

C16-2025-0001
Ascension Seton
Medical Group Center
Variance



1201 W 38th St., Austin, TX 78705

Purpose

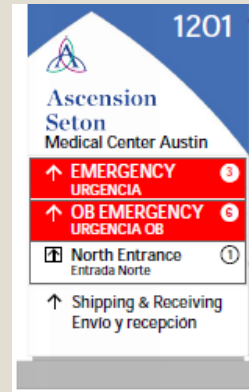
The applicant is requesting a sign variance(s) from the Land Development Code; *Section 25 - 10- 130 (Commercial Sign District Regulations)* (B) to allow from one (1) freestanding sign (maximum allowed), to adding an additional seven (7) freestanding signs (total of eight (8)) in order to erect free-standing sign(s) for Ascension Seton Medical center in a “PUD”, Commercial Sign District.



Design

There are 8 freestanding signs in total that are being requested. Among the 8 signs there are 5 different designs depending on where on the property they are located. These designs will enhance the overall visual aesthetic of the area. They will also increase exposure and help with navigation into and throughout the property. With these signs, patients will be able to locate and get to the Emergency room more efficiently.

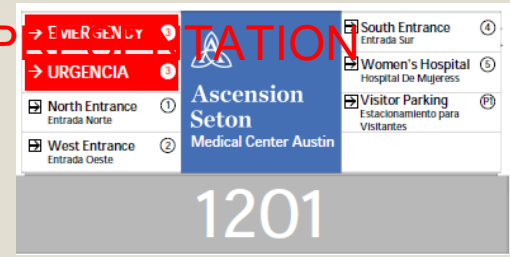
ITEM02/3-P



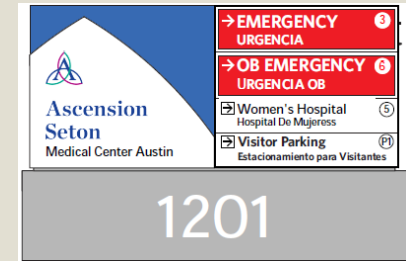
E17 = 36.9 sq. ft.



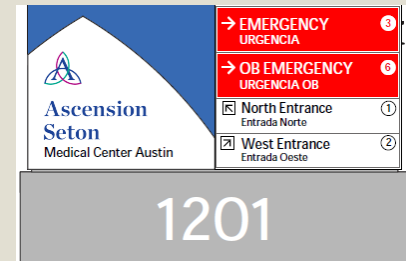
WF01, WF02, E05 = 13.1 sq. ft.



E01, E02 = 48.2 sq. ft



B01 = 11.7 sq. ft.

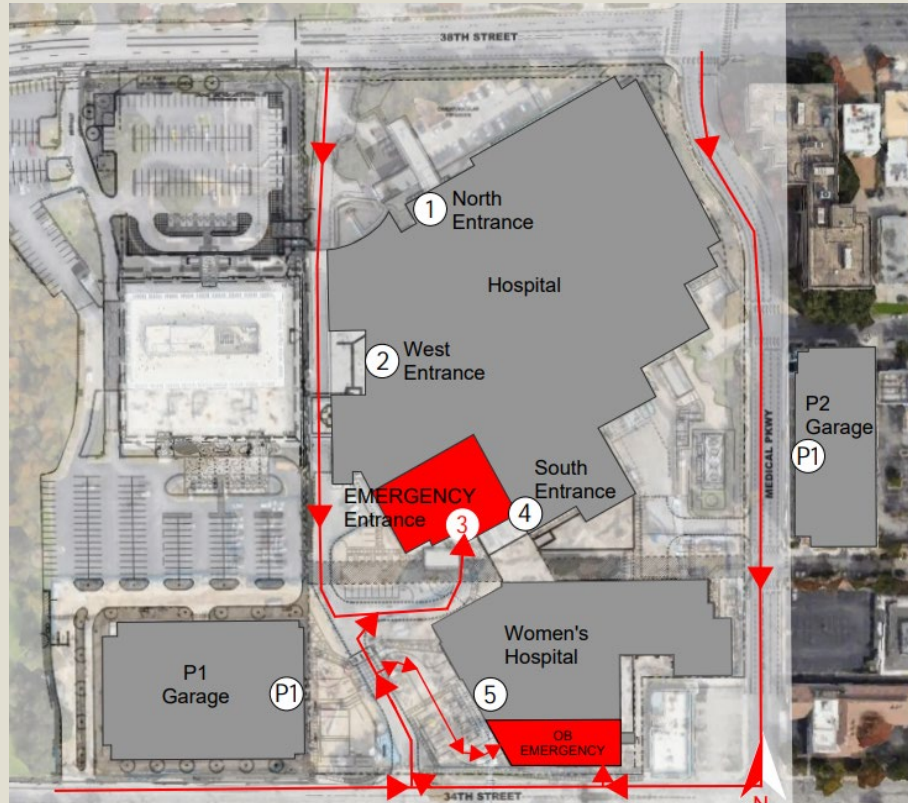


E35 = 28 sq. ft.

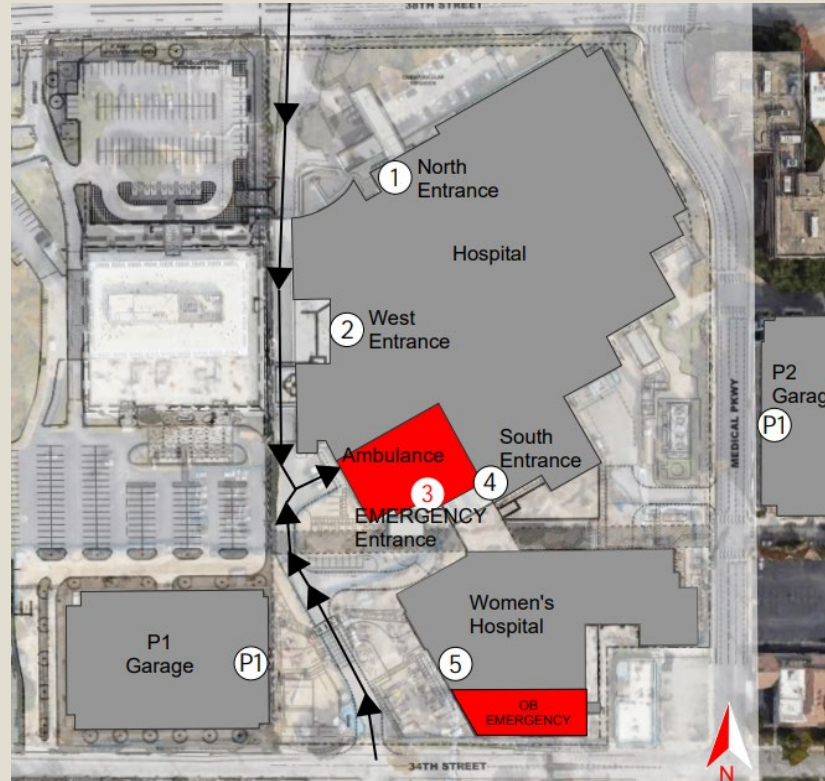
Hardships

- 1-2 freestanding signs is not enough to sufficiently direct patients around the property or direct emergency room patients from the North, South, or West entrance.
 - In case of emergency, it is important for a patient to find the needed building ASAP. Multiple freestanding signs will increase exposure and help navigation through the 20 acre property.
 - Multiple freestanding signs will increase traffic flow throughout the property and surrounding streets.
- Other hospitals within the City of Austin have more than 2 freestanding signs setting a precedence.
 - St. David's Medical Center - 919 E 32nd St, Austin, TX 78705
 - Dell Children's Medical Center - 4900 Mueller Blvd, Austin, TX 78723
 - St. David's South Austin Medical Center - 901 W Ben White Blvd, Austin, TX 78704

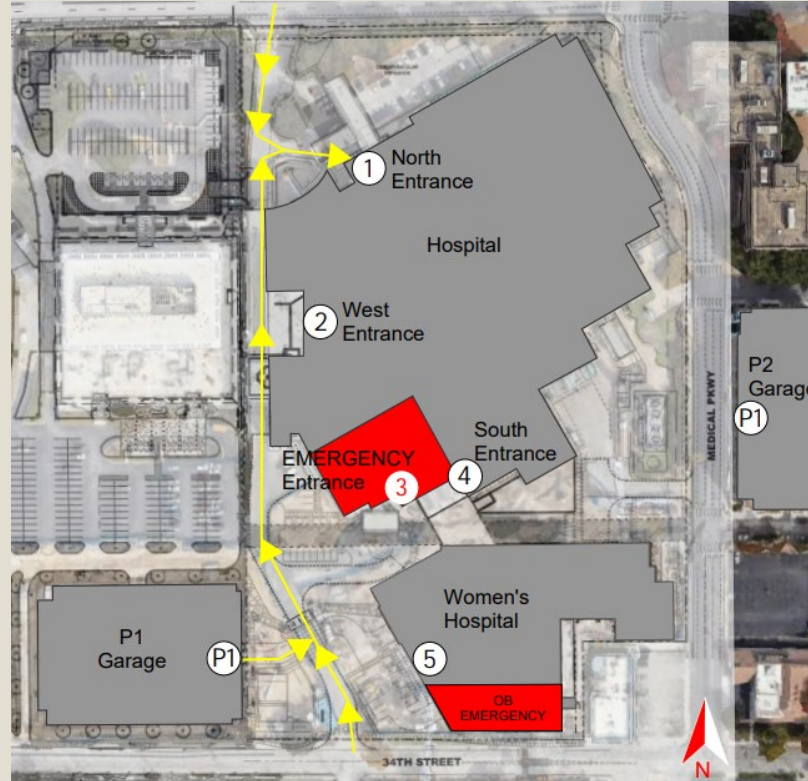
Path of Travel - EMERGENCY



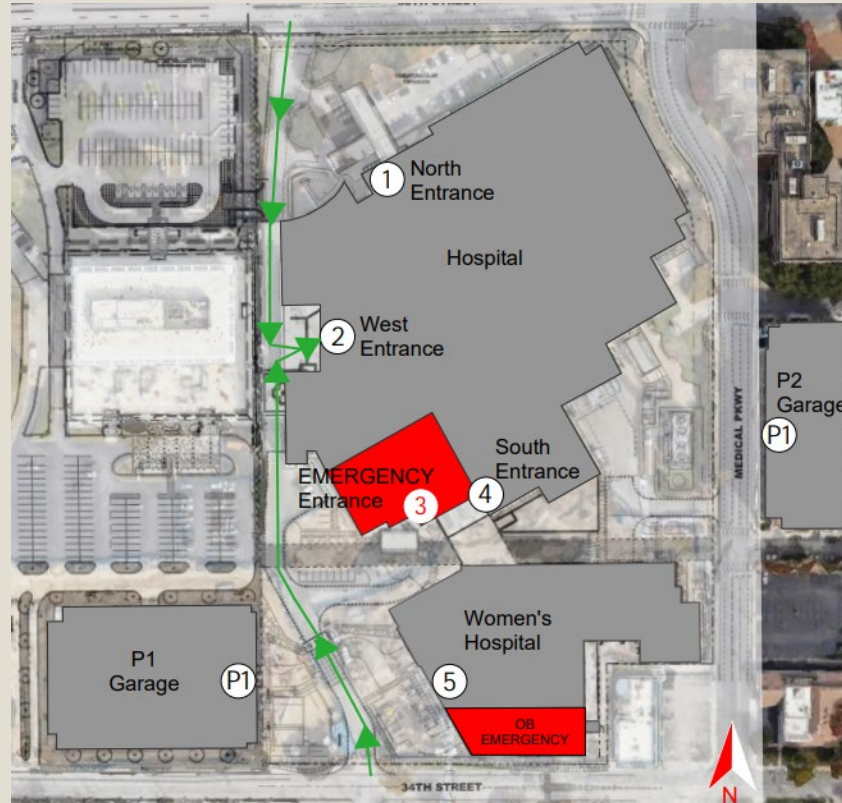
Path of Travel - AMBULANCE



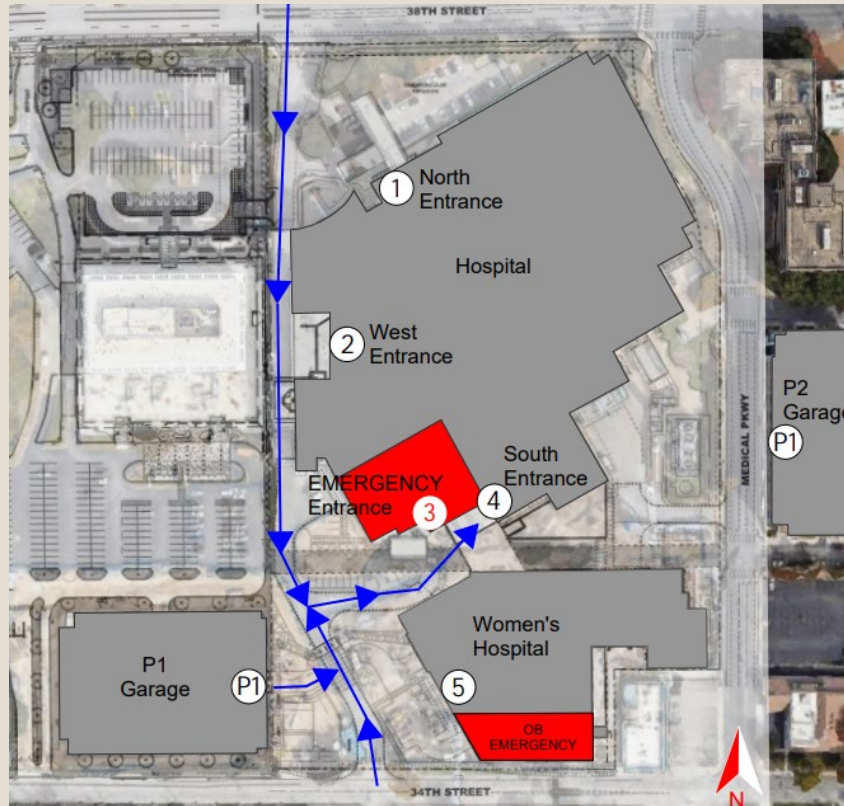
Path of Travel - North Entrance



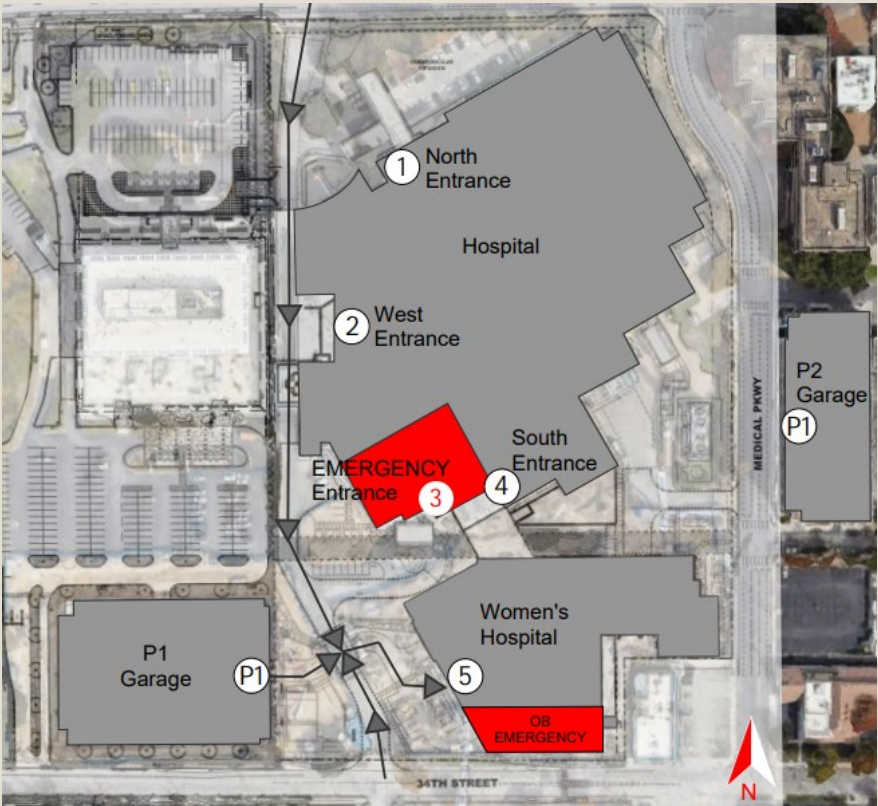
Path of Travel - West Entrance



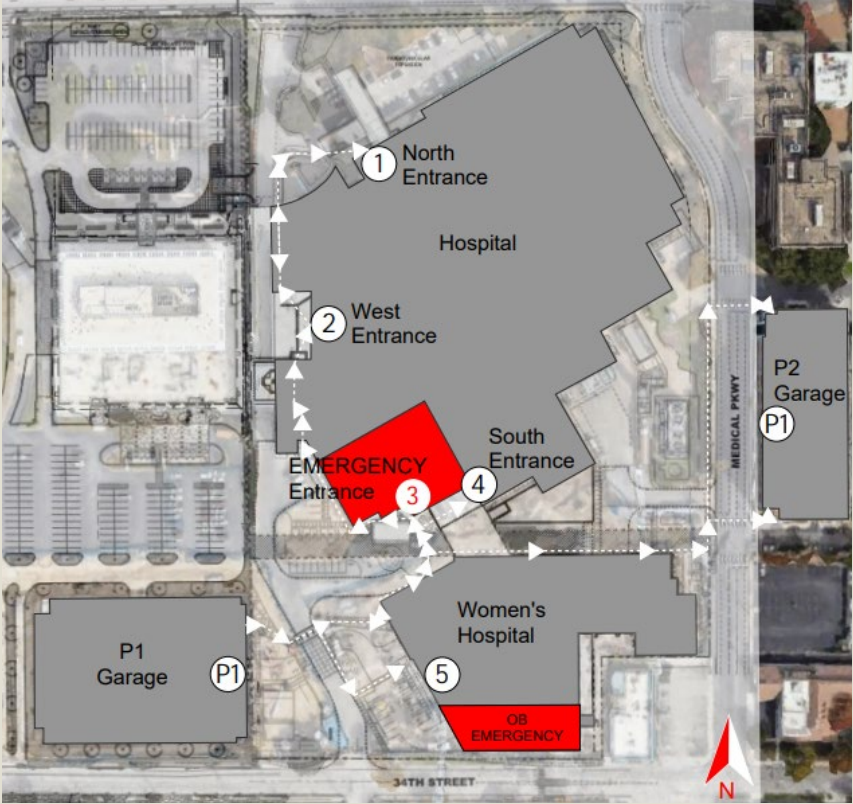
Path of Travel - South Entrance



Path of Travel - Women's Hospital

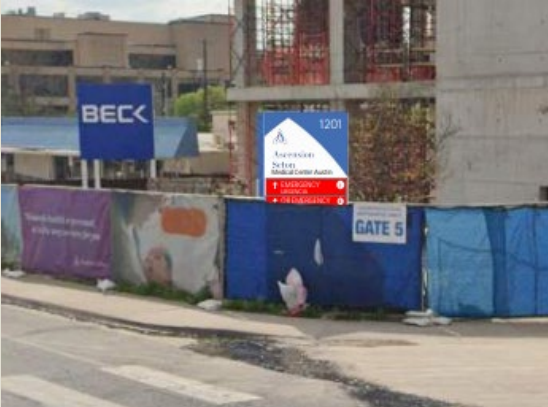
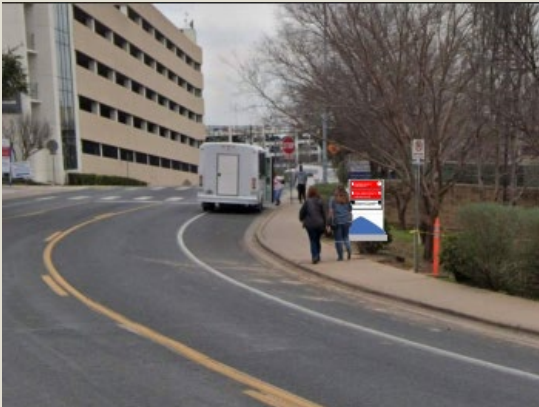


Path of Travel - Pedestrian



Next Steps

With approval of this variance, we will wait for approval on the permits then move this project into manufacturing. We are planning for a midsummer installation and completion on all associated signs.



Questions?

Thank you for your time and consideration.

