



# Memorandum

To: Board of Architectural Review

From: Michael D'Orazio, Acting Deputy Director

Meeting Date: April 19, 2018

Re: Item No. 5

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**Request for approval of exterior improvements and signage for Starbucks located at 362 Maple Avenue West, (Docket No. BAR-16-18), in the C-1A Special Commercial zoning district; filed by Scott Sanfilippo of Curry Architects, agent for Starbucks.**

## Background

The current site includes an existing one story, 1,663 square foot building built in 1997. It is currently occupied by Taco Bell. The applicant is proposing the conversion of the building into a Starbucks with improvements to the building façade, landscaping, outdoor seating, and minor adjustments to the drive-through facility layout. The applicant is seeking approval for the landscaping, façade improvements, signage, and the outdoor seating area. Staff notes that the Board had a work session with the applicants in January 2018 and was generally supportive of the application but did have two suggestions, which included reducing the size of the Starbucks logo for the front façade sign and lightening the wood cladding proposed for the building.

## Façade/Building Improvements

Façade improvements includes re-facing the building with wood cladding, masonry stain, steel, and stucco. The wood cladding proposed, "Kohana" by Resawn Timber Co., is a lighter tone than the wood cladding proposed at the work session, "Unagi" by Resawn Timber Co. Improvements also include relocating the drive-through window closer to the front the building and altering parts of the roof lines/storefront design. Portions of the side/rear facades will include painted graphics that mimic fish scales.

## Outdoor Seating



The applicant proposes removing two parking spaces near the front of the building and replacing them with a hardscaped patio for outdoor seating. Drawings provided by the applicant show a total of 20 seats outside. The seating area includes black patio railing with bollards and umbrellas

### Landscaping

The applicant proposes significant landscaping throughout the site, including near the patio area, along the sides of the property, and near the drive-through lane near the rear of the property. Plantings include various trees, shrubs, and ground covers (reference landscape plan plant schedule).

### Façade Signs

The applicant is proposing two façade signs, to be mounted onto the front façade and side façade facing the parking area (the sign shown on the side facing the drive-through lane will not be included with this application since it does not meet Code). The front includes the round green and white Starbucks logo with a 4-foot diameter (to be surfaced with vinyl and to be internally illuminated with LED lights). A sign panel that reads "DRIVE THRU" in white text with a black background will be located below the logo (with a total area of 6.96 square feet). The applicant is proposing a total of 19.52 square feet of signage on the front. The side façade facing the parking lot includes a channel letter, internally illuminated sign that reads "STARBUCKS" with 1-foot tall, 3-inch thick white letters. The sign is approximately 16 feet long (for a total of 16.13 square feet). A "DRIVE-THRU" sign, matching the front façade sign, is located to the right of the channel letters and is also internally illuminated.

### Monument Sign

The applicant proposes a freestanding monument sign, to replace the existing pylon sign, located near the front of the property. The monument sign, which is approximately 8 feet tall, includes a 1.5-foot tall, 14-inch thick stone/brick base. A round green and white Starbucks logo, 2-feet in diameter, sits atop the monument sign. Four-inch-tall text, reading "DRIVE THRU" in white lettering, is located below the logo.

Illustrations and material samples have been included with this application.

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This staff report is not an approval.

***Applicants should attend the meeting and represent their application.***

Failure to appear may result in the deferral of the item or amendments to the design.

Failure to appear will not relieve any pending violations.