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October 1, 2014

VIA EMAIL – leane.heldenfels@austintexas.gov

Sign Review Board
c/o Leane Heldenfels
City of Austin
505 Barton Springs Road, 1st Floor
Austin, Texas 78704

Re: C16-2013-0017; 6406 IH 35 Southbound Service Road; Sign Variance Request
for The Linc

Dear Ms. Heldenfels:

Enclosed with this letter are: (1) a new version of Exhibit A to our variance application; and (2) a copy of our sign location plan. In response to the Board's requests, we have revised Exhibit A to add references to the signs for which each variance is being requested. We hope this information clarifies the request and makes the application easier to read and to follow. (Note that you will see strike-throughs in Exhibit A. These reflect the changes made to the original request before the September hearing. The board has already seen these changes.)

We are also working in response to the Board's comments at the September hearing to scale back the variance request as much as possible. At the October 13th hearing, we will present substantive revisions to our request which reduce what is being requested and address concerns raised by the Board Members in the past two hearings.

Please include this letter and enclosures in the Board's back-up material for the October 13th hearing. Thank you.

Sincerely,



Nikelle S. Meade for the Applicant

Enclosures

Exhibit A to Variance Application

C16-2013-0017

REVISED 10/01/14

Variances are requested to the following code sections:

I. Section 25-10-101 (C)(1) (*Signs Allowed In All Sign Districts Without An Installation Permit*) to increase the number of freestanding or wall signs allowed per curb cut from 1 (required) to 2 (requested). Variance is applicable to sign locations A, C, D, G, K, L, M, N, O, and P. Locations A, C, D, & G are vehicular directional located on the perimeter of the site. Locations K, L, M, N, O, & P are Pedestrian Orientation (map and directory) signs located on interior of site.

II. Section 25-10-101 (C)(2) (*Signs Allowed In All Sign Districts Without An Installation Permit*) to increase the maximum sign area from 12 feet (required) to 15 feet (requested). Variance is applicable to sign locations A, C, D, & G. These signs are vehicular directionals located on the perimeter of the site.

III. Section 25-10-101 (C)(2)(a) (*Signs Allowed In All Sign Districts Without An Installation Permit*) to increase the maximum height of a freestanding sign from 4 feet above grade (required) to 8 feet above grade (requested). Variance is applicable to sign locations A, C, D, G, K, L, M, N, O, and P. Locations A, C, D, & G will have a maximum height of 8'-0". Locations K, L, M, N, O, & P will have a maximum height of 6'-0"

IV. 25-10-123 (B)(1) (*Expressway Corridor Sign District Regulations*), to increase the number of freestanding signs allowed on a lot from 3 (required) to 7 (requested)(6 of which are already existing).

Existing freestanding sign locations on site are: B, E, F, H, I, & R.

New freestanding sign location on site is: Q.

V. 25-10-123 (B)(2) (*Expressway Corridor Sign District Regulations*), to increase the maximum allowed sign area from the lesser of 300 sq. ft. or 0.7 square feet for each linear foot of street frontage (required) to ~~600~~ 480 sq. ft. (requested). Variance is applicable to sign location H.

VI. 25-10-123 (B)(3) (*Expressway Corridor Sign District Regulations*), to increase the maximum allowed sign height from the greater of 35 feet above frontage street pavement grade or 20 feet above grade at the base of the sign (required) to 80 71'1" feet above frontage street pavement grade (requested). Variance is applicable to sign locations E & H.

VII. 25-10-123 (F) (*Expressway Corridor Sign District Regulations*), to increase the maximum allowed sign area for a lot from 20% of the façade area of the first 15 feet of the building (required) to the greater of either 25% of the façade area of the first 15 feet of the building or 30% of the total area of a storefront (requested). Variance will apply to individual tenant storefronts.

~~VIII. 25-10-131 (E) (Additional Freestanding Signs Permitted), to waive the requirement that the space within a unified development to which this section applies must be a pad site (required) so long as the space to which the waiver is applied is at least 6,400 square feet (requested).~~

IX. 25-10-132 (C) (Roof Sign Instead of Freestanding Sign), to increase the maximum height permitted for a roof sign from the lesser of either 5 feet above the building façade or 5 feet above the maximum height permitted for a freestanding sign (required) to the lesser of either 8 feet above the building façade or 8 feet above the maximum height permitted for a freestanding sign (requested). Variance will apply to location J.

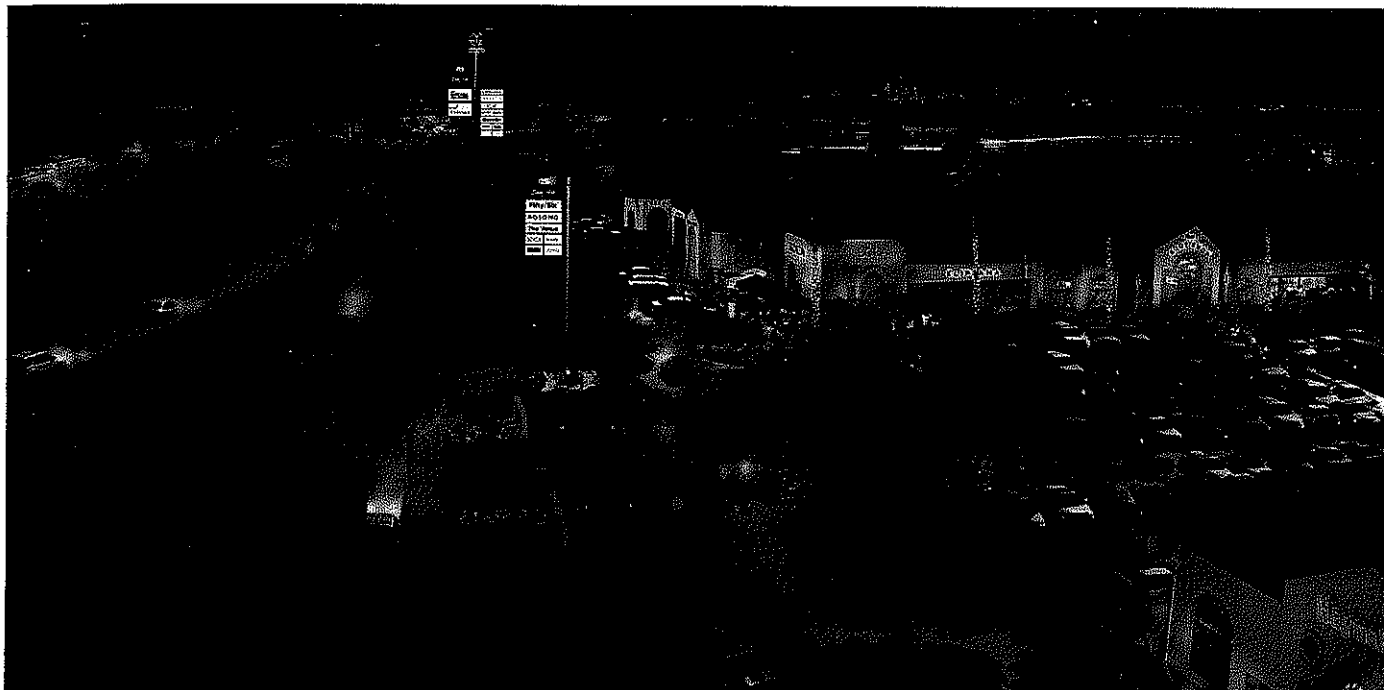


Photo Rendering looking south toward Downtown Austin

Variance Requests Summary

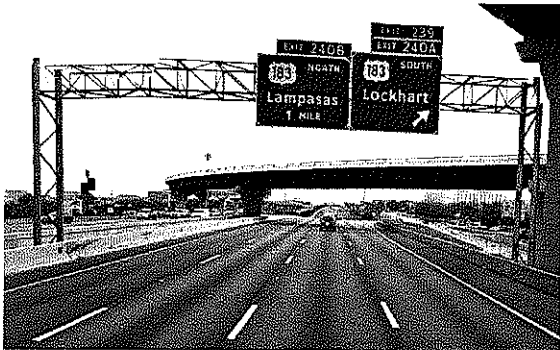
- Place a single 71'-1" tall sign with a sign face area of 480 sq. ft. along the I-35 frontage of the shopping center. This sign will act as a replacement for the existing ground-mounted sign at the south end of the property. The height of this sign has been reduced by 10% and the sign area by 20% from the previous variance request.
- Place a single 55'-0" tall sign with a sign area of 300 sq. ft. along the I-35 frontage of the shopping center. This sign will act as a replacement for the existing ground mounted sign placed at the main entry drive on the I-35 access road.
- Place a new ground mounted sign with an approximate size of 30 sq. ft. and a maximum height of 3'-0" on the property. Sign to tentatively be located at the north end of the shopping center.
- Add multi-tenant sign area to the existing landscape wall sign at the main entry on Middle Fiskville Road. Approximate sign area of this additional element will be 15 sq. ft. with a maximum height of 1'-6" above the existing landscape wall.
- Place five additional ground mounted signs on the property. These signs will conform to the current sign height and sign area limits of the sign ordinance. Signs may display the development identity and/or tenant identity.
- Place an estimated 10-12 pedestrian and vehicular directional/orientation signs in and around the shopping center. The directional signs will have a maximum height of 8'-0" and a maximum sign area of 15 sq. ft. The pedestrian orientation signs will be placed on the interior of the development and the vehicular directional signs will be placed mostly on the frontages of the development to direct patrons to the appropriate entry drive.
- Place a roof sign on the structure of a future plaza element to be located in the center of the development. The maximum height will be 8'-0" above the facade of the structure and will have a maximum size of 175 sq. ft.
- Allow sign area for tenants to be calculated based on the individual tenant storefront area. The proposed requirements are for a maximum sign area of 30% of a tenant's total storefront area and 25% of the first 15 feet of a building facade for the shopping center landlord or tenants who would occupy an entire facade.

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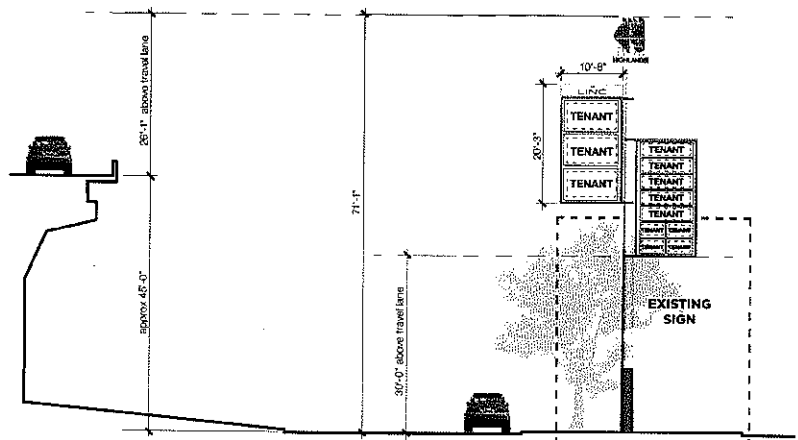
SB I-35 Frontage Road showing proposed sign in Red



NB I-35 showing proposed sign in Red



SB I-35 showing proposed sign in Red



Concept Design Illustration for sign

ST100 Gateway Monument (location H)

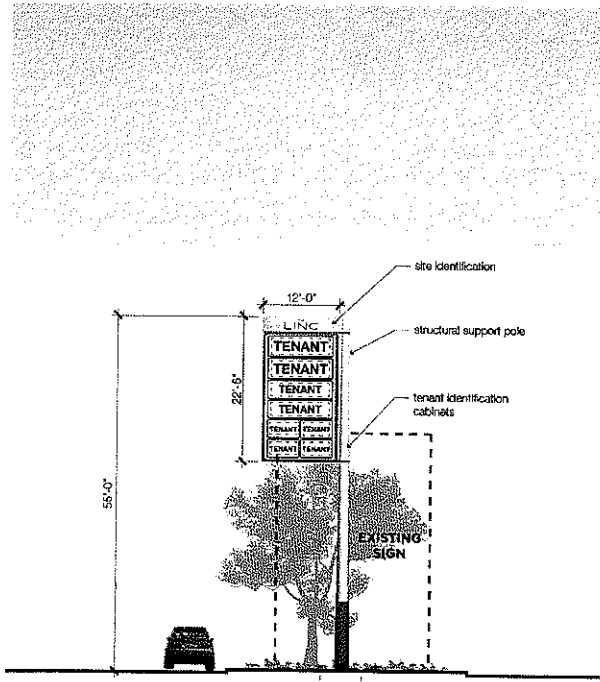
- Sign to be placed on the I-35 frontage.
- Maximum height is 71'-1" and maximum sign area is 480 sq. ft. This is a reduction of 10% in height and 20% in sign area from the previous request. The top of the sign will be 26'-1" above the the elevated freeway lane.
- Sign will act as a replacement for the existing ground-mounted sign at the south end of the property.

Exemptions pertaining to this sign are

- Section 25-10-123 (B)(2) (Expressway Corridor Sign District Regulations) to increase the maximum allowed sign area from the lesser of 300 sq. ft. or 0.7 sq. ft. for each linear foot of street frontage (required) to 480 sq. ft. (requested).
- Section 25-10-123 (B)(3) (Expressway Corridor Sign District Regulations) to increase the maximum allowed sign height from the greater of 35 feet above frontage street pavement grade or 20 feet above grade at the base of the sign (required) to 71 feet 1 inch above frontage street pavement grade (requested).

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Concept Design Illustration for sign

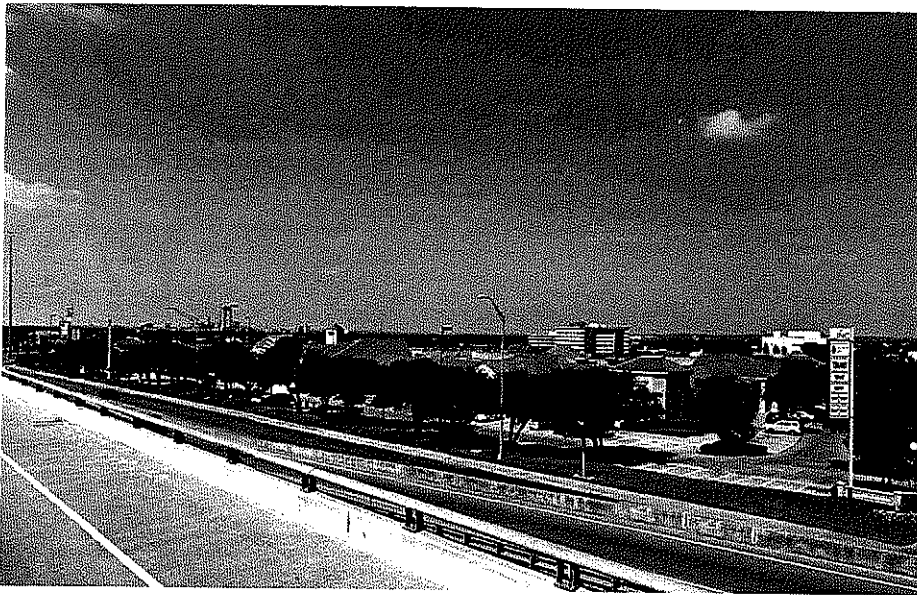


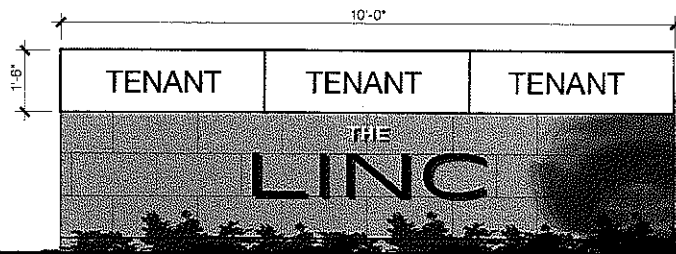
Photo Rendering from I-35 South Bound exit lane to 290 East

ST101 Primary Monument (location E)

- Sign to be placed on the I-35 frontage.
- Maximum height is 55'-0" and maximum sign area is 300 sq. ft.
- Sign will act as a replacement for the existing ground mounted sign placed at the main entry drive on the I-35 access road.

Exemptions pertaining to this sign are

- Section 25-10-123 (B)(3) (Expressway Corridor Sign District Regulations) to increase the maximum allowed sign height from the greater of 35 feet above frontage street pavement grade or 20 feet above grade at the base of the sign (required) to 71 feet 1 inch above frontage street pavement grade (requested).



Concept Design Illustration for sign at landscape wall - location B

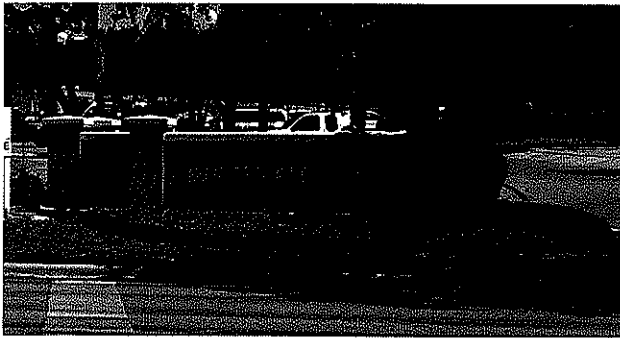
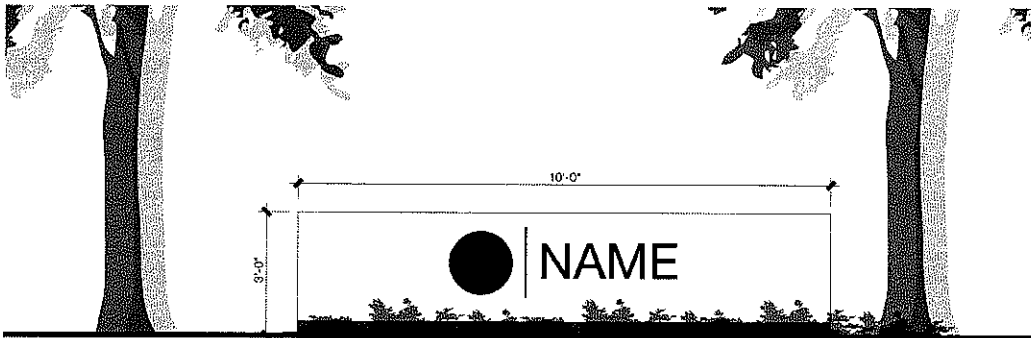


Photo of existing landscape wall sign - location B



Concept Design Illustration for sign at north end of property - location Q

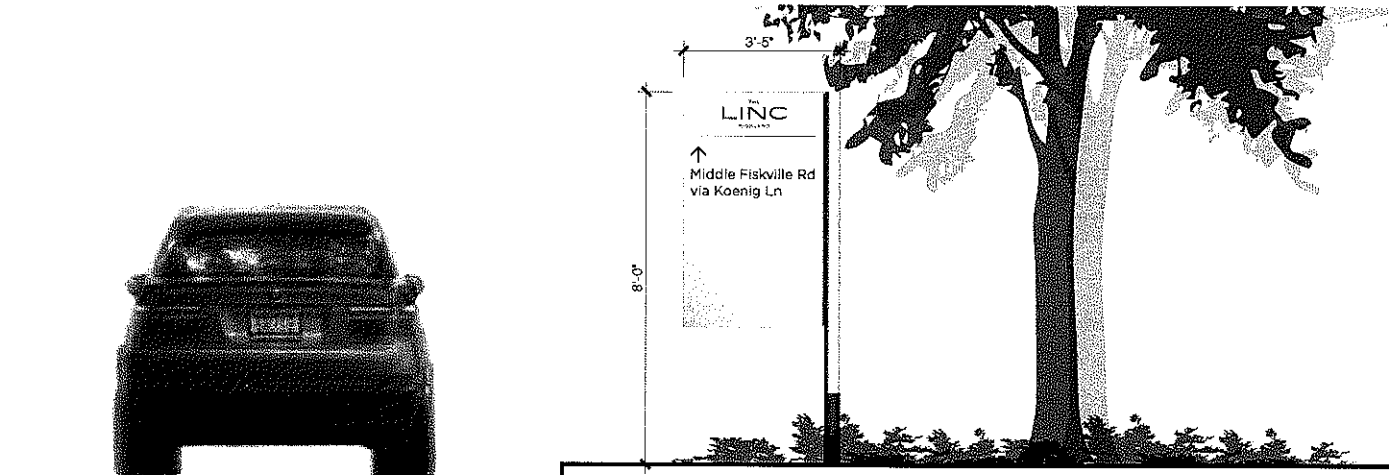
ST105 Secondary Monument (locations B and Q)

- Add multi-tenant sign area to the existing landscape wall sign at the main entry on Middle Fiskville Road. Approximate sign area of this additional element will be 15 sq. ft. with a maximum height of 1'-6" above the existing landscape wall.
- Place a new ground mounted sign with an approximate size of 30 sq. ft. and a maximum height of 3'-0" on the property. Sign to tentatively be located at the north end of the shopping center.

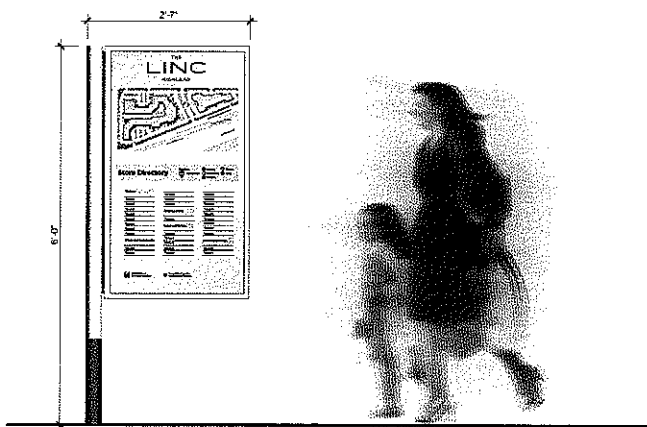
Exemptions pertaining to these signs are

- Section 25-10-123 (B)(1) (Expressway Corridor Sign District Regulations) to increase the number of freestanding signs allowed on a lot from 3 (required) to 11 (requested).

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Concept Design Illustration for ST110 Directional sign - locations A, C, D, & G



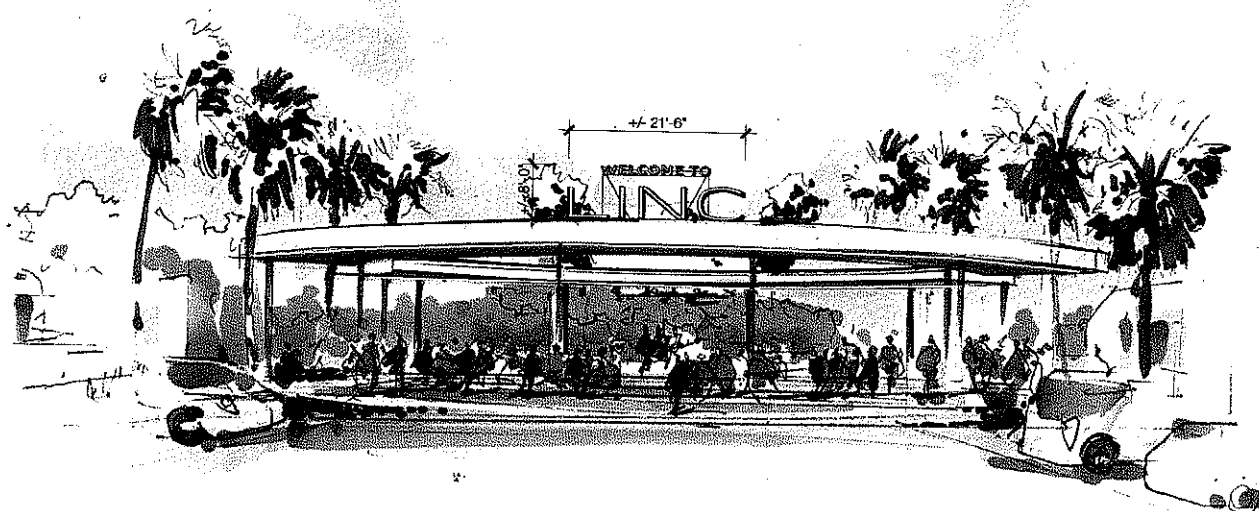
Concept Design Illustration for ST112 Orientation sign - locations K, L, M, N, O, & P

ST110 and ST112 Directional/Orientation Signs

- Place an estimated 10-12 pedestrian and vehicular directional/orientation signs in and around the shopping center.
- Pedestrian orientation signs will be placed on the interior of the development.
- Vehicular directional signs will be placed mostly on the frontages of the development to direct patrons to the appropriate entry drive
- Maximum height is 8'-0" and maximum sign area is 15 sq. ft.

Exemptions pertaining to these signs are

- Section 25-10-101 (C)(1) (Signs Allowed in All Sign Districts Without An Installation Permit; Signs directing the movement or placement of vehicular or pedestrian traffic) to increase the number of freestanding or wall signs allowed per curb cut from 1 (required) to 2 (requested).
- Section 25-10-101 (C)(2) (Signs Allowed in All Sign Districts Without An Installation Permit; Signs directing the movement or placement of vehicular or pedestrian traffic) to increase the maximum sign area from 12 feet (required) to 15 feet (requested).
- Section 25-10-101 (C)(2)(a) (Signs Allowed in All Sign Districts Without An Installation Permit; Signs directing the movement or placement of vehicular or pedestrian traffic) to increase the maximum height of a freestanding sign from 4 feet above grade (required) to 8 feet above grade (requested).



NEW PLAZA + MUSIC VENUE.

Concept Design Illustration of plaza structure and sign

ST120 Plaza Identification (location J)

- Located on the structure of a future plaza element to be located in the center of the development. The maximum height will be 8'-0" above the facade of the structure and will have a maximum size of 175 sq. ft.
- Maximum height will be 8'-0" above the facade of the structure and maximum size will be 175 sq. ft.

Exemptions pertaining to this sign are

- Section 25-10-132 (C) (Roof Sign Instead of Freestanding Sign) to increase the maximum height permitted for a roof sign from the lesser of either 5 feet above the building facade or 5 feet above the maximum height permitted for a freestanding sign (required) to the lesser of either 8 feet above the building facade or 8 feet above the maximum height permitted for a freestanding sign (requested).

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Variance Requests Comparison

Original Requests

- Section 25-10-101 (C)(1) (Signs Allowed in All Sign Districts Without An Installation Permit; Signs directing the movement or placement of vehicular or pedestrian traffic) to increase the number of freestanding or wall signs allowed per curb cut from 1 (required) to 2 (requested).
- Section 25-10-101 (C)(2) (Signs Allowed in All Sign Districts Without An Installation Permit; Signs directing the movement or placement of vehicular or pedestrian traffic) to increase the maximum sign area from 12 feet (required) to 15 feet (requested).
- Section 25-10-101 (C)(2)(a) (Signs Allowed in All Sign Districts Without An Installation Permit; Signs directing the movement or placement of vehicular or pedestrian traffic) to increase the maximum height of a freestanding sign from 4 feet above grade (required) to 8 feet above grade (requested).
- Section 25-10-123 (B)(1) (Expressway Corridor Sign District Regulations) to increase the number of freestanding signs allowed on a lot from 3 (required) to 8 (requested). This request was in addition to the 6 freestanding signs (4 existing and 2 new) shown on the plan.
- Section 25-10-123 (B)(2) (Expressway Corridor Sign District Regulations) to increase the maximum allowed sign area from the lesser of 300 sq. ft. or 0.7 sq. ft. for each linear foot of street frontage (required) to 600 sq. ft. (requested).

Revised Requests

- No change.
- No change.
- No change.
- Section 25-10-123 (B)(1) (Expressway Corridor Sign District Regulations) to increase the number of freestanding signs allowed on a lot from 3 (required) to 12 (requested). This requested amount of 12 signs includes the 5 existing signs on the lot (locations E, F, H, I, & R) the 2 new Secondary Monument signs (locations B & Q), and 5 freestanding signs not shown on the plan. **This is a reduction in requested new signs from 15 to 12.**
- Section 25-10-123 (B)(2) (Expressway Corridor Sign District Regulations) to increase the maximum allowed sign area from the lesser of 300 sq. ft. or 0.7 sq. ft. for each linear foot of street frontage (required) to 480 sq. ft. (requested). **This is a 20% reduction to the maximum sign area for ST100 (location H).**

Variance Requests Comparison (continued)

Original Requests

- Section 25-10-123 (B)(3) (Expressway Corridor Sign District Regulations) to increase the maximum allowed sign height from the greater of 35 feet above frontage street pavement grade or 20 feet above grade at the base of the sign (required) to 80 feet above frontage street pavement grade (requested).
- Section 25-10-123 (F) (Expressway Corridor Sign District Regulations) to increase the maximum allowed sign area for a lot from 20% of the facade area of the first 15 feet of the building (required) to the greater of either 25% of the facade area of the first 15 feet of the building or 30% of the total area of a storefront (requested).
- Section 25-10-131 (E) (Additional Freestanding Signs Permitted) to waive the requirement that the space within a unified development to which this section applies must be a pad site (required) so long as the space to which the waiver is applied is at least 6,400 square feet (requested).
- Section 25-10-132 (C) (Roof Sign Instead of Freestanding Sign) to increase the maximum height permitted for a roof sign from the lesser of either 5 feet above the building facade or 5 feet above the maximum height permitted for a freestanding sign (required) to the lesser of either 8 feet above the building facade or 8 feet above the maximum height permitted for a freestanding sign (requested).

Revised Requests

- Section 25-10-123 (B)(3) (Expressway Corridor Sign District Regulations) to increase the maximum allowed sign height from the greater of 35 feet above frontage street pavement grade or 20 feet above grade at the base of the sign (required) to 71 feet 1 inch above frontage street pavement grade (requested). **This is a 10% reduction to the maximum height for ST100 (location H) and places the top of the sign at 26'-1" above the elevated freeway lane.**
- No change.
- **Variance request withdrawn.** This will delete approximately 8 freestanding signs from the lot over the previous request.
- No change.

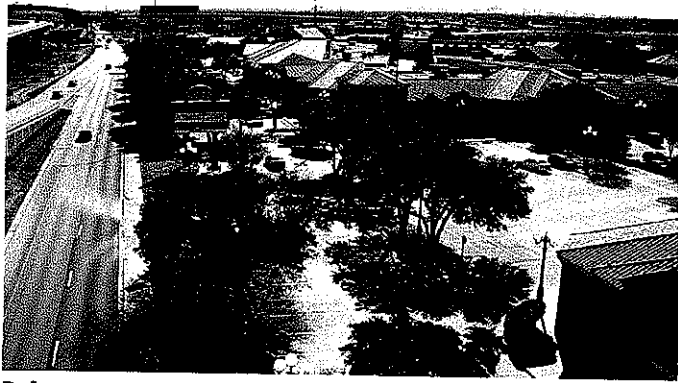


Before

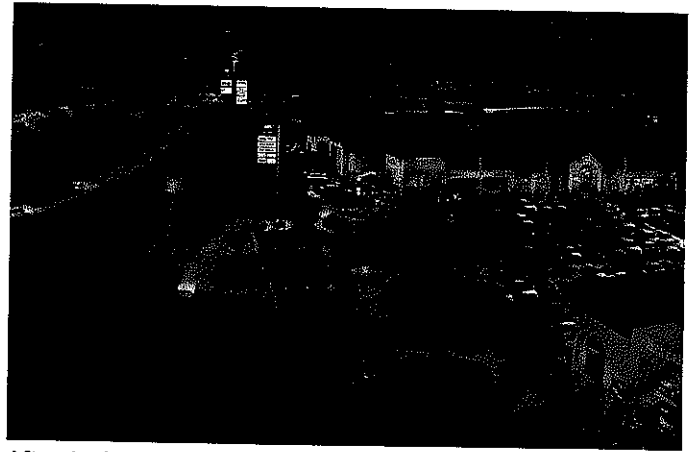


After - Gold's gym

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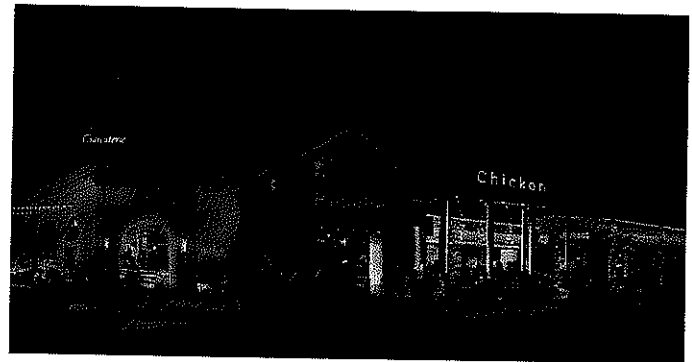
Before



After; looking south toward Downtown Austin



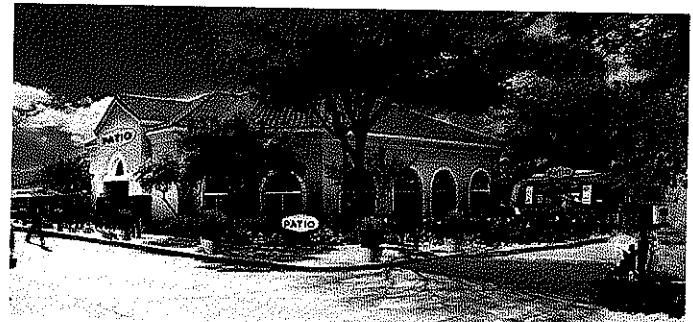
Before



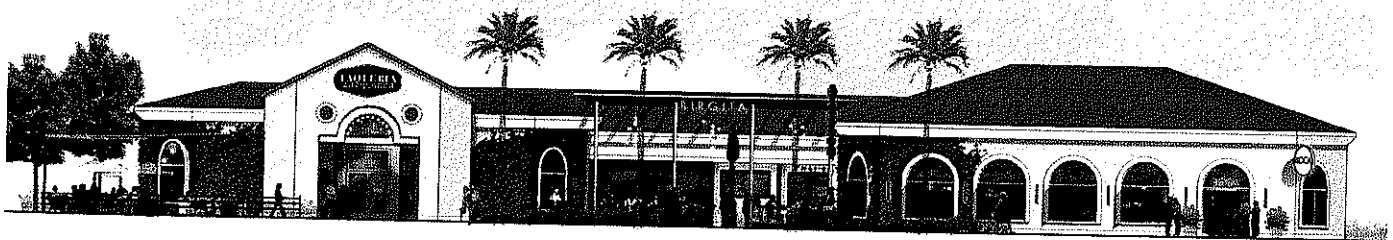
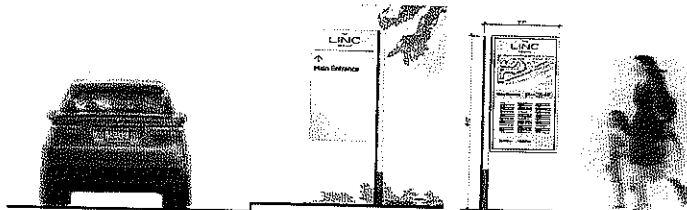
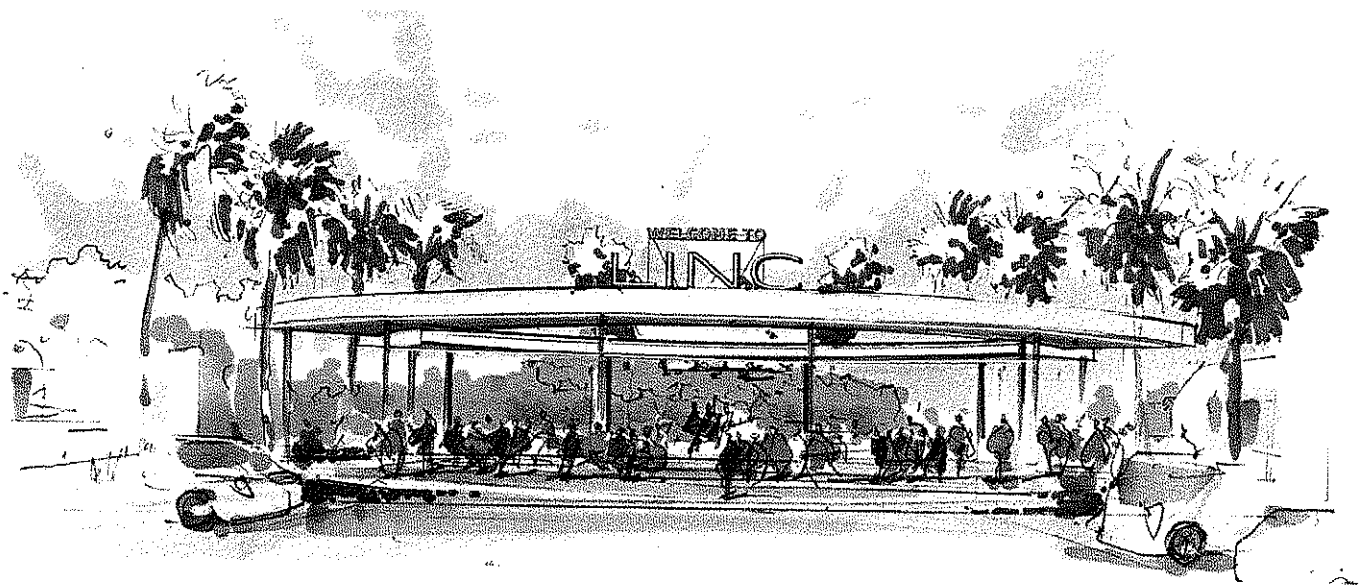
After - Restaurant Row



Before



After - North Building



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