

CITY OF AUSTIN
Board of Adjustment/Sign Review Board
Decision Sheet

DATE: April 9, 2012

CASE NUMBER: C16-2012-0005

☐ Y ☐ Jeff Jack
☐ Y ☐ Michael Von Ohlen **Motion to Deny**
☐ Y ☐ Nora Salinas
☐ Y ☐ Bryan King
☐ Y ☐ Susan Morrison
☐ N ☐ Melissa Hawthorne
☐ Y ☐ Heidi Goebel
☐ Y ☐ Cathy French (SRB only) **2nd the Motion**
☐ Y ☐ Dan Graham (SRB only)

APPLICANT: Lee Williams

OWNER: Starbucks

ADDRESS: 11521 FM 620 RD

VARIANCE REQUESTED: The applicant has requested a variance from Section 25-10-124 (F) in order to allow the internal lighting of logos for wall signs and freestanding signs in a "GR-CO", Community Commercial – Conditional Overlay zoning district. The Land Development Code states that internal lighting of signs is prohibited, except for the internal lighting of individual letters.

BOARD'S DECISION: The public hearing was closed on Board Member Michael Von Ohlen motion to Deny (applicant no show), Board Member Dan Graham second on a 8-1 vote (Board Member Melissa Hawthorne nay); **DENIED (APPLICANT NO SHOW).**

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:

OR,

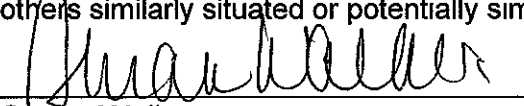
2. The granting of this variance will not have a substantially adverse impact upon neighboring properties, because:

OR,

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

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:



Susan Walker
Executive Liaison



Jeff Jack
Chairman

To whom it may concern:

4-12-11

My name is Lee Williams and I had a family emergency over the weekend of Easter. I was scheduled to present my presentation to the Sign Review Board on Monday April 9th at 5:30 for my client Starbucks. I was unable to make the meeting because I was out of state due to a funeral. I am requesting the Sign Review Board for reconsideration of my case for the Starbucks located at 11521 N FM 620. I do apologize for the inconvenience and would like to thank you in advance for your time.

Best Regards,

Lee Williams
Sign Builders of America
512-447-3147

C16-2012-0005

Walker, Susan

From: Jim Smitherman [smitherman.jim@gmail.com]
Sent: Friday, April 06, 2012 11:58 AM
To: Walker, Susan
Subject: Case C16-2012-0005

Ms. Walker

RE: Case C16-2012-0005

Please forward this letter to the sign review board concerning case C16-2012-0005.

The intent of this letter is to inform you that The Parke HOA does not support this variance request. Our HOA is situated along 620 not far from this store. Allowing this variance would set a bad precedent for all the other development going on in this area. Internal lighting of the logo and sign is not necessary. We believe the rules of the Land Development code should be enforced to preserve the Hill Country charm of this area. Please vote no on this variance request.

Thanks
Jim Smitherman
President Parke HOA
258-7555

11-14-11

CASE # C16-2012-0005

CITY OF AUSTIN
APPLICATION TO SIGN REVIEW BOARD
SIGN VARIANCE

TP-017423-01-11

ROW-10735500

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 Subdivisions

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

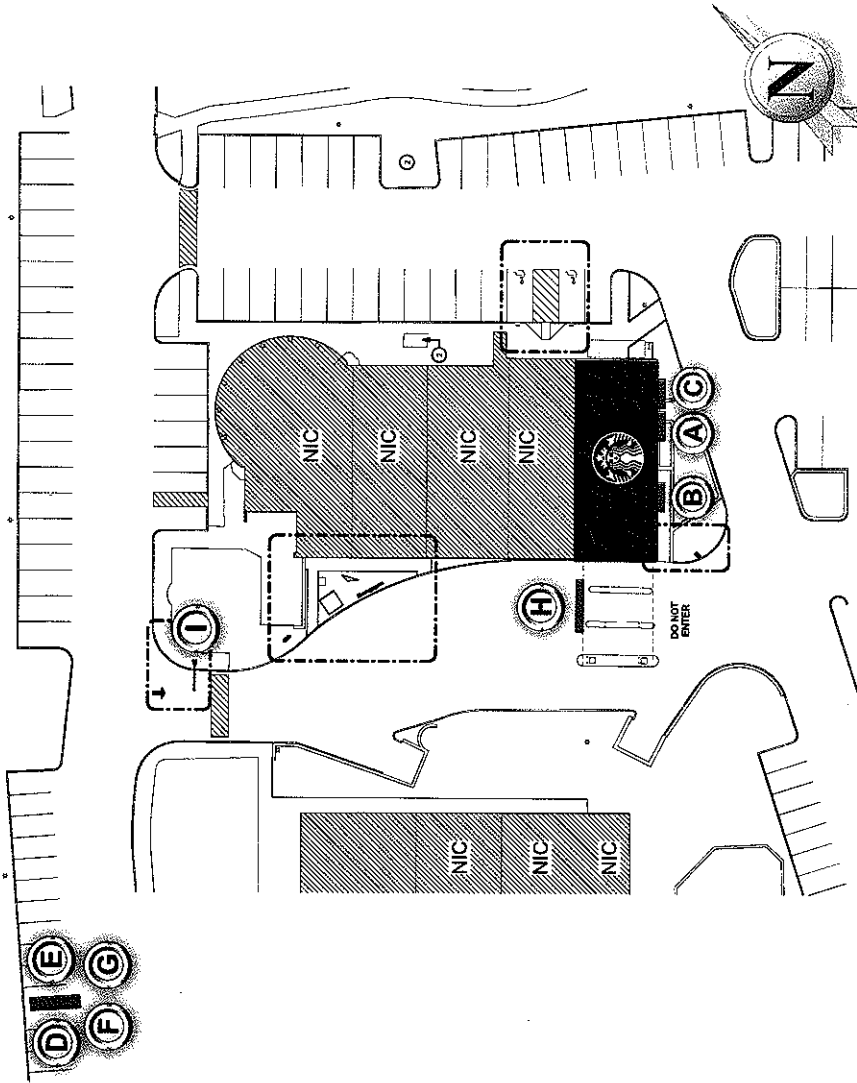


This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

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

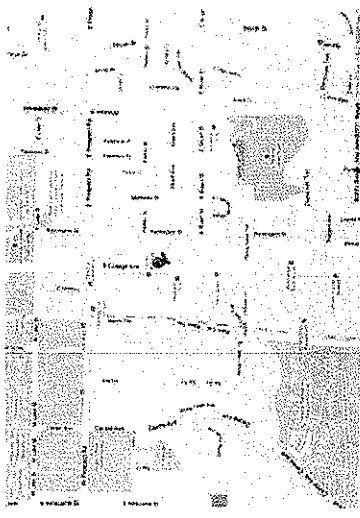
RANCHO ROAD 620 N



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



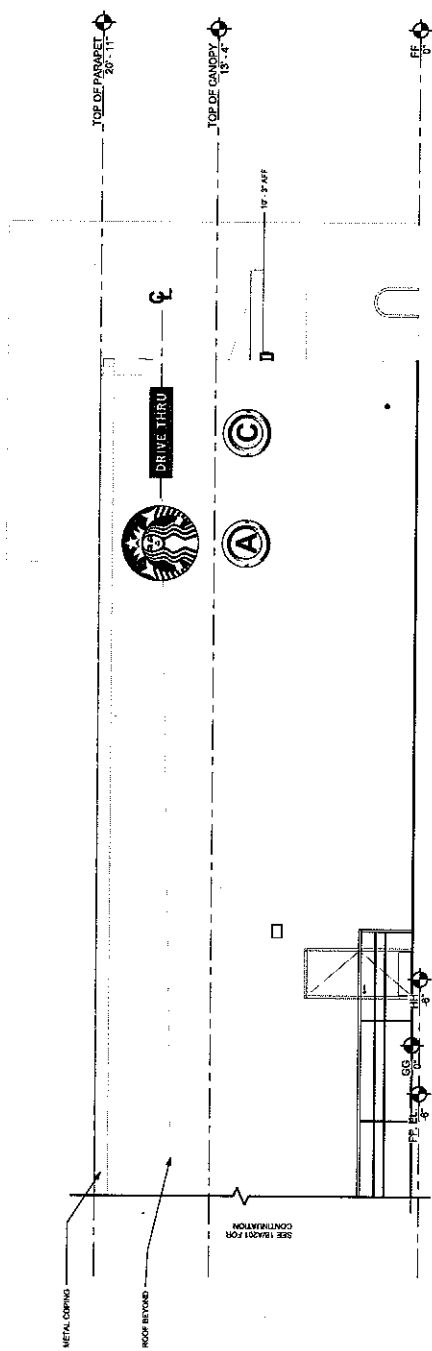
DESIGN DRAWING 1 of 12
Request Number:
PRJ-STBK-59770-r4
File Location:
W:\Starbucks\ArtDrawings\PRJ-STBK-59770

Revision Notes			
No.	Designer	Date	Revision Notes
1	JAVIER M.	10/11/11	ADD MONUMENT SIGN, ADD 24" LOGO AT TOP CENTER OF MONUMENT, ADD REFACE.
2	J. Mingo	10/14/11	Added 14" Channel Letters over the drive thru canopy.
3	JAVIER M.	10/14/11	Added to P&ID PHOTOMETER
4	JAVIER M.	10/25/11	ADD 18" NON-ILLUM CLEARANCE BAR LOGO.
5			
6			

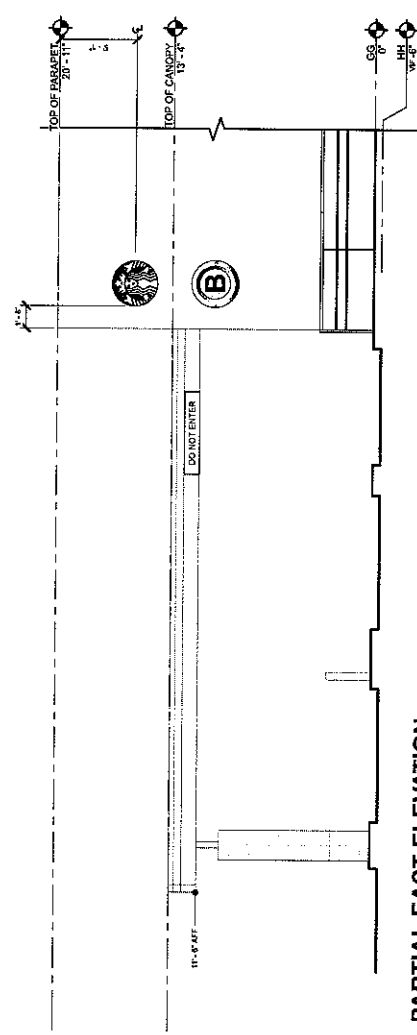
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Drawn:	JAVIER M.
Scaled:	JENNY H.
Client Approval:	
Date:	

COAST SIGN
INCORPORATED
1500 West Embury St., Anaheim, CA 92802
(714) 226-1144 FAX: (714) 226-5447

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 Embury St., Anaheim, CA 92802 (714) 220-9144 FAX: (714) 220-3417		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: _____		No. Designer Date 1 JAVIER M. 10/11/11 2 J. Vello 10/18/11 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. ADD 12" CHANNELED LETTERS OVER THE DRIVE THRU CANOPY. REMOVE CHANNELED LETTERS. ADD 18" NON-ILLUM. CLEARANCE BAR LOGO.		DESIGN DRAWING 2 of 12 PRJ-STBK-59770-r4 Request Number File Location: W:\Starbucks\4\Drawings\PRJ-STBK-59770	
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C16-2012-

EXISTING PHOTO-SIGN D, E, F & G

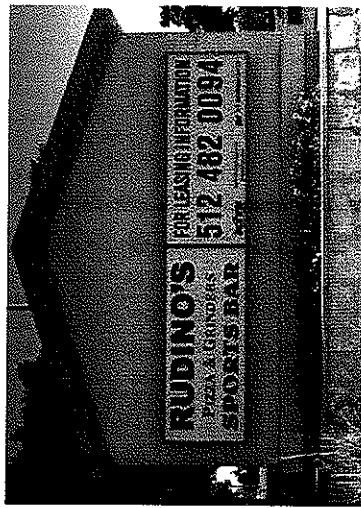


PHOTO ENHANCEMENT-SIGN D, E, F & G



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

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No.	Designer	Date
1	JAVIER M.	10/11/11
2	J. WELLS	10/19/11
3	JENNIFER A.	11/24/11
4	JAVIER M.	11/25/11
5		
6		

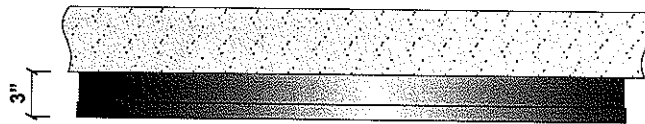
Revision Notes
ADD MONUMENT SIGN ADD 24" LOGO AT TOP CENTER OF MONUMENT ADD REFLECTIVE
Notes to DATEPINDER
ADD 18" HORIZONTAL CLEARANCE BAR LOGO.

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

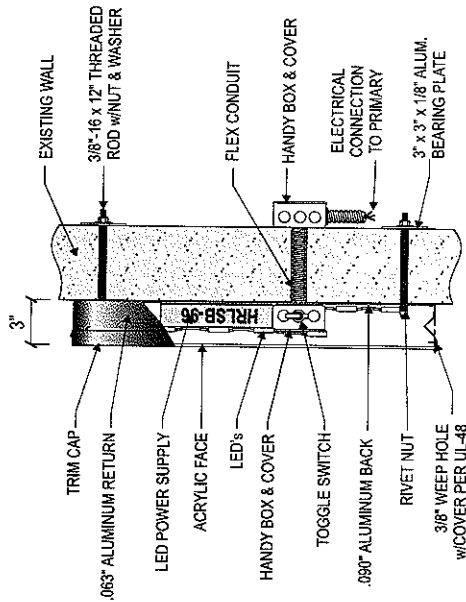
C16-2012-



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



END VIEW



(1) 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 BRIT 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.

COLOR SPECIFICATIONS:

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

COAST SIGN INCORPORATED 1500 West Bellvue St. Suite 404, Dallas, TX 75202 (714) 320-9144 FAX (714) 370-8487		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		This is an original unpublished drawing created by Coast Sign, Inc. It is submitted for your personal use in conjunction with a sign you are purchasing from Coast Sign, Inc. and shall not be used by or disclosed to any firm or corporation for any purpose whatsoever without written permission.		No. 1 Designer: JAVIER M. Date: 10-5-11 Add: 1" Channel Letters over the sign thru canopy. Add: 1" Channel Letters over the sign thru canopy. Add: 1" Channel Letters over the sign thru canopy.		Revision Notes ADD MONUMENT SIGN ADD 2" LOGO AT TOP CENTER OF MONUMENT ADD REFACE. ADD 1" Channel Letters over the sign thru canopy. ADD 1" Channel Letters over the sign thru canopy. ADD 1" Channel Letters over the sign thru canopy.		DESIGN DRAWING 7 of 12 Request Number: PRJ-STBK-59770-r4 File Location: W:\Starbucks\Art\Drawings\PRJ-STBK-59770	
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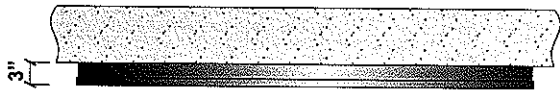
C16-2012-



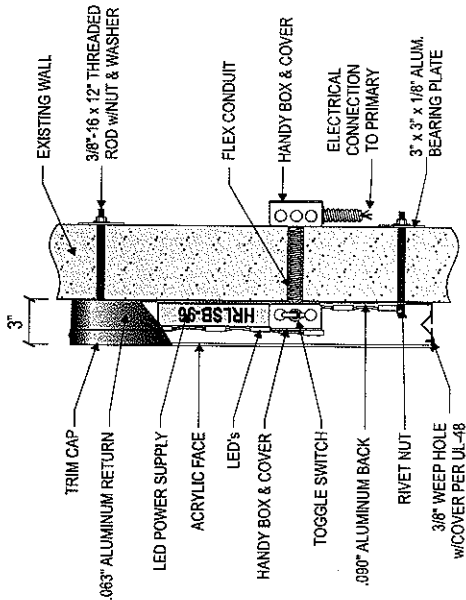
1.09

60" ILLUMINATED WALL MOUNT LOGO:

Scale: 3/4"=1'-0"



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: ... 0.063" PRE-PAINTED GLOSS BLACK, 3" deep.

BACKS: ... 0.090" PRE-PAINTED BLACK ALUMINUM, w/ STAR BRITTE LIGHT ENHANCEMENT PAINT.

ILLUMINATION: ... LUMINESCENT HYPERION R-LITE 6500 WHITE LED.

ELECTRICAL SPECIFICATIONS:

(66'-0") (356) LUMINESCENT HYPERION R-LITE HRLSB-6500 WHITE.

(3) HRLSB-24 POWER SUPPLY @ 0.25 AMPS EA.

TOTAL CIRCUIT LOAD @ 120V = 0.75 AMPS

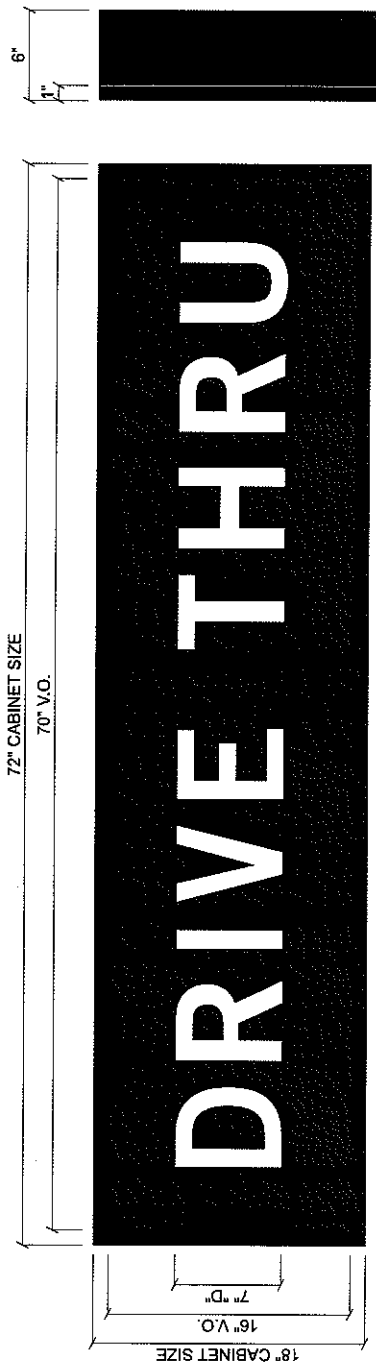
Customer to provide (1) 120v/20a dedicated circuits.

COLOR SPECIFICATIONS:

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

COAST SIGN INCORPORATED 1200 W. SANSBERRY ST., ANAHEIM, CA 92802 (714) 588-1144 FAX: (714) 588-9477		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. 10/11/11 2 J. VASO 10/19/11 3 J. VASO 10/25/11 4 JAVIER M. 10/25/11 5 6	Revision Notes ADD MONUMENT SIGN. ADD 2" LOGO AT TOP CENTER OF MONUMENT. ADD REFACE. ADD 1" CLEARANCE LETTERS OVER THE DRIVE THRU CANOPY. ADD 6" SPACING BETWEEN ADD 16" MINIMUM CLEARANCE BAR LOGO.	DESIGN DRAWING 6 of 12 Request Number: PRJ-STBK-59770-r4 File Location: W:\Starbucks\art\Drawings\PRJ-STBK-59770
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C12-2012-



ILLUMINATED WALL CABINET

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



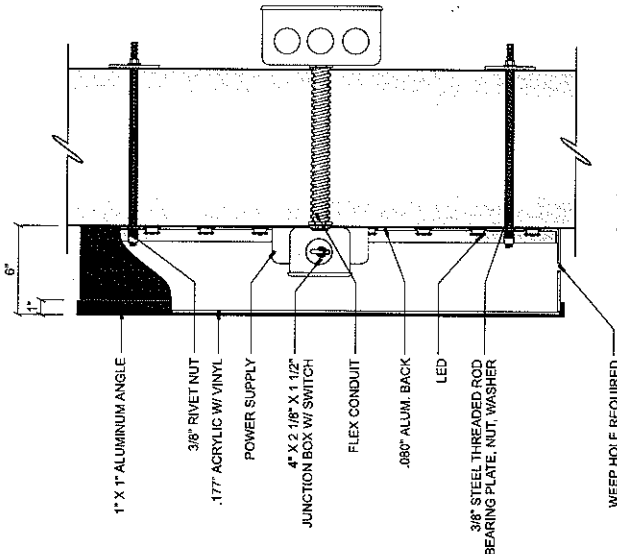
CABINET SPECIFICATIONS:

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 West Embassy St., Anaheim, CA 92802
(714) 220-3144 FAX (714) 220-3047

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:

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No.	Designer	Date	Revision Notes
1	JAVIER M.	10/11/11	ADD MONUMENT SIGN AND 24" LOGO AT TOP CENTER OF MONUMENT, ADD BEFACE.
2	JAVIER M.	10/24/11	Added 18 Channel Lettering over the drive thru canopy.
3	JAVIER M.	10/24/11	Added 18 Channel Lettering over the drive thru canopy.
4	JAVIER M.	10/25/11	Added 18 Channel Lettering over the drive thru canopy.
5	JAVIER M.	10/25/11	Added 18 Channel Lettering over the drive thru canopy.
6	JAVIER M.	10/25/11	Added 18 Channel Lettering over the drive thru canopy.

DESIGN DRAWING 8 of 12
PRJ-STBK-59770-r4
Request Number:
File Location:
W:\Starbucks\ArtDrawings\PRJ-STBK-59770\

CL62012-