Addison!

BUILDING INSPECTION DEPARTMENT 16801 Westgrove Dr Addison Texas 75001 972/450-2881 fax: 972/450-2837

Application for Meritorious Exception to the Town of Addison Sign Ordinance

Application Date: JAN 14, 2014

Filing Fee: $200.00

Applicant: VOP, LP c/o JARROD YATES

Address: 2000 McKinney Ave Suite#: 1000

DALLAS TX 75201 Phone#: 214 740 3369
City State Zip

Fax#:

Status of Applicant: Owner VOP, LP Tenant AT&T Agent

Location where exception is requested:

VILLAGE ON THE PARKWAY 5100 BELT LINE RD SUITE 1032

Reasons for Meritorious Exception:

AT&T hereby seeks Meritorious Exception to increase the overall size of its two (2) globe only fascia signs from 36 inches to 60 inches. In keeping with AT&T's vision for a Store of the Future in Addison, TX, we have removed the AT&T moniker and left only our AT&T Globes to project our new brand standards. By removing the AT&T moniker we have reduced the overall square footage (SF) of our signs by 19.33 SF from our previous 36 inch prototypical globe and moniker size of 28.33 SF. AT&T feels the 60 inch globes, with an overall SF of 25 SF would be more aesthetically appealing to the Addison community and help them to better identify the space as an AT&T retail location. With this proposed 60 inch globe vs. the prototypical logo and letterset we would still be under the prototypical SF of a 36 inch globe and moniker signage by 3.33 SF. With the neighboring tenants in the Village on the Parkway having complete titles associated with their signage it makes the existing AT&T signage look out of proportion to the rest of the center.

YOU MUST SUBMIT THE FOLLOWING:

12 COPIES OF THE PROPOSED SIGN SHOWING:

1. Lot Lines
2. Names of Adjacent Streets
3. Location of Existing Buildings
4. Existing Signs
5. Proposed Signs
6. Sketch of Sign with Scale and Dimensions Indicated

(8.5 x 11 PLEASE)

Date Fees Paid 1-17-14 Check # 267145 Receipt # 542126

Lynn Chandler

From: Jarrod Yates [JYates@LPC.com]
Sent: Friday, January 10, 2014 2:11 PM
To: Carmen Moran; Lynn Chandler
Subject: FW: AT&T- Addison
Attachments: C37937 Addison, TX (Village on the Parkway) (07-29-13).pdf

Importance: High

Carmen / Lynn –

Attached is the information that AT&T would like to present to council in order to attempt to obtain approval for the 5' letters. Please verify that you can include this in the signage package that contains the pylon signage.

Also, do you need any additional information from me regarding the pylons?

Thank you,

Jarrod C. Yates
Vice President
Lincoln Property Company
2000 Mckinney Ave, Suite 1000
Dallas, TX 75201
214-740-3369
jyates@lpc.com

From: LLOYD, GARY E [mailto:gl1451@att.com]
Sent: Monday, December 16, 2013 3:35 PM
To: Jarrod Yates
Cc: PHANEUF, MARSHALL
Subject: AT&T- Addison
Importance: High

Jarrod,

I believe you guys are going to be attaching our signage request to your variance request and I was asked to send you our sign package for that submittal.

Attached is our sign package for this location to include the monument tower that we had artwork on. If you do not need that monument portion it can be deleted.

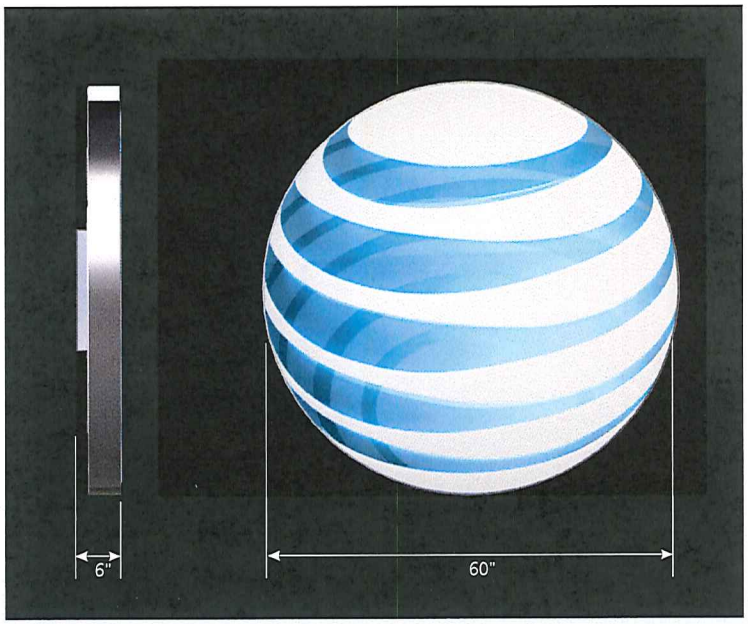
If you need added items please let me know and I will get those for you.

Gary Lloyd
Sr. Mgr. Design & Construction
214.782.3750 desk
214.746.8314 fax
972.948.7970 mobile
gl1451@att.com

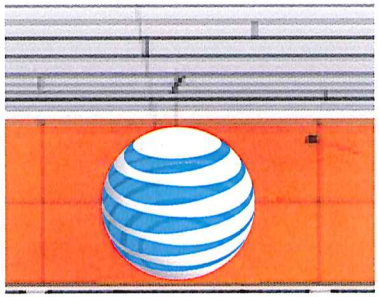
S1a

Illuminated Logo (Qty. 2)

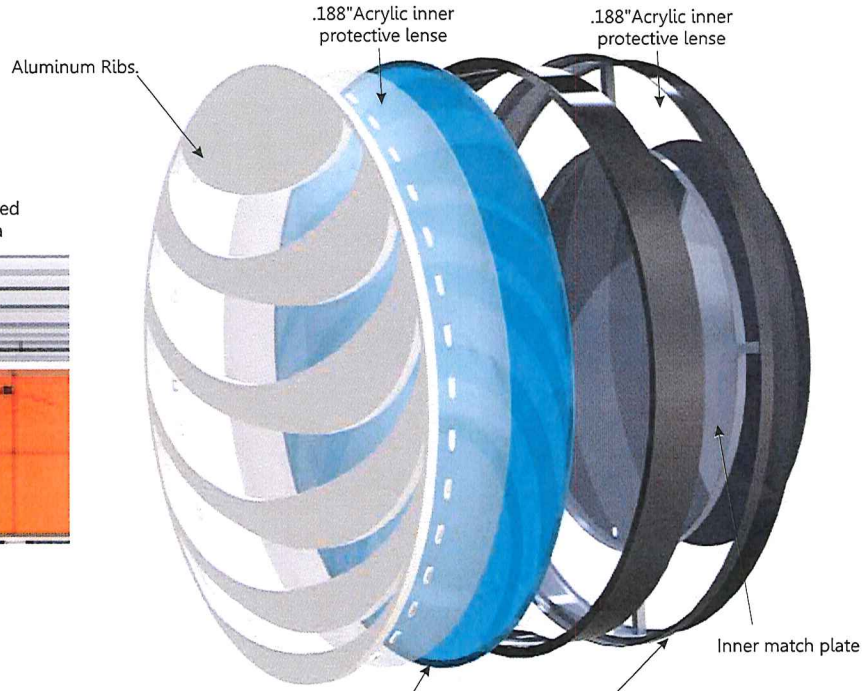
Install new face lit / back lit logos built as shown below.

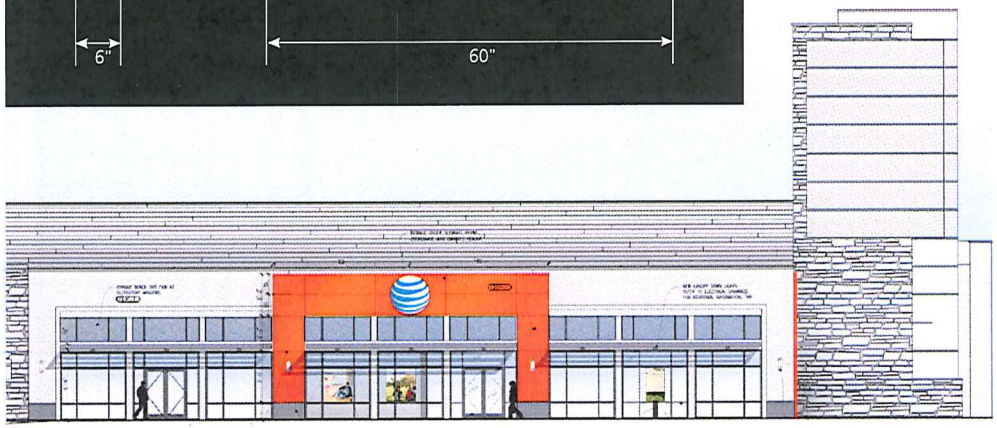


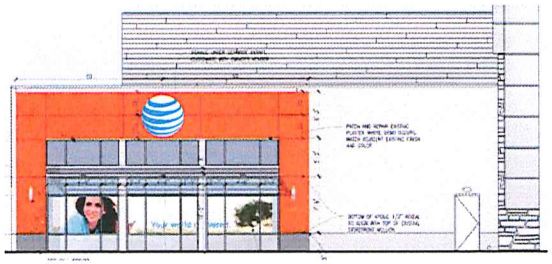
illuminated brandmark is centered equally in available fascia area



1/4"=1'







priority sign

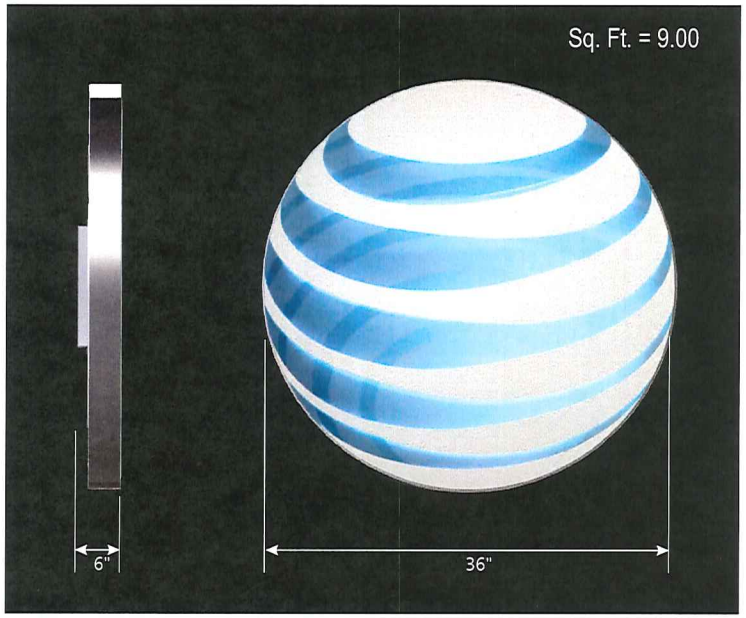
Revisions:	Revisions:	Revisions:	File Location:	Date: 7/22/13	City/State: Addison, TX	Drawing # C37937-S1a
x	x	x	ArtDept\CorelColors\AT&T	Designer: PB PM: TK	Address: Village on the Parkway	Site Name -
x	x	x				
x	x	x				

S1b

Illuminated Logo (Qty. 2)

Existing Signage

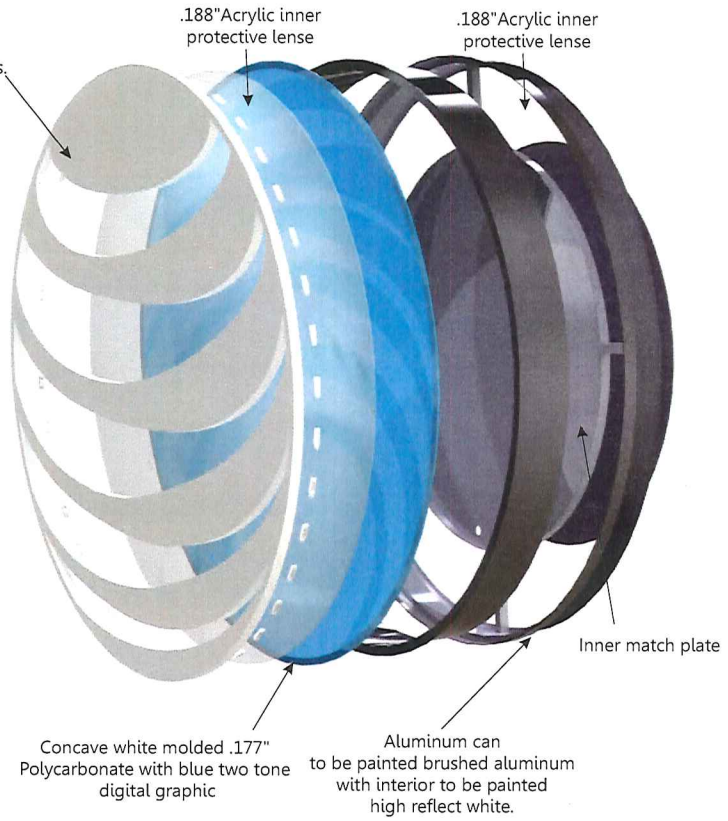
Install new face lit / back lit logos built as shown below.



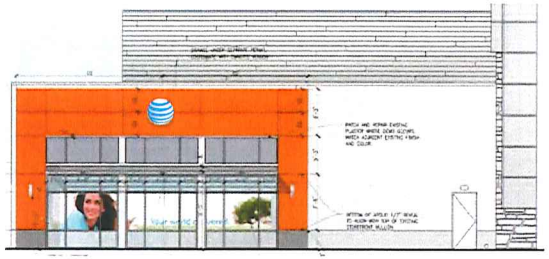
illuminated brandmark is centered equally in available fascia area



1/4"=1'







priority sign

Revisions:	Revisions:	Revisions:	File Location:	Date: 7/22/13	City/State: Addison, TX	Drawing # C37937-S1b
x	x	x	ArtDept\CorelColors\AT&T	Designer: PB PM: TK	Address: Village on the Parkway	Site Name -
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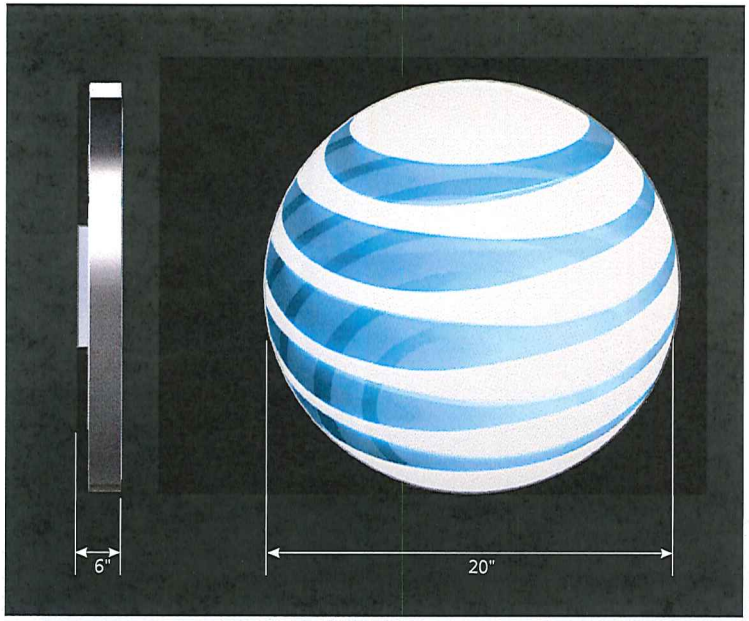
x	x	x				

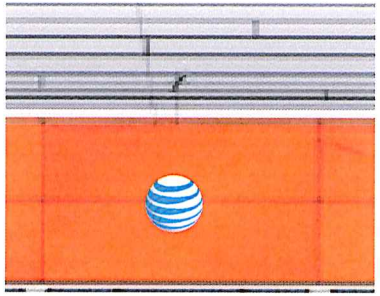
S1c

Illuminated Logo (Qty. 2)

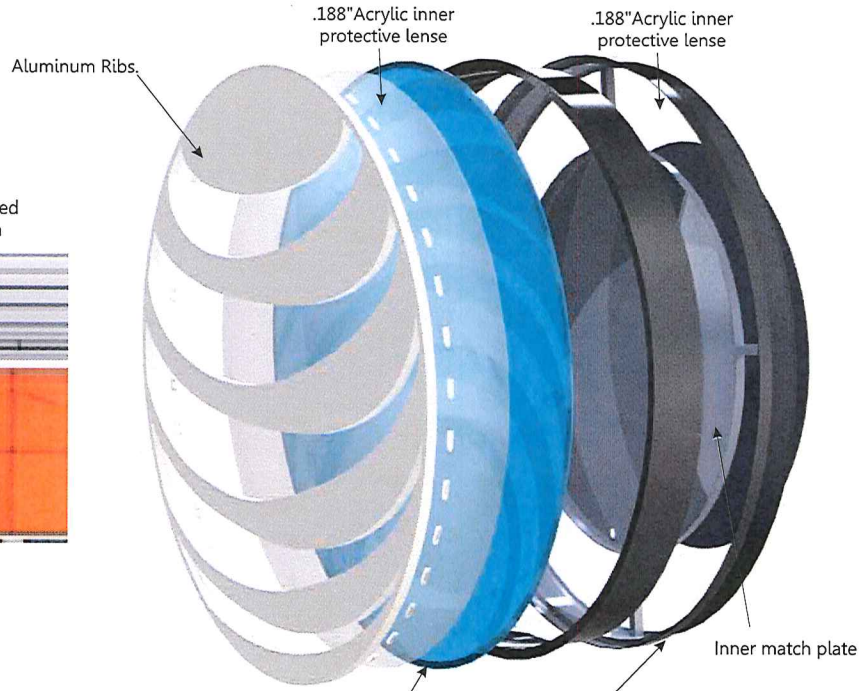
Install new face lit / back lit logos built as shown below.

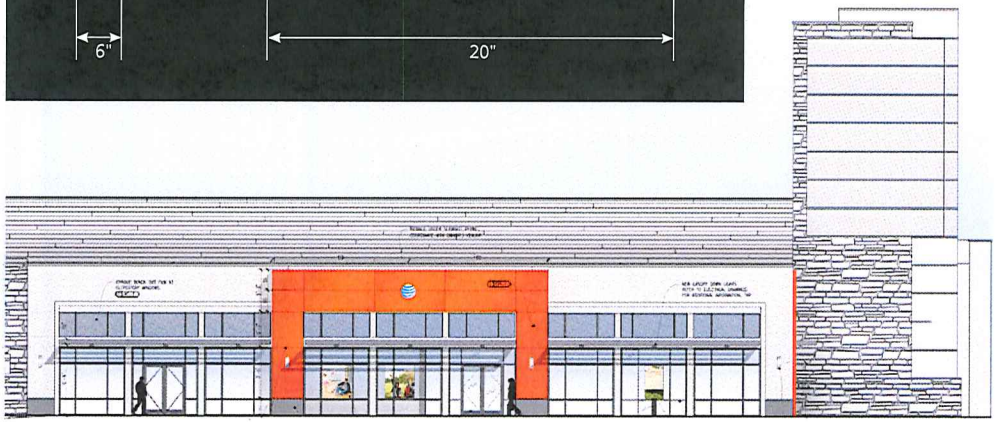


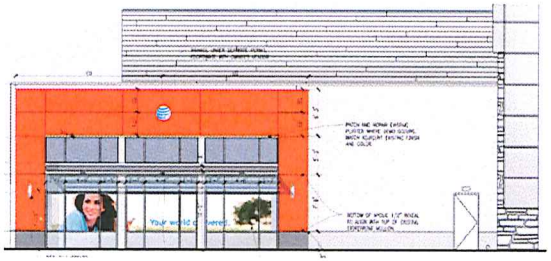
illuminated brandmark is centered equally in available fascia area



1/4"=1'







priority sign

Revisions:	Revisions:	Revisions:	File Location:	Date: 11/25/13	City/State: Addison, TX	Drawing #	C37937-S1c
X	X	X	ArtDept\CorelColors\AT&T	Designer: PB PM: TK	Address: Village on the Parkway	Site Name	-
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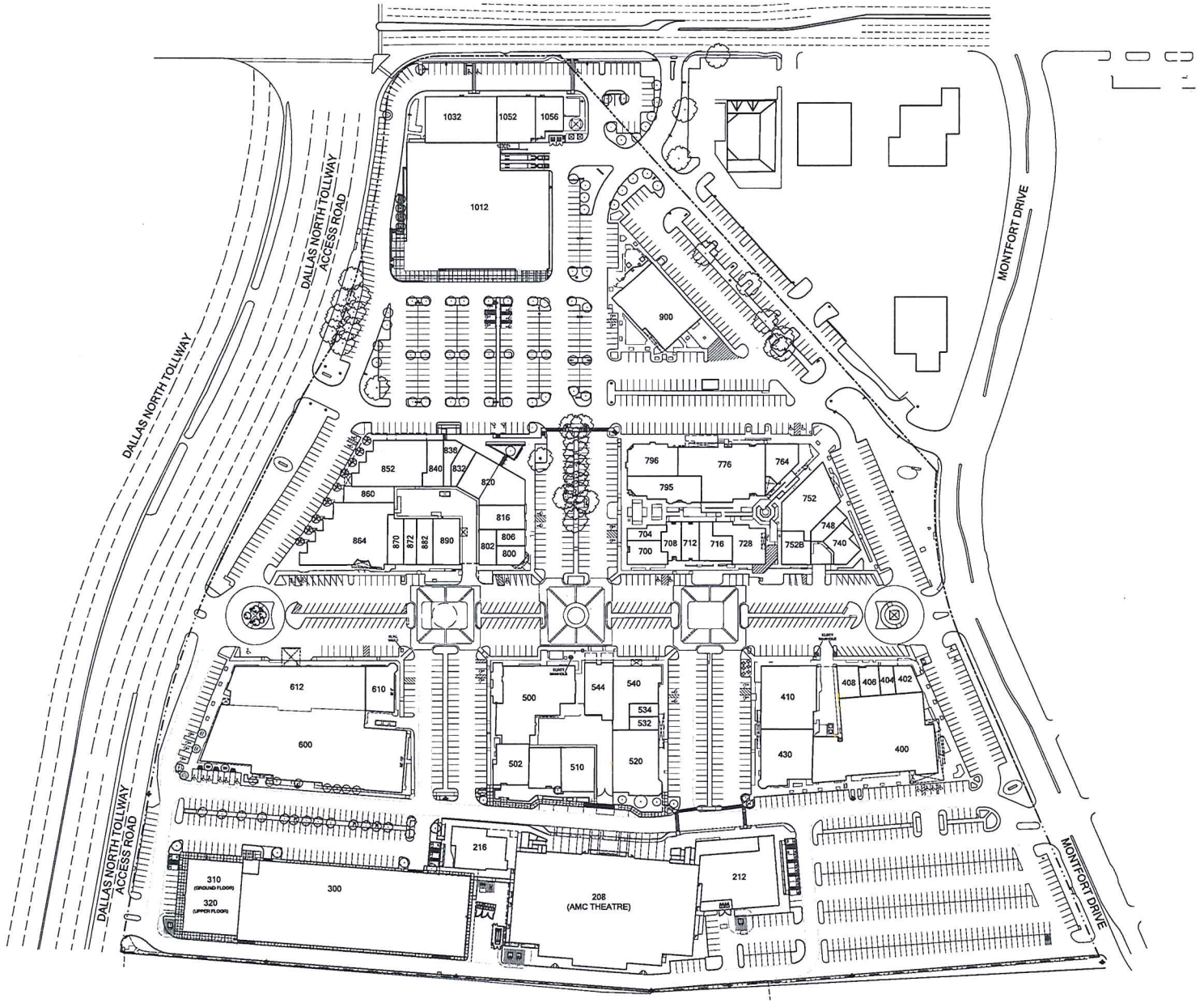
X	X	X					



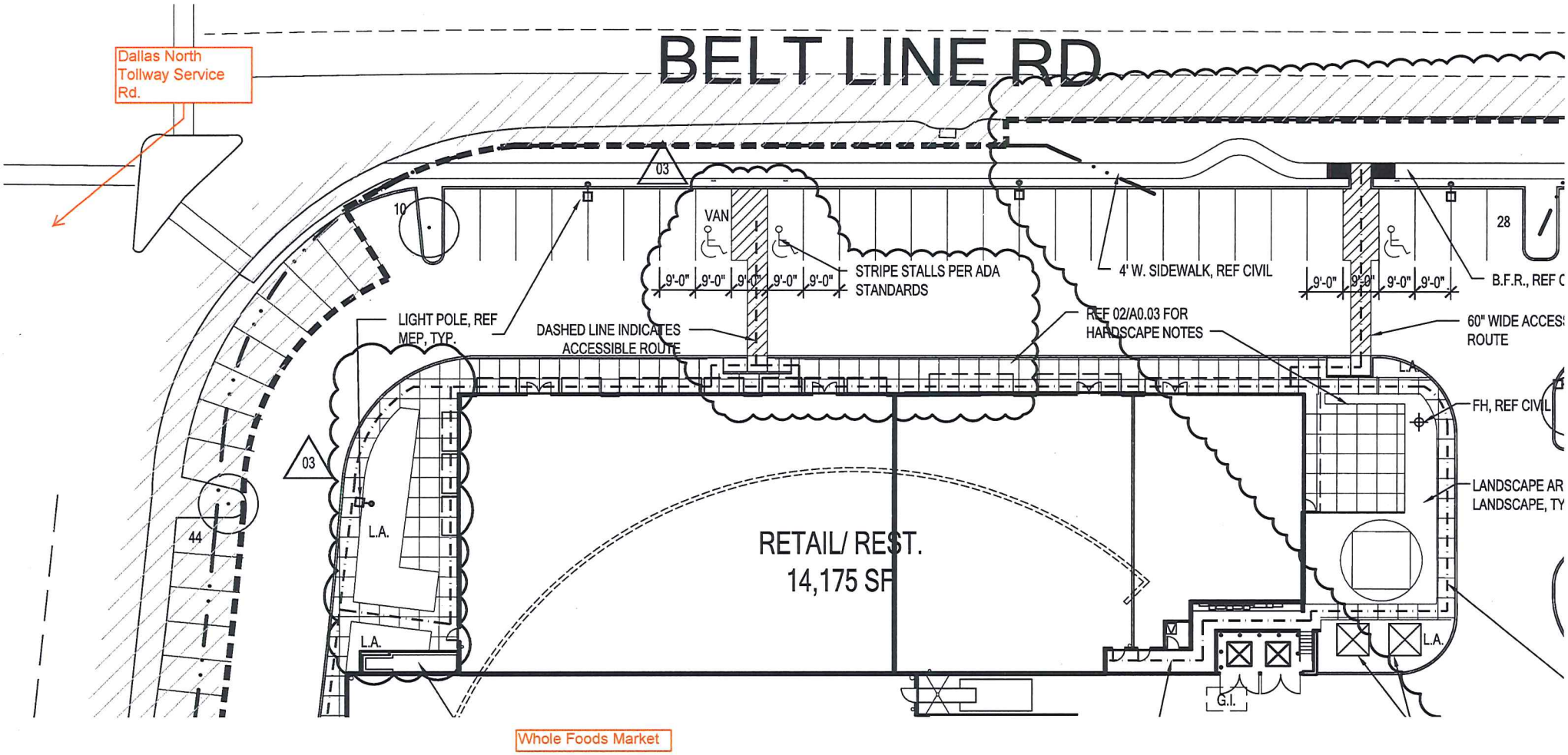
OVERALL SITE PLAN

Village on the Parkway
Addison, Texas

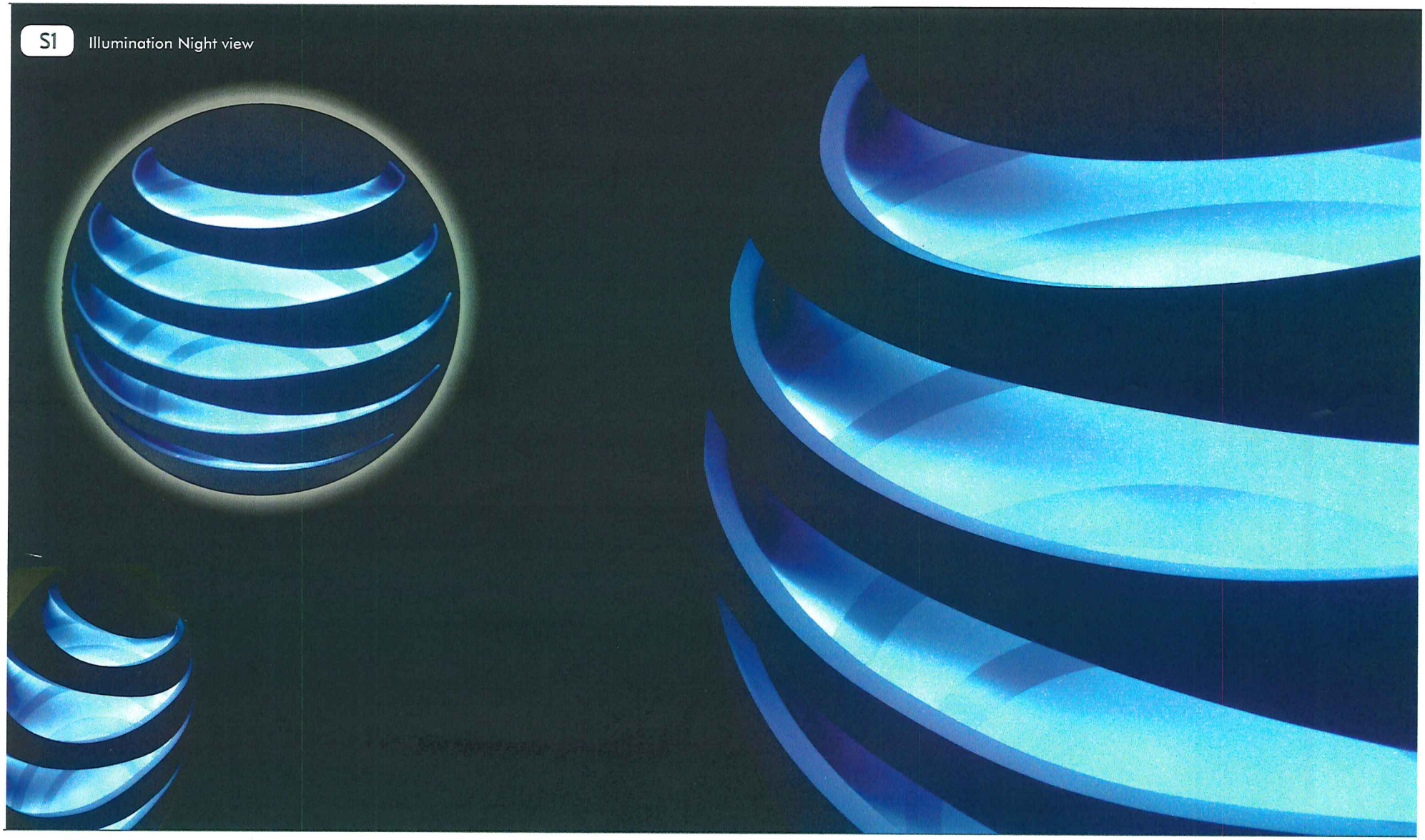
Job #: 11013
File Name: 03- MASTER OVERALL SITE PLAN.DWG
Date: 01.15.14
Drawn by: MJB

0 60 120 240 Feet

Good Fulton & Farrell Architects
2808 Fairmount Street
Suite 300
Dallas, Texas 75201
214.303.1500/Tel
214.303.1512/Fax
www.gff.com


BELT LINE RD
Dallas North Tollway Service Rd.
03
10
VAN
28
9'-0"
9'-0"
9'-0"
9'-0"
9'-0"
STRIPE STALLS PER ADA STANDARDS
4' W. SIDEWALK, REF CIVIL
9'-0"
9'-0"
9'-0"
9'-0"
B.F.R., REF C
LIGHT POLE, REF MEP, TYP.
DASHED LINE INDICATES ACCESSIBLE ROUTE
REF 02/A0.03 FOR HARDSCAPE NOTES
60" WIDE ACCES ROUTE
L.A.
FH, REF CIVIL
03
L.A.
RETAIL/ REST.
14,175 SF
LANDSCAPE AR
LANDSCAPE, TY
44
L.A.
L.A.
G.I.
Whole Foods Market

S1 Illumination Night view



priority sign

Revisions:	Revisions:	Revisions:	File Location:	Date: 7/22/13	City/State: Addison, TX	Drawing # C37937-S1
x	x	x	ArtDept\CorelColors\AT&T	Designer: PB PM: TK	Address: Village on the Parkway	Site Name -
x	x	x				
x	x	x				

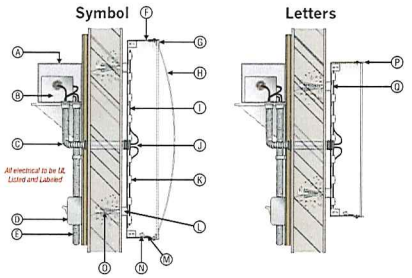
S1c

Custom Remote Illuminated Letterset Black Faces

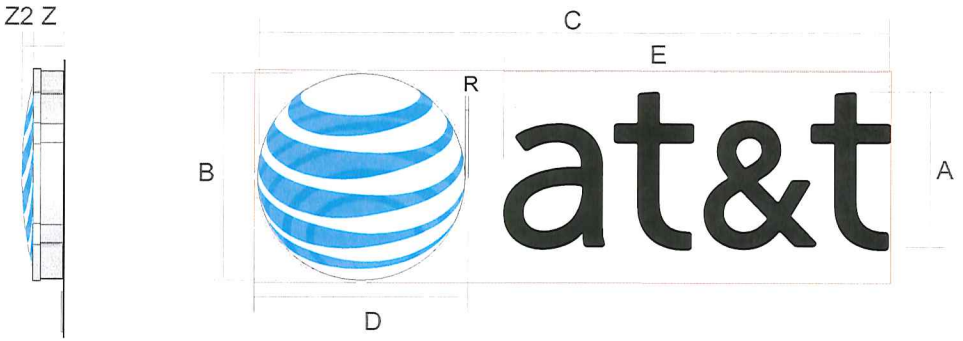
AT&T globe and AT&T copy are remote wired illuminated letters. "AT&T Authorized Retailer" to be non-illuminated plate letters, stud mounted flush to fascia.

Prototypical

Remote Wired Letter Cross Section Detail



A	power supply housing
B	power supply:
C	conduit (1/2" min.)
D	listed disconnect switch
E	primary electrical source
F	aluminum return
G	metal retainer
H	acrylic face
I	electrical supply wire
J	Greenfield connectors when required
K	GE Gelcore LED Module
L	aluminum spacer
M	light screen for weep hole
N	weep hole
O	attach to wall as required
P	1" Jewelite trim cap
Q	flush mounted

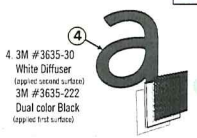


Colors Break Down



1. 3M #3635-30 White Diffuser
2. 3M #3630-8071 Light Blue
3. 3M #3630-8015 Dark Blue

	Face	Face Color	Return	Trim
Symbol	.118" thick Clear Acrylic	Decorate with film	Painted AT&T Brushed Alum. Satin	N/A
Logo Letters	.25" thick Clear Acrylic	Decorate with film	Painted AT&T Brushed Alum. Satin	Silver Metallic
Authorized Retailer	.25" Alum. Plate Letters Hydro-Jet Cut	Painted AT&T Black Satin	Painted AT&T Black Satin	N/A



4. 3M #3635-30 White Diffuser (applied second surface)
3M #3635-222 Dual color Black (applied first surface)

Interiors to be painted with Spray-Lat Star Bright White Light enhancement paint.

at&t
Authorized Retailer

** Tagline requires .063" 1/2" deep flanged aluminum panel, 1/2" larger on all sides, painted to match fascia.*

Sign Type	A	B	C	D	E
Custom LIF-AR-BLK-V	2'-2 15/16"	3'-0"	9'-1 1/16"	3'-1"	5'-6 3/4"

R	Z	Z2	Halo's Dia.	Symbol Return Dia.	Symbol Back Thk.	Letter Back Thk.	Sq. Ft.
9/16"	5"	2 11/16"	.063"	.090"	.125"	.125"	28.33

priority sign

Revisions:	Revisions:	Revisions:
x	x	x
x	x	x
x	x	x

File Location: ArtDept\CorelColors\AT&T

Date: 7/22/13 | Designer: PB | PM: TK

City/State: Addison, TX | Address: Village on the Parkway

Drawing # C37937-S1c

Site Name -