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 - Meliss	a 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,
- 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

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

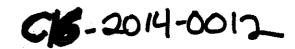
Acting on the advice of the City of Austin Sign Permit office, we applied for a variance requesting a redistribution of the LOT allowance of square footage, per Article 7, 25-10-129 Downtown Sign District Regulations. We were informed that there was a precedence for this request. A previous application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

Heldenfels, Leane



From:

Wesleann Mendell

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, Westeann 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 worderful 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 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/WeIon 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:

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 78	745
Printed Wesleann Mendell	Phone 512-326-9333 Date 10-24-2014

HOTEL VAN ZANDT 2458 | FIN SIGN OPTIONS

1,000 sqft

10 ft - 6 in

26.-3

407 Rodam Lane, Suite A100 Austin TX 78745 Mail: tonart@ionart.com Phone; 512-326-9333 www.ionart.com Each sign must have:

1. Min. of 1 dedicated 120V 29A chault

2. Abox instalted within 6t, of sign

3. 3 wies: line, ground, noutral ION 🕦 AR 10.20.14 Designar CFM

51 ft - 4 in

N 7 Z

A KIMPTON HOTEL CONTROL ST. Austin, IX

31 ft - 0 in

27 ft - 10 in

-ft - 6 in

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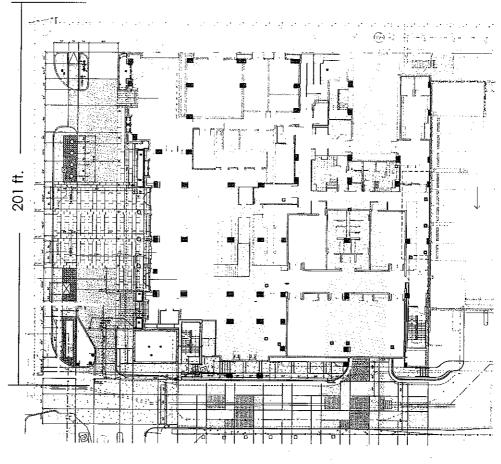
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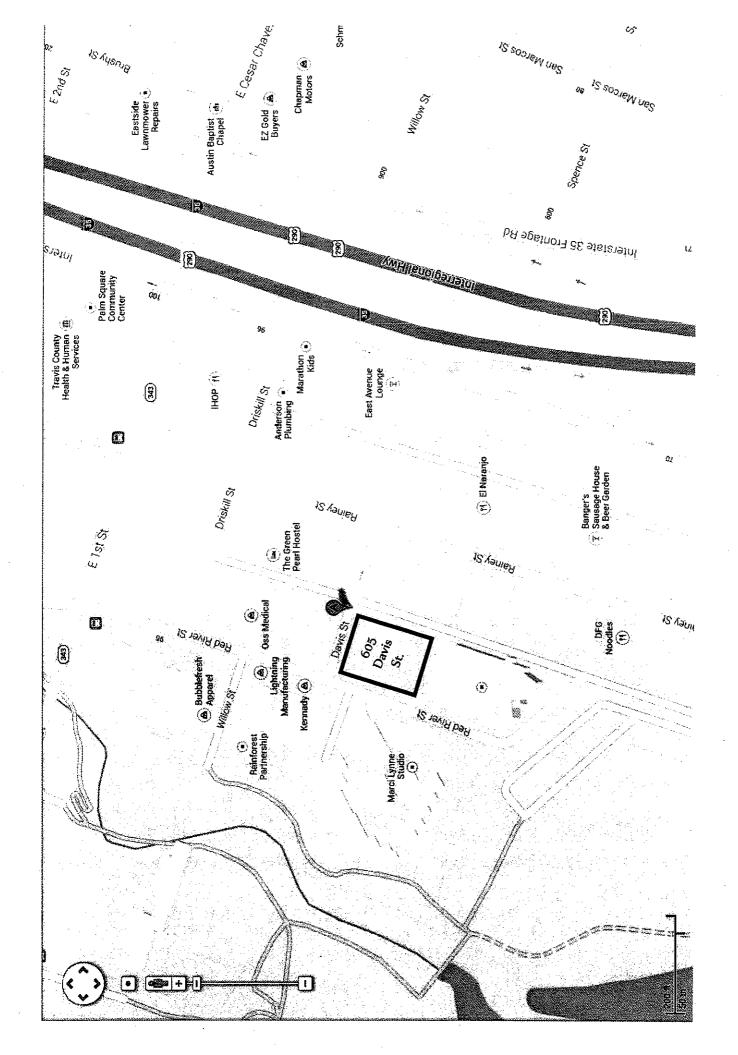
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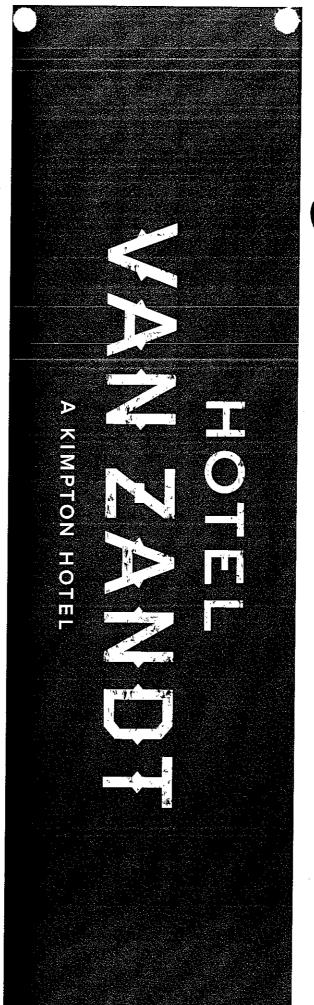
HOTEL VAN ZANDT Site Plan

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







Uv-2014-00/2

ONART

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LEGAL DESCRIPTION: Subdivision –
Lot 1 - Red River Addition Plat recorded in volume 78, page 94 of Real Property Records of Travis County
I/We <u>Ion Art, Inc.</u> 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:
FRECT - ATTACH - COMPLETE DEMODEL MARKET

ERECT - ATTACH - COMPLETE - REMODEL - MAINTAIN

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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.

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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.

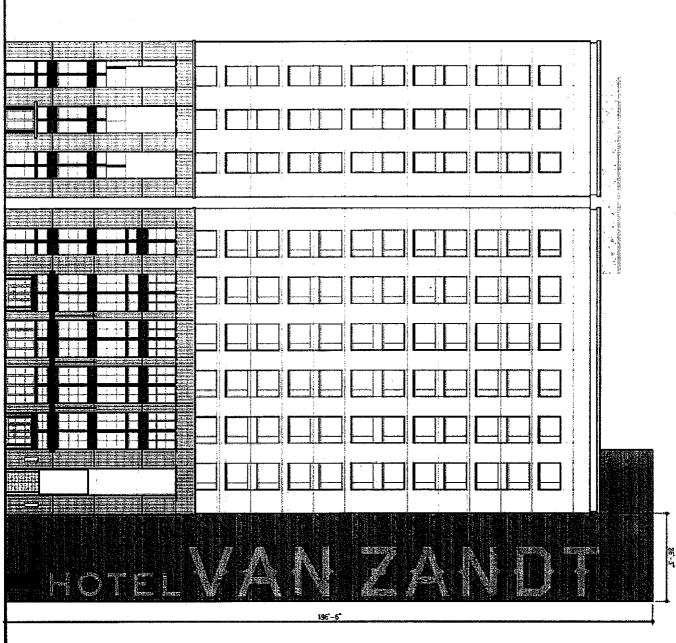
APPLICANT CERTIFICATE – I affirm that my statements contained in the complete application are true and correct to the best of my knowledge and belief.

Signed MAM	Mail Address 417 Radam	Ln. A-100
City, State & Zip Austin,	Mail Address 407 Redam X 78745	
	Phone 512-326-9333 Date 08-	

PLEASE SEE ATTACHED SIGNATUE PAGE FOR OWNER CERTIFICATE

2.	The granting of this varia public streets in such a streets because:	manner as to	interfere wit	h the free flow	of traffic of the
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3.	The granting of this variance inconsistent with the objection				y other condition
4.	The variance will run wit the site because:	h the use or u	ses to which	it pertains and	shall not run with
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	VNERS CERTIFICATE -			ontained in the c	omplete application
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Pri	nted LOJ SAMBERTO	cua Ph	one <i>(5</i> 72)994	(-7702 Dat	e <u>7/28/2014</u>

HOTEL VAN ZANDT 2458 Sign A



IONZART

407 Radam Lane, Suite A 100 Austin TX 78745 Mail: ionarl@ionarl.com Phone: 512-326-9333 www.ionart.com

VAN ZANDI

Austin, IX 78701

CFM.

Each sign must have:

1. Arth, of I dedicated 120V 20A circuit

2. J-box hatd8ed within 6t, of sign

3. 3 wires time, ground; neutral 07.14.14

IDS INVESTIGATION 15 ft

1980 sqft

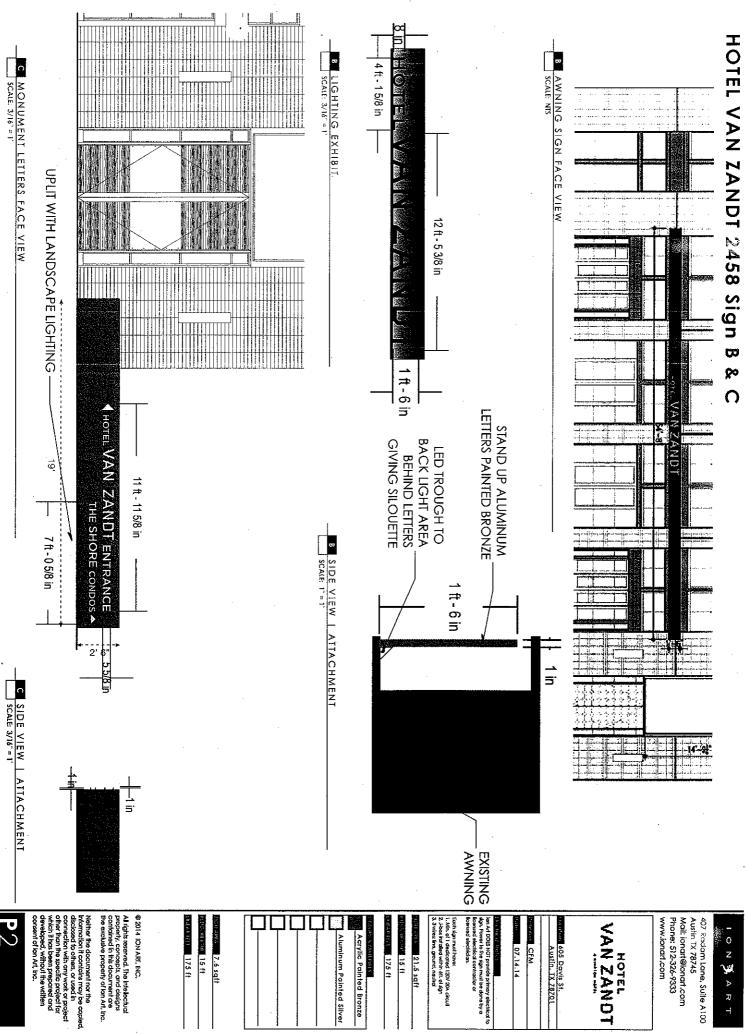
MEMORIA 195 ft

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A NORTH ELEVATION FIN SIGN FACE VIEW
SCALE NIS



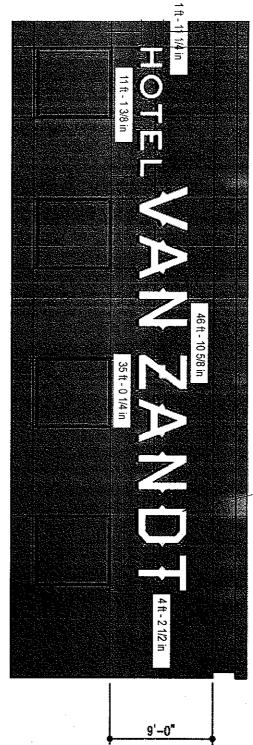
407 Radam Lane, Suite A100

VAN ZANDT

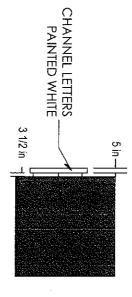
Acrylic Painted Bronze Aluminum Painted Silver

HOTEL VAN ZANDT 2458 Sign D

5" CHANNEL LETTERS INTERNALLY LIT w/ WHITE ACRYLIC FACE-



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



HOTEL VAN ZANDT

SCALE: 1/8"=1"

D LIGHTING EXHIBIT

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

-0 Z A R T

www.ionari.com
VAN ZANDT
Austin_IX_29701
Deserved CFM
In a life a note. In Art DOES NOT provide primary electrical to sign. Power to the sign must be done by a ficeward electrical contractor or liceward electrical contractor or liceward electrician.
Each sign must have: 1. Min. of I designed 120V 20A circuit 2. J-box introlled within oil. of sign 3. 3 wright lifet, ground neutric
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ans more 15 ft
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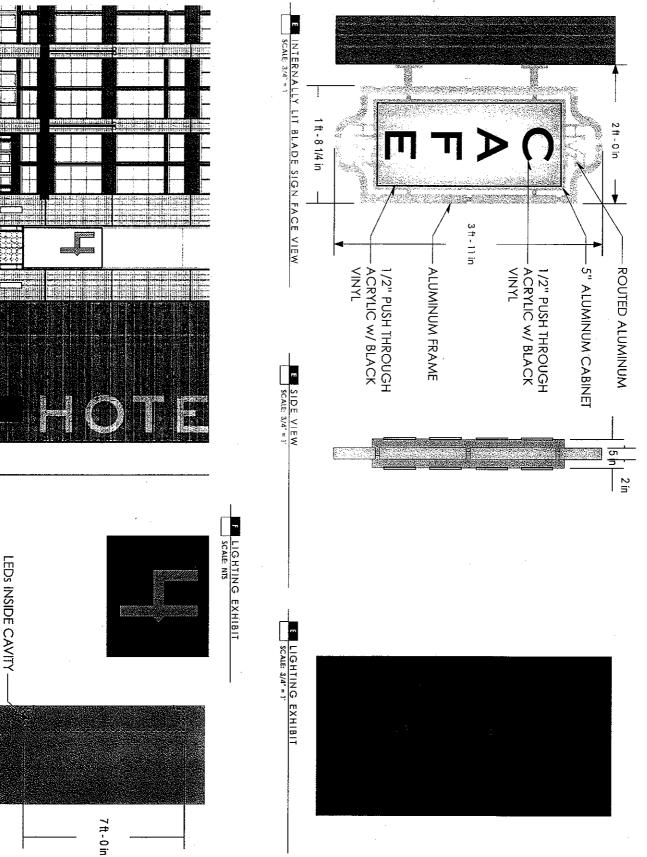
185 ft 169 sqft Aluminum Painted White White Acrylic 15 ft

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HOTEL VAN ZANDT 2458 Sign E & F



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407 Radam Lane, Suite A 100 Austin TX 78745 Mail: ionarl@ionarl.com Phone: 512-326-9333

www.ionart.com

VAN ZANOT

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07.14.14

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2. J-box initided within 6il. of sign

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Black Vinyl

@ 2014 ION ART, INC.

10364F [181] 175 ft

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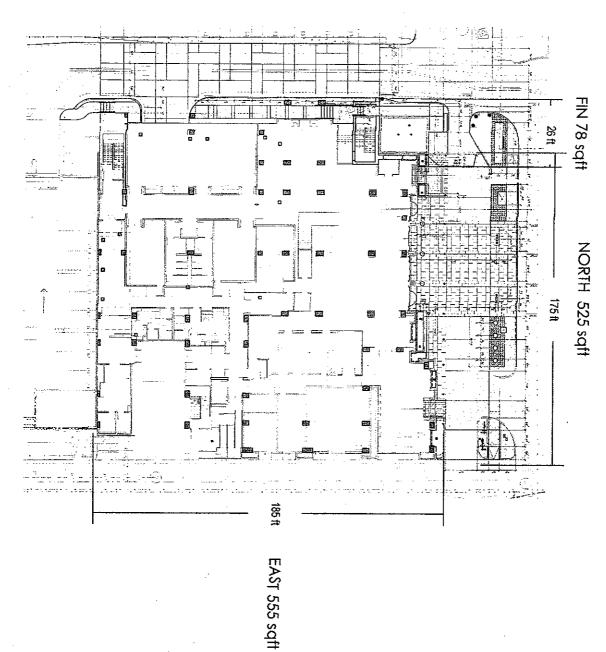
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SCALE: NTS

WEST ELEVATION CHANNEL LETTERS FACE VIEW

HOTEL VAN ZANDT 2458 Site Plan

ALLOWED SQUARE FOOTAGE TO CODE



TOTAL ALLOWABLE: 1158 sqft

0 Z **Э** А R Т

407 Radam Lana, Suite A1C0 Auslin TX 78745 Malt: ionari@ionari.com Phone: 512-226-9333 www.lonari.com

HOTEL
VAN ZANOT

Austin, IX 12345

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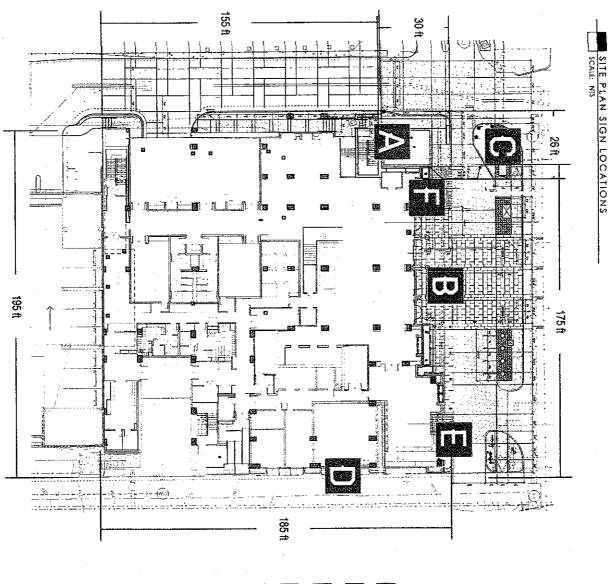
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HOTEL VAN ZANDT 2458 Sign Locations



PROPSED SIGN LOCATIONS

Þ FIN SIGN **BLADE SIGN EAST SIGN** MONUMENT AWNING SIGN **RESTAURANT SIGN** 1980 sqft 21.5 sqft 169 sqft 8.5 sqff 28sqft 8 sqft

TOTAL REQUESTED: 2215 sqft

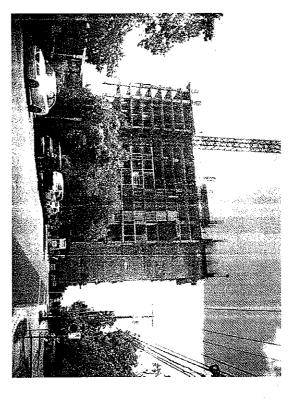
407 Radam Lane, Suite A 100 Austin TX 78745 Malt: Ionarl@Ionart.com Phone: 51 2-326-9333

ION 🎉 ART

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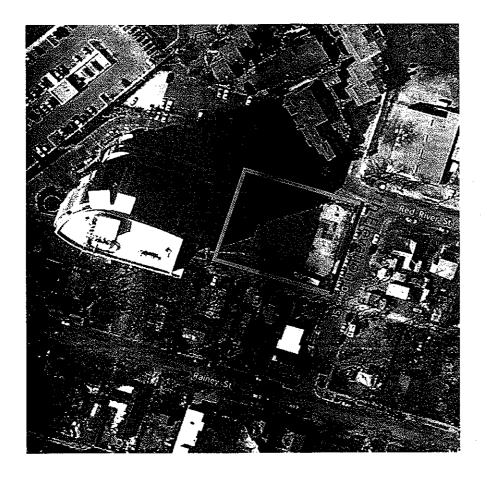
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NORTH ELEVATION



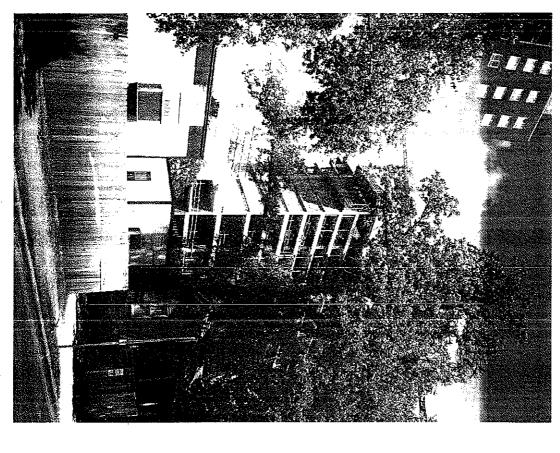


North Elevation: - Faces Residential & Commerical mixed neighborhood

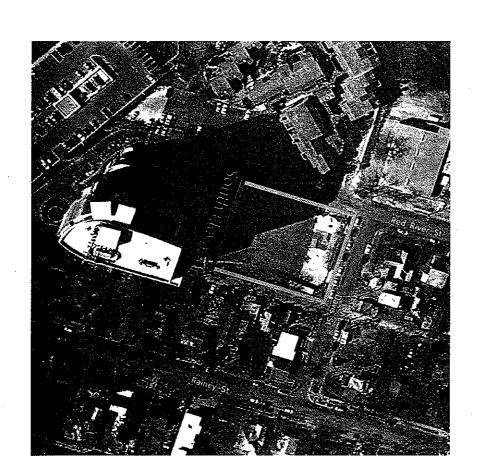


* Building under construction at time of survey and incomplete.

SOUTH ELEVATION

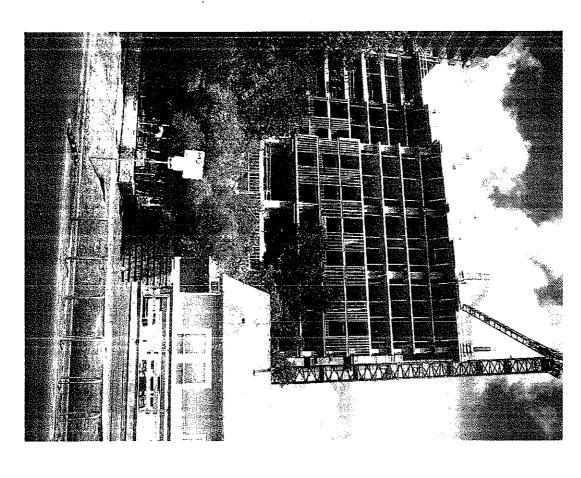


South Elevation: - Faces The Shore Condos - No signage requested



* Building under construction at time of survey and incomplete.

EAST ELEVATION



EAST Elevation:

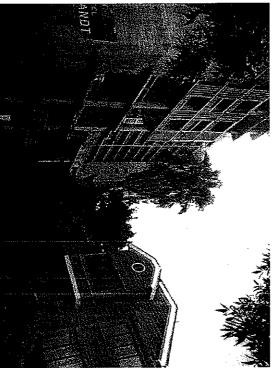
- Faces Rainey St : Residential & Commerical mixed neighborhood
- Faces I-35 Corridor



* Building under construction at time of survey and incomplete.

WEST ELEVATION

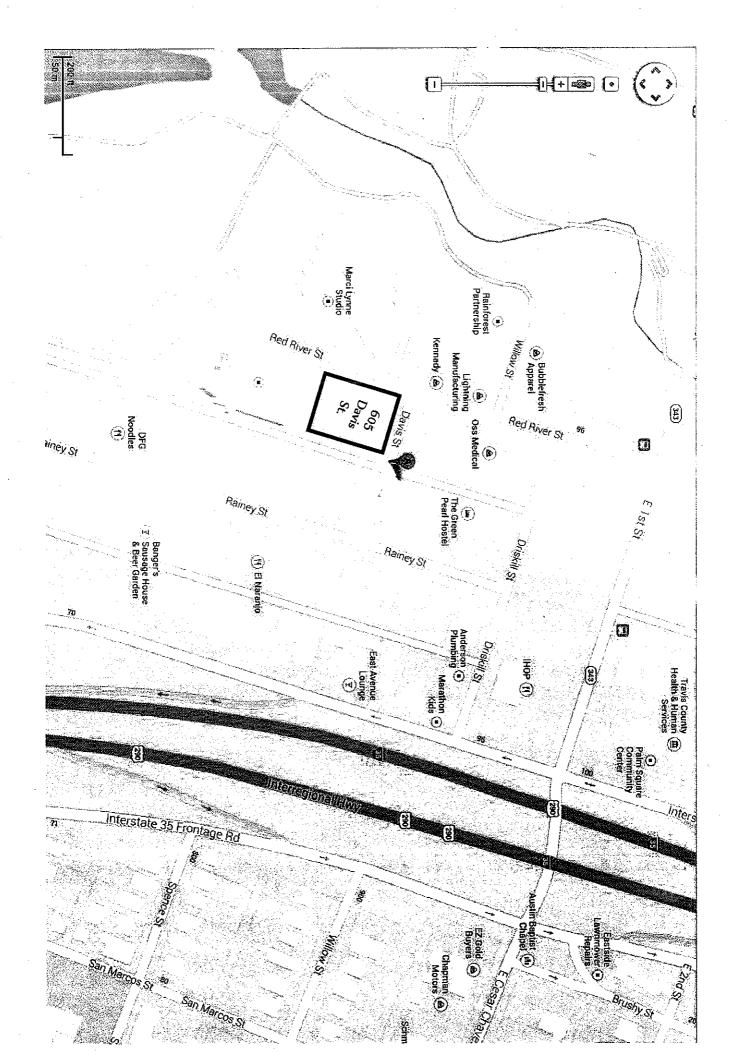




- West Elevation:
 Faces The Villas on Town Lake
- Faces LadyBird Lake



* Building under construction at time of survey and incomplete.



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

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

Dear Wesleann, August 20, 2014

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

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

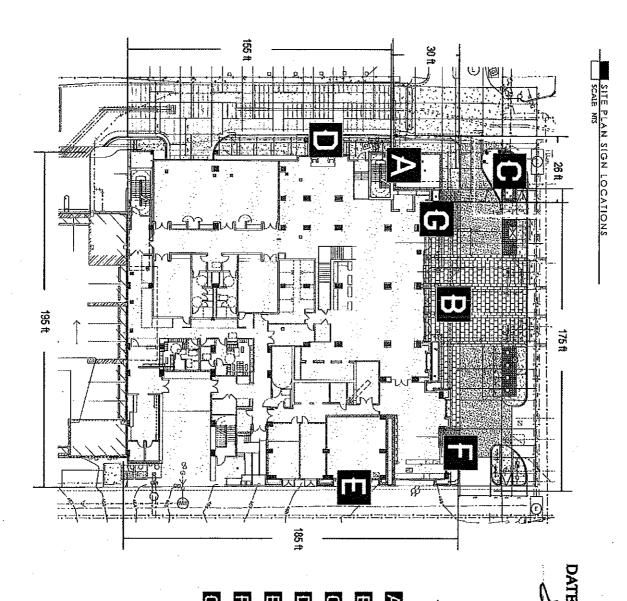
Regards,

Eben Kellogg

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

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

HOTEL VAN ZANDT 2458 Sign Locations



AUSTIN ENERGY FOR BOA APPROVED BY

PROPSED SIGN LOCATIONS

TOTAL 2267.5 sqft

407 Radam Lane, Suite A100 Austin TX 78745

10N 🛪 A R T

www.ionart.com	Phone: 512-326-9333	Malt: fonari@ionart.com

VAN ZANDT

Austin, 1X 7870)

CFM

p 2014 CDN ART, NC. Mighit reserved. The intellectual property, correcpts, and designs contained in this chorument are the enclassive property of bor Art, has feather the clocument promotion if contains may be capitalist may be capitalist and to offers are used in account to offers are used in the property on the throat the specialist project for the threat the specialist project for the stand the specialist project for the second to offers are the specialist project for the second to offers are the second to offers are used to project the second to offers are the second to offers are used to project the second to offers are used to offer a second to offers are used to be a second to offer a second to of	
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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,

Cliftop/Steed

President,

The Shore Home Owners Association

ce: Greg Clay - JMI Wesleann Mendell Flon Art John Hethershaw - Somerset Management Amber Galligan - DANA

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

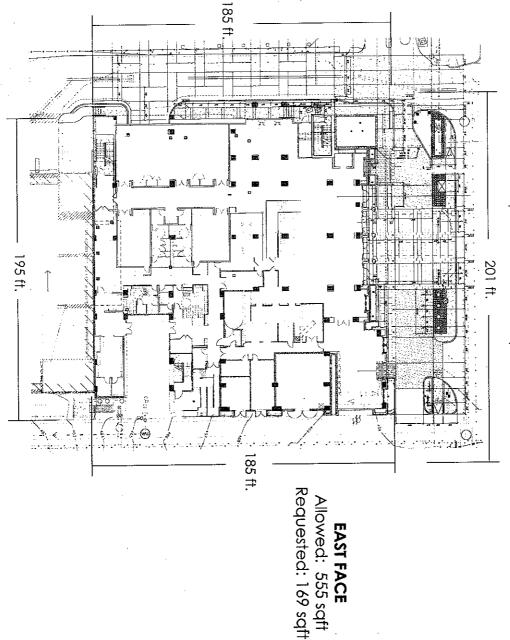
DATE: September 8, 2014	CASE NUMBER: C16-2014-0012
Y Jeff Jack Y Michael Von Ohlen R Ricardo De Camps (RECUSED) Y Bryan King Y Stuart Hampton - Vincent Harding LEFT R Melissa Hawthorne (RECUSED) Y Sallie Burchett Y Cathy French	
APPLICANT: Wes Polkowske Mendell	
OWNER: Lou Gambertoglio	
ADDRESS: 605 DAVIS ST	
VARIANCE REQUESTED: The applicant has required 10-129 (F) (Downtown Sign District Regulations) signage from 1,158 square feet (required) to 2,25 order to add wall signage to a building to be converted.", Downtown – Waterfront Overlay zoning	to increase the allowable wall 9.9 square feet (requested) in structed in a "CBD-Waterfront
BOARD'S DECISION: The public hearing was closed motion to Postpone to October 13, 2014, Board Members Postpone to October 13, 2014, Board Members Ricardo De Camps and Melipostponed TO October 13, 2014.	er Michael Von Ohlen second on a 6-
FINDING:	
1. The variance is necessary because strict enforcement opportunity to provide adequate signs on the site, consider as its dimensions, landscape, or topography, because:	of the Article prohibits and reasonable ering the unique features of a site such
Locato Holdonio	lict with the stated purposes of this sign the special privilege not enjoyed by because: What with the stated purposes of this sign that the stated purposes of the
Evenutive Ligison Chai	irman

100-4102-9万

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

NORTH FACE

Requested: 2,037.5 sqft Allowed 603 sqft



Requested: 53.4 sqft Allowed: 555 sqft **WEST FACE**

SOUTH FACE

Requested: 0 sqft Allowed: 585 sqft

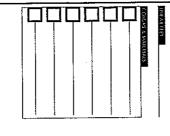
407 Radam Lane, Suite A100 Austin TX 78745 Mail: ionart@ionart.com Phone: 512-326-9333

ION 👸 ART

HOTEL VAN ZANDT		
	605 Dayis St. Auslin, TX 12345	1 N. 1 O

CFM is 1 dedicated 120V 20A circuit installed within 6ft, of sign as line, ground, houltal

EAST FACE



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HOTEL VAN ZANDT 2458 Sign D 10 ft - 8 5/8 in 4 ft - 11 3/4 in 5" REVERSE CHANNEL INTERNALLY LIT W/ WHITE ACRYLIC FACE Qο ш 9'-0" CHANNEL LETTERS PAINTED WHITE SCALE 1/8"=1" 31/2 in ⊣ 5 in |

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

D LIGHTING EXHIBIT CHANNEL LETTERS PAINTED WHITE SCALE: 1/8" "1" 31/2 in -

5" REVERSE CHANNEL LETTERS INTERNALLY LIT W/ WHITE ACRYLIC FACE

11 ft - 1 3/8 in 46 ft - 10 5/8 in 35 ft - 0 1/4 in 4 ft - 2 1/2 in 9'-0'

HOTEL VAN ZANDT

SCALE: 1/8"=1"

P3

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

10 N 🔰 A R T

Austin TX 78745 407 Radam Lane, Suite A100

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

VAN ZANDT Austin, JX 78701 ach sign must have: "Nin. of 1 dedicated 120V (OA circuit "Li-box installed within 611, of sign "3 whos: sino, ground, nautral CFM. Inicat Nate;
us DOES NOT provide primary electrical to Power to the sign must be done by a used electrical contractor or 33.4 sqft 11 S 11 07.14.14

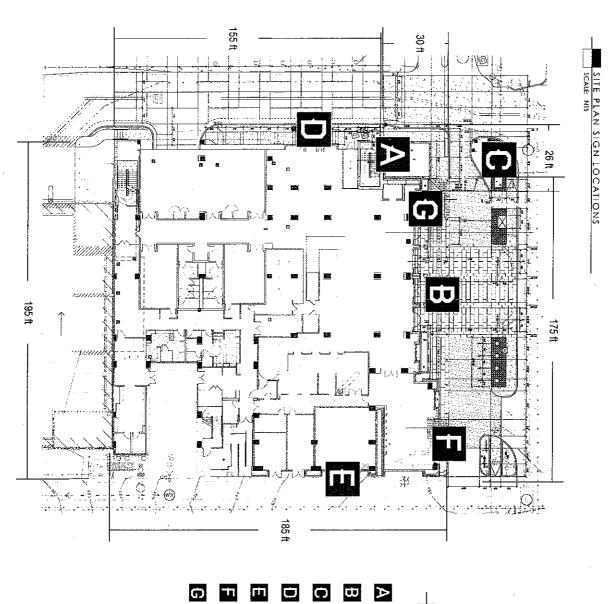
155 ft White Acrylic Aluminum Painted White

UNITAR FILL 185 ft NAMES 169 SQIT 2 15 (B) 15 ft

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connection with any work or project other than the specific project for which it has been prepared and developed, without the written consent of lan Art, Inc. Neithrat the document not the information it contains may be copied disclosed to others, or used in

HOTEL VAN ZANDT 2458 Sign Locations



PROPSED SIGN LOCATIONS

EAST SIGN WEST SIGN MONUMENT AWNING SIGN FIN SIGN **RESTAURANT SIGN BLADE SIGN** 1980 sqft 21.5 sqft 53.4 sqft 169 sqft 7.6 sqft 28sqft 8 sqft

TOTAL 2267.5 sqff

407 Radom Lone, Suite A 100 Austin TX 78745 Mail: ionar@ionart.com Phone: 512-326-9333 www.ionart.com

ONNART

CFM

Austin, TX 78701

07.14.14

n must have:
11 dodicated 1207/20A circuit
rstaled within 6it, of sign
rstaled would nouted

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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.
- 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
- 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
- One commercial flag for each curb cut is permitted. A commercial flag may be suspended over public right-of-way (4) For a sign that projects over state right-of-way, the state must approve the sign.
- (1) For signs other than freestanding signs, the total sign area for a lot may not exceed 20 percent This subsection prescribes the maximum sign area 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.

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

NORTH FACE

Requested: 2,037.5 sqft Allowed 603 sqft

185 ft. 195 ft. 201 ft. 185 ft. Requested: 169 sqft Allowed: 555 sqft

Requested: 53.4 sqft Allowed: 555 sqft **WEST FACE**

SOUTH FACE

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sither the document nor the ormation it contains may be copied aclosed to others, or used in

nection with any work or project ar than the specific project for ich II has been prepared and relaped, without the written wetter, and not the written seen of on Art, Inc.

@ 2014 KON ART, INC.

Requested: 0 sqft Allowed: 585 sqft

IONSART

407 Radam Lane, Suite A100 Austin TX 78745 Mall: lonart@lanart.com Phone: 512-326-9333 www.lonart.com

VAN ZANDT

Austin, TX 12345

CFM.

In Revert little sign must be done by o made decitiod controlled or made decitiod on the sign must have: the of 10 decicied 1207 20x, circuit boat huisted within 48 of sign brighting, gound, neutral text steel text steel
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EAST FACE

ARTICLE 7. REGULATIONS APPLICABLE TO CERTAIN SIGN DISTRICTS

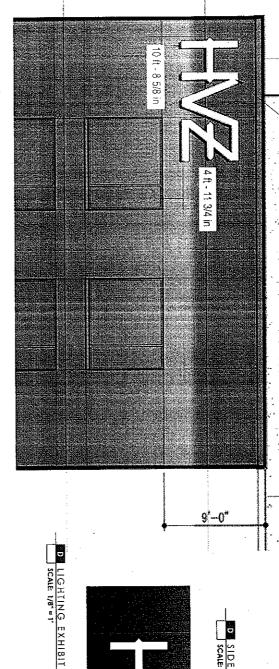
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- (F) This subsection prescribes the maximum sign area.
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- For a freestanding sign, the sign area may not exceed the lesser of
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- b) 200 square feet.
- (G) The sign height may not exceed:
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- 2) for a commercial flag, 30 feet

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

HOTEL VAN ZANDT 2458 Sign D œ٩ Ш

5" REVERSE CHANNEL INTERNALLY LIT W/ WHITE ACRYLIC FACE



CHANNEL LETTERS PAINTED WHITE 5 11 1

3 1/2 in

SCALE: 1/8"=1"

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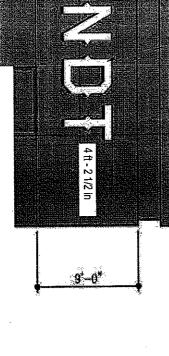
CHANNEL LETTERS PAINTED WHITE

SCALE: 1/8"=1"

3 1/2 in

5" REVERSE CHANNEL LETTERS INTERNALLY LIT W/ WHITE ACRYLIC FACE

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



1/4 in

46 ft - 10 5/8 in

11 ft - 1 3/8 in

35 ft - 0 1/4 in

WEST ELEVATION CHANNEL LETTERS FACE VIEW

SCALE: 1/8" = 1"

SCALE: 1/8" = 1'

ONNART

100-110 - AIC

407 Radam Lane, Suite A 100 Austin TX 78745 Mail: Ionart@ionart.com Phone; 512-326-9333 www.ionart.com HOTEL

VAN ZANDT

GD 07.14.14 CFM

Austin, TX 7870.

-h sign must have: wh. of 3 dedicated 120V 20A circuit -box installed within alt. of sign 3 wirest line, ground, neutral

BEIGAR EIGH 155 ft us illisin 15 ff NARA 53.4 soft

White Acrylic CORS & MATERIALS Aluminum Painted White

185 ft KUG KEICHE 15 ft SN AREA 169 59ft

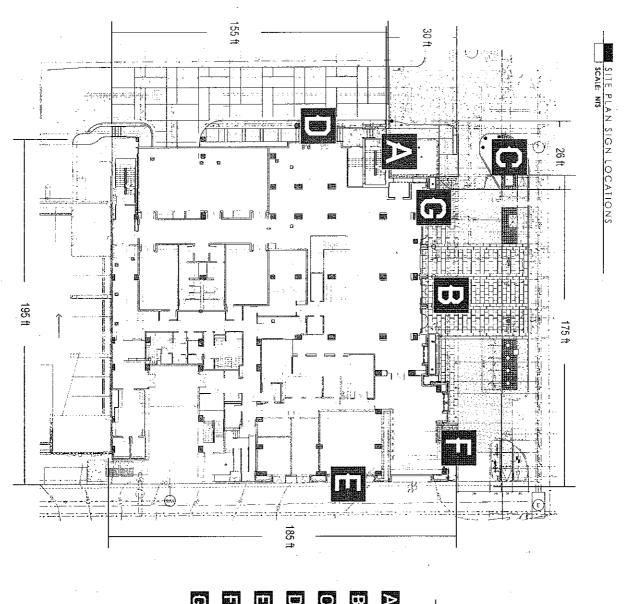
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HOTEL VAN ZANDT

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HOTEL VAN ZANDT 2458 Sign Locations



PROPSED SIGN LOCATIONS

			<u> Amerik</u>		Sandy 66	S(K).
RESTAURANT SIGN	BLADE SIGN	EAST SIGN	WEST SIGN	MONUMENT	AWNING SIGN	FIN SIGN
28sqfi	8 sqfi	169 sqff	53.4 sqf1	7.6 sqfi	21.5 sqff	1980 sqf1

TOTAL 2267.5 sqft

13 4 K NO. 1 | CONTROLO) | C

407 Radam Lane, Sutte A 100 Austin TX 78745 Mail: ionart@lanart.com Phone: 512-326-9333

www.ionart.com

COLOUS & MATERIALS	SICH ARIA LIDEA, HEIGHT	ifical Holes 1 DOSS NOT provid Owar to the sign in owar to the sign in ed electrical conti- ed electrician. Sign must have a of 1 dedicoled I ox introlled within a last line, ground, it	Austin, IX 78701 Austin, IX 78701 Designer CFM Dota 07,14,14	VAN ZANDT

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Although applicants and/or their agent(s) are expected to attend a public hearing, you are not required to attend. However, if you do attend, you have the opportunity to speak FOR or AGAINST the proposed application. You may also contact a neighborhood or environmental organization that has expressed an interest in an application affecting your neighborhood.

During a public hearing, the board or commission may postpone or continue an application's hearing to a later date, or recommend approval or denial of the application. If the board or commission announces a specific date and time for a postponement or continuation that is not later than 60 days from the announcement, no further notice will be sent.

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;
- occupies a primary residence that is within 500 feet of the subject property or proposed development;
- 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.

Austin, TX 78767-1088

P. O. Box 1088

Leane Heldenfels

Or fax to (512) 974-2934

Or scan and email to leane.heldenfels@austintexas.gov

City of Austin-Planning & Development Review Department/ 1st Floor

If you use this form to comment, it may be returned to:

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.

Note: all comments received will become part of the public record of this case
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degrade the property
Comments: Bug 519115 are lacky &
Daytime Telephone:
Signature Date
angles 9-5-14
Your address(es) affected by this application
80 Ked Kius SI
Your Name (please print)
Ann Diackshaw DI am in favor
r ubile nearing: Sign Keview Board, September 8th, 2014
Contact: Leane Heldenfels, 512-974-2202, leane.heldenfels@austintexas.gov
Case Number: C16-2014-0012, 605 Davis Street

Although applicants and/or their agent(s) are expected to attend a public hearing, you are not required to attend. However, if you do attend, you have the opportunity to speak FOR or AGAINST the proposed application. You may also contact a neighborhood or environmental organization that has expressed an interest in an application affecting your neighborhood.

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For additional information on the City of Austin's land development

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Or scan and email to leane.heldentels@austintexas,gov

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Comments: received will become part of the public record of this case Case Number; and the contact person listed on the notice. Any comments board or commission, or Council; the scheduled date of the public hearing; the before or at a public hearing. Your comments should include the name of the Your address(es) affected by this application Your Name (please print Or fax to (512) 974-2934 Austin, TX 78767-1088 P. O. Box 1088 Leane Heldenfels City of Austin-Planning & Development Review Department/ 1st Floor If you use this form to comment, it may be returned to: Note: all comments received will become part of the public record of this case Daytime Telephone: Written comments must be submitted to the contact person listed on the notice EXISTS Public Hearing: Sign Review Board, September 8th, 2014 Contact: Leane Heldentets, \$12-974-2202, leane-heldenfets@austintexas.gov Case Number: C16-2014-0012, 605 Davis Street 50 Rad Win Michael Abraham 3 ENSON. ngnature シンショ "owner 10556 N map, was - There is Ŋ lance 好孩 angre 1202 2000 t 200 26197 100 I object I am in favor

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

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P. O. Box 1088 Austin, TX 78767-1088 Or fax to (512) 974-2934
City of Austin-Planning & Development Review Department/ 1st Floor Leane Heldenfels
If you use this form to comment, it may be returned to:
Note: all comments received will become part of the public record of this case
Comments: Acres
Daytime Telephone: \$12.566.69.68
Signature Date
9/2/14
diffected by this a
SI haven St. Augus 1x 8201
Your Name (please print)
hewis hively DI am in favor
Problic Hearing: Sign Review Board, September 8th, 2014
Case Number: C16-2014-0012, 605 Davis Street Contact: Leane Heldenfels, 512-974-2202, leane heldenfels@austintexas.gov

Or scan and email to leane.heldenfels@austintexas.gov

A KIMPTON HOTEL

SIGN VARIANCE PROPOSAL

ION 📜 ART

Kevised

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 <u>Ion Art, Inc.</u> 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:
THE STATE OF THE PROPERTY OF T

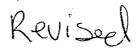
ERECT – ATTACH – COMPLETE – REMODEL – MAINTAIN

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.



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.

V.	K,
3.	The granting of this variance will not substantially conflict with the stated purposes of this sign ordinance
be	cause:

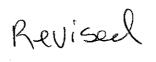
AND.

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.

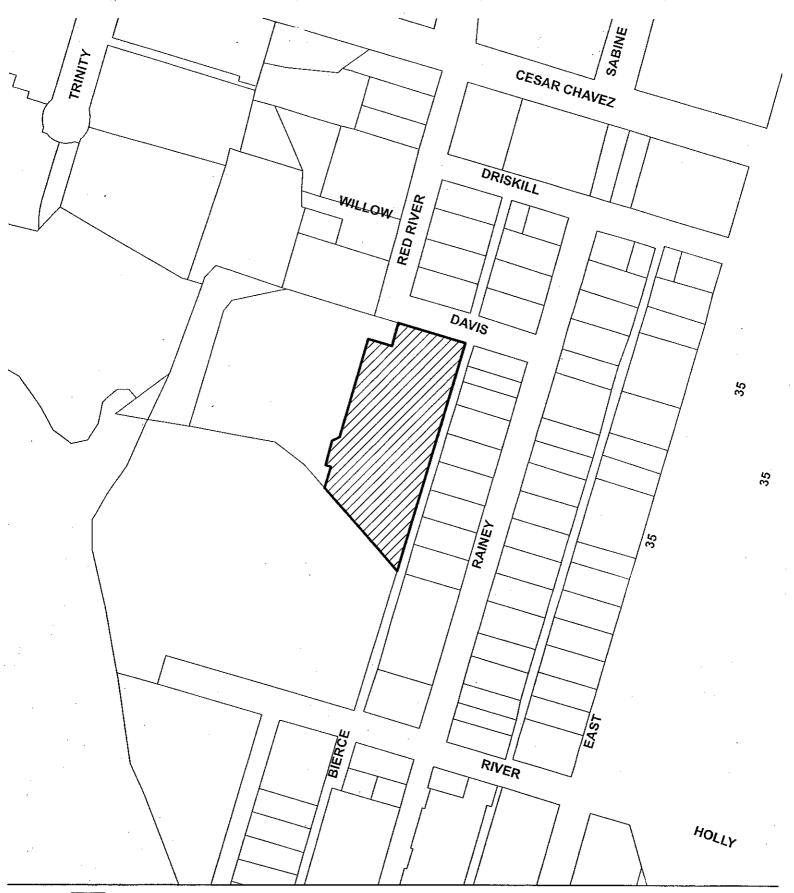
APPLICANT CERTIFICATE – I affirm that my statements contained in the complete application are true and correct to the best of my knowledge and belief.

Signed_	ASTEMANO PARTIES		Mai	il Address_	407 R.	dam	Ln.	A-100
City, State	& Zip//	lustin,	TX	7874	-			•
Printed /	Vesteann	Mind	/// Pho	ne 5/2-3	<i>U-9333</i> Da	te 18/	27/19	į.
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PLEASE SEE ATTACHED SIGNATUE PAGE FOR OWNER CERTIFICATE



publi	granting of this variance will not result in the parking or loading of vehicles on c streets in such a manner as to interfere with the free flow of traffic of the is because:
	granting of this variance will not create a safety hazard or any other condition esistent with the objectives of this Ordinance because:
	variance will run with the use or uses to which it pertains and shall not run with the because:
NOTE:	The Board cannot grant a variance that would provide the applicant with a special
application	ANT CERTIFICATE - I affirm that my statements contained in the complete on are true and correct to the best of my knowledge and belief.
	Mail Address
	Phone Date
OWNER	S CERTIFICATE - I affirm that my statements contained in the complete application and correct to the best of my knowledge and belief.
Signed	Mail Address III CONCRESS AVE, STE 20
City, State	e & Zip AUSTN 7X 78701
Printed	LOJ CAMBERTOCUO Phone (512)994-7702 Date 7/28/2014





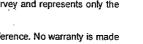


PENDING CASE

ZONING BOUNDARY

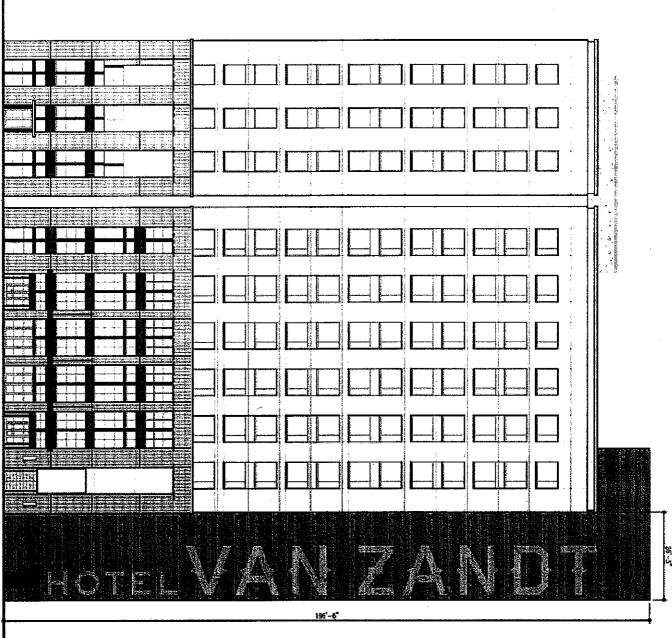
CASE#: C16-2014-0012 Address: 605 DAVIS ST

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.





HOTEL VAN ZANDT 2458 Sign A



NORTH ELEVATION FIN SIGN FACE VIEW
SCALE NTS

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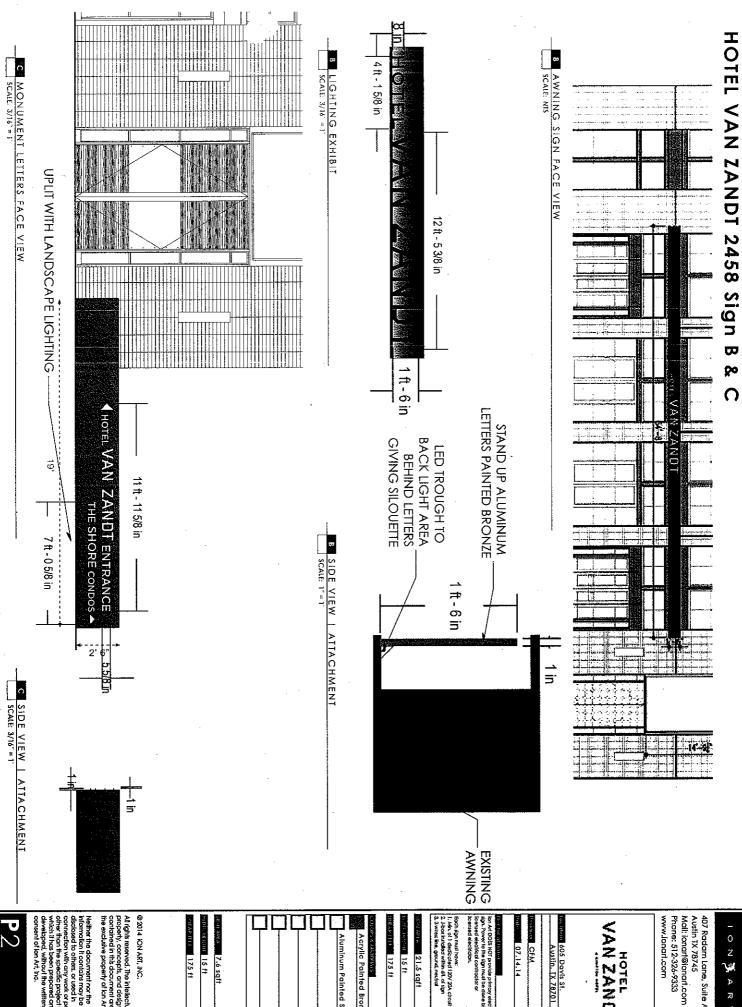
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ONMART

407 Radam Lane, Suite A100

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ONSART

407 Radam Lane, Suite A100

VAN ZANDT

Acrylic Painted Bronze

Aluminum Painted Silver

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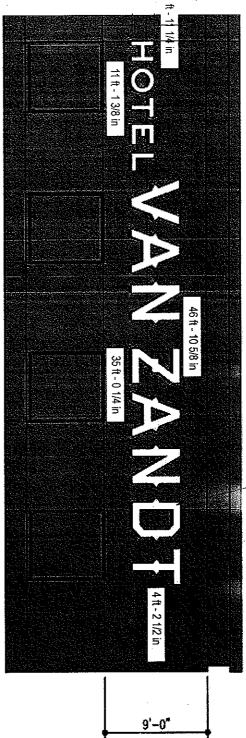
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HOTEL VAN ZANDT 2458 Sign D

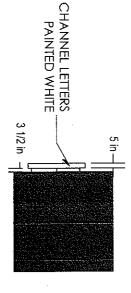
5" CHANNEL LETTERS INTERNALLY LIT w/ WHITE ACRYLIC FACE ---

407 Radam Lane, Sulfe A100 Austin TX 78745 Maik ionarf@ionarf.com Phone: 512-326-9333

I O N 💢 A R T



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



HOTEL VAN ZANDT

D SIDE VIEW ATTACHMENT

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Austin, 1X 78701

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Aluminum Painted White

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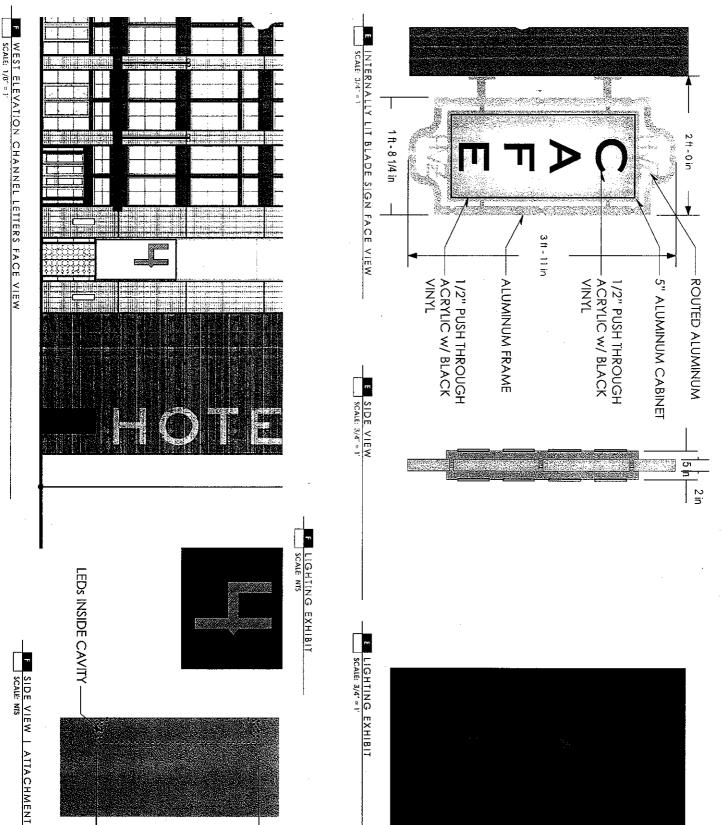
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185 ft

e 198300 15 ft

HOTEL VAN ZANDT 2458 Sign E & F



ONMART

407 Radam Lane, Suite A 100 Austin TX 78745 Mail: ionarl@ionart.com Phone: 512-326-9333 www.ionart.com

VAN ZANDT

CFM 07,14,14

Austin, IX 78791

Each sign must have: 1. Min. of 1 dedicated 120V 20A circuit 2. J-box installed within 6H, of Egn 3. 3 wiess the, pround, neutral 8 sqft

Aluminum Painted Silver Black Vinyl 15 ft 175 ft

8 sqft

175 ft 65. U) 16 as 1.5 ft

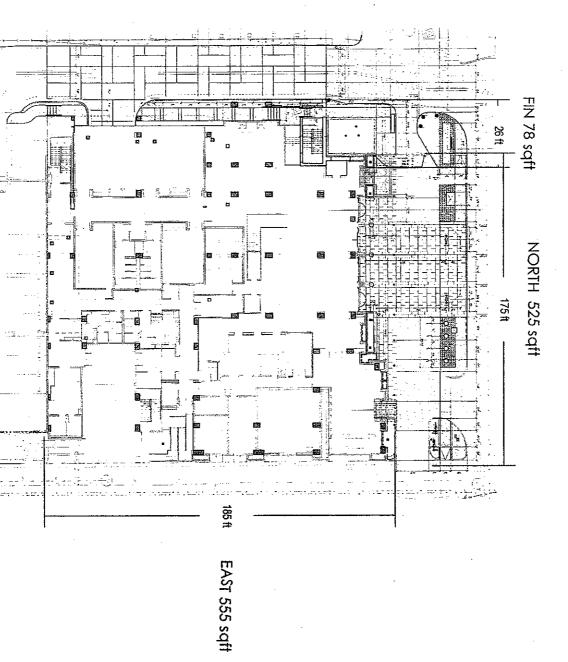
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HOTEL VAN ZANDT 2458 Site Plan

ALLOWED SQUARE FOOTAGE TO CODE



TOTAL ALLOWABLE: 1158 sqft

10 N A B T

407 Radom Lane, Sutte A100 Austin TX 78745 Maik lonart@lonart.com Phone: 512-326-9333 www.lonart.com

HOTEL
VAN ZANDT

AND ZANDT

605 Davis St.

Austin. IX 12345

Metabolic CFM

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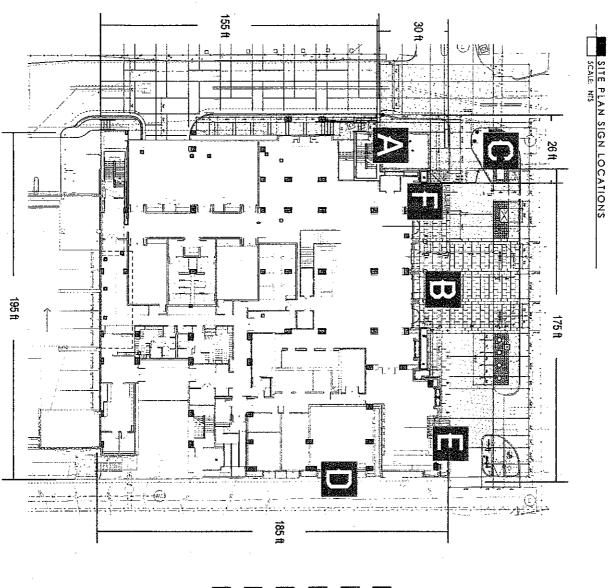
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HOTEL VAN ZANDT 2458 Sign Locations



PROPSED SIGN LOCATIONS

 \sum_{i} Œ AWNING SIGN **FIN SIGN BLADE SIGN** EAST SIGN MONUMENT **RESTAURANT SIGN** 1980 sqft 21.5 sqft 8,5 sqft 169 sqff 28sqft 8 sqft

TOTAL REQUESTED: 2215 sqff

92014 IONARI, NC.

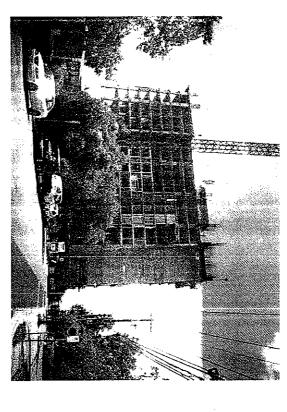
407 Radam Lane, Suite A100 Austin TX 78745 Mall: ionari@ionart.com Phone: 51 2-326-9333 www.ionart.com

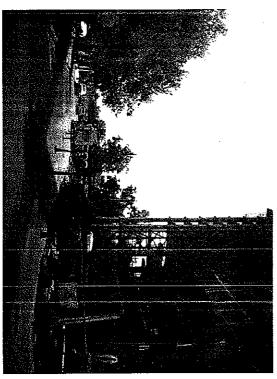
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NORTH ELEVATION



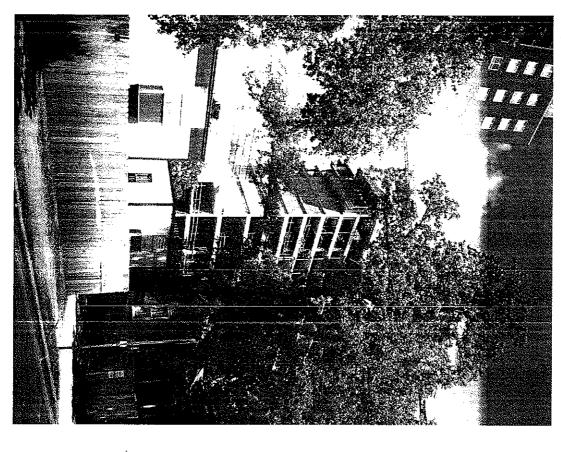


North Elevation:
- Faces Residential & Commerical mixed neighborhood

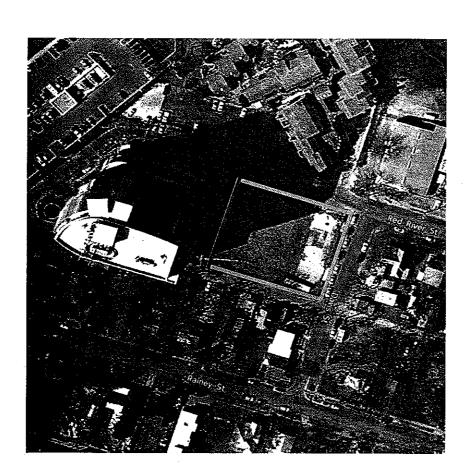


* Building under construction at time of survey and incomplete.

SOUTH ELEVATION

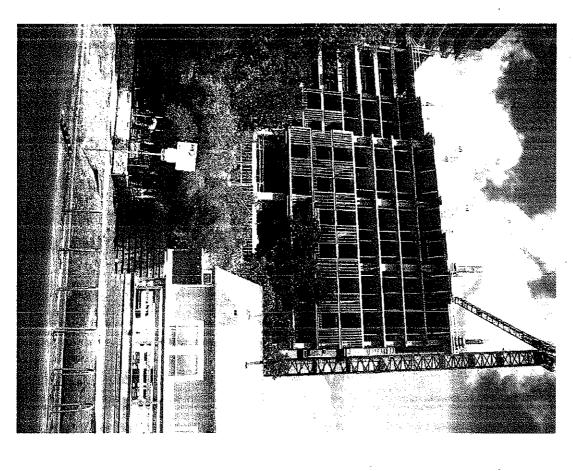


- South Elevation:
 Faces The Shore Condos
- No signage requested



* Building under construction at time of survey and incomplete.

EAST ELEVATION



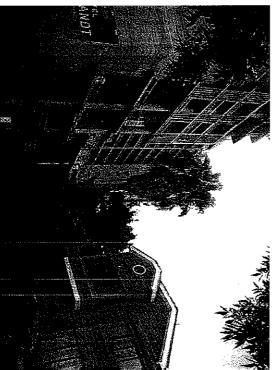
- EAST Elevation:
 Faces Rainey St : Residential & Commerical mixed neighborhood
- Faces I-35 Corridor.



* Building under construction at time of survey and incomplete.

WEST ELEVATION

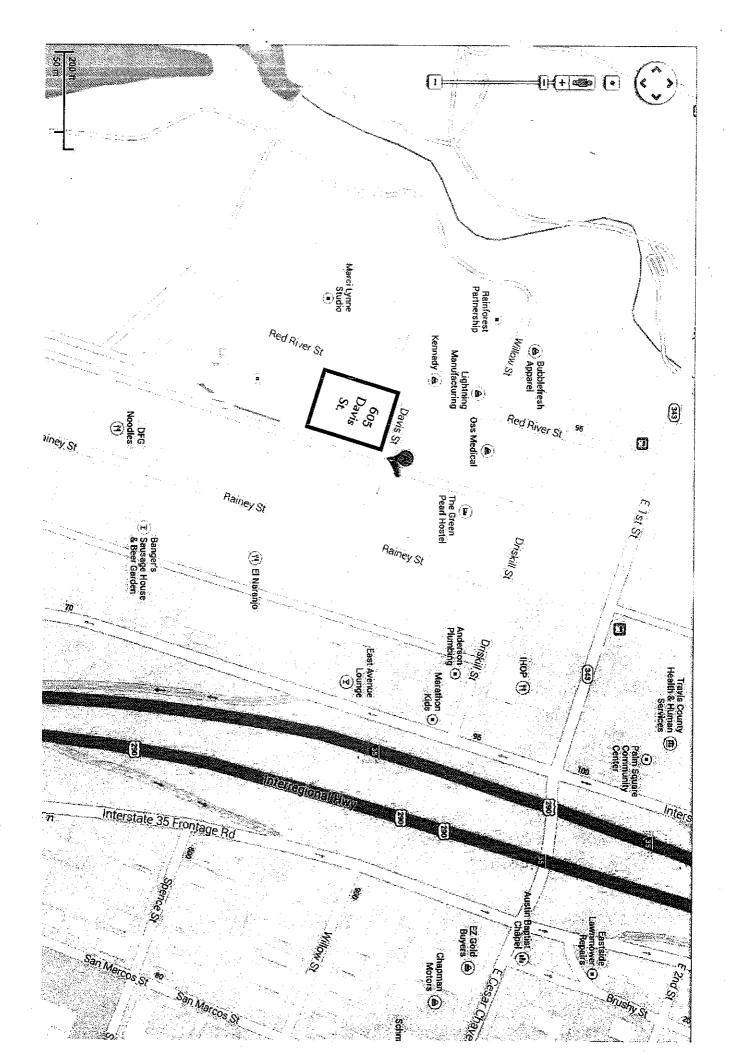




- West Elevation:
 Faces The Villas on Town Lake
- Faces LadyBird Lake



* Building under construction at time of survey and incomplete.



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

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

Dear Wesleann, August 20, 2014

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

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

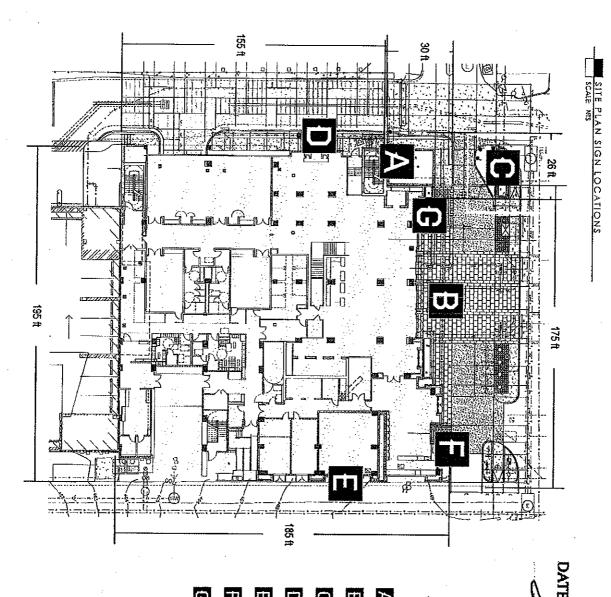
Regards,

Eben Kellogg

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

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

HOTEL VAN ZANDT 2458 Sign Locations



APPROVED BY AUSTIN ENERGY FOR BOA HUST 29, 2019

407 Radam Lane, Sulte A 100 Austin TX 78745 Mall: lonart@ionart.com Phane: 512-326-9333 www.lonart.com

ONNART

PROPSED SIGN LOCATIONS

Z	<u>~</u>	<u>(14</u>	<u></u>	Z	™	1
DESTALID A NIT SIONS	BLADE SIGN	EAST SIGN	WEST SIGN	MONUMENT	AWNING SIGN	FIN SIGN
	8 sqff	169 sqft	53.4 sqtt	7.6 sqft	21.5 sqft	1980 saft

TOTAL 2267.5 sqft

HOTEL
VAN ZANDT

VAN ZANDT

MARIE DAVIS SI.

Austin. TX 78781

DAVID DAVIS SI.

Austin. TX 78781

DAVID DAVIS SI.

Austin. TX 78781

DAVID DAVIS SI CONTROL SI CONTRO

we 2014 KDN ART, NC.

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August 22, 2014

To Whom It May Concern:

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

Best regards,

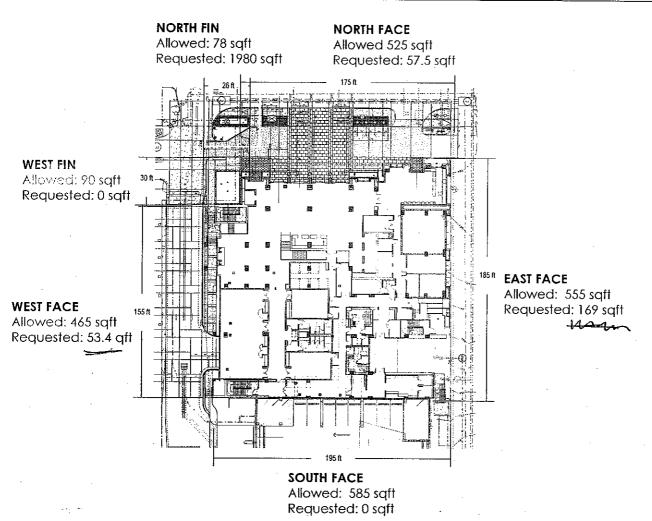
Clifton Steed President

The Shore Home Owners Association

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

HOTEL VAN ZANDT 2458 Site Plan

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



407 Radam Lane, Sulle A100
Austin TX 78745
Mail: ionari@ionari.com
Phone: 512-326-933
www.ionari.com

HOTEL
VAN ZANDT
Austral 1245

GOSTON CEM

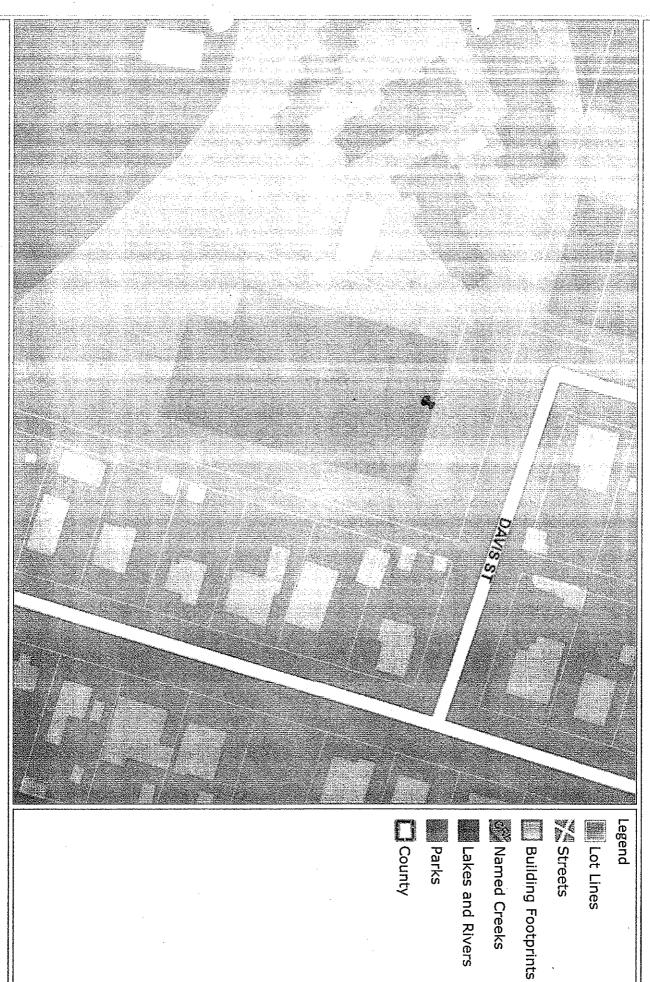
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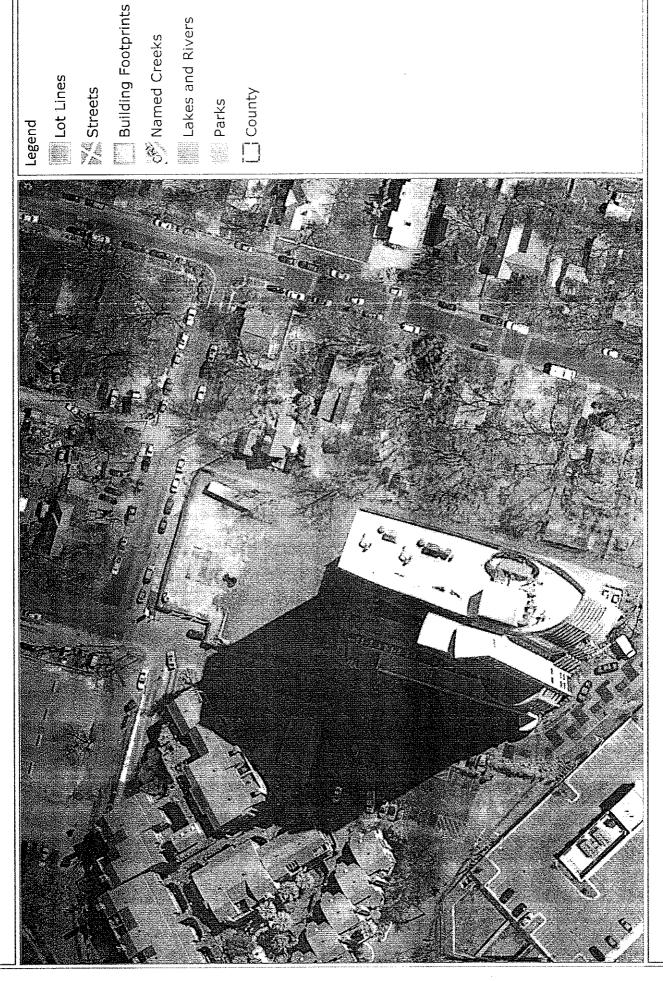
P.

CITY OF AUSTIN DEVELOPMENT WEB MAP



BY THE CITY OF AUSTIN REGARDING SPECIFIC ACCURACY OR COMPLETENESS. 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

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CASE # (16-2014-0012-ROW # 11199663 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 ERECTATTACHCOMPLETE _ REMODELMAINTAIN
We are requesting a redistribution of the allowed Lot footage, in order to maximize sign visibility of 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 district. CBD, Wolferfront 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:

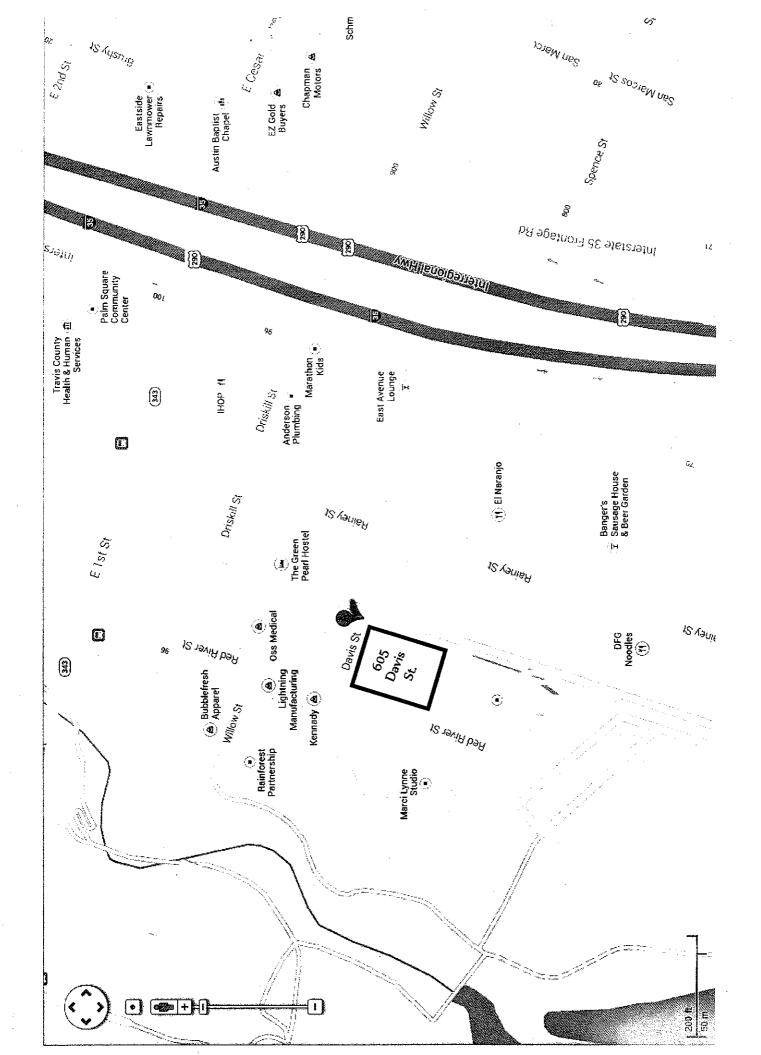
3. The variance will not alter the character of the area adjacent to the property, will not impair the use of adjacent conforming property, and will not impair the purpose of the regulations of the zoning district in which the property is located because:

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.

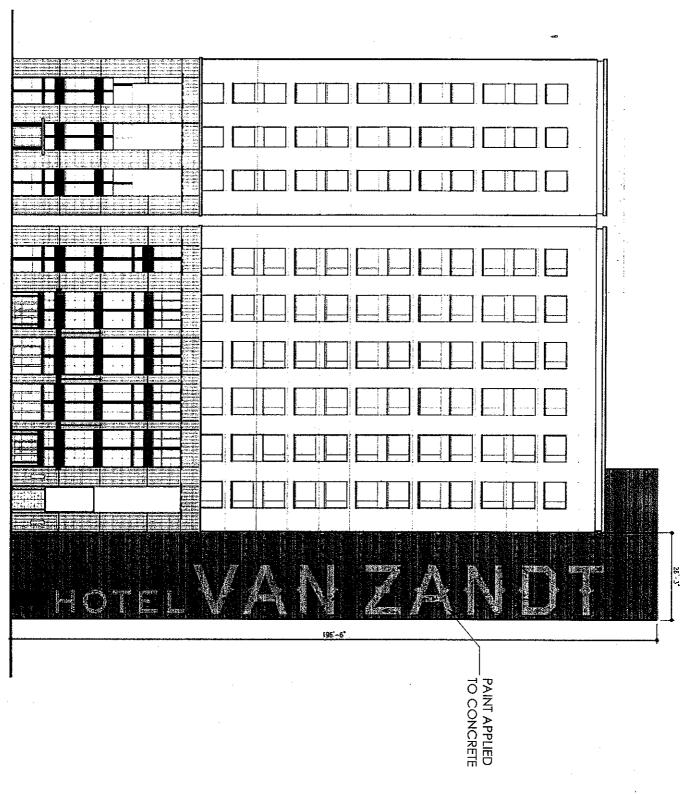
<u>PARKING:</u> (Additional criteria for parking variances only.)

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:
N	OTE: 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.
app	PLICANT CERTIFICATE - I affirm that my statements contained in the complete lication are true and correct to the best of my knowledge and belief.
Sign	Mail Address 407 Radam Ln. A-100 We State & Zip Austin IX 78745 Anted Wislam Mindell Phone 512-326-9333Date 07/29/2014
City	1, State & Zip Hustin , 1 x 7877)
Prin	Jese ionatticom
OW	VNERS CERTIFICATE - I affirm that my statements contained in the complete application true and correct to the best of my knowledge and belief.
Sign	med Mail Address III CONSTRESS AVE, STE 2600
City	y, State & Zip Austria TX 78701
Prir	nted LON SAMBERTOCUO Phone (512)994-7702 Date 7/28/2014



HOTEL VAN ZANDT 2458 Sign A



ION 📜 ART

407 Radam Lane, Suite A100 Austin TX 78745 Mall: ionarl@ionart.com Phone: 51 2-326-9333 www.ionart.com

VAN ZANDT

Austin, TX 78701

CFM. 07.14.14

Each sign must have:
1. Nin. of 1 dedicated 1207 20A circuit
2. Jean tristded within 6th of sign
3. Switzs fine, ground, neutral 29 sqft

15 #

195 ft

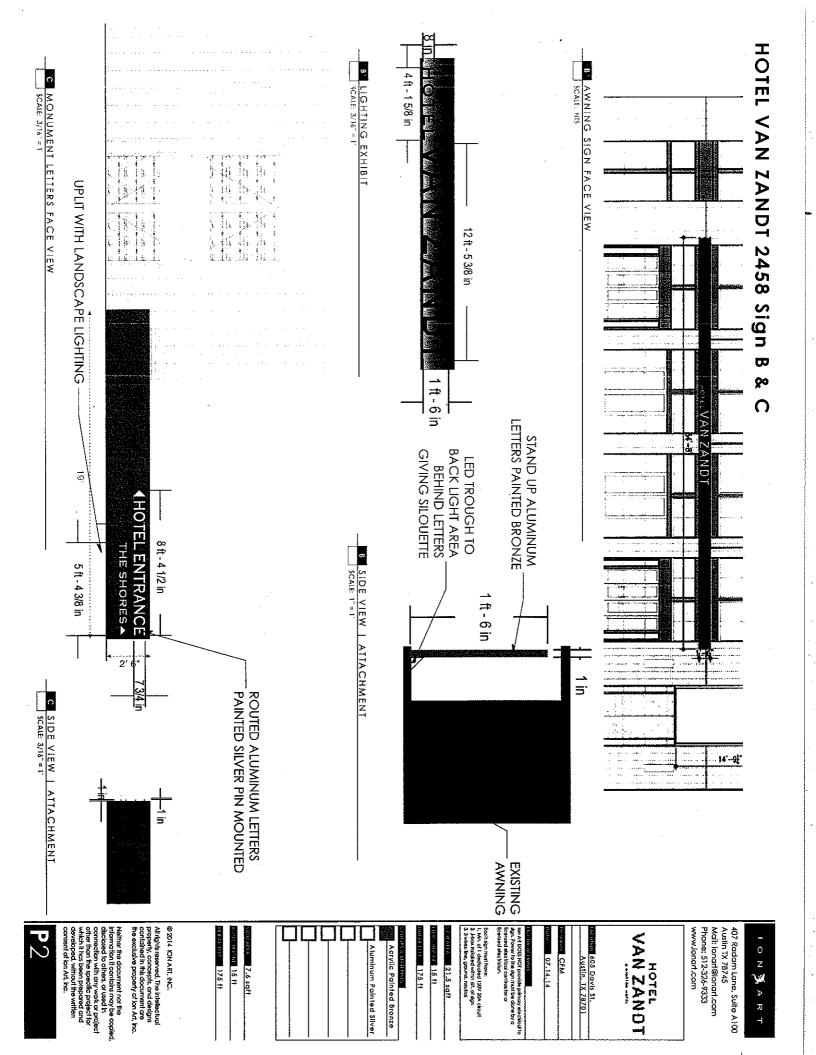
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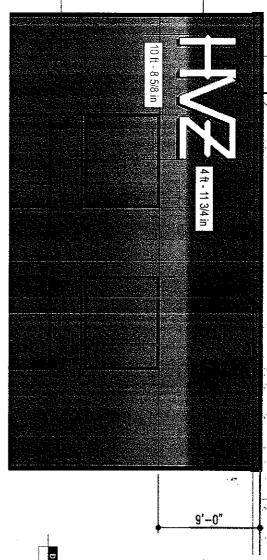
NORTH ELEVATION FIN SIGN FACE VIEW

SCALE NIS



HOTEL VAN ZANDT 2458 Sign D & ш

- 5" REVERSE CHANNEL INTERNALLY LIT W/ WHITE ACRYLIC FACE



CHANNEL LETTERS PAINTED WHITE 31/2 in 🚽

Mail: ionan@ionant.com Phone: 512-326-9333

www.ionart.com

Austin TX 78745 407 Radam Lane, Sulte A 100

-02**%** ART

SIDE VIEW | ATTACHMENT

VANZANDT

HOTEL

Austin, TX 78701

CFM

07.14.14

SCALE: 1/8" = 1"

CHANNEL LETTERS PAINTED WHITE 5 m

(9 (0) 155 f)

de la 15 ft

White Acrylic

Aluminum Painted White

n of I dedicated 1204 204 citouil ox installed within 48, of sign rives: line, ground, neutral

DOES NOT provide primary electrics ower to the sign must be done by a electrical contractor or

53.4 sqft

SCALE 1/8" = 1"

3 1/2 in

5" REVERSE CHANNEL LETTERS INTERNALLY LIT w/ WHITE ACRYLIC FACE

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

4ft-21/2in

9'-0"

185 ft

IANIA 169 sqft 35 ft

14-1 11 ft - 1 3/8 in 46 ft - 10 5/8 in 35 ft - 0 1/4 in

HOTEL VAN ZANDT

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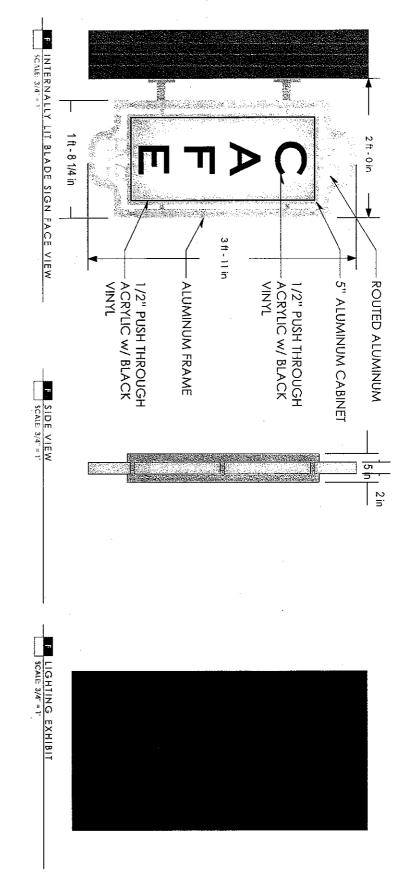
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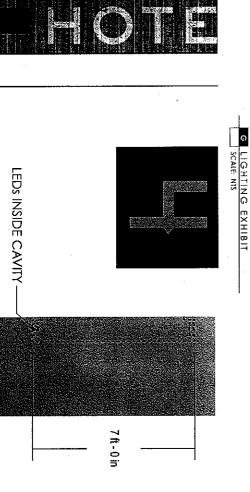
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SCALE 1/8"=1"

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

HOTEL VAN ZANDT 2458 Sign F & G





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407 Radam Lane, Suite A100 Austin TX 78745

ONZART

VAN ZANOT

Aluminum Painted Silver	PURSUITED 15 ft	Each sign must have: 1. win of 1 dedicoled 120/ 20A c/rouil 2. Joon insided wiffen (It of sign 3. 3 wiest line, ground, neutral	ten the of travels of the princip electrical to an AI DOES NOT provide primary electrical to again flower to the Aign must be done by a Kenned electrical contractor or Kenned electrical.	Personal O7.14.14	Austin, TX 78701

HELEN THE 175 ft HPS 8 AREA ad ream 15 ft

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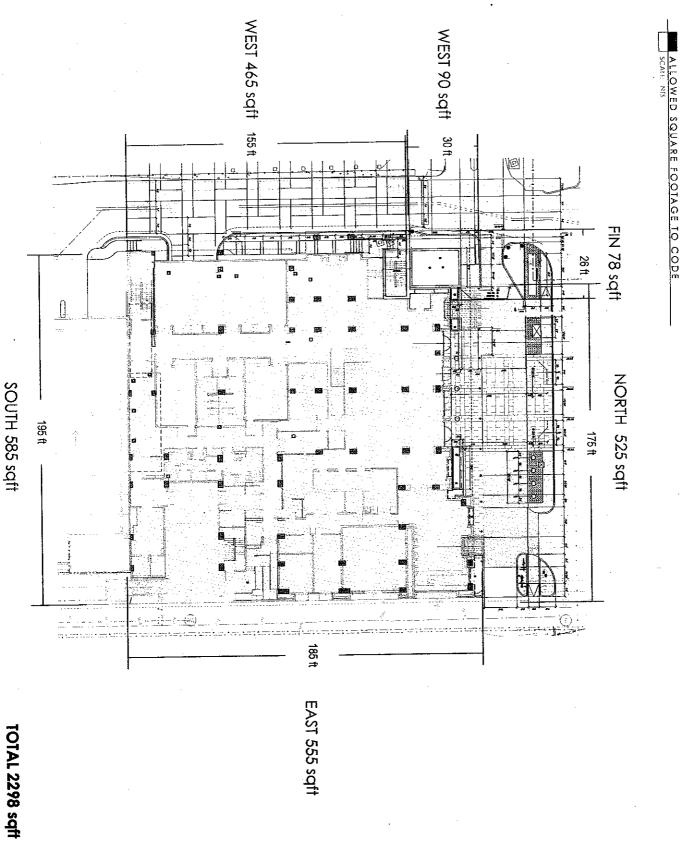
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G SIDE VIEW | ATTACHMENT

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

HOTEL VAN ZANDT 2458 Site Plan



TOTAL 2298 sqff

P5

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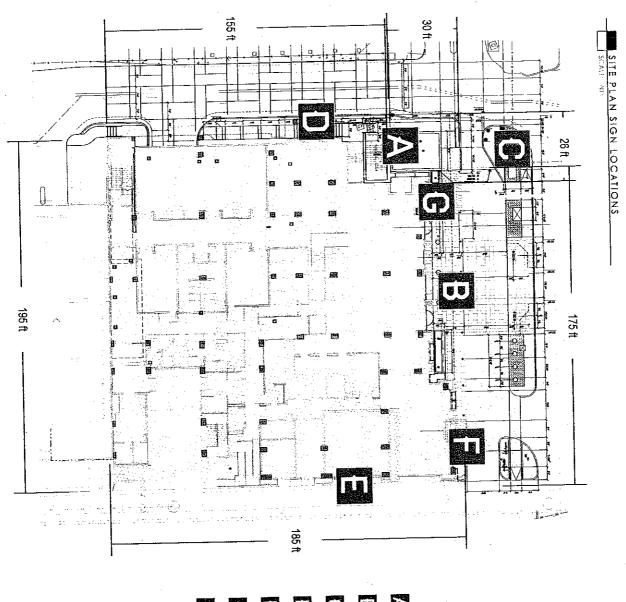
The state of the s	Publisher W	ion Ad DOE NOT provide primary electrical to sign. Prover to the lagar must be deare by a fleement electrical electrical reservation of fleement electrical. Each sign must have: Low high must have 1. Nitro 11 desicated 120v 20A circul 2. Low harded within 8th of tign 1.5 when the grands neutrical 1.5	Austin. TX 12345 Austin. TX 12345 CFM 07.14.14	VAN ZAN OT
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HOTEL VAN ZANDT 2458 Sign Locations



PROPSED SIGN LOCATIONS

Ū Þ O AWNING SIGN FIZ SIGN MONUMENT **WEST SIGN EAST SIGN** RESTAURANT SIGN **BLADE SIGN** 21.5 sqft 1980 sqft 53.4 sqft 7.6 sqft 169 saft 28sqft 8 sqft

TOTAL 2267.5 sqft

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Phone: 512-326-9333
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HOTEL

ONMART

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Transcentifi Constantifi	no ALODES NOT provide primary electrical to Jan. Favore to the sign must be done by a former of electrical contractor or former of electrical contractor or former of electrical contractor or forch agan must hone: Coch agan must hone: Lunion of it dedecated 120v 20x chouli 2, books replaced within All, or fight 3, swinst feet, ground, neutral	Auslin, IX 78701 CFM 07.14.14	VAN ZANDT

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