Date: May 10, 2024

To: Village of East Troy Plan Commission

From: Tim Schwecke, Zoning Administrator

Subject: Sign permit review for Starbucks located at 1885 CTH ES; Goodden ES20 LLC and

ACG Development #4, LLC, applicant

Application: 2024-09; https://s.zoninghub.com/TKOUR2DOFB

Meeting: May 13, 2024 Plan Commission meeting

General Description The property owner has submitted an application for signage at Starbucks.

The monument sign complies with the maximum height requirement (8 feet) and the maximum sign area of 60 square feet per side.

The wall sign (channel letter) on the main façade complies with the maximum sign area. A wall sign is proposed above the service window – it is not allowed because it does not face a street. The site plan shows a wall sign, but the signage plan doesn't show any details on that.

Directional signs are allowed but may not include the business name or any logos.

Review procedures With regard to sign permits for new projects, the Plan Commission makes the final decision. The Plan Commission may (1) approve, (2) approve with conditions, or (3) deny the application. If approval is granted, the Plan Commission can impose conditions deemed necessary to protect the public health, safety, and welfare.

Public notice Aside from being included on the meeting agenda, no other public notice is required.

Proposed motion Approve the proposed signs as proposed, subject to the following conditions:

- 1. The applicant must obtain any building permits as may be required.
- 2. The wall sign above the service window may not be installed.

Attachments:

1. Application materials

STARBUCKS COFFEE #84041 EAST TROY - I-43 & NORTH ST 1882 CTH ES EAST TROY, WI 53120



24-70784

HILTONDISPLAYS

125 HILLSIDE DRIVE • GREENVILLE SC 29607 P 800 353 9132 • F 864 242 2204 www.hiltondisplays.com

SITE PLAN A 60" SIREN **B** 18" CHANNEL LETTERS **()** DIRECTIONAL TY/EO SD1-1 **1** CLEARANCE BAR **B** PRE-MENU BOARD **DOS/CANOPY G** MENU BOARD **MOP PARKING** MONUMENT 2 SD1-1 STARBUCKS SD1-2 2 2566 SF. 18 (19) 15 \square 8 (8) (11) (13)-11 6 6. DO NOT ENTER DO NOT SD1-2 \Rightarrow 9 -(13) 6 \Rightarrow

16

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QID 24-70784

JOB NAME

Starbucks 84041

LOCATION

1882 Cth Es East Troy, WI 53120

CUSTOMER CONTACT

SALESMAN / PM

Jo Hall

DESIGNER

Brady Taylor

DWG. DATE

2-4-24

REV. DATE / REVISION

SCALE

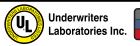
As Noted

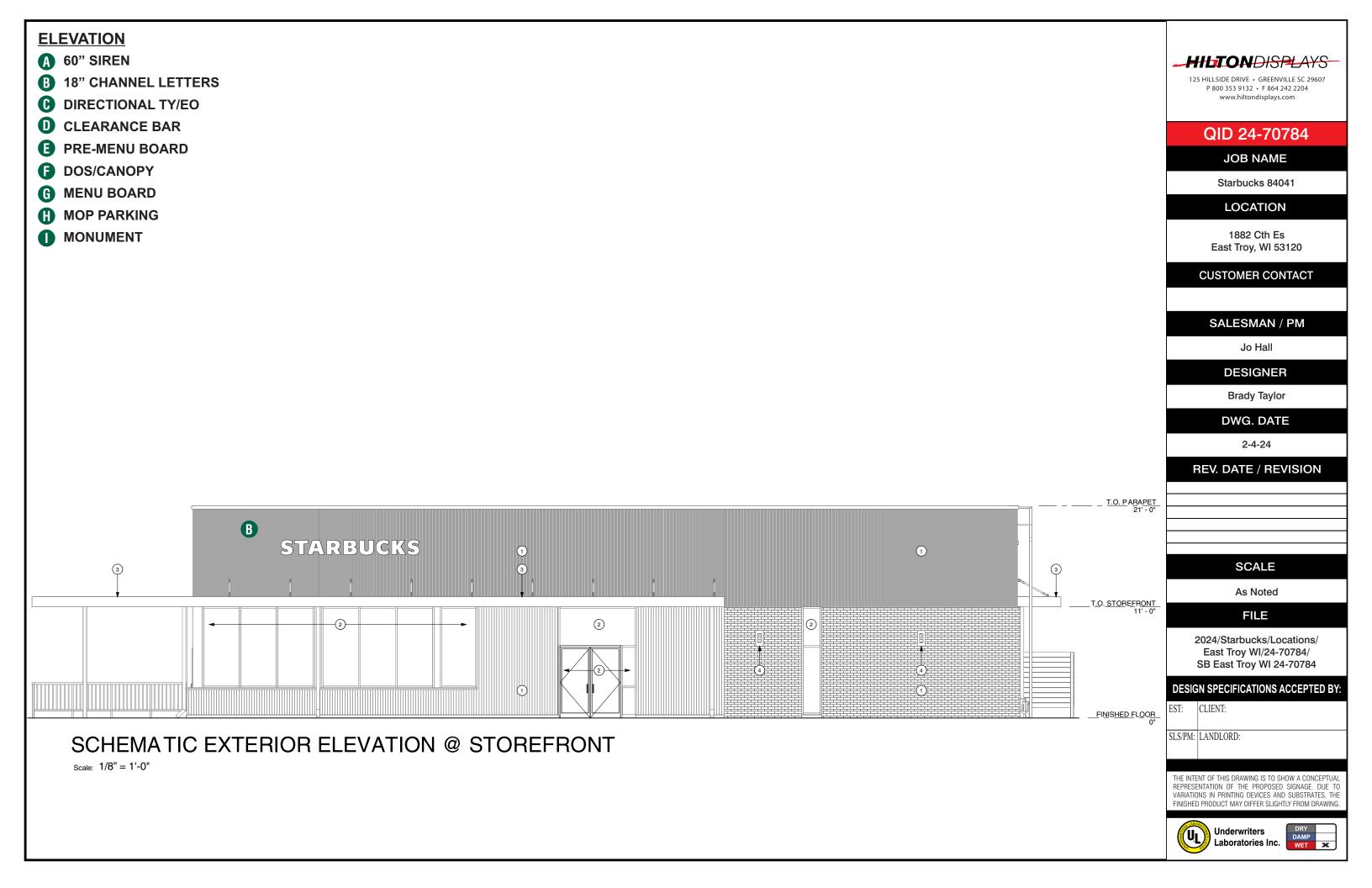
FILE

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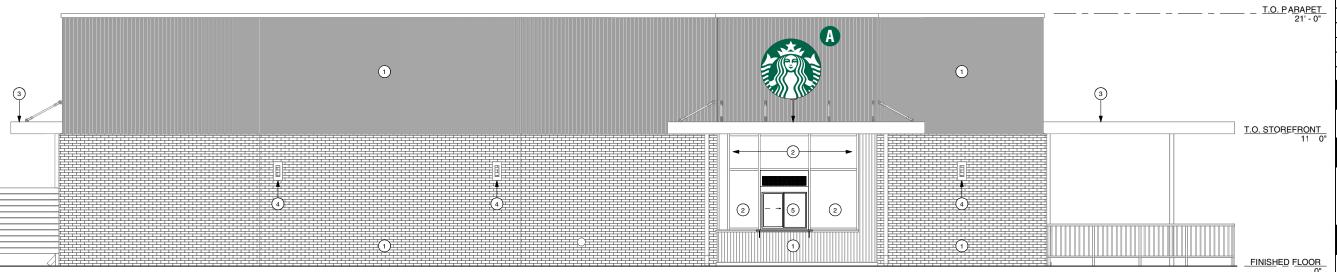
DESIGN SPECIFICATIONS ACCEPTED BY:

EST:	CLIENT:
SLS/PM:	LANDLORD:





ELEVATION A 60" SIREN **B** 18" CHANNEL LETTERS **()** DIRECTIONAL TY/EO **D** CLEARANCE BAR **B** PRE-MENU BOARD **DOS/CANOPY (G)** MENU BOARD **MOP PARKING** MONUMENT



SCHEMATIC EXTERIOR ELEVATION @ DRIVE THRU

Scale: 1/8" = 1'-0"

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S/F EXTERIOR TRIMLESS FLEX FACE SIREN WALL SIGN

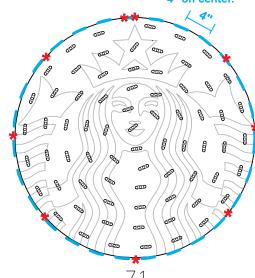
Qty. 1 SBC-S13164-60-FF





Excellart Face Retention clips spaced at 4" on center.

DETAIL A



* #6 PAN HEAD SCREWS

- 1) ACTUAL CHANNEL LETTER POPULATION AND PRODUCT PLACEMENT MAY VARY FROM THIS LAYOUT
- 2) PRISM ENLIGHTEN WHITE 6500K LAID OUT AT 1.5 MODULES PER FOOT, 5.0" ON CENTER
- 3) EACH 60W3 POWER SUPPLY CAN RUN UP TO 72 PRISM ENLIGHTEN WHITE 6500K MODULES
- 4) LAYOUT BASED ON A 2.5" CAN DEPTH
- 5) DIMENSIONS ARE IN INCHES UNLESS STATED OTHERWISE
- 6) 701269-6WEJ1-MB WATTS PER MODULE: .75
- 7) PRIMARY SYSTEM POWER: 66.56 WATTS
- 8) LED MODULE POWER USAGE (secondary): 53.25 WATTS

ESTIMATED PRODUCT B.O.M. PER SIGN:

Each Prism Enlighten White 6500K Modules - 48'

PN: 701269-6WEJ1-MB

SLOAN UNIVERSAL PRIMAR WIRE ENCLOSURE PART# 403008

Each 60C2 (Damp/Dry locations) or 60W3 (Wet location) 60W Power Supply 12VDC

20A DISCONNECT SWITCH

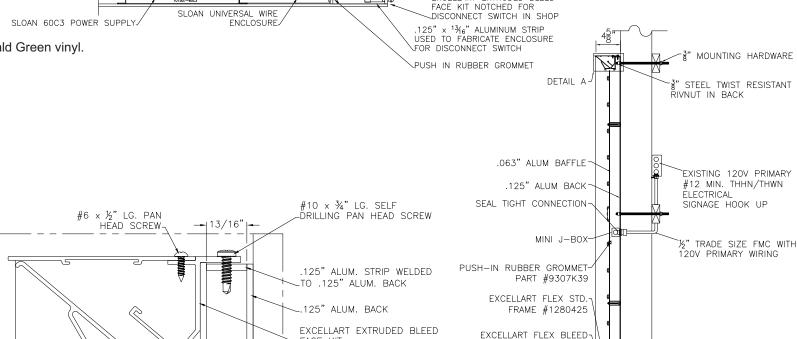
EXCELLART EXTRUDED BLEED

Each 100' Roll of Jacketed Cable

FRONT VIEW Scale: 1/2" = 1' (11x17 Paper)

Specifications:

- Single face internally illuminated Excellart EC-Flex Standard flex face cabinet with bleed trim cover.
- White 3M 19 oz Panagraphics III Flex Faces with 3M 3630-126 Dark Emerald Green vinyl. Face retention clips spaced every 4".
- Interior of cabinet painted reflective white and exterior painted satin black.
- Internally illuminated with 6500K Sloan Prism Enlighten LEDs with remote power supply.
- 1/4" drain holes located at the bottom of cabinet as required by UL 48 for Electric Signs.
- Drain holes to be covered with drain hole covers to reduce light leaks.



FACE KIT

 $.125" \times 2\%_{6}"$ ALUM.

ALUM, BLEED KIT

FORMING RING ROUTED

AND WELDED TO EXTRUDED

	COLOR LEGEND	
PMS/PAINT		VINYL
	PMS 3425 C	3M 3630-126
	SATIN BLACK	NA
	PMS WHITE	NA

MOUNTING METHOD:

USE MOST APPROPRIATE UPON WALL INSPECTION

- TOGGLE BOLTS W/ HOLLOW CORE PLYWOOD BACKING.

- EPCON SCREEN THREADED RODS W/SOLID CONCRETE.

- THRU BOLTS W/ WOOD BLOCKING

TRIM #1280415

Underwriters Laboratories Inc.

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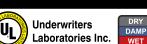
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SLS/PM: LANDLORD:



TRIMLESS CHANNEL LETTERS - REMOTE

Qty. 1



SBC-S18497-SB-18-W-SDS

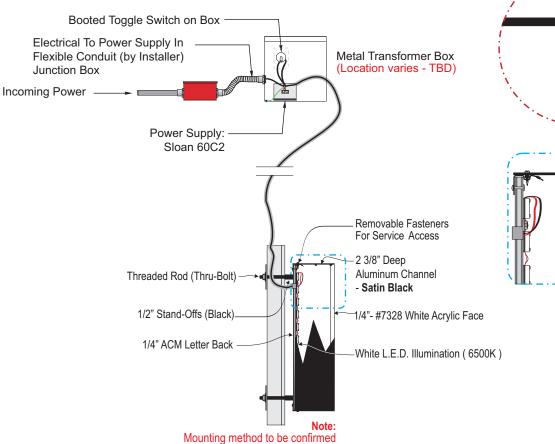
- 14'-5 15/16"·

Front View

Scale: 3/4" = 1'-0" (11x17 Paper)

Specifications:

- Internally illuminated SDS LetterForm trimless channel letter with returns painted satin black.
- White faces to be 1/4" 7328 matte white acrylic
- Internally illuminated letters with 6500K Sloan white LED mounted to 1/4" ACM backs
- 1/4" drain holes located at the bottom of each letter as required by UL 48 for Electric Signs.
- Drain holes to be covered with drain hole covers to reduce light leaks.







N.T.S.

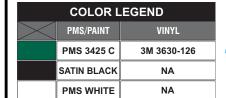
DESIGN SPECIFICATIONS ACCEPTED BY:

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LS/PM:	LANDLORD:

THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL REPRESENTATION OF THE PROPOSED SIGNAGE. DUE TO VARIATIONS IN PRINTING DEVICES AND SUBSTRATES, THE FINISHED PRODUCT MAY DIFFER SLIGHTLY FROM DRAWING









www.hiltondisplays.com

QID 24-70784 **JOB NAME**

HILTONDISPLAYS

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P 800 353 9132 • F 864 242 2204

Starbucks 84041

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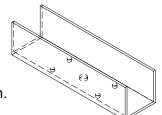
DIRECTIONAL - NEW FOUNDATION

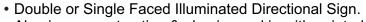
SBC-S23074-DIR-IL-NF-XTY-44

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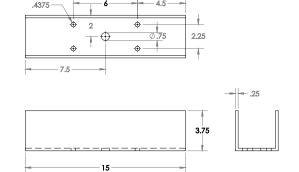








- Aluminum construction & aluminum skin with painted finishes.
- Aluminum face to be routed to accommodate push thru graphics.
- Push thru graphics to have 3M vinyl applied to first and second surface.
- Illuminated with white LED modules with all electrical UL listed and labeled.
- Directional to be bolted to new concrete footing per engineering for site location and soil condition.



aluminum box tube with top removed to create u channel

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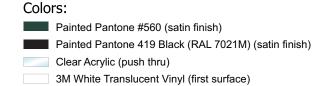
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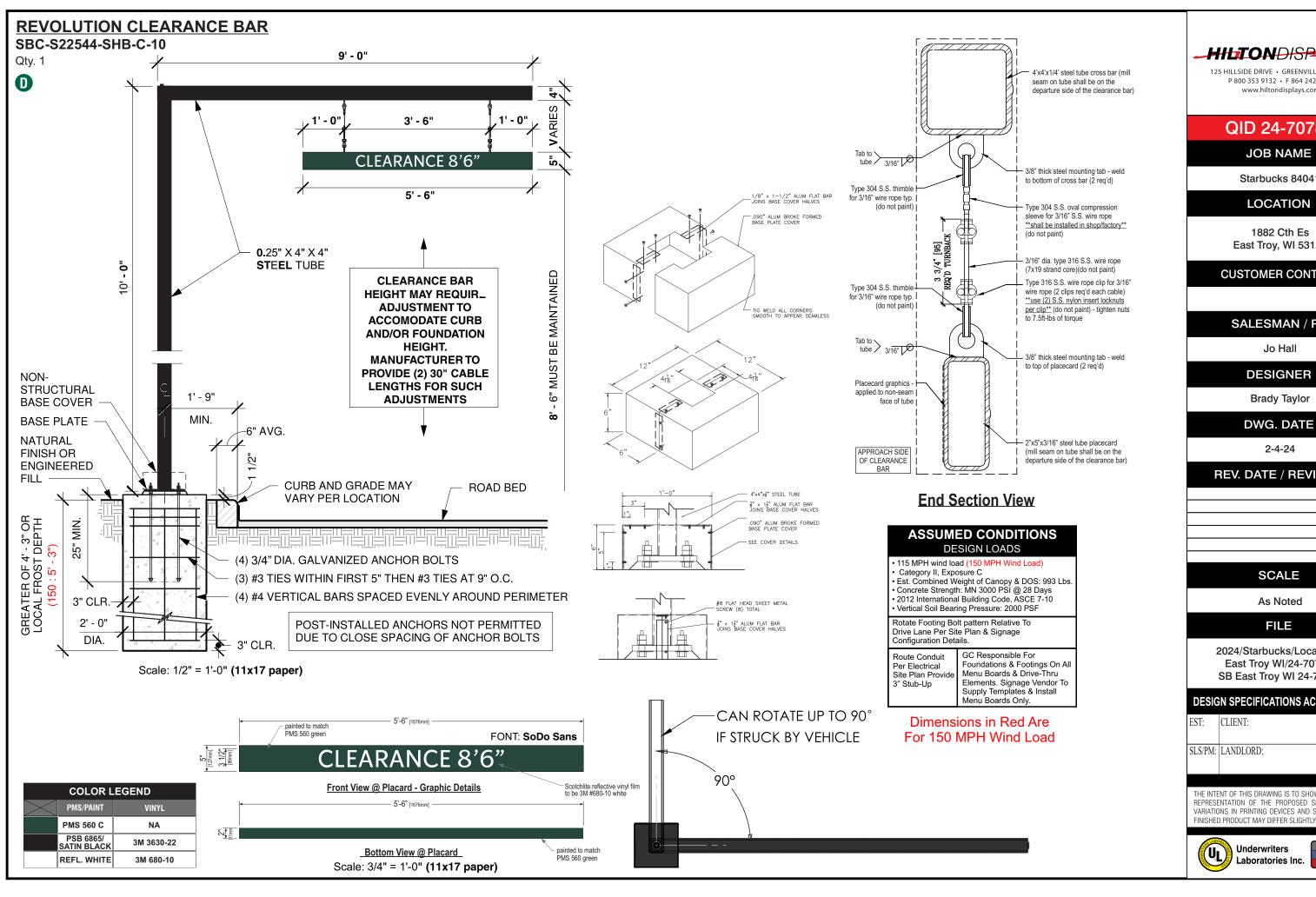






3M Diffuser Film (second surface)

— 24"—



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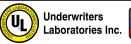
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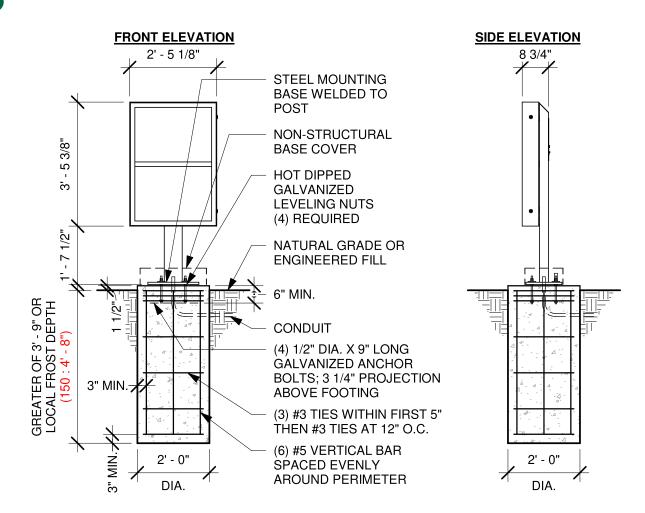




PRE-MENU BOARD - INSTALL ONLY

Qty. 1



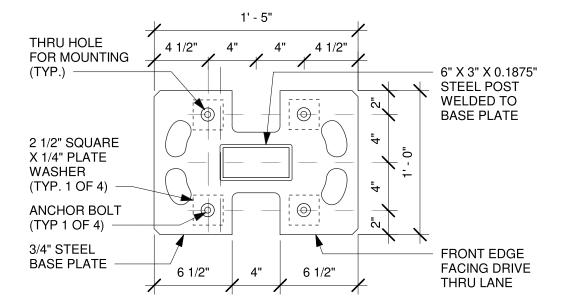


DT PRE-MENU GROUND FOOTING

Scale: 3/8" = 1'-0"

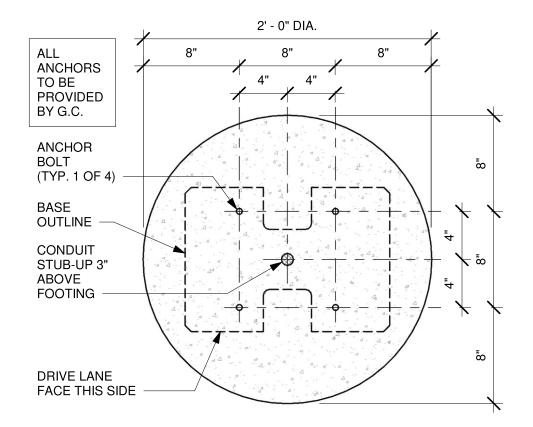






BASE PLATE

scale: 1 1/2" = 1'



BOLT PATTERN (TOP VIEW)

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

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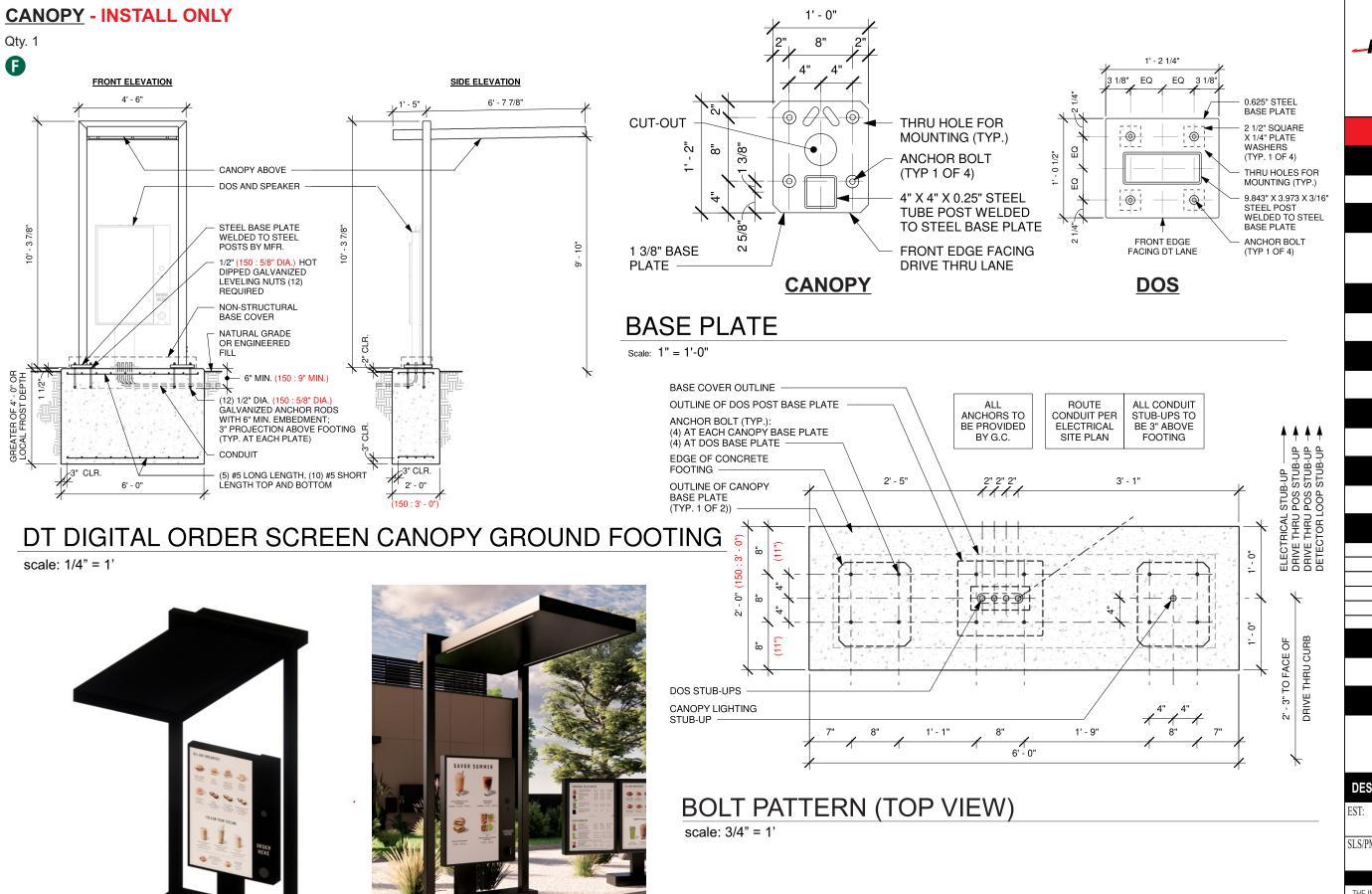
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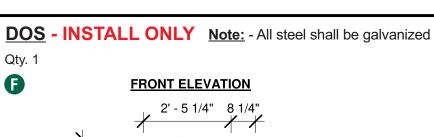
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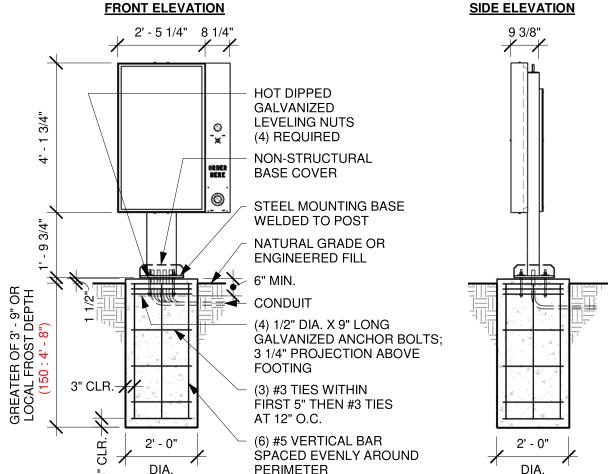
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SLS/PM: LANDLORD:





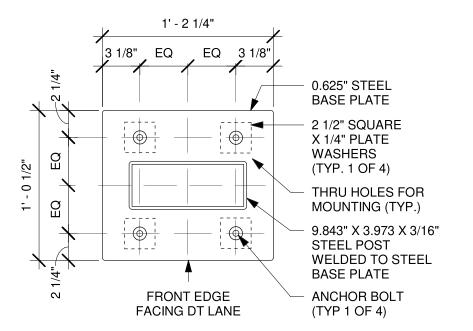




DT DIGITAL ORDER SCREEN POST GROUND FOOTING

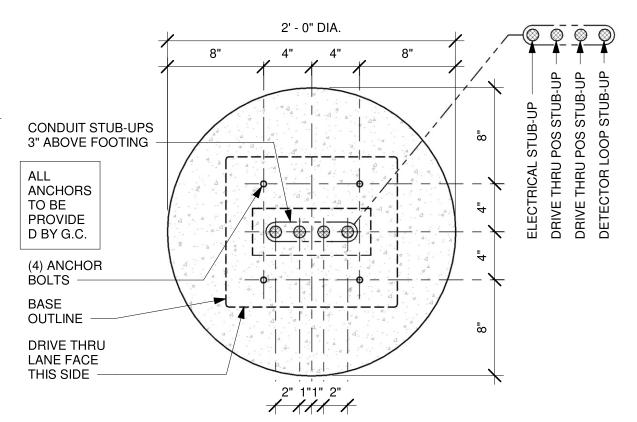
Scale: 3/8" = 1'-0"





BASE PLATE

Scale: $1 \frac{1}{2} = 1'-0''$



BOLT PATTERN (TOP VIEW)

Scale: $1 \frac{1}{2} = 1'-0"$

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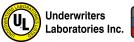
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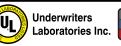
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FRONT ELEVATION

Qty. 1

3/4"

9

 $\bar{\sigma}$

3/4"

9

GREATER OF 5' - 0" OR LOCAL FROST DEPTH

(150:6'-9")

3" MIN.

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7' - 10 1/2"

STEEL MOUNTING
BASE PLATE
WELDED TO

- HOT DIPPED GALVANIZED LEVELING NUTS (4) REQUIRED

NON-STRUCTURAL BASE COVER

STEEL POST

NATURAL GRADE OR ENGINEERED FILL

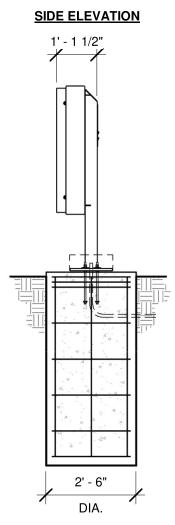
8" MIN. (150:9" MIN.)

CONDUIT

(4) 1/2" DIA. (150 : 5/8" DIA.) X 14" LONG GALVANIZED ANCHOR BOLTS; 4" PROJECTION ABOVE FOOTING

(3) #3 TIES WITHIN FIRST 5" THEN #3 TIES AT 12" O.C.

(8) #6 VERTICAL BAR SPACED EVENLY AROUND PERIMETER

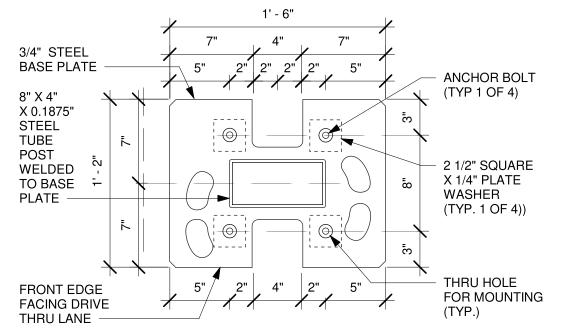




2' - 6"

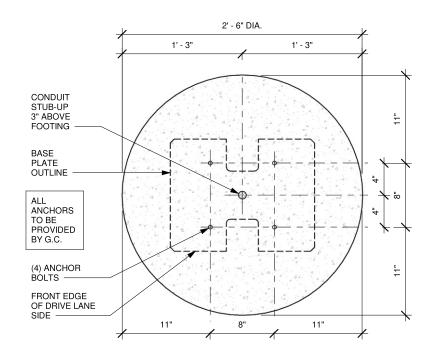
DIA.





BASE PLATE

scale: 1 1/2" = 1'



BOLT PATTERN (TOP VIEW)

scale: 1" = 1'

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18" x 12" PARKING SIGN

SBC-PK-1812-FP

Qty. 3





SPECIFICATIONS

- A. .090" ALUMINUM PARKING SIGN TO BE PAINTED TO PMS 560c
- B. FACE TO HAVE APPLIED DIGITALLY PRINTED VINYL GRAPHICS ON WHITE REFLECTIVE VINYL w/5/16" WHITE REFLECTIVE BORDER.
- C. SIGN PANEL TO BE FASTENED TO U-CHANNEL POST W/ 5/16"x2" BOLTS (QTY. 2)







Reflective White PMS 3425C (3M #280-10)

PMS 560C

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MONUMENT SBC-24-70784-13 5'-0" Qty. 1 3'-8" ALUMINUM ANGLE FRAME PAINTED BLACK 7'-11 3/16" ALUMINUM ANGLE FRAME PAINTED BLACK **DRIVE THRU** MASONRY PEDESTAL TO MATCH BUILDING

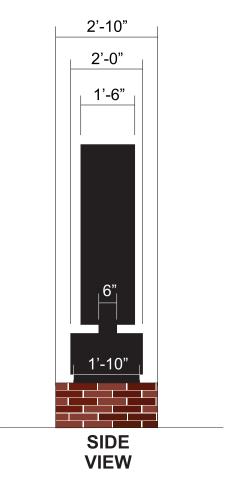
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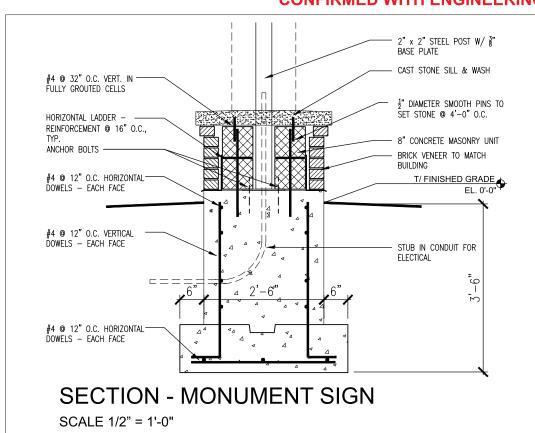
COLOR LEGEND		
PMS/PAINT		VINYL
	PMS 3425 C	3M 3630-76
	RAL 7021M	3M 3630-22
	PMS WHITE	3M 3630-20/ 7725-10 TRANSLUCENT OPAQUE
	PMS 369 C	NA
	REFL. WHITE	3M 680-10

0

FOUNDATION, ANCHOR BOLTS, MASONRY, **CONCRETE CAP, AND ELECTRICAL BY OTHERS**



MOUNTING TO BE CONFIRMED WITH ENGINEERING



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