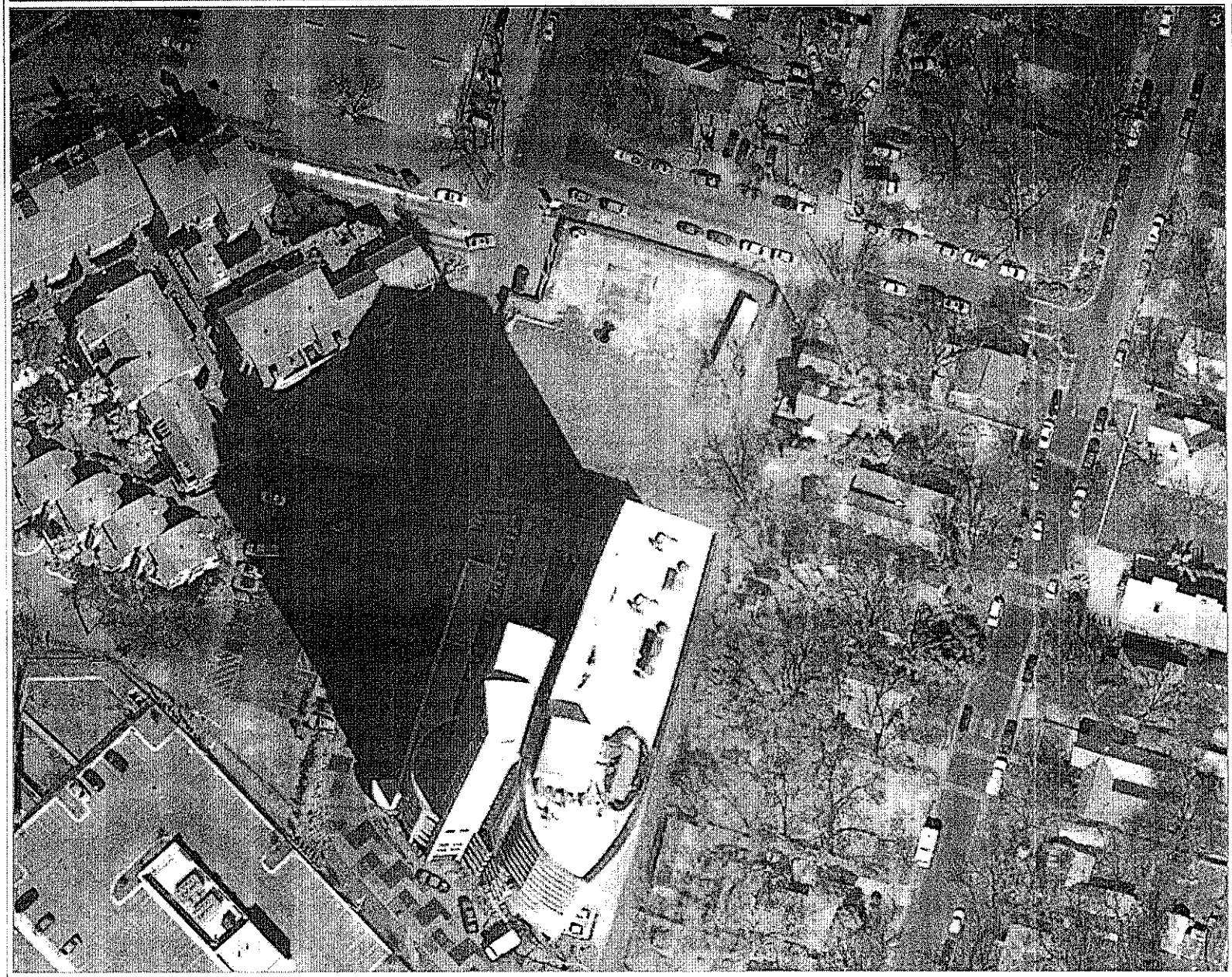


Legend

- Lot Lines
- Streets
- Building Footprints
- Named Creeks
- Lakes and Rivers
- Parks
- County

THIS PRODUCT IS FOR INFORMATIONAL PURPOSES AND MAY NOT HAVE BEEN PREPARED FOR OR BE SUITABLE FOR LEGAL, ENGINEERING, OR SURVEYING PURPOSES. IT DOES NOT REPRESENT AN ON-THE-GROUND SURVEY AND REPRESENTS ONLY THE APPROXIMATE RELATIVE LOCATION OF PROPERTY BOUNDARIES. THIS PRODUCT HAS BEEN PRODUCED BY THE CITY OF AUSTIN FOR THE SOLE PURPOSE OF GEOGRAPHIC REFERENCE. NO WARRANTY IS MADE BY THE CITY OF AUSTIN REGARDING SPECIFIC ACCURACY OR COMPLETENESS.

CITY OF AUSTIN DEVELOPMENT WEB MAP



Legend

- Lot Lines
- Streets
- Building Footprints
- Named Creeks
- Lakes and Rivers
- Parks
- County

THIS PRODUCT IS FOR INFORMATIONAL PURPOSES AND MAY NOT HAVE BEEN PREPARED FOR OR BE SUITABLE FOR LEGAL, ENGINEERING, OR SURVEYING PURPOSES. IT DOES NOT REPRESENT AN ON-THE-GROUND SURVEY AND REPRESENTS ONLY THE APPROXIMATE RELATIVE LOCATION OF PROPERTY BOUNDARIES. THIS PRODUCT HAS BEEN PRODUCED BY THE CITY OF AUSTIN FOR THE SOLE PURPOSE OF GEOGRAPHIC REFERENCE. NO WARRANTY IS MADE BY THE CITY OF AUSTIN REGARDING SPECIFIC ACCURACY OR COMPLETENESS.

CASE # C16-2014-0012
ROW # 11198663
TAX # 0203031501

CITY OF AUSTIN
APPLICATION TO BOARD OF ADJUSTMENT
GENERAL VARIANCE/PARKING VARIANCE

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

PLEASE: APPLICATION MUST BE TYPED WITH ALL REQUESTED INFORMATION COMPLETED.

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 July 29, 2014,

hereby apply for a hearing before the Board of Adjustment for consideration to:

(check appropriate items below)

X ERECT ___ATTACH ___COMPLETE ___REMODEL ___MAINTAIN

We are requesting a redistribution of the allowed Lot footage, in order to maximize sign visibility on the facade. Our proposed sign package hopes to utilize the unused available square footage of the enitre property and concentrate the bulk of total allowed signage on the north elevation.

The historic Van Zandt name reaches back to the Republic of Texas, and has been integral to the chronicle of Texas and the legacy of music in Austin. 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.

in a N/A (zoning district) district. CBD, waterfront overlay

NOTE: The Board must determine the existence of, sufficiency of and weight of evidence supporting the findings described below. 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 (see page 5 of application for explanation of findings):

REASONABLE USE:

1. The zoning regulations applicable to the property do not allow for a reasonable use because:

The allowable square footage for signs is based on street frontage, and does not take into account a building's height over 15 feet - in this case the Hotel is 16 stories tall. Allowing the lot footage to be redistributed would increase the visual impact of the signage, and help compensate for the height of the building. The primary signage proposed is a non-lit painted mural along the building's "fin." We are not requesting any additional square footage be granted, only that unused square footage on the eastern, western, and southern facades be reallocated to the northern face of the building.

HARDSHIP:

2. (a) The hardship for which the variance is requested is unique to the property in that:

to efficiently utilize the visual reach of the signage, only the north, east, and western elevations will have signs, but the position of the building does not conform with a standard allotment of square footage. 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. The eastern elevation faces the I-35 corridor, and the western elevation will only be read at a distance, therefore signage on both faces must be clear and easily identifiable, so only a single illimunated sign will be placed on each side. The southern facade faces another building, and therefore will need no signage. By allowing the unused square footage to be redistributed to the facade, we maximize the influence of the building's signage and character.

(b) The hardship is not general to the area in which the property is located 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.

AREA CHARACTER:

3. The variance will not alter the character of the area adjacent to the property, will not impair the use of adjacent conforming property, and will not impair the purpose of the regulations of the zoning district in which the property is located 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, and the uniqueness of each location adds to the character 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.

PARKING: (Additional criteria for parking variances only.)

Not required for this application

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 407 Radam Ln. A-100

City, State & Zip Austin, TX 78745

Printed Wiskann Mindell Phone 512-326-9333 Date 07/29/2014

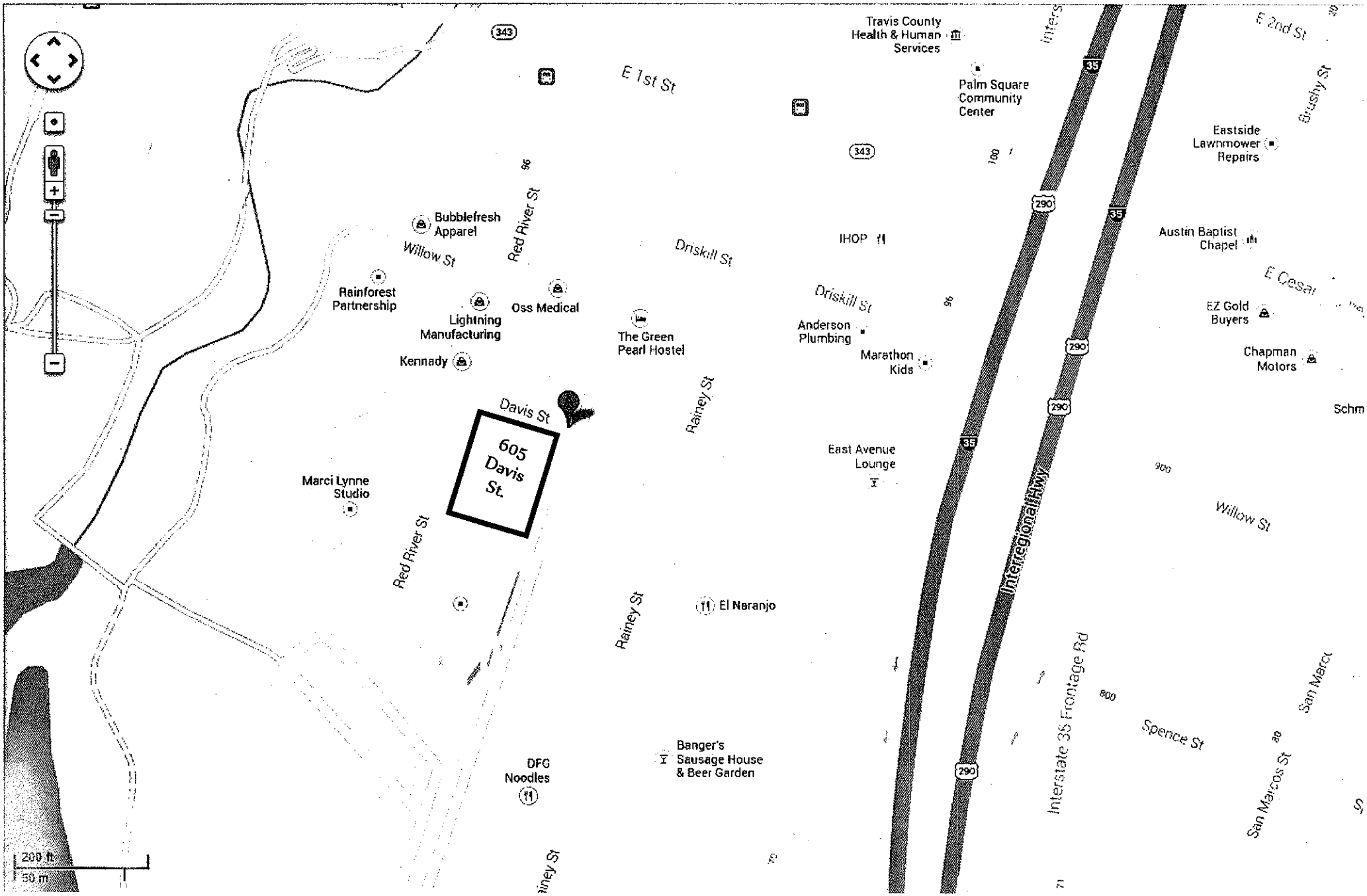
wes@ionart.com

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

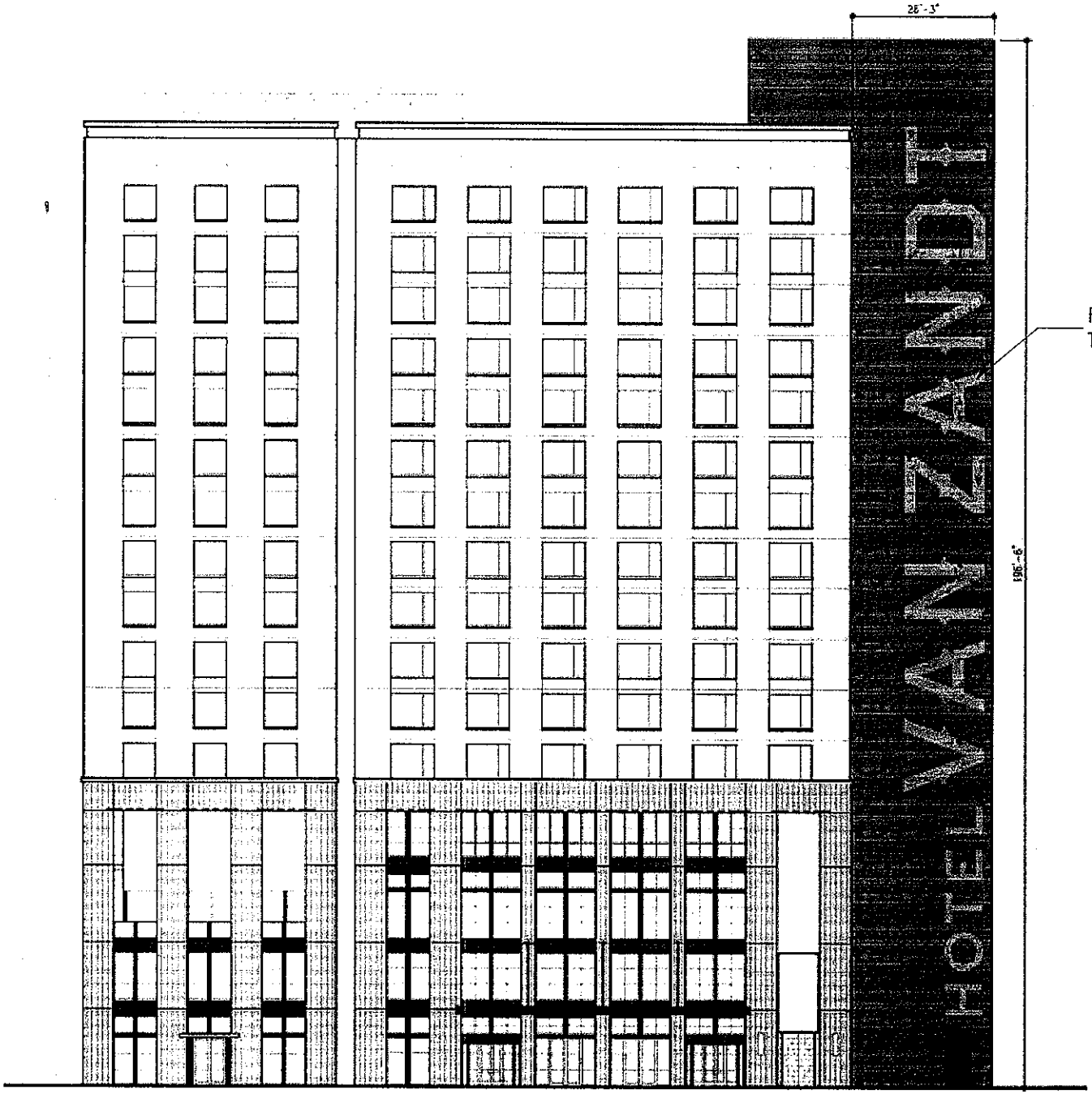
Signed _____ Mail Address 111 CONGRESS AVE, STE 2600

City, State & Zip AUSTIN, TX 78701

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


605 Davis St.
Davis St
Red River St
Willow St
Driskill St
Rainey St
E 1st St
E 2nd St
E Cesar
Spence St
San Marcos St
Brushy St
Interstate 35 Frontage Rd
Interregional Hwy
Bubblefresh Apparel
Rainforest Partnership
Lightning Manufacturing
Oss Medical
Kennady
Marci Lynne Studio
The Green Pearl Hostel
IHOP
Anderson Plumbing
Marathon Kids
East Avenue Lounge
El Naranjo
Banger's Sausage House & Beer Garden
DFG Noodles
Travis County Health & Human Services
Palm Square Community Center
Eastside Lawnmower Repairs
Austin Baptist Chapel
EZ Gold Buyers
Chapman Motors
200 ft
50 m

HOTEL VAN ZANDT 2458 Sign A



A NORTH ELEVATION FIN SIGN FACE VIEW
SCALE: NTS

ION ART

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Mail: ionart@ionart.com
Phone: 512-326-9333
www.ionart.com

HOTEL
VAN ZANDT

Location: 605 Davis St.
Austin, TX 78701

Designer: CFM

Date: 07.14.14

Technical Notes:

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 wires: line, ground, neutral

SIGN AREA: 1980 sqft

MAX. HEIGHT: 15 ft

BUILDING: 195 ft

Comments & Materials:

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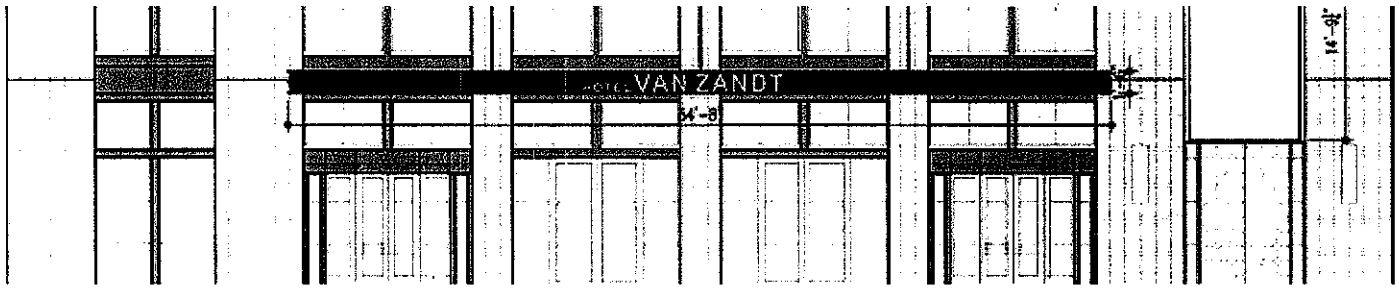
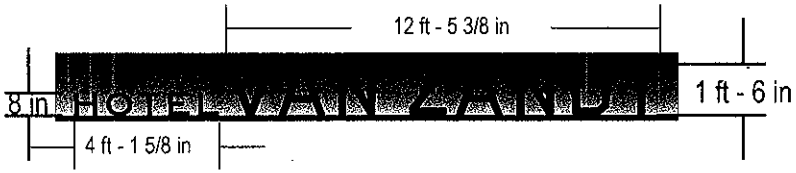
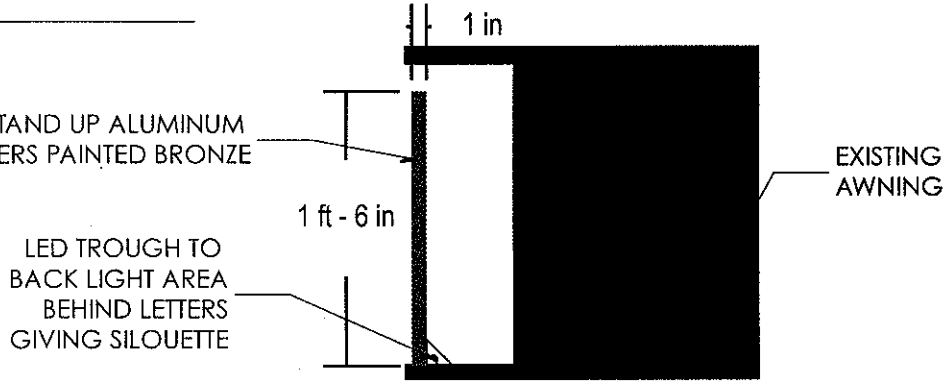
HOTEL VAN ZANDT 2458 Sign B & C



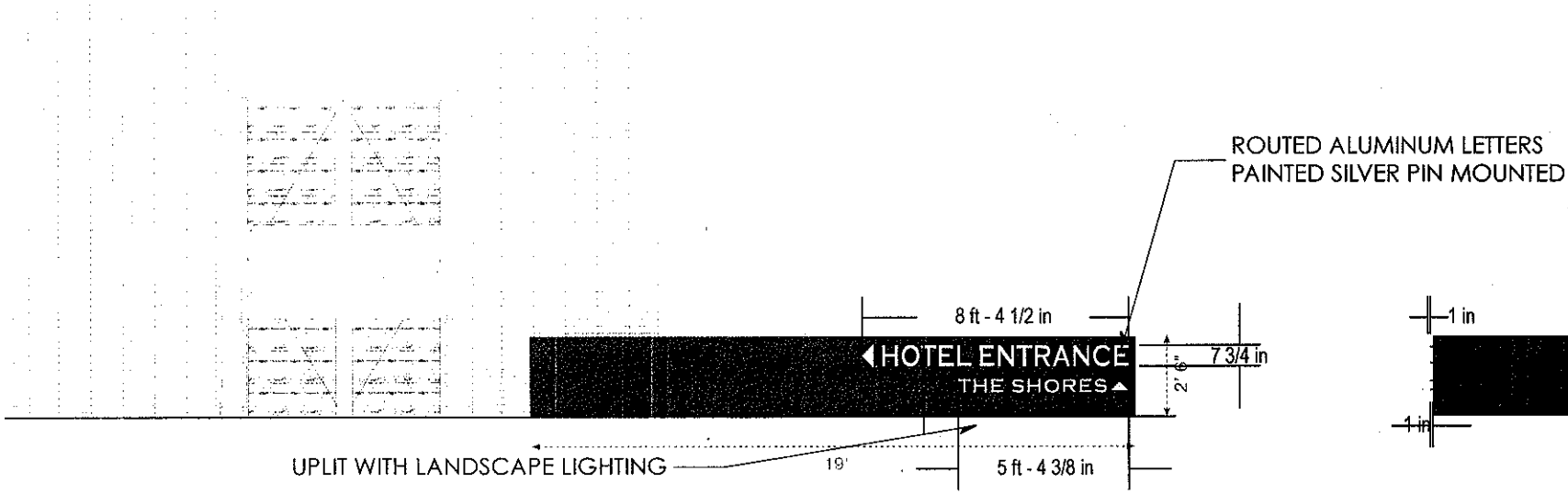
B AWNING SIGN FACE VIEW
SCALE: NTS



B LIGHTING EXHIBIT
SCALE: 3/16" = 1'



B SIDE VIEW | ATTACHMENT
SCALE: 1" = 1'



C MONUMENT LETTERS FACE VIEW
SCALE: 3/16" = 1'

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

ION ART

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www.ionart.com

HOTEL
VAN ZANDT

Location: 605 Davis St.
Austin, TX 78701

Designer: CFM

Date: 07.14.14

Terms of Notes:
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 wires: line, ground, neutral

SIGN AREA: 21.5 sqft
MOUNTING HEIGHT: 15 ft
DISTANCE TO: 175 ft

SIGN COLORS & MATERIALS:
- Acrylic Painted Bronze
- Aluminum Painted Silver

SIGN AREA: 7.6 sqft
MOUNTING HEIGHT: 15 ft
DISTANCE TO: 175 ft

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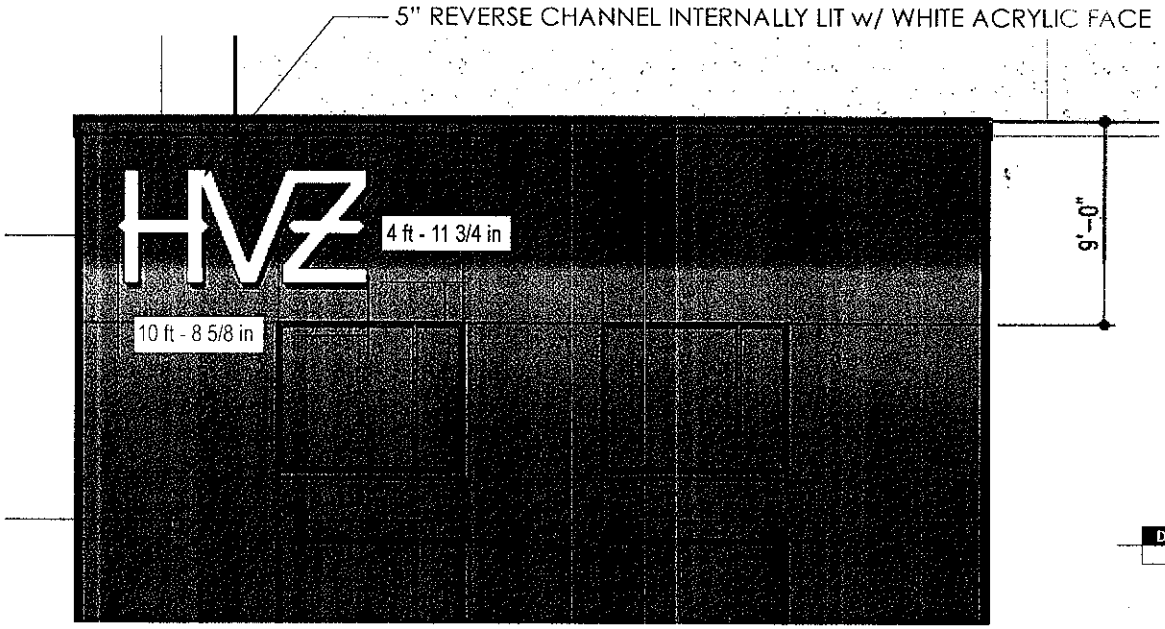
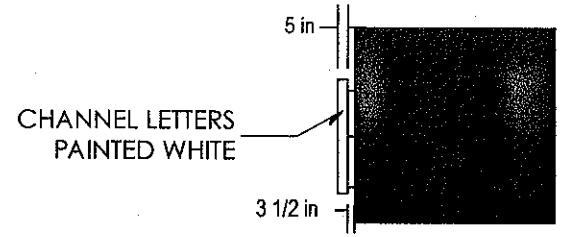
HOTEL VAN ZANDT 2458 Sign D & E

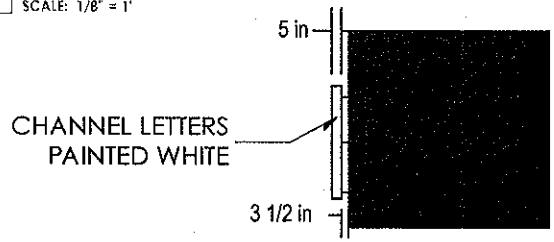


D WEST ELEVATION CHANNEL LETTERS FACE VIEW
SCALE: 1/8" = 1'

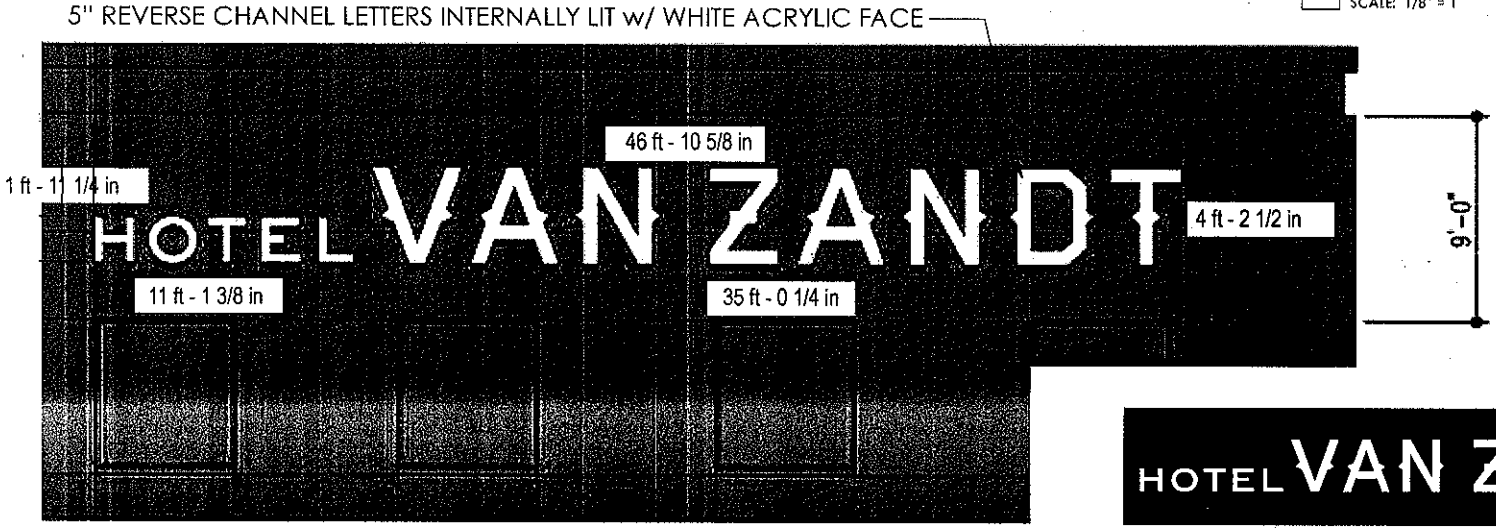


D SIDE VIEW | ATTACHMENT
SCALE: 1/8" = 1'

D LIGHTING EXHIBIT
SCALE: 1/8" = 1'



E SIDE VIEW | ATTACHMENT
SCALE: 1/8" = 1'



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

E LIGHTING EXHIBIT
SCALE: 1/8" = 1'

ION ART

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HOTEL VAN ZANDT

Location: 605 Davis St. Austin, TX 78701

Designer: CFM

Date: 07.14.14

Electrical Notes

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 wires: line, ground, neutral

SIGN AREA: 53.4 sqft
BLDG. HEIGHT: 15 ft
FRONTAGE: 155 ft

COLORS & MATERIALS
- Aluminum Painted White
- White Acrylic

SIGN AREA: 169 sqft
BLDG. HEIGHT: 15 ft
FRONTAGE: 185 ft

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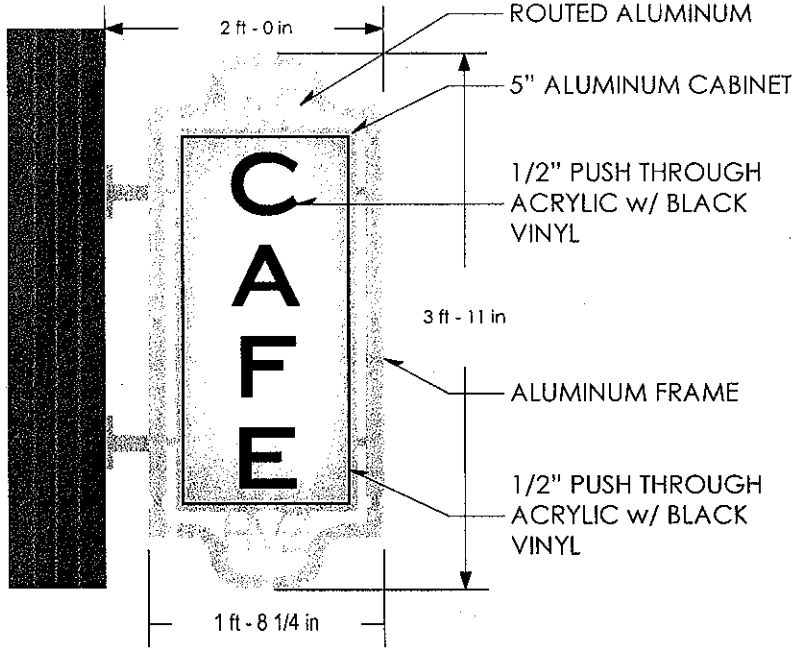
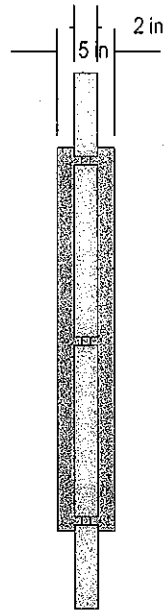
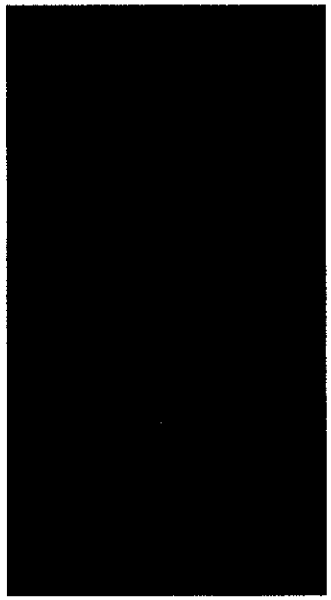
HOTEL VAN ZANDT 2458 Sign F & G



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

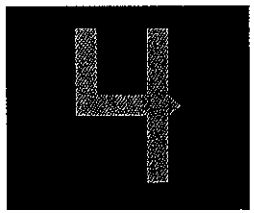


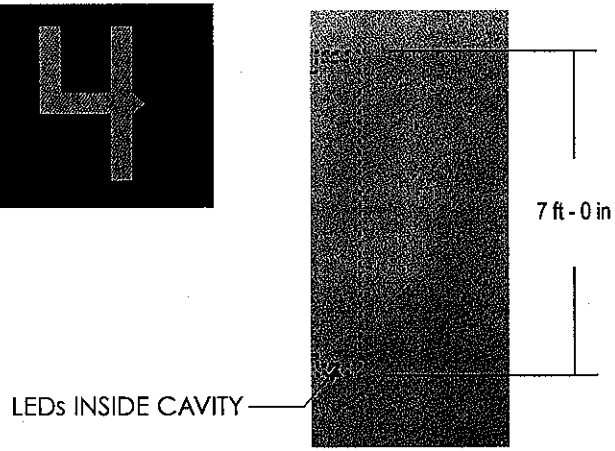
F SIDE VIEW
SCALE: 3/4" = 1'



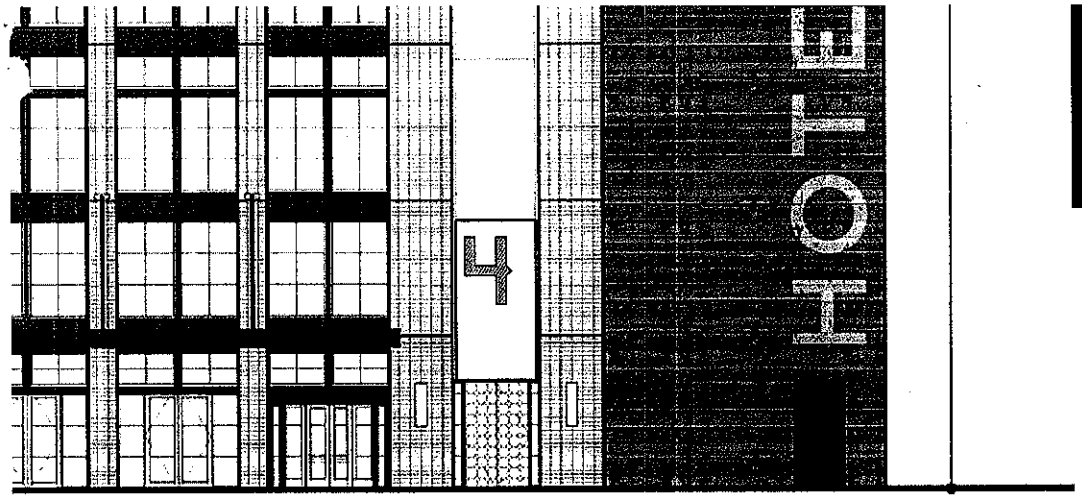
F LIGHTING EXHIBIT
SCALE: 3/4" = 1'

G LIGHTING EXHIBIT
SCALE: NTS





G SIDE VIEW | ATTACHMENT
SCALE: NTS



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

ION ART

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www.ionart.com

HOTEL VAN ZANDT

Location: 605 Davis St. Austin, TX 78701

Designer: CFM

Date: 07.14.14

Electrical Notes:

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 wires: line, ground, neutral

SIGN AREA: 8 sqft
SIGN HEIGHT: 15 ft
DRIVE FEET: 175 ft

Colors & Finishes:
- Aluminum Painted Silver
- Black Vinyl

SIGN AREA: 8 sqft
SIGN HEIGHT: 15 ft
DRIVE FEET: 175 ft

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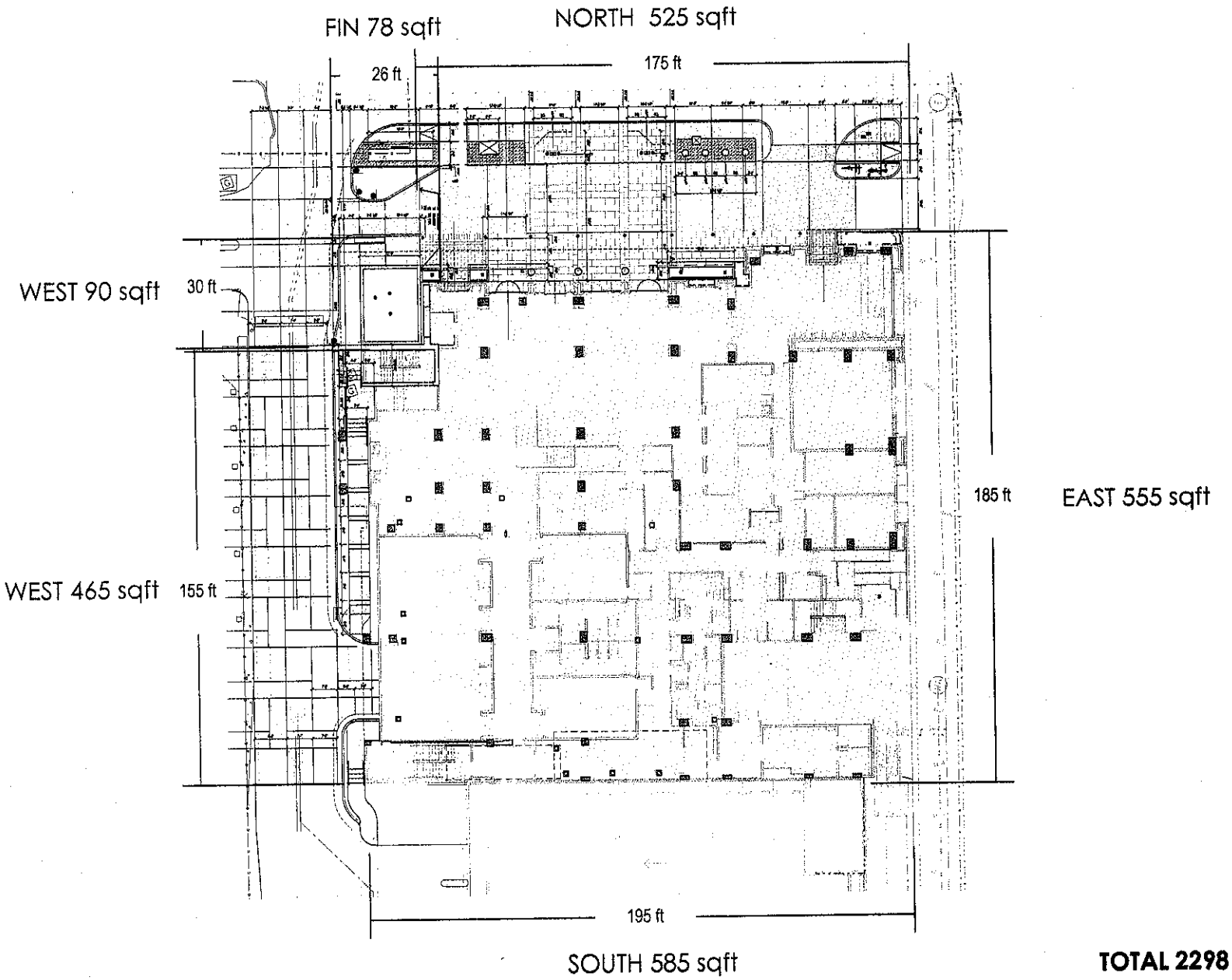
HOTEL VAN ZANDT 2458 Site Plan

ALLOWED SQUARE FOOTAGE TO CODE
SCALE: NTS



TOTAL 2298 sqft

ION ART
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www.ionart.com

HOTEL
VAN ZANDT

605 Davis St.
Austin, TX 12345

CFM

07.14.14

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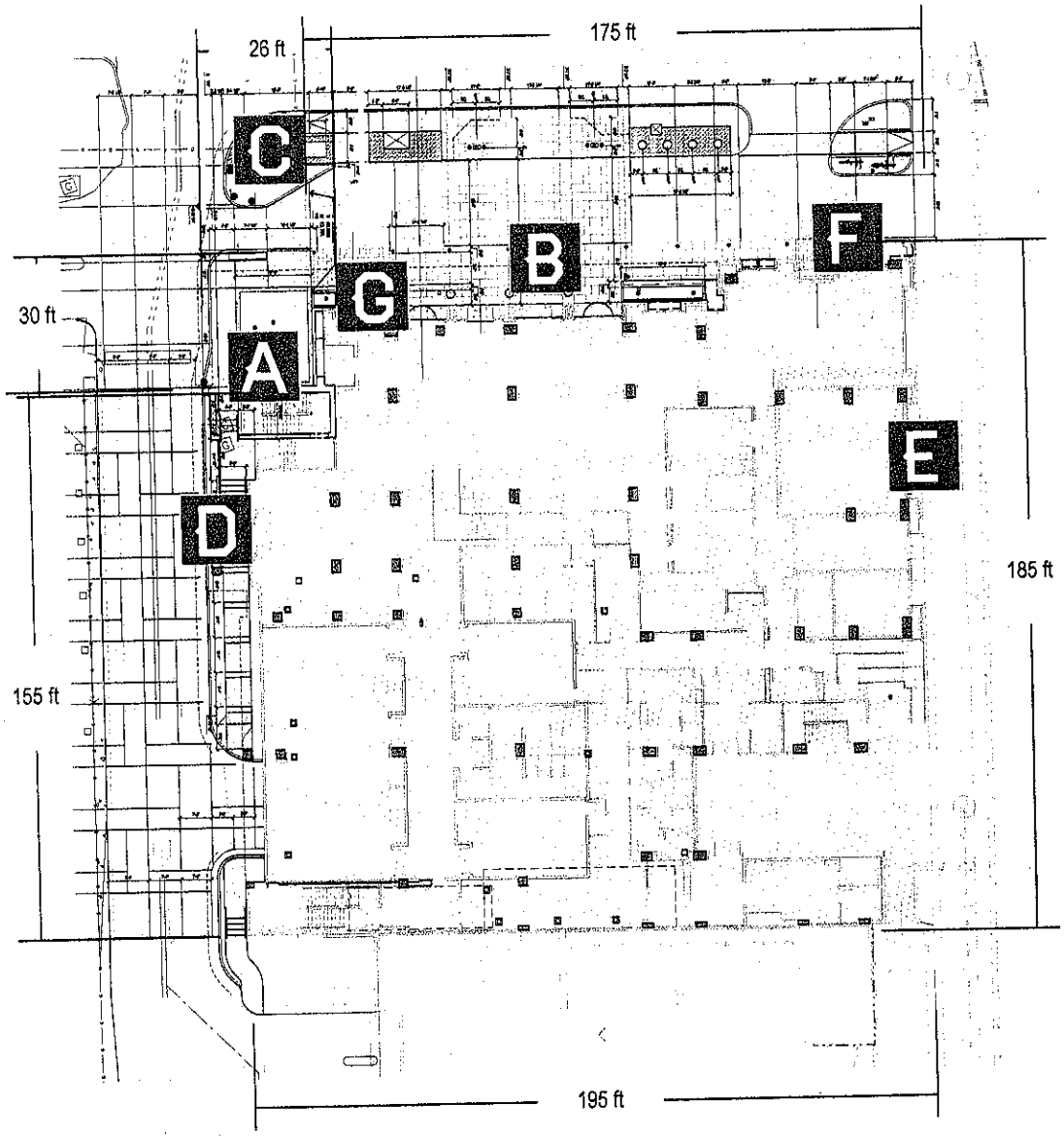
HOTEL VAN ZANDT 2458 Sign Locations

SITE PLAN SIGN LOCATIONS
SCALE: NTS



PROPSED 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

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CFM

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