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PLANNING COMMISSION
SITE PLAN VARIANCE REVIEW SHEET

CASE: SPC-2014-0175A **PC DATE:** January 13, 2015

CASE NAME: Red Bluff Hotel

ADDRESS: 4701 Red Bluff Road

OWNER: Red Bluff Partners, LLC
11036 Arroyo Canyon Drive
Austin, Texas 78736
c/o William Steakley
Telephone: (512) 799-3777

APPLICANT: Big Red Dog Engineering
2021 E. 5th Street, Suite 110
Austin, Texas 78701
Atten: Brad Lingvai
Telephone: (512) 669-5560

ZONING: GR-MU-CO-NP

NEIGHBORHOOD PLAN AREA: Govalle/Johnston Terrace Combined NPA

VARIANCE REQUEST: To consider recommendation of three Waterfront Overlay variances for a proposed 53,000 sq. ft. (approx.) hotel and restaurant development on a 1.21-acre site at 4701 Red Bluff Road. The requested variances are from the following Land Development Code sections, and described below:

- 1) LDC Section 25-2-721(B)(1), which prohibits parking areas and structures within the primary setback;
- 2) LDC Section 25-2-721(C)(1), which permits only "fountains, patios, terraces, outdoor restaurants and similar uses" within the secondary setback; and
- 3) LDC Section 25-2-721(C)(2), which limits impervious cover in the secondary setback to a maximum of 30 percent.

SUMMARY STAFF RECOMMENDATION: Approval of these variances is recommended by Planning & Development Review Department staff. The current locations of the primary and secondary setbacks do not allow the owner reasonable use or redevelopment of the property.

DEPARTMENT COMMENTS: The 1.213-acre subject property is located along Red Bluff Street approximately 1600 feet east of the intersection of Pleasant Valley

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Road and Cesar Chavez Street. It currently houses several businesses, and was originally permitted for construction in 1984 as a warehouse facility.

The developer proposes to construct a hotel and restaurant within the existing footprint of the current structure on the site, and to not increase the existing impervious cover of 65.2 percent. As per Section 25-2-740 (*Red Bluff Subdistrict Regulations*), the maximum height permitted on this site is 35 feet.

The subject property lies entirely within the primary and secondary setbacks of the Red Bluff Subdistrict of the Waterfront Overlay and redevelopment of the site as depicted on the proposed site plan cannot occur without approval of the requested variances.

WATERFRONT PLANNING ADVISORY BOARD ACTION: During its regularly-scheduled meeting on November 10, 2014, the Waterfront Planning Advisory Board recommended approval of Variance #1 by a vote of 4-2-1, Variance #2 was recommended for approval 6-0-1, and Variance #3 was recommended for approval 6-0-1.

Variances #1, #2 and #3 were each approved with two conditions:

1. The site plan for the proposed Red Bluff Hotel development must reduce the existing impervious cover within the primary setback by at least 50 percent, and
2. A maximum of 50 hotel rooms will be provided by this development.

PROCESS DESCRIPTION: In considering their recommendations for these variance requests, the Planning Commission should be aware that the applicant is, at this time, only requesting recommendations of approval for the three referenced variances from the Waterfront Overlay regulations as per LDC Section 25-2-713 (*Variances*). Approval of these variances by the Planning Commission will allow the applicant to proceed with detailed engineering and architectural design services.

Before the site development permit can be released for this project, a Part "A" land use site plan must then be reviewed and approved by the Planning Commission. As per LDC Section 25-2-721, prior to consideration for approval, the Planning Commission shall request recommendations from both the Waterfront Planning Advisory Board and the Environmental Board regarding whether to approve the site plan.

NEIGHBORHOOD ORGANIZATION(S):

- Austin Parks Foundation
- Austin Heritage Tree Foundation
- Beyond2ndNature
- Bike Austin
- Cristo Rey Neighborhood Association
- Del Valle Community Coalition

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- El Concilio Mexican-American Neighborhoods
- East Austin Conservancy
- East Town Lake Citizens Neighborhood Organization
- Govalle/Johnston Terrace Plan
- Guadalupe Neighborhood Development Corporation
- Preservation Austin
- The Real Estate Council of Austin, Inc.
- River Bluff Neighborhood Association
- SEL Texas
- Sierra Club, Austin Regional Group
- Super Duper Neighborhood Objectors and Appealers Organization
- Tejano Town
- United East Austin Coalition
- Friends of Emma Barrientos MACC
- Austin Neighborhoods Council

AREA STUDY: Govalle Neighborhood Planning Area

WATERSHED: Lady Bird Lake (Urban)

APPLICABLE WATERSHED ORDINANCE: Comprehensive Watershed Ordinance

SURROUNDING CONDITIONS:

Zoning/ Land Use

- North:** CS-MU-CO-NP/Vacant
- East:** SF-3-NP/Single-family residential
- South:** SF-3-NP & GR-MU-CO-NP/Vacant
- West:** GR-MU-CO-NP/Residential

Transportation: A traffic impact analysis is not required for this development. Access to the site will be via a proposed driveway onto Red Bluff Road.

Environmental: The site is not located over the Edward's Aquifer Recharge Zone, and is within the Desired Development Zone.

ADDITIONAL INFORMATION: The applicant, the Govalle/Johnston Terrace Contact Team and the River Bluff Neighborhood Association have been in discussions regarding this development for several months, and have been working toward drafting and recording a private restrictive covenant that would establish conditions and agreements for the proposed Red Bluff Hotel. However, as of the date of this backup preparation, no such current documents have been provided to this case manager.

CASE MANAGER: Michael Simmons-Smith Telephone: (512) 974-1225
michael.simmons-smith@austintexas.gov

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September 26, 2014

City of Austin Waterfront Overlay Advisory Board
City of Austin Planning Commission Members
P.O. Box 1088
Austin, Texas 78767

**Re: Red Bluff Hotel Project
(Case No. SPC-2014-0175A)**

Dear Advisory Board Members and Commissioners:

As a business owner in the East Austin community,
I respectfully write to you today to express my support for The Red Bluff Hotel Project,
Case No. SPC-2014-0175A.

I support this project for the following reasons:

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Most importantly, this project will bring a significant investment and redevelopment opportunity to a former limited industrial site and will improve the overall quality of life for the community.

Sincerely,



GARY E. LEWIS
founder & CEO
BOOTLEG MARKET, INC
BOOTLEG, LLC

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October 6, 2014

City of Austin Waterfront Overlay Advisory Board
City of Austin Planning Commission Members
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Sincerely,


N.J. Weaver
Artist - Eastside

September 26, 2014

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CB
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Sincerely,

David Gary
Bobcat Communications
(512) 964-9063

C23
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Sincerely,

Martha Limon


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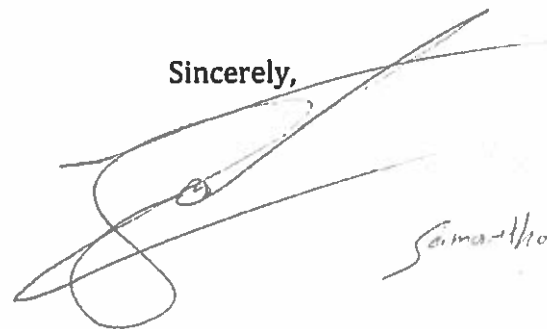
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Sincerely,



Samantha Duncan

C23
/10

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Sincerely,

Emily Miller Seaman
Emily Catering

C23
/12

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Sincerely,



Erik Wofford

Cacophony Recorders

12 year resident of 4707 Red Bluff Rd

C23
/13

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Sincerely,

DocuSigned by:

F4B886CEEDBF415
Cary Prewitt

Blackstar Hospitality

C23
/15

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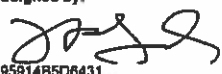
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Sincerely,

DocuSigned by:

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James Moody

Guerilla Suit / Mohawk / Transmission Events

C23
/ 16

October 6, 2014

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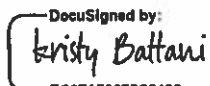
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Sincerely,

DocuSigned by:

EC9FA79075C9483...
Kristy Battani

Artist - 4620B e Cesar Chavez, Austin, TX 78702

C23
/17

October 6, 2014

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Sincerely,

DocuSigned by:

Bill Webster

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Bill Webster

Underdog Screen Printing

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/ 18

October 6, 2014

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DocuSigned by:

DBB31EDB46C44E0...
Matthew Valdez

C23
/19

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DocuSigned by:

F896CCA9B5E84E4...

Adam DeLeon

603 Brushy Street #304 Austin, TX 78702

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/ 20

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DocuSigned by:



001DC98154B8472...

Alan Gonzalez

1313 Comal, Austin, TX 78702

C23
/24

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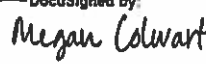
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Most importantly, this project will bring a significant investment and redevelopment opportunity to a former limited industrial site and will improve the overall quality of life for the community.

Sincerely,

DocuSigned by:

3288B75CE28E411...
Megan Colwart

1124 Richardine Ave, Austin, TX 78721

C23
/22

October 6, 2014

City of Austin Waterfront Overlay Advisory Board
City of Austin Planning Commission Members
P.O. Box 1088
Austin, Texas 78767

**Re: Red Bluff Hotel Project
(Case No. SPC-2014-0175A)**

Dear Advisory Board Members and Commissioners:


As a business owner in the East Austin community. I respectfully write to you today to express my support for The Red Bluff Hotel Project, Case No. SPC-2014-0175A.

I support this project for the following reasons:

- The project respects the integrity of the adopted Govalle/Johnston Terrace Neighborhood Plan, Zoning and Future Land Use Map (FLUM);
- The project will provide local economic development opportunities ranging from employment opportunities and the utilization of local, small businesses in potential retail commercial spaces, and the use of local, small businesses in both the design and construction of the project;
- The project will incorporate Austin's local community and cultural values into the design, aesthetics and programming of the proposed project;
- The project is consistent and respectful of the goals/policies of the Town Lake Corridor Study and creates an important opportunity to further enhance the environmental protection of the area;
- The project will create a cultural revitalization opportunity to incorporate local cultural public art and performance space reflective of Austin's local diversity;

Most importantly, this project will bring a significant investment and redevelopment opportunity to a former limited industrial site and will improve the overall quality of life for the community.

Sincerely,

DocuSigned by:

11F8E4EBC55A47B...
Thomas Bercy

1111 E 11th St #200, Austin, TX 78702

C23/23

October 6, 2014

City of Austin Waterfront Overlay Advisory Board
City of Austin Planning Commission Members
P.O. Box 1088
Austin, Texas 78767

**Re: Red Bluff Hotel Project
(Case No. SPC-2014-0175A)**

Dear Advisory Board Members and Commissioners:

As a resident of the East Austin community, I respectfully write to you today to express my support for The Red Bluff Hotel Project, Case No. SPC-2014-0175A.

I support this project for the following reasons:

- The project respects the integrity of the adopted Govalle/Johnston Terrace Neighborhood Plan, Zoning and Future Land Use Map (FLUM);
- The project will provide local economic development opportunities ranging from employment opportunities and the utilization of local, small businesses in potential retail commercial spaces, and the use of local, small businesses in both the design and construction of the project;
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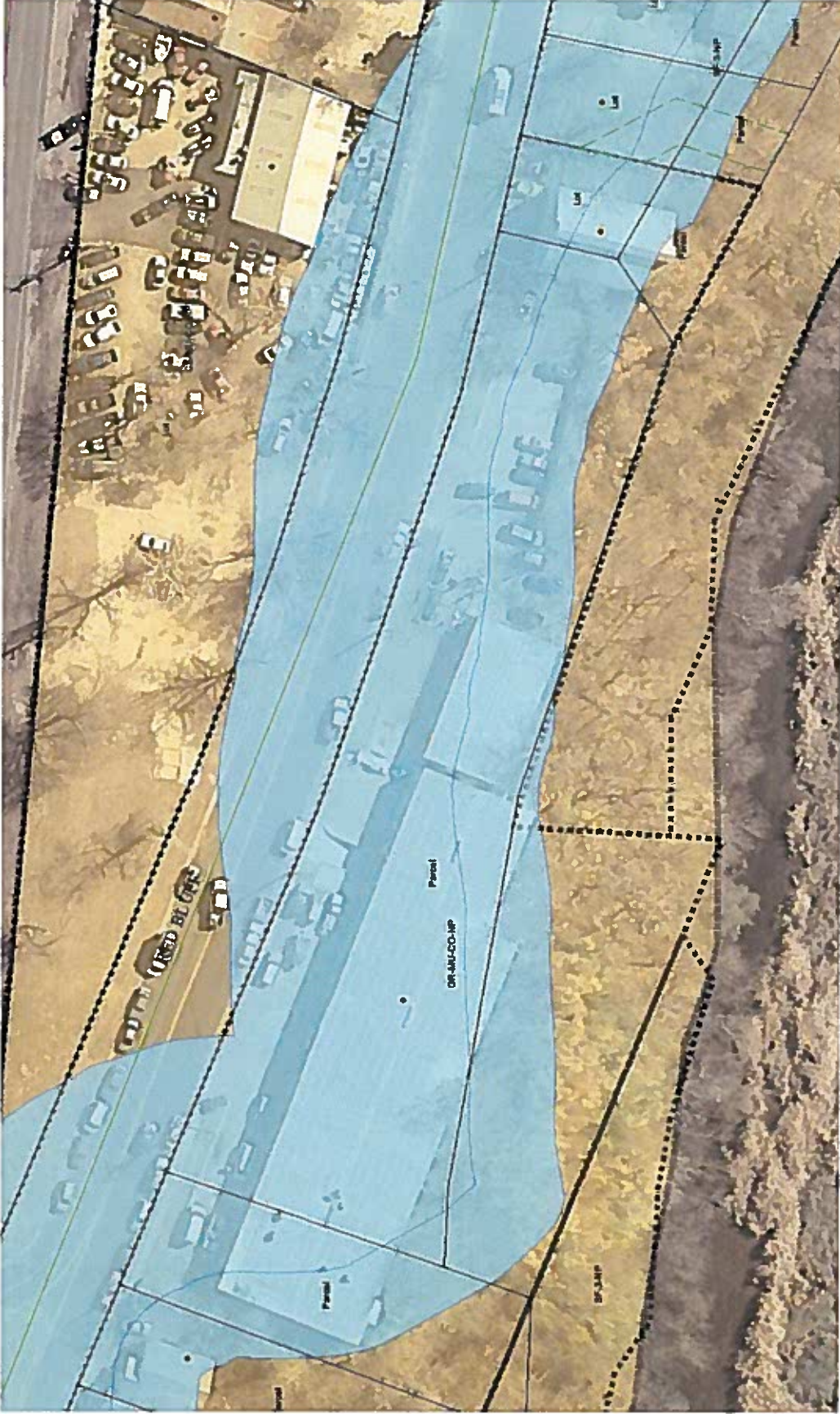
Sincerely,

DocuSigned by:


A571D8FDDC084C2...

Joshua L. McGuire

1105 E 3rd Street, Austin, TX 78702



LOCATION OF WATERFRONT OVERLAY PRIMARY & SECONDARY SETBACKS ON THE RED BLUFF HOTEL SITE
(SETBACKS SHOWN IN BLUE)

C23
/24