

# **SIGN VARIANCE TARGET PYLON BOA MEETING**

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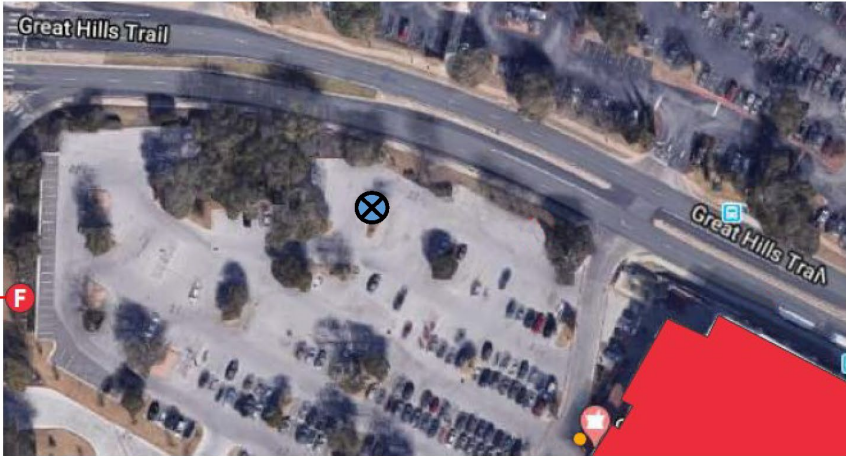
Walton Signage

Esteban Vilchez

## VARIANCE FACTORS

- Existing Code: According to code, the max over all height is 35' from "grade". The Target parking lot is escalated above grade by 4' so we were allowed an over all height of 31' for this new pylon.
- Location Issues: We had a location for the pylon however, when we went to dig the hole, there was an underground pipe that was not detected as it was on Targets property and not part of the underground utilities that is marked by the underground utility locator.
- Variance Request: I would like to see if we can get an additional 10' – 12' of height approved. The location that would require this are within the tree line and would therefore need the height increase for the sign to be seen.

EXISTING PYLON  
ADDRESSING  
RESEARCH BLVD.



 PROPOSED LOCATION

EXISTING PYLON  
ADDRESSING  
RESEARCH BLVD.

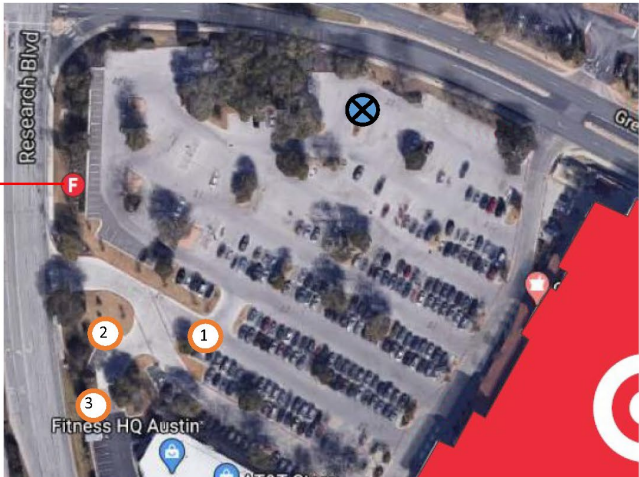


 PHOTO LOCATION

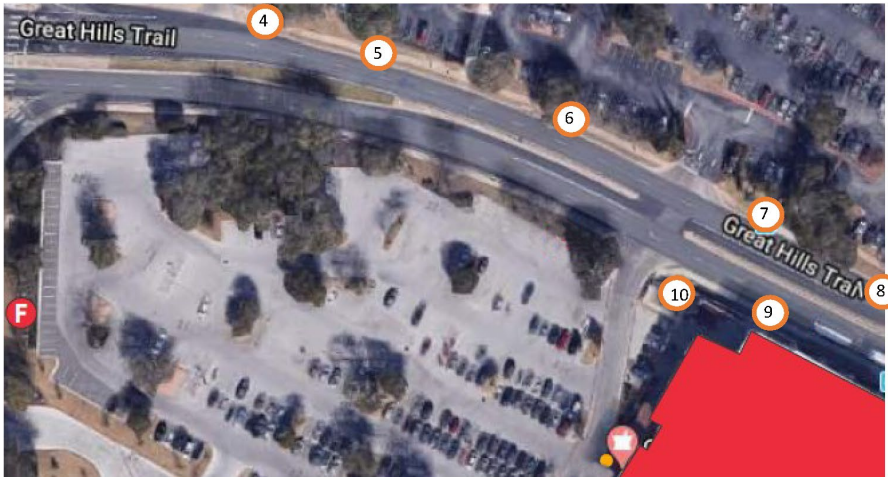


 PHOTO LOCATION



10101 Reunion Place  
Suite 200  
San Antonio, TX 78216  
P 210.886.0644  
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Client: TARGET - 2409  
Address: 10107 RESEARCH BLVD.  
City/State: AUSTIN, TEXAS 78759  
Sales: HOUSE  
Date: 11.01.21  
Designer: RH  
PM: JMD

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Revision:

H:\Target\LOCATIONS\TX\2409 Austin TX\2-Design

Signs will be manufactured with 120 or 277 Volts A/C. All Primary electrical service to the sign, and final connection thereof, is the responsibility of the buyer. All work is to be done in accordance with the purchase agreement attached hereto. In case of variance between the specifications of the purchase agreement and this drawing, the drawing shall prevail.

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

PAGE SIZE: 11" x 17"

Approvals:

Sales:	Date:
P.M.:	Date:
Design:	Date:
Client:	Date:

CID309740

Sheet: 2 of 10

## EXAMPLES OF SIGN WITH EXISTING CODE APPLIED

- As you can see from this flag test, the proposed location of the pylon would not clear the tree line as well as not provide any visibility whatsoever if you are looking westbound or eastbound down Great Hills Rd. The proposed request would not only provide us with the opportunity to save the landscaping on the property, but also provide traffic markers on the Great Hills Rd.



**Entrance on Research Blvd.  
Sign at 31'-0" OAH**

1



2



3



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<b>P.M.:</b>	<b>Date:</b>
<b>Design:</b>	<b>Date:</b>
<b>Client:</b>	<b>Date:</b>

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Sheet: 3 of 10

Looking Eastbound down Great Hills Rd.  
Sign at 31'-0" OAH

4



5



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Signs will be manufactured with 120 or 277 Volts A/C. All Primary electrical service to the sign and final connection thereof, is the responsibility of the buyer. All work is to be done in accordance with the purchase agreement attached hereto. In case of variance between the specifications of the purchase agreement and this drawing, the drawing shall prevail.

This sign is intended to be installed in accordance with the requirements of Article 900 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

PAGE SIZE: 11" x 17"

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Design: \_\_\_\_\_ Date: \_\_\_\_\_  
Client: \_\_\_\_\_ Date: \_\_\_\_\_

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Sheet: 5 of 10



Looking Westbound down Great Hills Rd.  
Sign at 31'-0" OAH

6



7



8



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Designer: **RH**  
PM **JMD**

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Approvals:

Sales:	Date:
P.M.:	Date:
Design:	Date:
Client:	Date:

**CID309740**

Sheet: 7 of 10

Looking Westbound down Great Hills Rd.  
Sign at 31'-0" OAH

9



10



Approvals:



## EXAMPLES OF SIGN WITH VARIANCE APPLIED

- As you can see the proposed drawings depict the pylon around 10'-12' taller which would clear the tree line as well as provide all the necessary markers for traffic.

Entrance on Research Blvd.  
Sign at 41'-0" OAH

1



2



3



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Sales: **HOUSE** Designer: **RH**  
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PAGE SIZE: 11" x 17"

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Sheet: 4 of 10

Looking Eastbound down Great Hills Rd.  
Sign at 41'-0" OAH

4



5



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This sign is intended to be installed in accordance with the requirements of Article 800 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

PAGE SIZE: 11" x 17"

Approvals:

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Design: \_\_\_\_\_ Date: \_\_\_\_\_  
Client: \_\_\_\_\_ Date: \_\_\_\_\_

**CID309740**

Sheet: 6 of 10



Looking Westbound down Great Hills Rd.  
Sign at 41'-0" OAH

6



7



8



Approvals:

Looking Westbound down Great Hills Rd.  
Sign at 41'-0" OAH

9



10



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Sheet: 10 of 10

# HARDSHIP

- We believe that the proposed request should be approved because according to code chapter 25-10 which states:

*“The Board may grant a variance only if it finds that the variance is necessary because the requirement prevents any reasonable opportunity to provide adequate signs on the site, considering the unique features of a site including its dimensions, landscaping, or topography”*



## HARDSHIP ON TREES

- Due to the tree line, we are not able to see the pylon coming westbound or east bound on Great Hills Trail. More importantly, when you are going eastbound there is no clear indication of an entrance into the Target parking lot and the trees are obstructing the view of the Target Building. If one were to be going straight eastbound on Great Hills Trail there is a possibility that they may not see the Pylon and effectively not yield to the entrance on Great Hills. I have attached pictures of the Google Maps images for reference









## ADDITIONAL HARDSHIP

- On this site we had already obtained a building permit for the Pylon and had meant to put it in a location already approved by the City of Austin. When we started construction, we discovered various underground utilities not marked by the public utility tracker. We were then put in the position to move the sign found the proposed location is the only adequate sign location. This Pylon was already fabricated as we had an approved building permit which gave the green light to production to fabricate. Building Permit number is 2021-047498 EP