



CITY OF PACIFIC GROVE
300 Forest Avenue, Pacific Grove, California 93950

AGENDA REPORT

TO: Members of the Architecture Review Board

FROM: Wendy Lao, Assistant Planner

MEETING DATE: February 14, 2017

SUBJECT: To allow a halo lit illuminated white face channel letter sign of 26.88 square feet on the east elevation to read “Starbucks”, to allow an illuminated logo sign of 19.64 square feet (5’ diameter) on the south elevation, and an illuminated legal non-conforming pole sign with a logo of 19.6 square feet

ADDRESS: 100 Country Club Gate (APN 007-102-021)

**ZONING/
LAND USE:** C-FH(Commercial-Forest Hill) / Commercial

APPLICANT: Superior Electrical Advertising, Inc., on behalf of Richard, Sharon, and Mildred Chackerian, owners

RECOMMENDATION

Final approval of halo lit channel letter sign on east elevation fronting Forest Avenue and legal non-conforming pole sign, and discuss and consider alternative illumination for logo sign on south elevation fronting David Avenue.

BACKGROUND

On January 3, 2017, Superior Electrical Advertising, Inc. applied for a Sign Permit #17-006 for a restaurant building located at 100 Country Club Gate. The permit would allow a halo lit illuminated white face channel letter sign of 26.88 square feet on the east elevation fronting Forest Avenue to read “Starbucks”. The permit would also allow an illuminated logo sign of 19.64 square feet (5’ diameter) on the south elevation fronting David Avenue, and an illuminated legal non-conforming pole sign with a logo of 19.6 square feet near the intersection of the two streets.

DISCUSSION

The project proposal could be improved by using alternative illumination methods, pursuant the design standards:

1. *“Use of illuminated signs shall be designed to respond to the following guidelines and regulations...:*

(1) Light source for sign illumination shall be the least visibly obtrusive of the available installation options and shall not be visible beyond the premises. The order of preference for the type of illumination is as follows, beginning with the preferred method of illumination:

- (A) Indirectly illuminated signs;*
- (B) Internally illuminated backlit signs;*
- (C) Internally illuminated face signs;*
- (D) Exposed luminary source signs;*
- (E) Reflecting signs. [P.G.M.C. 23.04.050(f)(2)]*

The proposed halo lit illuminated white face channel letter sign fronting Forest Avenue appears to be an internally illuminated backlit sign, which is the second choice on the order of preference. The logo sign fronting David Avenue appears to be an internally illuminated face sign, which is the third choice on the order of preference. However, staff recognizes that the building is located on a lower elevation than the streets of Forest and David Avenue, and has trees surrounding the property, so some illumination will be helpful. The green background is routed-out aluminum, so light will only illuminate through the white portions of the sign. Staff has requested the applicant to consider an indirectly illuminated wooden logo sign, to be externally lit with gooseneck lamps.

The project proposal appears to adhere to the following design standards:

2. *“The maximum allowed sign area on a primary business frontage is one square foot for each lineal foot of primary business frontage.” [P.G.M.C. 23.04.050(c)]*

The building’s east elevation fronting Forest Avenue is 46’-11” wide, so has a primary business frontage of 46.9 square feet. Therefore, the maximum allowed sign area is 46.9 square feet, and the proposed sign of 26.88 square feet meets this requirement.

3. *“One-half (0.5) square foot of sign area for each lineal foot of secondary business frontage may be allowed on a secondary business frontage.” [P.G.M.C. 23.04.050(c)]*

The building’s south elevation fronting David Avenue is 50-2” wide, so has a secondary business frontage of 50.16 square feet. Therefore, the maximum allowed sign area is 25.08 square feet, and the proposed sign of 19.64 square feet meets this requirement.

4. *An individual business shall be allowed one primary sign. Additional primary signs, generally smaller in scale, may be allowed on a case-by-case basis, consideration being given to building architecture, business frontage, building size, type of business and other factors deemed pertinent to allowing more than one pertinent sign. [P.G.M.C. 20.04.050(b)].*

Both the primary sign and the additional primary sign appear meet the size regulations of P.G.M.C. 23.04.050(c). The additional primary sign may be permitted pending Architecture Review Board's approval.

5. *"All signs should be of minimum size and height to adequately identify a business for motorists on Forest Avenue."* [Forest Hill Specific Plan – General Design Guidelines, Page 53]

Even though the building is located on a lower elevation than the streets of Forest and David Avenue, and has trees surrounding the property, the proposed halo lit illuminated white face channel letter sign of 26.88 square feet to be placed 17'-6" above grade will meet this guideline.

Pole Sign

The pole for signage maintains its legal non-conforming status. The pole sign formerly had a sign of 23.03 square feet, and will now be 19.6 square feet, which is allowed pursuant to P.G.M.C. 23.68.

Environmental Determination:

The project qualifies for a Class 1 exemption from CEQA requirements, pursuant to Section 15301(e)(1) – Existing Facilities. The proposed alterations do not present any unusual circumstances that would result in a potentially significant environmental impact.

ATTACHMENTS

- A. Permit Application
- B. Draft Permit
- C. CEQA Exemption Form
- D. Proposed Plans

RESPECTFULLY SUBMITTED:

Wendy Lao

Wendy Lao, Assistant Planner



CITY OF PACIFIC GROVE

Community Development Department – Planning Division

300 Forest Avenue, Pacific Grove, CA 93950

Tel: 831.648.3190 • Fax: 831.648.3184 • www.cityofpacificgrove.org/cedd

Permit Application

Application # SP 17-000 **Item 7b**

Date: 1/03/17

Total Fees: 944.00

Received by: WL

APPLICANT/OWNER:	Project Address: <u>100 COUNTRY CLUB GATE CENTER</u> APN: <u>007-102-021</u>		
	Project Description: <u>New signs for new Starbucks Coffee location.</u> <u>(1) 5' dia. S/F illum. wall logo, (1) set 20"h illum. STARBUCKS channel letters and (1) 5' dia. D/F illum. logo on existing pole.</u>		
APPLICANT/OWNER:	Applicant	Owner	
	Name: <u>Superior Electrical Advertising, Inc.</u>	Name: <u>Richard, Sharon, Mildred Chackerian</u>	
	Phone: <u>(209) 334-3337</u>	Phone: <u>515 681 2570</u>	
	Email: <u>sharonf@superiorsigns.com</u>	Email: <u>richardchackerian@gmail.com</u>	
Mailing Address: <u>125 N. Houston Lane</u> <u>Lodi, CA 95240</u>	Mailing Address: <u>2534 34th Ave., San Francisco, CA</u>		
PLANNING STAFF USE ONLY:	Permit Request:		
	CRD: Counter Determination	AUP: Administrative UP	IHS: Initial Historic Screening
	AP: Architectural Permit	UP-A: UP Amendment	HPP: Historic Preservation
	AAP: Administrative AP	AUP-A: AUP Amendment	A: Appeal
	ADC: Admin Design Change	SU: Second Unit	TPD: Tree Permit W/ Dev't
	<input checked="" type="checkbox"/> XSP: Sign Permit	LLA: Lot Line Adjustment	PUU: Undocumented Unit
	UP: Use Permit	LM: Lot Merger	VAR: Variance
			AVAR: Administrative VAR
			VAR-A: VAR Amendment
			AVAR-A: AVAR Amendment
		MMP: Mitigation Monitoring	
		Stormwater Permit	
		Other:	
PLANNING STAFF USE ONLY:	CEQA Determination:	Review Authority:	Active Permits:
	<input checked="" type="checkbox"/> Exempt	Staff	Active Planning Permit
	Initial Study & Mitigated	ZA	Active Building Permit
	Negative Declaration	SPRC	Active Code Violation
Environmental Impact Report	<input checked="" type="checkbox"/> ARB	Permit #:	
PLANNING STAFF USE ONLY:	Overlay Zones:		
	<input type="checkbox"/> Butterfly Zone		
	<input type="checkbox"/> Coastal Zone		
	<input type="checkbox"/> Area of Special Biological Significance (ASBS)		
<input type="checkbox"/> Environmentally Sensitive Habitat Area (ESHA)			
PLANNING STAFF USE ONLY:	Property Information		
	Lot: _____	Block: <u>vol. 21 per maps pg. 76 per</u>	Tract: <u>D. 35 AC</u>
	ZC: <u>C-FH</u>	GP: <u>Commercial</u>	Lot Size: <u>1532.11</u>
	<input checked="" type="checkbox"/> Historic Resources Inventory	<input checked="" type="checkbox"/> Archaeologically Sensitive Area	
PLANNING STAFF USE ONLY:	Staff Use Only:		
	\$ PAID	JAN 04 2017	
	<u>944.00</u>		
	<u>1/4/17</u>	CITY OF PACIFIC GROVE COMMUNITY DEV DEPT	

CERTIFICATION – I, the undersigned, under penalty of perjury, depose and certify that I am the applicant for this request, that the property owner approves this application and that all statements contained herein, including all documents and plans submitted in connection with this application, are true and accurate to the best of my knowledge.

Applicant Signature: [Signature]

Date: 12/22/16

Owner Signature (Required): [Signature]

Date: November 11, 2016

Mildred Chackerian
Mildred Chackerian

Planning Fee Calculation

Permit Fees

Permit	Select	Fee
Architectural Permit – Single Family	<input type="checkbox"/>	\$3,010
Administrative Architectural Permit	<input type="checkbox"/>	\$791
Architectural Design Change	<input type="checkbox"/>	\$791
Counter Review & Determination – no new square footage	<input type="checkbox"/>	\$55
Counter Review & Determination – new square footage	<input type="checkbox"/>	\$332
Initial Historic Screening	<input type="checkbox"/>	\$407
Sign Permit	<input type="checkbox"/>	\$944
Sign Permit – Downtown	<input type="checkbox"/>	\$55
Variance and Amendment	<input type="checkbox"/>	\$3,268
Administrative Variance and Amendment	<input type="checkbox"/>	\$1,282
Use Permit and Amendments	<input type="checkbox"/>	\$3,268
Major Administrative Use Permit	<input type="checkbox"/>	\$1,281
Minor Administrative Use Permit	<input type="checkbox"/>	\$1,049
Inquiry Fee	<input type="checkbox"/>	\$145
Permitting of Undocumented Secondary Dwelling Unit	<input type="checkbox"/>	\$791
Second Unit Permit	<input type="checkbox"/>	\$1,193
Tree Permit with Development	<input type="checkbox"/>	\$266
Appeal	<input type="checkbox"/>	25% of fee

Additional Fees

		Fee	Subtotal
<input type="checkbox"/>	General Plan Update Fee	5% of Permit Fee	
<input type="checkbox"/>	CEQA Exemption Fee	\$44	
<input type="checkbox"/>	Butterfly Buffer Zone	5% of Permit Fee	
<input type="checkbox"/>	Coastal Zone	20% of Permit Fee	
<input type="checkbox"/>	Area of Special Biological Significance	5% of Permit Fee	
<input type="checkbox"/>	Environmentally Sensitive Habitat Area	10% of Permit Fee	
<input type="checkbox"/>	Noticing – Mailings	\$0.48 * (# of Mailings)	119
<input type="checkbox"/>	Noticing – Herald Ad	\$310	
<input type="checkbox"/>	Stormwater Fee	Varies	
<input type="checkbox"/>	Other	Varies	

Total Fees: _____



CITY OF PACIFIC GROVE

Community Economic Development Department – Planning Division

300 Forest Avenue, Pacific Grove, CA 93950

T : 831.648.3183 • F : 831.648.3184 • www.ci.pg.ca.us/cdd

SIGN PERMIT (SP) 17-006

FOR A PROPERTY LOCATED AT 100 COUNTRY CLUB GATE TO ALLOW A HALO LIT ILLUMINATED WHITE FACE CHANNEL LETTER SIGN OF 26.88 SQUARE FEET ON THE EAST ELEVATION TO READ “STARBUCKS”, TO ALLOW AN ILLUMINATED LOGO SIGN OF 19.64 SQUARE FEET (5’ DIAMETER) ON THE SOUTH ELEVATION, AND AN ILLUMINATED LEGAL NON-CONFORMING POLE SIGN WITH A LOGO OF 19.6 SQUARE FEET.

FACTS

1. The subject site is located at 100 Country Club Gate, Pacific Grove, 93950 (APN: 007-102-021)
2. The subject site has a designation of Commercial on the adopted City of Pacific Grove General Plan Land Use Map.
3. The project site is located in the Forest Hill Commercial (C-FH) zoning district.
4. The subject site is an interior lot of approximately 15,245 square feet.
5. The subject site has divided a previous fast food restaurant into two restaurants, with one restaurant to be a “Starbucks” restaurant, under Architectural Permit (AP) #15-741.
6. This project has been determined to be CEQA Exempt under CEQA Guidelines 15301, Class 1, Existing Facilities.
7. The maximum allowed sign area on a primary business frontage is one (1) square foot for each lineal foot of primary business frontage, pursuant to P.G.M.C. 20.04.050(c).
8. One-half (0.5) square foot of sign area for each lineal foot of secondary business frontage may be allowed on a secondary business frontage, pursuant to P.G.M.C. 20.04.050(c).
9. An individual business shall be allowed one primary sign. Additional primary signs, generally smaller in scale, may be allowed on a case-by-case basis, consideration being given to building architecture, business frontage, building size, type of business and other factors deemed pertinent to allowing more than one pertinent sign, pursuant to P.G.M.C. 20.04.050(b).
10. The Architectural Review Board may restrict sign size to a lesser size than the maximum standards, pursuant to P.G.M.C. 20.04.050(c).

FINDINGS

1. The proposed development will meet the regulations set forth in the C-FH zoning district including sign standards (P.G.M.C. 20.04.050), and;
2. The general appearance of the completed project is compatible with the neighborhood because the proposed exterior will be compatible with the size, scale and proportions of the existing building and other buildings in the neighborhood, and;
3. The completed project will neither be detrimental to the orderly and harmonious development of the city nor impair the desirability of investment or occupation in the neighborhood because the project will be improving the subject property, and;
4. The Board has been guided by and made reference to applicable provisions of Chapter 20.04 in making its determinations on signs, and;
5. The proposed sign effectively conveys the business identity to the public and possesses pleasing elements of design that protect and enhance the architectural character and harmony of the buildings and neighborhood in which it is located, and;
6. The east elevation has a business frontage of 46’-11”, and the halo lit illuminated white face channel letter sign will be 26.88 square feet, which is allowed pursuant to P.G.M.C. 20.04.050(c), and;

- 7. The south elevation has a business frontage of 50'-2", and the illuminated logo sign will be 19.64 square feet, which is allowed pursuant to P.G.M.C. 20.04.050(c), and;
- 8. The pole for signage maintains its legal non-conforming status, formerly had a sign of 23.03 square feet, and will now be 19.6 square feet, which is allowed pursuant to P.G.M.C. 23.68.

PERMIT

Sign Permit (SP) #17-006 to allow: a halo lit illuminated white face channel letter sign of 26.88 square feet on the east elevation to read "Starbucks", to allow an illuminated logo sign of 19.64 square feet (5' diameter) on the south elevation, and an illuminated legal non-conforming pole sign with a logo of 19.6 square feet:

CONDITIONS OF APPROVAL

- 1. **Permit Expiration.** This permit shall expire and be null and void if a building permit has not been applied for within one (1) year from and after the date of approval. Application for extension of this approval must be made prior to the expiration date.
- 2. **Construction Compliance.** All construction must occur in strict compliance with the proposal as set forth in the application, subject to any special conditions of approval herein. Any deviation from approvals must be reviewed and approved by staff, and may require Architectural Review Board approval.
- 3. **Terms and Conditions.** These terms and conditions shall run with the land, and it is the intention of the CDD Director and the Permittee to bind all future owners and possessors of the subject property to the terms and conditions, unless amended. Amendments to this permit may be achieved only if an application is made and approved, pursuant to the Zoning Code.
- 4. **Public Works, Fire and Building.** Review and approval by the Public Works, Fire and Building Departments are required prior to issuance of a building permit. Work taking place in the public right-of-way shall require an encroachment permit prior to issuance of the building permit.
- 5. **Conformance to Plans.** Development of the site shall conform to approved plans, on file with the Community and Economic Development Department and to the Building Code submitted April 22, 2016, with the exception of any subsequently approved changes.
- 6. **Stormwater Treatment Measure:** The stormwater treatment measures shall be maintained by the property owner in perpetuity and City of Pacific Grove staff shall be allowed access to inspect all stormwater treatment measures on an annual basis.
- 7. **Illumination:** After building completion, the light fixtures for the signage shall be dimmed to an appropriate level, if determined necessary by the Community and Economic Development Department.
- 8. **Building Plans:** All conditions of approval for the Planning permit(s) shall be printed on a full size sheet and included with the construction plan set submitted to the Building Department.

NOW, THEREFORE, BE IT RESOLVED BY THE ARCHITECTURAL REVIEW BOARD OF THE CITY OF PACIFIC GROVE:

- 1. The Board determines that each of the Findings set forth above is true and correct, and by this reference incorporates those Findings as an integral part of this Permit.

- 2. The Board authorizes Approval of SP 17-006 to allow: a halo lit illuminated white face channel letter sign of 26.88 square feet on the east elevation to read “Starbucks”, to allow an illuminated logo sign of 5’ diameter (19.64 square feet) on the south elevation, and an illuminated legal non-conforming pole sign with a logo of 19.6 square feet:
- 3. This permit shall become effective upon the expiration of the 10-day appeal period.
- 4. This permit shall not take effect until the owner acknowledges and agrees to all terms and conditions and agrees to conform to and comply with those terms and conditions.

Passed and adopted at a regular meeting of the Architectural Review Board of the City of Pacific Grove on the 14th day of February, 2017, by the following vote:

AYES:

NOES:

ABSENT:

APPROVED:

Rick Steres, Chair

The undersigned hereby acknowledge and agree to the approved terms and conditions, and agree to fully conform to, and comply with, said terms and conditions.

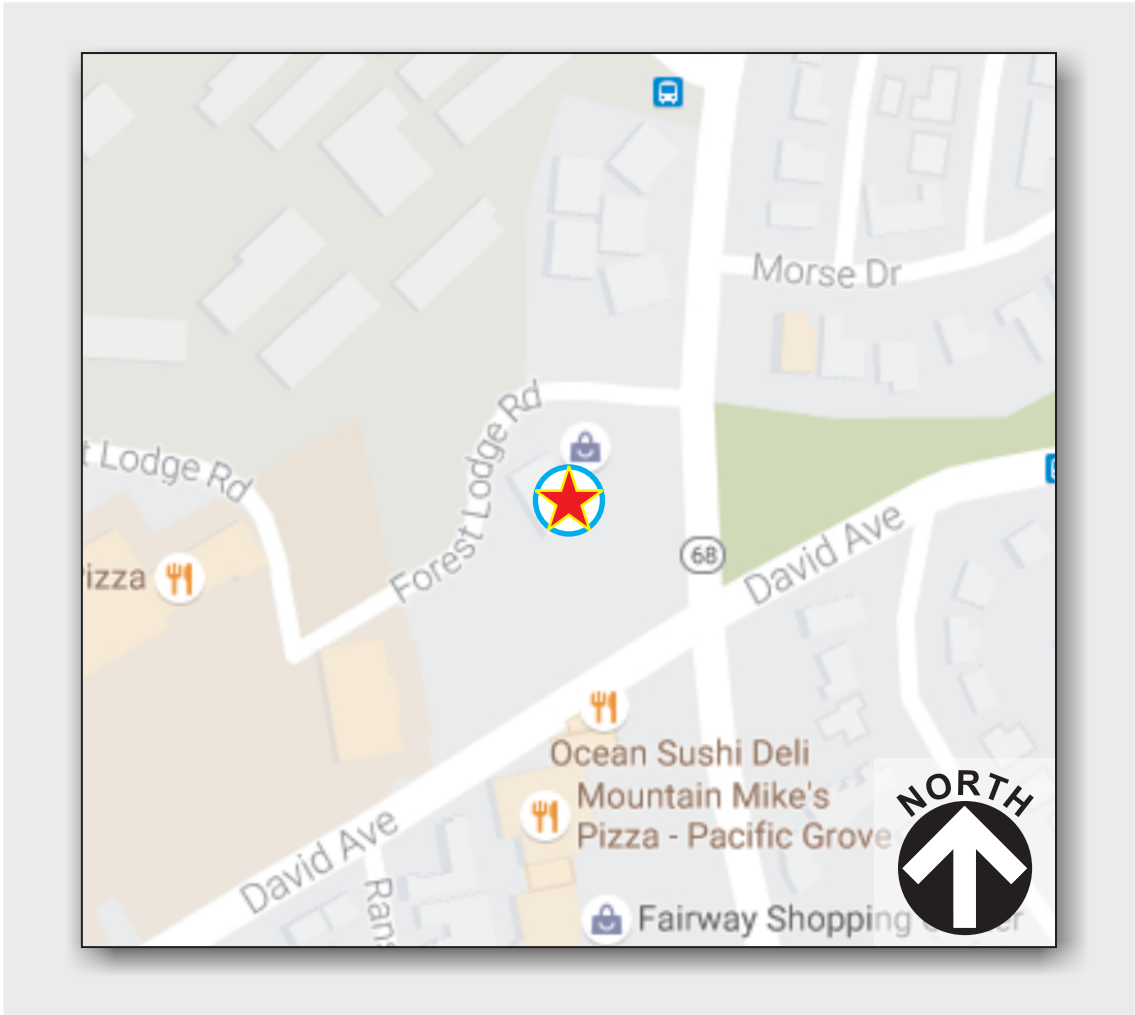
Richard, Sharon, Mildred Chackerian, Owners

Date



STARBUCKS COFFEE

Store#47715 David & Forest - Pacific Grove, CA 93950



1 VICINITY MAP

REVISION #04:

- R1 ws (0.50) 10.13.16 reduce to 20",
Align logo same as channel letters
- R2 WS (0.50) 10.31.16 Add pylon
- R3 WS (0.50) 11.23.16 select option 1
revise as per job check
- R4 BK (.25) 12.15.16 change cls to halo lit

Item 7b

superior
electrical advertising

1700 West Anaheim Street
Long Beach, California
90813-1195
Phone: 562.495.3808
Facsimile: 562.435.1867
www.superiorsigns.com

Project:
Starbucks Coffee
Store#47715 David & Forest
Address:
100 Country Club Gate Center
Pacific Grove, CA 93950

Account Manager:
Dave Coberly

Designer:
W. Simo 1.50

Scale: **AS NOTED**

Design No.: **16-10-2467-04**

Date: **10.11.16**

Reg. No.: **225478**

Revisions:
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• APPROVALS •

FOR JOB CHECK	DATE
Acct. Mgr.	
FOR CONSTRUCTION	DATE
Acct. Mgr.	
Design	
Production	
FOR INSTALL ONLY	DATE
Acct. Mgr.	
Page: 01	Of: 06

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Project:
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Account Manager:
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Designer:
W. Simo 1.50

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Production

FOR INSTALL ONLY DATE

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Page: 02 Of: 06

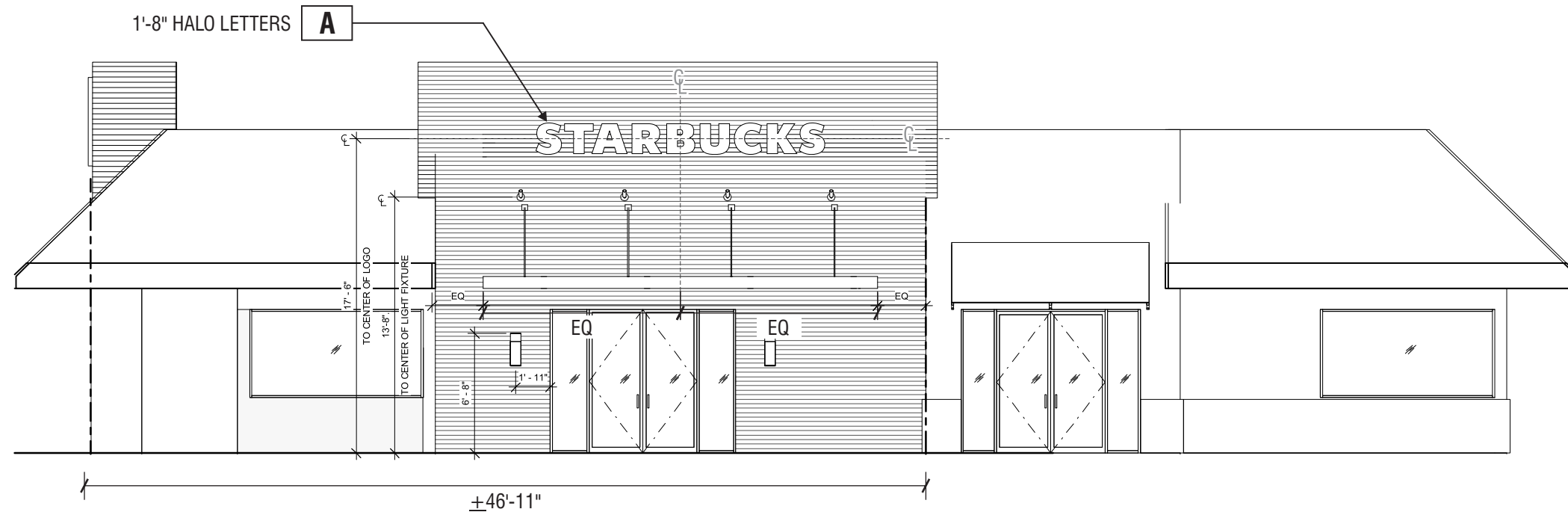
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1 PLOT PLAN
SCALE: NTS



1 EAST ELEVATION
SCALE: 1/8" = 1'-0"



2 SOUTH ELEVATION
SCALE: 1/8" = 1'-0"

Item 7b



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16'-1 1/2"

STARBUCKS

1'-8" (T)

A SIGN ELEVATION / HALO LIT ILLUMINATED WHITE FACE SINGLE LINE CHANNEL LETTERS 26.88 SQ. FT.
 QUANTITY: ONE (1) REQUIRED SCALE: 1/2" = 1'-0"

SPECIFICATIONS:

LETTERS: REVERSE HALO ILLUMINATED CHANNEL LETTERS
 FACE: .125 ALUMINUM PAINTED WHITE
 BACKS: CLEAR LEXAN FOR HALO SPILL
 SPACERS: 1 1/2" PAINTED TO MATCH WALL SURFACE
 RETURNS: 3" DEEP (x .063) ALUMINUM PAINTED BLACK
 ILLUMINATION: WHITE LUMIFICENT LEDs WITH LUMIFICENT POWER SUPPLIES

NOTES: FIELD VERIFY ALL MEASUREMENTS AND CONDITIONS PRIOR TO ANY FABRICATION

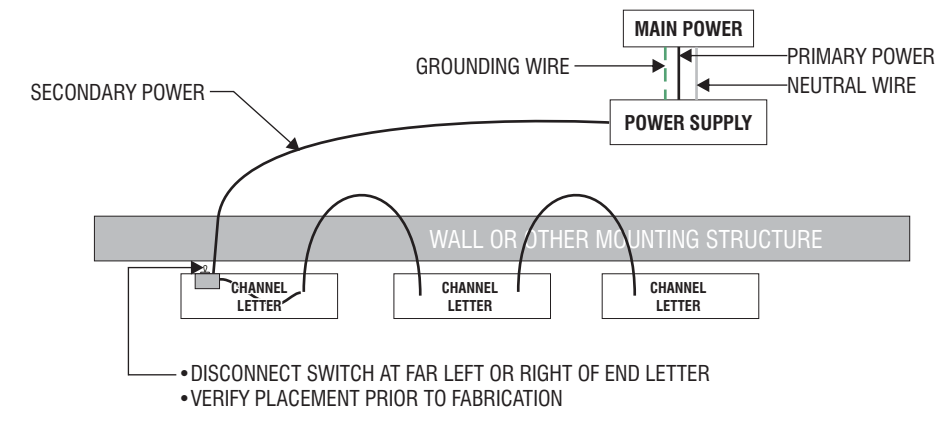
PLEASE REFER TO THE NUMBERED ITEMS BELOW FOR INCORPORATED INSTALL INSTRUCTIONS. LISTED INSTRUCTIONS TO BE FOUND WITH ACTUAL SIGNAGE (NUMBERED ITEMS CORRESPOND TO SECTION DETAIL)

ITEM #	DESCRIPTION
1	LIGHT EMITTING DIODES (LEDs)
2	DISCONNECT SWITCH
3	THREADED NIPPLE AND COUPLING (FLEX CONNECTOR)
4	CLASS 2 LOW VOLTAGE WIRING (NO CONDUIT REQUIRED)
5	POWER SUPPLY
6	FLEX (FLEXIBLE CONDUIT) / LIQUID TIGHT CONNECTIONS

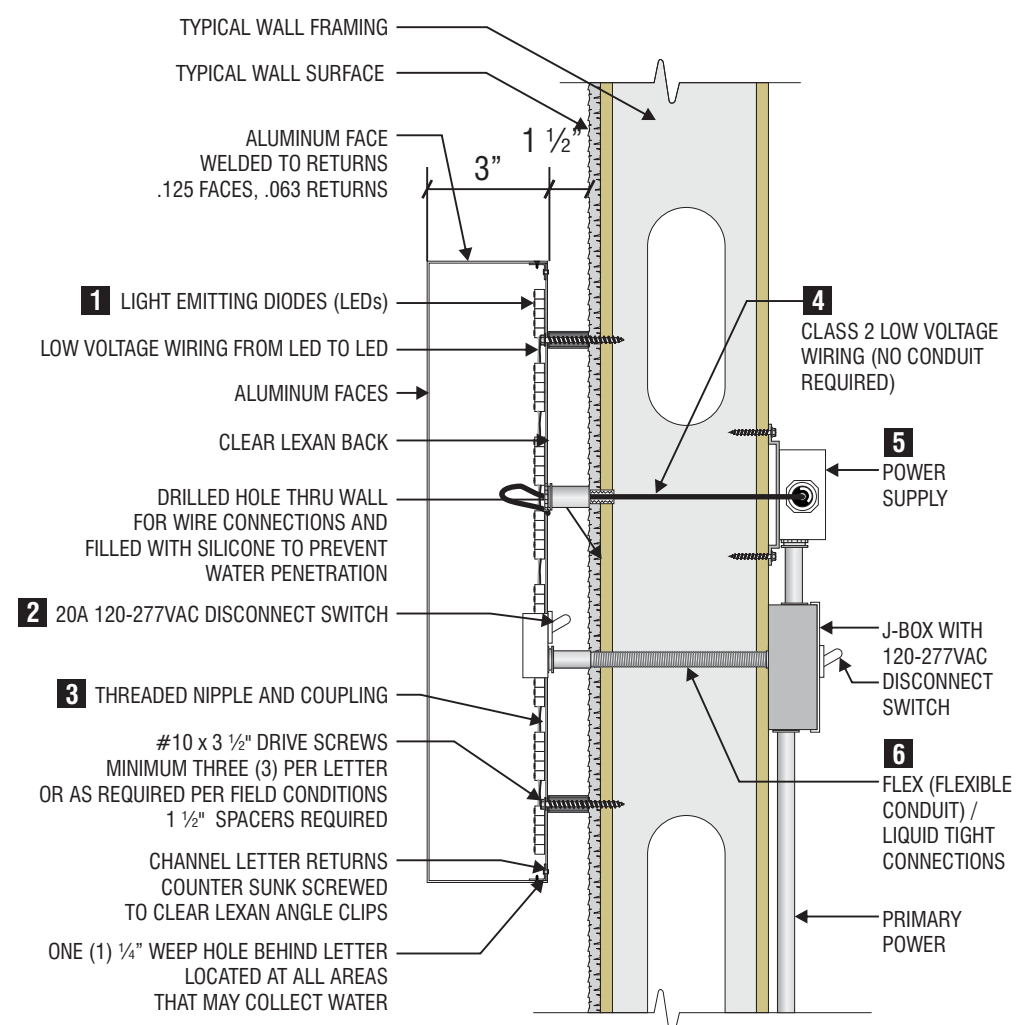
Note to All Contractors

120 Sign Voltage

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. All wall penetrations to be sealed with UL Listed silicone sealant.



2 LETTER LAYOUT - PLAN VIEW
NOT TO SCALE



1 TYPICAL SECTION DETAIL
SCALE: NTS

Item 7b

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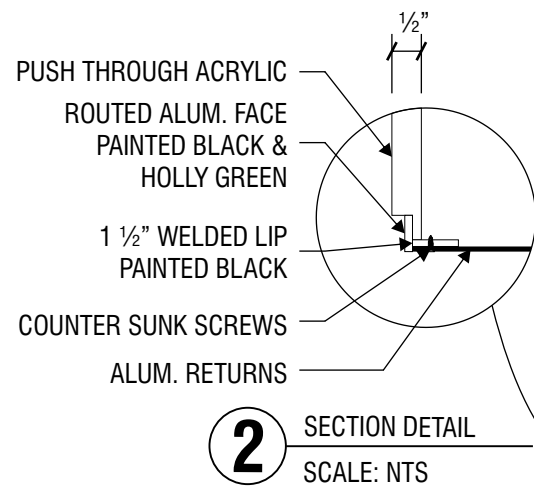
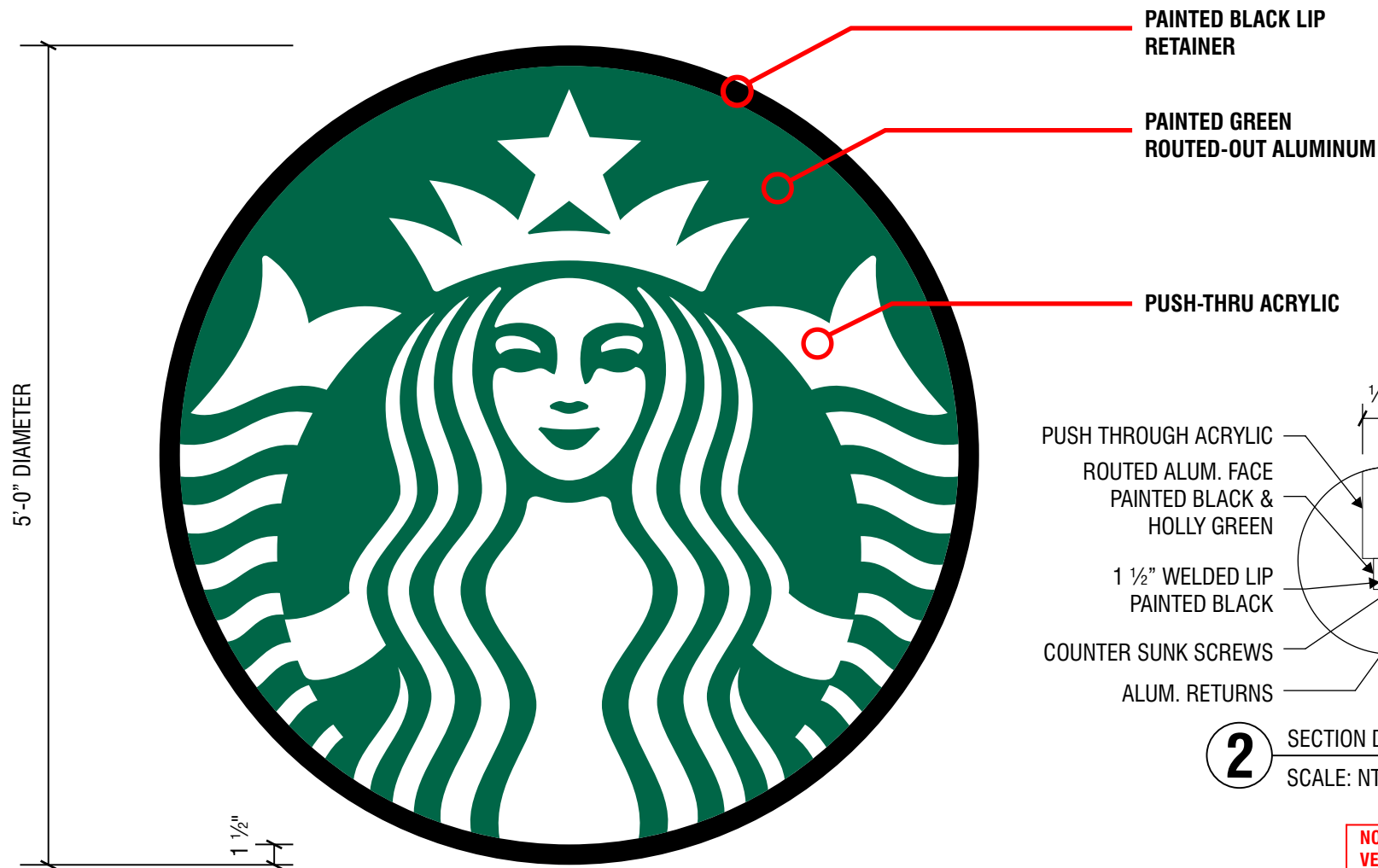
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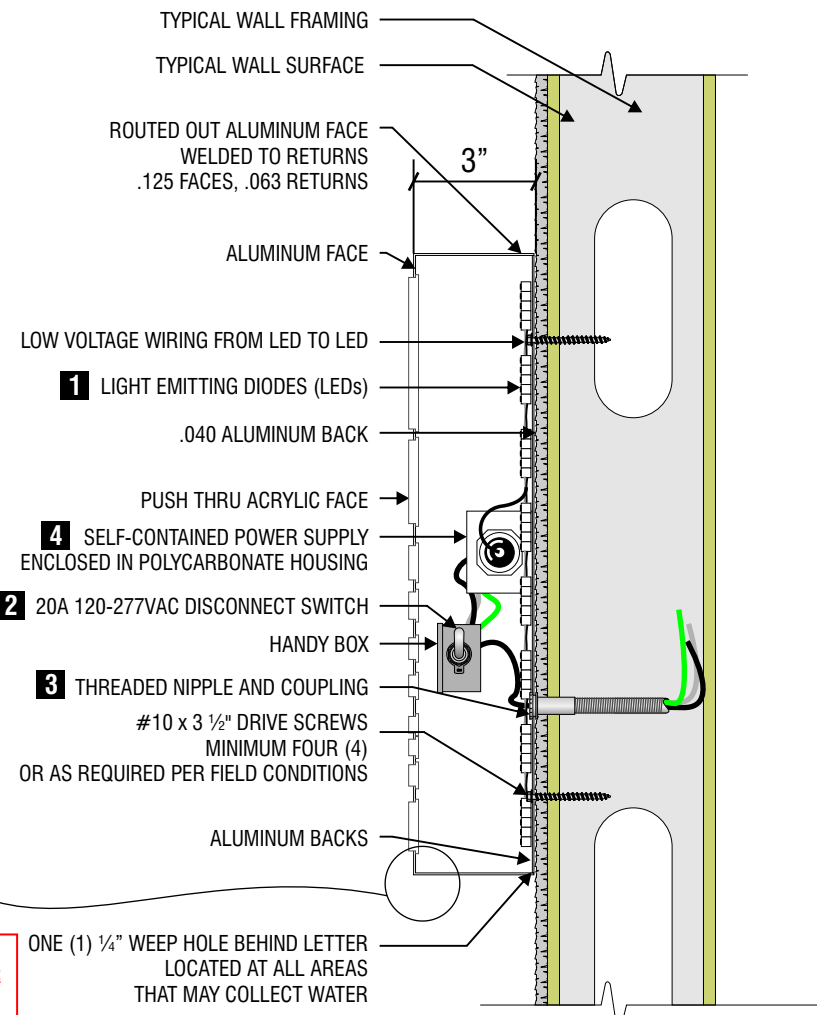
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NOTE:
 VERIFY IF SIGN IS INTERIOR
 NO WEEP HOLES REQUIRED



C SIGN ELEVATION / SELF-CONTAINED SINGLE FACE ILLUMINATED WALL MOUNT LOGO DISK 19.6 SQ. FT.
 QUANTITY: ONE (1) REQUIRED SCALE: 1" = 1'-0"

SPECIFICATIONS:

- LOGO: INTERNALLY ILLUMINATED WALL MOUNT LOGO DISK
- FACE: .125 ROUTED OUT ALUMINUM PAINTED TO MATCH 3M #3630-76 HOLLY GREEN VINYL WITH 1 1/2" BORDER (LIP RETAINER) PAINTED BLACK
- GRAPHICS: 1/2" THICK PUSH THROUGH CLEAR ACRYLIC WITH 3M #3635-30 VINYL DIFFUSER APPLIED FIRST AND SECOND SURFACE.
- RETURNS: 3" DEEP (X .063) ALUMINUM PAINTED BLACK
- ILLUMINATION: WHITE LUMIFICIENT L.E.D.'S WITH SELF-CONTAINED LUMIFICIENT POWER SUPPLY ENCLOSED IN POLYCARBONATE HOUSING

NOTES: FIELD VERIFY ALL MEASUREMENTS AND CONDITIONS PRIOR TO ANY FABRICATION

SIZE	SQ. FT. ¹	VOLTS
60"	19.62	120

1: Figured as one circular area

Note to All Contractors

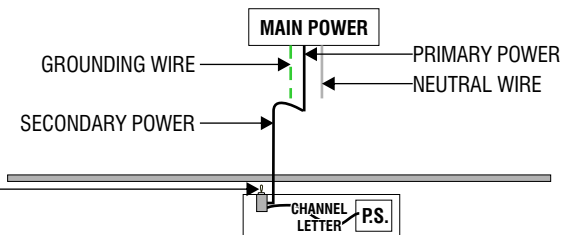
120 Sign Voltage

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. All wall penetrations to be sealed with UL Listed silicone sealant.

1 TYPICAL SECTION DETAIL SCALE: NTS

PLEASE REFER TO THE NUMBERED ITEMS BELOW FOR INCORPORATED INSTALL INSTRUCTIONS. LISTED INSTRUCTIONS TO BE FOUND WITH ACTUAL SIGNAGE (NUMBERED ITEMS CORRESPOND TO SECTION DETAIL)

ITEM #	DESCRIPTION
1	LIGHT EMITTING DIODES (LEDs)
2	DISCONNECT SWITCH
3	THREADED NIPPLE AND COUPLING (FLEX CONNECTOR)
4	POWER SUPPLY



- DISCONNECT SWITCH AT FAR LEFT OR RIGHT OF END LETTER
- VERIFY PLACEMENT PRIOR TO FABRICATION

3 LOGO LAYOUT - PLAN VIEW NOT TO SCALE

Item 7b

superior
 electrical advertising

1700 West Anaheim Street
 Long Beach, California
 90813-1195
 Phone: 562.495.3808
 Facsimile: 562.435.1867
 www.superiorsigns.com

Project:
Starbucks Coffee

Address:

Account Manager:
Jim Sterk

Designer:
W. Simo 1.50

Scale: **AS NOTED**

Design No.: **16-08-2213-00**

Date: **08.25.16**

Reg. No.:

Revisions:
 R

• APPROVALS •

FOR JOB CHECK DATE

Acct. Mgr.

FOR CONSTRUCTION DATE

Acct. Mgr.

Design

Production

FOR INSTALL ONLY DATE

Acct. Mgr.

Page: 07 Of: 21

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90813-1195
Phone: 562.495.3808
Facsimile: 562.435.1867

www.superiorsigns.com

Project:
Starbucks Coffee
Store#47715 David & Forest
Address:
100 Country Club Gate Center
Pacific Grove, CA 93950

Account Manager:
Dave Coberly

Designer:
W. Simo 1.50

Scale: **AS NOTED**

Design No.: **16-10-2467-04**

Date: **10.11.16**

Reg. No.: **225478**

Revisions:
R1 ws (0.50) 10.13.16 reduce to 20", align logo same as channel letters
R2 WS (0.50) 10.31.16 Add pylon
R3 WS (0.50) 11.23.16 select option 1 revise as per job check
R4 BK (.25) 12.15.16 change cls to halo lit

• APPROVALS •

FOR JOB CHECK DATE

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FOR CONSTRUCTION DATE

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Design

Production

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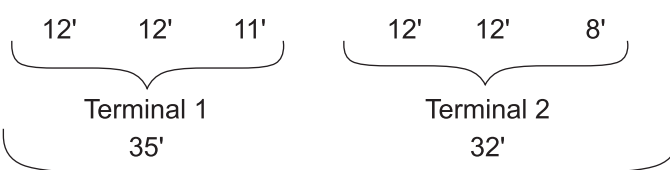
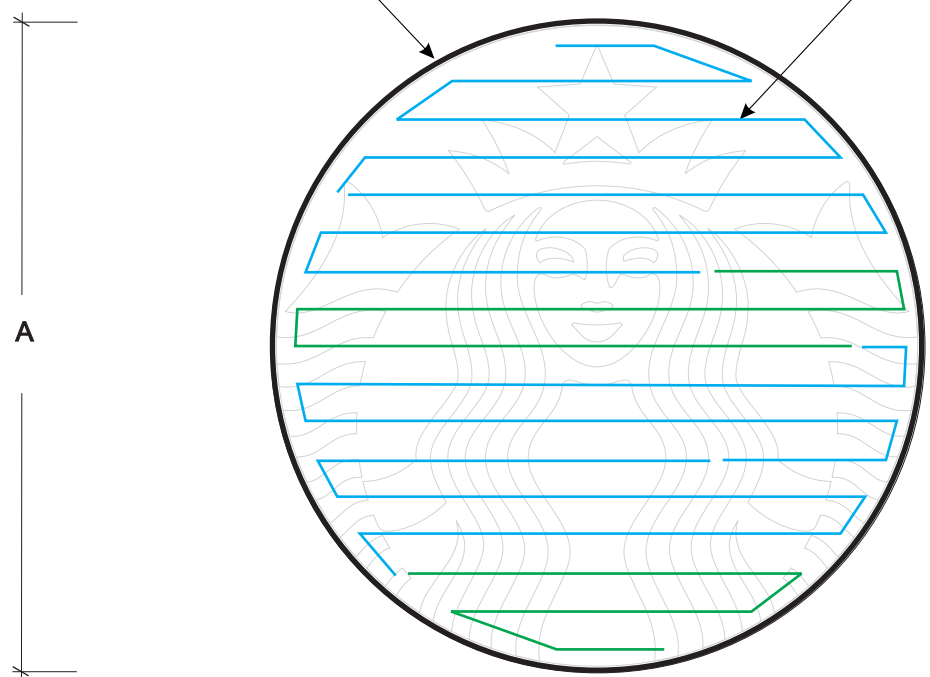
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ID 13164

NOTE: The Hyperion R-Lite™ strip is sold in 25ft strips. direct illumination/face lit/single face wall mount remote power supply

60" TALL FABRICATED ALUMINUM CHANNEL LETTER
STARBRITE ER 2MILS WHITE PAINT OR AMERIMAX MAXXBRITE
PREPAINTED ALUMINUM COIL RECOMMENDED

HYPERION R-LITE SYSTEM CC WHITE
APPLIED ON PAINTED ALUMINUM
INSTALLATION TEMPERATURE RANGE 50° - 95° F (10° - 35° C)



PSA
67'

B

NOTE: INDIVIDUAL FOOTAGE ARE ESTIMATES. ACTUAL LENGTHS MAY VARY. DO NOT PRECUT STRIPS. ALWAYS WORK FROM the R-Lite REEL to avoid shortages and unnecessary use of jumpers.

IMPORTANT! Required for ALL FIELD RETROFITS:

- 1.) Thoroughly Clean surface area with non-oil based solvent (409, alcohol or heptan).
- 2.) To ensure adhesion of LED strip to channel letter / cabinet place a support clamp across the LED strip every 4 inches. It is required that you utilize support clamps and / or use silicone adhesive across the LED strip every 4 inches. See page 1 of installation manual for detailed retrofit instructions.

INSTALLATION NOTE: PLEASE READ INSTALL MANUAL BEFORE INSTALLATION. IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT YOUR SALES REPRESENTATIVE OR OUR CUSTOMER SUPPORT TEAM. 877-383-4032

NOTE: It is recommended to test one or more letters before installation for acceptable color and illumination.

IMPORTANT: When sending files for quotes all files must be in vector file format. Raster images, photos or bitmaps are not recommended due to low resolution and non-scalability which can have an affect on product selection, quantities, application and illumination. Prices and quantities are estimates which are subject to change based on raster images, photos or bitmap files.

60"

Layouts/quotes/estimates are based upon Lumificient standards for typical usage. We utilize information that is provided to us, apply our standards, and provide you with layouts/quotes/estimates for the materials typically required to complete the project. Guidelines do not take into account individual preferences or end customer preferences. FINAL MATERIAL REQUIREMENTS ARE THE RESPONSIBILITY OF THE SIGN MANUFACTURER.

General Info		
	Unit of Measure feet/inches	Unit of Measure meter/millimeter
LETTER HEIGHT (A):	60"	1524mm
SIGN LENGTH (B):	60"	1524mm
LETTER DEPTH:	3"-6"	76mm-152mm
MAX LETTER STROKE:	0.00"	0.0mm
MIN LETTER STROKE:	0.00"	0.00mm

Power Requirements	
INPUT VOLTS:	120V
INPUT AMPERES:	0.6 max
TOTAL WATTAGE:	67 Watts

HRL-W-60-Starbucks logo disk SF Wall Mount ID 13164.cdr

File	Quote#	Date
	13208	
No.	Revision / Issue	Date

Material List		
	Unit of Measure feet	Unit of Measure meter
TOTAL LINEAR FOOTAGE:	67 ft	20.42m
HRLSB-6500 White	67 ft	20.42m
HRLSB-HC Power Connector:	6	
HRLSB-JC JUMPER:		
HRLSB-24 Power Unit:		
HRLSB-24-BOGO		
HRLSB-96 Power Unit:	1	
HRLSB-277 Power Unit:		

Added Material List for Retrofits	
HRLSB-SC	201

Customer Name and Address	
Starbucks Coffee Company 2401 Utah Avenue South 8th floor Seattle, WA 98134	
Customer Contact	
Katie O'Donnell	

Project	
60in Starbucks Coffee Logo Disk SF Wall Mount	
TAG	13164 - custom 60in (1524 mm)
Location / Store#	XX
Date	10/07/2011
Scale	1:15
	1/2 Sheet

LUMificient™
A Nexus Lighting Company

Lumificient
8752 Monticello Lane N.
Maple Grove, MN 55369
Phone: (763) 424 3702
Fax: (763) 390 3135

Designed By: **LeeAnn**

NOTE: DIMS LISTED PER JOB CHECK



C SIGN ELEVATION / SELF-CONTAINED DOUBLE FACE ILLUMINATED LOGO 19.6 SQ. FT.
 QUANTITY: ONE (1) REQUIRED SCALE: 1" = 1'-0"

SPECIFICATIONS:

- LOGO: INTERNALLY ILLUMINATED DOUBLE FACE LOGO
- FACE: #7328 WHITE ACRYLIC PLASTIC WITH 3M #3630-76 HOLLY GREEN VINYL OVERLAY ALL WHITE TO BE REVERSED OUT TO SHOW THRU WHITE ACRYLIC PLASTIC
- RETAINERS: 1 1/2" ALUMINUM PAINTED BLACK
- RETURNS: 10" DEEP BLACK RETURNS
- ILLUMINATION: WHITE LUMIFICIENT L.E.D.'S WITH SELF-CONTAINED LUMIFICIENT POWER SUPPLY ENCLOSED IN POLYCARBONATE HOUSING
- POLE: EXISTING TO BE PAINTED BLACK, SUPPORT BAR TO BE REMOVED

NOTES: DIMS OKAY PER JOB CHECK



1 EXISTING - POLE SIGN
 SCALE: NTS



POLE SING **C**

2 PROPOSED - POLE SIGN
 SCALE: NTS

Item 7b



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Account Manager:
Dave Coberly

Designer:
W. Simo 1.50

Scale: **AS NOTED**

Design No.: **16-10-2467-04**

Date: **10.11.16**

Reg. No.: **225478**

Revisions:
 R1 ws (0.50) 10.13.16 reduce to 20", align logo same as channel letters
 R2 WS (0.50) 10.31.16 Add pylon
 R3 WS (0.50) 11.23.16 select option 1 revise as per job check
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• APPROVALS •

FOR JOB CHECK DATE

Acct. Mgr.

FOR CONSTRUCTION DATE

Acct. Mgr.

Design

Production

FOR INSTALL ONLY DATE

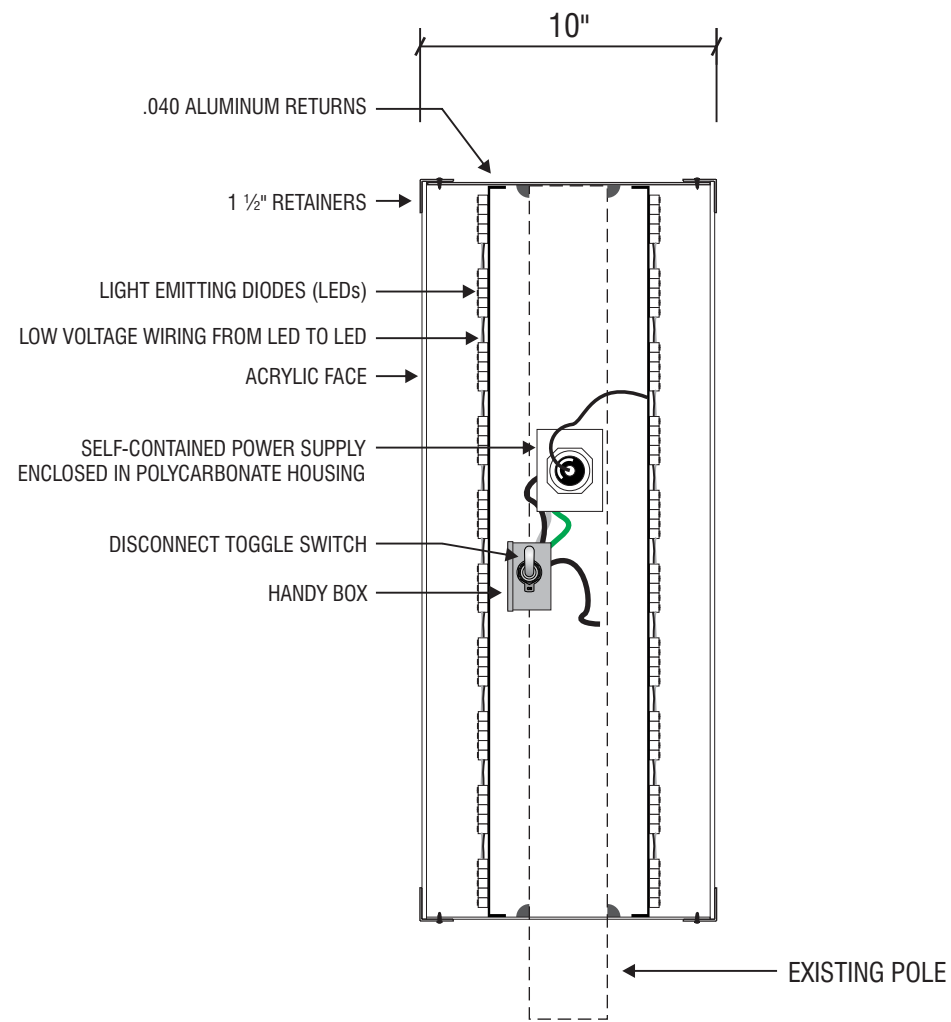
Acct. Mgr.

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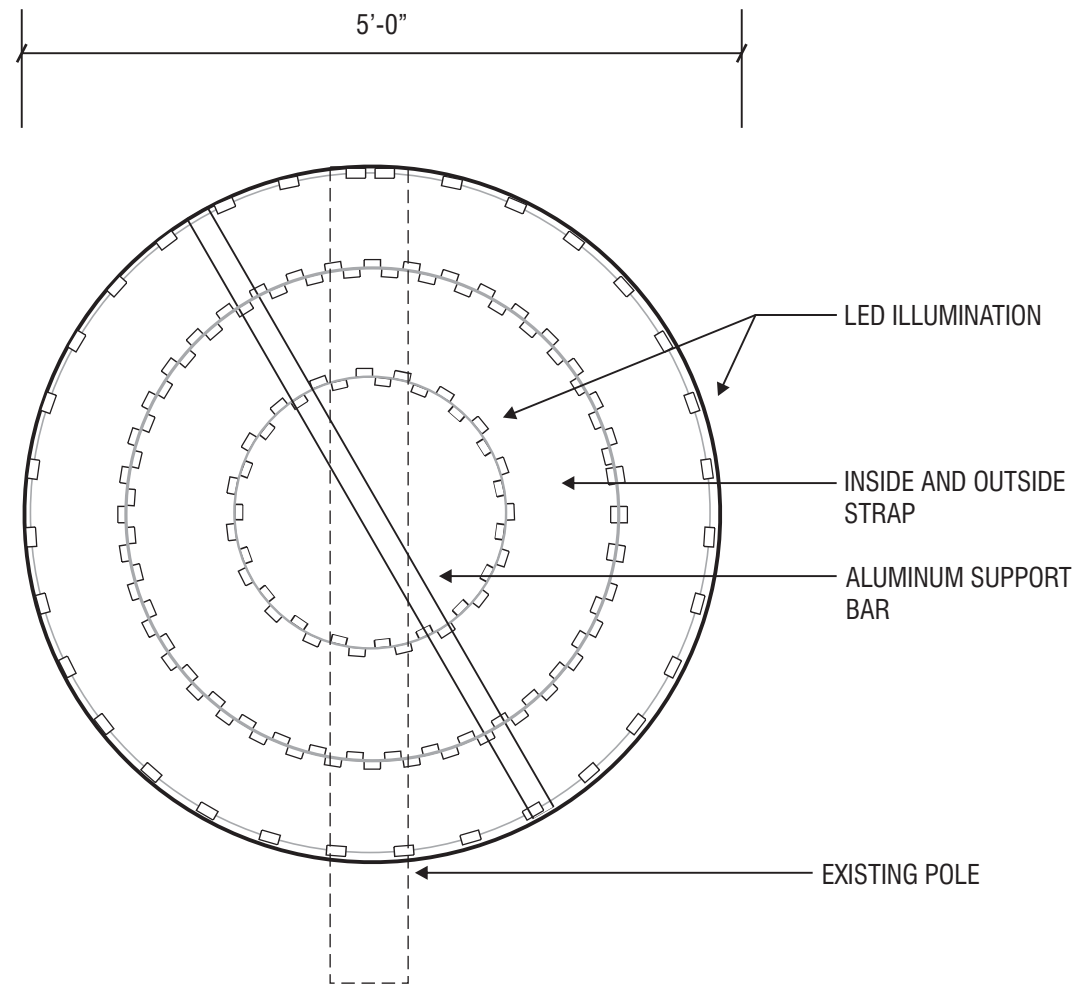
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1 TYPICAL SECTION DETAIL
SCALE: NTS



2 LED LAYOUT
SCALE: 3/4" = 1'-0"

Note to All Contractors

120 Sign Voltage

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. All wall penetrations to be sealed with UL Listed silicone sealant.

Item 7b

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