



**TOWN OF HENRIETTA**  
**APPLICATION TO THE ZONING BOARD OF APPEALS**  
**FOR AN AREA VARIANCE**

Appeal No. ZBA-2024-012

Date 2-28-2024

I (we) Kirk Wright of Sign and Lighting Services LLC PO Box 597  
Name of Applicant / Business Business (Number & Street)

Ontario NY 14519 hereby appeal to the Zoning Board of Appeals from the decision  
Town, State, Zip

of the Building Inspector, whereby the Building Inspector did  deny  grant a permit relating to the below property.

<u>1000 Hylan Dr</u>	<u>Rochester</u>	<u>NY</u>	<u>14623</u>
<small>No. &amp; Street</small>	<small>City</small>	<small>State</small>	<small>Zip Code</small>
<u>161.12-1-9.1</u>	<u>PCD</u>		
<small>Tax Map No.</small>	<small>Zoning District</small>		

PROVISION(S) OF THE ZONING ORDINANCE APPEALED, (Indicate the article, section and paragraph of the Zoning Ordinance being appealed) 224-2A  
Number Only (Do not quote the ordinance)

Description of Proposal: Request for additional logo on permitted directional; whereas directional signs  
are required to only have limited information; reference sign (J) (J)

Applicant should answer all statements regarding this application on page 2. Incomplete applications shall not be acted upon.

Received by: CCM Agent / Application: Kirk Wright / Melissa Driskell

Reviewed by: CCM HOWH Address: PO Box 597

Date of Meeting: 4-3-2024 Ontario NY 14519

Phone #: [REDACTED]

Email: [REDACTED]

Signature: Melissa Driskell

NOTE: If signature is other than owner, written authorization from owner must accompany application

APPLICANT OR REPRESENTATIVE MUST BE PRESENT AT THE MEETING  
PLEASE PRINT ALL INFORMATION

## APPLICATION FOR ZONING BOARD OF APPEALS

### Legal Notice to Read

Application  Of

requesting a variance for a

whereas

is allowed by code on property located at

Application Information	
Meeting Date	<input type="text" value="April 3rd, 2024"/>
Received By	<input type="text" value="CCM"/>
Date Received	<input type="text" value="February 28th, 2024"/>
Fee Amoun Paid	<input type="text" value="\$250.00"/>
Check #	<input type="text" value="18970"/>



**TOWN OF HENRIETTA**  
**APPLICATION TO THE ZONING BOARD OF APPEALS**  
**FOR AN AREA VARIANCE**

Appeal No. ZBA-2024-013

Date 2-28-2024

I (we) Kirk Wright of Sign and Lighting Services LLC PO Box 597  
Name of Applicant / Business Business (Number & Street)

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<u>161.12-1-9.1</u> <small>Tax Map No.</small>	<u>PCD</u> <small>Zoning District</small>		

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Received by: CCM Agent / Application: Kirk Wright / Melissa Driskell

Reviewed by: CCM MDWA Address: PO Box 597

Date of Meeting: 4-3-2024 Ontario NY 14519

Phone #: [REDACTED]

Email: [REDACTED]

Signature: Melissa Driskell

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**TOWN OF HENRIETTA**  
**APPLICATION TO THE ZONING BOARD OF APPEALS**  
**FOR AN AREA VARIANCE**

Appeal No ZBA-2024-014

Date 2-28-2024

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Received by: CCM Agent / Application: Kirk Wright / Melissa Driskell

Reviewed by: CCM [Signature] Address: PO Box 597

Date of Meeting: 4-3-2024 Ontario NY 14519

Phone #: [REDACTED]

Email: [REDACTED]

Signature: [Signature: Melissa Driskell]  
NOTE: If signature is other than owner, written authorization from owner must accompany application

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**TOWN OF HENRIETTA  
APPLICATION TO THE ZONING BOARD OF APPEALS  
FOR AN AREA VARIANCE**

Appeal No. ZBA-2024-015

Date 2-28-2024

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Received by: CCM Agent / Application: Kirk Wright / Melissa Driskell

Reviewed by: CCM KDW # Address: PO Box 597

Date of Meeting: 4-3-2024 Ontario NY 14519

Phone #: [REDACTED]

Email: [REDACTED]

Signature: Melissa Driskell

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**TOWN OF HENRIETTA**  
**APPLICATION TO THE ZONING BOARD OF APPEALS**  
**FOR AN AREA VARIANCE**

Appeal No: ZBA-2024-016

Date 2-28-2024

I (we) Kirk Wright of Sign and Lighting Services LLC PO Box 597  
Name of Applicant / Business Business (Number & Street)

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Town, State, Zip

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are required to only have limited information; reference sign (J) J5

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Received by: CEM Agent / Application: Kirk Wright / Melissa Driskell

Reviewed by: CEM 1/4 DWH Address: PO Box 597

Date of Meeting: 4-3-2024 Ontario NY 14519

Phone #: [REDACTED]

Email: [REDACTED]

Signature: Melissa Driskell

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- 1) Whether an undesirable change will be produced in the character of the neighborhood or a detriment to nearby properties will be created by the granting of the area variance.  
No; there will be no undesirable changes or detriments to the neighborhood as this is a commercial district and will be comparable to the other surrounding businesses
  
- 2) Whether the benefit sought by the applicant can be achieved by some method, feasible for the applicant to pursue other than an area variance.  
No, we are only requesting the same sign package that is standard for Starbucks locations throughout the region and is comparable to other business models. It is necessary as it's part of Starbucks brand recognition
  
- 3) Whether the requested area variance is substantial.  
No, the sign package is consistent with the existing, surrounding businesses
  
- 4) Whether the proposed variance will have an adverse effect or impact on the physical or environmental conditions in the neighborhood or district.  
No, there will be no adverse effects or impacts on the physical or environmental conditions of the surrounding area and will be consistent with the surrounding commercial district
  
- 5) Whether the alleged difficulty was self-created, which consideration shall be relevant to the decision of the board of appeals, but shall not necessarily preclude the granting of the area variance.  
No it was not self created; this is a standard design package used by Starbucks throughout the region/nation and is necessary for brand recognition

**Statement of Applicant and Owner with Respect to Reimbursement  
of Professional and Consulting Fees**

In conjunction with an application made to the Town of Henrietta, the undersigned states, represents and warrants the following:

- 1) I/We am/are the applicant and owner with respect to an application to the Town of Henrietta.
- 2) I/We have been advised of, are aware of and agree to comply with the obligation to reimburse the Town of Henrietta for any and all professional and consulting fees incurred by the Town in conjunction with this and any other applications by me/us, including but not limited to engineering and/or legal fees, all as more fully set forth in the Henrietta Town Code.
- 3) I/We have been provided with, or have otherwise reviewed the Henrietta Town Code provisions related to the obligation to reimburse the Town with respect to professional and consulting fees, and agree to comply with the same.
- 4) I/We understand that this obligation shall not be dependent upon the approval or success of the application.
- 5) I/We further agree that in the event the Town of Henrietta is required to refer for collection an outstanding debt for such professional and/or consulting fees due to the Town of Henrietta, I/we shall be obligated to pay the reasonable attorney's fees incurred as a result of the Town's efforts to collect such fees. Reasonable attorney's fees shall also include any and all disbursements that may result from the commencement of litigation.
- 6) Each party to the application, including the applicant and the owner, shall be jointly and severally liable for all consulting and professional fees and expenses incurred in conjunction with the application.

Applicant/Business Owner: Kirk Wright

By: Sign and Lighting Services LLC

Title: Owner

Dated: \_\_\_\_\_

Signed: \_\_\_\_\_  


Property Owner: The Real McKeevor LLC

By: Gregory T Kimber

Title: CFO

Dated: 1-20-2024

Signed: \_\_\_\_\_  


STARBUCKS COFFEE #78431  
1000 Hylan Drive  
Henrietta NY 14623



23-63650

***HILTONDISPLAYS***

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[www.hiltondisplays.com](http://www.hiltondisplays.com)





**ELEVATION**

- A** 60" SIREN
- B** DRIVE THRU
- C** DIRECTIONAL TY/EO
- D** DIRECTIONAL DT/DT
- E** CLEARANCE BAR
- F** PYLON
- G** PRE-MENU
- H** MENU BOARD
- I** CANOPY/DOS
- J** BOLLARDS

**QID 23-63650**

**JOB NAME**

Starbucks 78431

**LOCATION**

1000 Hylan Drive  
 Henrietta NY 14623

**CUSTOMER CONTACT**

**SALESMAN / PM**

Joe Nolasco

**DESIGNER**

Brian Sowder

**DWG. DATE**

8-22-23

**REV. DATE / REVISION**

9-11-23

**SCALE**

As Noted

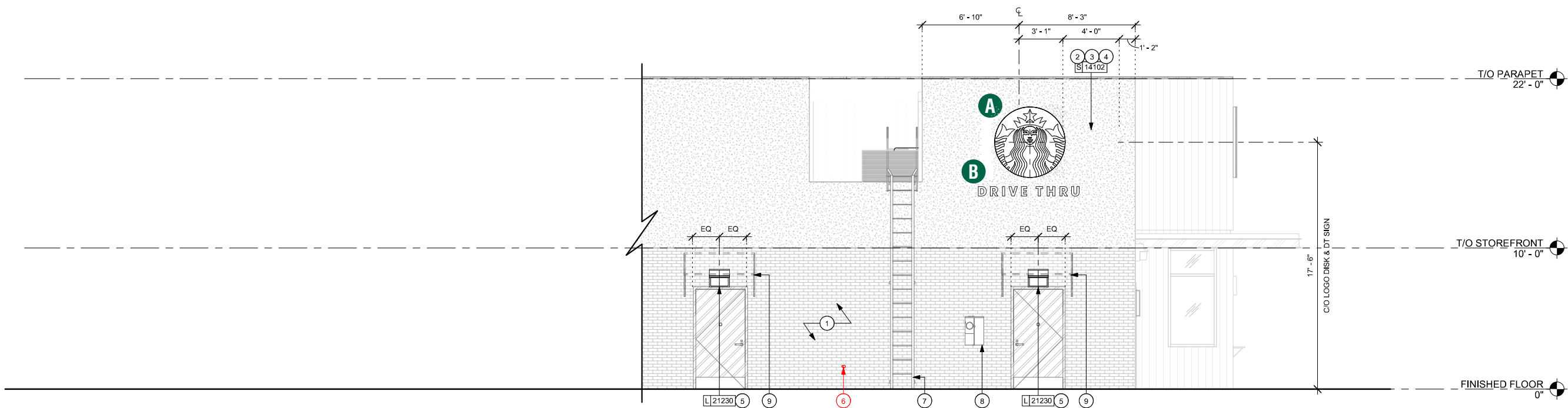
**FILE**

2023/Starbucks/Locations/  
 Henrietta NY/23-63650/  
 SB Henrietta NY 23-63650

**DESIGN SPECIFICATIONS ACCEPTED BY:**

EST:	CLIENT:
SLS/PM:	LANDLORD:

THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL REPRESENTATION OF THE PROPOSED SIGNAGE. DUE TO VARIATIONS IN PRINTING DEVICES AND SUBSTRATES, THE FINISHED PRODUCT MAY DIFFER SLIGHTLY FROM DRAWING.



1 BUILDING EXTERIOR ELEVATION - EAST

SCALE: 1/8" = 1' (11X17 PAPER)

**ELEVATION**

- A** 60" SIREN
- B** DRIVE THRU
- C** DIRECTIONAL TY/EO
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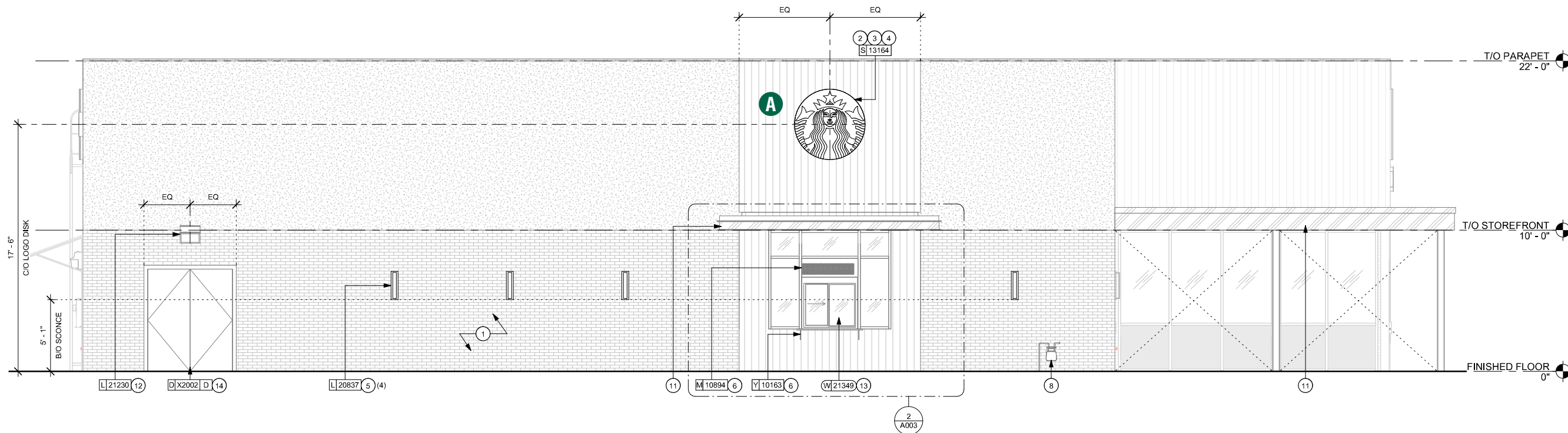
**FILE**

2023/Starbucks/Locations/  
 Henrietta NY/23-63650/  
 SB Henrietta NY 23-63650

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2 BUILDING EXTERIOR ELEVATION - SOUTH

SCALE: 1/8" = 1' (11X17 PAPER)



**ELEVATION**

- A** 60" SIREN
- B** DRIVE THRU
- C** DIRECTIONAL TY/EO
- D** DIRECTIONAL DT/DT
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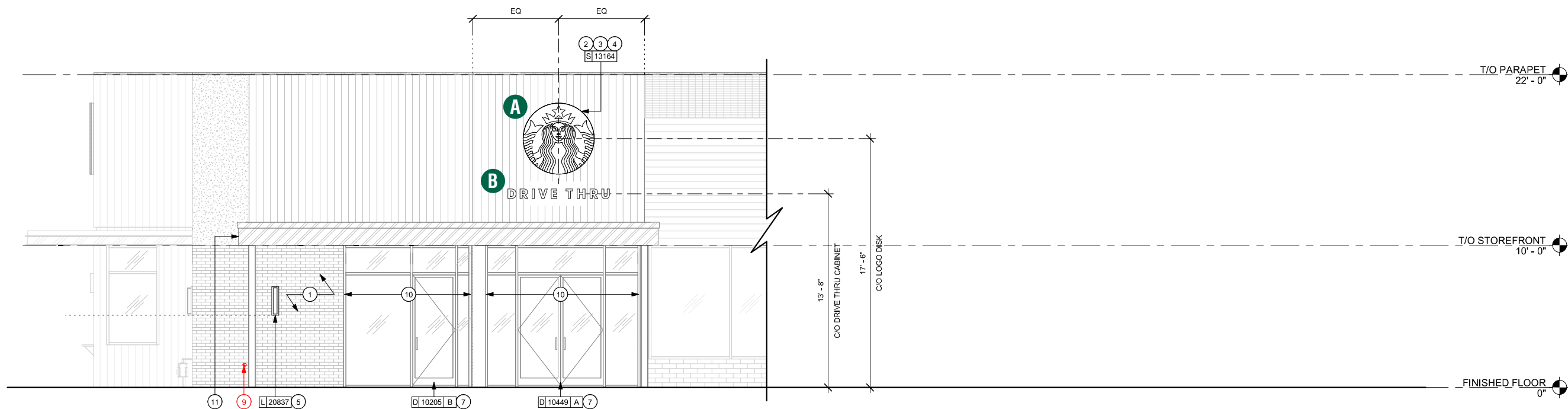
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1 BUILDING EXTERIOR ELEVATION - WEST

SCALE: 1/8" = 1' (11X17 PAPER)

# S/F EXTERIOR TRIMLESS FLEX FACE SIREN WALL SIGN

Qty. 3

SBC-S13164-60-FF

A

**HILTONDISPLAYS**

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www.hiltondisplays.com

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2023/Starbucks/Locations/  
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SB Henrietta NY 23-63650

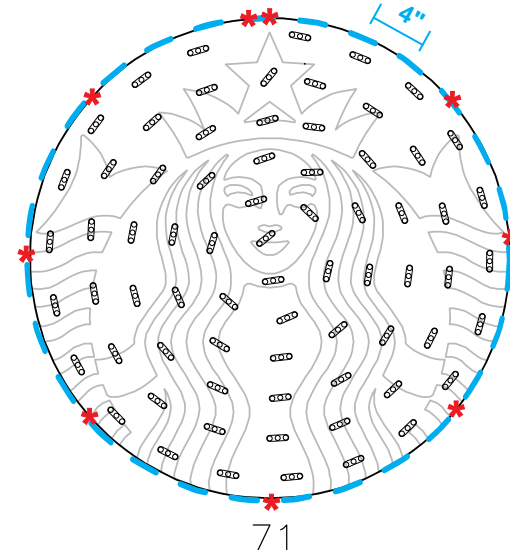
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Excellart Face Retention clips spaced at 4" on center.



\* #6 PAN HEAD SCREWS

- 1) ACTUAL CHANNEL LETTER POPULATION AND PRODUCT PLACEMENT MAY VARY FROM THIS LAYOUT
- 2) PRISM ENLIGHTEN WHITE 6500K LAID OUT AT 1.5 MODULES PER FOOT, 5.0" ON CENTER
- 3) EACH 60W3 POWER SUPPLY CAN RUN UP TO 72 PRISM ENLIGHTEN WHITE 6500K MODULES
- 4) LAYOUT BASED ON A 2.5" CAN DEPTH
- 5) DIMENSIONS ARE IN INCHES UNLESS STATED OTHERWISE
- 6) 701269-6WEJ1-MB WATTS PER MODULE: .75
- 7) PRIMARY SYSTEM POWER: 66.56 WATTS
- 8) LED MODULE POWER USAGE (secondary): 53.25 WATTS

ESTIMATED PRODUCT B.O.M. PER SIGN:

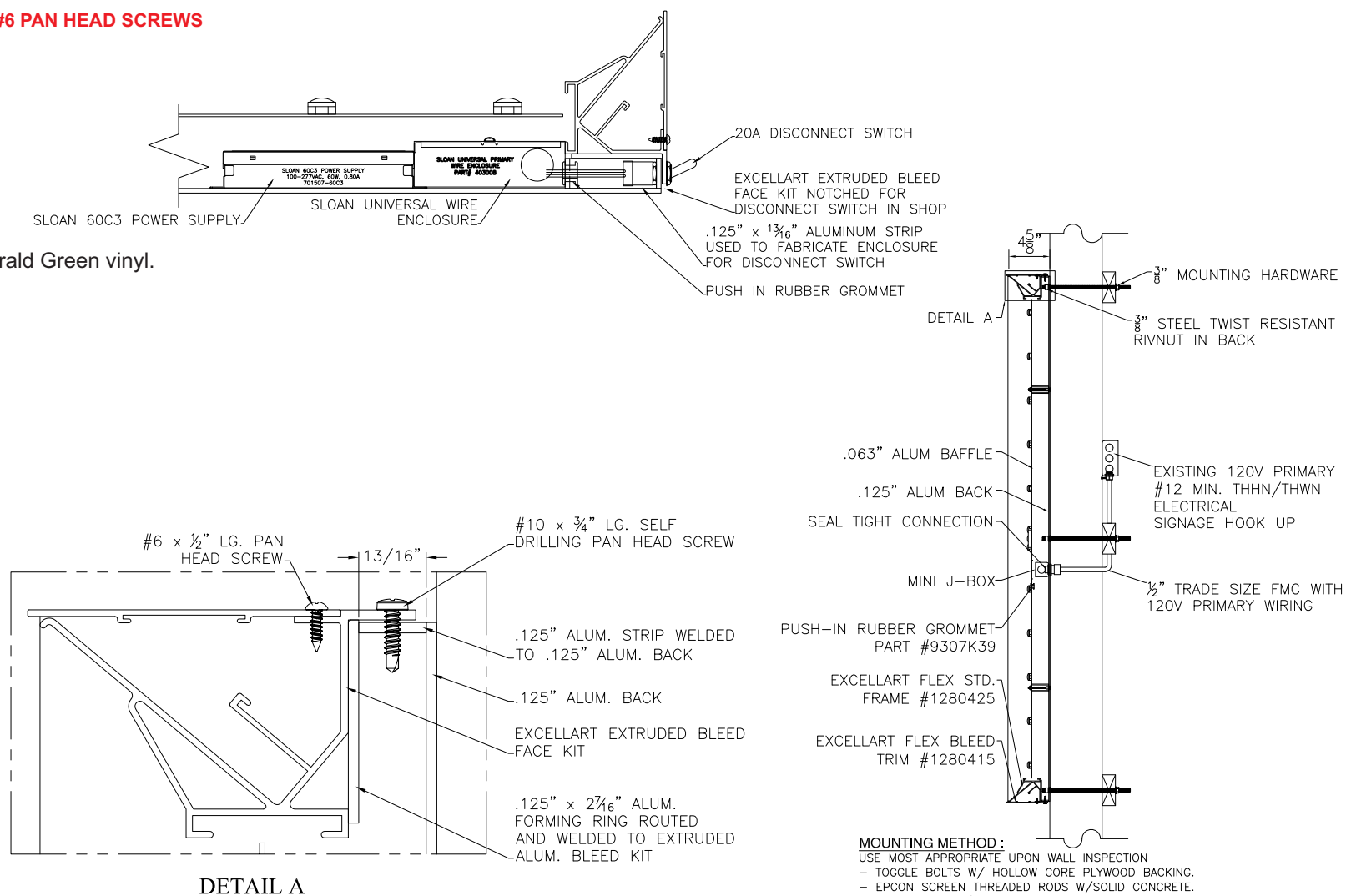
- 71 Each Prism Enlighten White 6500K Modules - 48'
- PN: 701269-6WEJ1-MB
- 1 Each 60C2 (Damp/Dry locations) or 60W3 (Wet location) 60W Power Supply 12VDC
- 1 Each 100' Roll of Jacketed Cable

**1 FRONT VIEW**

Scale: 1/2" = 1' (11x17 Paper)

**Specifications:**

- A** Single face internally illuminated Excellart EC-Flex Standard flex face cabinet with bleed trim cover.
- B** White 3M 19 oz Panagraphics III Flex Faces with 3M 3630-126 Dark Emerald Green vinyl. Face retention clips spaced every 4".
- C** Interior of cabinet painted reflective white and exterior painted satin black.
- D** Internally illuminated with 6500K Sloan Prism Enlighten LEDs with remote power supply.
- E** 1/4" drain holes located at the bottom of cabinet as required by UL 48 for Electric Signs.
- F** Drain holes to be covered with drain hole covers to reduce light leaks.



COLOR LEGEND		
	PMS/PAINT	VINYL
	PMS 3425 C	3M 3630-126
	SATIN BLACK	NA
	PMS WHITE	NA

**MOUNTING METHOD:**  
USE MOST APPROPRIATE UPON WALL INSPECTION  
- TOGGLE BOLTS W/ HOLLOW CORE PLYWOOD BACKING.  
- EPCON SCREEN THREADED RODS W/SOLID CONCRETE.  
- THRU BOLTS W/ WOOD BLOCKING.

# ILLUMINATED CHANNEL LETTERS - REMOTE

Qty. 2

SBC-S23094-RCL-DT-W-8

**B**

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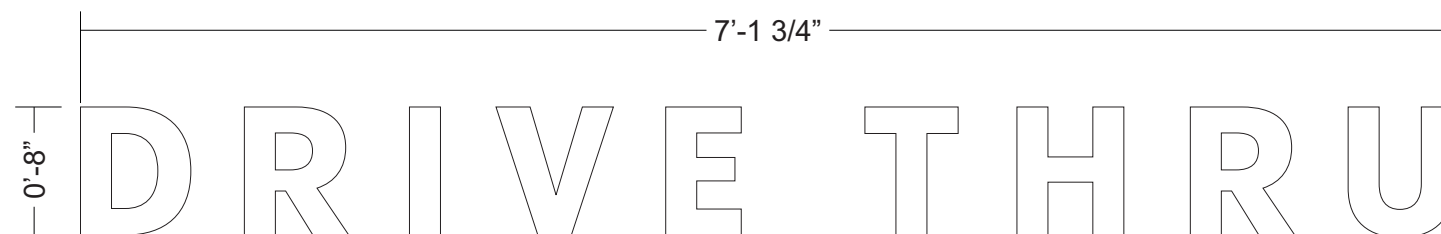
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Scale: 1" = 1' (11x17 paper)

4.76 SF

- New Illuminated Letterset
- Remote Wired
- Trim-less Drop In Face Construction
- Illuminated with LED.
- Letters are mounted flush to fascia

Primary Drive Thru Letterset LED



Sloan Prism  
Mini 6500k

**Colors:**

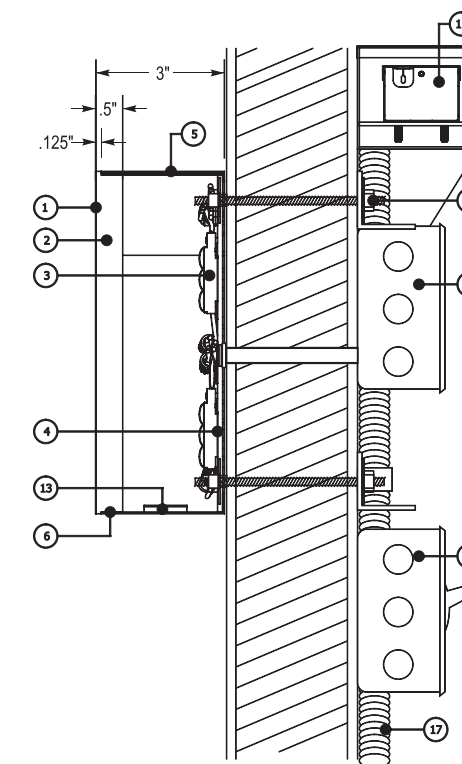
□ Face to be #7328 White Acrylic

■ Returns Painted Pantone 419 Black (satin finish)

1	NA
2	acrylic face shoulder routed to fit inside returns
3	6500k white LED
4	3mm ACM back
5	.040 aluminum return
6	#4 1/4 undercut countersunk phillips flat head screw
7	NA
8	NA
9	NA
10	NA
11	power supply
12	NA
13	weep hole cover (under side painted black)
14	mounting varies upon wall condition and material
15	junction box
16	disconnect switch
17	primary power source

**ELECTRICAL NOTES**

1. All materials and fasteners meet 3004.4
2. All electrical components are UL listed, labeled and approved.
3. Sign grounded according to NEC 6007.7
4. Signs manufactured and listed NEC 600.3 and marked per NEC 600.4.
5. All branch circuits per NEC 600.5(B).1 or (B).2.
6. All Signs controlled by photocell or time clock per FBC 13-415. (ABC).1.4.
7. One visible 20 amp disconnect per sign per circuit per NEC 600.6(A).1



**DIRECTIONAL - NEW FOUNDATION**

**SBC-S23074-DIR-IL-NF-XTY-44**

Qty. 1



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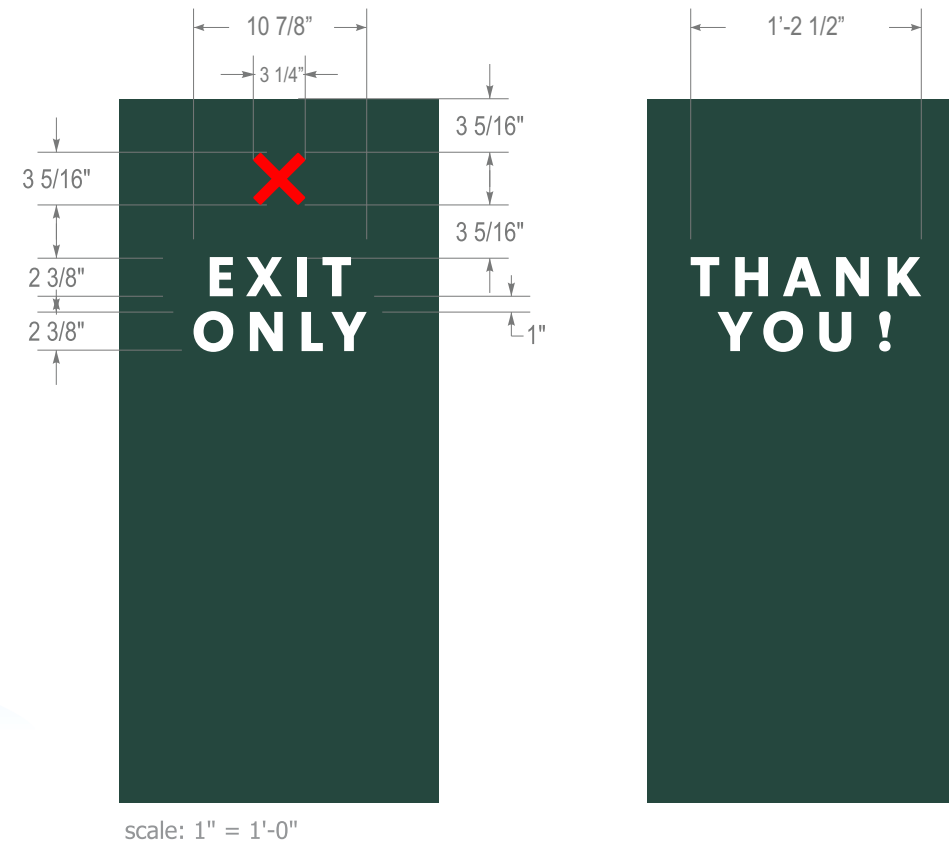
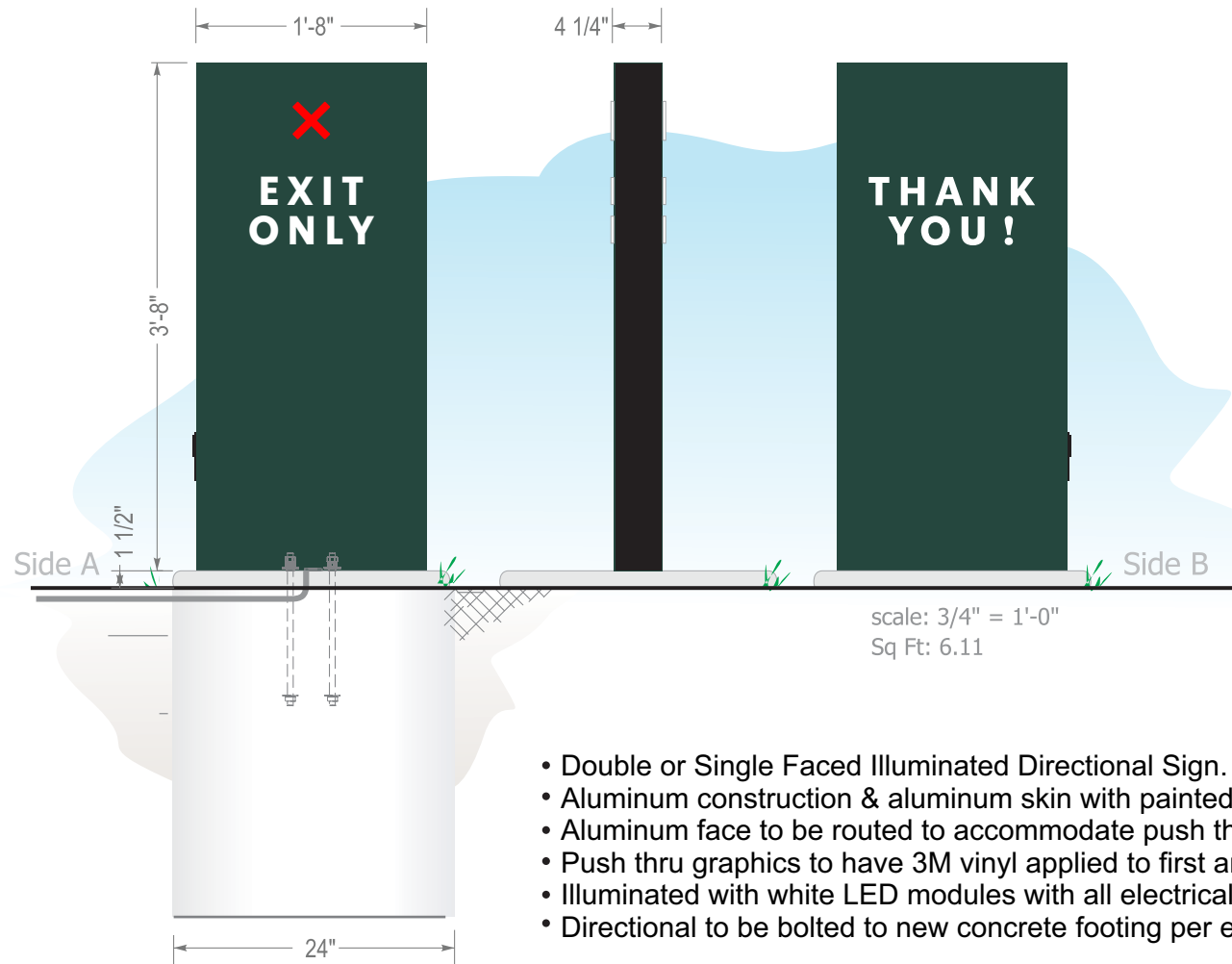
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 Henrietta NY/23-63650/  
 SB Henrietta NY 23-63650

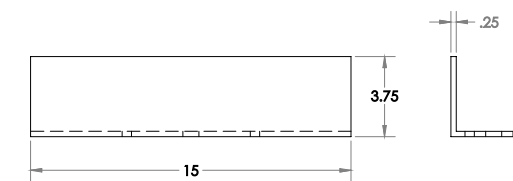
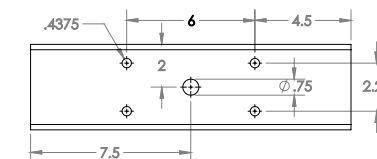
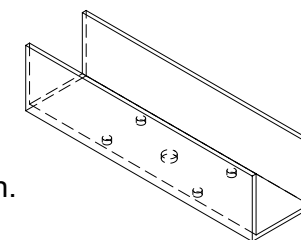
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- Double or Single Faced Illuminated Directional Sign.
- Aluminum construction & aluminum skin with painted finishes.
- Aluminum face to be routed to accommodate push thru graphics.
- Push thru graphics to have 3M vinyl applied to first and second surface.
- Illuminated with white LED modules with all electrical UL listed and labeled.
- Directional to be bolted to new concrete footing per engineering for site location and soil condition.



aluminum box tube with top removed to create u channel

**Colors:**

- Painted Pantone #560 (satin finish)
- Painted Pantone 419 Black (RAL 7021M) (satin finish)
- Clear Acrylic (push thru)
- 3M White Translucent Vinyl (first surface)
- 3M Diffuser Film (second surface)

**DIRECTIONAL - NEW FOUNDATION**

SBC-S23083-DIR-IL-NF-DTA-44

Qty. 3

**D**

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**QID 23-63650**

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**SALESMAN / PM**

Joe Nolasco

**DESIGNER**

Brian Sowder

**DWG. DATE**

8-22-23

**REV. DATE / REVISION**

9-11-23

**SCALE**

As Noted

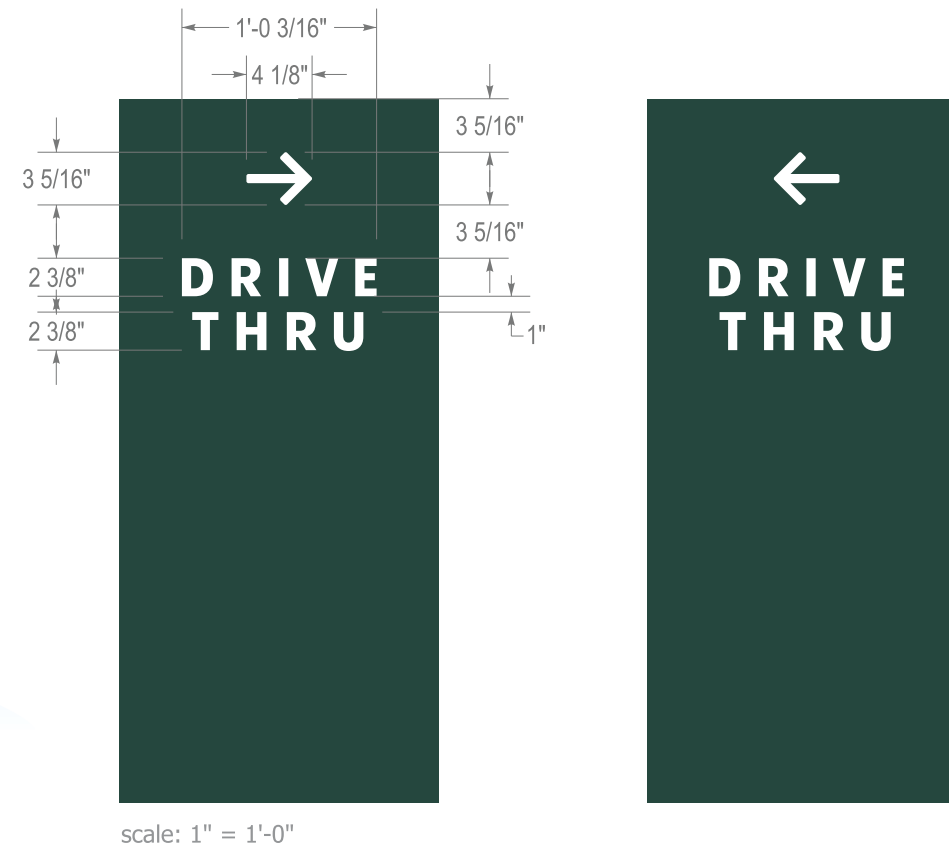
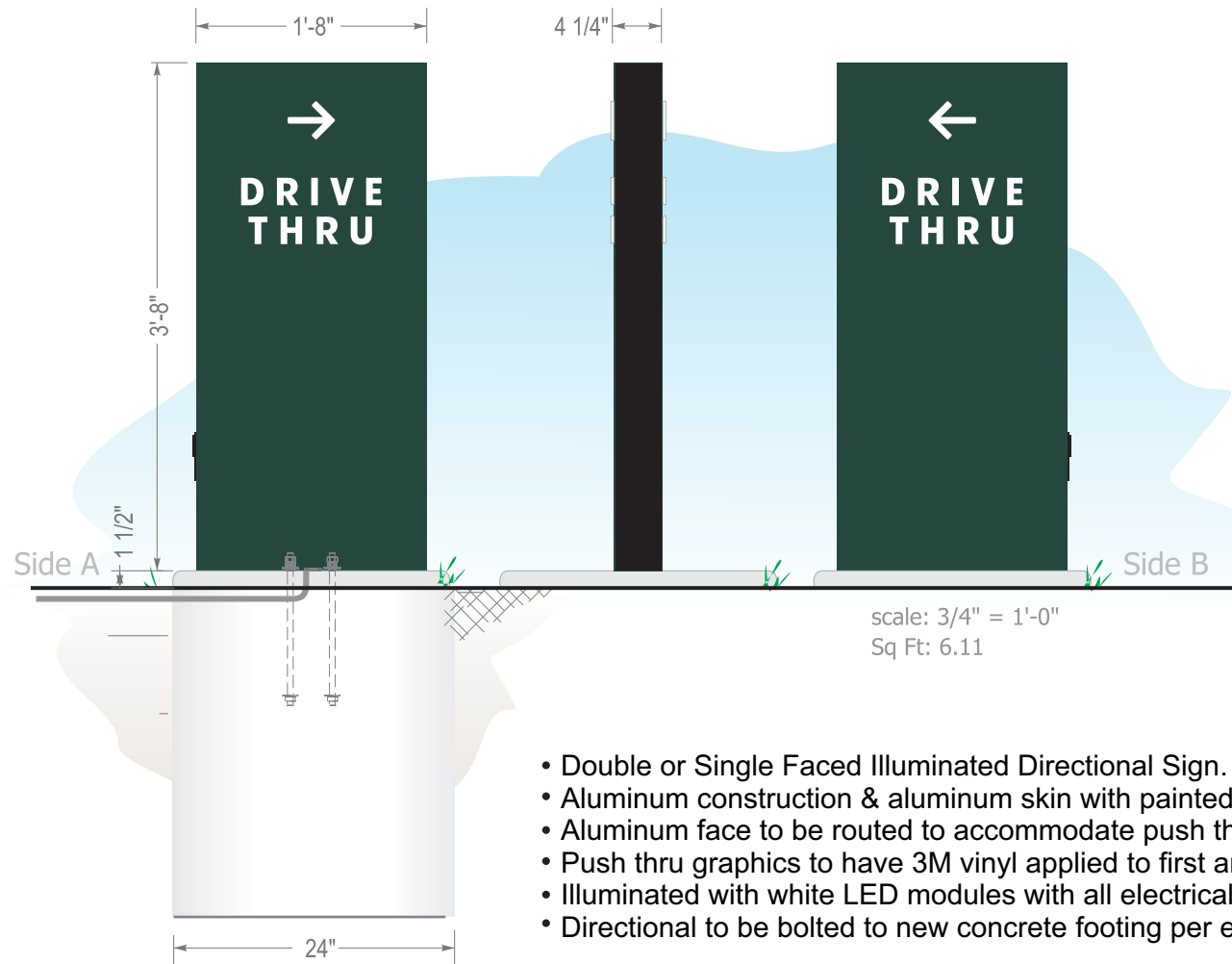
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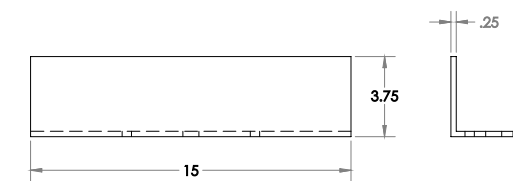
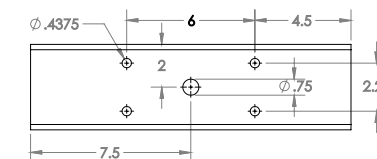
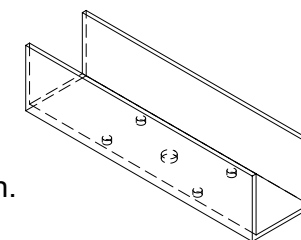
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aluminum box tube with top removed to create u channel

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- 3M Diffuser Film (second surface)

# 10' CLEARANCE BAR - NON-ILLUMINATED

SBC-YLANE-DCB-10-NIL

Qty. 1

E

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**DESIGNER**

Brian Sowder

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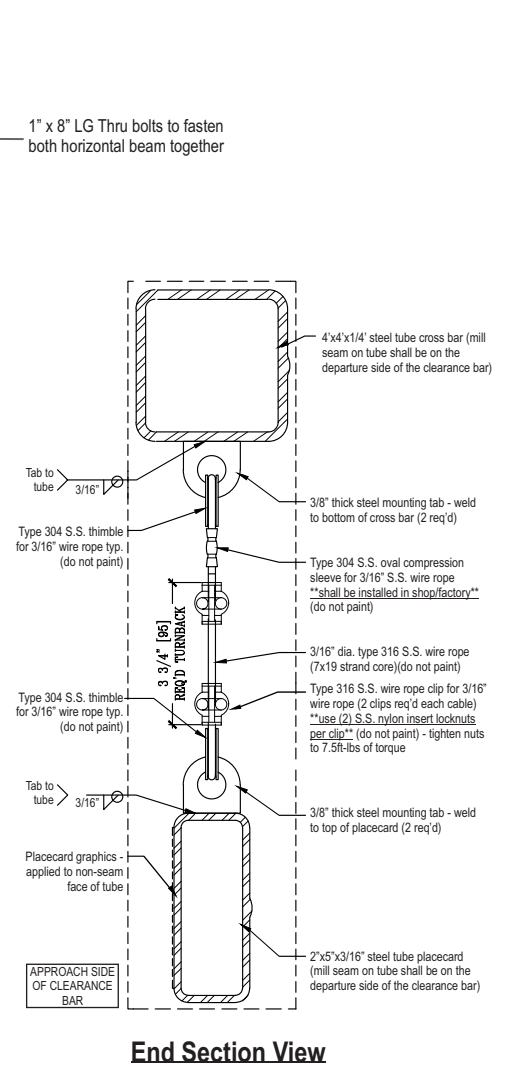
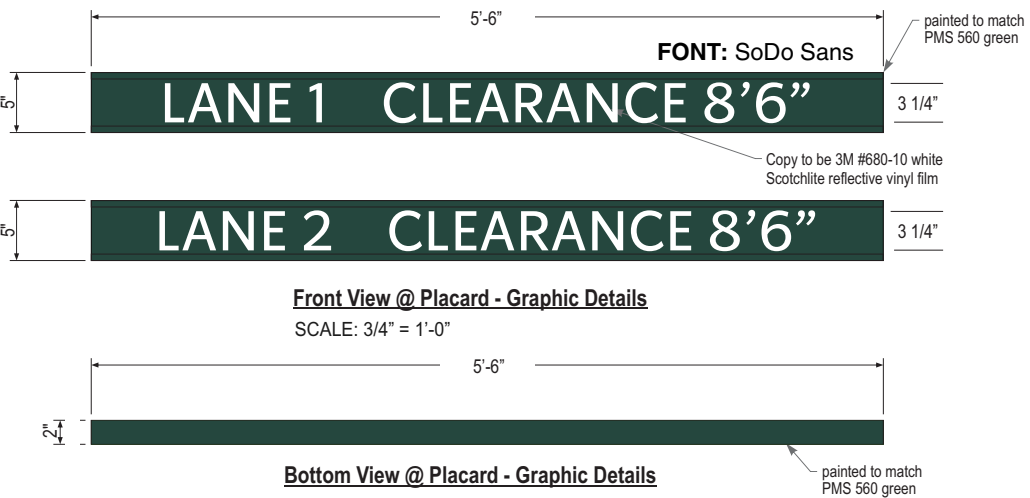
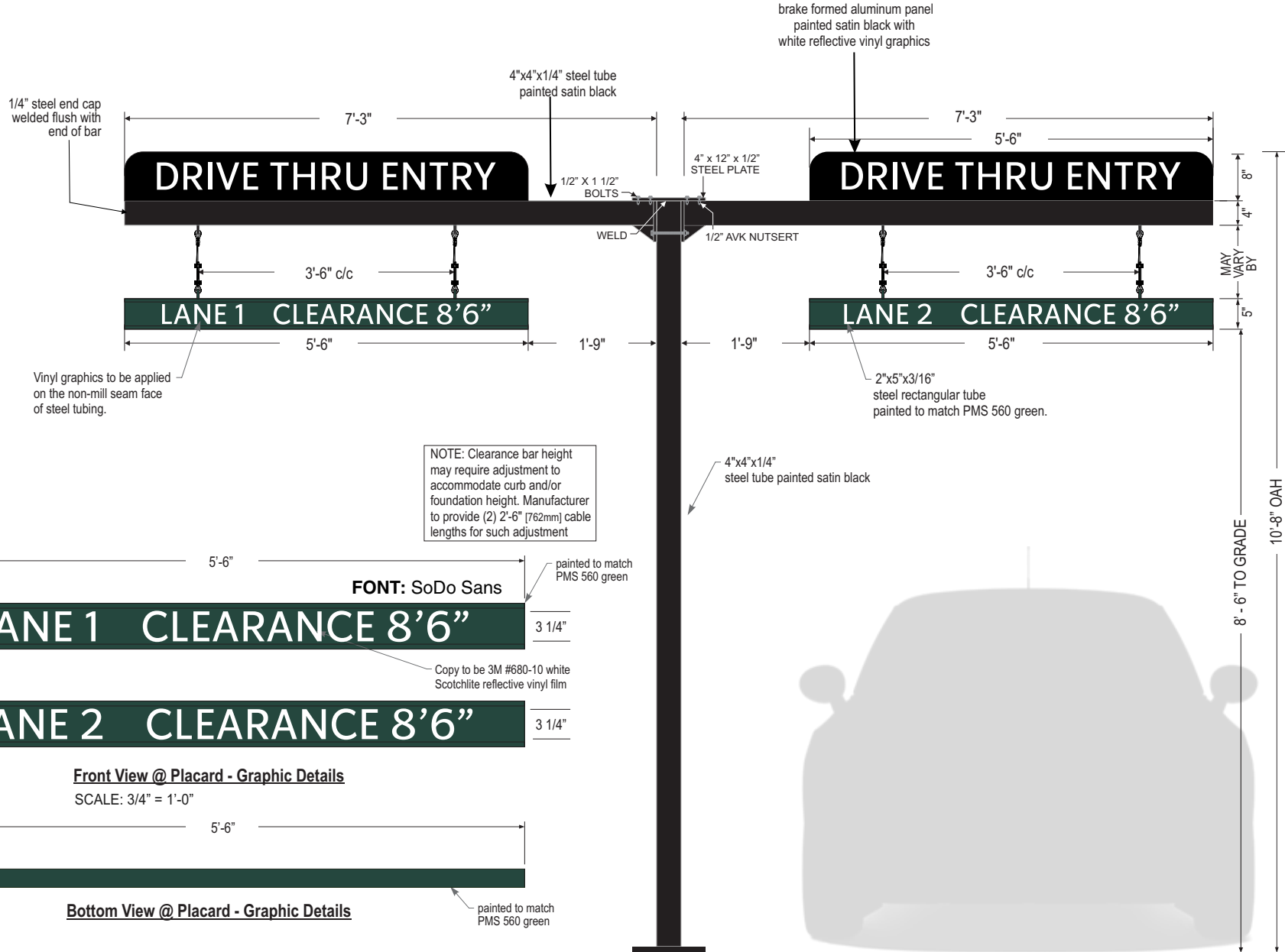
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DRY DAMP WET



**Front Elevation View**  
 SCALE: 1/2" = 1'-0"

**Right Side View**

**End Section View**

**SIGN SPECIFICATIONS:**

**Scraper Bar:**

- 2" x 5'-6" x 5" steel tube painted to match PMS 560 green.
- Flush steel end caps painted to match PMS 560 green.
- Copy and chevrons to be 1st surface computer cut 3M #680-10 white Scotchlite reflective vinyl film.
- Bottom striping to be 1st surface computer cut 3M #680-10 white Scotchlite reflective vinyl film. Striping extends 3/8" [10mm] onto front face.
- Suspend from support with SS cable & hardware. Cable provided requires field adjustment for proper clearance height.

**DT Panel(s):**

- 8" x 66" brake formed aluminum painted satin black with white reflective vinyl graphics

**Support:**

- Supporting structure will be all welded steel tube construction painted satin black as per approved shop drawings.
- New foundation may be required.
- Clearance bar will be mounted on a concrete pedestal. Will be attached with anchor bolts and base plate (engineering to be confirmed)

COLOR LEGEND		
	PMS/PAINT	VINYL
	PMS 560 C	NA
	PSB 6865/ SATIN BLACK	3M 3630-22
	REFL. WHITE	3M 680-10



**PYLON TENANT PANELS**

**SBC-23-63650-7**

Qty. 2



\* survey required



3/16" 7328 white acrylic with 1st surface vinyl

COLOR LEGEND		
	PMS/PAINT	VINYL
	PMS 3425 C	3M 3630-76
	RAL 7021M	3M 3630-22
	PMS WHITE	3M 3630-20/ 7725-10 <small>TRANSLUCENT OPAQUE</small>
	PMS 369 C	NA
	REFL. WHITE	3M 680-10



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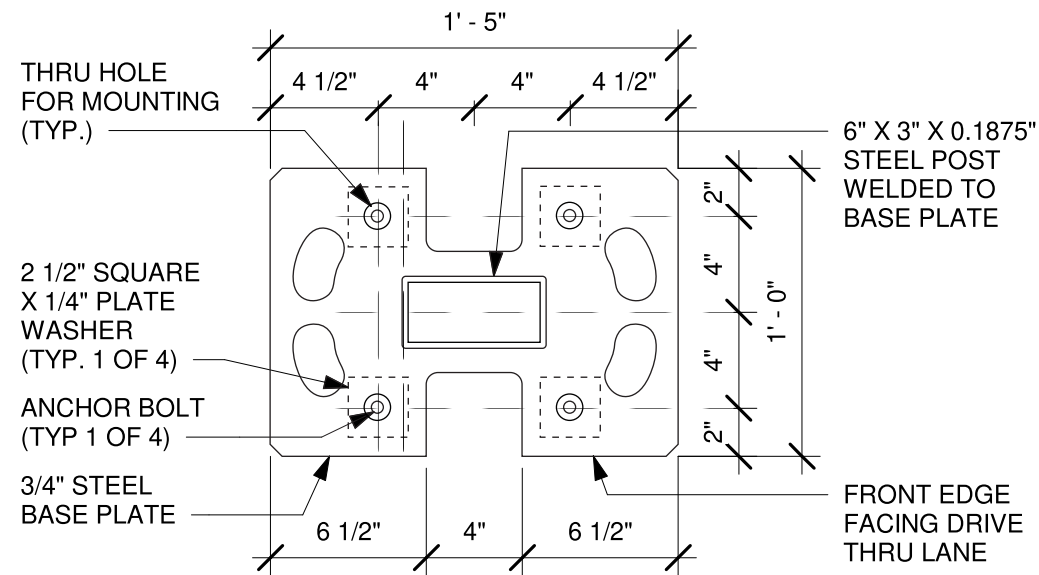
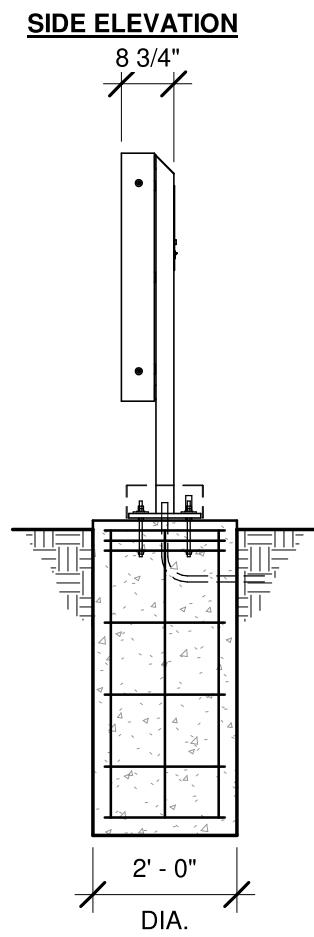
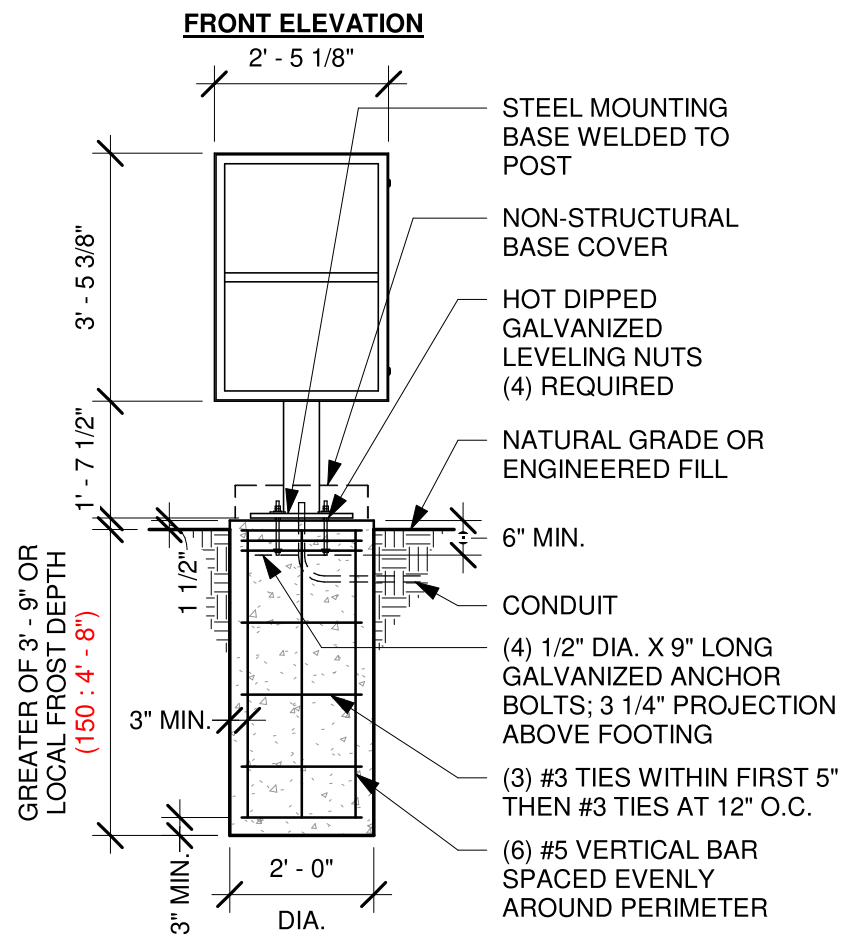
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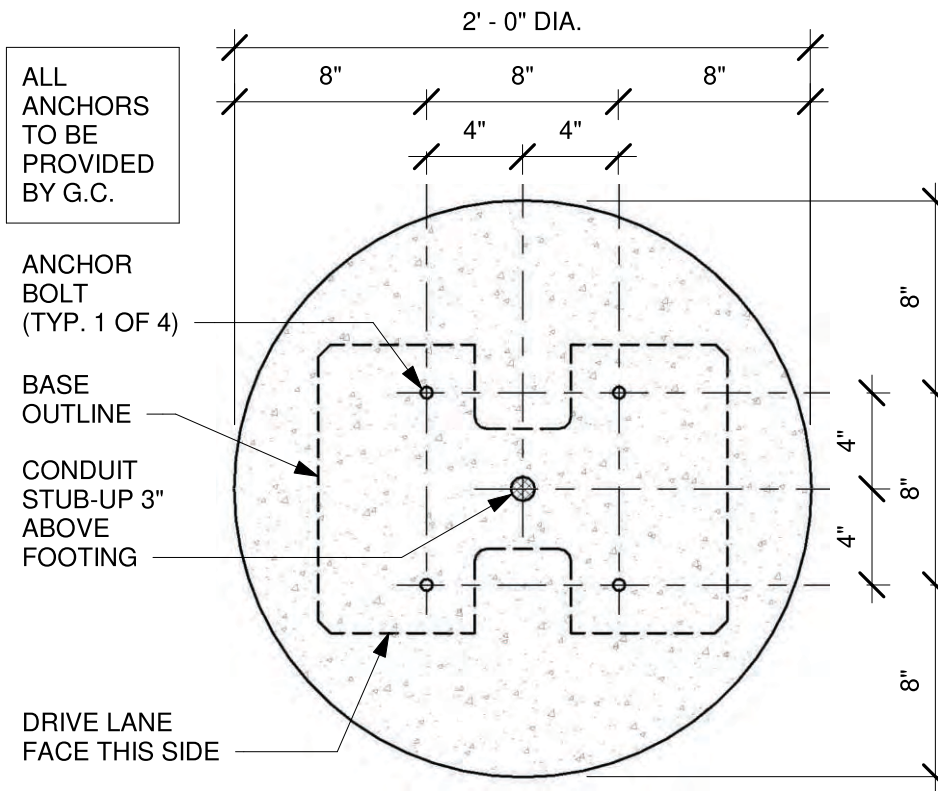
# PRE-MENU BOARD - INSTALL ONLY

Qty. 2



## BASE PLATE

scale: 1 1/2" = 1'



## BOLT PATTERN (TOP VIEW)

Scale: 1 1/2" = 1'-0"

## DT PRE-MENU GROUND FOOTING

Scale: 3/8" = 1'-0"



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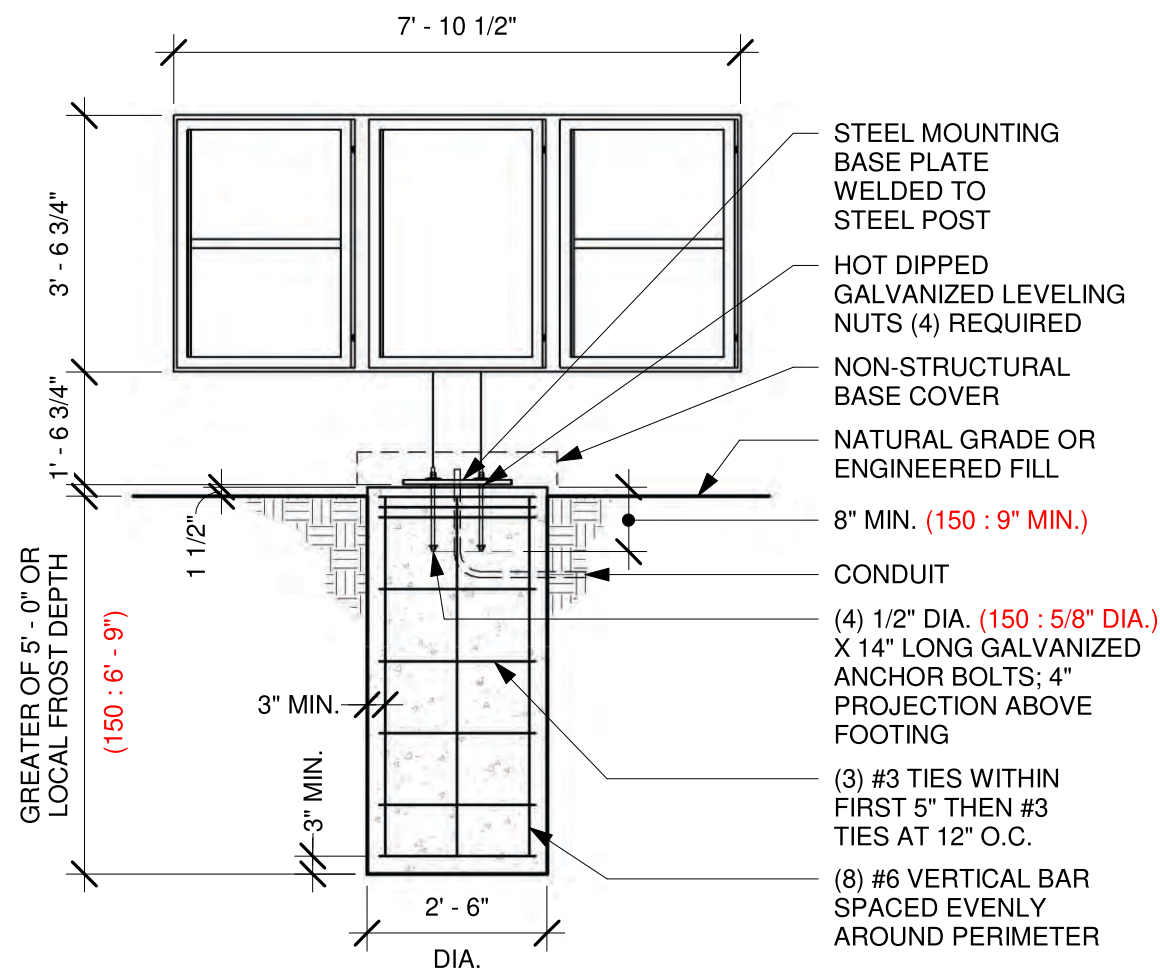


**MENU BOARD - INSTALL ONLY** Note: - All steel shall be A36 Galvanized or A304 Stainless Steel

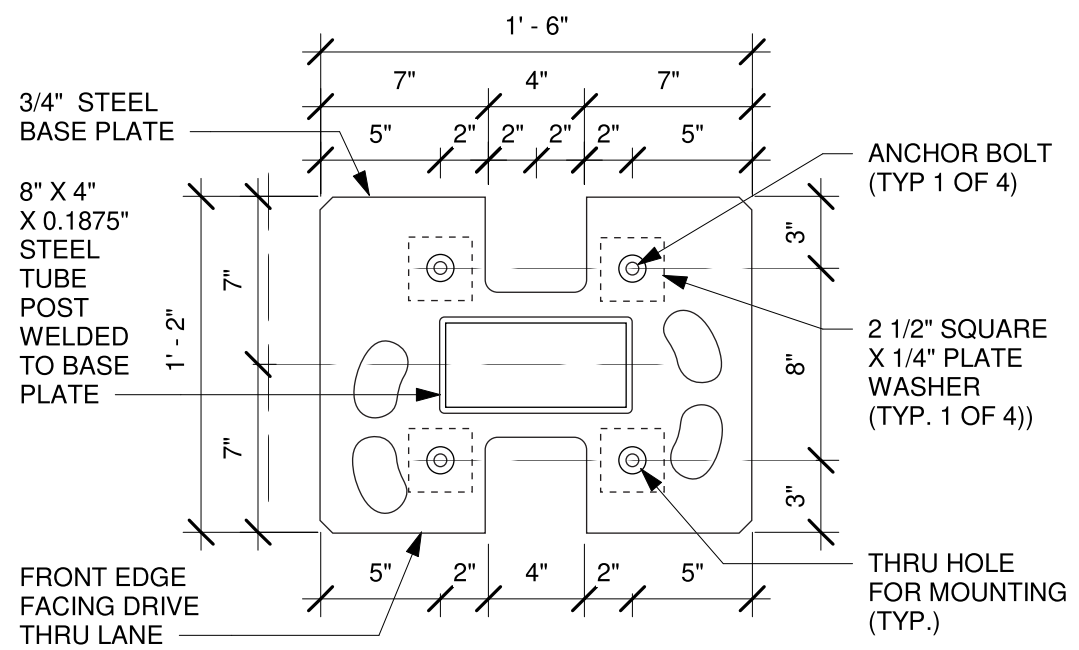
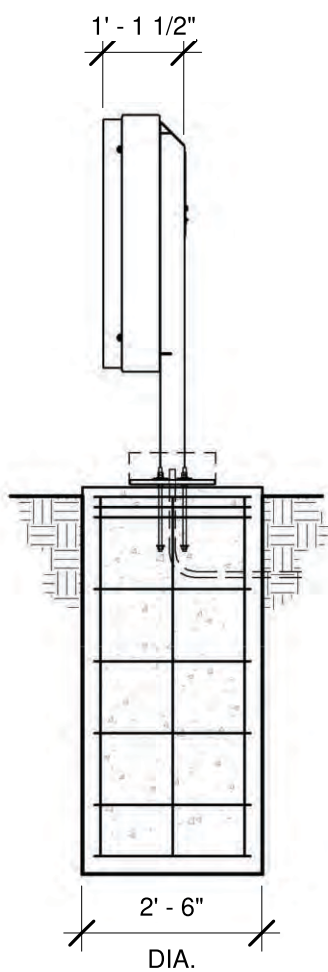
Qty. 1



**FRONT ELEVATION**

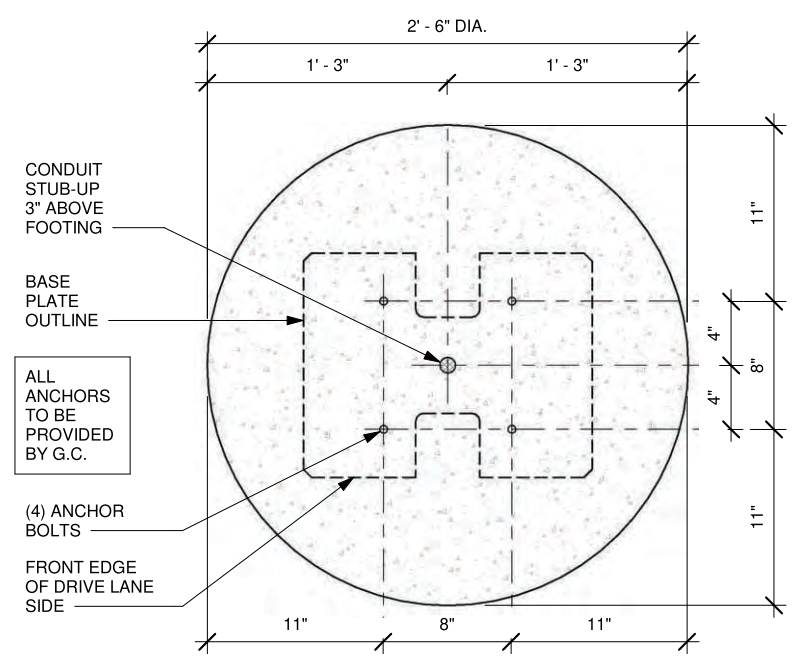


**SIDE ELEVATION**



**BASE PLATE**

scale: 1 1/2" = 1'



**BOLT PATTERN (TOP VIEW)**

scale: 1" = 1'



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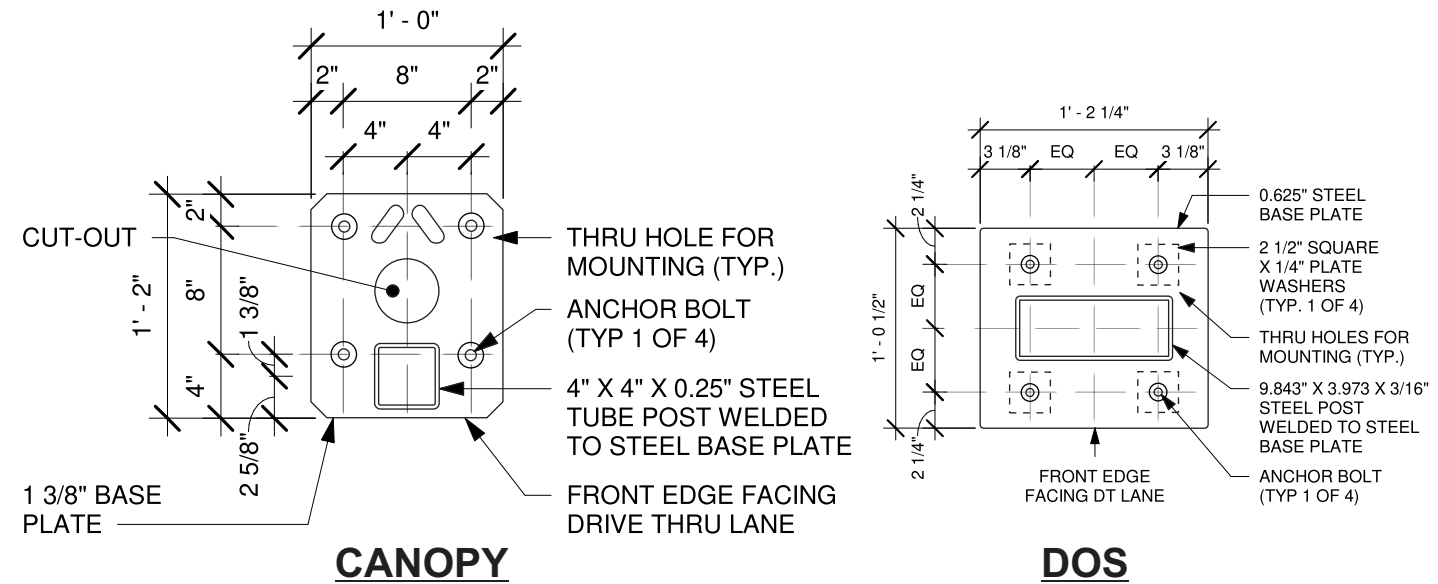
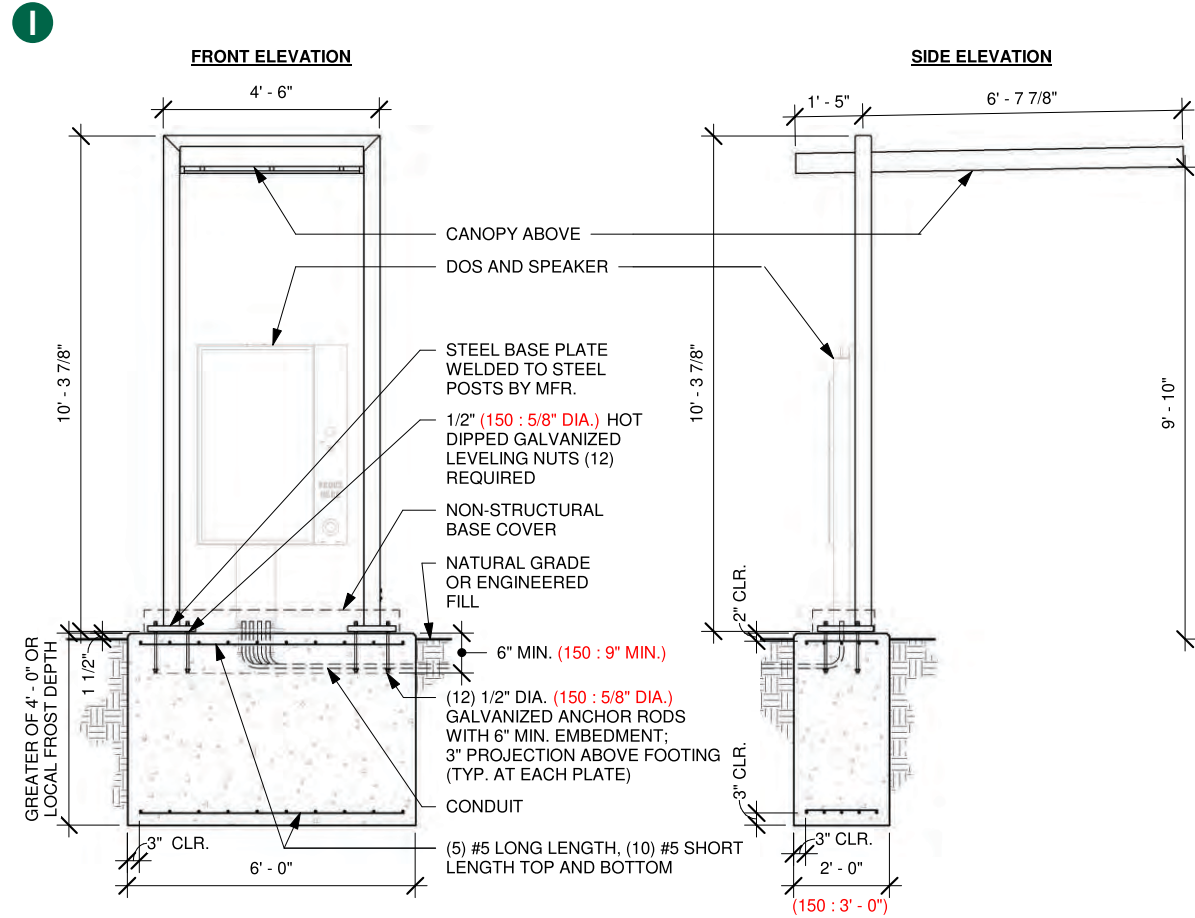
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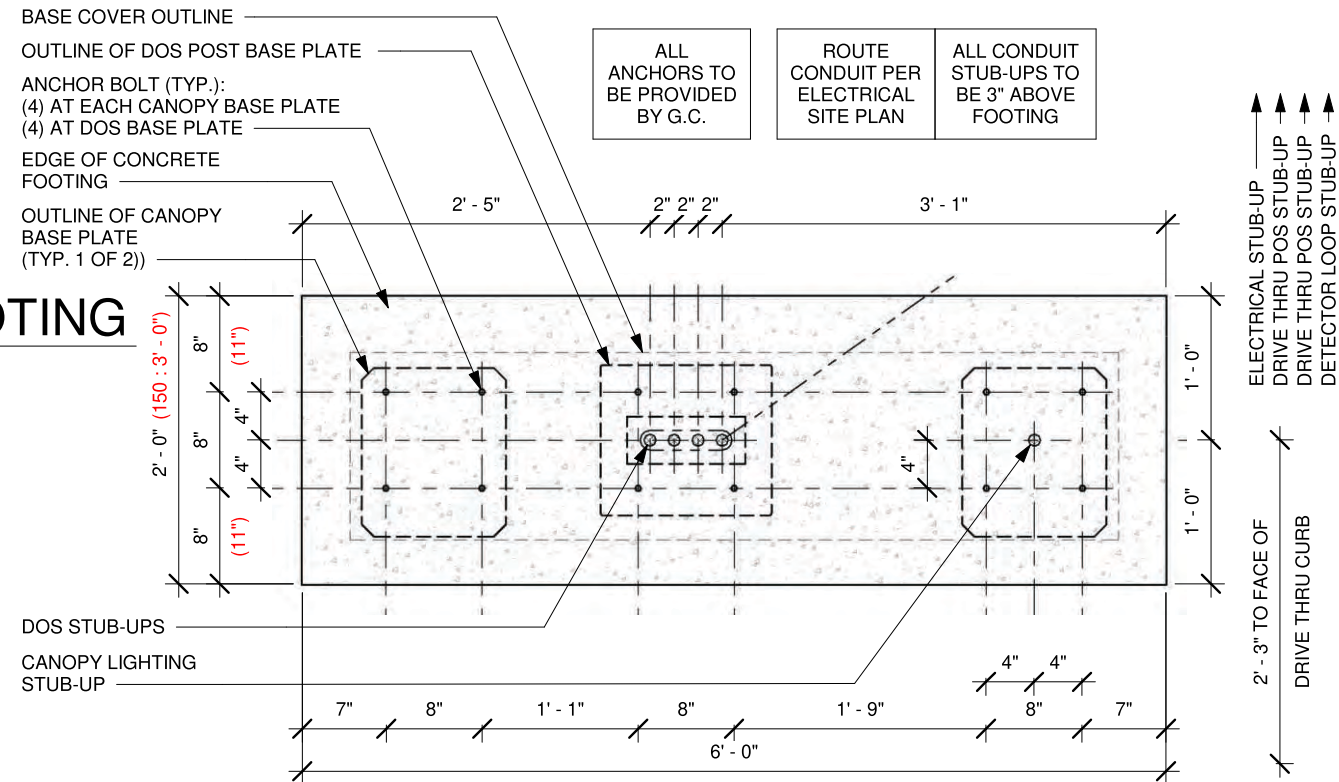
# CANOPY - INSTALL ONLY

Qty. 1



## BASE PLATE

Scale: 1" = 1'-0"



## BOLT PATTERN (TOP VIEW)

scale: 3/4" = 1'

## DT DIGITAL ORDER SCREEN CANOPY GROUND FOOTING

scale: 1/4" = 1'



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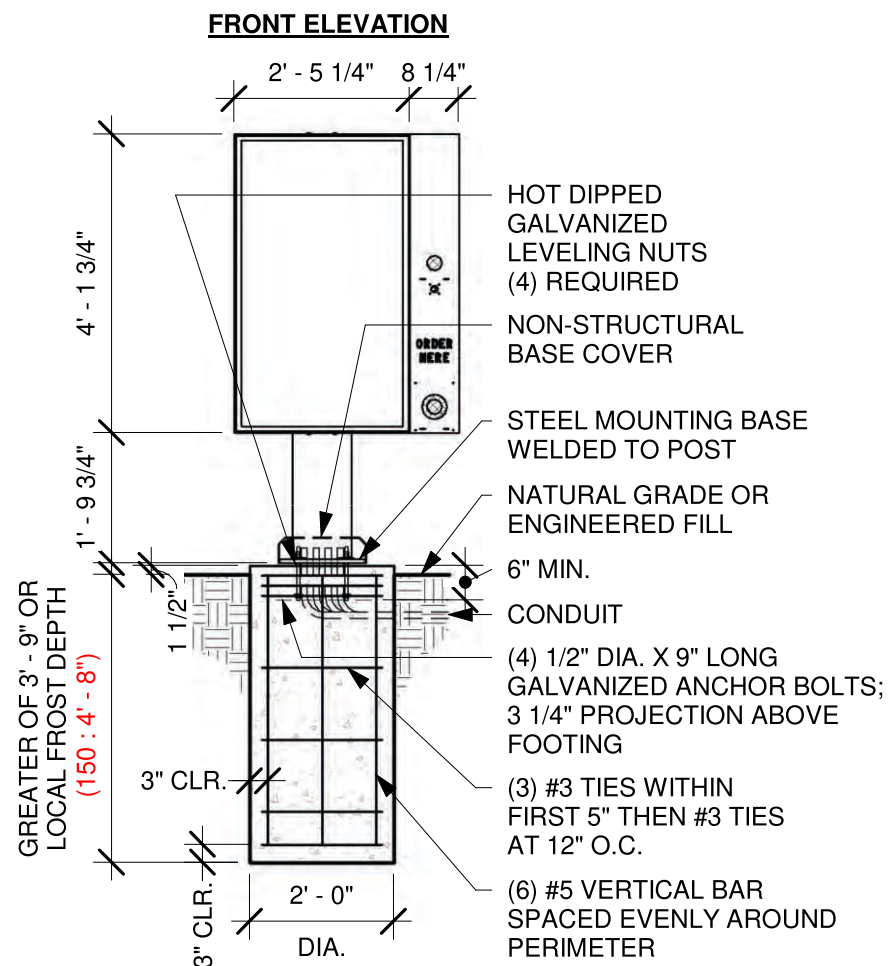
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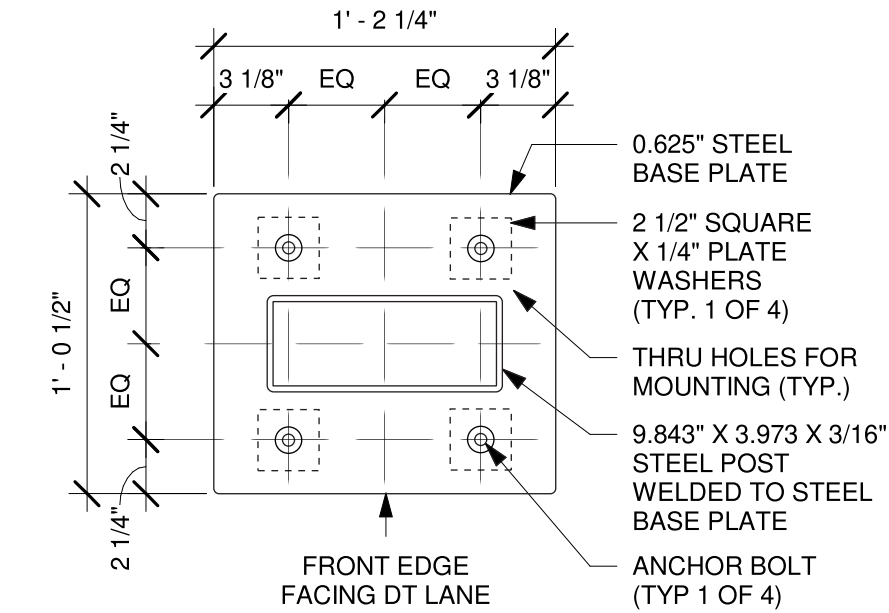
**DOS - INSTALL ONLY** Note: - All steel shall be galvanized

Qty. 1



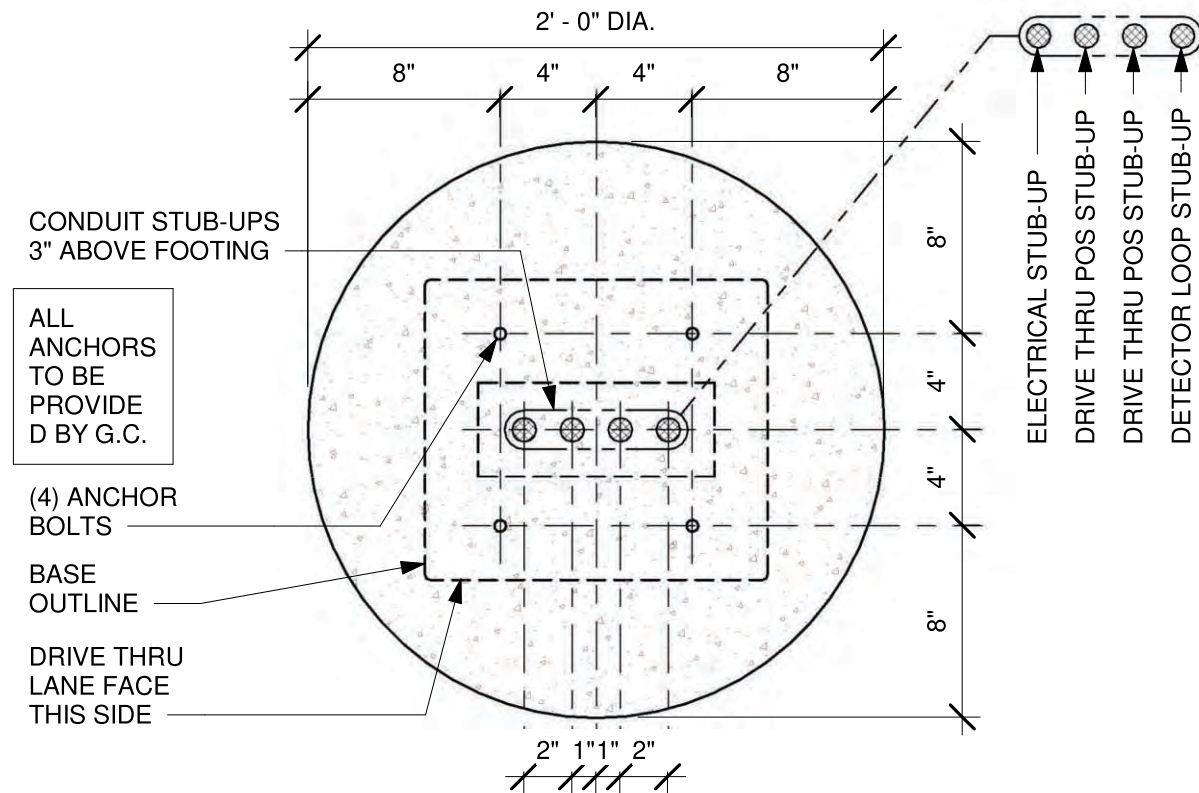
**DT DIGITAL ORDER SCREEN POST GROUND FOOTING**

Scale: 3/8" = 1'-0"



**BASE PLATE**

Scale: 1 1/2" = 1'-0"



**BOLT PATTERN (TOP VIEW)**

Scale: 1 1/2" = 1'-0"

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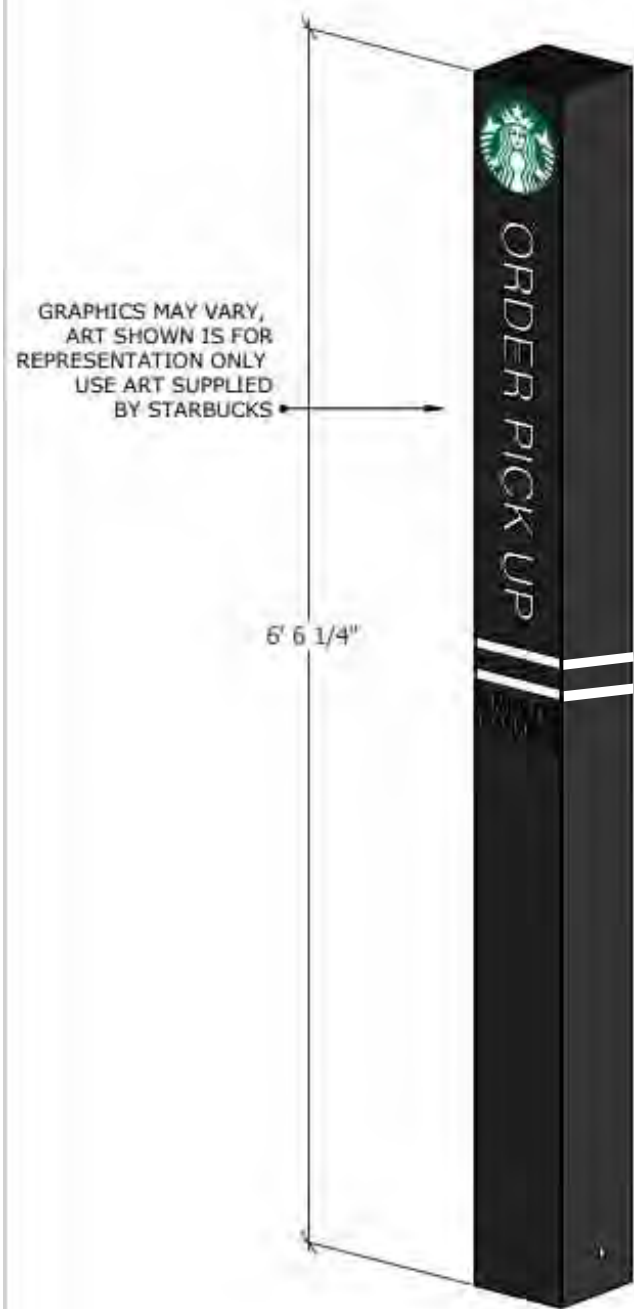




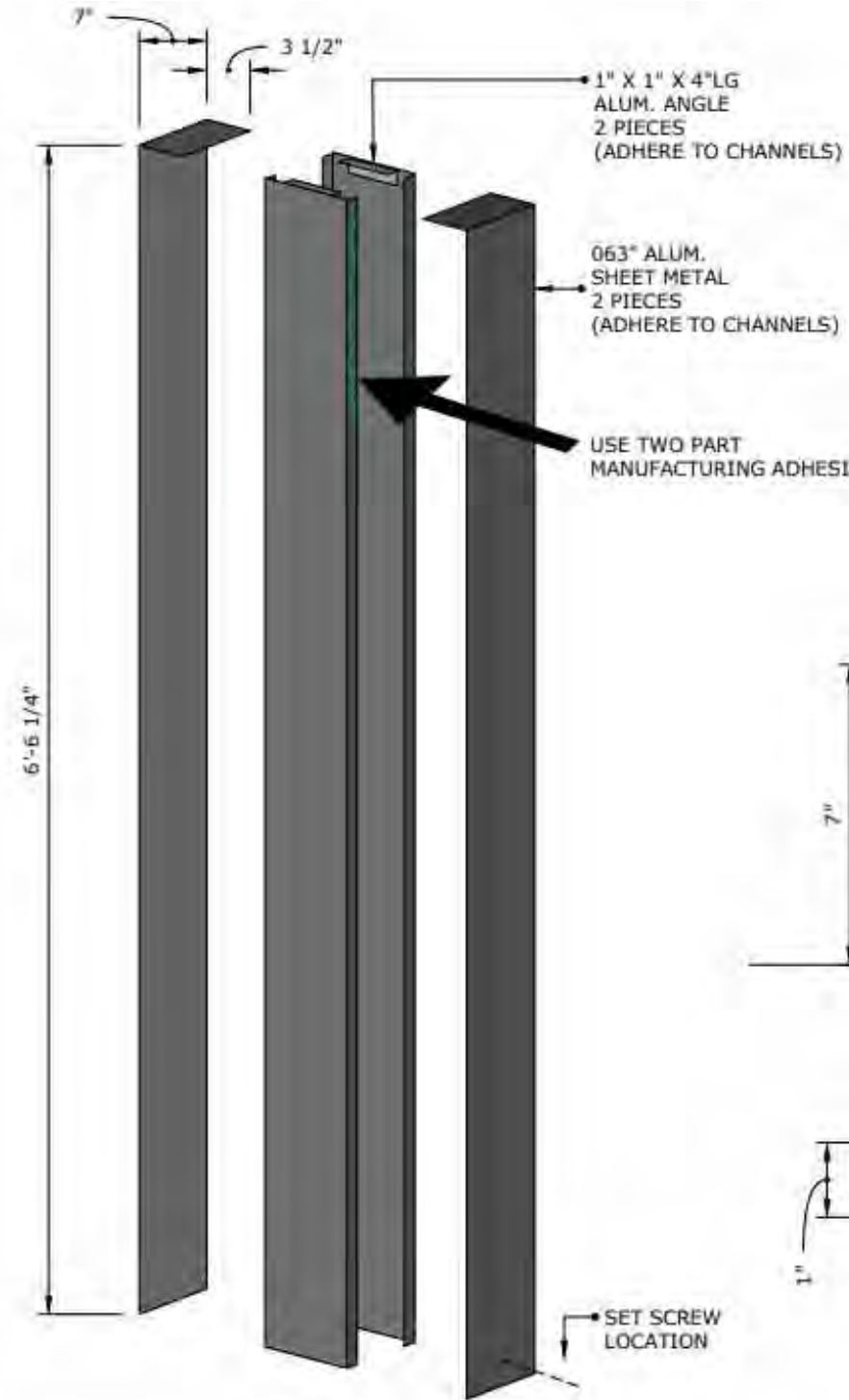
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**SBC-BOL-7x7SQ-78.25-ES**

Qty. 5

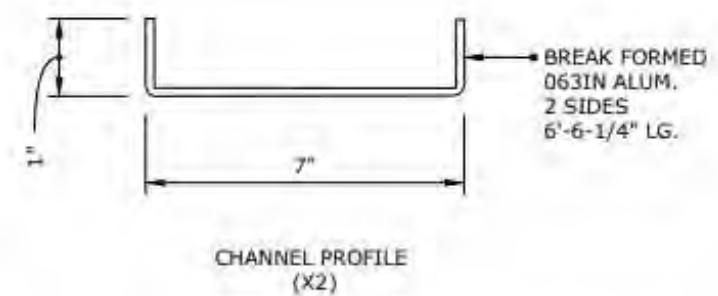
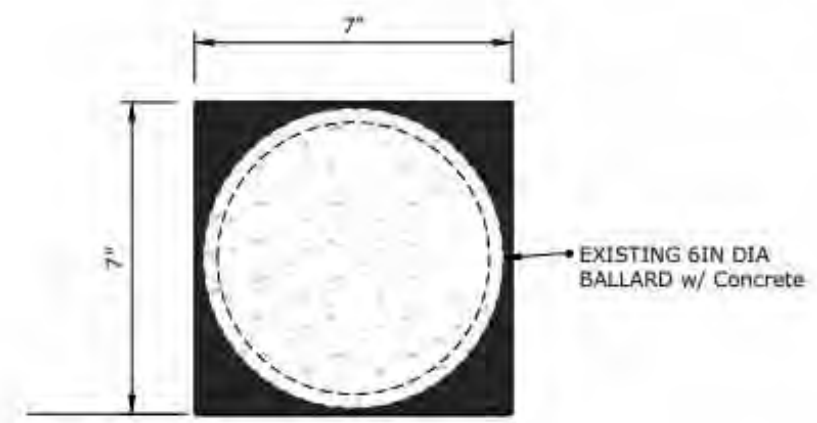
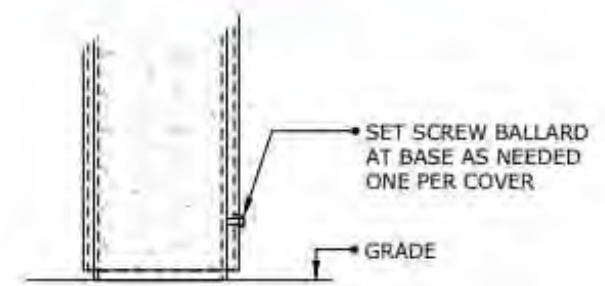
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 REPRESENTATION ONLY  
 USE ART SUPPLIED  
 BY STARBUCKS



SHIPS AS ONE PIECE AND SLIDES OVER  
 EXISTING BOLLARDS  
 ART ,LENGTH AND SIZE DETERMINED  
 BY LOCATION



COLOR LEGEND		
	PMS/PAINT	VINYL
	PMS 3425 C	3M 3630-76
	RAL 7021M	3M 3630-22
	PMS WHITE	3M 3630-20/ 7725-10 TRANSLUCENT OPAQUE
	PMS 369 C	NA
	REFL. WHITE	3M 680-10

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