

11-14-11

CASE # C16-2012-0005
TP-017423-01-11
ROW-10735500

CITY OF AUSTIN
APPLICATION TO SIGN REVIEW BOARD
SIGN VARIANCE

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

PLEASE: TYPE AND COMPLETE ALL REQUESTED INFORMATION.

STREET ADDRESS: 11521 N. FM 620

LEGAL DESCRIPTION: Subdivision - Plaza Volente Subdivision

Lot(s) 1 Block A Outlot _____ Division Plaza Volente Subdivision

I/We Sign Builder of America on behalf of myself/ourselves as authorized agent for
Starbucks affirm that on 11-20, 2011, hereby apply for a hearing before

the Sign Review Board for consideration:

ERECT - ATTACH - COMPLETE - REMODEL - MAINTAIN

Illuminate Existing Signs

in a Scenic zoning district, located within the City of Austin Sign
District. GR-CO

If your variance request is for a reduction in setbacks or height limits, please contact Christine Esparza with the Electric Utility at 322-6112 before filing your application with this office to discuss your request. The Electric Utility will recommend the board deny your request if it will result in an encroachment into an electric easement or a NESC violation.

NOTE: 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 support documents.

VARIANCE FINDINGS: 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 a site such as its dimensions, landscaping, or topography, because: Signs do. No

reside on side of Building viewable
From Road

OR,

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

on back wall not viewable from
neighboring properties

OR,

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

conflict with scenic roadway.

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: Not All

but 95% of other signage faces scenic route

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

Signed Lee Williams Mail Address 4125 Todd Lane

City, State & Zip Austin Tx 78744

Printed Lee Williams Phone 512-447-3147 Date 11-20-11

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

Signed Betty Leu Mail Address Starbucks - Owner
6116 North Central Expressway
Suite 1300

City, State & Zip Dallas, Texas 75206

Printed Betty Leu Phone 714-999-1984 Date 11-28-11

Coast Sign Representative for Starbucks



SUBJECT TRACT



ZONING BOUNDARY

CASE#: C16-2012-0005
LOCATION: 11521 N FM 620

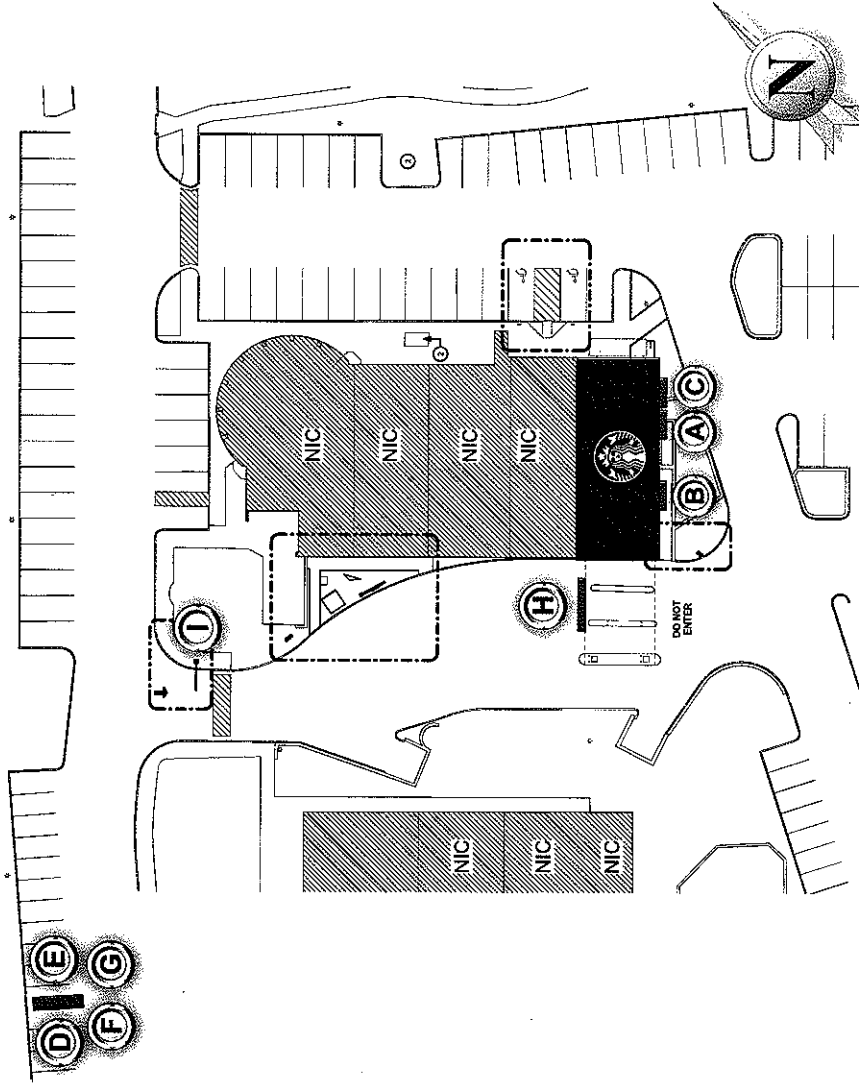


This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

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

SITE PLAN

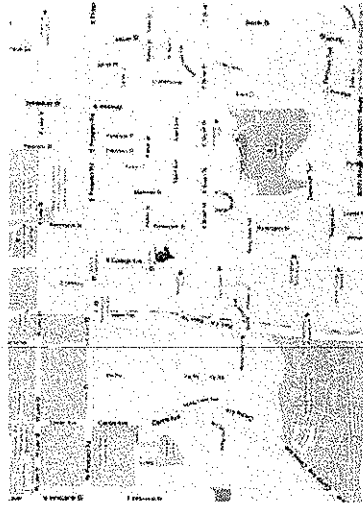
RANCHO ROAD 620 N



SIGNAGE SPECIFICATIONS

- (A) 60" INTER. ILLUM. SIF WALL LOGO:**
Manufacture and Install (1) Channel Logo.
- (B) 36" INTER. ILLUM. SIF WALL SIGN:**
Relocate (1) Wall Sign.
- (C) 18" (DRIVE THRU) WALL SIGN:**
Relocate (1) Wall Sign.
- (D) 30" ILLUMINATED WALL MOUNT LOGO:**
Manufacture and Install (1) Channel Logo.
- (E) 30" ILLUMINATED WALL MOUNT LOGO:**
Manufacture and Install (1) Channel Logo.
- (F) REPLACEMENT FACE:**
Manufacture and Install (1) Replacement Face.
- (G) REPLACEMENT FACE:**
Manufacture and Install (1) Replacement Face.
- (H) 14" CHANNEL LETTERS ON CUSTOM RACEWAY:**
Manufacture and Install (1) Set of Channel letters.
- (I) 18" NON-ILLUM LOGO FOR CLEARANCE BAR:**
Manufacture and Install (1) Clearance Bar Logo.

AREA MAP



**COAST SIGN
INCORPORATED**
1500 West Embassy St., Anaheim, CA 92802
(714) 328-9144 FAX: (714) 328-3447

Date: 10-5-11
Scale: NTS
Drawn: JAVIER M.
Sales: JENNY H.
Project Name: STARBUCKS
Address: 11521 N. FM 620
City/State: AUSTIN, TX 78726
Client Approval: _____

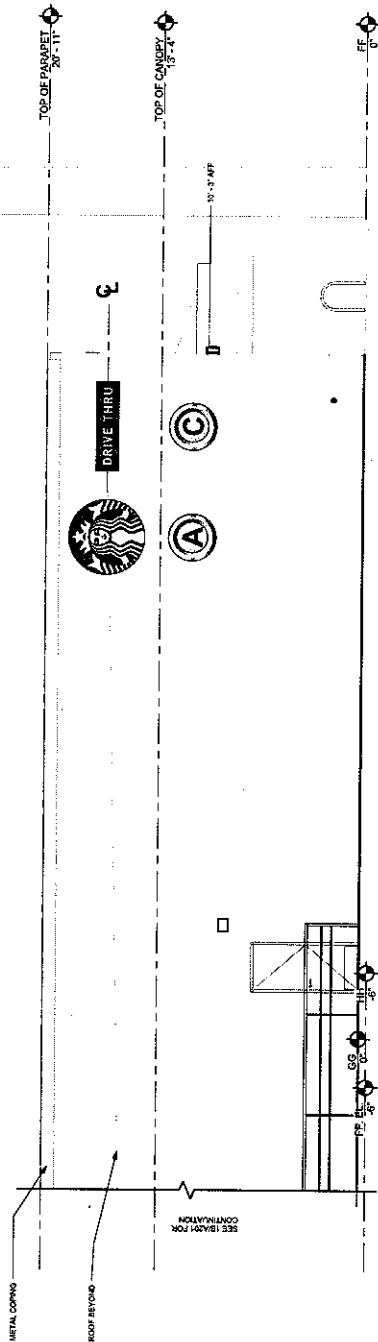
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No.	Designer	Date
1	JAVIER M.	10/11/11
2	J. MENDOZA	10/19/11
3	HANNAH L.	10/24/11
4	JAVIER M.	10/25/11
5		
6		

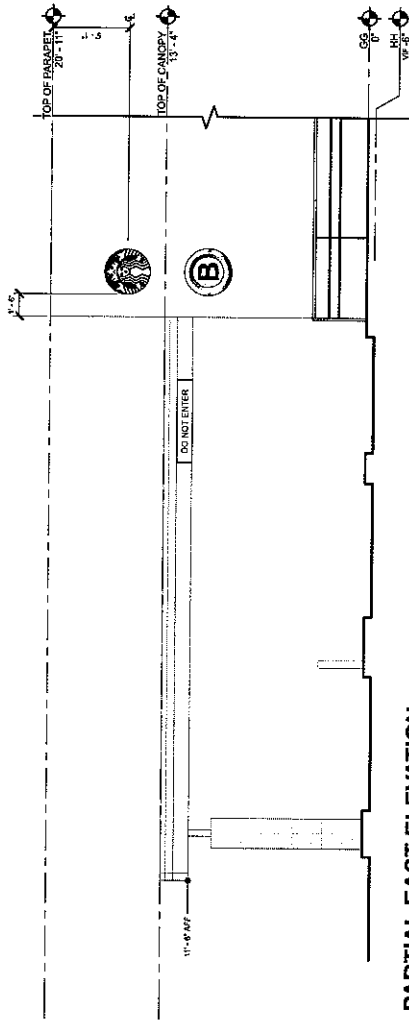
Revision Notes
ADD MONUMENT SIGN, ADD 24" LOGO AT TOP CENTER OF MONUMENT, ADD REFACE.
Added 14" Channel Letters over the drive thru canopy.
Relocate to PAINT HENDERSON.
ADD 18" NON-ILLUM CLEARANCE BAR LOGO.

DESIGN DRAWING 1 of 12
Request Number:
PRJ-STBK-59770-r4
File Location:
W:\Starbucks\PRJ-STBK-59770\

C16-2012-



(A) PARTIAL EAST ELEVATION:
Scale: 1/8"=1'-0"



(B) PARTIAL EAST ELEVATION:
Scale: 1/8"=1'-0"

COAST SIGN INCORPORATED 1500 West Embassy St., Anaheim, CA 92802 (714) 226-9144 FAX: (714) 226-8847		Date: 10-5-11 Scale: As Noted Drawn: JAVIER M. Sales: JENNY H.		Project Name: STARBUCKS Address: 11521 N. FM 620 City/State: AUSTIN, TX 78726 Client Approval: _____ Date: _____		This is an original unpublished drawing created by Coast Sign, Inc. It is submitted for your personal use in conjunction with a project being planned for you by Coast Sign, Inc. It is not to be reproduced, used by or disclosed to any other person or corporation for any purpose whatsoever without written permission.		No. Designer Date 1 JAVIER M. 10/11/11 2 J. V. M. 10-19-11 3 JAVIER M. 10-24-11 4 JAVIER M. 10-23-11		Revision Notes ADD MONUMENT SIGN, ADD 24" LOGO AT TOP CENTER OF MONUMENT, ADD REFERENCE TO CHIMNEY, ADD 12" CHIMNEY LUMEN OVER THE DRIVE THRU CANOPY. ADD 18" NON-ILLUM. CLEARANCE BAR LOGO.		DESIGN DRAWING 2 of 12 PRJ-STBK-59770-r4 Request Number: File Location:	
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C16-2012-

EXISTING PHOTO- SIGN D, E, F & G

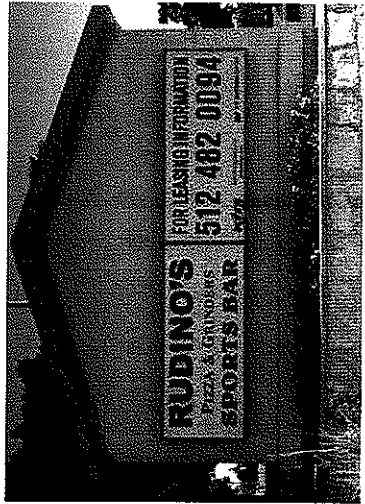


PHOTO ENHANCEMENT- SIGN D, E, F & G



DATE: 10-5-11
 SCALE: NTS
 DRAWN: JAVIER M.
 CHECKED: JENNY H.

PROJECT NAME: STARBUCKS
 ADDRESS: 11521 N. FM 620
 CITY/STATE: AUSTIN, TX 78728
 CLIENT APPROVAL: _____

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No.	Designer	Date
1	JAVIER M.	10/11/11
2	J. Vito	10-18-11
3	JAVIER M.	10-23-11
4	JAVIER M.	10-23-11
5		
6		

Revision Note
 ADD MONUMENT SIGN, ADD 24" LOGO AT TOP CENTER OF MONUMENT, ADD REFACE.
 ADD 14" CHAINED LETTERS OVER THE DRIVE THRU CANOPY.
 Refer to PART FINDER
 ADD 18" NOMINAL CLEARANCE BAR LOGO.

DESIGN DRAWING 4 of 12
 Request Number: PRJ-STBK-59770-r4
 File Location: W:\Starbucks\Art\Drawings\PRJ-STBK-59770

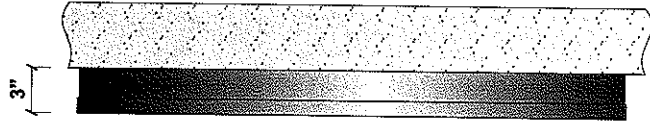
C16-2012-



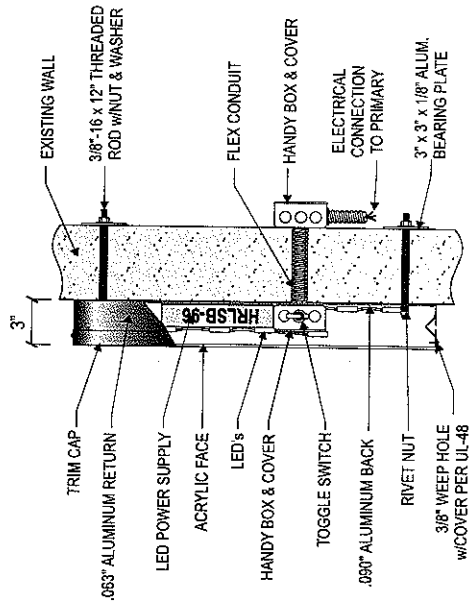
B 36" ILLUMINATED WALL MOUNT LOGO:
Scale: 1 1/2"=1'-0"

COLOR SPECIFICATIONS:

- BLACK TRIM-CAP
- PRE-FINISHED BLACK RETURNS
- 3M 3630-76 HOLLY GREEN VINYL
- #7328 WHITE ACRYLIC



END VIEW



SECTION DETAIL @ SELF CONTAINED CHANNEL LOGO:
SCALE: 1 1/2"=1'-0"

WALL MOUNT LOGO SPECIFICATIONS:

LOGO:

- FACES: ... 177" WHITE ACRYLIC #7328, w/3M 3630-76 HOLLY GREEN VINYL APPLIED 1st SURFACE.
- TRIM CAP: ... 1" JEWELITE, BLACK.
- RETURNS:063" PRE-PAINTED GLOSS BLACK, 3" deep.
- BACKS:090" PRE-PAINTED BLACK ALUMINUM, w/ STAR BRITTE LIGHT ENHANCEMENT PAINT.
- ILLUMINATION: ... LUMIFICENT HYPERION R-LITE 6500 WHITE LED.

ELECTRICAL SPECIFICATIONS:

- (24) LUMIFICENT HYPERION R-LITE HRLSB-6500 WHITE.
- (2) HRLSB-24 POWER SUPPLY @ 0.25 AMPS EA.

*TOTAL CIRCUIT LOAD @ 120V = 0.50 AMPS
Customer to provide (1) 120v/20a dedicated circuits.

COAST SIGN INCORPORATED 1500 West Broadway St., Anaheim, CA 92702 (714) 520-9144 FAX: (714) 520-3847		Date: 10-5-11 Scale: As Noted Drawn: JAVIER M. Sales: JENNY H.	Project Name: STARBUCKS Address: 11521 N. FM 620 City/State: AUSTIN, TX 78726 Client Approval:	No. Designer Date 1 JAVIER M. 10-5-11 2 J. Vamp 10-19-11 3 J. Vamp 10-24-11 4 JAVIER M. 10-25-11	Revision Notes ADD ACUMENT SIGN ADD 24" LOGO AT TOP CENTER OF MONUMENT ADD REFACE. Add 12" Channel Letters over the drive thru canopy. Refer to EXHIBIT A ADD 18" MINIMUM CLEARANCE BAR LOGO.	DESIGN DRAWING 7 of 12 PRJ-STBK-59770-r4 Request Number: File Location:
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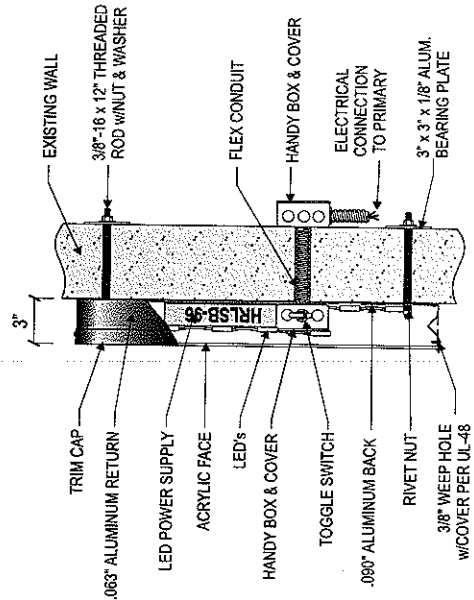
C16-2012-



60" ILLUMINATED WALL MOUNT LOGO:
Scale: 3/4"=1'-0"



END VIEW



SECTION DETAIL @ SELF CONTAINED CHANNEL LOGO:
SCALE: 1 1/2" = 1'-0"

COLOR SPECIFICATIONS:

- BLACK TRIM-CAP
- PRE-FINISHED BLACK RETURNS
- 3M 3630-76 HOLLY GREEN VINYL
- #7328 WHITE ACRYLIC

WALL MOUNT LOGO SPECIFICATIONS:

LOGO:

- FACES:.... .177" WHITE ACRYLIC #7328, w/3M 3630-76 HOLLY GREEN VINYL APPLIED 1st SURFACE.
- TRIM CAP:.... .1" JEWELITE, BLACK.
- RETURNS:.... .063" PRE-PAINTED GLOSS BLACK, 3" deep.
- BACKS:.... .090" PRE-PAINTED BLACK ALUMINUM, w/ STAR BRIT LIGHT ENHANCEMENT PAINT.
- ILLUMINATION:.. LUMINEFICIENT HYPERION R-LITE 6500 WHITE LED.

ELECTRICAL SPECIFICATIONS:

- (66'-0") (396) LUMINEFICIENT HYPERION RLITE HRLSB-6500 WHITE.
- (3) HRLSB-24 POWER SUPPLY @ 0.25 AMPS EA.

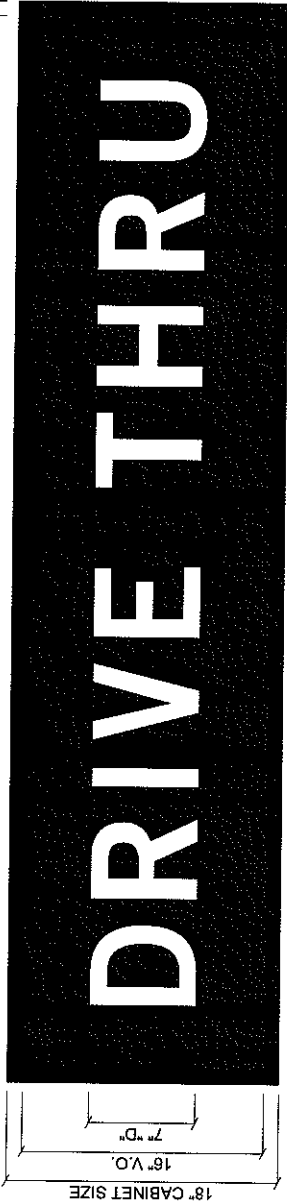
"TOTAL CIRCUIT LOAD @ 120V = 0.75 AMPS
Customer to provide (1) 120v/20a dedicated circuits.

COAST SIGN INCORPORATED 1600 Ward Parkway St., Anaheim, CA 92702 (714) 520-9144 FAX: (714) 520-3847		Date: 10-5-11 Scale: As Noted Drawn: JAVIER M. Check: JENNY H.		Project Name: STARBUCKS Address: 11521 N. FM 620 City/State: AUSTIN, TX 78726 Client Approval:		This is an original unpublished drawing created by Coast Sign, Inc. It is submitted for your personal use in conjunction with a project being planned for you by Coast Sign, Inc. It is not to be reproduced, used by or disposed to any firm or corporation for any purpose whatsoever without written permission.		No. Designer Date 1 JAVIER M. 10/11/11 2 J. Welp 10/29/11 3 JAVIER M. 10/24/11 4 JAVIER M. 10/25/11 5 6		Revision Notes ADD MONUMENT SIGN, ADD 24" LOGO AT TOP CENTER OF MONUMENT, ADD REFACE. Added 12" Channel Letters over the drive thru canopy. RATED TO PATENT PENDING ADD 18" MINIMUM CLEARANCE BAR LOGO		DESIGN DRAWING 6 of 12 Request Number: PRJ-STBK-59770-r4 File Location: W:\Starbucks\4-HDrawings\PRJ-STBK-59770\	
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C12-2012-

72" CABINET SIZE

70" V.O.



ILLUMINATED WALL CABINET

Scale: 1-1/2"=1'-0"



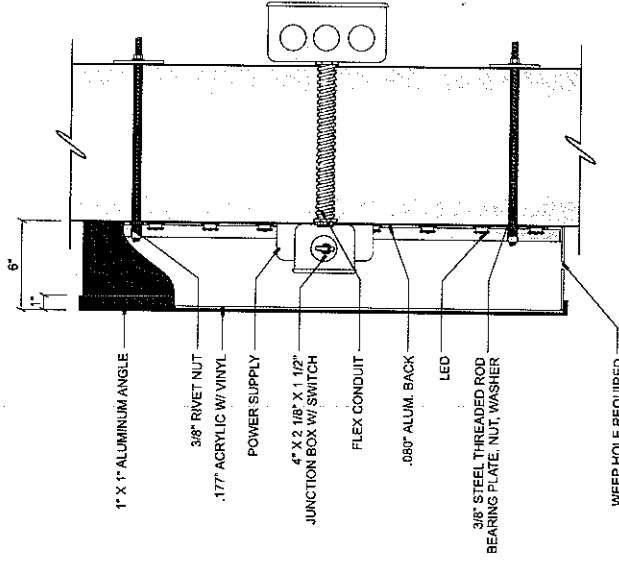
CABINET SPECIFICATIONS:

FACE: 177" #7328 WHITE ACRYLIC WITH FIRST SURFACE
3M 3630-69 DURANODIC VINYL
RETAINER: 1" X 1" ALUMINUM ANGLE
CABINET: .080" MILL FINISH ALUMINUM PAINTED SATIN BLACK
WITH STARBRITE LIGHT ENHANCEMENT PAINT
ILLUMIN: LUMIFICENT HYPERION R-LITE 6500 WHITE LED

COLOR SPECIFICATIONS:

■ BLACK SATIN FINISH
■ 3M 3630-69 DURANODIC VINYL
□ #7328 WHITE ACRYLIC

SIDE VIEW



SECTION DETAIL

Scale: NTS



COAST SIGN
INCORPORATED
1500 W. 14th St., Suite 200
San Jose, CA 95128
(415) 252-9144 FAX: (415) 252-5571

Date: 10-5-11
Scale: As Noted
Drawn: JAVIER M.
Sect: JENNY H.
Project Name: STARBUCKS
Address: 11521 N. FM 620
City/State: AUSTIN, TX 78726
Client Approval:

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No. Designer Date
1 JAVIER M. 10/11/11
2 J. MESS 10/12/11
3 J. MESS 10/12/11
4 JAVIER M. 10/25/11
5
6

Revision Notes
ADD MONUMENT SIGN, ADD 24\"/>

DESIGN DRAWING 8 of 12

Request Number: PRJ-STBK-59770-14

File Location: W:\Starbucks\44\Drawings\PRJ-STBK-59770

CL62012-