

ORDINANCE NO. _____

AN ORDINANCE OF THE TOWN OF ADDISON, TEXAS, GRANTING A MERITORIOUS EXCEPTION TO CHAPTER 62 OF THE CODE OF ORDINANCES FOR DUTCH BROS COFFEE, A DRIVE-THRU RESTAURANT LOCATED AT 14280 MARSH LANE, TO EXCEED THE PERMITTED MAXIMUM QUANTITY, CUMULATIVE SIGN AREA, AND LOGO HEIGHT FOR ATTACHED COMMERCIAL TENANT IDENTIFICATION SIGNS AND TO REDUCE THE PERMITTED MINIMUM DISTANCE BETWEEN ADJACENT ATTACHED SIGNS; PROVIDING A PENALTY NOT TO EXCEED FIVE HUNDRED AND NO/100 DOLLARS (\$500.00) FOR EACH OFFENSE; PROVIDING AN EFFECTIVE DATE.

WHEREAS, Chapter 62 of the Code of Ordinances regulates signage in the Town of Addison; and

WHEREAS, Section 62-33 permits the City Council to approve exceptions to provisions of Chapter 62 in cases that have obvious merit in not only being appropriate to the particular site or location, but also in making a positive contribution to the visual environment; and

WHEREAS, the City Council has determined that the grant of the meritorious exception contained herein is in the best interest of the public and promotes the visual environment of the Town.

NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS:

SECTION 1. The recitals and findings set forth above are hereby found to be true and correct and incorporated as if fully set forth herein.

SECTION 2. A meritorious exception to Chapter 62 of the Code of Ordinances is hereby granted for Dutch Bros Coffee, a drive-thru restaurant located at 14280 Marsh Lane, to allow the following conditions, as depicted in **Exhibit A:**

- A. Installation of nine additional attached commercial tenant identification signs with spacing permitted to be less than 25 feet between adjacent signs;
- B. Cumulative sign area to exceed the permitted maximum cumulative sign area by 102.1 square feet; and
- C. Allowance for one attached commercial tenant identification sign to exceed the maximum logo height by 33.5 inches.

Except as permitted herein, all other signage on the Property shall comply with Chapter 62 of the Code of Ordinances.

SECTION 3. Any person, firm, corporation, or other business entity violating any of the provisions or terms of this Ordinance shall, in accordance with Section 62-35 of the Town of

Addison Code of Ordinance, be fined, upon conviction, in an amount of not more than Five Hundred and No/100 Dollars (\$500.00), and a separate offense shall be deemed committed each day during or on which a violation occurs or continues.

SECTION 4. This Ordinance shall become effective from and after its passage and approval and after publication as may be required by law or by the City Charter or ordinance.

PASSED AND APPROVED by the City Council of the Town of Addison, Texas, on this the **8TH** day of **MARCH** 2022.

TOWN OF ADDISON, TEXAS

Joe Chow, Mayor

ATTEST:

APPROVED AS TO FORM:

Irma Parker, City Secretary

Whitt Wyatt, City Attorney

SUMMARY DRAWING

SUMMARY - BUILDING SIGNS & MENUS

DRAWING #: 32722

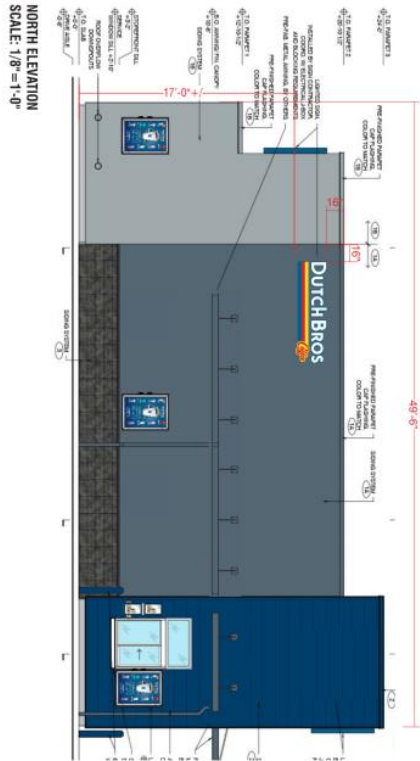
CLIENT: DUTCH BROS - 7A3301
14280 MARSH LN.
ADDISON, TX 75301

DATE OF SHOP DRAWING: 6/3/21

SHOP DIMENSIONS:

SALES:	CONCEPT:	PROJ. NO.:	PRICE NO.:
W	CH	CH	1 of 2

ES&A SIGN & AWNING
7534 (MS)204 | 1534 (MS)311



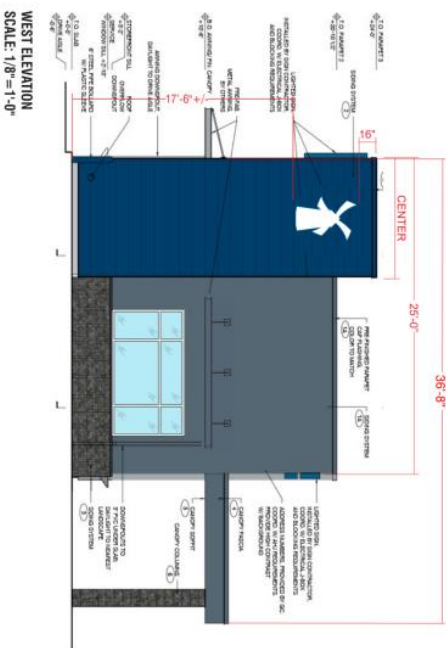
NORTH ELEVATION
SCALE: 1/8" = 1'-0"



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



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



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

SHOP DRAWING #:
327222A

CLIENT:
DUTCH BROS - 733301
14280 HASKIN LN.
ADDISON, TX 75101





DATE OF SHOP DRAWING:
6/3/21

SHOP REFERENCES:

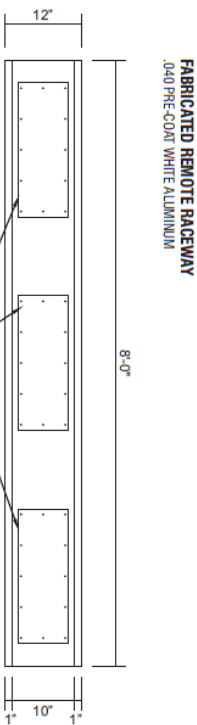
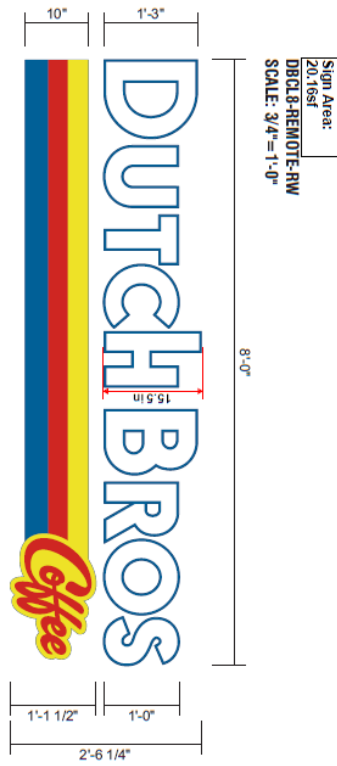
DATE	CONCEPT DESIGN	REVISION	BY	DATE	DESCRIPTION	PAGE NO.
01/11/21	01	CR			1 of 1	

ES&S SIGN & AWNING
 SHOP DRAWING NO. 1 (ISSUED ON 06/03/21)
 PROJECT NUMBER: 17144 (REV. 05/13)

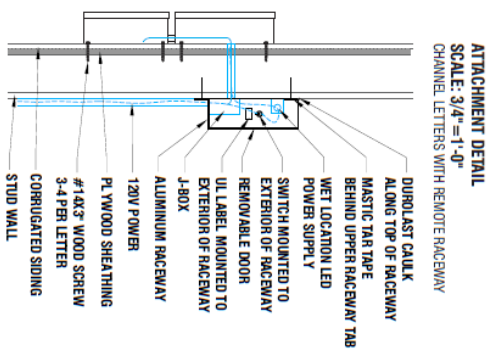
COLOR CODE

	230-015 YELLOW PSV
	230-33 RED PSV
	230-127 INTENSE BLUE PSV
	WHITE

SCOPE OF WORK: MANUFACTURE & INSTALL (3) SETS OF ILLUMINATED CHANNEL LETTERS WITH REMOTE RACEWAYS



INTERNALLY ILLUMINATED FACE-LIT FLUSH MOUNTED CHANNEL LETTERS
 5" DEEP CHANNEL LETTERS.
 RETURNS & TRIM CAP TO MATCH PANTONE 7691 C "INTENSE BLUE".
 WHITE ACRYLIC FACES.
 230-127 INTENSE BLUE PSV, 230-015 YELLOW PSV, 230-33 RED PSV
 LED ILLUMINATION.
 FLUSH MOUNTED WITH REMOTE RACEWAY BEHIND PARAPET WALL.



FACTORY DRAWING

SHOP DRAWING #:
32722B

CLIENT:
DUTCH BROS. - TX3301
14280 HATCH LN.
ADDISON, TX 75301

DATE OF SHOP DRAWING:
6/3/21

SHOP REVISIONS:

DATE	CONCEPT	PROJ.	PAGE NO.
01	DESIGN	DESIGN	1 of 1

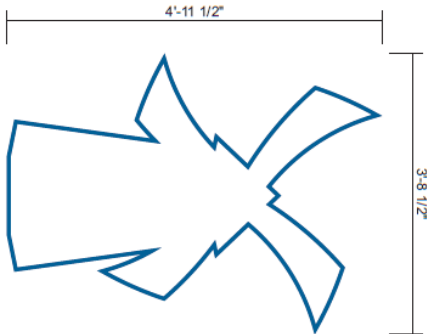
ES&A SIGN & AWNING
8800 FARMER RD. | DICKEN, TX 75019
714.683.5810 | 1.844.462.5810

COLOR CODE

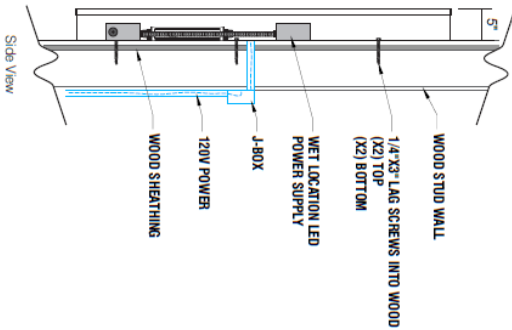
 230-127 INTENSE BLUE PSV
 WHITE

SCOPE OF WORK: MANUFACTURE & INSTALL (1) ILLUMINATED WINDMILL LOGO

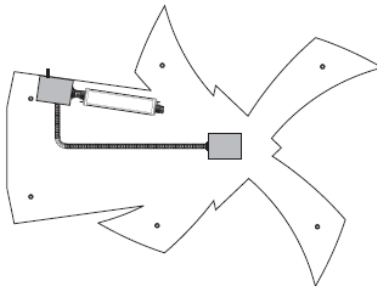
Sign Area
18.4sf
DRAWN
SCALE: 3/4"=1'-0"



ATTACHMENT DETAIL



SELF CONTAINED CHANNEL LOGO



INTERNALLY ILLUMINATED FACE-LIT FLUSH MOUNTED CHANNEL WRAP LOGO
5" DEEP CHANNEL WRAP
RETURNS & TRIM CAP PAINTED TO MATCH PANTONE 7891 C "INTENSE BLUE".
WHITE ACRYLIC FACE.
230-127 INTENSE BLUE PSV OUTLINE.
LED ILLUMINATION.
FLUSH MOUNTED SELF CONTAINED INSTALLATION.



FACTORY DRAWING

SCOPE OF WORK: PROVIDE (2) NON-ILLUMINATED SNAP FRAME MENUS



SHOP DRAWING #:
327222C

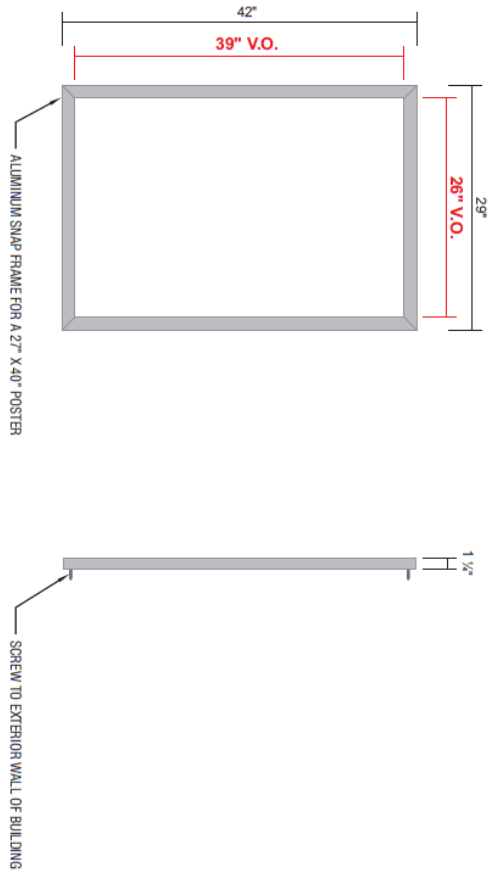
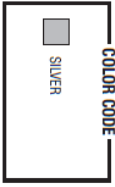
CLIENT:
DUTCH BROS. - TX3301
14280 HASKEL LN.
ADDISON, TX 75501

DATE OF SHOP DRAWING:
6/3/21

SHOP REVISIONS:

NO.	DATE	DESCRIPTION	BY	CHK	APP
1	6/3/21	ISSUE FOR PERMIT			

ES&A SIGN & AWNING
7 HENDERSON | 75414053013



One of these signs will be for monthly drink promotions, the other will be for monthly campaigns for charitable organizations. They are non-illuminated and intended for customers who are already in the drive-thru.

SCALE: 1"=1'-0"

EXHIBIT A

FACTORY DRAWING

SHOP DRAWING #:
32722D

CLIENT:
DUTCH BROS. - TX3301
14280 MARSH LN.
ADDISON, TX 75301



DATE OF SHOP DRAWING:
6/3/21

SHOP NETWORK:

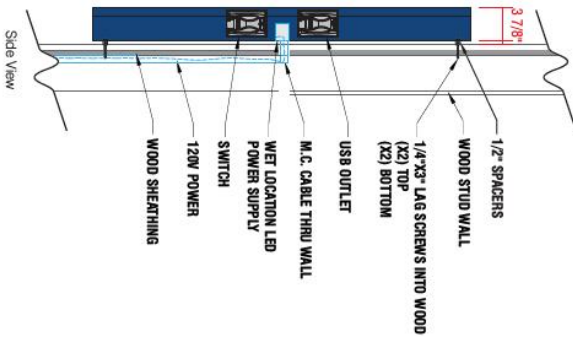
SALES	CONCEPT	PROD.	PRICE INC.
M	Q1	Q1	1 of 1

ES&A SIGN & ANIMING
8777 Parker Rd., Denver, CO 80231
724.465.5066 | 1.541.462.8103

COLOR CODE

-  DIGITAL PRINT
-  POWDER COATED DB CUSTOM DARK BLUE
-  POWDER COATED SILVER

SCOPE OF WORK: PROVIDE (4) ILLUMINATED MENU SIGNS V5 - WALL-MOUNTED



- A WALL-MOUNTED, BACKLIT MENU SIGN**
 - PRINTED MENU PANEL NOT INCLUDED
 - LED OUTDOOR LIGHT BOX
 - LOCKABLE HINGED DOOR
 - ALUMINUM CONSTRUCTION
- B PRINTED LIGHT GUIDE PANEL**
 - AS SEPARATE ORDER

One will be used for monthly drink promotions. One will be used for monthly campaigns for charitable organizations. Two will be used for standard menu items next to the service windows. These are illuminated and intended for customers who are already in the drive-thru.

SCALE: 1"=1'-0"

