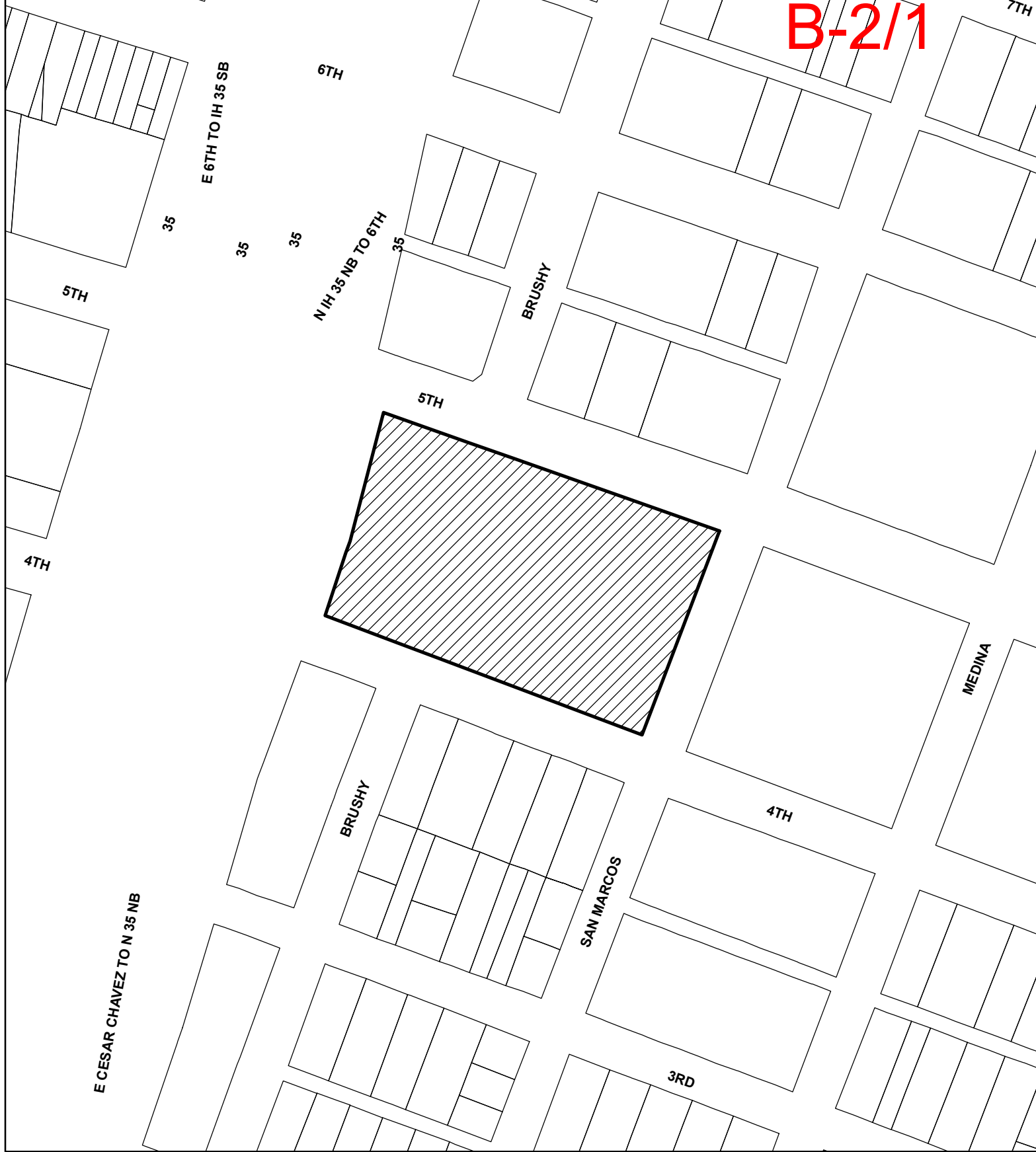





B-2/1



-  SUBJECT TRACT
-  PENDING CASE
-  ZONING BOUNDARY

NOTIFICATIONS

CASE#: C16-2018-0008
LOCATION: 901 E. 5th Street



1" = 162'

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.

Board of Adjustment Sign Variance Application

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

This application is a fillable PDF that can be completed electronically. To ensure your information is saved, [click here to Save](#) the form to your computer, then open your copy and continue.

The Tab key may be used to navigate to each field; Shift + Tab moves to the previous field. The Enter key activates links, emails, and buttons. Use the Up & Down Arrow keys to scroll through drop-down lists and check boxes, and hit Enter to make a selection.

The application must be complete and accurate prior to submittal. All information is required (if applicable).

For Office Use Only

Case # C16-2015-0008 ROW # 12089525 Tax # 0204090901

Section 1: Applicant Statement

Street Address: 901 East 5th Street

Subdivision Legal Description:

see attached legal

Lot(s): _____ Block(s): _____

Outlot: _____ Division: _____

Zoning District: TOD-CURE-NP (East Cesar Chavez)

Sign District: UNO

I/We Jason Thumlert on behalf of myself/ourselves as
authorized agent for Capital Metropolitan Transportation Authority affirm that on
Month November, Day 9, Year 2018, hereby apply for a hearing before the
Board of Adjustment for consideration to (select appropriate option below):

☒ Erect ☐ Attach ☐ Complete ☐ Remodel ☐ Maintain ☐ Other: _____

Type of Sign: three wall signs and one roof sign

Portion of the City of Austin Land Development Code applicant is seeking a variance from:

LDC Section 25-10-133(C) to allow three wall signs & one roof sign with areas of 150-SF each;
LDC Section 25-10-133(E) to allow one roof sign; and
LDC Section 25-10-133(F) to allow one roof sign and one illuminated wall sign to be located
above the second floor of the building.

Section 2: Variance Findings

The Board must determine the existence of, sufficiency of, and weight of evidence supporting the findings described below. In order to grant your request for a variance, the Board must first make one or more of the findings described under 1, 2, and 3 below; the Board must then make the finding described in item 4 below. If the Board cannot make the required findings, it cannot approve a sign variance.

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

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 the site such as dimensions, landscaping, or topography, because:

This variance is necessary because (i) the ordinance was not written to address this part of town, (ii) to allow signage of appropriate size to be seen by vehicles passing by on IH35 at high speeds and volumes, & (iii) to allow signs to be visible from the elevated lanes of IH35, which are higher than the 2nd floor of our building.

—OR—

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

Other nearby properties have existing signs of similar size and height, and our request would be in keeping with the character of the area.

—OR—

3. The granting of this variance will not substantially conflict with the stated purposes of this sign ordinance, because:

Granting the variances will provide (i) wayfinding in a safe manner, (ii) enhancement to the functionality of the project, & (iii) signage addressing the project being located in the auto and retail dominant corridor of IH35 & 5th Street.

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 signage regulations & standards are intended to permit signs that through their design, numeration, & location will optimize communication, promote a sound, healthy environment for housing & commerce, & preserve the architectural character of the city. Granting the requested variances gives the signage proper scale for both pedestrians & traffic & does not confer any special privilege.

Section 3: Applicant Certificate

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

Applicant Signature: [Signature] Date: 11/15/18

Applicant Name (typed or printed): Jason Thumlert

Applicant Mailing Address: 500 W 5th Street, Suite 700

City: Austin State: Texas Zip: 78701

Phone (will be public information): (512) 682-5000

Email (optional – will be public information): _____

Section 4: Owner Certificate

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

Owner Signature: [Signature] Date: 11/16/18

Owner Name (typed or printed): Capital Metropolitan Transportation Authority

Owner Mailing Address: 2910 East 5th Street

City: Austin State: Texas Zip: 78702

Phone (will be public information): _____

Email (optional – will be public information): _____

Section 5: Agent Information

Agent Name: Jason Thumlert

Agent Mailing Address: 500 W 5th Street, Suite 700

City: Austin State: Texas Zip: 78701

Phone (will be public information): _____

Email (optional – will be public information): _____

SAVE

November 16, 2018

City of Austin Staff & Board of Adjustments
Austin, Texas

RE: Sign Variance Request
Plaza Saltillo
901 East 5th Street
Austin, Texas 78702

Dear City of Austin Staff and Board of Adjustment Members,

Please accept this letter and attached documents as our application requesting approval of variances to the UNO signage guidelines at the Plaza Saltillo project located at IH 35 and East 5th Street. These variances are associated with the Plaza Saltillo project, located in the Plaza Saltillo TOD and currently under construction.

In partnership with Capital Metro, the project started construction in June 2017. The first residents will be living here starting in early 2019 and retailers will start opening in the first half of 2019. The Plaza Saltillo project spans 10 acres on 5 city blocks and includes:

- **800 residential units (141 deeply affordable units (50% MFI))**
- **120,000 square feet of local and national retail**
- **150,000-square-feet of office**
- **Multi-modal transportation connectivity**

The project will provide an array of community services and benefits including:

- **A much-needed, full-service grocery store – Whole Foods 365**
- **A second retail anchor providing services to families and the neighborhood**
- **141 affordable housing units**
- **Enhanced pedestrian and bicycle connectivity**
- **5-block extension of the Lance Armstrong Bikeway**
- **Over 1 acre of new parks and open space**
- **Many additional neighborhood retail services**



In order to be successful, proper signage is needed so that patrons can find the project and our tenants. To that end, the requested variances apply to four signs located on only the block adjacent to and only facing IH 35. A summary of the four signs included in the requested variance are described below:

1. Rooftop Sign – 150 square foot project sign on 5th floor roof – Variance to Sections 25-10-133(C), (E), and (F)
2. Office Building Sign – 150 square foot building sign, with internal illumination, on 8th floor building façade – Variance to Sections 25-10-133(C) and (F)
3. Retail Signs 1 & 2 – 150 square foot sign – Variance to Section 25-10-133(C)

1. Rooftop Project Sign

- The Rooftop Sign requires variance to three code sections:
 - Section 25-10-133(C) – A sign cannot be larger than 100 square feet
 - Section 25-10-133(E) – Signage cannot be placed on the roof
 - Section 25-10-133(F) – Signage cannot be placed above the 2nd floor of a building
- The Rooftop Project Sign displays the project name.
- The Rooftop Project Sign is proposed to be 150 square feet and located on the roof of the 5th floor of the residential building.
- The project's immediate adjacency to IH 35's elevated travel lanes and high-speed traffic requires both elevated signage and increased size in order to create safe visibility and safe access to the project.
- The rooftop sign provides wayfinding to the project and ensures such signage can be seen from a greater distance allowing safe exiting from IH 35.

2. Office Building Sign

- The Office Building Sign requires a variance to two code sections:
 - Section 25-10-133(C) – A sign cannot be larger than 100 square feet
 - Section 25-10-133(F) – Signage cannot be placed above the 2nd floor of a building
- The Office Building Sign displays the office building name.
- The Office Building Sign is proposed to be 150 square feet and located on the 8th floor of the office building.
- The Office Building Sign is internally illuminated as it is located on an all-glass building.
- The project's proximity to IH 35 elevated travel lanes and IH 35's high speed traffic requires both elevated signage and increased size of signage in order to create safe visibility and safe access to the office.
- The office building is located behind the residential building. The Office Building Sign is located on floor 8 so that it can be seen over the residential building.



3. Retail Signs 1 and 2

- The Retail Signs require variance to two code sections:
 - Section 25-10-133(C) – A sign cannot be larger than 100 square feet
 - Section 25-10-133(F) – Signage cannot be placed above the 2nd floor of a building
- The Retail Signs display the names of the two retail anchors.
- The Retail Signs are proposed to be 150 square foot each and located on the second-floor of the building.
- The project's immediate adjacency to IH 35 elevated travel lanes and IH 35's high speed traffic requires both elevated signage and increased size of signage in order to create safe visibility and safe access to these retail anchors.

Additional considerations related to these variances needed to ensure the project has proper, safe signage are summarized below:

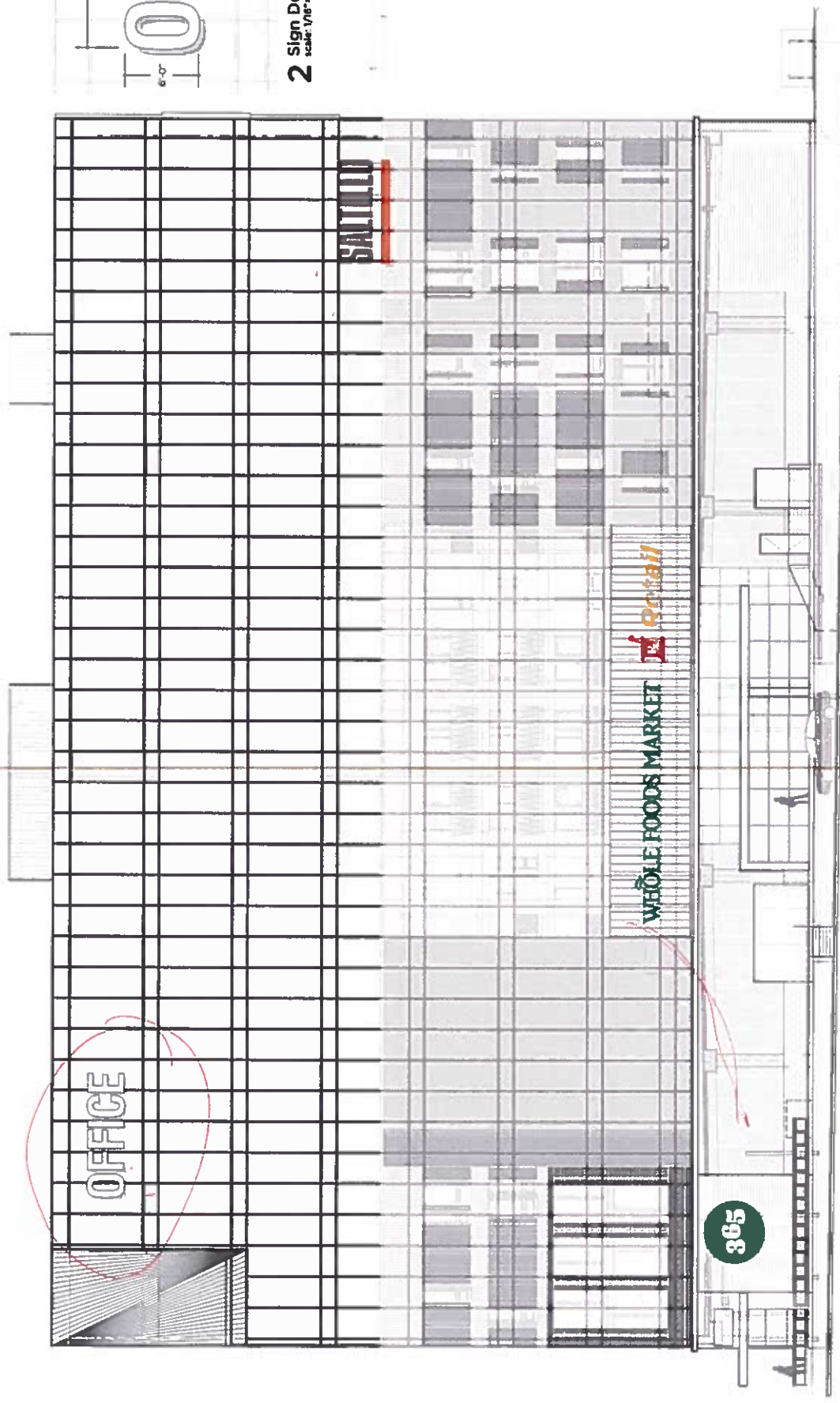
- The UNO signage regulations were created for use in the University Neighborhood Overlay and not for use in the downtown area or areas fronting along a major highway, such as IH 35.
- UNO guidelines do allow for increased sign sizes along major UNO streets such as MLK and Guadalupe; MLK and Guadalupe Streets are minor, less commercial streets compared with IH 35.
 - On a vehicle trip per day basis; IH 35 carries roughly 10 times more traffic than Guadalupe or MLK streets.
 - Traffic speeds also vary greatly; the speed limit along IH 35 in this location is 60 mph compared with 30 mph on MLK and Guadalupe within the UNO district.
- The Saltillo site originally had a highway billboard sign that was removed in 2016 along with the redevelopment of the site.
- The surrounding context includes building signage above 2nd floor, rooftop signage, and very tall, highway style pylon signs.

Saltillo's cohesively designed and well thought out signage program addresses the pedestrian, the cyclist, the rail, the vehicle at slower speeds and high-speeds to ensure safe and easy access to these new, needed, neighborhood services. We appreciate your review of these variance requests and application. Should there be any questions or comments, please do not hesitate to reach out.

Sincerely,

Jason Thumlert

Endeavor Real Estate Group



1 Office Overall-West Elevation
Scale: 1/16"=1'-0"

2 Sign Detail
Scale: 1/16"=1'-0"

CLU-2018-0008



OVERALL SCHEMATIC

Plaza Saltillo
Austin, TX August 28, 2017

0 500 1000 ft



RETAIL SIGN 1 - PROPOSED 150 SF
RETAIL SIGN 2 - PROPOSED 150 SF

OFFICE SIGN - PROPOSED 150 SF
PROPOSED FLOOR 8



East Cesar Chavez

East 4th St

East 5th St

East 7th St



B-2/11

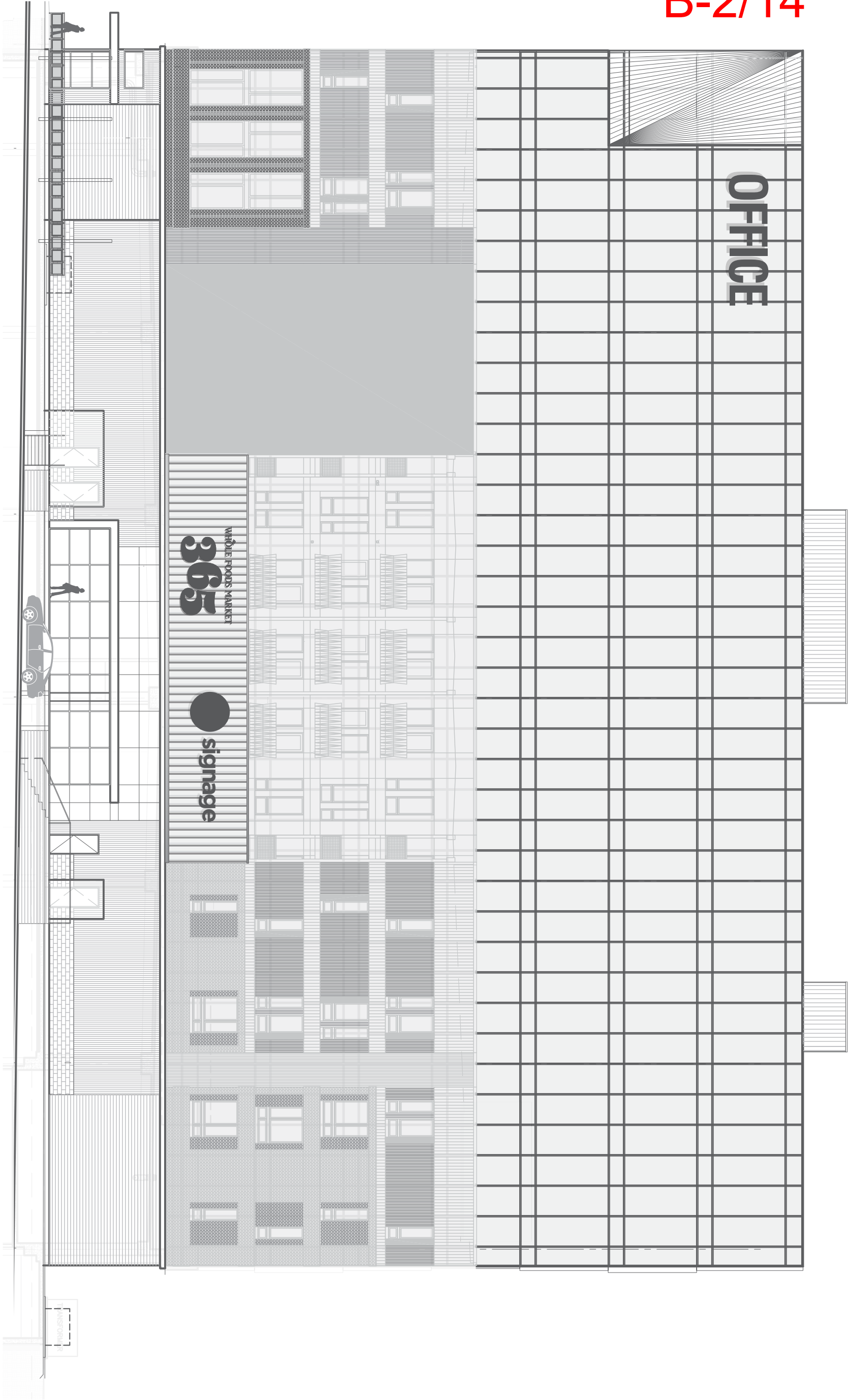


B-2/12

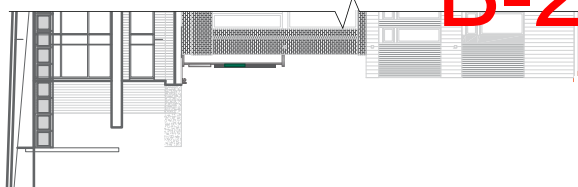


B-2/13





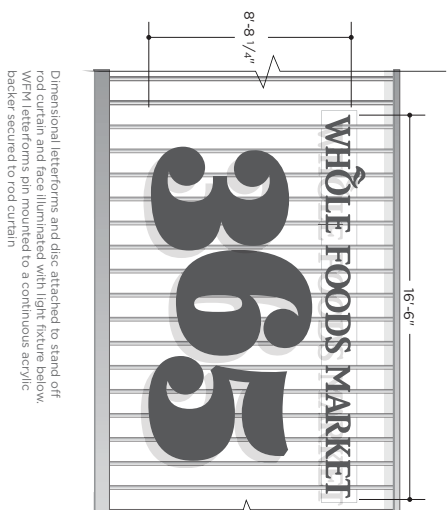
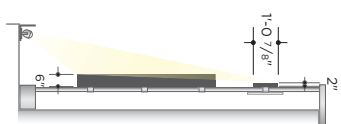
1 Office Overall-West Elevation
scale: 1/16"=1'-0"



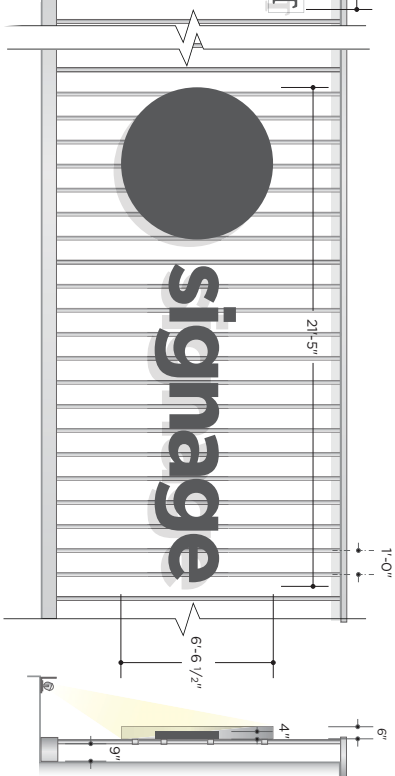
1 Partial East 5th St
scale: 1/16"=1'-0"



2 1-35
scale: 1/16"=1'-0"



Dimensional letterforms and disc attached to stand off rod curtain and face illuminated with light fixture below. WFM letterforms pin mounted to a continuous acrylic backer secured to rod curtain



PLAZA SALTILLO

901 E. 5th STREET





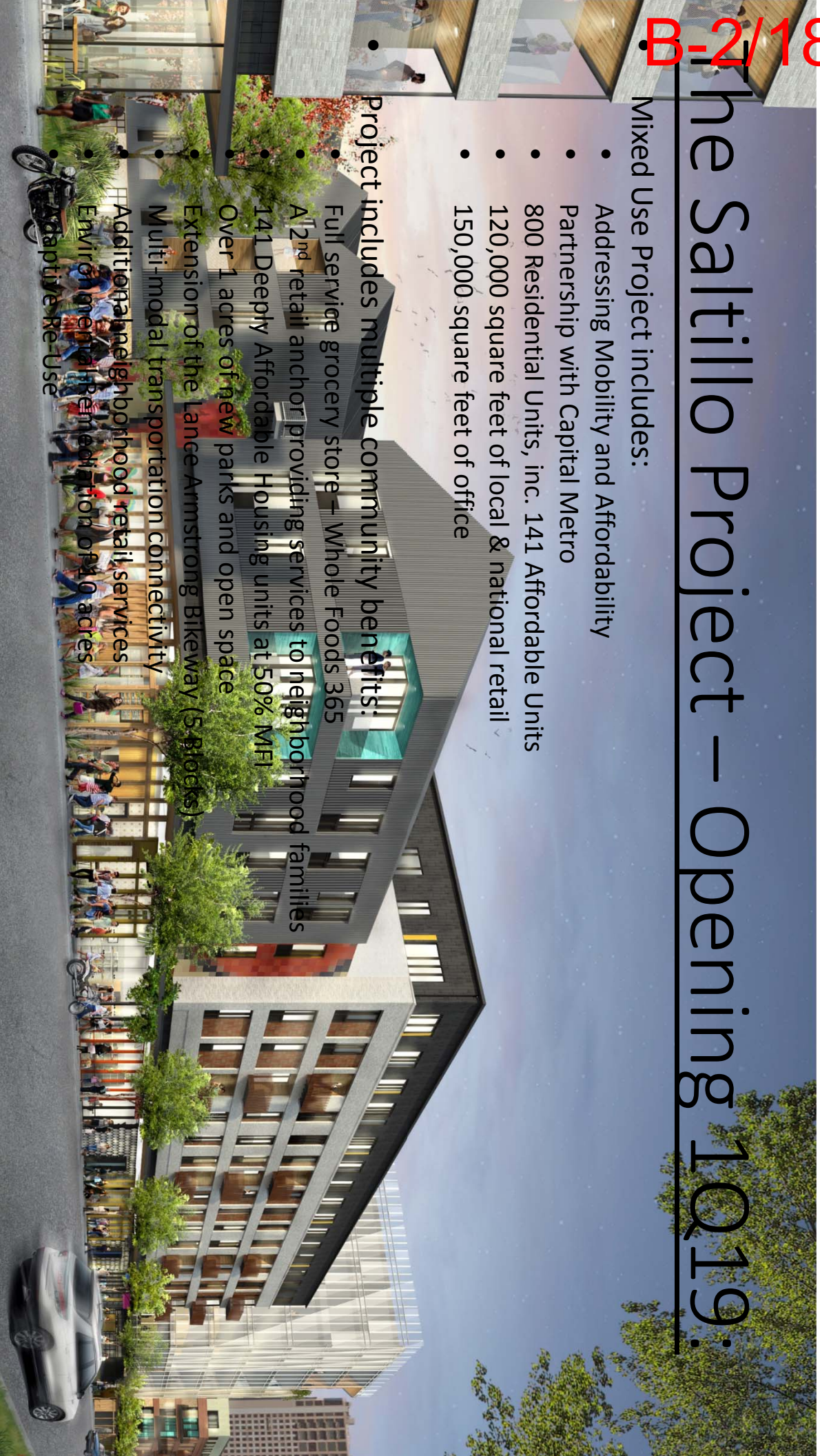
The Saltillo Project – Opening 1Q19:

Mixed Use Project includes:

- Addressing Mobility and Affordability
- Partnership with Capital Metro
- 800 Residential Units, inc. 141 Affordable Units
- 120,000 square feet of local & national retail
- 150,000 square feet of office

Project includes multiple community benefits:

- Full service grocery store – Whole Foods 365
- A 2nd retail anchor providing services to neighborhood families
- 141 Deeply Affordable Housing units at 50% MFI
- Over 1 acres of new parks and open space
- Extension of the Lance Armstrong Bikeway (5 blocks)
- Multi-modal transportation connectivity
- Additional neighborhood retail services
- Environmental Remediation of 10 acres
- Adaptive Re-Use



B-2/19 Requested Variances:

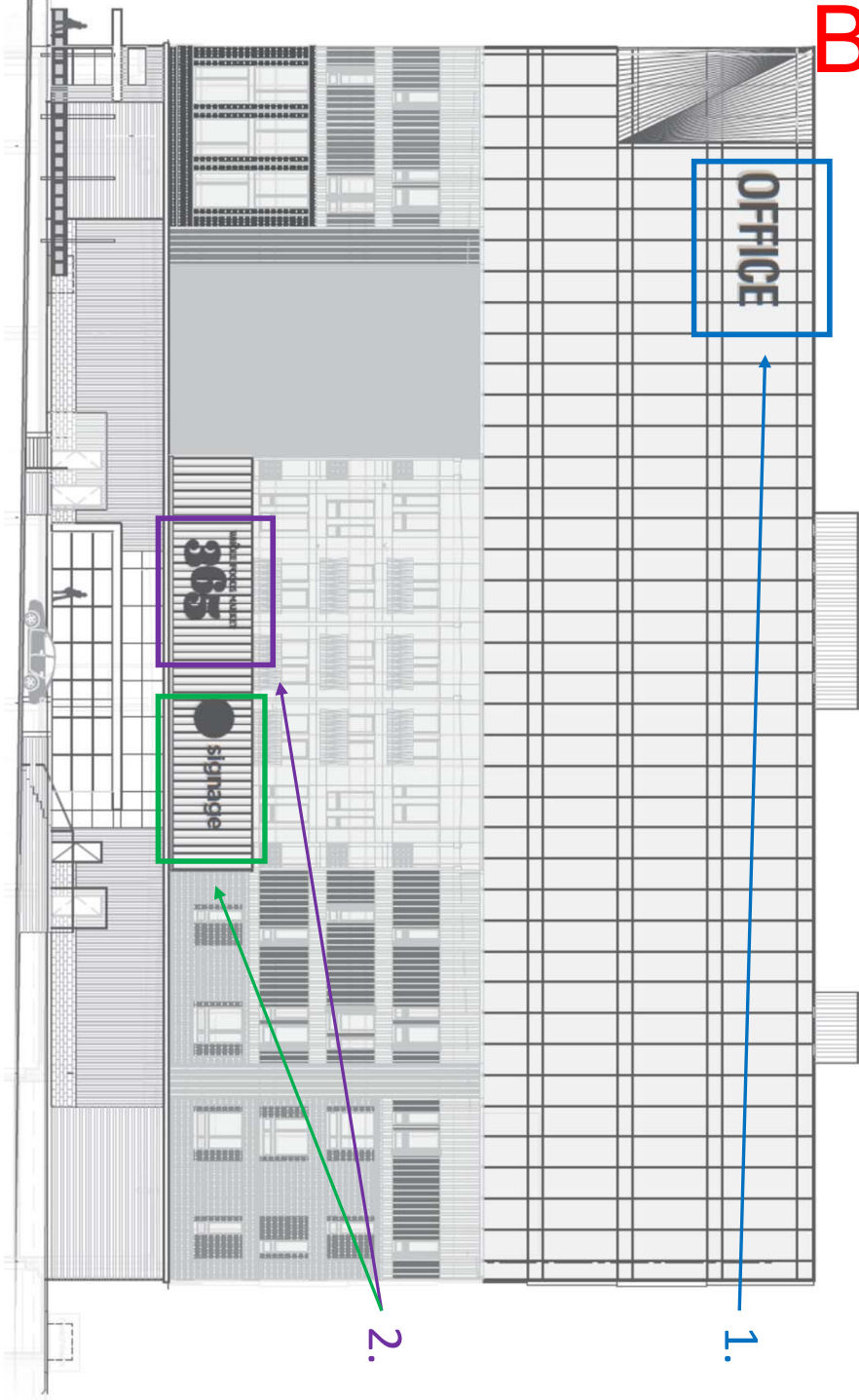
1. OFFICE BUILDING SIGN (8th Floor):
 - 150 square foot building sign
 - Internal illumination
2. TWO LARGER RETAIL SIGNS:
 - 150 square foot building signs
- Code Sections:
 - Section 25-10-133(C) – A sign cannot be larger than 100 square feet
 - Section 25-10-133(F) – A sign cannot be placed above the second floor of a building



RETAIL SIGN 1 - PROPOSED 150 SF
RETAIL SIGN 2 - PROPOSED 150 SF

OFFICE SIGN - PROPOSED 150 SF
PROPOSED FLOOR 8

B-2/21 Requested Variances:



1. **OFFICE BUILDING SIGN:**
150 square foot building
sign, with internal
illumination, located on
the 8th floor

2. **RETAIL SIGNS 1:** 150 square
foot building sign

B-2/22

HH 35 Elevation:



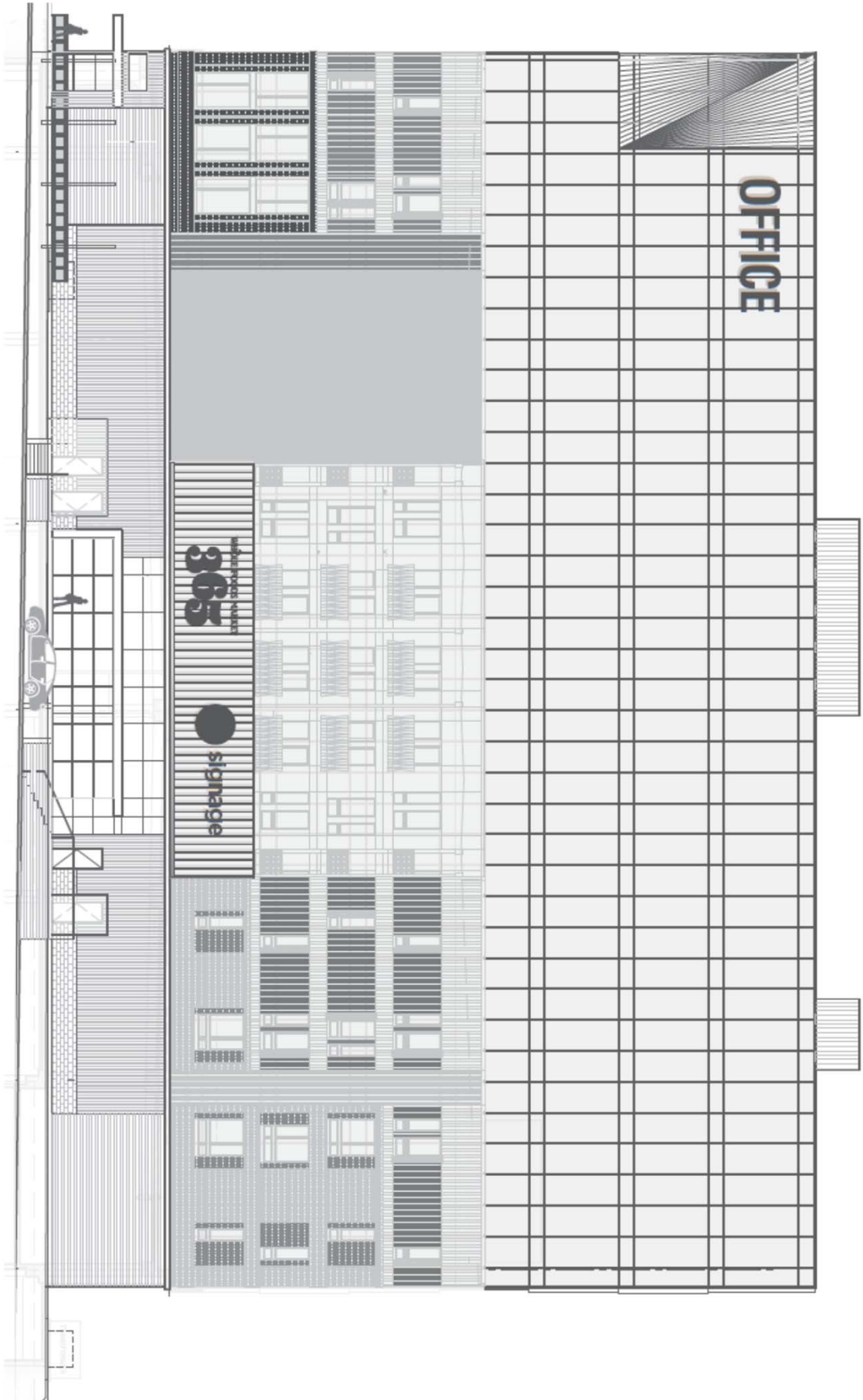
B-2/23



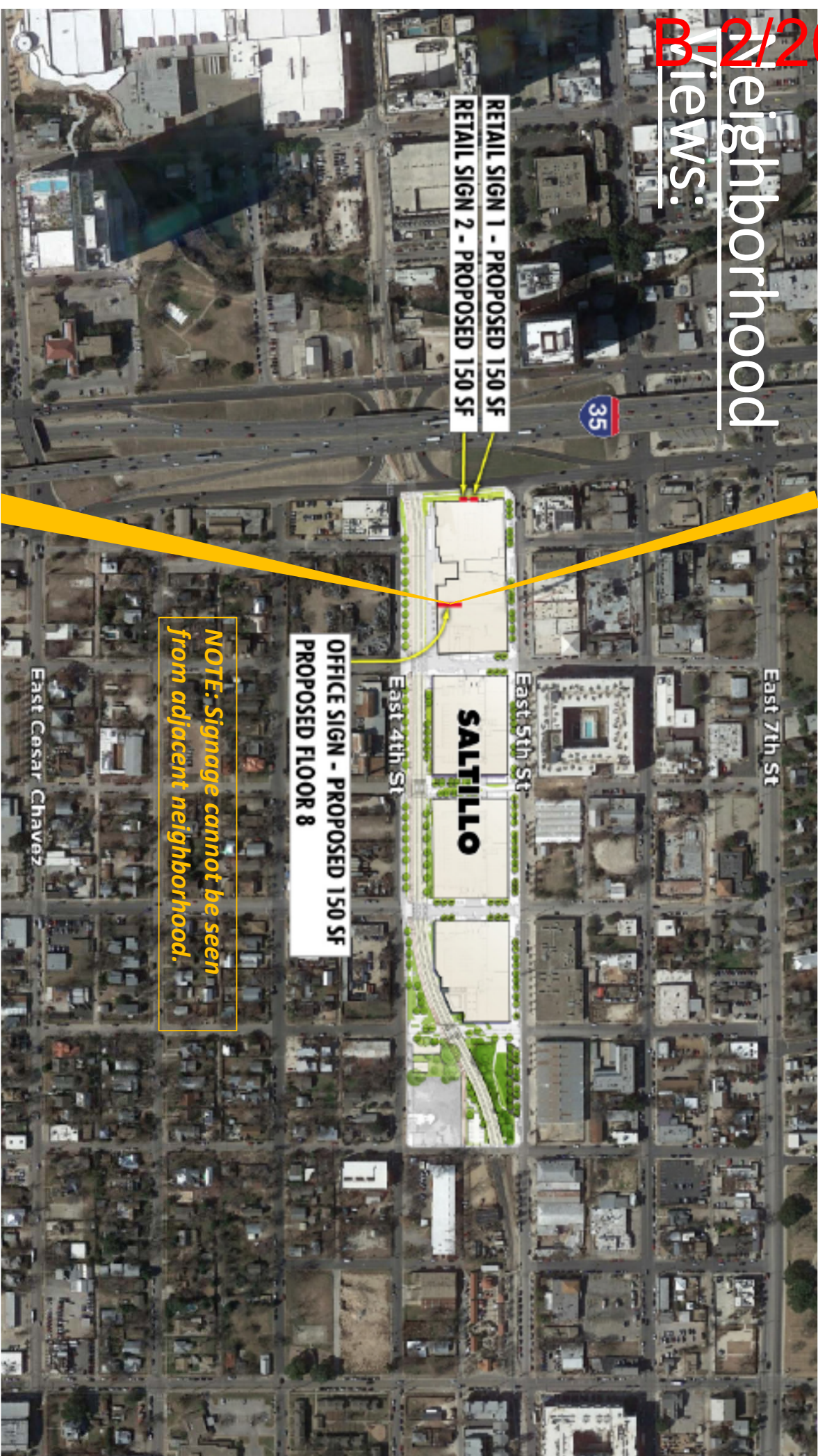
B-2/24



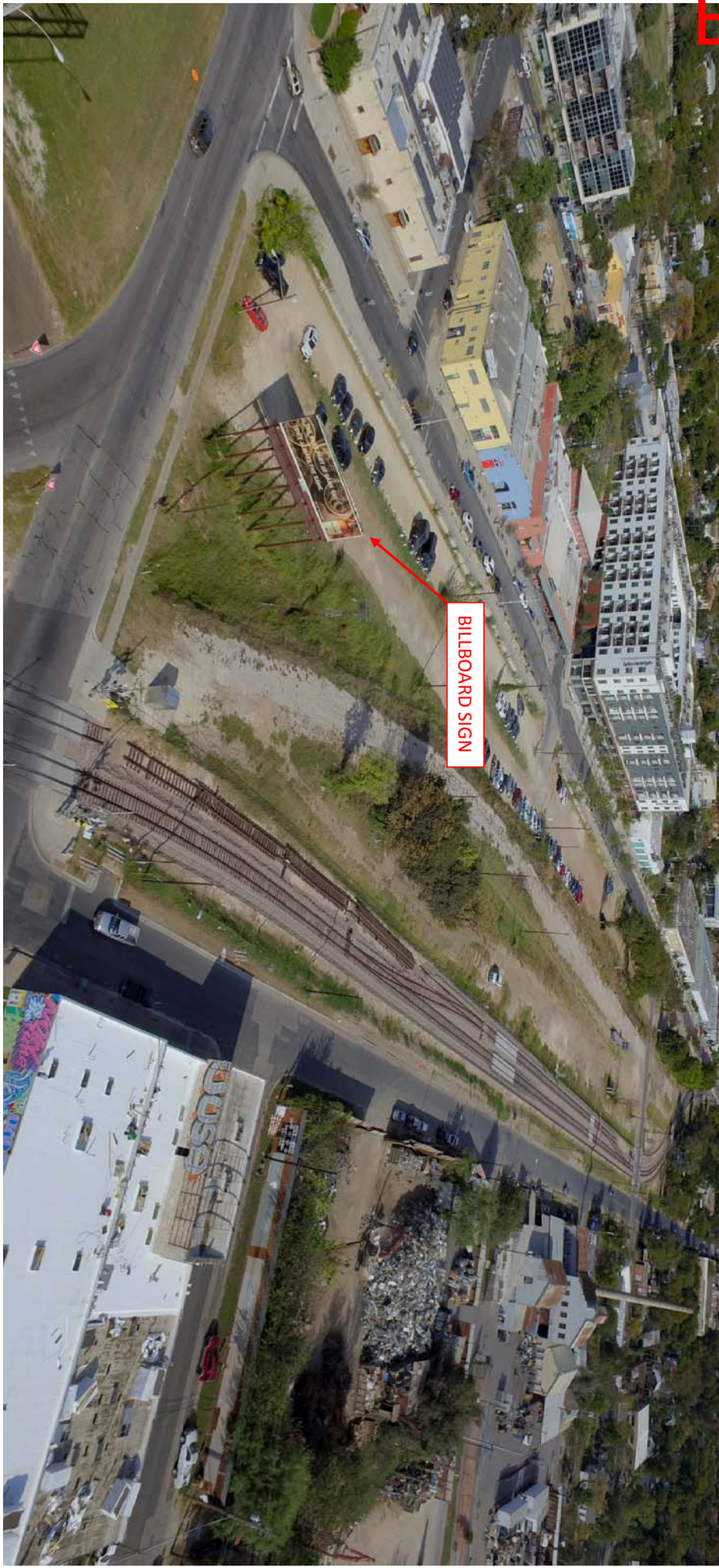
1 Office Overall- West Elevation
Scale: 1/8"=1'-0"



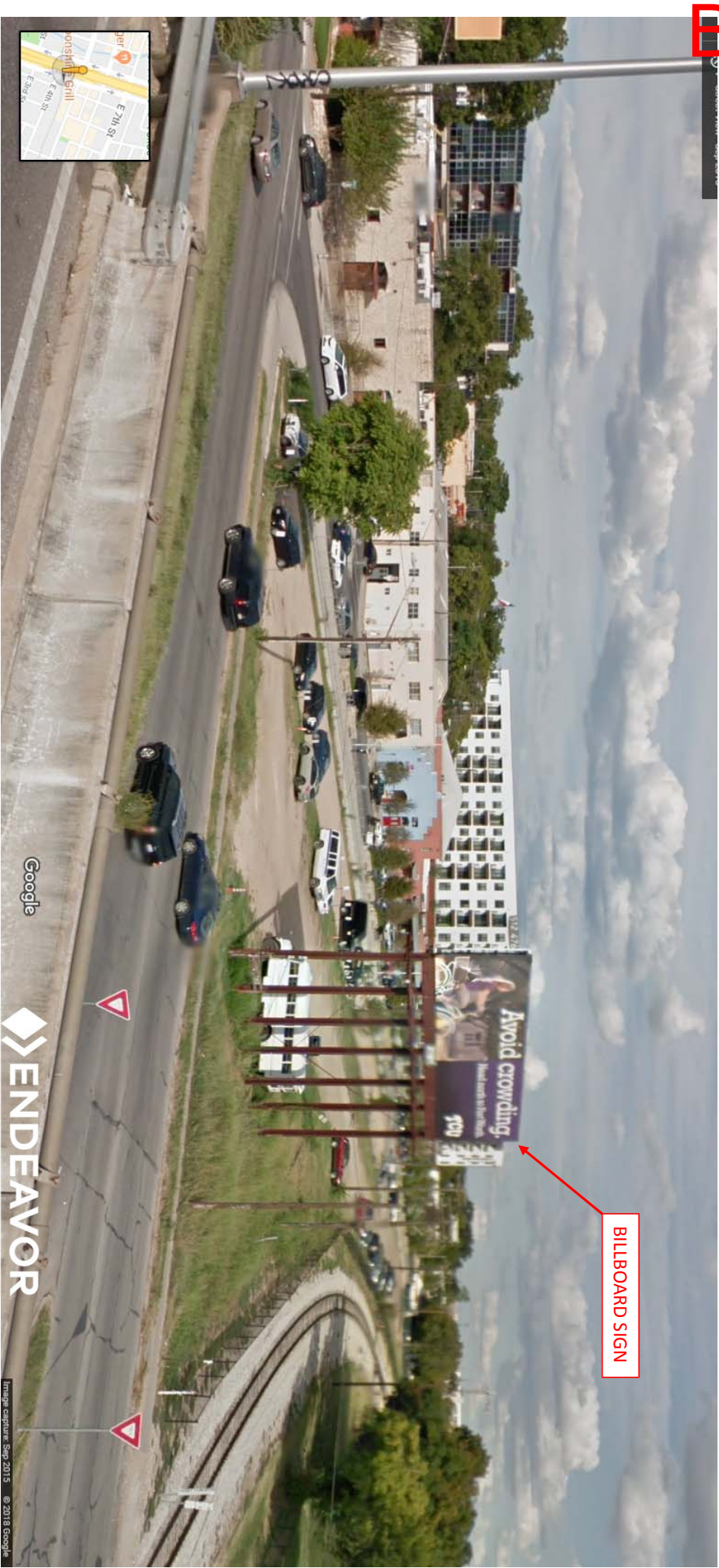
Neighborhood Views: B-2/26



Site Pre-Development:



B-2/28
Site Billboard Pre-Development:



B-2/29
Neighboring Rooftop Sign:



Neighboring Project Signs:



B-2/31

Neighboring Project Signs:



Neighboring Signs:





PLAZA SALTILLO

901 E. 5th STREET





The Saltillo Project – Opening 1Q19:

Mixed Use Project includes:

- Addressing Mobility and Affordability
- Partnership with Capital Metro
- 800 Residential Units, inc. 141 Affordable Units
- 120,000 square feet of local & national retail
- 150,000 square feet of office

- Project includes multiple community benefits:

- Full service grocery store – Whole Foods 365
- A 2nd retail anchor providing services to neighborhood families
- 141 Deeply Affordable Housing units at 50% MFI
- Over 1 acres of new parks and open space
- Extension of the Lance Armstrong Bikeway (5 Blocks)
- Multi-modal transportation connectivity
- Additional neighborhood retail services
- Environmental Remediation of 10 acres
- Adaptive Re-Use

B-2/36 Requested Variances:

1. OFFICE BUILDING SIGN (8th Floor):
 - 150 square foot building sign
 - Internal illumination
2. TWO LARGER RETAIL SIGNS:
 - 150 square foot building signs
- Code Sections:
 - The UNO signage regulations were not created for use in the downtown area or areas fronting along major highways, such as IH 35.
 - Section 25-10-133(C) – A sign cannot be larger than 100 square feet
 - Section 25-10-133(F) – A sign cannot be placed above the second floor of a building

0 500 1000 ft

178,000
VPD

RETAIL SIGN 1 - PROPOSED 150 SF
RETAIL SIGN 2 - PROPOSED 150 SF

OFFICE SIGN - PROPOSED 150 SF
PROPOSED FLOOR 8



East Cesar Chavez

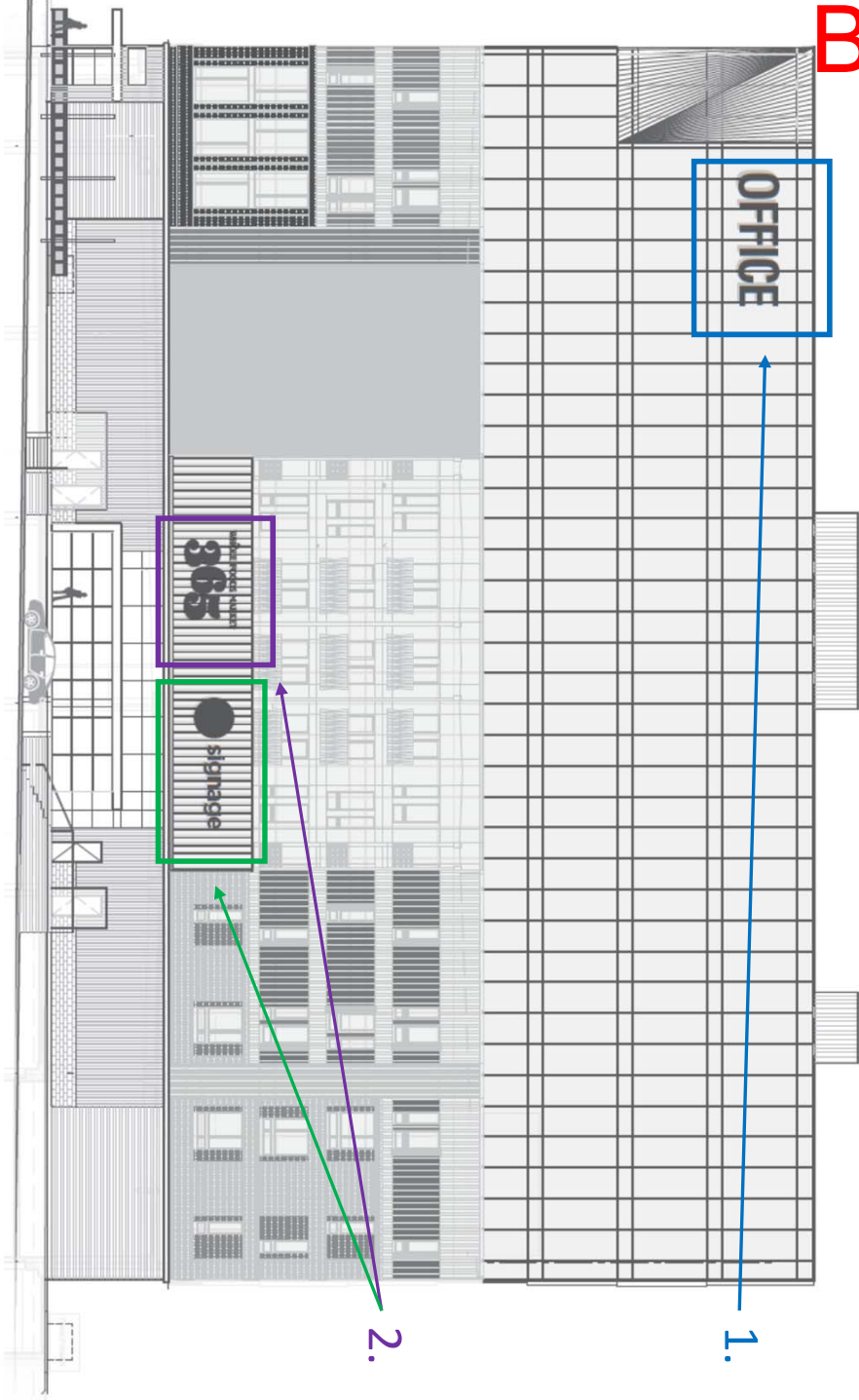
East 4th St

East 5th St

East 7th St

B-2/38

Requested Variances:



1. **OFFICE BUILDING SIGN:**
150 square foot building
sign, with internal
illumination, located on
the 8th floor

2. **RETAIL SIGNS 1:** 150 square
foot building sign

B-2/39

HH 35 Elevation:

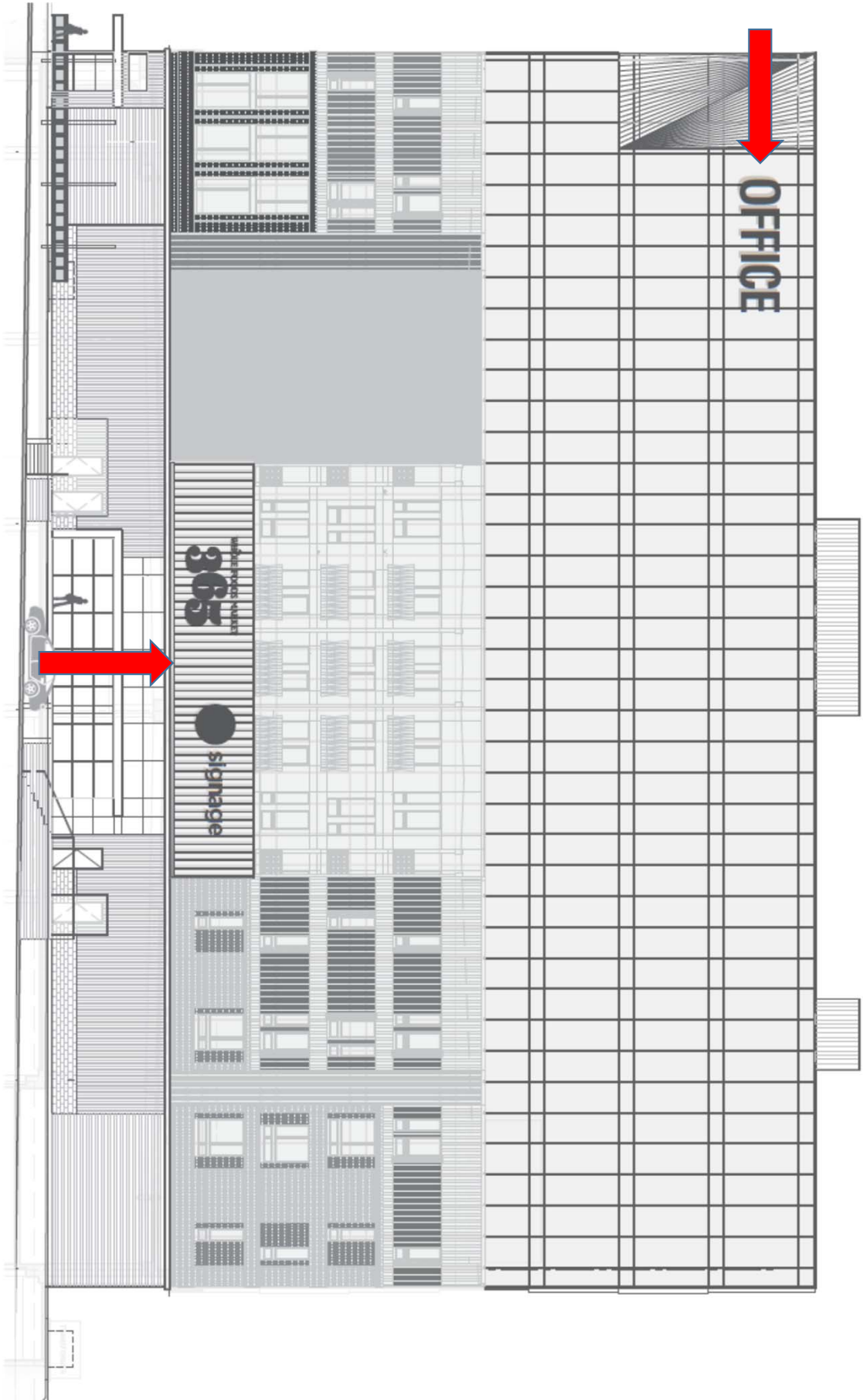




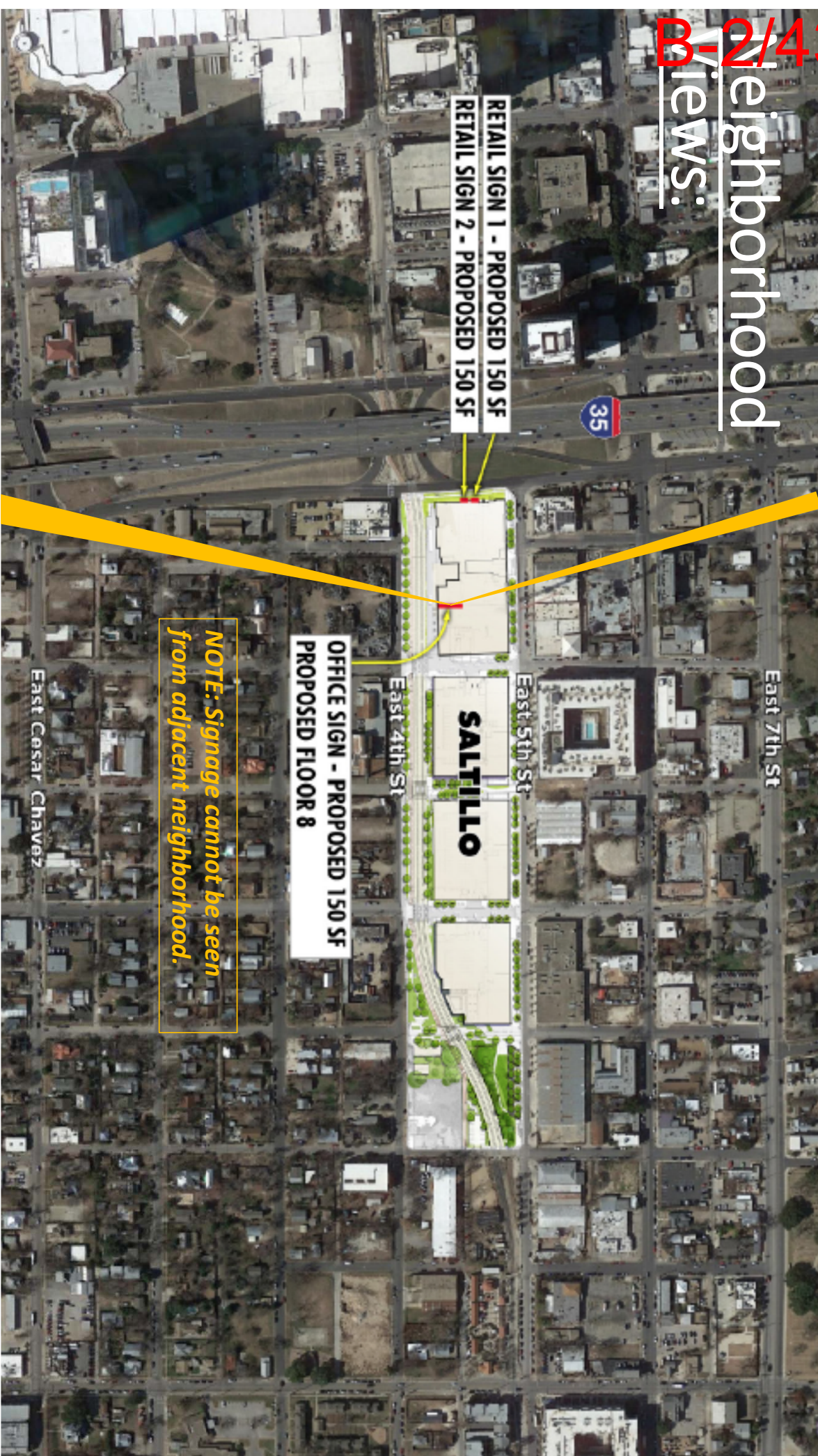
B-2/41



1 Office Overall- West Elevation
Scale: 1/8"=1'-0"

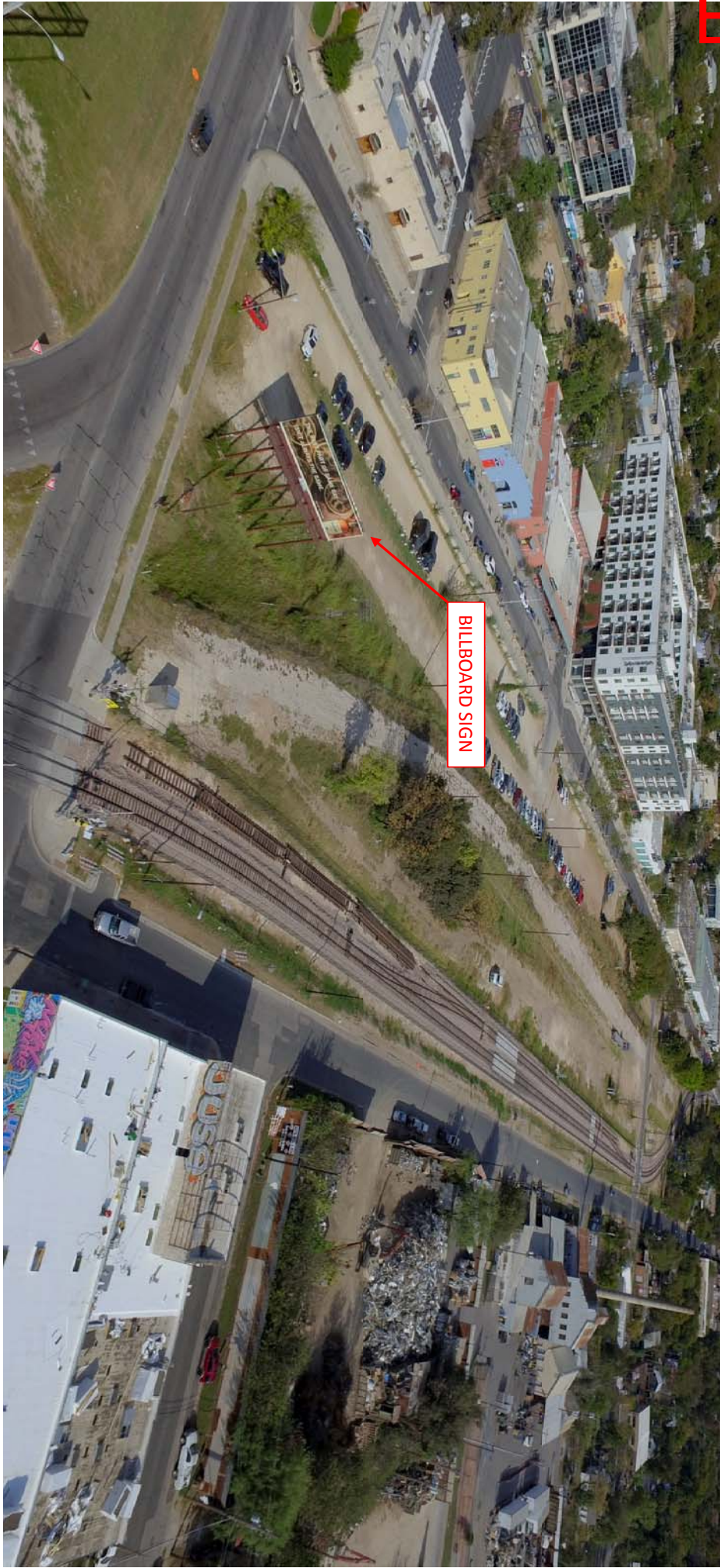


Neighborhood Views: B-2/43

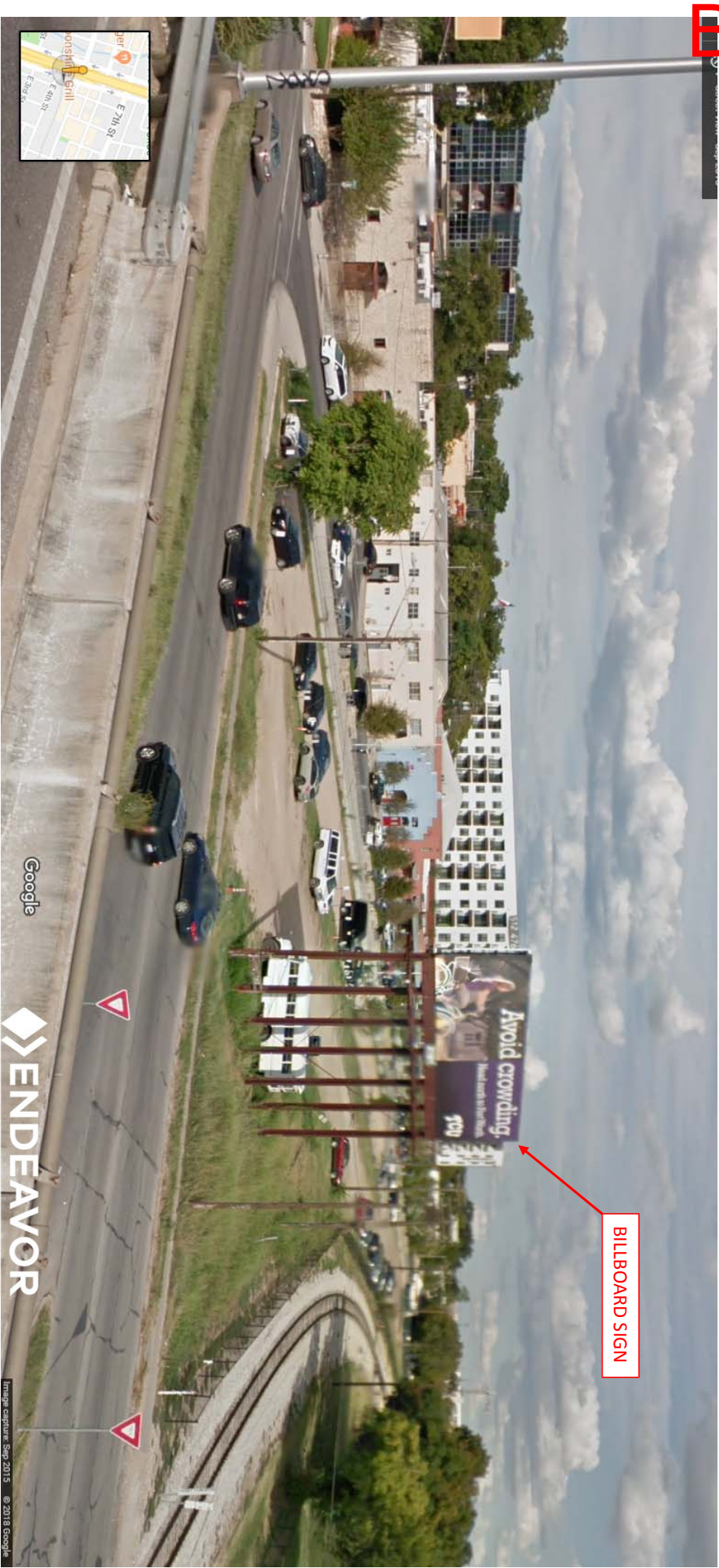


NOTE: Signage cannot be seen from adjacent neighborhood.

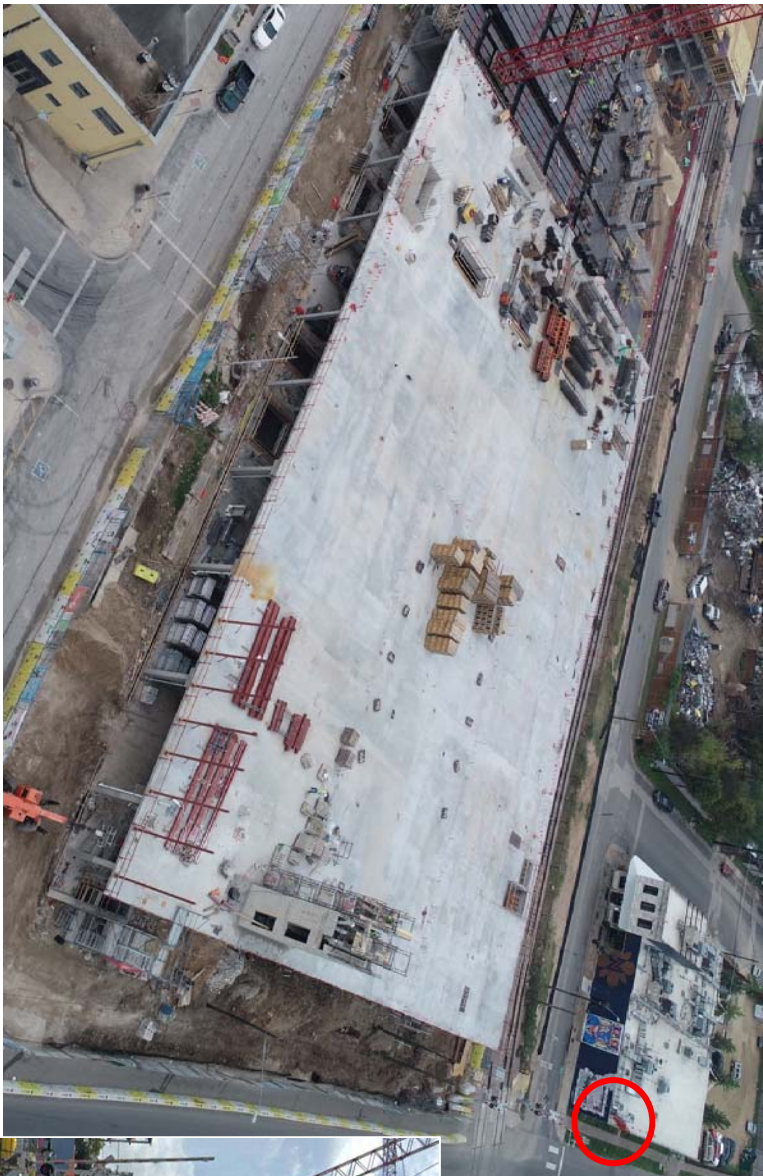
Site Pre-Development:



B-2/45
Site Billboard Pre-Development:



B-2/46
Neighboring Rooftop Sign:



Neighboring Project Signs:



B-2/48

Neighboring Project Signs:



B-2/49

Neighboring Signs:

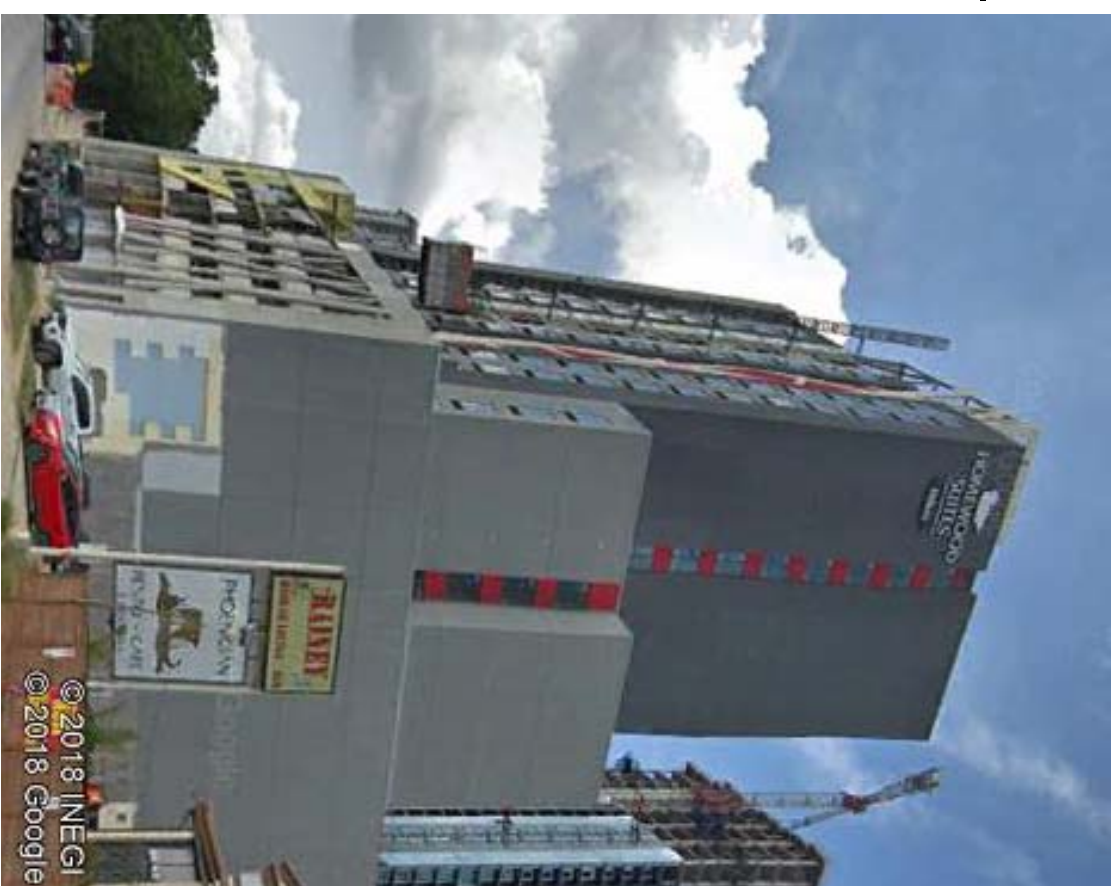


Neighboring
Pylon Signs:



Neighboring Project Signs:

B-2/51



© 2018 INEGI
© 2018 Google

B-2/52 Neighboring Project Signs:



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