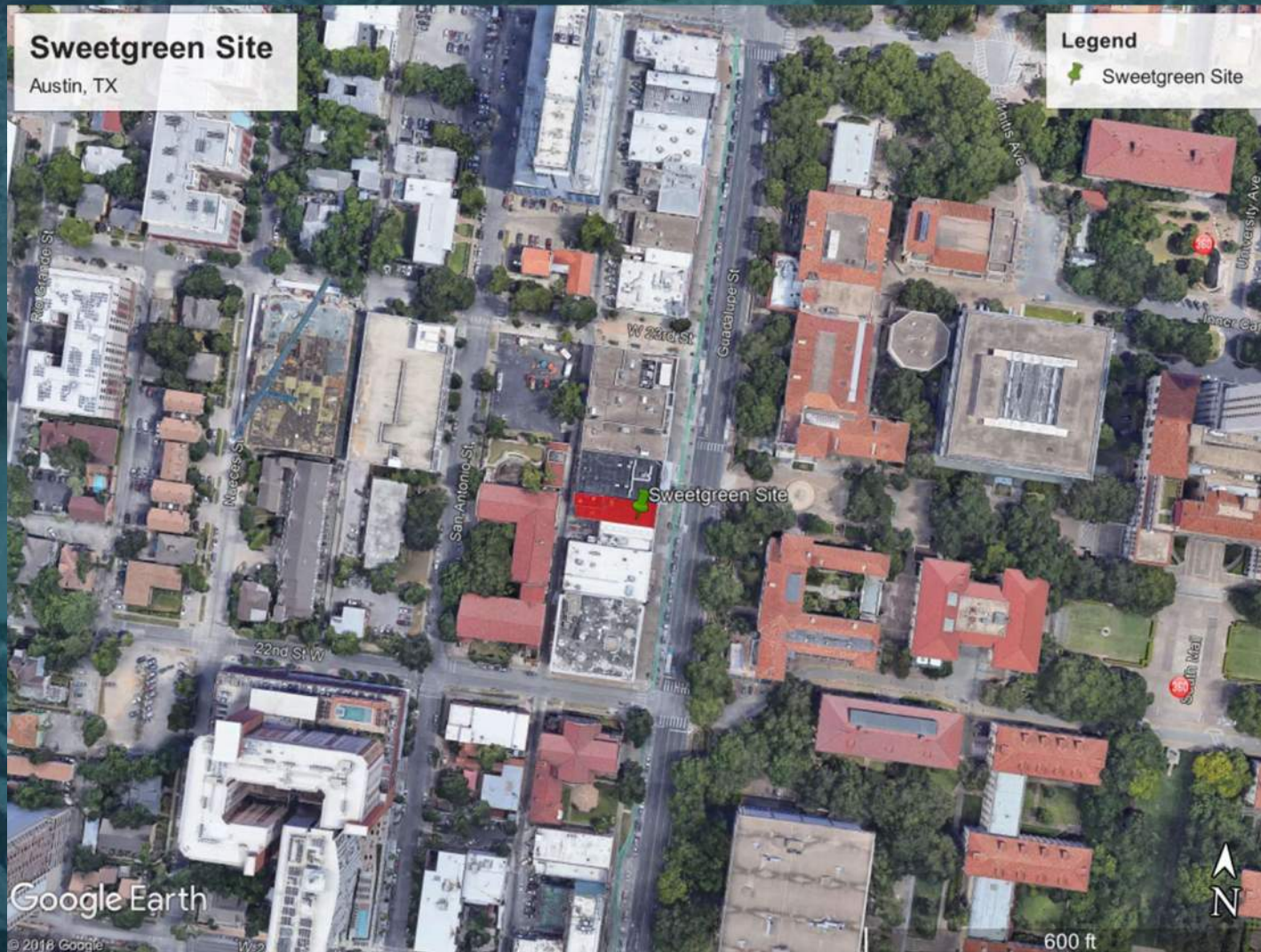


# sweetgreen

## THE DRAG

C16-2020-0007 / 2234 GUADALUPE STREET

Eric Beegun – sweetgreen Head of Real Estate/West



- Unique Strip of Commercial
- Location across from the University
  - Significant car/bus traffic
  - Significant student/pedestrian traffic / bicycle lanes
- Retail /Service Uses
  - All Existing Retail have Illuminated Signage
  - Existing Restaurants have an existing presence/following
- Sweetgreen needs to make our presence known on this strip to succeed.
- Sweetgreen needs to be seen equally at night as during the day.

THE DRAG - 2234 GUADALUPE STREET



## **SECTION 25 -10-133 - UNIVERSITY NEIGHBORHOOD OVERLAY ZONING DISTRICT SIGNS**

(G) A sign may not be illuminated or contain electronic or moving images.

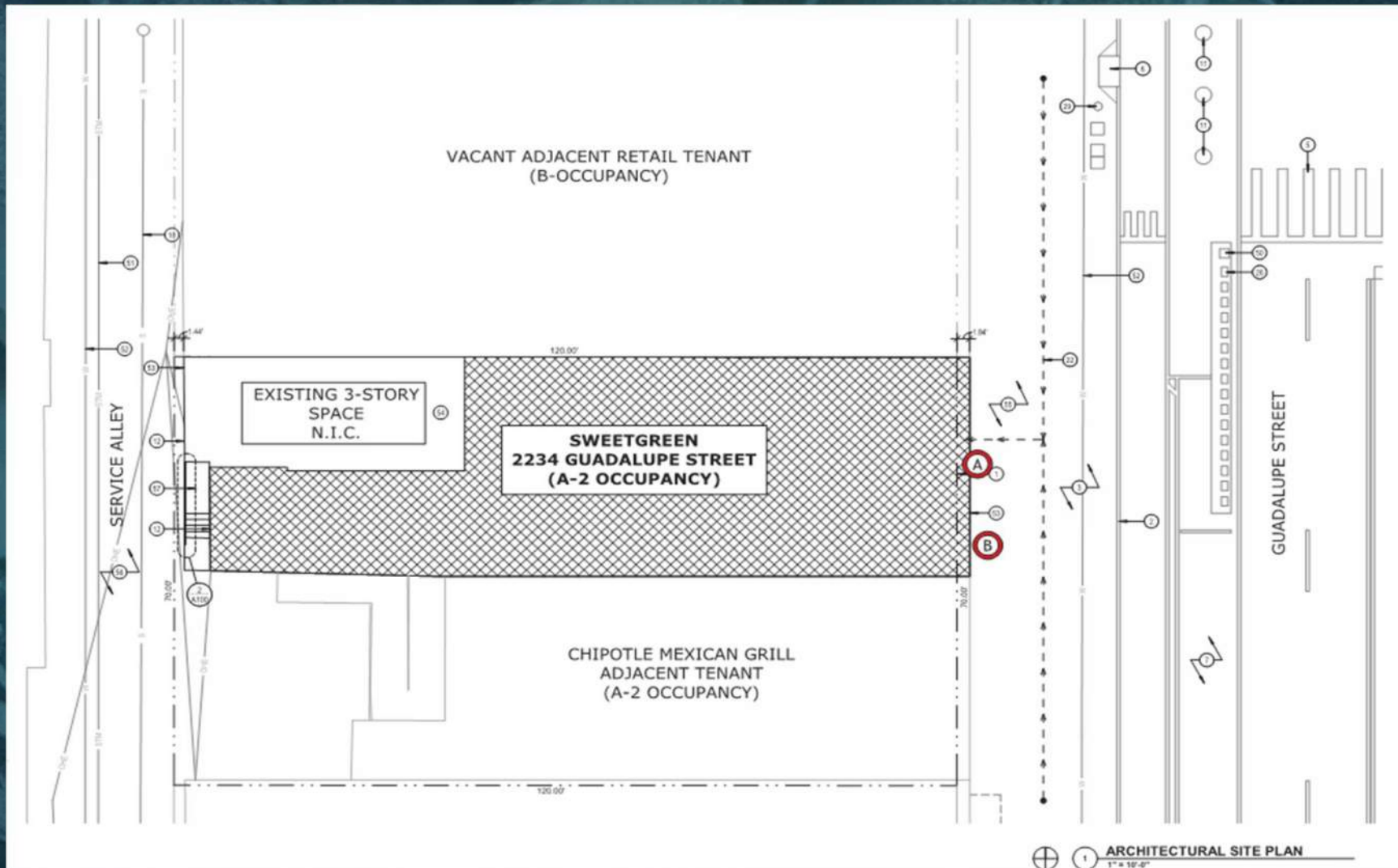
SWEETGREEN is therefore requesting a variance to permit our proposed Wall and Blade Signs to be illuminated with the neon lighting system detailed on our plans originally submitted to the City of Austin.

THE DRAG - 2234 GUADALUPE STREET



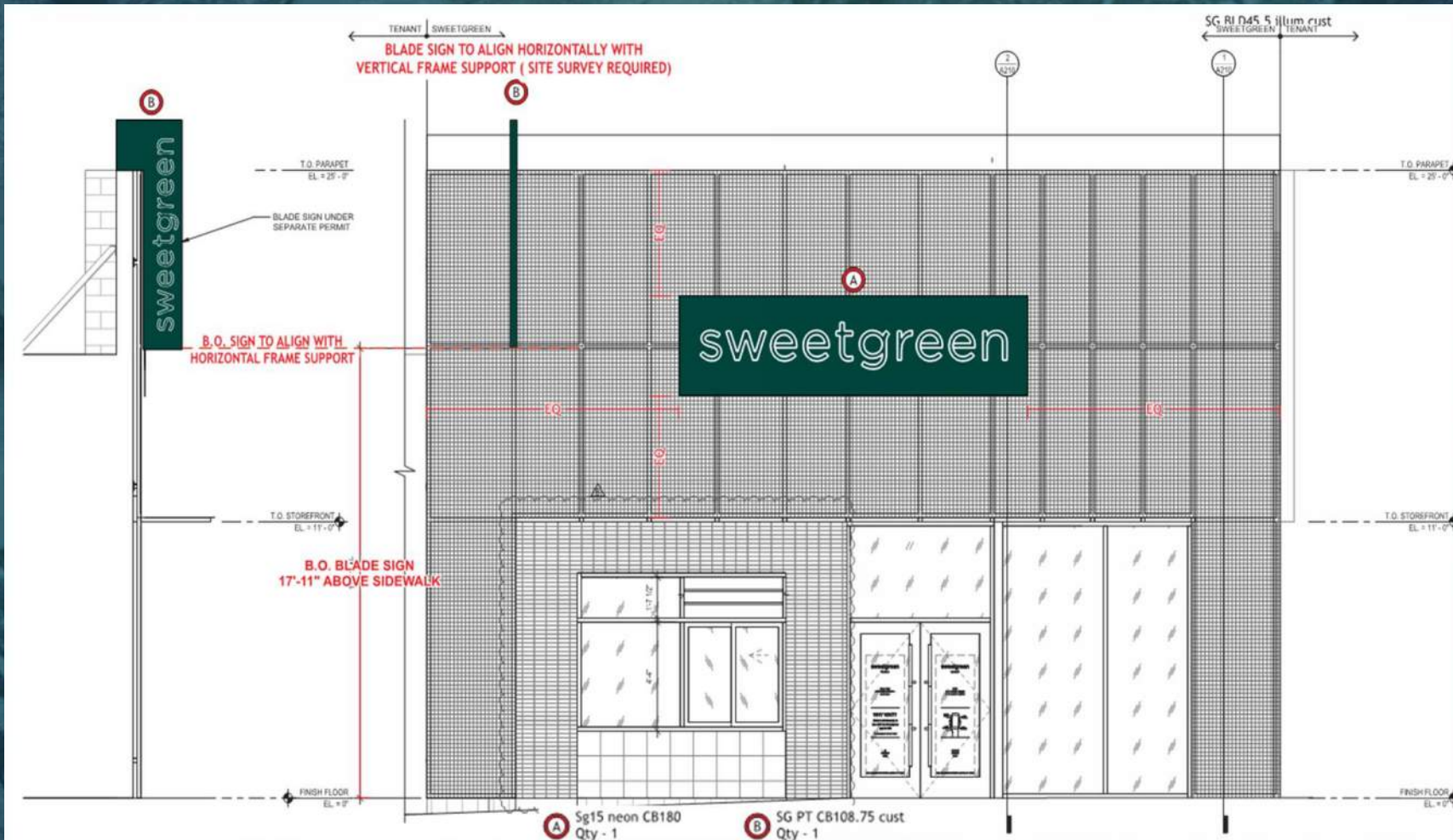


THE DRAG - 2234 GUADALUPE STREET

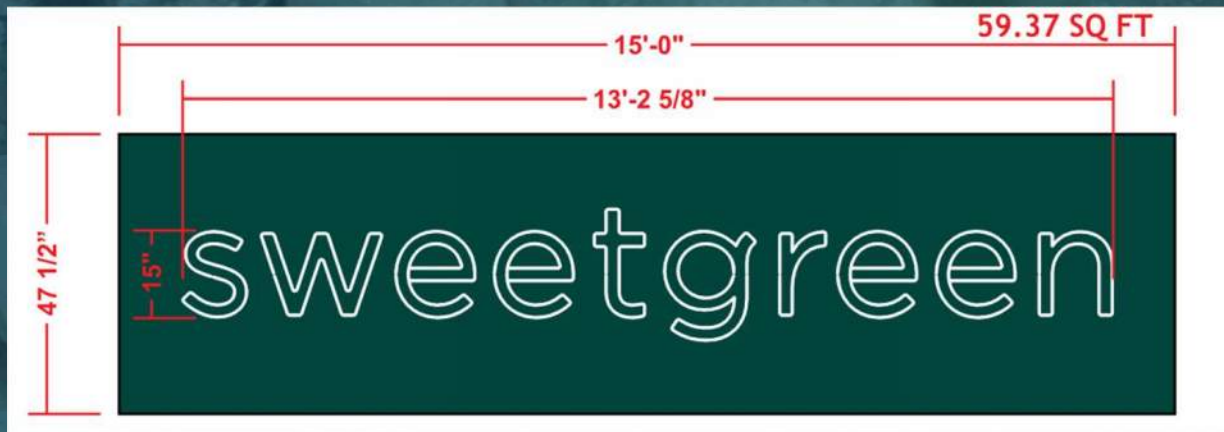


THE DRAG - 2234 GUADALUPE STREET

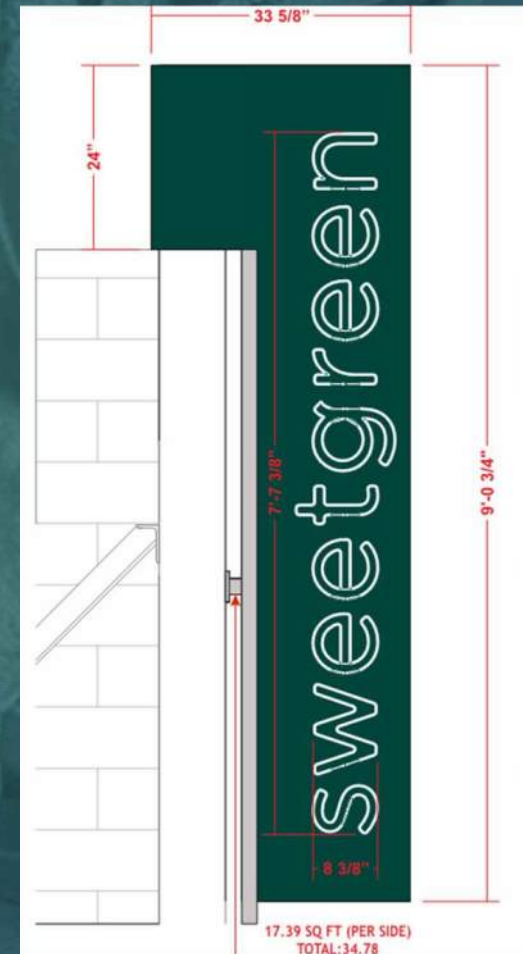




THE DRAG - 2234 GUADALUPE STREET

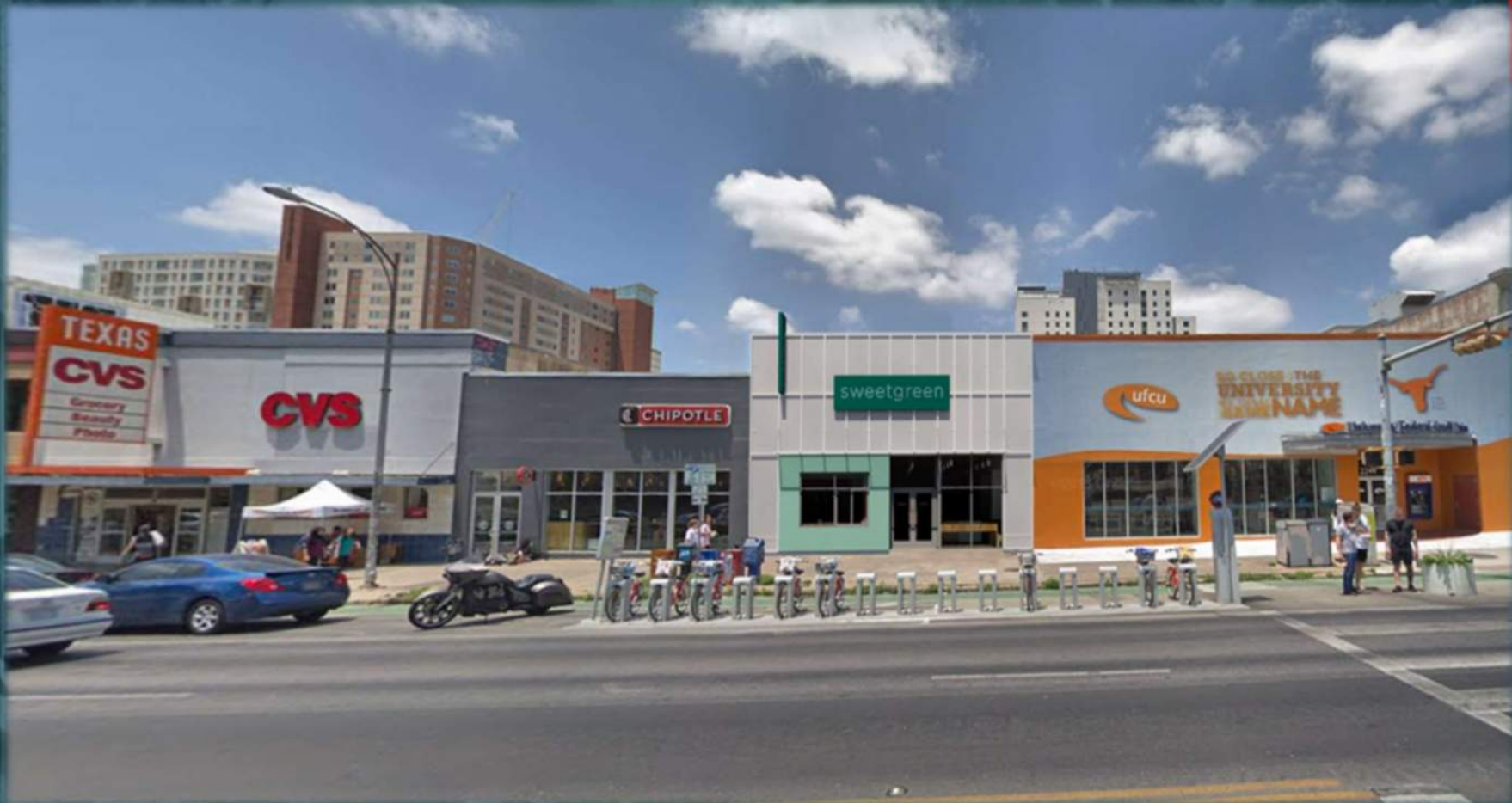


10mm EXPOSED WHITE NEON (color match temp 5000K), BLACK NEON BOOTS



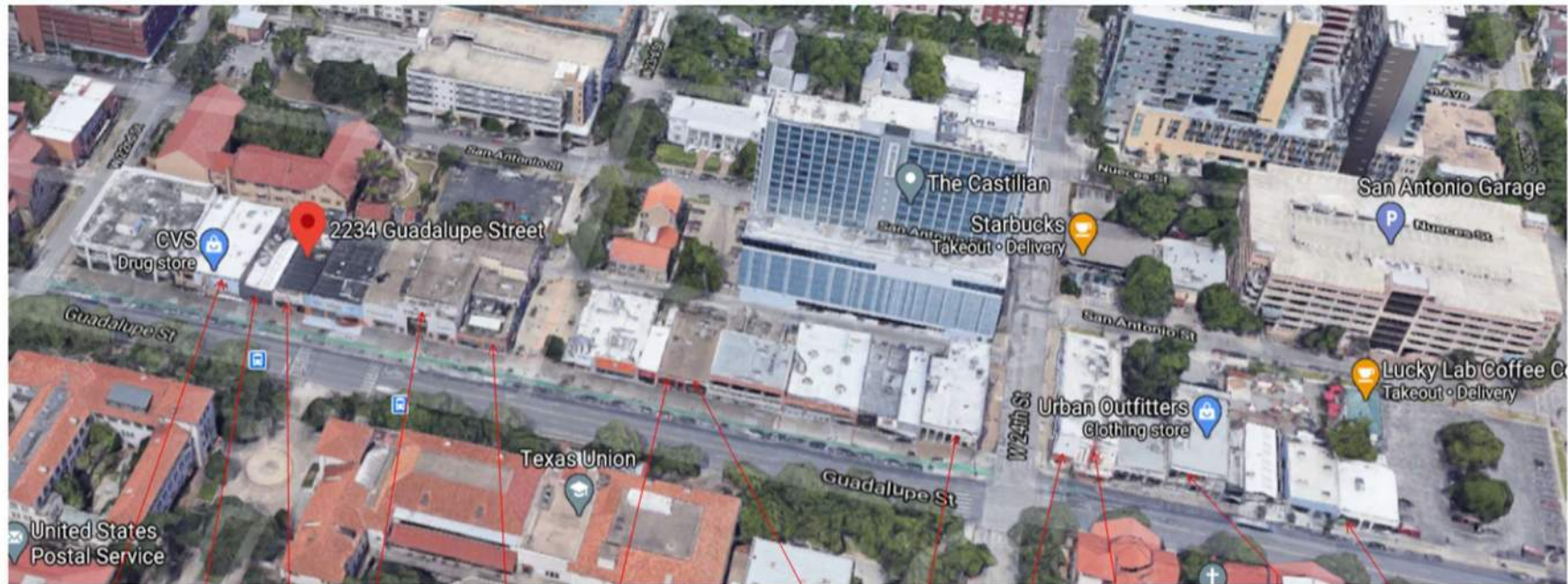
THE DRAG - 2234 GUADALUPE STREET





THE DRAG - 2234 GUADALUPE STREET





## ILLUMINATED SIGNAGE LOCATION MAP

- ① CVS PHARMACY
- ② CHIPOTLE
- ③ SWEETGREEN
- ④ CO-OP
- ⑤ KAPLAN
- ⑥ POTBELLY
- ⑦ WING STOP
- ⑧ SHOE PALACE
- ⑨ WELLS FARGO
- ⑩ VARSITY
- ⑪ URBAN OUTFITTERS
- ⑫ CAVA

THE DRAG - 2234 GUADALUPE STREET







THE DRAG - 2234 GUADALUPE STREET







8

9

THE DRAG - 2234 GUADALUPE STREET

GIN  
RN LANE  
BIKES

VAR  
SITY

Quechua

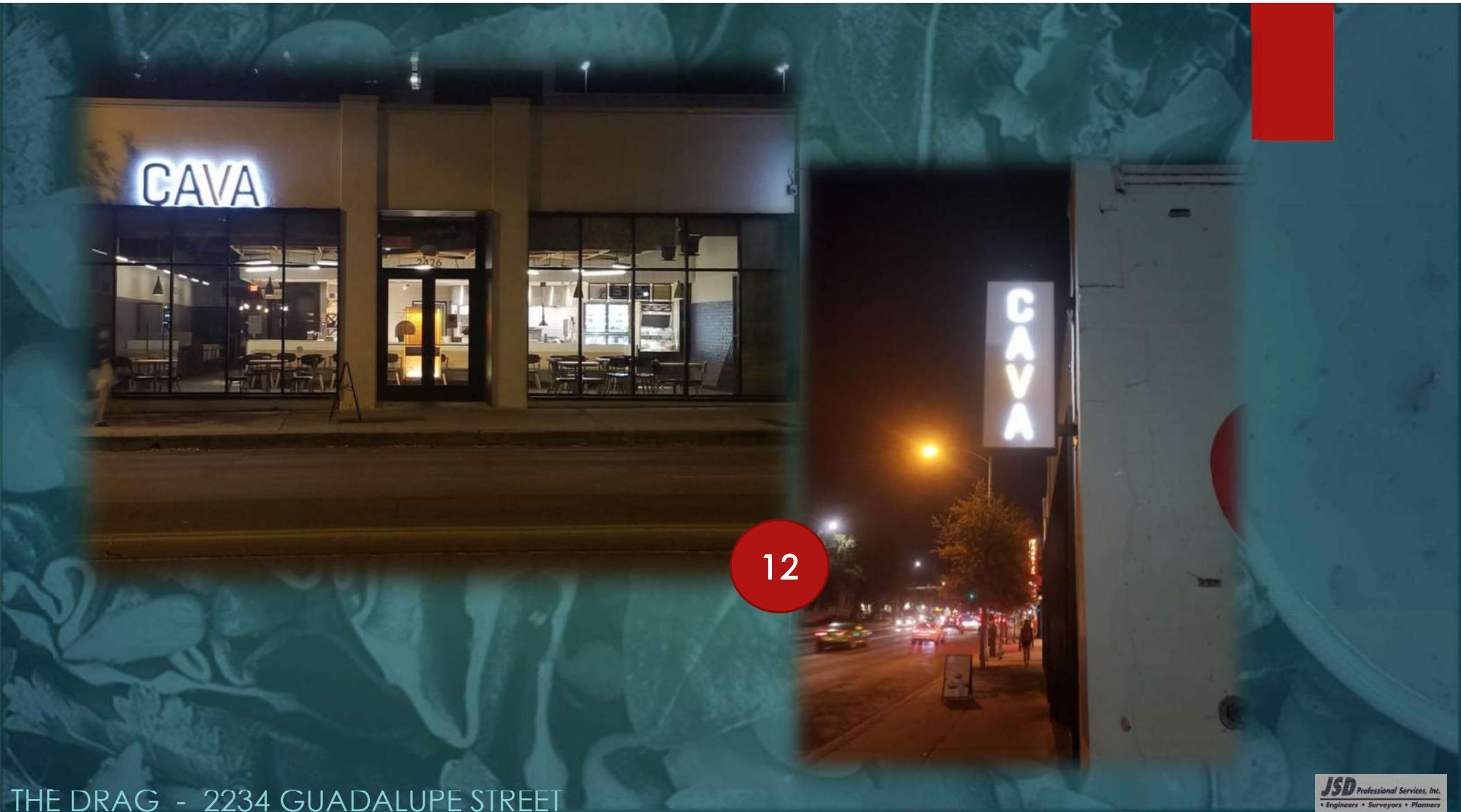
URBAN OUTFITTERS

10

11

THE DRAG - 2234 GUADALUPE STREET





12

THE DRAG - 2234 GUADALUPE STREET



THE DRAG - 2234 GUADALUPE STREET





THE DRAG - 2234 GUADALUPE STREET

## Findings of Fact

1. The variance is necessary because strict enforcement of the Article prohibits any reasonable opportunity to provide adequate signs on the site, considering the unique features of the site such as dimensions, landscaping, or topography, because:

This section of Guadalupe Street is predominantly commercial/retail businesses providing food, beverage and essentials for the student body of the University and residential apartments/condos/homes that reside behind and west of this strip of retail. Virtually each and every commercial retailer has signage that is illuminated to help direct potential consumers to their front doors. Strict enforcement specifically item (G) of this Article, will absolutely put sweetgreen at a distinct disadvantage and would prohibit them of a reasonable opportunity to compete by providing adequate signage. Signage that would equally allow their business to stand out amongst those already in place and having a presence, recognition and familiarity to the neighborhood.

2. The granting of this variance will not have a substantially adverse impact upon neighboring properties, because:

This request is not asking for anything not already occurring amongst the already existing retail businesses operating in this area. If anything, this could create new interest by adding a dining option not already offered in the area, drawing additional foot traffic and with it the potential for an up-tick to other business because of the increase of consumers in the area.

3. The granting of this variance will not substantially conflict with the stated purposes of this sign ordinance, because:


The signs proposed are fully within the vision of the Article 1 of Chapter 25-10, in that they do not hamper the City's ability to protect the health, safety, and general welfare of the City and its residents while moving to support its Comprehensive Plan by continuing to recognize that its local businesses are vital to the community. Additionally, by allowing businesses like sweetgreen who offer more healthy nourishing food choices, while themselves look to support other local small and mid-size growers who are farming sustainably to enter the market and compete on a level playing field with other existing competing businesses in the area.

The granting of this variance will not change in any way the current character of this area of the district. Also, with the mere improvements that sweetgreen has made to this property in order to create their latest location in the City of Austin; they have greatly enhanced the property values around them, improved future economic development opportunities for the area and promises to improve the quality of life for the neighborhood it will soon become a part of and serve for years to come.

4. Granting a variance would not provide the applicant with a special privilege not enjoyed by others similarly situated or potentially similarly situated, because:

As previously stated, most if not all other commercial businesses along this part of Guadalupe Street already have illuminated signs. Either internally lit individual channel letter signs, box signs or neon signs can be seen up and down the three to four block length of this part of the UNO District. The granting of this request would not provide sweetgreen with any sort of special privilege not readily enjoyed currently by many businesses.





Thank You  
Question

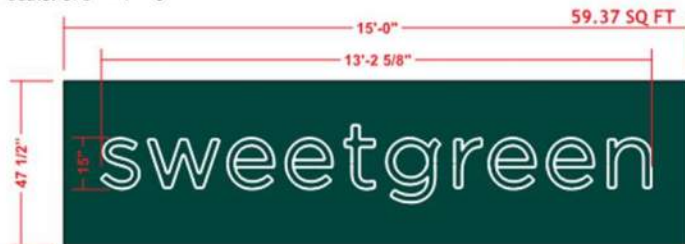
THE DRAG - 2234 GUADALUPE STREET

Technical Information Slides  
For Each Proposed Sign  
(if needed not necessarily part of slide show)

THE DRAG - 2234 GUADALUPE STREET



## A NEON LETTERS ON CABINET - ELEVATION Scale: 3/8" = 1' - 0"



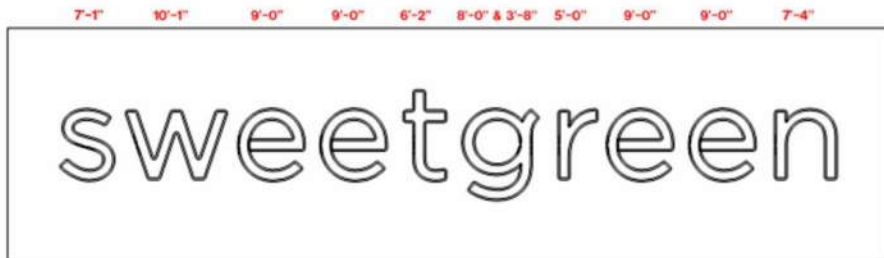
### SIGN - DETAILS

- ① 7" DEEP FABRICATED ALUMINUM EXTRUDED CABINET WITH HINGED FACE (CLOSED REVEAL) PAINTED PMS 3308C 'GREEN' ON ALL SIDES
- ② CLEAR TUBE SUPPORTS (1 3/4" TALL) AS REQUIRED, SECURED TO THE FACES
- ③ 10mm EXPOSED WHITE NEON (color match temp 5000K), BLACK NEON BOOTS
- ④ BLACK GTO WIRE THRU PORCELAIN PASS THRU'S
- ⑤ MAGNETIC TRANSFORMER MOUNTED INSIDE CABINET
- ⑥ CABINET SIGN MOUNTS FLUSH TO STOREFRONT FRAMING BY SWEET GREEN WITH REQUIRED FASTENERS (PENDING SITE SURVEY)

TOTAL FOOTAGE 83'-4"

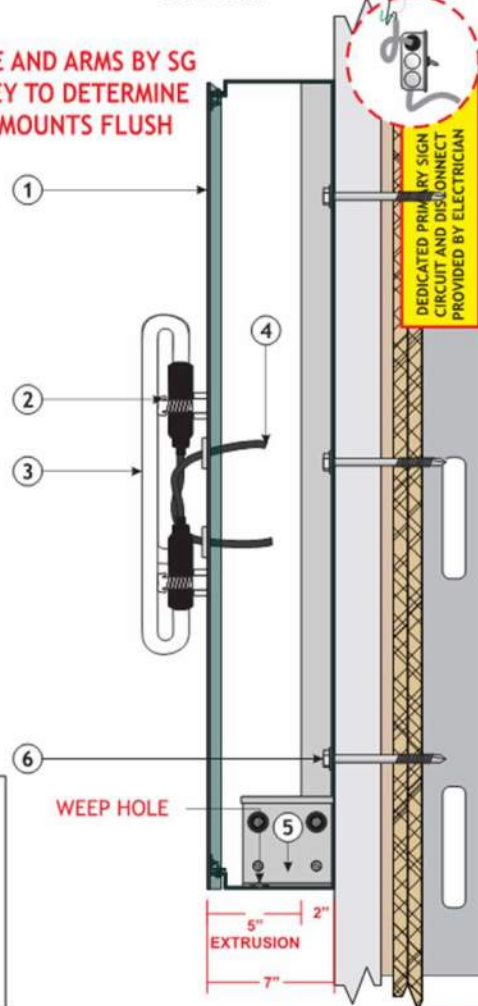
10mm GLASS

2ea. 9000/30 & 1ea. 12000/30 TRANSFORMERS



## NEON LETTERS ON CABINET - SECTION Scale: N.T.S.

STEEL FRAME AND ARMS BY SG  
FIELD SURVEY TO DETERMINE  
HOW SIGN MOUNTS FLUSH



93 Industry Drive  
PO Box 349  
Versailles, KY 40383  
859.879.1199



sweetgreen

2234 GUADALUPE BLVD  
AUSTIN, TX 78705

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

RUGGLES SIGN DOES NOT PROVIDE PRIMARY ELECTRICAL TO SIGN LOCATION!



Submittal Date: 07/06/20  
Acct Rep: Chad Elliot  
Designer: Ryan Couch

### REVISIONS

r1: 07/08/20 r7:  
r2: 08/03/20 r8:  
r3: 08/05/20 r9:  
r4: 08/28/20 r10:  
r5: 09/08/20 r11:  
r6: r12:

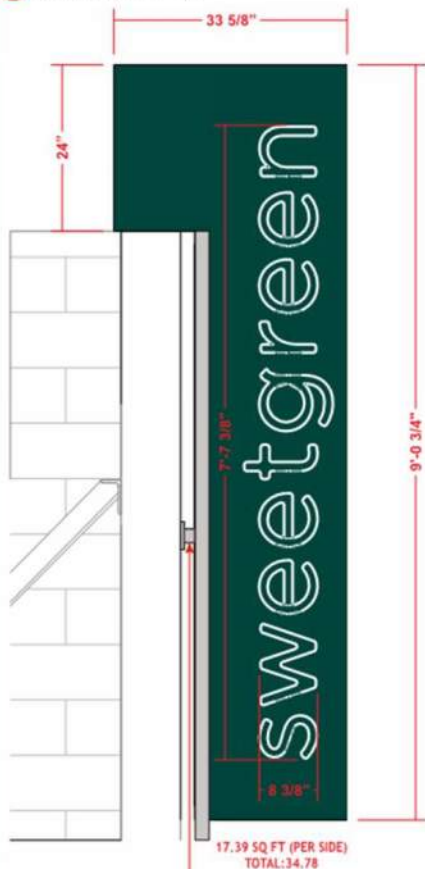
Sg15 neon CB180

PAGE: 4

THE DRAG - 2234 GUADALUPE STREET

## B NEON BLADE SIGN - ELEVATION

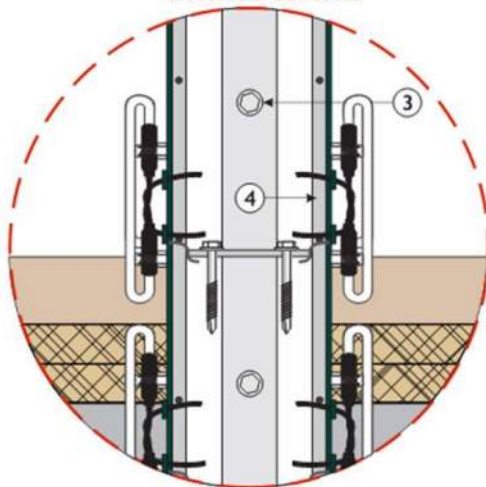
Scale: 3/4" = 1' - 0"



## SIGN - DETAILS

- ① 8" DEEP ALUMINUM EXTRUSION CABINET, PAINTED PMS 3308C "GREEN", VERTICAL PANEL OF CABINET REMOVABLE FOR SERVICE WITH COUNTERSUNK SCREWS
- ② 10mm EXPOSED WHITE NEON (color match temp 5000K), BLACK NEON BOOTS
- ③ 2" ALUMINUM INTERNAL FRAMING, SECURED TO ROOF TOP AND EXISTING BUILDING FRAME/SUPPORT. EXACT ATTACHMENT PENDING SURVEY.
- ④ 1" ANGLE SUPPORTS TO RECEIVE COUNTERSUNK SCREWS FOR REMOVABLE ACCESS/SERVICE PANEL
- ⑤ MAGNETIC TRANSFORMER LOCATED INSIDE SIGN

**COORDINATE NEEDED BLOCKING AND FRAME SUPPORT AT ROOFLINE WITH GC ON SITE**



4'-7" 6'-4" 5'-8" 5'-8" 4'-1" 5'-1" & 2'-7" 3'-5" 5'-8" 5'-8" 4'-9"

sweetgreen

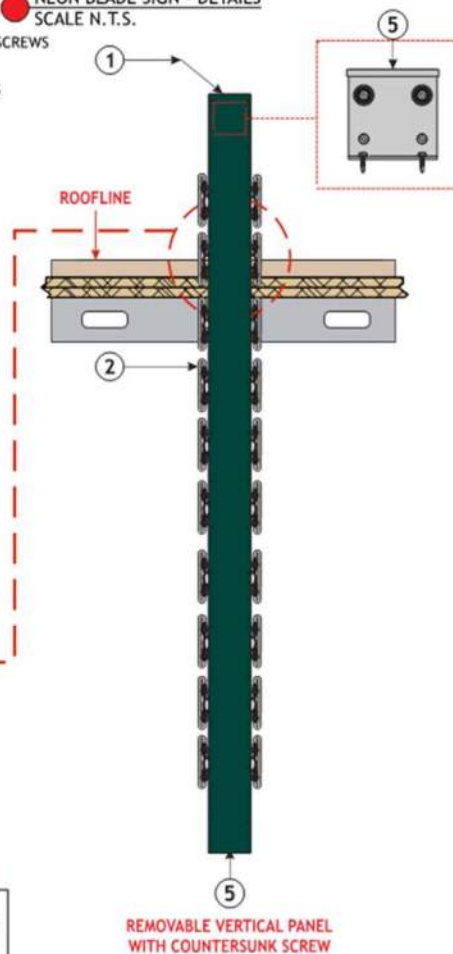
TOTAL FOOTAGE 53'-6"

10mm GLASS

2ea. 12000/30 TRANSFORMERS

## NEON BLADE SIGN - DETAILS

SCALE N.T.S.



93 Industry Drive  
PO Box 349  
Versailles, KY 40383  
859.879.1199



sweetgreen

2234 GUADALUPE BLVD  
AUSTIN, TX 78705

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**RUGGLES SIGN DOES NOT PROVIDE PRIMARY ELECTRICAL TO SIGN LOCATION!**

Suitable for  
WET Locations only  
**UL** label located  
on top of signs

Submittal Date: 07/06/20

Acct Rep: Chad Elliot

Designer: Ryan Couch

## REVISIONS

r1: 07/08/20	r7: _____
r2: 08/03/20	r8: _____
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r6: _____	r12: _____

SG neon CB108.75 cust

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THE DRAG - 2234 GUADALUPE STREET