

BOA GENERAL REVIEW COVERSHEET

CASE: C16-2020-0007

BOA DATE: November 9th, 2020

ADDRESS: 2234 Guadalupe St

COUNCIL DISTRICT: 9

OWNER: Tim Finley

AGENT: Eric Beegun

ZONING: CS-CO-NP (West University)

LEGAL DESCRIPTION: LOT 33 OLT 35 DIV D HORSTS LOUIS SUBD

VARIANCE REQUEST: allow for one (1) wall sign, one (1) blade sign, one (1) vinyl letter board all illuminated.

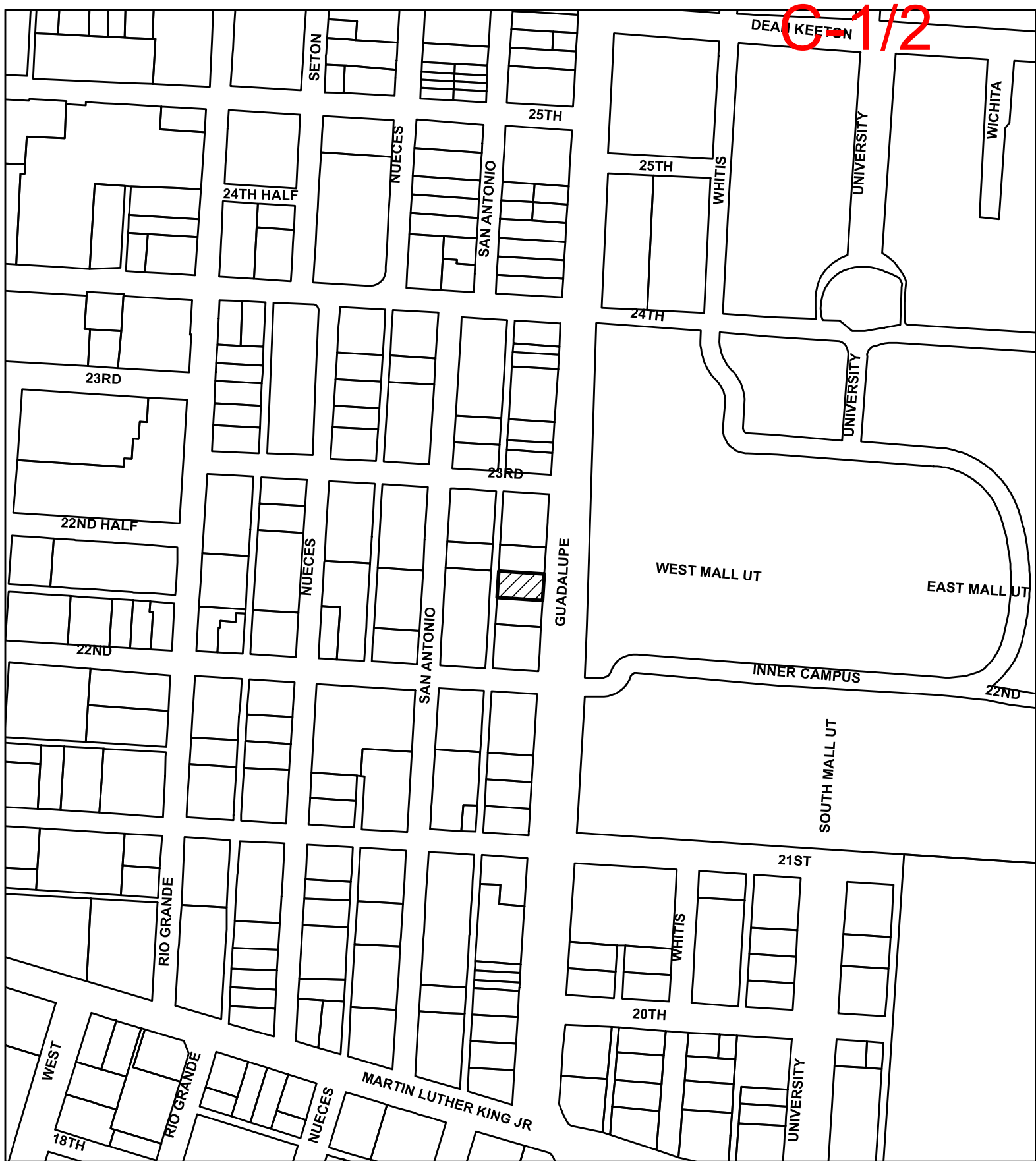
SUMMARY: attach signs for Sweetgreen Restaurant

ISSUES: already occurring with existing retail businesses

	ZONING	LAND USES
<i>Site</i>	CS-CO-NP	General Commercial Services-Conditional Overlay
<i>North</i>	CS-CO-NP	General Commercial Services-Conditional Overlay
<i>South</i>	CS-CO-NP	General Commercial Services-Conditional Overlay
<i>East</i>	UNZ	University Zone
<i>West</i>	CS-NP	General Commercial Services

NEIGHBORHOOD ORGANIZATIONS:

Austin Independent School District
 Austin Lost and Found Pets
 Austin Neighborhoods Council
 Bike Austin
 CANPAC (Central Austin Neigh Plan Area Committee)
 Central Austin Community Development Corporation
 Central Austin Urbanists
 Friends of Austin Neighborhoods
 Homeless Neighborhood Association
 My Guadalupe
 Neighborhood Empowerment Foundation
 Preservation Austin
 SELTexas
 Shoal Creek Conservancy
 Sierra Club, Austin Regional Group
 University Area Partners
 West Campus Neighborhood Association



SUBJECT TRACT



PENDING CASE



ZONING BOUNDARY

NOTIFICATIONS

CASE#: C16-2020-0007

LOCATION: 2234 Guadalupe St

1" = 333'

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

This product has been produced by CTM for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.



Board of Adjustment Sign Variance Application

WARNING: Filing of this appeal stops all affected construction activity.

This application is a fillable PDF that can be completed electronically. To ensure your information is saved, [click here to Save](#) the form to your computer, then open your copy and continue.

The Tab key may be used to navigate to each field; Shift + Tab moves to the previous field. The Enter key activates links, emails, and buttons. Use the Up & Down Arrow keys to scroll through drop-down lists and check boxes, and hit Enter to make a selection.

The application must be complete and accurate prior to submittal. All information is required (if applicable).

For Office Use Only

Case # _____ ROW # _____ Tax # _____

Section 1: Applicant Statement

Street Address: 2234 Guadalupe Street

Subdivision Legal Description:

North one-half (1/2) of Lot 33, Outlot 35, Division D, LOUIS HORST SUBDIVISION in the City of Austin, Travis County, Texas, according to the map or plat thereof recorded in Volume Z, Page 613 of the Deed Records of Travis County, Texas (the "Property"). The Premises are locally known as 2234 Guadalupe Street, Austin, Texas.

Lot(s): N/A Block(s): N/A

Outlot: N/A Division: N/A

Zoning District: CS-CO-NP

Sign District: University Neighborhood Overlay District

I/We Michael Klingl on behalf of myself/ourselves as
authorized agent for sweetgreen affirm that on
Month October, Day 6, Year 2020, hereby apply for a hearing before the
Board of Adjustment for consideration to (select appropriate option below):

☐ Erect ☒ Attach ☐ Complete ☐ Remodel ☐ Maintain ☐ Other: _____

Type of Sign: White Neon Channel Letter (1) Panel Sign (1) Blade Sign / (1) acrylic light box

Portion of the City of Austin Land Development Code applicant is seeking a variance from:

25-10-133 - UNIVERSITY NEIGHBORHOOD OVERLAY ZONING DISTRICT SIGNS

(G) A sign may not be illuminated or contain electronic images or moving. The applicant is seeking the ability to permit neon and internally lit illuminated signage as proposed.

Section 2: Variance Findings

The Board must determine the existence of, sufficiency of, and weight of evidence supporting the findings described below. In order to grant your request for a variance, the Board must first make one or more of the findings described under 1, 2, and 3 below; the Board must then make the finding described in item 4 below. If the Board cannot make the required findings, it cannot approve a sign variance.

Therefore, you must complete each of the applicable Findings Statements as part of your application. Failure to do so may result in your application being rejected as incomplete. Please attach any additional supporting documents.

I contend that my entitlement to the requested variance is based on the following findings:

1. The variance is necessary because strict enforcement of the Article prohibits any reasonable opportunity to provide adequate signs on the site, considering the unique features of the site such as dimensions, landscaping, or topography, because:

~~This section of Guadalupe Street is predominantly commercial/retail businesses providing food, beverage and essentials for the student body of the University and residential apartments/condos/homes that reside behind and west of this strip of retail. Virtually each and every commercial retailer has signage that is illuminated to help direct potential consumers to their front doors. Strict enforcement specifically item (G) of this Article, (see attached for addtl.)~~

—OR—

2. The granting of this variance will not have a substantially adverse impact upon neighboring properties, because:

~~This request is not asking for anything not already occurring amongst the already existing retail businesses operating in this area. If anything, this could create new interest by adding a dining option not already offered in the area, drawing additional foot traffic and with it the potential for an up-tick to other business because of the increase of consumers in the area.~~

—OR—

3. The granting of this variance will not substantially conflict with the stated purposes of this sign ordinance, because:

~~The signs proposed are fully within the vision of the Article 1 of Chapter 25-10, in that they do not hamper the City's ability to protect the health, safety, and general welfare of the City and its residents while moving to support it's Comprehensive Plan by continuing to recognize that its local businesses are vital to the community. Additionally, by allowing businesses like sweetgreen, who offer more nourishing food chooses, (see attached for additional)~~

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:

~~As previously stated, most if not all other commercial businesses along this part of Guadalupe Street already have illuminated signs. Either internally lit individual channel letter signs, box signs or neon signs can be seen up and down the three to four block length of this part of the UNO-District. The granting of this request would not provide sweetgreen with any sort of special privilege not readily enjoyed currently by many businesses.~~

Section 3: Applicant Certificate

I affirm that my statements contained in the complete application are true and correct to the best of my knowledge and belief.

Applicant Signature:  Date: 10/05/2020

Applicant Name (typed or printed): Eric Beegun

Applicant Mailing Address: 3000 S. Robertson Blvd.

City: Los Angeles State: CA Zip: 90034

Phone (will be public information): (510) 847-9622

Email (optional – will be public information): 

Section 4: Owner Certificate

I affirm that my statements contained in the complete application are true and correct to the best of my knowledge and belief.


Owner Signature:  Date: 10/05/2020

Owner Name (typed or printed): Tim Finley, Vice President Xwalk, LC

Owner Mailing Address: 515 Congress Avenue, Suite 2210

City: Austin State: Texas Zip: 78701

Phone (will be public information): 512 478 0885 X-216

Email (optional – will be public information): 

Section 5: Agent Information

Agent Name: Michael Klingl

Agent Mailing Address: 1400 E. Touhy Avenue, Suite 215

City: Des Plaines State: IL Zip: 60187

Phone (will be public information): (630) 200-9219

Email (optional – will be public information): 

SAVE

VARIANCE FINDINGS

Petitioner's statements have been completed here because there was not enough room to fit completely in the space provided on the application.

1. The variance is necessary because strict enforcement of the Article prohibits any reasonable opportunity to provide adequate signs on the site, considering the unique features of the site such as dimensions, landscaping, or topography, because:

This section of Guadalupe Street is predominantly commercial/retail businesses providing food, beverage and essentials for the student body of the University and residential apartments/condos/homes that reside behind and west of this strip of retail. Virtually each and every commercial retailer has signage that is illuminated to help direct potential consumers to their front doors. Strict enforcement specifically item (G) of this Article, will absolutely put sweetgreen at a distinct disadvantage and would prohibit them of a reasonable opportunity to compete by providing adequate signage. Signage that would equally allow their business to stand out amongst those already in place and having a present recognition and familiarity to the neighborhood.

2. The granting of this variance will not have a substantially adverse impact upon neighboring properties, because:

Complete answer on application.

3. The granting of this variance will not substantially conflict with the stated purposes of this sign ordinance, because:

The signs proposed are fully within the vision of the Article 1 of Chapter 25-10, in that they do not hamper the City's ability to protect the health, safety, and general welfare of the City and its residents while moving to support it's Comprehensive Plan by continuing to recognize that its local businesses are vital to the community. Additionally, by allowing businesses like sweetgreen, who offer more nourishing food chooses, who themselves look to support other local small and mid-size growers who are farming sustainably to enter the market and compete on a level playing field with other existing competing businesses in the area.

The granting of this variance will not change in any way the current character of this part of the district. Also, with the mere improvements that sweetgreen has made to this property in order to create their latest location in the City of Austin they have greatly enhanced the property values around them, improved future economic development opportunities for the area and promises to improve the quality of life for the neighborhood it will soon become a part of and serve for years to come.

4. Granting a variance would not provide the applicant with a special privilege not enjoyed by others similarly situated or potentially similarly situated, because:

Complete answer on application





Property Profile



Legend

- Addresses
- Jurisdiction
 - FULL PURPOSE
 - LIMITED PURPOSE
 - EXTRATERRITORIAL JURISDICTION
 - 2 MILE ETJ AGRICULTURAL AGREEMENT
 - OTHER CITY LIMITS
 - OTHER CITIES ETJ
- TCAD Parcels
- TCAD Parcel IDs
- Jurisdiction
 - FULL PURPOSE
 - LIMITED PURPOSE
 - EXTRATERRITORIAL JURISDICTION
 - 2 MILE ETJ AGRICULTURAL AGREEMENT
 - OTHER CITY LIMITS
 - OTHER CITIES ETJ

Notes

0.0 0 0.01 0.0 Miles

NAD_1983_StatePlane_Texas_Central_FIPS_4203_Feet

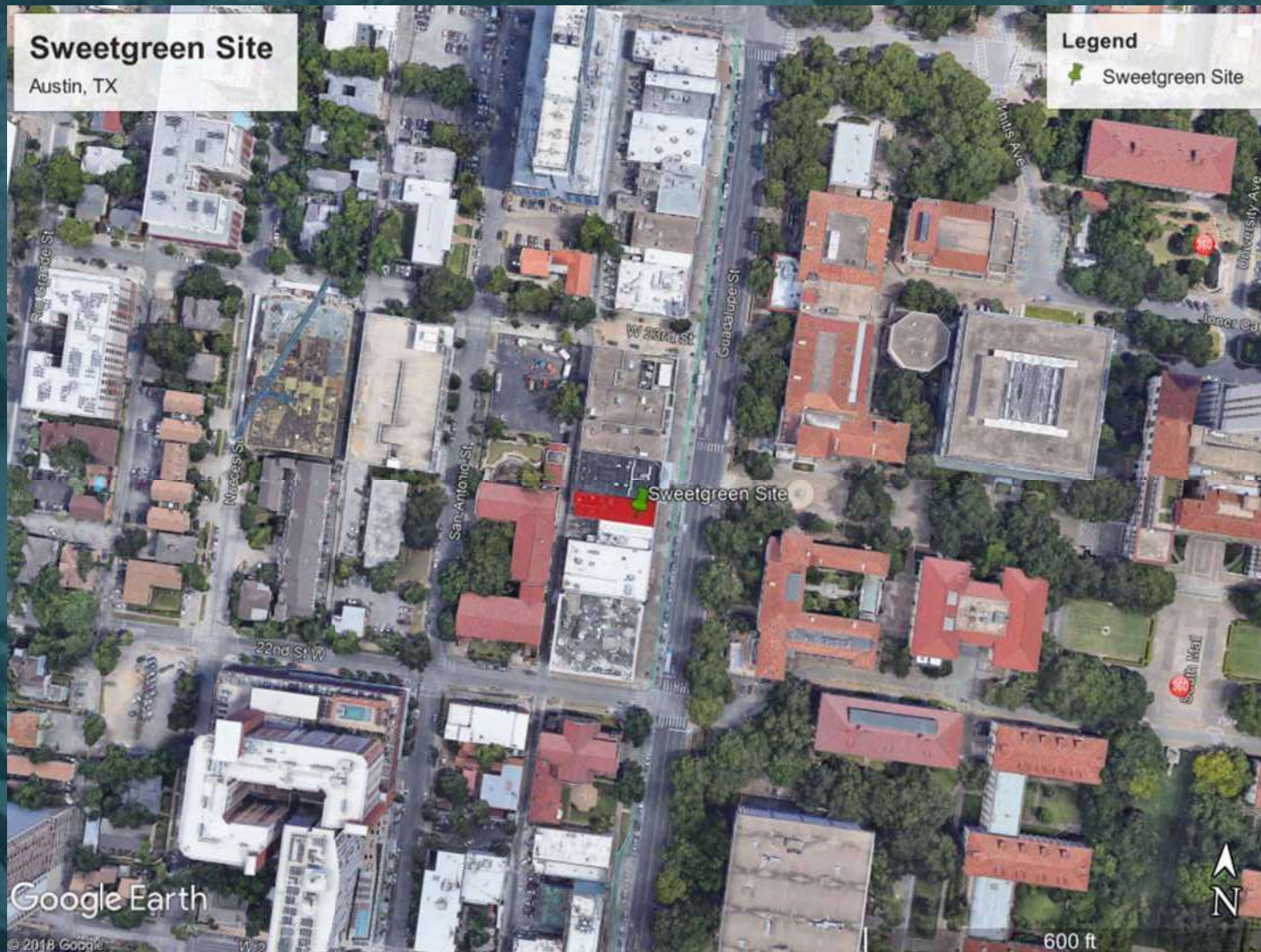
Date Printed:

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sweetgreen

THE DRAG

C16-2020-0007 / 2234 GUADALUPE STREET



- Unique Strip of Commercial
- Location across from the University
 - Significant car/bus traffic
 - Significant student/pedestrian traffic / bicycle lanes
- Retail /Service Uses
 - All Existing Retail have Illuminated Signage
 - Existing Restaurants have an existing presence/following
- Sweetgreen needs to make our presence known on this strip to succeed.
- Sweetgreen needs to be seen equally at night as during the day.

THE DRAG - 2234 GUADALUPE STREET

**SECTION 25 -10-133 - UNIVERSITY NEIGHBORHOOD OVERLAY ZONING
DISTRICT SIGNS**

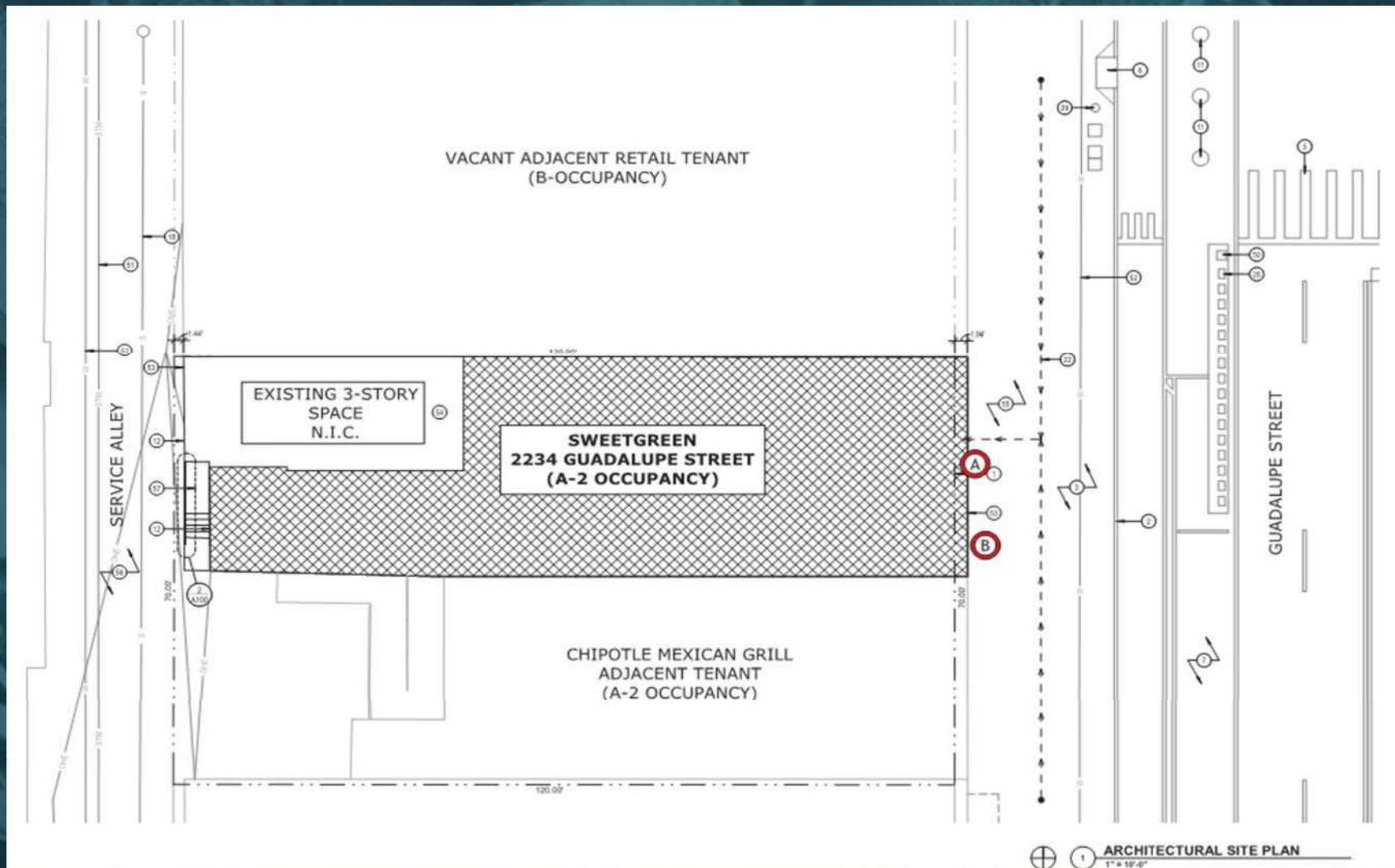
(G) A sign may not be illuminated or contain electronic images or moving.

SWEETGREEN is therefore requesting a variance to permit our proposed Wall Sign and Blade Sign to be illuminated with the neon lighting system detailed on our plans as originally submitted to the City of Austin.

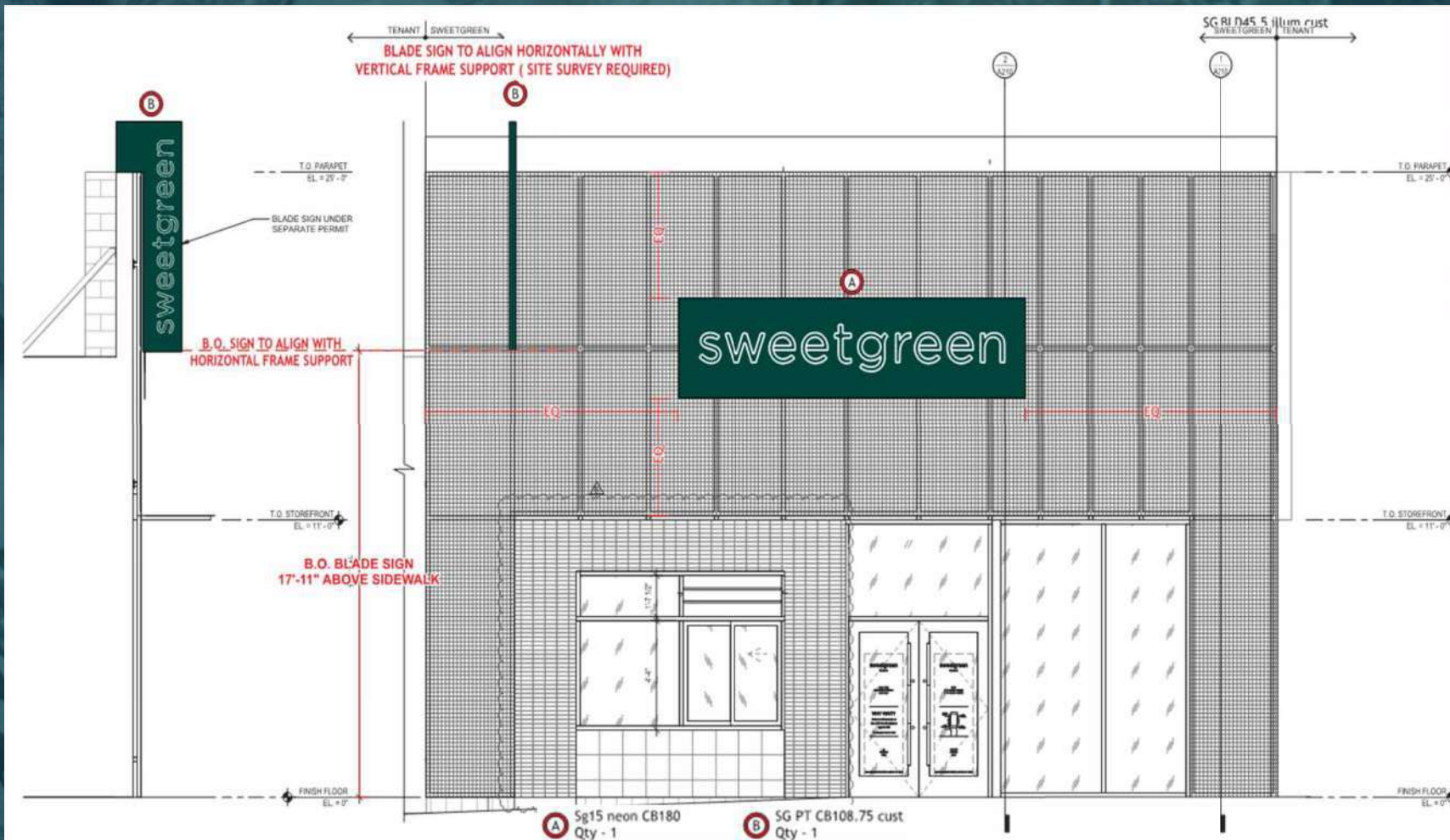
THE DRAG - 2234 GUADALUPE STREET



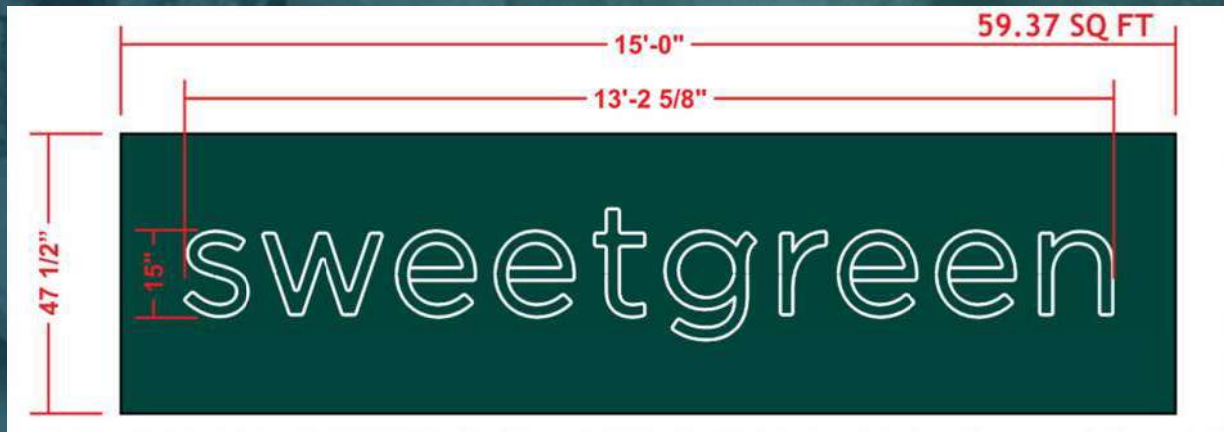
THE DRAG - 2234 GUADALUPE STREET



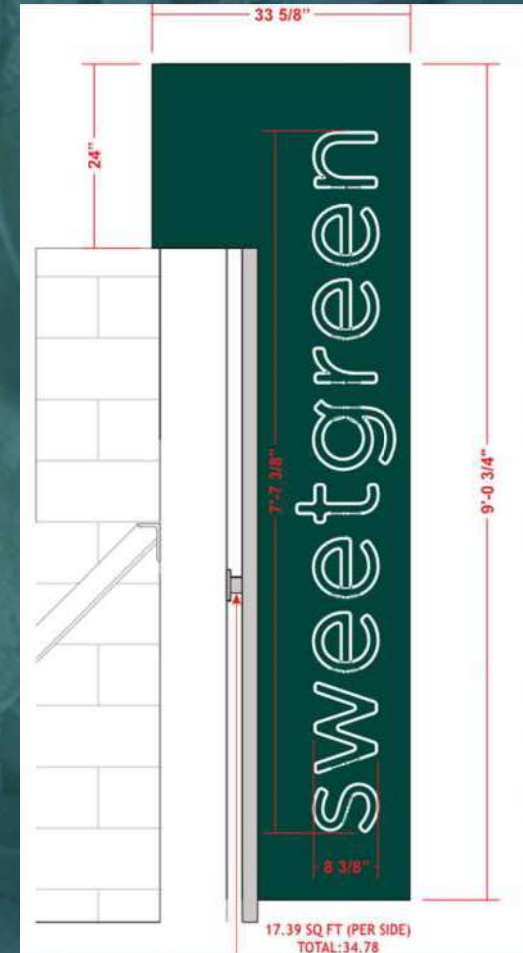
THE DRAG - 2234 GUADALUPE STREET



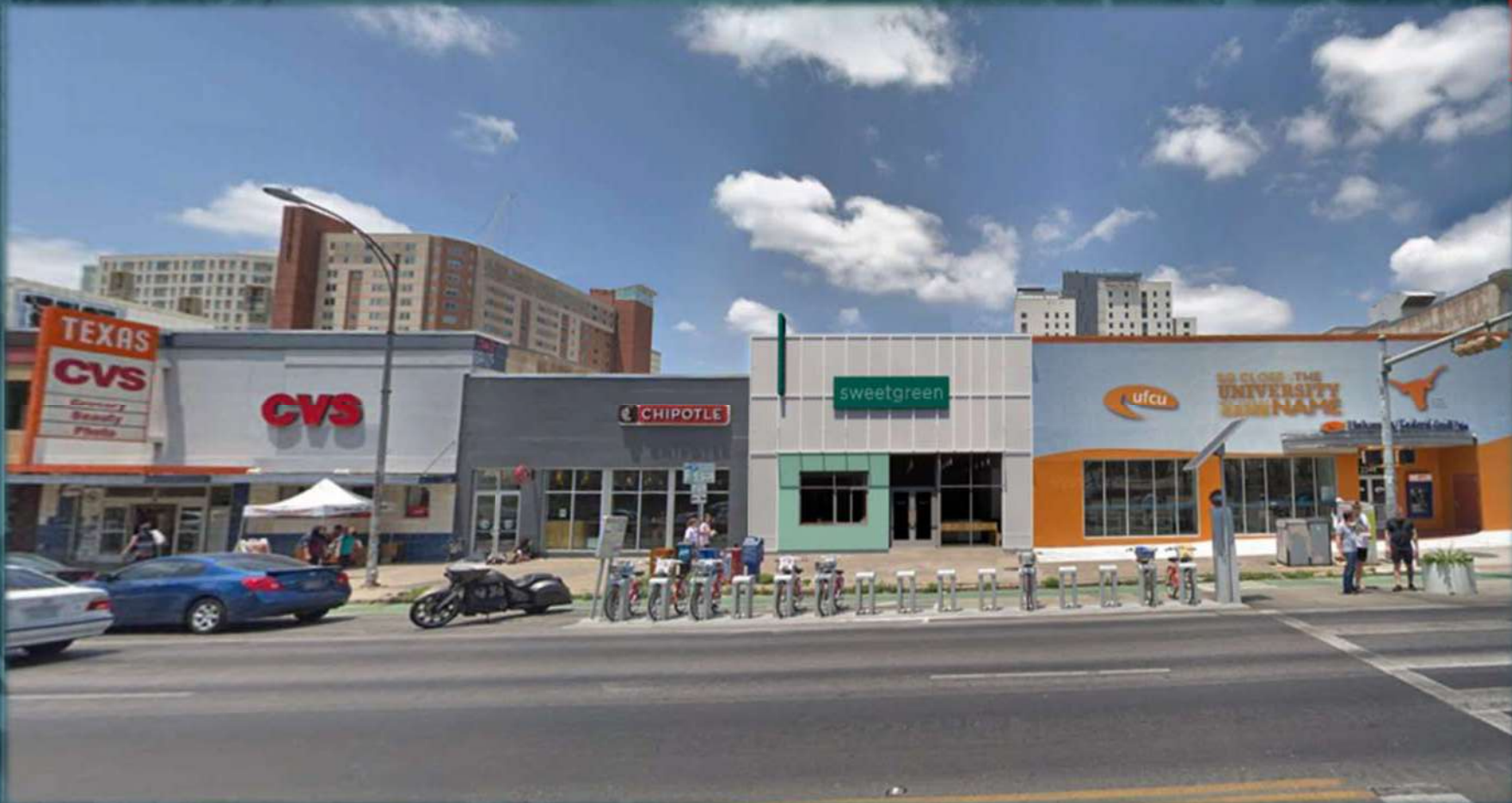
THE DRAG - 2234 GUADALUPE STREET



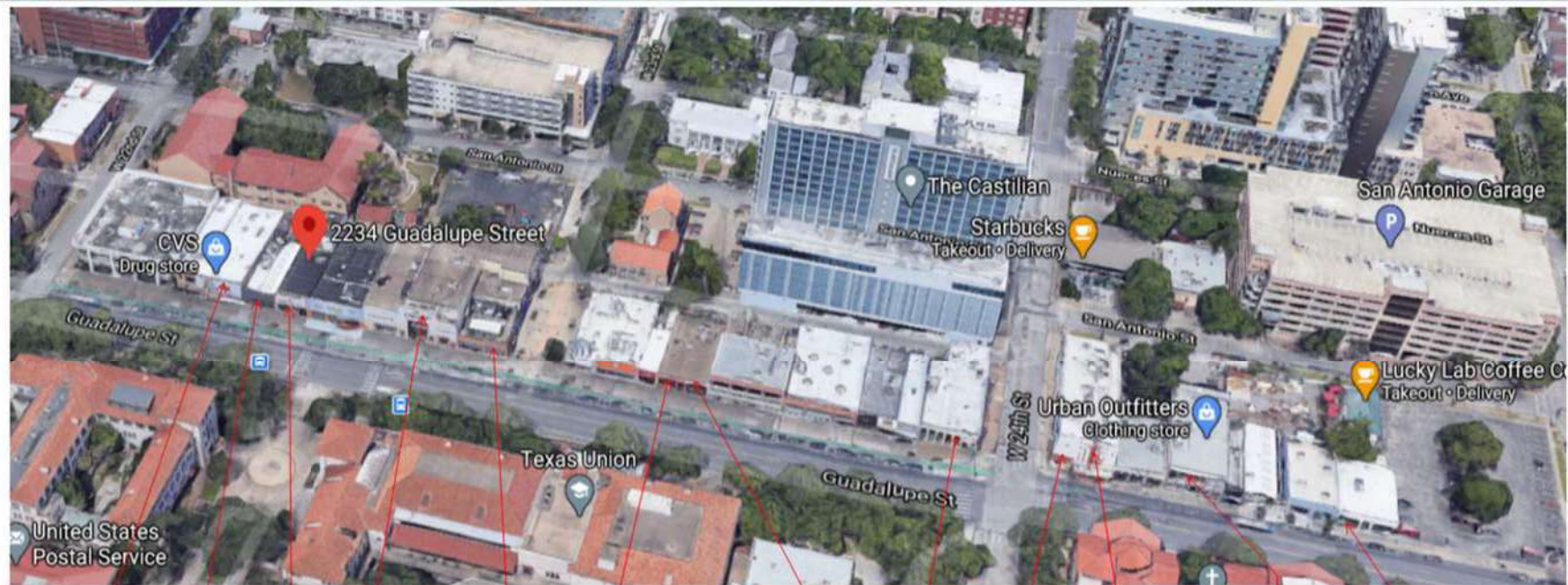
10mm EXPOSED WHITE NEON (color match temp 5000K), BLACK NEON BOOTS



THE DRAG - 2234 GUADALUPE STREET



THE DRAG - 2234 GUADALUPE STREET



ILLUMINATED SIGNAGE LOCATION MAP

- | | | | | | | | |
|----------------|------------|----------|----------|---------------|---------------|------------------|---|
| ① CVS PHARMACY | ② CHIPOTLE | CO-OP | POTBELLY | ⑦ WING STOP | ⑨ WELLS FARGO | URBAN OUTFITTERS | ⑪ |
| ③ SWEETGREEN | ④ | ⑤ KAPLAN | ⑥ | ⑧ SHOE PALACE | ⑩ VARSITY | CAVA | ⑫ |

THE DRAG - 2234 GUADALUPE STREET





THE DRAG - 2234 GUADALUPE STREET





GIN
RN LANE
BIKES

Varsity

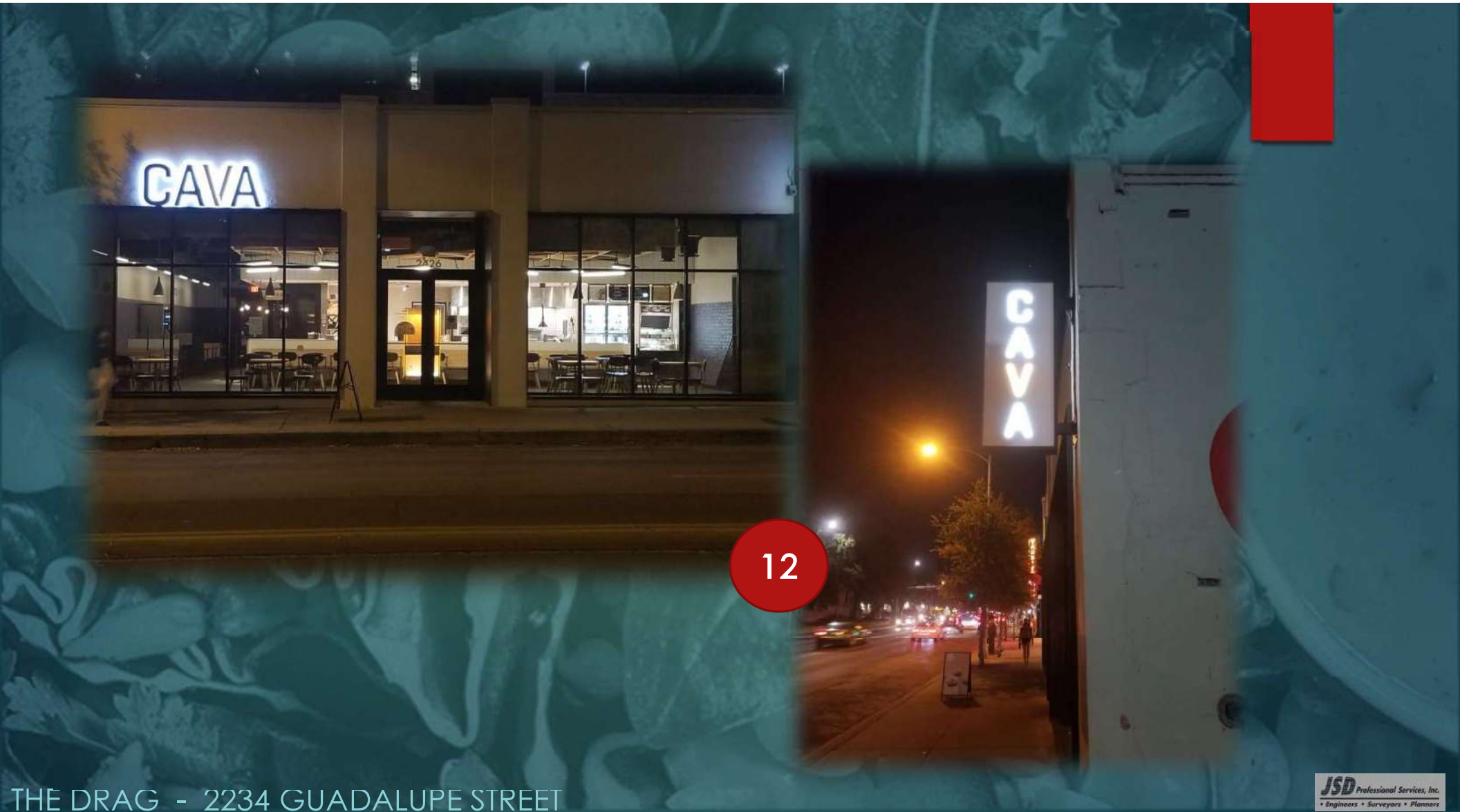
Qdoba

URBAN OUTFITTERS

10

11

THE DRAG - 2234 GUADALUPE STREET



THE DRAG - 2234 GUADALUPE STREET



THE DRAG - 2234 GUADALUPE STREET



THE DRAG - 2234 GUADALUPE STREET

Findings of Fact

1. The variance is necessary because strict enforcement of the Article prohibits any reasonable opportunity to provide adequate signs on the site, considering the unique features of the site such as dimensions, landscaping, or topography, because:

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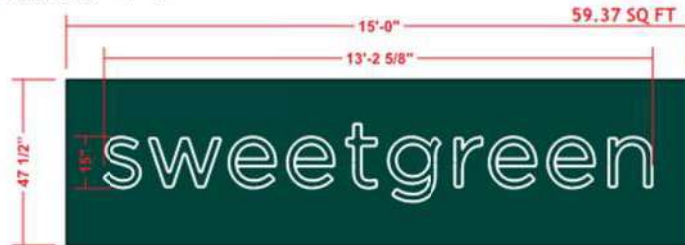


Thank You
Question

THE DRAG - 2234 GUADALUPE STREET

A NEON LETTERS ON CABINET - ELEVATION

Scale: 3/8" = 1' - 0"



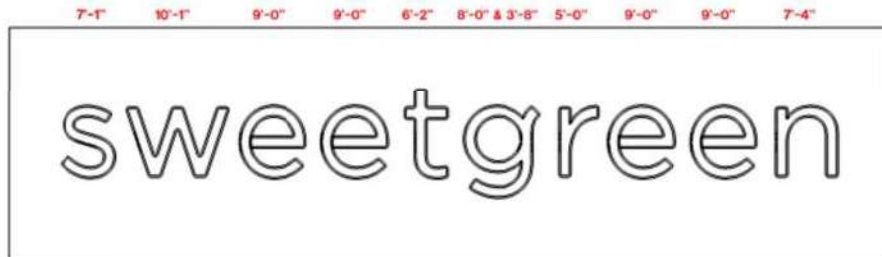
SIGN - DETAILS

- ① 7" DEEP FABRICATED ALUMINUM EXTRUDED CABINET WITH HINGED FACE (CLOSED REVEAL) PAINTED PMS 3308C 'GREEN' ON ALL SIDES
- ② CLEAR TUBE SUPPORTS (1 3/4" TALL) AS REQUIRED, SECURED TO THE FACES
- ③ 10mm EXPOSED WHITE NEON (color match temp 5000K), BLACK NEON BOOTS
- ④ BLACK GTO WIRE THRU PORCELAIN PASS THRU'S
- ⑤ MAGNETIC TRANSFORMER MOUNTED INSIDE CABINET
- ⑥ CABINET SIGN MOUNTS FLUSH TO STOREFRONT FRAMING BY SWEET GREEN WITH REQUIRED FASTENERS (PENDING SITE SURVEY)

TOTAL FOOTAGE 83'-4"

10mm GLASS

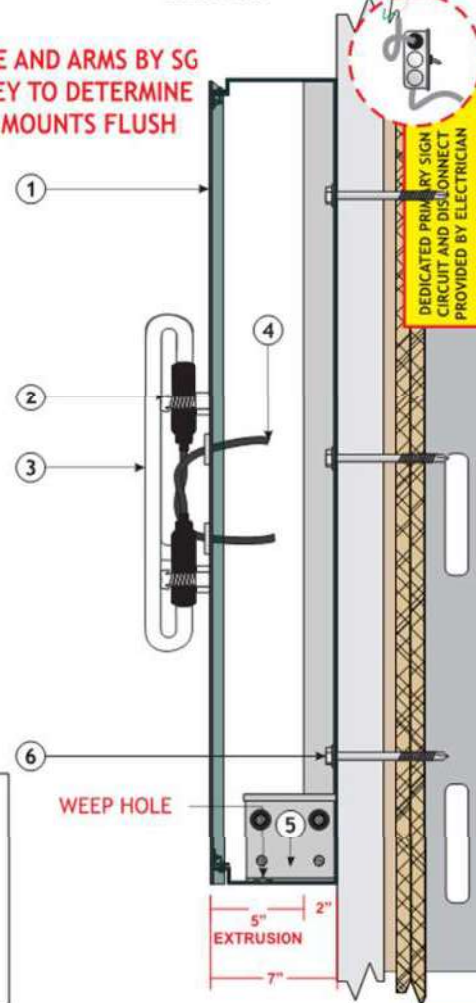
2ea. 9000/30 & 1ea. 12000/30 TRANSFORMERS



NEON LETTERS ON CABINET - SECTION

Scale: N.T.S.

STEEL FRAME AND ARMS BY SG
FIELD SURVEY TO DETERMINE
HOW SIGN MOUNTS FLUSH



93 Industry Drive
PO Box 349
Versailles, KY 40383
859.879.1199



sweetgreen

2234 GUADALUPE BLVD
AUSTIN, TX 78705

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.

RUGGLES SIGN DOES NOT PROVIDE PRIMARY ELECTRICAL TO SIGN LOCATION!

Suitable for Wet Locations
UL label located on top of sign

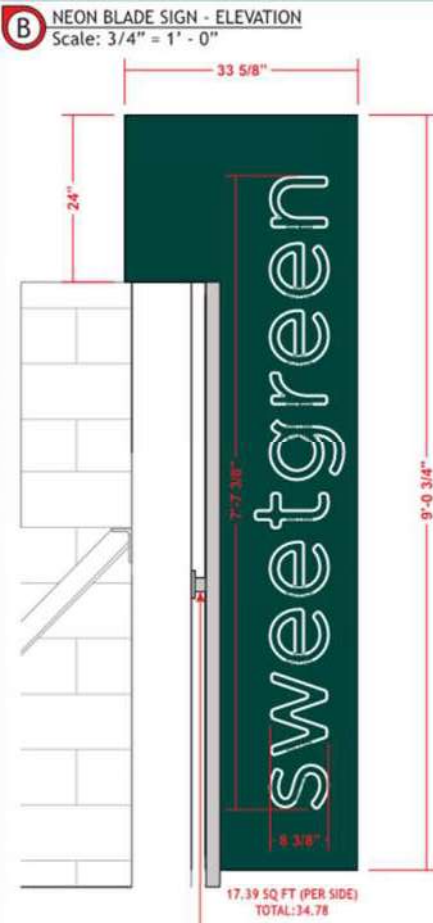
Submittal Date: 07/06/20
Acct Rep: Chad Elliot
Designer: Ryan Couch

REVISIONS

r1: 07/08/20 r7:
r2: 08/03/20 r8:
r3: 08/05/20 r9:
r4: 08/28/20 r10:
r5: 09/08/20 r11:
r6: r12:

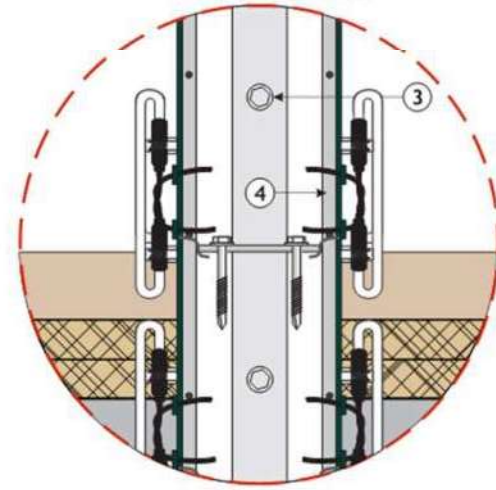
Sg15 neon CB180

PAGE: 4



- SIGN - DETAILS**
- 1 8" DEEP ALUMINUM EXTRUSION CABINET, PAINTED PMS 3308C "GREEN", VERTICAL PANEL OF CABINET REMOVABLE FOR SERVICE WITH COUNTERSUNK SCREWS
 - 2 10mm EXPOSED WHITE NEON (color match temp 5000K), BLACK NEON BOOTS
 - 3 2" ALUMINUM INTERNAL FRAMING, SECURED TO ROOF TOP AND EXISTING BUILDING FRAME/SUPPORT. EXACT ATTACHMENT PENDING SURVEY.
 - 4 1" ANGLE SUPPORTS TO RECEIVE COUNTERSUNK SCREWS FOR REMOVABLE ACCESS/SERVICE PANEL
 - 5 MAGNETIC TRANSFORMER LOCATED INSIDE SIGN

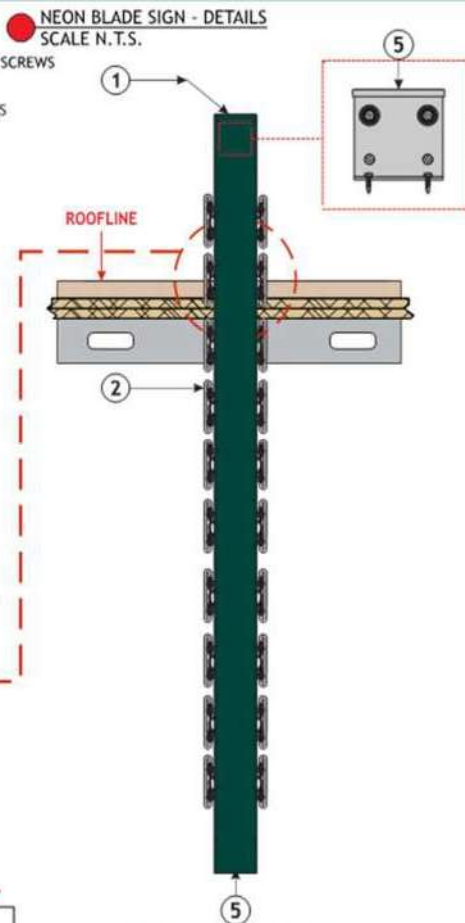
COORDINATE NEEDED BLOCKING AND FRAME SUPPORT AT ROOFLINE WITH GC ON SITE



4'-7" 6'-4" 5'-8" 5'-8" 4'-1" 5'-1" & 2'-7" 3'-5" 5'-8" 5'-8" 4'-9"

sweetgreen

TOTAL FOOTAGE 53'-6"
10mm GLASS
2ea. 12000/30 TRANSFORMERS



93 Industry Drive
PO Box 349
Versailles, KY 40383
859.879.1199

WSA MEMBER MVA

sweetgreen

2234 GUADALUPE BLVD
AUSTIN, TX 78705

This sign is intended to be installed in accordance with the requirements of Article 606 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

RUGGLES SIGN DOES NOT PROVIDE PRIMARY ELECTRICAL TO SIGN LOCATION!

Suitable for WET Locations only

UL US UL label located on top of signs

Submittal Date: 07/06/20
Acct Rep: Chad Elliot
Designer: Ryan Couch

REVISIONS

r1: 07/08/20	r7: _____
r2: 08/03/20	r8: _____
r3: 08/05/20	r9: _____
r4: 08/28/20	r10: _____
r5: 09/08/20	r11: _____
r6: _____	r12: _____

SG neon CB108.75 cust

PAGE: 5

THE DRAG - 2234 GUADALUPE STREET

UNIVERSITY AREA PARTNERS, INC.
2026 Guadalupe #303B
Austin, Texas 78705

To Whom it May Concern:

I am writing on behalf of University Area Partners.


Our Board of Directors had a chance to review the proposed signage as submitted by sweetgreen for their restaurant at 2234 Guadalupe St.

We support sweetgreen's request for a variance for their proposed illuminated signage, so it can remain visible in the evening hours. Their proposed sign is tastefully done and is in keeping with the signage that exists north and south of their proposed store on Guadalupe.

We look forward to the opening of sweetgreen and it will be a welcome addition to West Campus and the University area. The prosperity of the enterprises along Guadalupe is important to the overall health of the neighborhood, and adequate signage is a basic requirement for these businesses.

If there are any questions, I can be reached at (512) 296-9297.

Sincerely,



Cathy Norman

President, University Area Partners.