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November 6, 2014

VIA EMAIL – greg.guernsey@austintexas.gov

Greg Guernsey, Director
Planning and Development Review Department
City of Austin
505 Barton Springs Road, 5th Floor
Austin, Texas 78704

VIA EMAIL – leane.heldenfels@austintexas.gov

Leane Heldenfels
Planning and Development Review Department
City of Austin
505 Barton Springs Road, 1st Floor
Austin, Texas 78704

RE: Notice of Appeal of Sign Review Board Decision – Sign Variance Case No.
C16-2013-0017 (Lincoln Village)

Dear Mr. Guernsey and Ms. Heldenfels:

On behalf of the applicant in the above-referenced sign variance case, we hereby file this appeal to City Council of a portion of the Sign Review Board's October 13th decision on the case. Specifically, we would like to appeal the Board's decision (1) limiting the height of signs "E" and "H", as identified on Exhibit A attached hereto, to 50 feet and (2) limiting the maximum sign area of sign "H" to 395 square feet.

Basic Information:

Appellant/Applicant
35 Austin Partners, LP
442 North Camden Drive, STE 1177
Beverly Hills, CA 90210
(310) 553-4302 (Office)

Greg Guernsey
Leane Heldenfels
November 6, 2014
Page 2

Agent for Appellant/Applicant:
Husch Blackwell, LLP
Attn. Nikelle Meade
111 Congress Avenue, STE 1400
Austin, Texas 78701-4043
(512) 479-1147

Decision Being Appealed: Decision of Sign Review Board October 13, 2014 in Case C16-2013-0017

Appellant's Status as Interested Party: Appellant is Applicant

Reason Appellant Believes Decision Does Not Comply with the Requirements:

The Board erred in its decision to limit the height of signs "E" and "H" to 50 feet because it stated that the signs would be sufficiently visible at 50 feet, whereas the signs will not be sufficiently visible at those heights and such restriction will prevent any reasonable opportunity to provide adequate signage on the site. A valid hardship exists with regard to these signs because of the construction of the elevated lanes of IH-35 after the construction on the subject property. We are requesting an appeal because evidence exists showing that the maximum height of signs "E" and "H" needs to be 55 feet and 65 feet, respectively, in order to be sufficiently visible from the neighboring roadways considering the unique features of the site.

Sign "E" is the main entry sign located off the IH-35 service road. At 50 feet tall, sign "E" will not be visible from the service road because it will not rise above the tree canopy. The applicant wants this sign to be at least partially visible above the tree canopy to help mark the point of entry for visitors driving south on the service road.

Sign "H" is located on the south side of the property, and its visibility is impaired by both the tree canopy and the elevated IH-35 exit ramp. As cars drive toward the development, sign "H" becomes less visible because the height of the exit ramp blocks the sign. Sign "H" must be a minimum of 65 feet tall in order to be visible above the exit ramp.

The attached Exhibit B demonstrates the proposed height of signs "E" and "H" relative to the surrounding tree canopy and elevated exit ramp. Also attached are three photograph mock-ups showing signs "E" and "H" at 55 feet and 65 feet, respectively.

The Board erred in its decision to limit the area of sign "H" to 395 square feet because it based its decision upon an incorrect belief that the sign "H" would be sufficiently visible if it is limited to that size. As noted above, the visibility of sign "H" is significantly impaired by the tree canopy and elevated IH-35 exit ramp. At 65 feet tall, sign "H" must be a minimum of 450 square feet in area to be sufficiently visible.

Greg Guernsey
Leane Heldenfels
November 6, 2014
Page 3

Thank you for your consideration of this request, and please contact me if you need any additional information. Please schedule this matter for the next available City Council hearing.

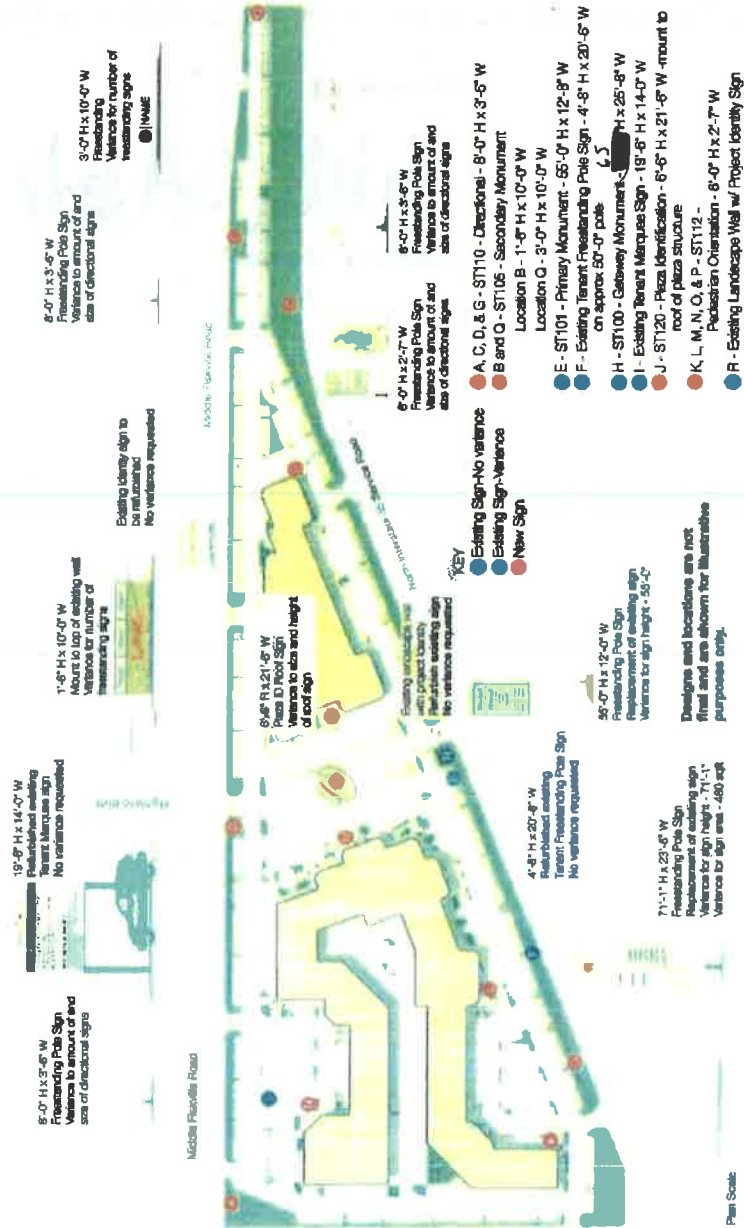
Sincerely,



Nikelle S. Meade

Attachments

EXHIBIT A



Site Signage Locations

EXHIBIT B

Variance Request - Section 25-10-123 (B)(1)

Expressway Corridor Sign District Regulations

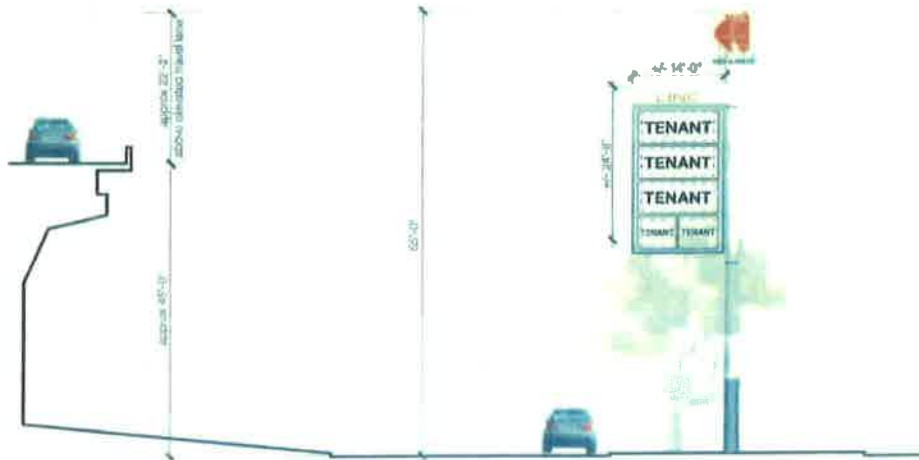
Existing Sign Locations

Locations E & H



1 ST101 Primary ID Sign; Location E
SCALE: NTS

Existing sign to be replaced with sign shown.

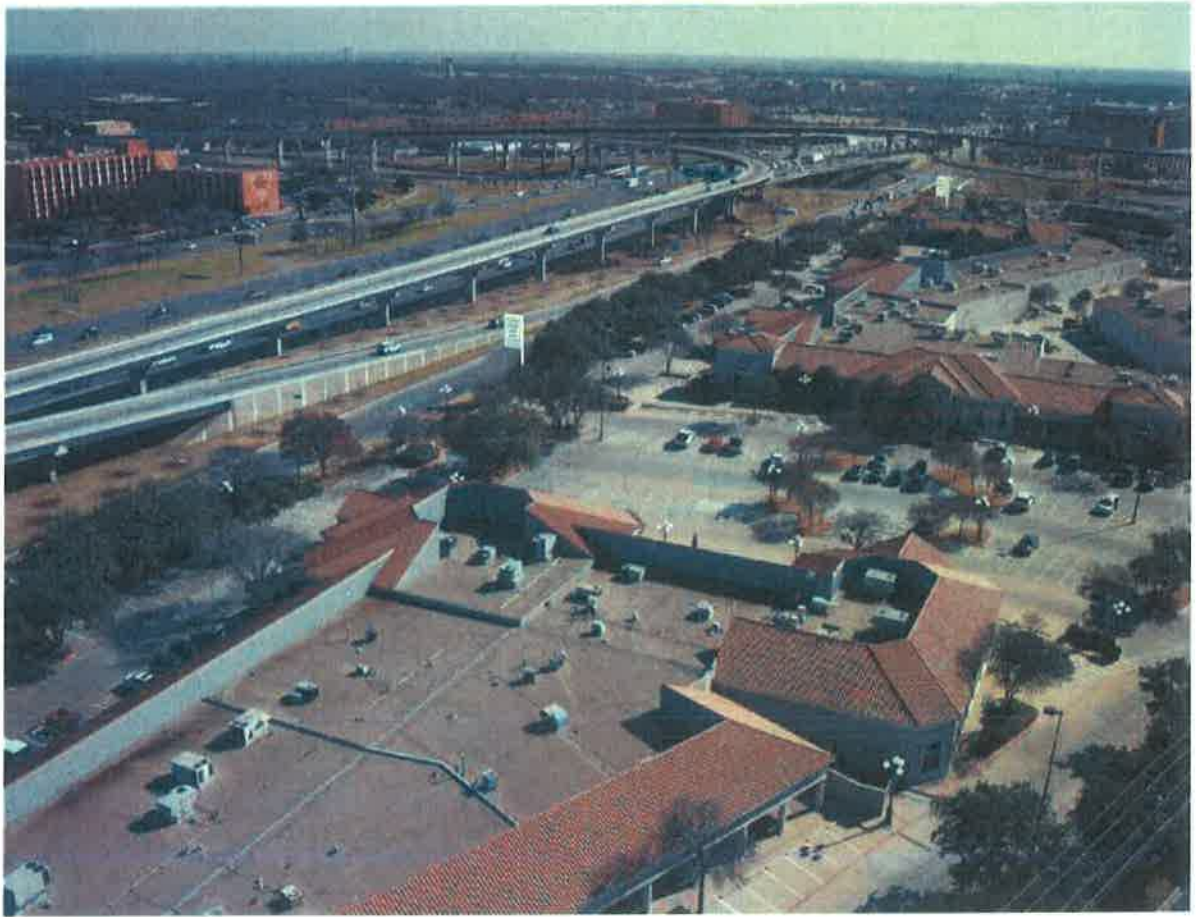


2 ST100 Gateway Sign; Location H
SCALE: NTS

Existing sign to be replaced with sign shown.

SIGNS "E" AND "H"

AERIAL ZOOM



SIGNS "E" AND "H"

AERIAL



AUS-6027496-3 6061552/1

SIGN "H"



AUS-6027496-3 6061552/1

CITY OF AUSTIN
Board of Adjustment/Sign Review Board
Decision Sheet

DATE: October 13, 2014

CASE NUMBER: C16-2013-0017

<input checked="" type="checkbox"/>	Y	Jeff Jack	
<input checked="" type="checkbox"/>	Y	Michael Von Ohlen	Motion to Grant
<input checked="" type="checkbox"/>	Y	Ricardo De Camps	
<input checked="" type="checkbox"/>	Y	Bryan King	2nd the Motion
<input checked="" type="checkbox"/>	Y	Vincent Harding	
<input checked="" type="checkbox"/>	Y	Will Schnier - Melissa Hawthorne(out)	
<input type="checkbox"/>	N	Sallie Burchett	
<input checked="" type="checkbox"/>	Y	Stuart Hampton	

APPLICANT: Nikelle Meade

OWNER: 35 Austin Partners, Ltd.

ADDRESS: 6406 IH 35 SVRD SB

VARIANCE REQUESTED: The applicant has requested variance(s) to:

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); and

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); and

Section 25-10-101 (C) (3) (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); and

Section 25-10-123 (*Expressway Corridor Sign District Regulations*) to allow projected and suspended signs up to 4.5 square feet for each tenant storefront; and

Section 25-10-123 (B) (1) (*Expressway Corridor Sign District Regulations*) to increase the maximum number of freestanding signs on a lot from 3 (required) to 7 (requested); and to

Section 25-10-123 (B) (2) (*Expressway Corridor Sign District Regulations*) to increase the maximum sign area from the lesser of 300 square feet or .7 square feet for each linear foot of street frontage (required) to 600 square feet (requested); and

Section 25-10-123 (B) (3) (*Expressway Corridor Sign District Regulations*) to increase the maximum sign height from 35 feet (required) to 80 feet (requested); and

Section 25-10-123 (F) (*Expressway Corridor Sign District Regulations*) to increase the total sign area allowed 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); and

Section 25-10-132 (C) (*Roof Sign Instead of Freestanding Sign*) to increase the height of 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) in order to erect new signage in a "CS-1-CO-NP", Commercial Liquor Sales – Conditional Overlay – Neighborhood Plan and "CS-NP", Commercial Services – Neighborhood Plan zoning district. (St. John)

BOARD'S DECISION: The public hearing was closed on Board Member Michael Von Ohlen's motion to Postpone to September 8, 2014, Board Member Bryan King seconded the motion and the motion carried on a 8-0 vote; **POSTPONED TO September 8, 2014;** September 8, 2014- The public hearing was closed on Board Member Michael Von Ohlen's motion to Postpone to October 13, 2014, Board Member Vincent Harding seconded the motion, and the motion carried on a 8-0 vote; **POSTPONED TO OCTOBER 13, 2014.**

October 13, 2014: The public hearing was closed on Board Member Michael Von Ohlen's motion (seconded by Board Member Bryan King) to Grant the following variances:

1. Variance from 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; and
2. Variance from 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; and
3. Variance from Section 25-10-101 (C) (3) (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; and
4. Variance from Section 25-10-123 (*Expressway Corridor Sign District Regulations*) to allow projected and suspended signs up to 4.5 square feet for each tenant storefront; and
5. Variance from Section 25-10-123 (B) (1) (*Expressway Corridor Sign District Regulations*) to increase the maximum number of freestanding signs on a lot from 3 (required) to 7; and
6. Variance from Section 25-10-123 (B) (2) (*Expressway Corridor Sign District Regulations*) to increase the maximum sign area from the lesser of 300 square feet or .7 square feet for each linear foot of street frontage (required) to 395 square feet; and
7. Variance from Section 25-10-123 (B) (3) (*Expressway Corridor Sign District Regulations*) to increase the maximum sign height from 35 feet (required) to 50 feet; and

8. Variance from Section 25-10-123 (F) (*Expressway Corridor Sign District Regulations*) to increase the total sign area allowed 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; and

9. Variance from Section 25-10-132 (C) (*Roof Sign Instead of Freestanding Sign*) to increase the height of 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

in order to erect new signage in a "CS-1-CO-NP", Commercial Liquor Sales – Conditional Overlay – Neighborhood Plan and "CS-NP", Commercial Services – Neighborhood Plan zoning district. (St. John).

FINDING:

1. The variance is necessary because strict enforcement of the Article prohibits and reasonable opportunity to provide adequate signs on the site, considering the unique features of a site such as its dimensions, landscape, or topography, because: the proposed project to be known as the Line (hereinafter, the "Project") will be a planned, large-scale development intended to be a destination within the Airport Corridor.

OR,

2. The granting of this variance will not have a substantially adverse impact upon neighboring properties, because: the property is bordered by IH 35 to the East Middle Fiskville to the West and FM 2222 to the South. It is directly across Middle Fiskville from the ACC campus/Highland Mall redevelopment tract, the signage plan is designed to be compatible with and complimentary to all of the surrounding uses and properties

OR,

3. The granting of this variance will not substantially conflict with the stated purposes of this sign ordinance, because: although the proposed signage plan creates a signage regulations specific to the property all of the proposed regulations are in concert with the intent and principles of the City's existing sign ordinance set forth in 25-10 of the City Code

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 project and property for which the variance would be granted is unique as to adjacent roadways, inclusion within a development master plan, tract size, and number and variety of uses which the regulations will govern

Leane Heldenfels
Executive Liaison

Jeff Jack
Chairman

Sign Variance Appeal
6406 IH 35 – Lincoln Village
Letters of Support

Attached are the following letters of support:

1. Martha Kooch Ward
2. The Marchesa
3. Schlosser Development
4. Redleaf Properties, LLC
5. Austin Community College
6. Austin Film Society
7. Highland Neighborhood Association

July 7, 2014

To: Leane Heldenfels, Sign Review Board Staff Liaison, 505 Barton Springs Road, Austin, TX 78704

Martha Kooch Ward's comments in support for Sign Variances, for 6406 N. IH 35 Lincoln Village (The LINC).

Dear Signage Review Board Members:

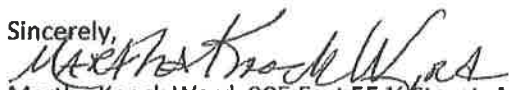
As a 5th generation Austinite, I have a long term perspective on changes occurring to our city's landscape. I am a 20 year resident of a nearby neighborhood of The LINC. I serve on the Airport Blvd. Advisory Group, on ACCHighland's Community Advisory Committee, and now participate in a north central IH 35 neighborhoods' coalition, NINC2, concerning TXDoT proposed changes, 183 to MLK. My understanding about the essential value of good signage, for way-showing, safety, and economic well-being, has increased through these participatory activities.

The era of the Highland area of IH 35/290/183 becoming regional hub is upon us. The addition of Travis County Tax & Licensing services on Airport brought 10,000 additional car trips daily to the area. Combine this with ACCHighland opening September 2014 with an initial 6,000 students + support staff; the continuing growth of housing, businesses, imminent at Mueller; the increased number of new local restaurants, and services on Airport, underlines how good signage is essential for both public safety and to support business access and viability.

Austin Renaissance Limited's purchase and redevelopment of The LINC requires both the quality and quantity of signage requested, to meet the needs of ACC's students + support staff, increasing to 10-15,000 in 4 years, along with the thousands of residents in the surrounding neighborhoods of Highland, Windsor Park, Ridgetop, Northfield, Skyview, St. Johns. We want to know where these businesses are located and how to get there.

Representatives of The LINC reached out to me and others, over a year ago to learn what was important to us. We shared that many resident did not know where Lincoln Village was located nor how to get there, nor why to even look. Now, as The LINC develops, neighborhood residents are ready to realize the City's long promised possibility, that we can live and work within an increasingly more walkable area, where we can patronize a diversity of local businesses and access services we want and need, daily. Yes, The LINC's effective, iconic, easily read signage is essential. Please help the City make good on its promises to our neighborhoods at this regional business/community hub.

Sincerely,



Martha Kooch Ward, 905 East 55 ½ Street, Austin, TX 78751 – 512-574-9224 text

VIA EMAIL -- leanne.heldenfels@austintexas.gov

Leanne Heldenfels, Staff Liaison
Sign Review Board
505 Barton Springs Road, 1st Floor
(Development Assistance Center)
Austin, Texas 78704

RE: Letter of Support for Sign Variances; 6406 N. IH-35; Lincoln Village

Dear Ms. Heldenfels:

The purpose of this letter is to express support for the sign variance being proposed by the owners of the former Lincoln Village tract located at 6406 N. IH-35. We support the sign proposal and the variance request. We are tenants of the property currently and feel strongly that better, more visible, more updated, more attractive signage is needed on the property to attract patrons, for way-finding, and to support a high-quality image for our center. We currently have outdated signage that is not visible from any of the major transportation corridors surrounding the property, which makes it very difficult for many patrons to even locate us. Further, the signage that is visible is extremely outdated and needs to be reconstructed.

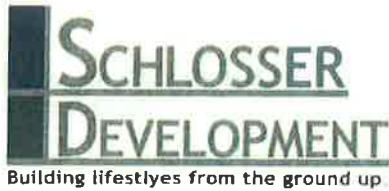
The comprehensive sign plan being proposed by the property owner will be beneficial not only to the tenants in Lincoln Village, but to the entire Airport Corridor that is developing around us. These signs will serve as marquee signs for the entire area which will help create a sense of place for those who visit Lincoln Village and the area as a whole. The proposal will also allow for unique, very Austin, iconic signage that is critical in attracting a unique, interesting set of tenants to a shopping center such as this one. As you know, Austin's small businesses don't want cookie-cutter, uniform signage in a shopping center. They want to be located in places where they can express what their businesses are all about through tasteful but unique, creative signs. The proposed plan will allow the type of expression these businesses seek within a comprehensive, master development.

For all of these reasons, we wholeheartedly support the proposed variances.

Sincerely,



The Marchesa



08 July 2014

Leanne Heldenfels, Staff Liaison
Sign Review Board

505 Barton Springs Road, 1st Floor
(Development Assistance Center)
Austin, Texas 78704

RE: Letter of Support for Sign Variances
6406 N. IH-35; Lincoln Village

Dear Ms. Heldenfels:

The purpose of this letter is to express support for the pending sign variance being proposed by the owners of the former Lincoln Village tract, Austin Renaissance, L.P. We support their sign proposal and the variance request.

As you know, our firm is the owner of the Highland Pavilion, across Middle Fiskville Rd. from Lincoln Village.

Please let me know if you have any questions. Please also forward this letter of support to the

Board. Sincerely,

A handwritten signature in blue ink, appearing to read 'Bradley Schlosser', is written over the word 'Sincerely,'.

Bradley Schlosser
Principal



4330 Gaines Ranch Loop, Ste 100
Austin, Texas 78735

July 8, 2014

VIA EMAIL -- leanne.heldenfels@austintexas.gov

Leanne Heldenfels, Staff Liaison
Sign Review Board
505 Barton Springs Road, 1st Floor
(Development Assistance Center)
Austin, Texas 78704

RE: Letter of Support for Sign Variances; 6406 N. IH-35; Lincoln Village

Dear Ms. Heldenfels:

The purpose of this letter is to express support for the pending sign variance being proposed by the owners of the former Lincoln Village tract, Austin Renaissance, L.P. We support their sign proposal and the variance request.

As you know, our firm is the developer of the Highland Mall tract, one of the most significant and largest properties in the Airport Boulevard Corridor.

Please let me know if you have questions. Please also forward this letter of support to the Board.

Sincerely,

A handwritten signature in blue ink, appearing to read "Matt Whelan".

Matt Whelan
Principal



Dr. Richard M. Rhodes • President/CEO

Highland Business Center • 5930 Middle Fiskville Road • Austin, Texas 78752 • (512) 223.7000

July 8, 2014

VIA EMAIL – leanne.heldenfels@austintexas.gov

Leanne Heldenfels, Staff Liaison
Sign Review Board
505 Barton Springs Road, 1st Floor
(Development Assistance Center)
Austin, Texas 78704

RE: Letter of Support for Sign Variances; 6406 N. IH-35; Lincoln Village

Dear Ms. Heldenfels:

The purpose of this letter is to support the sign variance being proposed for the Lincoln Village tract. We support the proposed signage plan and the variances needed for it.

As you know, we are owners of the Highland Mall property located directly across Middle Fiskville from the subject property. Our property and the subject property are in an area that is being reinvented and reinvigorated. The success of Lincoln Village in its ability to attract high-quality, sustainable tenants is critical to the revitalization of the entire corridor, and appropriate, visible signage is a major component of such success.

For this reason, we support the requested sign variances and ask you to convey our support to the Board.

Sincerely,

A handwritten signature in dark ink, appearing to read "Dr. Rhodes", is written over a horizontal line.

Austin Community College District



**AUSTIN
FILM
SOCIETY**



1901 East 51 Street
Austin, Texas 78723
T 512.322.0145
F 512.322.5192

afs@austinfilm.org
austinfilm.org

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VIA EMAIL -- leanne.heldenfels@austintexas.gov

Leanne Heldenfels, Staff Liaison
Sign Review Board
Development Assistance Center
505 Barton Springs Road, 1st Floor
Austin, Texas 78704

RE: Letter of Support for Sign Variances; 6406 N. IH-35; Lincoln Village

Dear Ms. Heldenfels:

I'm writing to express our support for the sign variances being proposed at Lincoln Village. We believe that allowing them will serve to transform the Lincoln Village property into a jewel within the Airport Boulevard Corridor.

Austin Film Society is a major tenant of the property currently, and we struggle with having visible, appropriate, aesthetically-appealing signage. We are asking the city to allow for signage to be taller, slightly larger, and more visible on this property and to allow some signage on the property to be iconic and unique rather than standard and uniform. The property spans across almost 16 acres, from IH-35 to Middle Fiskville, so visibility throughout the property is a challenge. We believe that allowing these variances will make or break the future revitalization and sustainability of the center, as it has been difficult for any tenant not directly situated on Middle Fiskville to have any visibility at all.

Please support the requested variances so that we can have a thriving, exciting center in this very important corridor of the City.

Sincerely,

Rebecca Campbell
Executive Director

VIA EMAIL -- leane.heldenfels@austintexas.gov

Leane Heldenfels, Staff Liaison
Sign Review Board
505 Barton Springs Road, 1st Floor
(Development Assistance Center)
Austin, Texas 78704

RE: Letter of Support for Sign Variances; 6406 N. IH-35; Lincoln Village
C16-2013-0017

Dear Ms. Heldenfels:

Highland Neighborhood Association supports the above-referenced sign variance case in which the new owner of the Lincoln Village property is seeking to put in place a unified sign plan for the Lincoln Village property which will include taller, larger signs and iconic signs.

Lincoln Village is one of the major development parcels in our community, and it is set to return to being one of our most important activity and amenity centers. We have seen the center decline over the years, in part because of the changed landscape of highway infrastructure surrounding it. It has become buried in the adjacent highway. For this reason, many tenants have either failed at the center or have chosen to or had to relocate to other properties. Updated, visible signage will help tenants like the ones we have lost be seen on the site so that patrons can find them and utilize their businesses.

Although we know the Board has been very cautious in the past about allowing increased sign heights on any property, we believe that in this location taller, larger, and more unique signs will not create any blemish whatsoever on the surrounding landscape while greatly benefitting the ability of Lincoln Village's tenants to thrive. In fact, we think that attractive signage at this site will actually serve to enhance the landscape and improve it.

For these reasons, Highland Neighborhood Association supports the proposed sign variance case and asks for the Sign Review Board's support of it as well.

Sincerely,



Alex Schmitz, President

HIGHLAND NEIGHBORHOOD ASSOCIATION

Lincoln Village is being recreated as **THE LINC**

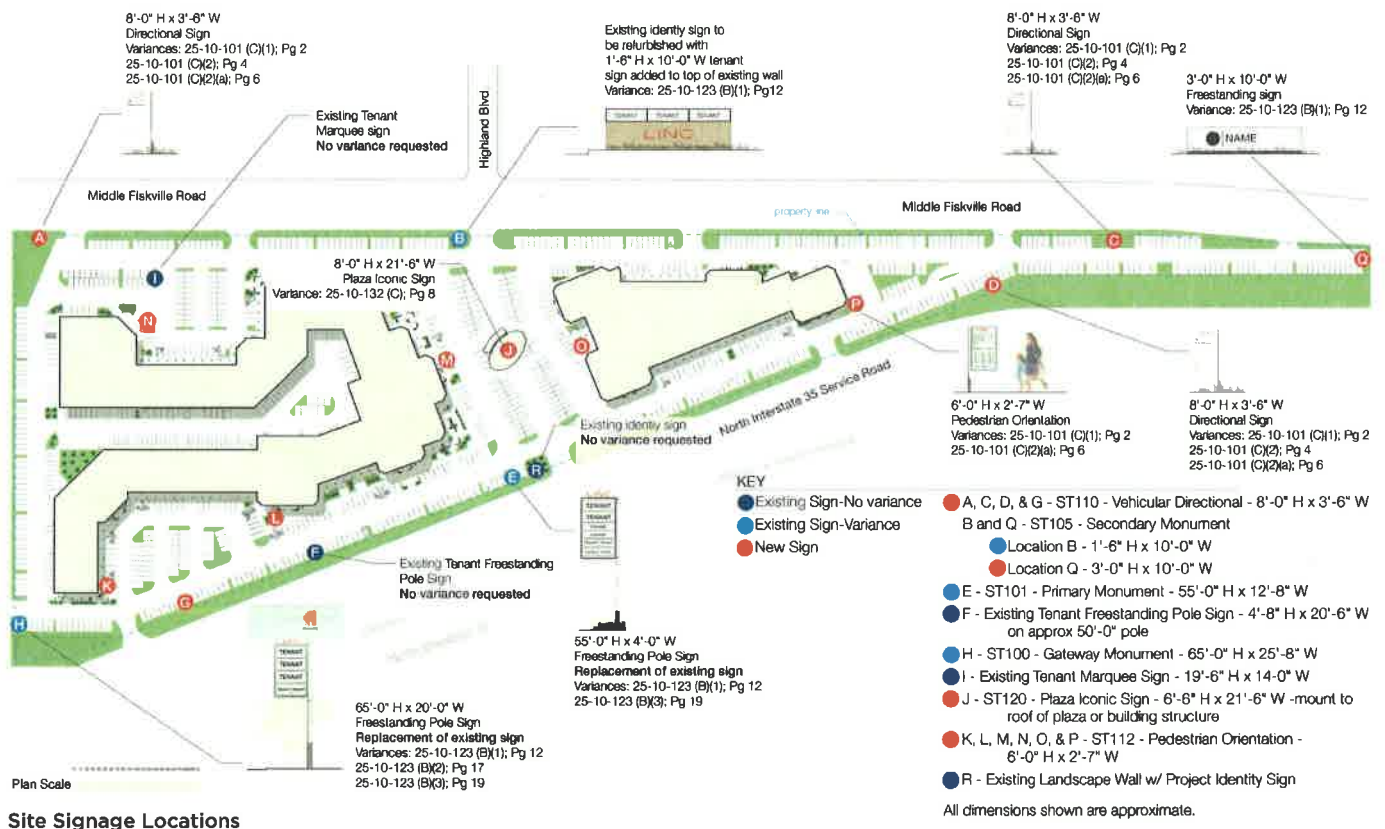


Photo Rendering looking south toward Downtown Austin



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

- The Linc is an Austin-centric, 16 acre retail, dining, and entertainment district.
- 40-50 unique, mostly local and iconic tenants in 180,000 SF of retail space.
- 1/2 mile of frontage along elevated Interstate 35.



Why We Are Requesting Variances for a Sign Masterplan

- Lincoln Village was acquired by the new owners in January 2013.
- It is being recreated by its new owners. They are seeking to rehabilitate and revitalize property.
- Changes in local highway and roadway infrastructure, and development of new, relatively advantaged retail developments (e.g., Mueller) have contributed to the decline of Lincoln Village and made it difficult for the businesses, especially the small and local businesses, to survive.
- The new owners are instituting a plan to revitalize the center into a retail and entertainment district that will exhibit a character more consistent with Austin's local culture.
- Signage upgrades are the crucial element in addressing and remediating the hardships which strongly contributed to the decline of Lincoln Village.

More detailed images of the proposed site signage can be found on page 4 and at the end of the book. Additional images can be made available upon request.

Background

This sign variance request is a key step in:

- Addressing the hardships created by changes in the infrastructure.
- Redefining the property after years of decline.
- Signaling to the Austin community that the whole neighborhood is transforming.
- Attracting unique, local tenants with a need to communicate their existence to customers.



Aerial Photo showing Existing Sign and Elevated Freeway Structure



Existing Signage

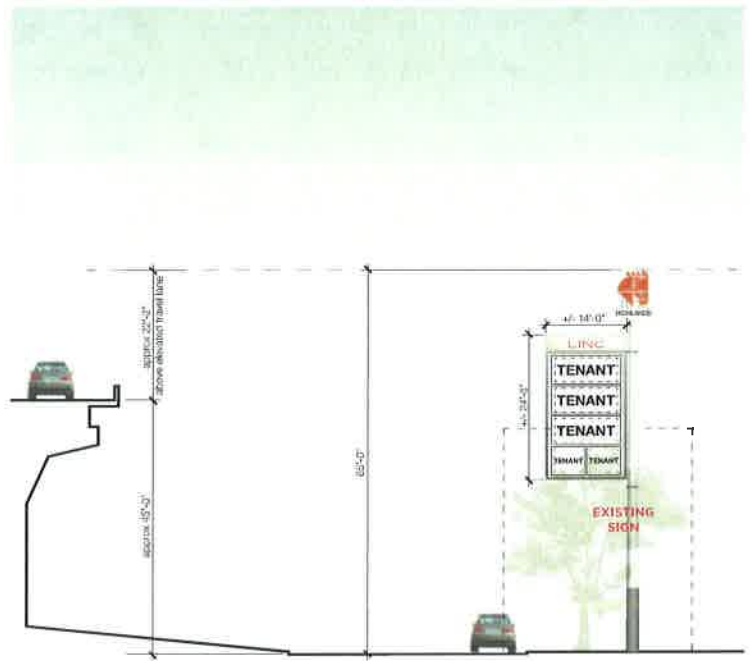
Hardship: Line of Sight

Since Lincoln Village was built in 1985, several major highway infrastructure changes have negatively affected the visibility of and access to it and its tenants. These infrastructure changes include:

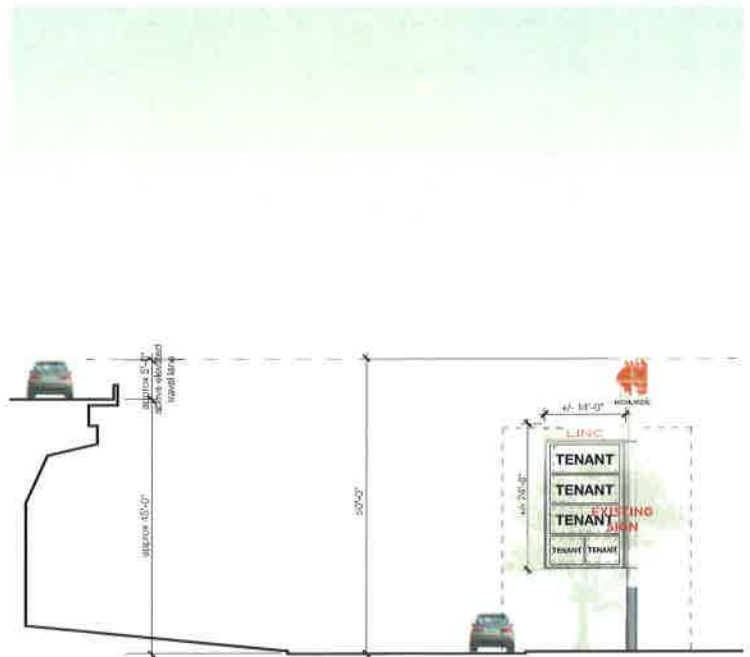
- Elevated Interstate.
- Trees, while an integral part of the site, block the view of signage below ~30ft.
- Construction of the I-35 / 290 flyover interchange.
- Movement of I-35 exit.

These changes have created physical and psychological barriers, causing Lincoln Village to become a buried property with obscured tenants.

This is evidenced by Lincoln Village's more than 50% vacancy as well as its long term distressed state.



Requested Height



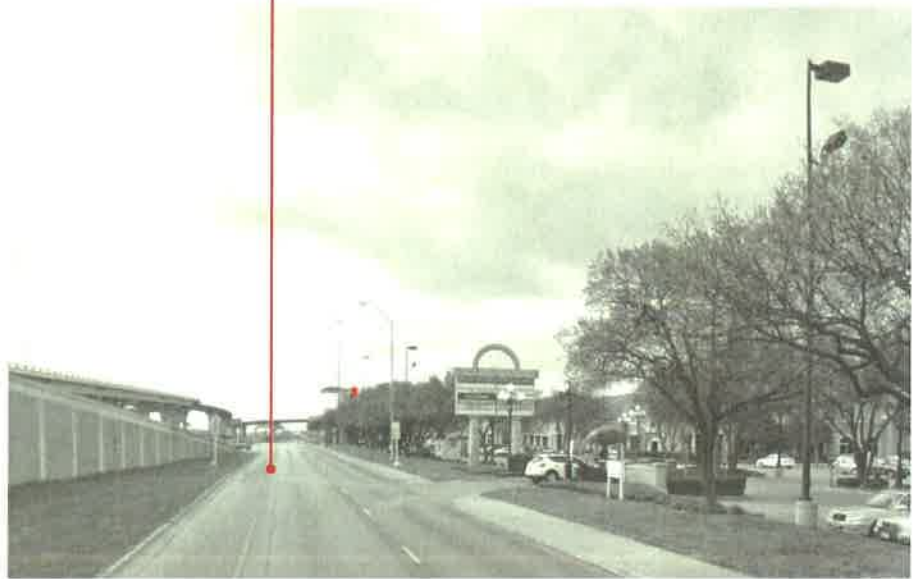
Height approved by the Sign Review Board

Hardship: Highway Alterations

Lincoln Village's existing signage serves little practical purpose given the re-configuration of its environment since it was originally developed.

- Existing entry sign is visible only from the I-35 frontage road which has a relatively small traffic count of 5,660 cars (less than 3% of overall drive-by traffic) and less on the frontage road north of the exit.
- There is no visibility of entry sign due to negative grade differential.
- When combined with placement of changed exit ramp, the existing entry sign becomes invisible.
- The existing entry sign cannot even be seen from the frontage road, much less the elevated interstate and flyover.

5,660 VPD < 3% of traffic



SB I-35 Frontage Road showing proposed sign in Red



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

Hardship: Existing Signage Visibility

Existing property signage is obsolete as a result of the changes in surrounding infrastructure. It no longer serves its purpose.

- When fully-occupied, The Linc will be an alliance of 40 - 50 small businesses, not a center dominated by one anchor-tenant.
- Tenants change out over time and these small businesses must effectively communicate their existence in order to survive. They cannot thrive under the current circumstances because no one knows they are there.
- Existing signs cannot be seen from these approaches.



NB I-35 showing proposed sign in Red-65'-0"



SB I-35 showing proposed sign in Red-65'-0"



SB I-35 showing proposed sign in Red-50'-0"

Hardship: Access

Frontage road access and visibility is of limited value as it currently exists.

- Access will remain difficult and confusing, but the proposed signage can help make The Linc more accessible.
- Signs can serve as a beacon to patrons, helping guide them through the turns required to reach the center.



Area Map showing Vehicular Approaches

Airport Blvd Exit
Overshoots Project
Entry

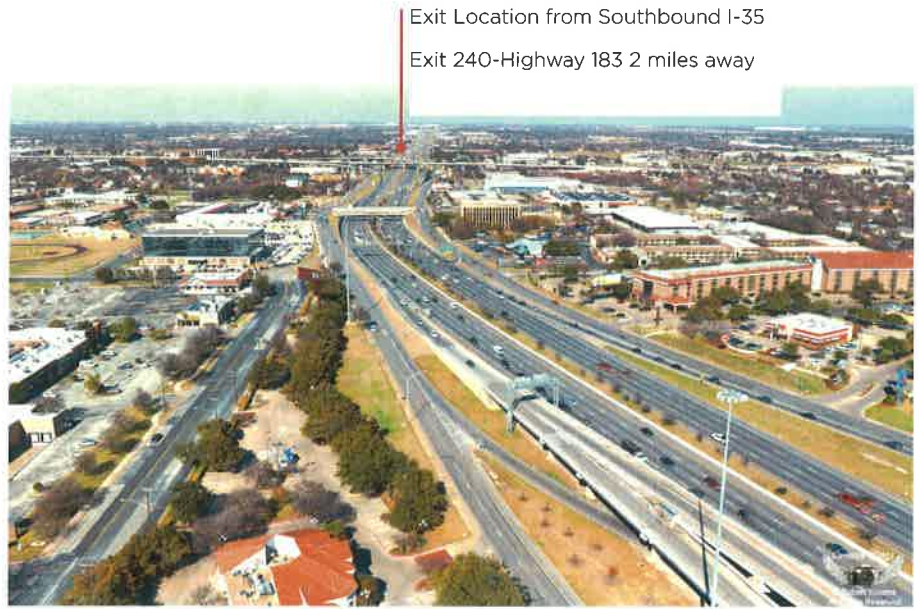


Aerial photo showing Airport Blvd. exit lane

Hardship: Access

Signage needs to be visible from highways to help address access issues.

- The exit which originally served the Lincoln Village development was since moved and now fails to provide access to frontage road entry points.
- There is a high cost in time and customer sentiment in navigating the access.
- Poor signage adds to increased, unnecessary vehicle trips and traffic around the center, contributing to already existing congestion.
- While signage cannot solve the access issues, it does help with navigation and way finding.



Aerial photo showing looking North

Airport Blvd Exit
Overshoots Project
Entry



Aerial photo showing Airport Blvd. exit lane

Hardship: Competitors

Other developments have a competitive advantage

- The request for taller signage puts the Linc in a similar position to (but still not as good as) nearby retail which does not have the same kind of relative elevation challenges.

Compare Mueller

- Mueller's primary signage is above grade from the bottom and ~40 feet at its top.
- Our highest proposed sign begins 15 feet below I-35 and tops out 35 feet above it. The other signs are even less elevated. See diagram on page 4.
- I-35 is the necessary and appropriate grade reference as frontage road is lightly traveled and fails to practically serve the property entrances.



Photo of Mueller Retail Center Sign along I-35

Community Benefits

- Given the likely increase in population density in and around the property over the next 5 years, along with a dearth of community retail (grocery, restaurants, services, etc.), The center needs to be capable of meeting the community's needs for dining, medical, retail, and entertainment services.
- The vision includes taking chances with local tenants and incubating local businesses (e.g., brick and mortar locations for popular food trucks)—the types of businesses that connect with the community and that Austinites will seek out.
- Tenants would struggle to survive at The Linc without place identity and/or signage.

Sign variance would have multiple benefits to the community, including:

- Increase awareness of the existence of these local businesses that often lack brand recognition of nationals;
- Create a unique "sense of place" to justify customers' effort to get there and tenants' investment in the property; and
- Encourage local businesses to have creative and unique signs, befitting the new vision for the center with a character consistent with Austin's most interesting districts.



Examples of Local Austin Iconic Signs



Area Map showing Pedestrian and Bicycle Approaches

Relationship to Neighborhood Development

The Goal for Highland is to be a walkable, bikable, fully serviced neighborhood. Transformation of The Linc is an important element in achieving that goal.

- The Linc development timeline is moving faster than other nearby developments, but its owners are working closely with consultants, specialists, and decision-makers of the nearby developments to ensure its direction is complementary. (For example: Bike paths / walking paths through ACC Highland will connect to Linc entrance for the same.)
- The request is in compliance with the goals of Airport Boulevard Redevelopment Plan.
- With almost 1/2 mile of frontage on I-35, The Linc is the highway frontage for a large portion of the transforming Highland neighborhood.
- Signage will help signal neighborhood transformation to the larger community.
- Support letters from all conceivable corners show that we are working in coordination with all local stakeholders.

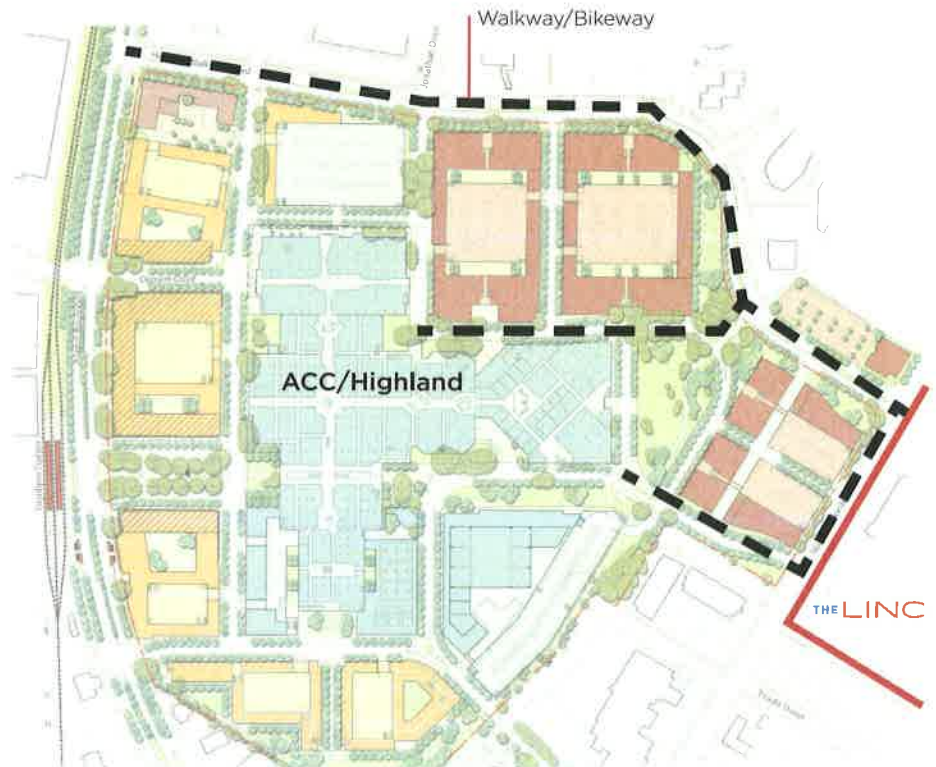


Lincoln Village Site Context

Relationship to Neighborhood Development

Sign variance has multiple benefits for the overall neighborhood:

- Required to bring strong, capable retail and service operators to the center and community;
- Symbol communicates that something new is happening in Highland; and
- Helps "Brand" the neighborhood with something iconic.



Austin Community College/Red Leaf Development

Limited Adverse Impacts

- The property is unique in size, scope and surroundings.
- Support from all stakeholders.
- Strong owner control over quality; high production values befitting the dynamics of the neighborhood; see Marchesa Marquee.
- Owner control will be accomplished through a comprehensive site sign plan along with tenant design and construction standards. The Marchesa Marquee is the first implementation of these standards and guidelines.
- Allows us to keep nice elements like trees, because signs allow visibility that are no longer obscured by trees and not increase building heights across the property.
- Our signage plan is the result of 18 months of work to address these hardships and achieve a win-win for the Highland Community and the tenants of The Linc.



Original Marchesa Hall & Theatre sign



Renovated Marchesa Hall & Theatre sign



Before



After - Gold's gym



Before



After; looking south toward Downtown Austin



Before



After - Restaurant Row



Before



After - North Building



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