

CITY OF AUSTIN
Board of Adjustment
Decision Sheet
ITEM 02

DATE: February 10, 2025

CASE NUMBER: C16-2025-0001

Y Thomas Ates (D1)
 Y Bianca A Medina-Leal (D2)
 Y Jessica Cohen (D3)
 Y Yung-ju Kim (D4)
 - Melissa Hawthorne (D5) - ABSTAINED
 Y Jeffery Bowen (D6)
 Y Janel Venzant (D7)
 Y Margaret Shahrestani (D8)
 Y Brian Poteet (D9)
 Y Michael Von Ohlen (D10)
 - VACANT (M)
 - VACANT (Alternate) (M)
 - Suzanne Valentine (Alternate) (M)
 - VACANT (Alternate) (M)

APPLICANT: Colton Gohlke

OWNER: Ascension Seton – Maria Vinhais

ADDRESS: 1201 38th Street

VARIANCE REQUESTED: 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.

Note: 25-10-130 - COMMERCIAL SIGN DISTRICT REGULATIONS.

(A) This section applies to a commercial sign district.

(B) One freestanding sign is permitted on a lot. Additional freestanding signs may be permitted under [Section 25-10-131](#) (Additional Freestanding Signs Permitted).

(C) A roof sign may be permitted instead of a freestanding sign under [Section 25-10-132](#) (Roof Sign Instead of Freestanding Sign).

(D) Wall signs are permitted.

(E) One flag for each curb cut is permitted.

(F) This subsection prescribes the maximum sign area.

(1) For signs other than freestanding signs, the total sign area for a lot may not exceed 20 percent of the facade area of the first 15 feet of the building.

(2) For a freestanding sign, the sign area may not exceed the lesser of

(a) 0.7 square feet for each linear foot of street frontage; or

(b) for a sign other than a multi-tenant sign, 200 square feet; or

(c) for a multi-tenant sign, 250 square feet.

(G) The sign height may not exceed the greater of:

(1) 30 feet above frontage street pavement grade; or

(2) 6 feet above grade at the base of the sign.

Source: Section 13-2-867; Ord. 990225-70; Ord. 031211-11; Ord. No. [20170817-072](#), Pt. 14, 8-28-17.

25-10-131 - ADDITIONAL FREESTANDING SIGNS PERMITTED.

(A) This section applies in the expressway corridor, downtown, and commercial sign districts.

(B) In this section, "lot" includes contiguous lots used for a single use or unified development.

(C) For a lot with total street frontage of more than 400 feet, two freestanding signs are permitted.

(D) For a lot fronting on two streets, one freestanding sign is permitted on each street.

(E) For a pad site within a unified development, one freestanding sign is permitted in addition to the other freestanding signs permitted by this chapter.

Source: Section 13-2-870; Ord. [990225-70](#); Ord. [031211-11](#).

BOARD'S DECISION: The public hearing was closed by Madam Chair Jessica Cohen, Board member Michael Von Ohlen's motion to Approve as per presentation Item02/3, signage not to exceed in height, E17 to 8 feet, WFO 1, 2, EO5 to 4 feet 8 inches, EO1, EO2 to 6 feet 1 inch, BO1 to 3 feet 6 inches, and E35 to 4 feet; Board member Maggie Shahrestani second on 9-1-0 votes (Vice-Chair Melissa Hawthorne abstains); GRANTED AS PER PRESENTATION ITEM02/3, SIGNAGE NOT TO EXCEED IN HEIGHT, E17 TO 8 FEET, WFO 1, 2, EO5 TO 4 FEET 8 INCHES, EO1, EO2 TO 6 FEET 1 INCH, BO1 TO 3 FEET 6 INCHES, AND E35 TO 4 FEET.

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: 1 freestanding sign is not enough to efficiently locate the entrance or building that a citizen may need in case of emergency, multiple freestanding signs located around the property with help eliminate this issue.

OR,

2. The granting of this variance will not have a substantially adverse impact upon neighboring properties, because: with this variance the additional freestanding signs will increase traffic flow since the building will be easier to locate, it will be helpful in the case of an emergency, the individual will be able to find the appropriate building quicker.

OR,

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

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: there are many other hospitals in the city of Austin that have multiple freestanding signs with the approval of this variance, the applicant will be equal to the other hospitals in the area.

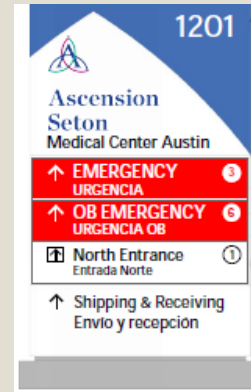

Elaine Ramirez
Executive Liaison

Diana Ramirez for _____
Jessica Cohen
Madam Chair

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.

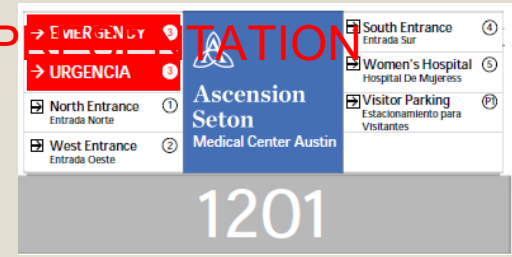
ITEM02/3-P



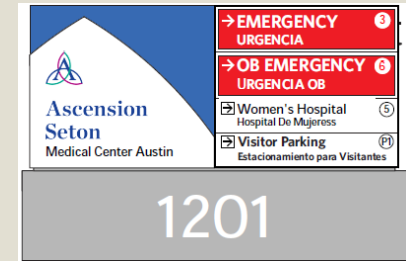
E17 = 36.9 sq. ft.



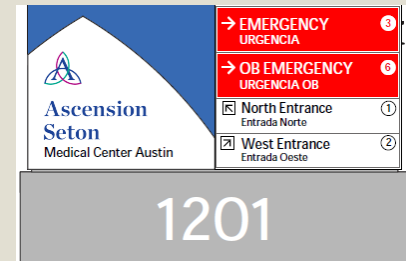
WF01, WF02, E05 = 13.1 sq. ft.



E01, E02 = 48.2 sq. ft



B01 = 11.7 sq. ft.



E35 = 28 sq. ft.