

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, 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.



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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.

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 facade. 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 request for a variance, the Board must first make one or more of the findings described under 1, 2, and 3 below; the Board must then make the finding described in item 4 below. If the Board cannot make the required findings, it cannot approve a sign variance.

VARIANCE FINDINGS: I contend that my entitlement to the requested variance is based on the following findings:

1. The variance is necessary because strict enforcement of the Article prohibits any reasonable opportunity to provide adequate signs on the site, considering the unique features of a site such as its dimensions, landscaping, or topography, because: The northern façade of this 16 story building has a "Fin" wall structure that is 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.

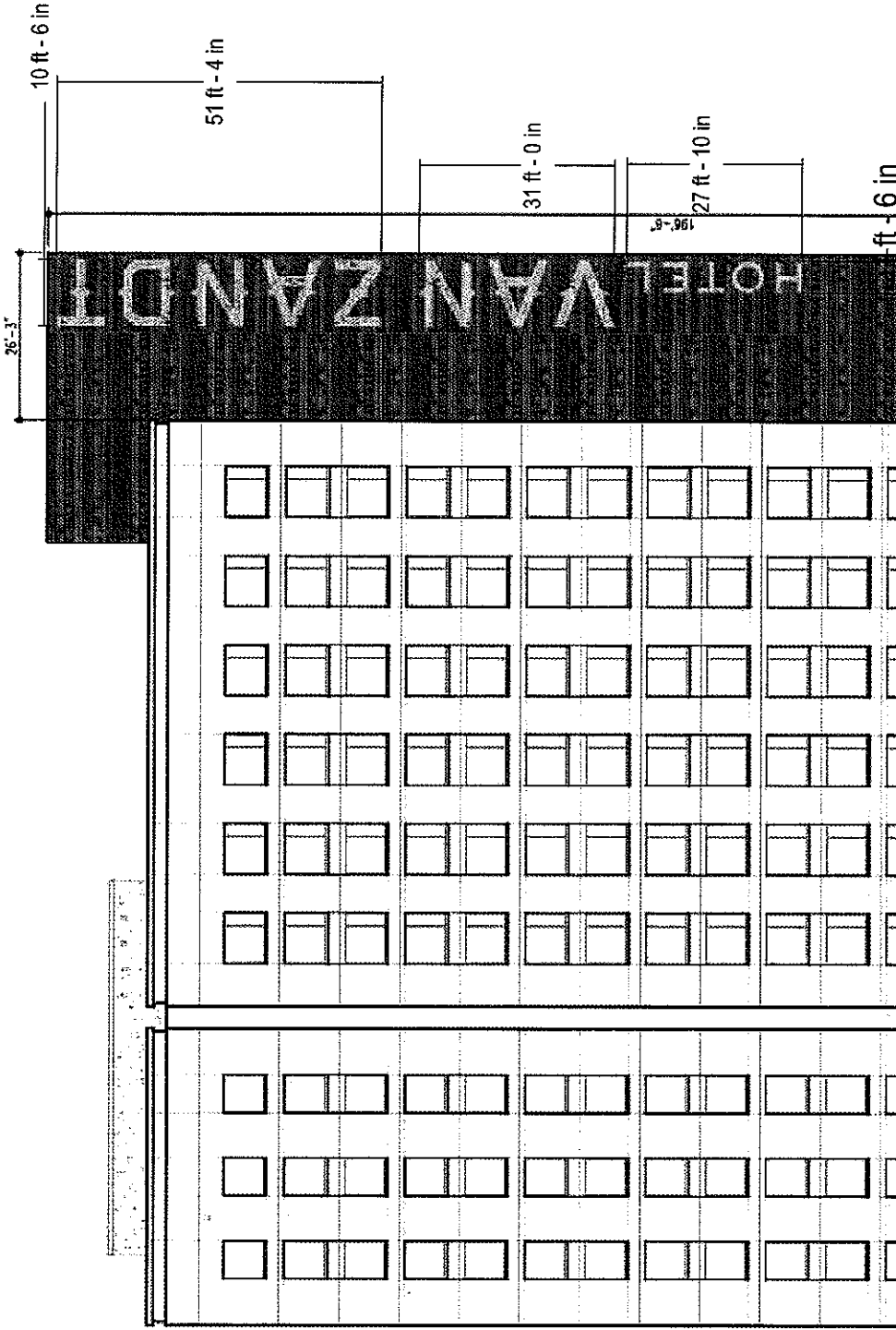
Signed  _____ Mail Address 407 Radam Lane A-100

City, State & Zip Austin, TX 78745

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

PLEASE SEE ATTACHED SIGNATURE PAGE FOR OWNER CERTIFICATE

1,000 sqft



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www.ionart.com



A KIMPTON HOTEL
605 Davis St.
Austin, TX

Design: 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 electrician or contractor or licensed electrician.

Each sign must have:
1. Min. of 1 dedicated 120V 20A circuit
2. Box related within 4ft. of sign
3. Within two ground, neutral

Notes:

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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

201 ft.

