



MERITORIOUS EXCEPTION APPLICATION

To be completed by Town staff:

Application date: 2-26-19 Application/Fee Received: 2-26-19 Fee paid: \$300

APPLICANT CONTACT

I hereby certify that the information in this application is true and correct to the best of my knowledge.

Name: (printed) SCOTTY LANDRY

Company name: MAKE-A-WISH® FOUNDATION of NORTH TEXAS

Address: 16803 DALLAS PKWY., ADDISON, TX 75001

Phone: _____ Email: _____

Status of Applicant: ☒ Owner ☐ Tenant ☐ Contractor ☐ Other: _____

Applicant's Signature: [Signature]

INFORMATION ABOUT THE REQUEST

Address or location: 16803 DALLAS PKWY., ADDISON, TX 75001

Reasons for Meritorious Exception: _____

SUBMITTAL REQUIREMENTS

You must submit 3 paper copies (11x17) and a PDF of plans showing:

- Lot Lines
- Names of Adjacent Streets
- Location of Existing Buildings and Signs
- Proposed Signs
- Sketch of the Sign with Scale, Dimensions, and Setbacks Indicated



MERITORIOUS EXCEPTION APPLICATION (attachment)

Address: 16803 Dallas Parkway, Addison

Reasons for Meritorious Exception:

This building offers Make-A-Wish a central location as well as brand visibility given the building's location adjacent the Dallas North Tollway. As a non-profit, we spend very little on advertising and building logo signage is extremely valuable. Our building's south-facing exterior wall presents a prime branding opportunity for us.

We ask that the city consider granting an exception to a signage restriction we are facing. The Make-A-Wish logo is made up of two elements: the "Make-A-Wish" wordmark itself and the shooting star graphic that extends from the "A". Because of the graphic design of our logo, and the global brand standards that we must adhere to, our logo would be suppressed down to a very small overall size. This would compromise legibility and significantly hamper our brand visibility and fundraising efforts.

We respectfully request that the graphic icon element in the Make-A-Wish logo (i.e., shooting star) be considered separate from the wordmark element (i.e., Make-A-Wish) in order to allow our exterior building sign to be large enough to be clearly read from the road, look more proportionate to the side of the building as well as to allow for the brand visibility that is so crucial to the advancement of our mission.





A SOUTH PARTIAL BUILDING ELEVATION | PROPOSED SIGNAGE -

Design #
0400115Ar7

Sheet 2 of 11

Client
MAKE A WISH

Address
16803 DALLAS PKWY
ADDISON, TX.

Account Rep.
MSW | JA

Designer
RFF

Date
08.01.18

Approval / Date

Client

Sales

Estimating

Art

Engineering

Landlord

Revision/Date

R1-09/04/18(CJR): Chgd opt 2 for "A". Deleted opt 3. Added opt. 2 for "C".

R2-SDM-9/10/18-dlt'd "A"opt1 and revised loc on bld'g

R3 RFF 11.27.18 rev sign b graphics

R4 EJS:

R5 BR 1/7/19: updt B to 2 opts

R6 RFF 02.11.19 B rev font and added opt 3

R7-AC-02/23/19: add A opt2

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SIGNS

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National Headquarters

14201 Sovereign Road #101
Fort Worth, TX 76155
(214) 902-2000 Fax (214) 902-2044

San Antonio

17319 San Pedro Ave
Ste 200
San Antonio, TX 78232
(210) 349-3804 Fax (210) 349-8724

West Coast

3220 Executive Ridge Dr
Ste 250
Vista, CA 92081
(760) 734-1708 Fax (760) 734-3752

Northeast US

2301 River Road
Suite 201
Louisville, KY 40206
(502) 897-9800 Cell (502) 554-2575

Florida

2584 Sand Hill Point Circle
Davenport, FL 33837
(863) 426-1100 Fax (863) 424-1160

Georgia

111 Woodstone Place
Dawsonville, GA 30534
(678) 725-8852 Fax (210) 349-8724

South Texas

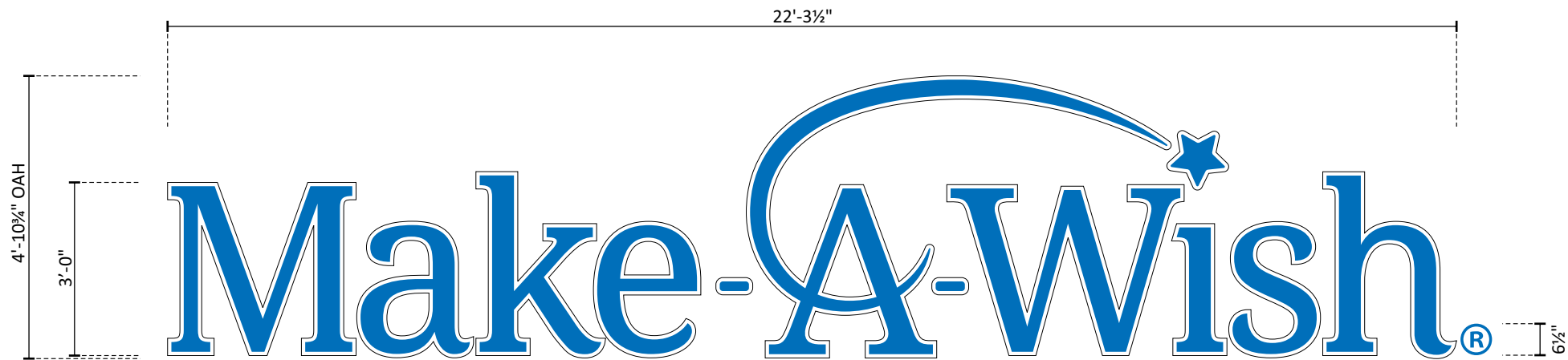
PO BOX 125 206 Doral Drive
Portland, TX 78374
(961) 563-5999 Fax (361) 643-6533

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FINAL ELECTRICAL
CONNECTION BY
CUSTOMER

UL

THIS SIGN IS INTENDED TO BE INSTALLED
IN ACCORDANCE WITH ARTICLE 600 OF THE
NATIONAL ELECTRICAL CODE AND/OR OTHER
APPLICABLE LOCAL CODES. THIS INCLUDES
PROPER GROUNDING & BONDING OF THE SIGN.
SIGN WILL BEAR UL LABEL(S).

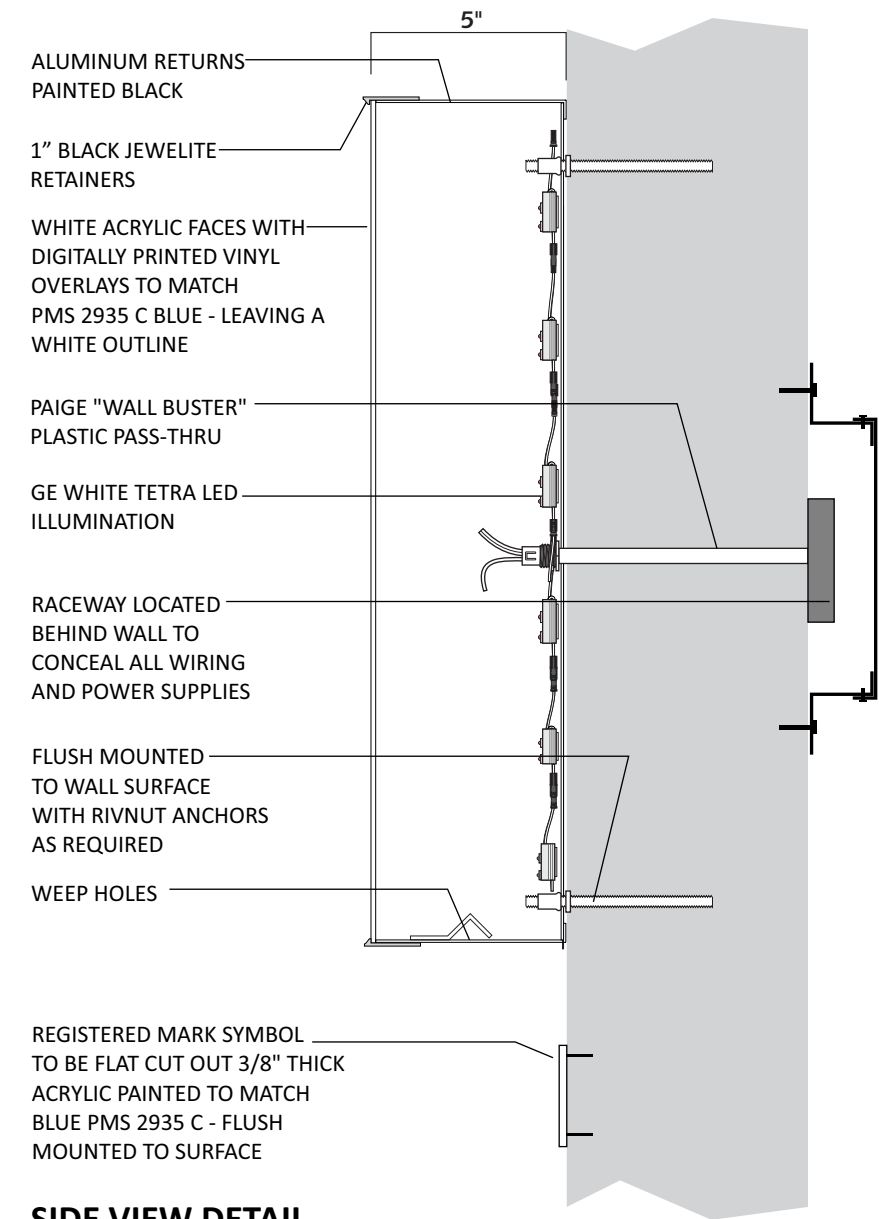


A **FACE LIT CHANNEL LETTERS -**
ONE [1] SET REQUIRED - MANUFACTURE & INSTALL

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



LIGHTING SIMULATION



SIDE VIEW DETAIL

Make-A-Wish®

Design #

0400115Ar7

Sheet 4 of 11

Client

MAKE A WISH

Address

16803 DALLAS PKWY
ADDISON, TX.

Account Rep. MSW | JA

| | |
|----------|-----|
| Designer | RFF |
|----------|-----|

Date 08.01.18

Approval / Date

| | |
|--------|--|
| Client | |
|--------|--|

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|-------|--|
| Sales | |
|-------|--|

| | |
|------------|--|
| Estimating | |
|------------|--|

| | |
|-----|--|
| Art | |
|-----|--|

| | |
|-------------|--|
| Engineering | |
| Landlord | |

Revision/Date

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R2-SDM-9/10/18-dlt'd "A"opt1

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graphics

R4 EJS:

R5 BR 1/7/19: updt B to 2 opts

R6 RFF 02.11.19 B rev font and added opt 3

R7-AC-02/23/19: add A opt2



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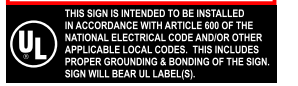
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AERIAL SITE VIEW | SIGN LOCATIONS

SCALE: 1/64 = 1' - 0"

| Design # | |
|-----------------------------------|----------|
| 0400115Ar7 | |
| Sheet | 11 of 11 |
| Client | |
| MAKE A WISH | |
| Address | |
| 16803 DALLAS PKWY ADDISON, TX. | |
| Account Rep. | MSW JA |
| Designer | RFF |
| Date | 08.01.18 |
| Approval / Date | |
| Client | |
| Sales | |
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