

**Dutch Bros.
Location**

West Bound US290 Approach

Photo 4

Photo 3

Photo 2

Photo 1

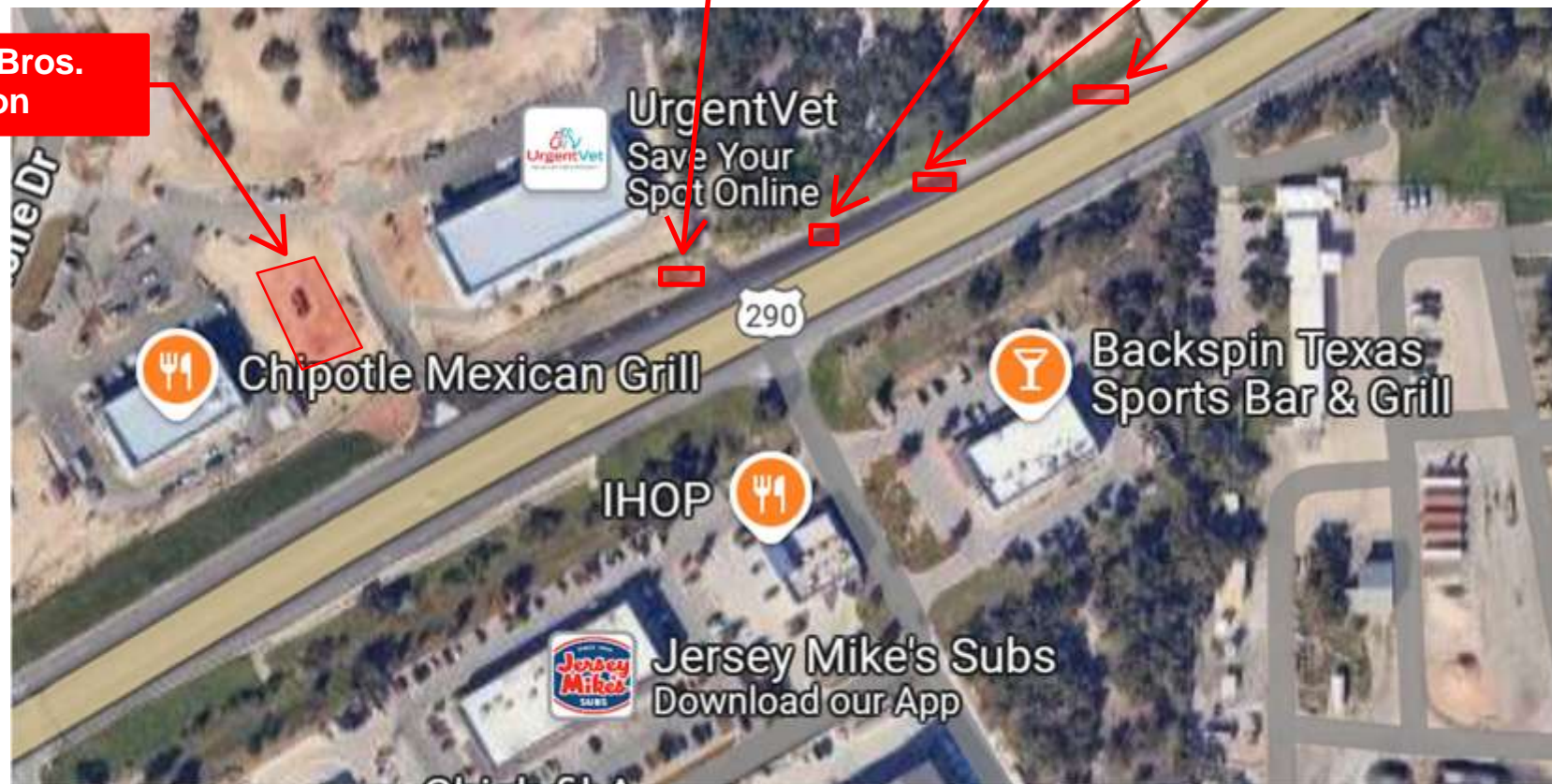


Photo 1
Location Only

Building
Location



Photo 2
Location Only

Building
Location



Photo 2 w/
Proposed
Sign Location

Building
Location

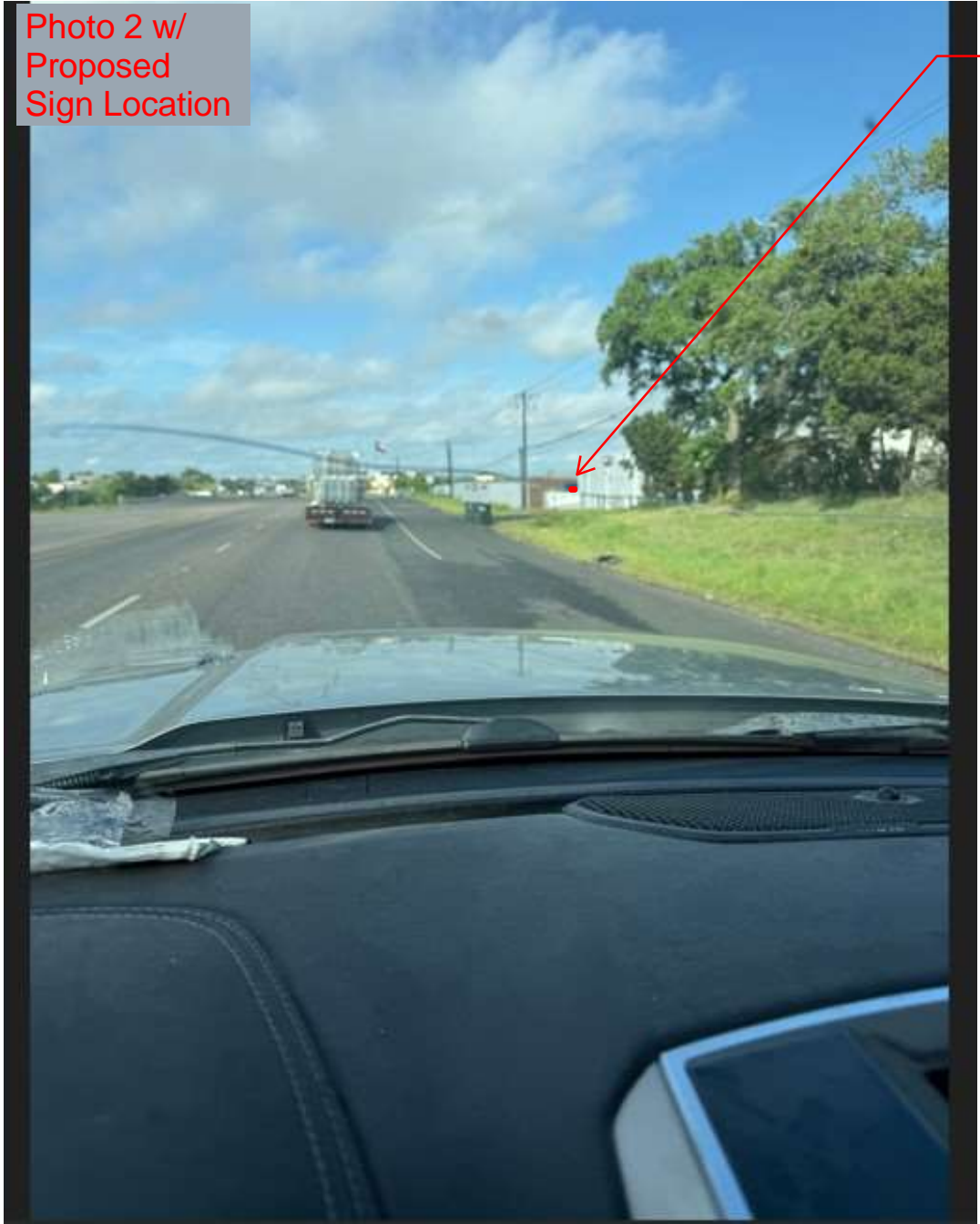


Photo 3
Location Only



Building
Location

Photo 3 w/
Proposed
Sign Location



Building
Location

Photo 4
Location Only

Building
Location



Photo 4 w/
Proposed
Sign Location

Location



East Bound US 290 Approach



Photo 1
Location Only

Building
Location

Last Chance
Left Turn (at
Light)



Photo 1 w/
Proposed
Sign Location

Building
Location

Last Chance
Left Turn (at
Light)

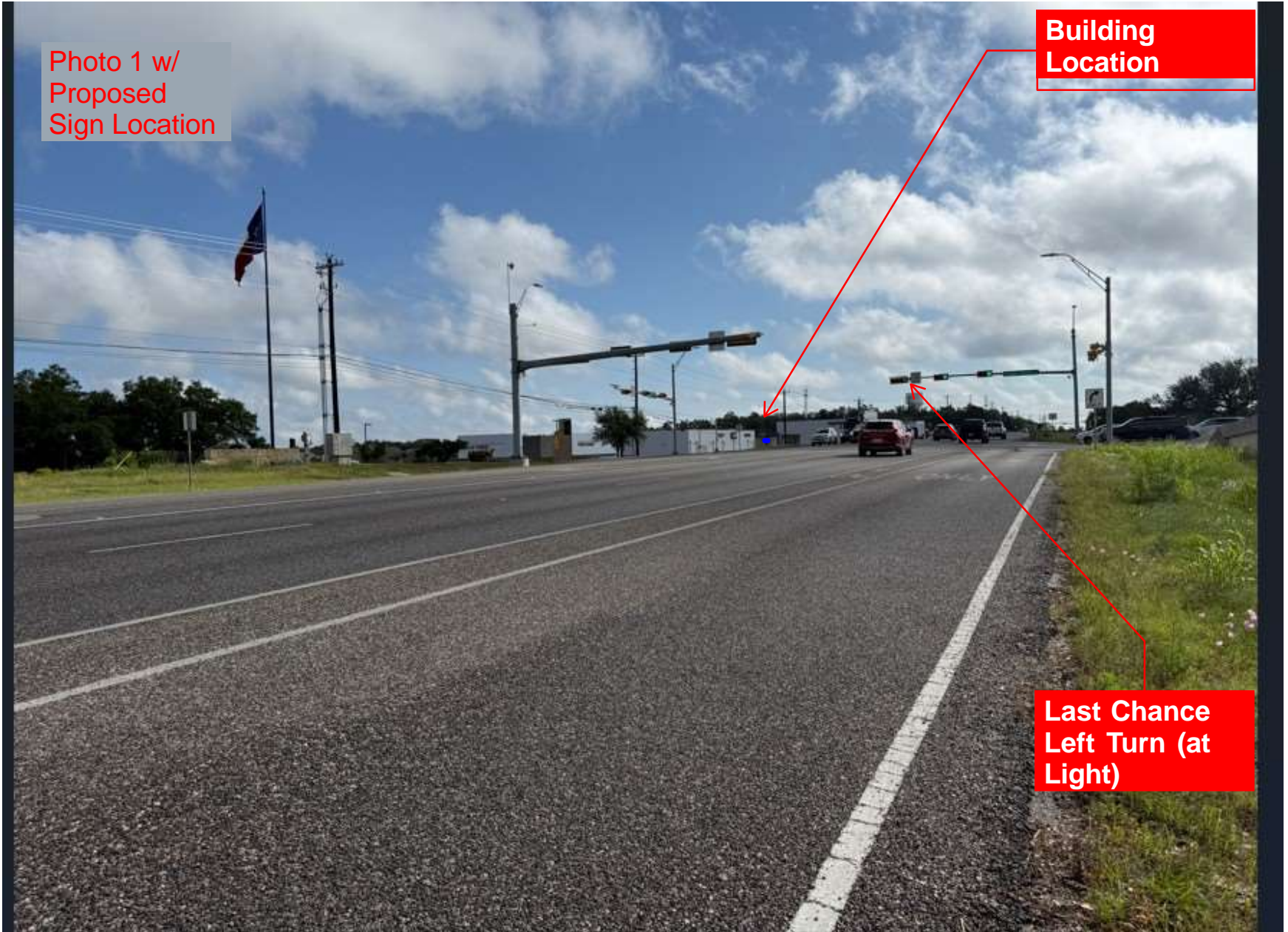


Photo 2
Location Only

Building
Location



Last Chance
Left Turn (at
Light)

Photo 2 w/
Proposed
Sign Location

Building
Location



Last Chance
Left Turn (at
Light)

Photo 3
Location Only

Building
Location

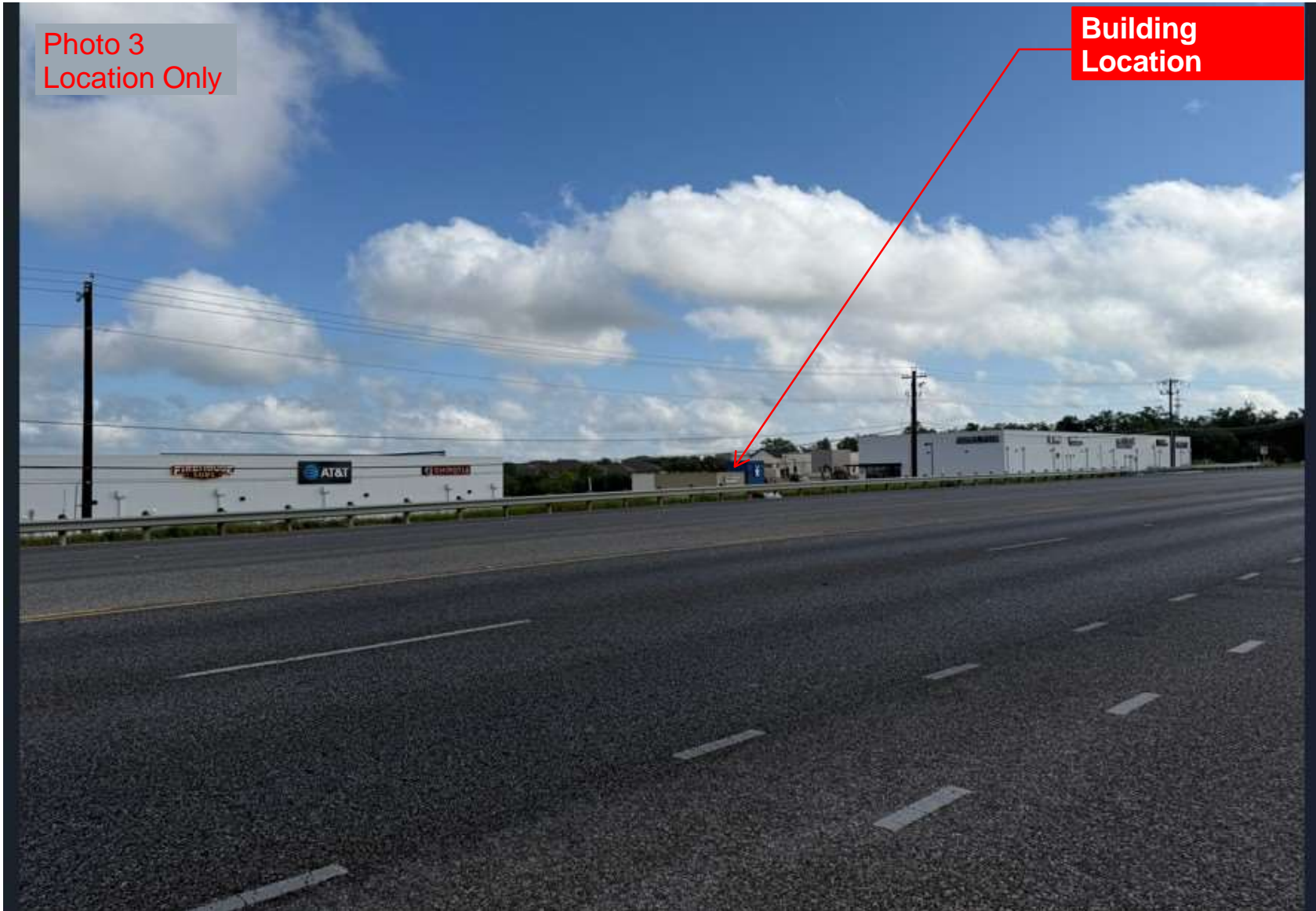


Photo 3 w/
Proposed
Sign Location

Building
Location

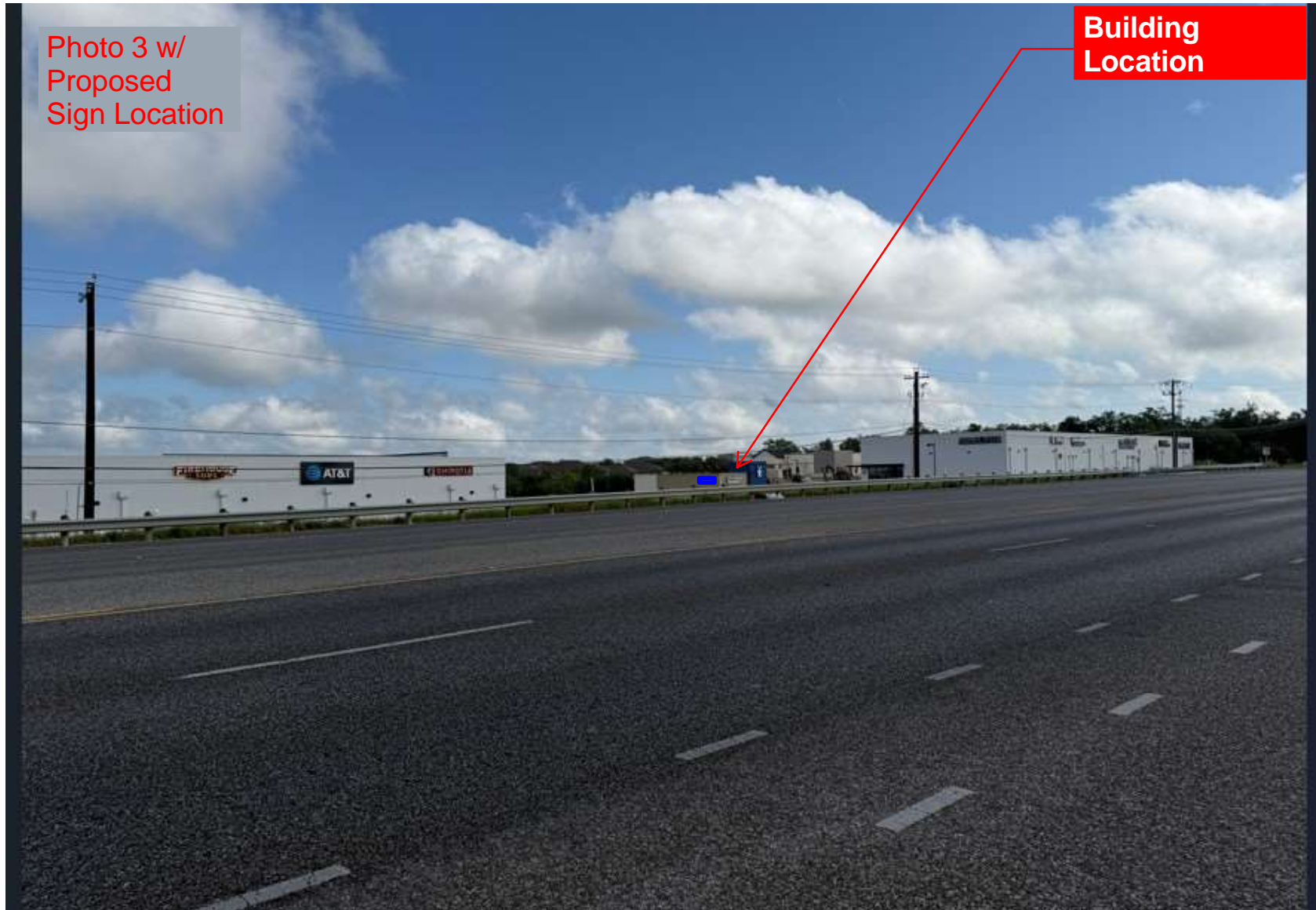


Photo 4
Location Only

Building
Location



Photo 4 w/
Proposed
Sign Location

Building
Location





DRIPPING SPRINGS
Texas

Dutch Bro's Coffee
variance requests

Dutch Bro's Coffee variance requests



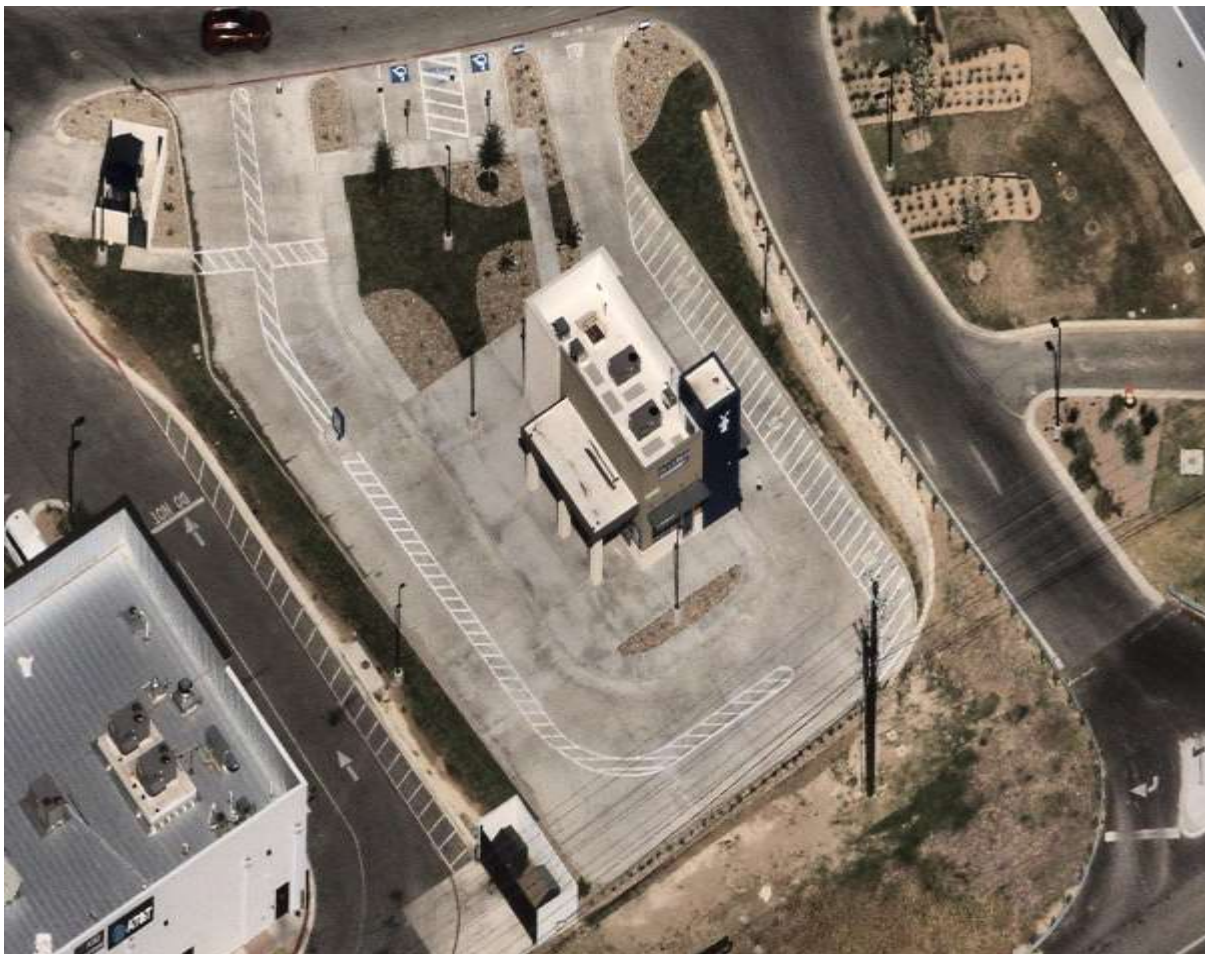
Site Details

Zoning: Commercial

Incorporates two drive-though
lanes and two walk up lanes

Located along Highway 290 and
surrounded by other Commercial
buildings.

Dutch Bro's Coffee variance requests



Overview

Dutch Bro's Coffee is seeking variances for additional wall signs and drive-through menu signs.

The requests include variances for the following:

26.02.004(1)(A)(i) Only one wall sign is permitted per business...

26.02.004(1)(F) Detached or attached to a building, used in connection with a drive-in or drive-through, which do not attract the attention of persons not on the premises. Signs under this subsection shall not exceed 32 square feet and eight feet in height. Such signs shall not be illuminated other than internally illuminated. If restaurant has more than one drive-in or drive-through lane onsite may include one restaurant menu sign for each lane.

Dutch Bro's Coffee variance requests

SUMMARY DRAWING

DRAWING #:

34380

CLIENT:

DUTCH BROS - TX4003
12400 W US 290
DRIPPING SPRINGS, TX 78737

DATE OF SHOP DRAWING:

5/24/22

SHOP REVISIONS:

6.2.22 REMOVE DBCLB ON SOUTH,
ADD ON EAST & WEST.
CHANGE DBW13 TO B&W, REMOVE
ON EAST, ADD ON NORTH & SOUTH
1.31.23 UPDATED ADDRESS.
6.9.23 CHANGED CB TO AWNING
MOUNTED PANEL.
12.6.23 UPDATED ELEVATIONS &
SITE PLAN. CHANGED BUILDING
ORIENTATION.
4.29.24 REMOVE ONE DBCLB, WALL
MENU & DF MENU. REMOVE ALL
SNAP FRAMES & SF MENUS.
MOVE DBW12 FROM N TO E.
MOVE DBCLB FROM E TO S.
MOVE DF MENU CLOSER TO EDGE.
5.21.24 REMOVE EAST DBW12.

SALES	CONCEPT DESIGN	PROD. DESIGN	PAGE NO.
NJ	CH	CH	1 of 2

ES&A SIGN & AWNING

69111 PRAIRIE RD | DALLAS, TX 75247
P 541.485.5544 | F 541.485.5813

SUMMARY - BUILDING SIGNS & MENUS

Additional Signage requested

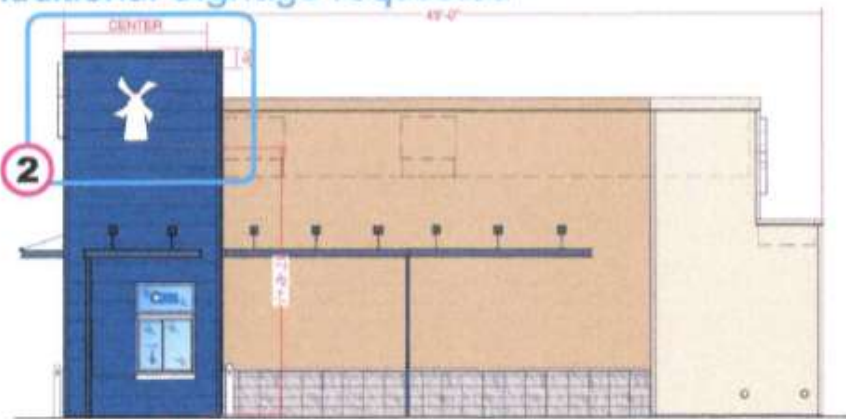


WEST ELEVATION
SCALE: 1/8"=1'-0"



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

Additional Signage requested



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



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

All Signs on this Elevation have been
Permitted

Dutch Bro's Coffee variance requests

FACTORY DRAWING

SHOP DRAWING #:
34380A3

CLIENT:
DUTCH BROS - TX4003
12400 W US 290
DRIPPING SPRINGS, TX 78737

DATE OF SHOP DRAWING:
5/24/22

SHOP REVISIONS:
6.7.22 ADDED ONE MORE.
6.7.22 REDUCED FROM DBCL10.
CONNECTED COFFEE BULLET
TOGETHER AS ONE PIECE.
CHANGED RETURNS TO DARK BLUE.
3.24.23 CHANGE TO FACE/HALO LIT.
5.9.23 REVERSE TO USE 3000K LEDS
INSTEAD OF WHITE.
4.29.24 REMOVE ONE SET.

SALES	CONCEPT	PROD.	PAGE NO.
DESIGN	DESIGN		
HJ	CH	CH	1 of 2

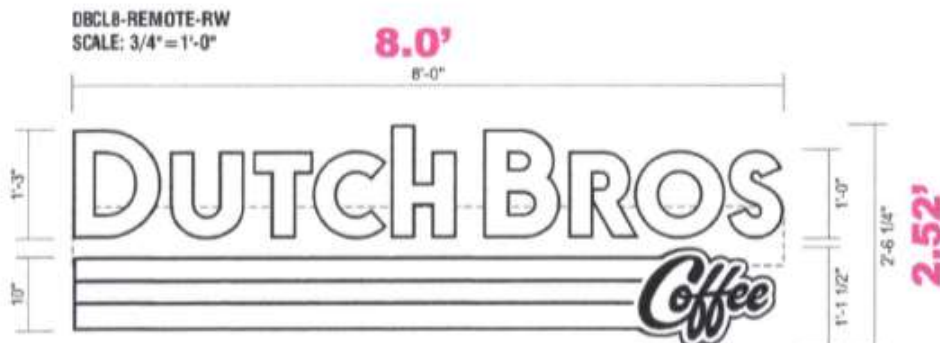
ES&A SIGN & AWNING
10001 HANCO RD. / FARMER, OR 97401
P 503.465.5540 / F 503.465.5817

COLOR CODE

	3M 230-167 BLUE VINYL (FOR HALO LIGHTING)
	DB CUSTOM DARK BLUE PAINT
	BLACK PSV & TRIM CAP
	WHITE ACRYLIC

SCOPE OF WORK: MANUFACTURE & INSTALL (1) SET OF FACE-LIT / HALO-LIT CHANNEL LETTERS WITH REMOTE RACEWAY

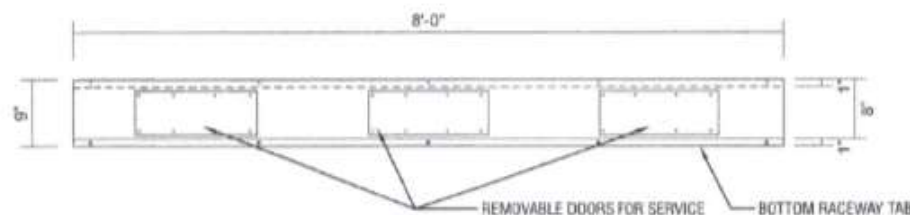
1



SIDE VIEW



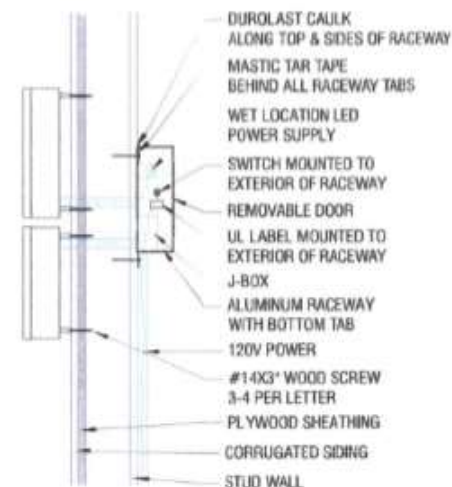
FABRICATED REMOTE RACEWAY
.043 PRE-COAT WHITE ALUMINUM



ATTACHMENT DETAIL

SCALE: 3/4" = 1'-0"

CHANNEL LETTERS WITH REMOTE RACEWAY



20.16 SF

INTERNALLY ILLUMINATED FACE-LIT & HALO-LIT CHANNEL LETTERS & CHANNEL LOGO.
5" DEEP CHANNEL LETTERS & 5" DEEP CHANNEL WRAP.

RETURNS PAINTED T/M DB CUSTOM DARK BLUE WITH STOCK BLACK TRIM CAP.

WHITE ACRYLIC FACES. BLACK VINYL OUTLINE ON LETTERS AND BLACK VINYL ON 'COFFEE' FACE.

3000K LED'S MOUNTED INSIDE

CLEAR ACRYLIC BACKS WITH 3M 230-167 BLUE VINYL.

1 1/2" SPACERS (FOR HALO LIGHTING OFF WALL).

Sign will comply with Sec 24.06.011 by digital timer.



DRIPPING SPRINGS
Texas

Dutch Bro's
Coffee
variance
requests



FACTORY DRAWING

SHOP DRAWING #:

34380C3

CLIENT:

DUTCH BROS - TX4003
12400 W US 290
DRIPPING SPRINGS, TX 78737

DATE OF SHOP DRAWING:

5/24/22

SHOP REVISIONS:

6.22.22 CHANGE TO DBW AND
ADDED ONE MORE.
6.22.22 REDUCED FROM DBW13.
CHANGED RETURNS TO DARK BLUE.
3.24.22 CHANGE TO FACE/HALO LIT.
5.9.22 REVISE TO USE 3000K LED'S
INSTEAD OF WHITE.
5.21.22 REMOVE ONE.

SALES:	CONCEPT DESIGN:	PROD. DESIGN:	PAGE NO.
NJ	CH	CH	1 of 2

ES&A SIGN & AWNING

49175 PEARSON RD. | DALLAS, TX 75242

P 941.485.5546 | F 941.485.5813

COLOR CODE

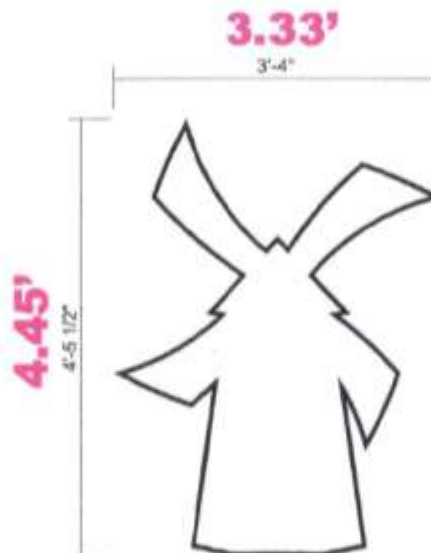
	3M 230-167 BLUE VINYL (FOR HALO LIGHTING)
	DB CUSTOM DARK BLUE PAINT
	BLACK PSV & TRIM CAP
	WHITE ACRYLIC

SCOPE OF WORK: MANUFACTURE & INSTALL (1) FACE-LIT / HALO LIT WINDMILL LOGO

2

DBW12

SCALE: 3/4"=1'-0"

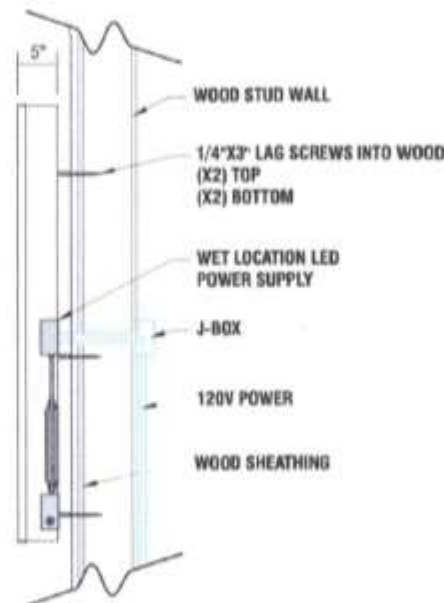


SIDE VIEW



ATTACHMENT DETAIL

SELF CONTAINED CHANNEL LOGO



14.84 SF

INTERNALLY ILLUMINATED FACE-LIT & HALO-LIT CHANNEL WRAP LOGO.

5" DEEP CHANNEL WRAP.

RETURNS PAINTED T/M DB CUSTOM DARK BLUE WITH STOCK BLACK TRIM CAP,
WHITE ACRYLIC FACES. BLACK VINYL OUTLINE.

3000K LED'S MOUNTED INSIDE

CLEAR ACRYLIC BACKS WITH 3M 230-167 BLUE VINYL.

1 1/2" SPACERS (FOR HALO LIGHTING OFF WALL).

Sign will comply with Sec 24.06.011 by digital timer.



Dutch Bro's Coffee variance requests

SUMMARY DRAWING

DRAWING #:

34380

CLIENT:

DUTCH BROS - TX4003
12400 W US 290
DRIPPING SPRINGS, TX 78737

DATE OF SHOP DRAWING:

5/24/22

SHOP REVISIONS:

6.2.22 REMOVE DBCLB ON SOUTH,
ADD ON EAST & WEST.
CHANGE DBW12 TO BAW, REMOVE
ON EAST, ADD ON NORTH & SOUTH.
3.31.23 UPDATED ADDRESS.
6.9.23 CHANGED CB TO AWNING
MOUNTED PANEL.
12.6.23 UPDATED ELEVATIONS &
SITE PLAN, CHANGED BUILDING
ORIENTATION.
4.29.24 REMOVE ONE DBCLB, WALL
MENU & OF MENU. REMOVE ALL
SNAP FRAMES & SF MENUS.
MOVE DBW12 FROM N TO E.
MOVE DBCLB FROM E TO S.
MOVE OF MENU CLOSER TO EDGE.
5.21.24 REMOVE EAST DBW12.

SALES:	CONCEPT:	PROD.	PAGE NO.
DESIGN:	DESIGN:	DESIGN:	
NJ	CR	CR	1 of 2

ES&A SIGN & AWNING

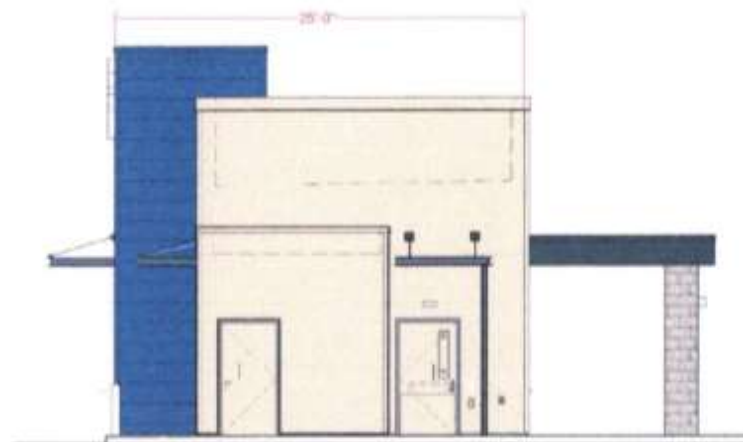
88015 PRIME AD | 100000, DR 17400

P 541.485.5546 | F 541.485.5813

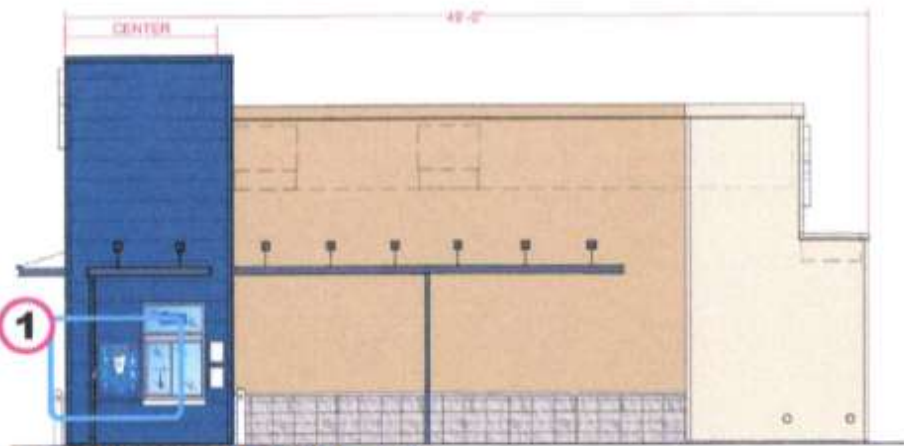
SUMMARY - BUILDING SIGNS & MENUS



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



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



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



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

DBCLB @ 20.2 SF

DBW12 @ 14.8 SF

Additional Signage requested

All Signs on this Elevation have been
Permitted

Dutch Bro's Coffee variance requests

SUMMARY DRAWING

DRAWING #:
34380

CLIENT:
DUTCH BROS - TX4003
17400 W US 290
DRIPPING SPRINGS, TX 78737

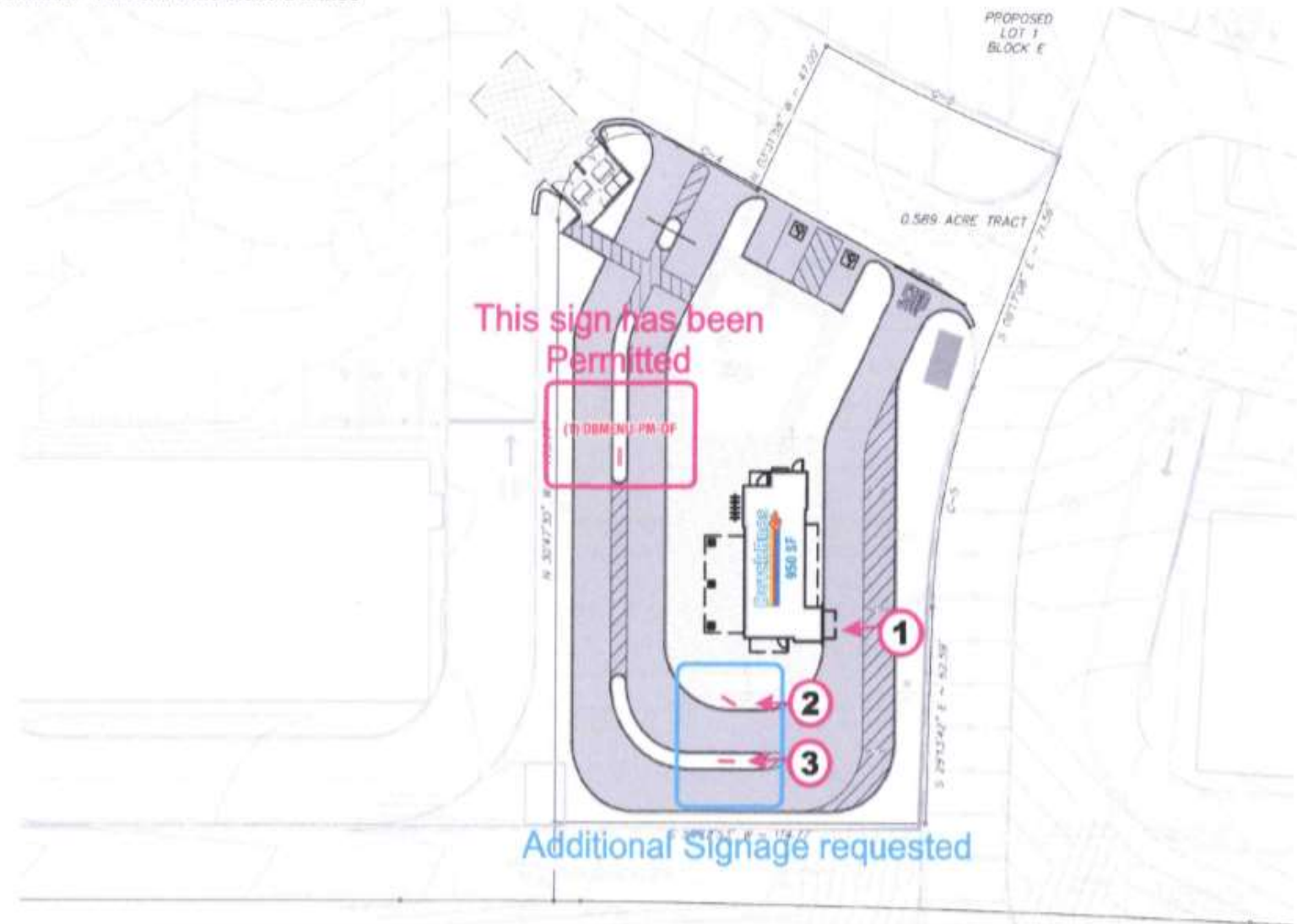
DATE OF SHOP DRAWING:
5/24/22

SHOP REVISIONS:
6.2.22 REMOVE DBCL8 ON SOUTH,
ADD ON EAST & WEST.
CHANGE DBW13 TO B&W, REMOVE
ON EAST, ADD ON NORTH & SOUTH.
1.31.23 UPDATED ADDRESS.
6.9.23 CHANGED CR TO AWNING
MOUNTED PANEL.
12.6.23 UPDATED ELEVATIONS &
SITE PLAN, CHANGED BUILDING
ORIENTATION.
4.29.24 REMOVE ONE DBCL8, WALL
MENU & DF MENU. REMOVE ALL
SNAP FRAMES & SF MENUS.
MOVE DBW12 FROM N TO E.
MOVE DBCL8 FROM E TO S.
MOVE DF MENU CLOSER TO EDGE.
5.21.24 REMOVE EAST DBW12.

SALES:	CONCEPT DESIGN:	PROD. DESIGN:	PAGE NO:
NJ	CH	CH	2 of 2

ES&A SIGN & AWNING
19173 PHARO RD - DRIPPING, TX 78737
P 512.481.5546 | F 512.481.5813

SUMMARY - FREESTANDING SIGNS & MENUS



Dutch Bro's Coffee variance requests

FACTORY DRAWING

SHOP DRAWING #:
34380F2

CLIENT:
DUTCH BROS - TX4003
12400 W US 290
DRIPPING SPRINGS, TX 78737

DATE OF SHOP DRAWING:
5/24/22

SHOP REVISIONS:
5.9.22 REVISE TO USE 3000K LEDS
BY REPLACING THE STOCK LEDS.
5.29.24 REMOVE ONE.

SALES	CONCEPT DESIGN	PROD. DESIGN	PAGE NO.
NJ	CH	CH	1 of 1

ES&A SIGN & AWNING
GRAPHIC PRODUCTS, INC. | ESTABLISHED 1974
P 541.485.5141 | F 541.485.5303

COLOR CODE

	DIGITAL PRINT
	POWDER COATED DB CUSTOM DARK BLUE

SCOPE OF WORK: PROVIDE (1) ILLUMINATED MENU SIGN V5 - WALL-MOUNTED

1



10.68 SF

- 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

REPLACE STOCK LEDS WITH 3000K LEDS

Sign will comply with Sec 24.06.011by digital timer.

ATTACHMENT DETAIL ILLUMINATED WALL MOUNTED MENU



SCALE: 1"=1'-0"

Dutch Bro's Coffee variance requests



FACTORY DRAWING

SHOP DRAWING #:
34380H2

CLIENT:
DUTCH BROS - TX4003
12400 W US 290
DRIPPING SPRINGS, TX 78737

DATE OF SHOP DRAWING:
5/24/22

SHOP REVISIONS:
5.9.22 REVISE TO USE 3000K LEDS
BY REPLACING THE STOCK LEDS.
5.29.22 REMOVE ONE.

SALES	CONCEPT DESIGN	PROD. DESIGN	PAGE NO.
HJ	CH	CH	1 of 1

ES&A SIGN & AWNING
8001 PLAZA RD. 1. LUGO, OR 97030
P 503.485.5546 F 503.485.5810

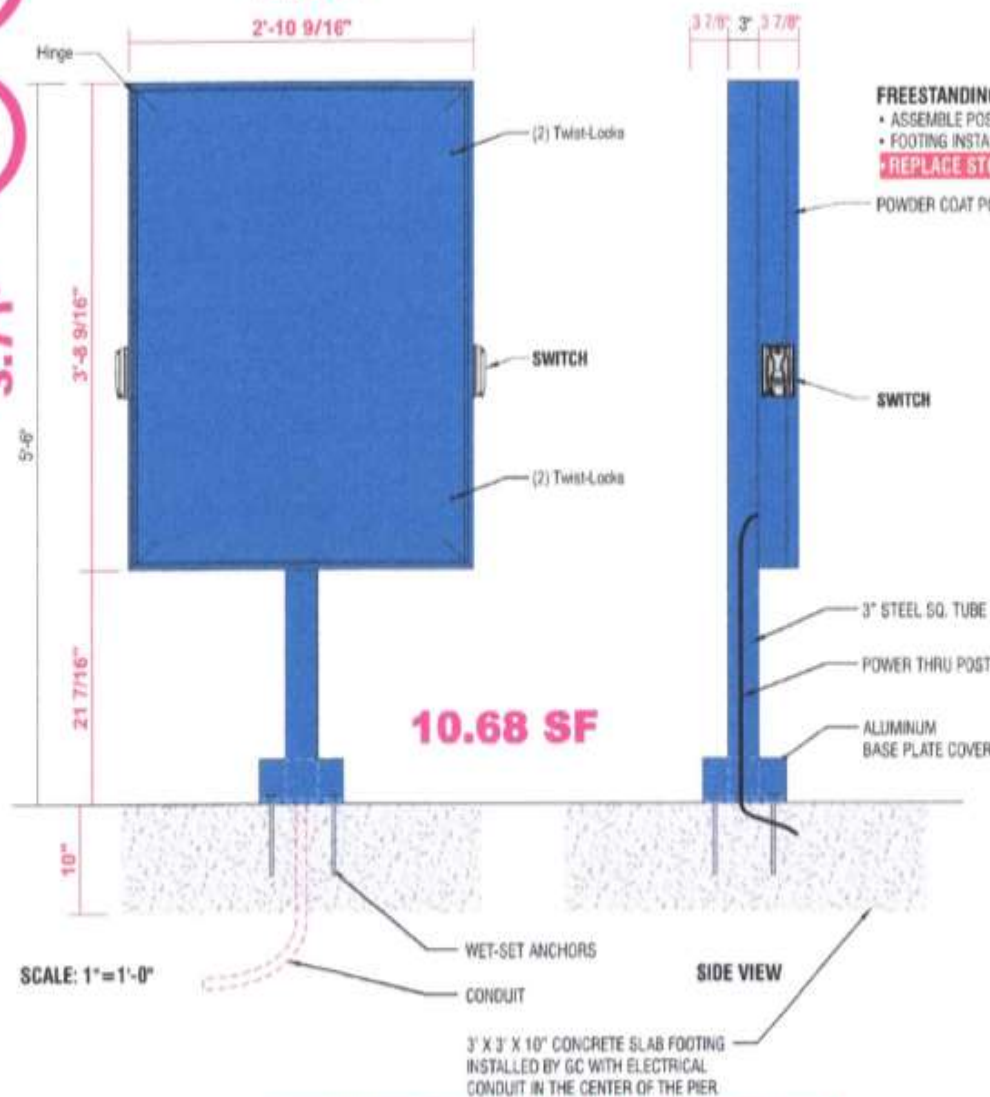
COLOR CODE

-  DIGITAL PRINT
-  POWDER COATED
DB CUSTOM DARK BLUE

SCOPE OF WORK: PROVIDE (2) S/F ILLUMINATED MENU SIGN V5 - PLATE-MOUNTED

2

3



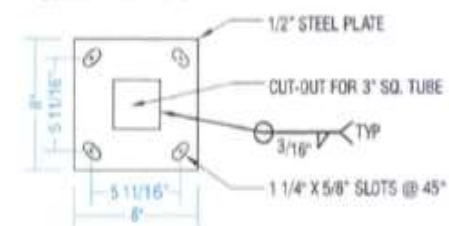
Sign will comply with Sec 24.06.011 by digital timer.

FREESTANDING BACKLIT MENU SIGN

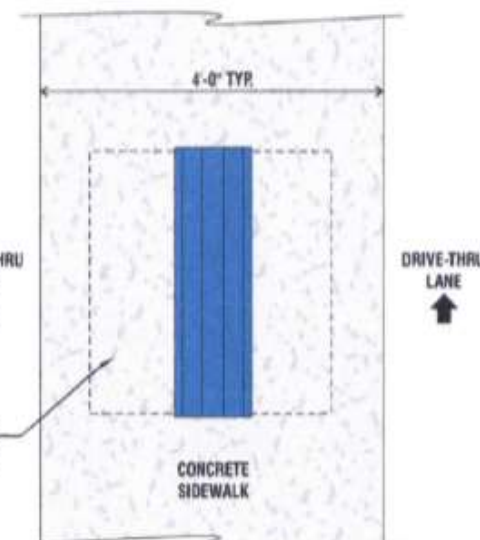
- ASSEMBLE POST & MENU
- REPLACE STOCK LEDS WITH 3000K LEDS

POWDER COAT POST & CABINET TO MATCH DB CUSTOM DARK BLUE

MOUNTING PLATE DETAIL SCALE: 1 1/2"=1'-0"



INSTALLATION ORIENTATION DETAIL NOT TO SCALE



Mitigation strategy

- All wall and menu signs were designed smaller than allowed by code in order to gain favorable endorsement of variances.
- All wall signs combined are 6sqft larger than the code allows for one wall sign.
- Menu signs were designed to be half the size allowed by code.
- Menu signs are oriented away from US HWY 290.

Variance Criteria

1.	Special or unique hardship because of the size or shape of the property on which the sign is to be located, or the visibility of the property from public roads.
2.	Hardship claim based on the exceptional topographic conditions or physical features uniquely affecting the property on which a sign is to be located.
3.	Proposed sign location, configuration, design, materials and colors are harmonious with the hill country setting.
4.	Natural colors (earth tones) and muted colors are favored. Color schemes must be compatible with the surrounding structures. Predominate use of bold and/or bright colors is discouraged under this section.
5.	The sign and its supporting structure is in architectural harmony with the surrounding structures.

Dutch Bro's Coffee variance requests

Variance Criteria

6.	Mitigation measures related to the sign in question or other signs on the same premises. to the sign in question or other signs on the same premises.
7.	Demonstrated and documented correlation between the variance and protecting the public health and safety.
8.	The stage at which the variance is requested. The city will be more inclined to consider a variance request when it is sought during an earlier stage of the construction approval process, for instance when the responsible party is submitting/obtaining a plat, planned unit development, development agreement, or site plan.
9.	Whether the sign could have been included in a master signage plan. Master signage plans are highly encouraged. The city will be more inclined to favorably consider a variance request when the variance is part of a master signage plan. There will be a presumption against granting variances piecemeal, ad hoc, on a case-by-case basis when the sign for which a variance is sought could have been included in a master sign plan and considered in the course of a comprehensive review of the entire project's signage.
10.	The sign administrator may authorize the remodeling, renovation, or alteration of a sign when some nonconforming aspect of the sign is thereby reduced.



Staff Recommendation

Staff recommends approval of the additional Wall Signs and Menu Signs.