

CITY OF AUSTIN BOARD OF ADJUSTMENT HEARING

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JULY 13, 2020

Statement of Purpose

Why We Are Here

Austin Continuum Project is seeking Variance From:

- Scenic Corridor zoning as it pertains to sign codes for height and square footage.
- We request a variance from Section (B) (1) (b) The sign area may not exceed the lesser of 64 square feet and Section (B) (2) The sign height **may not exceed 12 feet** as it pertains to 25-10-124 of the Scenic Roadway Sign District Regulations. We are requesting our sign to be **30 feet overall** height and 247.87 square feet.

Our Reasoning

1. The signage is designed to enhance wayfinding from MoPac and site entry points while negating any material tree removal to improve visibility
2. Signage is sculptural, architecturally appropriate, and visually enhancing by design
3. Greater signage height is necessary to achieve traditional site identification, information and wayfinding purposes of the sign while preserving trees and accommodating topography

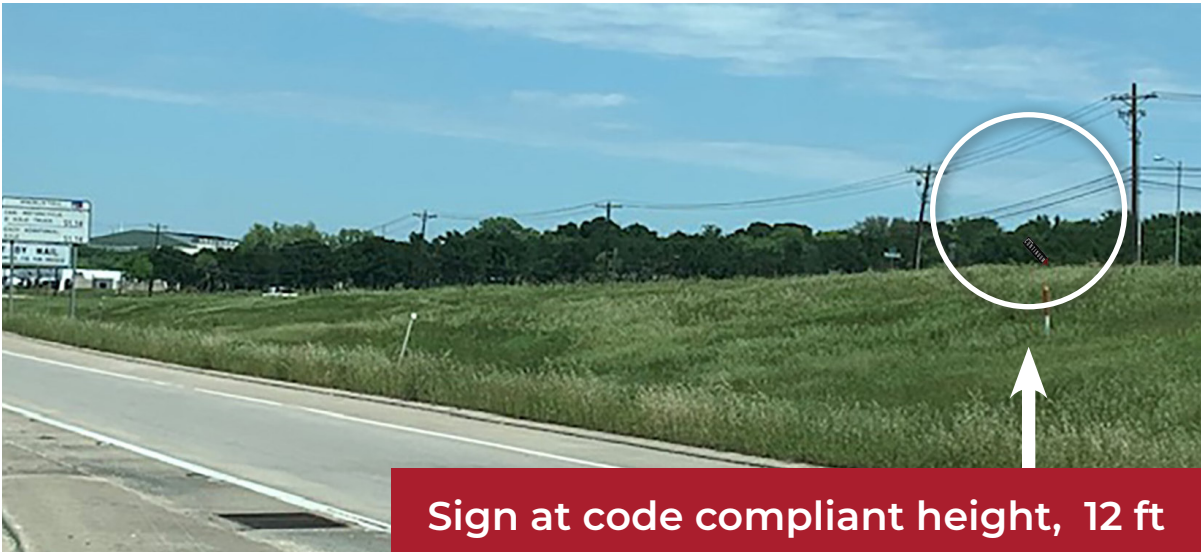
Topography and Elevations



Continuum Project Overview

Thick tree coverage, topography and elevation grade variations create a challenge for motorists to locate the project

Demonstration



*Continuum sign not pictured according to required setback. Visual is for side-by-side comparison purposes only.

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