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AUG 21 2013

CITY OF AUSTIN

Doug Stuart
Stuart Investments LLC
Stuart Connections, Inc.
6920 Lee Manor Cove
Manor, TX 78653

Dear Sign Review Board of Adjustments,

I plead with you to reconsider my Variance Request Case Number C16-2013-0010.

I am attempting to minimize the amount of square feet of signage used to advertise a multi-tenant 20,000 square foot building and have it look more professional and less tacky. The building (~740 feet from the Toll 130) is 200 feet long and 100 feet deep designed for four tenants, currently having three tenants, but having had as many as six as there are six electric meters on the building. This will allow for 600 square feet of wall signage to be placed on the back of the building and an additional 300 square feet of wall signage on an end of the building. I could use this 900 square feet of wall sign area to advertise this multi-tenant property and allow each tenant to use their share of advertising area or you could grant a sign variance request and I could cut the distance from the building to the drivers on the Toll 130 in half by placing an on-premise sign half way between the drivers and the building.

Unfortunately for me, constructing and installing a freestanding sign will be far more expensive and considerably more trouble than attaching wall signs to the building. However, this cleaner more professional, appearance is preferred. I have spent considerable time, money and effort cleaning up the property since I (Stuart Investments LLC) purchased the property in May of 2012 for my business Stuart Connections, Inc.. You are likely aware, I have gone to some trouble to learn the rules and apply for proper permitting of signs. This effort seems to be not well spent as I now see signs daily that violate the sign regulations.

The Austin Police Department has a sign violation 1.5 miles from where I am asking for a variance. If the APD, an Austin City governmental department does not comply with the ordinances at the intersection of Parmer and the Toll 130, it doesn't seem worthwhile to even apply for a variance to comply with the sign regulations. Yet, I am doing so.

I have contacted Texas Corrugators, Inc. to ensure a constructed sign would comply with TxDot Standards. This means 7' from ground to the bottom of the sign. Breakaway Supports and Wind Load variables would be considered and used. If permitted it would resemble the size and construction of a Texas Department of Transportation sign.

My endeavor is not to clutter the highway with 900 square feet of wall sign but rather to put up a well-designed, plain and simple, no lights, no frills freestanding sign that drivers can see and read to know what businesses are on the premises and how to get to or contact the businesses. Unfortunately, 35

square feet of sign is insufficient to satisfy this goal. Whether I put those 35 square feet in the front of my building, at the end of a cul-de-sac where there are no passersby, or on the back of the property where it would be so small you can't see the sign from the highway, either location serves the on premise businesses poorly.

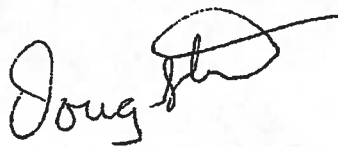
As the owner of Stuart Connections, Inc., I would like to be able to advertise my company logo and location to drivers on the Toll 130. My wife Tiffany is an occupant and the owner of Tiffany's Properties and she would like to advertise her company information on a sign also. A tenant of the property, Hill Truck and Auto Repair would also like for people traversing the Toll 130 to be able to know their location, business type and contact information.

For demonstration purposes, I used the 32 square foot, to attempt to illustrate how insufficient 32 square feet will be for a single tenant for a freestanding sign facing the Toll 130. I have created a video (Sign-Review.wmv) to illustrate visibility and legibility of the sign from the Toll 130. If you divide my requested 288 square feet sign by four tenants you will end up with 72 square feet for each tenant. After watching the video I believe you will recognize 72 square feet per tenant will barely be adequate given the letter size required to be visible from the road. For the video I put up a temporary sign in the location I am requesting the variance for a freestanding sign. I have also provided a photo of the building with photo-shopped signs on it as well as miscellaneous photo's and video you may use for reference.

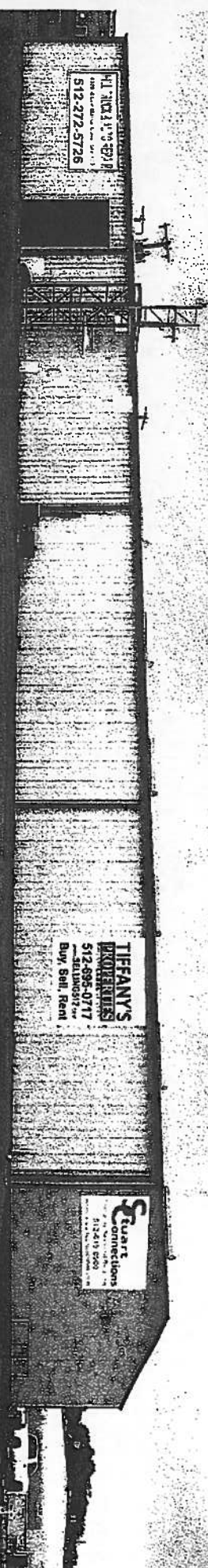
Again, the Austin City Code sign regulations allow for 900 square feet of signage on my building facing the Toll 130, but I would prefer to install a smaller freestanding sign suitable to the area and conditions to keep the area's appearance more professional. If you have any changes to my request that would make you happier about it, please let me know. I am not rigid in my endeavor to advertise the businesses on premise.

Thank you for your re-consideration.

Doug Stuart
512-762-3684
doug@stuartconnections.com

A handwritten signature in black ink, appearing to read "Doug Stuart", with a stylized flourish at the end.

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512-272-5726

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