



MERITORIOUS EXCEPTION APPLICATION

To be completed by Town staff:

Application date: 02-28-19 Application/Fee Received: 02-28-19 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) Jessica Jones

Company name: Lupe Tortilla

Address: 10333 Richmond Ave Suite 210 Houston TX 77042

Phone: 832 797 1384 Email: JJones@lupeTortilla.com

Status of Applicant: ☐ Owner ☐ Tenant ☐ Contractor ☒ Other: Development Coordinator

Applicant's Signature: Jessica Jones

INFORMATION ABOUT THE REQUEST

Address or location: 4535 Belt Line Rd Addison TX 75001

Reasons for Meritorious Exception: Our nationally trademarked logo and sign meets the criteria of Section 62-162 Note 1

A substantial mature tree lines creates very difficult site lines from the primary signage facing Beltline Rd.

Given the original existing location of the structure the relocation to comply with stated set backs were not feasible.

This location will be the very first location in the DFW market for the brand and therefore represents the brand as a flagship creating the necessity to install the trademarked logo and sign in order to represent the concept as well as ensure financial success for the long term.

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

Lupe Tortilla
2/27/2019

Lupe Tortilla
4535 Belt Line Rd Addison TX 75001
Reason for Meritorious Exception

To whom it may concern,

Lupe Tortilla is seeking a meritorious variance to install a nationally trademarked logo and sign in Addison TX. Per Section 62-163 Note 1 of the city's ordinances, our current sign meets the requirements of 1 square foot per each linear foot of the façade. Our trademarked sign is drawn to be 9' tall by 7' 6" wide, giving it a total square footage of 67.5'. Our front elevation stretches over 100'.

For consistency across locations, our sign is drawn with our logo at 4' 9" tall. Section 62-163 Schedule A restricts our logo height to 16" tall or less, with a variance of up to 20". This would be over a 50% reduction in height. We believe the request for exception to be meritorious for the following reasons:

Project Scope: Substantial remodel of the former Macaroni Grill located at 4535 Beltline Rd. Costs expected to exceed \$1.5MM including complete reconstruction of all electrical, plumbing, mechanical, interior, and exterior aesthetics and landscaping. These first class renovations ensure a long lasting professional facility that will serve and represent the community standards of Addison for years to come.

Financial Impacts: The trademarked logo and installation of a visible sign is critically important to the financial success of the business, which has enjoyed a 35-year history.

Visibility: A substantial mature tree line creates very difficult site lines from the primary signage facing Beltline Rd.

Existing Location: The premises was originally built in approx. 2003. The relocation to comply with stated set backs was not feasible given the original existing location.

Branding: This location will be the very first location in the DFW market for the brand and therefore represents the brand as a flagship creating the necessity to install the trademarked logo and sign in order to represent the concept as well as ensure financial success for the long term.

In conclusion, we trust the Council will recognize the significant revenue benefits that will be possible as well as the rehabilitation of a formerly closed restaurant. Including the addition of another well-established brand to an already very impressive lineup of businesses that Addison has become known for.

We thank you very much for your time and consideration.

Sincerely,


Jessica Jones

Development Coordinator
Lupe Tortilla

5838 Worth Pkwy San Antonio Location



Existing

DESIGNED FOR:

Lupe Tortilla

PROJECT LOCATION:

**4535 Belt Line Road,
Addison, Texas 75001**

DATE:

1-22-19

DRAWN BY:

JL

FILE SAVED AS:

SALESPERSON:

Robert Hyman

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TSCL 18510

UL# E342647

NOTES:

Revised 2-25-19

Revised 2-28-19

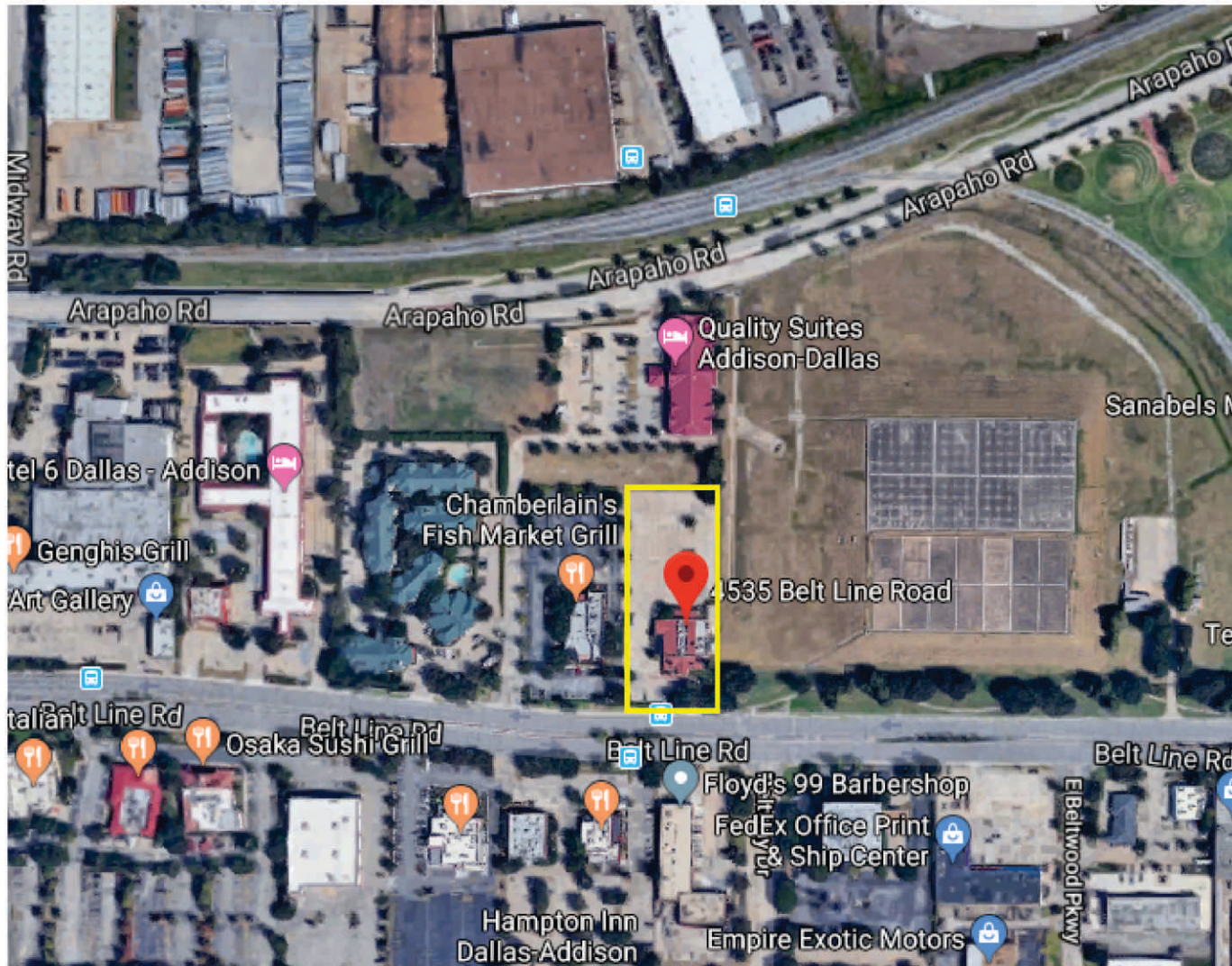


Note: All possible improvements to match colors of the S&P files or or PHOTOCOLOR matching system colors have been provided. No exact color scheme can be guaranteed, due to printing limitations, environmental factors, and other characteristics that change how we perceive color.

CUSTOMER APPROVAL

DATE

Area Map


DESIGNED FOR:
Lupe Tortilla
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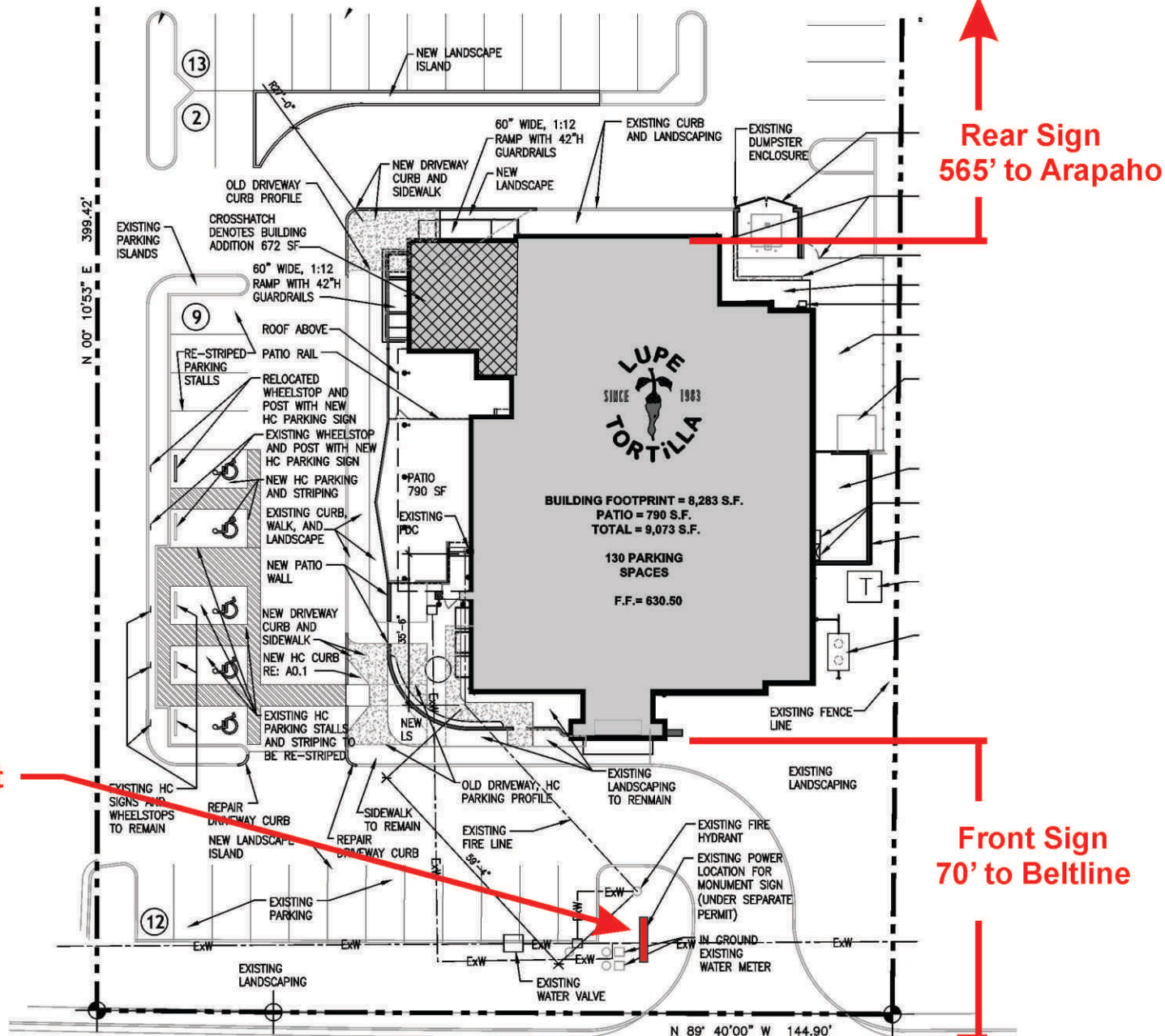
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CUSTOMER APPROVAL
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Existing Lupe Addison



Front



Driving West on Beltline



Driving East on Beltline



Entering Driveway

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Nearby Restaurants - Beltline Rd



Fogo de Chao - 4300 Beltline Rd



Olive Garden - 4240 Beltline Rd



Chilis - 4500 Beltline Rd



Floyds - 4532 Beltline Rd

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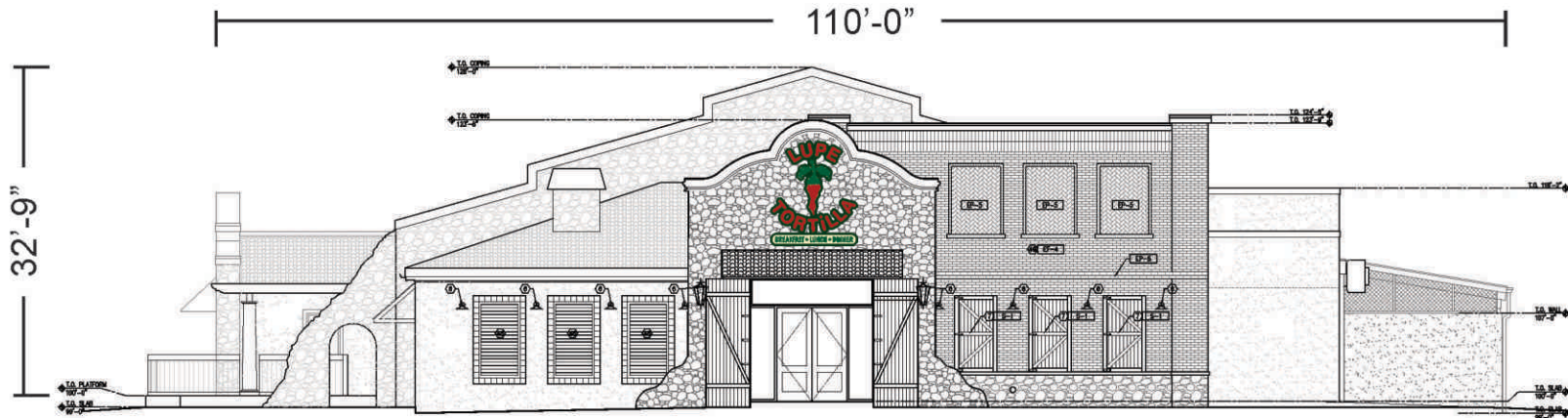


Note: All possible improvements to match colors of the SW files or or Pantone matching system colors have been provided. No exact color scheme can be guaranteed, due to printing limitations, environmental factors, and other characteristics that change how we perceive color.

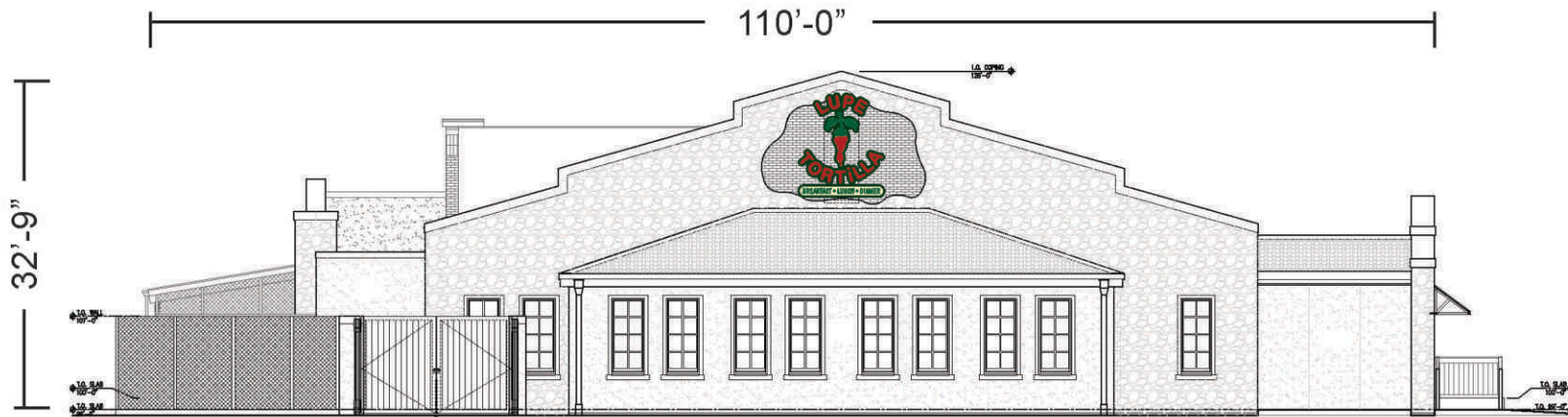
CUSTOMER APPROVAL

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Elevations - Opt. 1



Front Elevation - Scale: 1/16" = 1'



Rear Elevation - Scale: 1/16" = 1'

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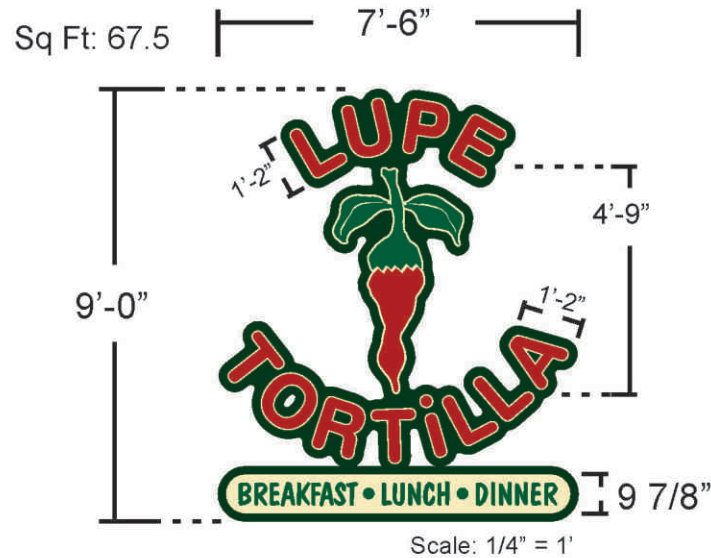


Note: All possible improvements to match colors of the 2nd floor or 3rd floor matching system colors have been provided. No exact color scheme can be guaranteed, due to printing limitations, environmental factors, and other characteristics that change how we perceive color.

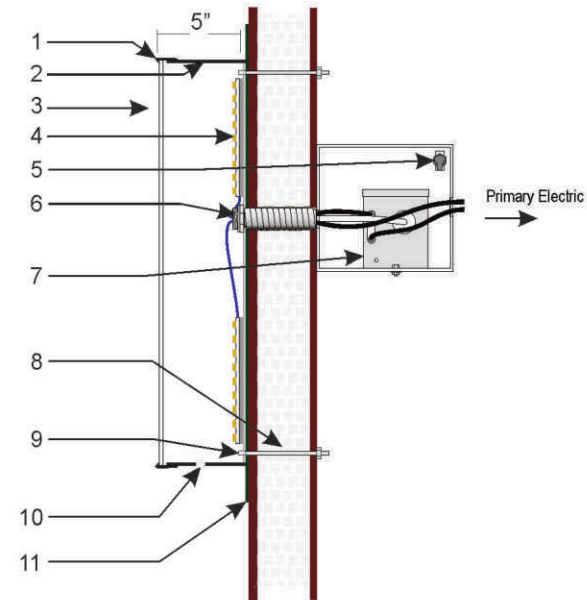
CUSTOMER APPROVAL

DATE

Front/Rear Elevation - Opt. 1 Channel Letter Detail



Manufacture and Install Two(2) Qty., Direct Mounted, Internally Illuminated Channel Letters, with 1" Trim-cap Painted to Match SW 6468 Hunt Club, 5" Aluminum Returns Painted to Match SW 6468 Hunt Club and #2146 Ivory Acrylic Faces with Oracal 8800-031 Red and 8800-658 Melon First Surface Vinyl Overlays. Letters Illuminated with White LED's. Background Panel to be 3mm ACM Panel Painted to Match SW 6468 Hunt Club. All Paint to be Matte Finish.



General notes

All UL listed materials and components

1	1" Trim-cap Painted to Match SW 6468 Hunt Club
2	5" x .040" Aluminum Returns Painted to Match SW 6468 Hunt Club
3	3/16" #2146 Ivory Acrylic Faces w/ Vinyl Overlay
4	White LED Units Applied to Back of Letters with Foam Tape and Silicone
5	On/Off Switch
6	LED Wire to Power Supply
7	Remote Power Supply in UL Approved Box
8	1/4" Non-Corrosive Anchors, Through Bolted into Wall
9	1/4" Riv-Nut Installed in Letter Back
10	1/4" Drain Holes in Bottom of Letters
11	3mm ACM Background Panel Painted to Match SW 6468 Hunt Club

NOTE: Specs subject to change depending on final sign design choice.

DESIGNED FOR:

Lupe Tortilla

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DATE:

1-22-19

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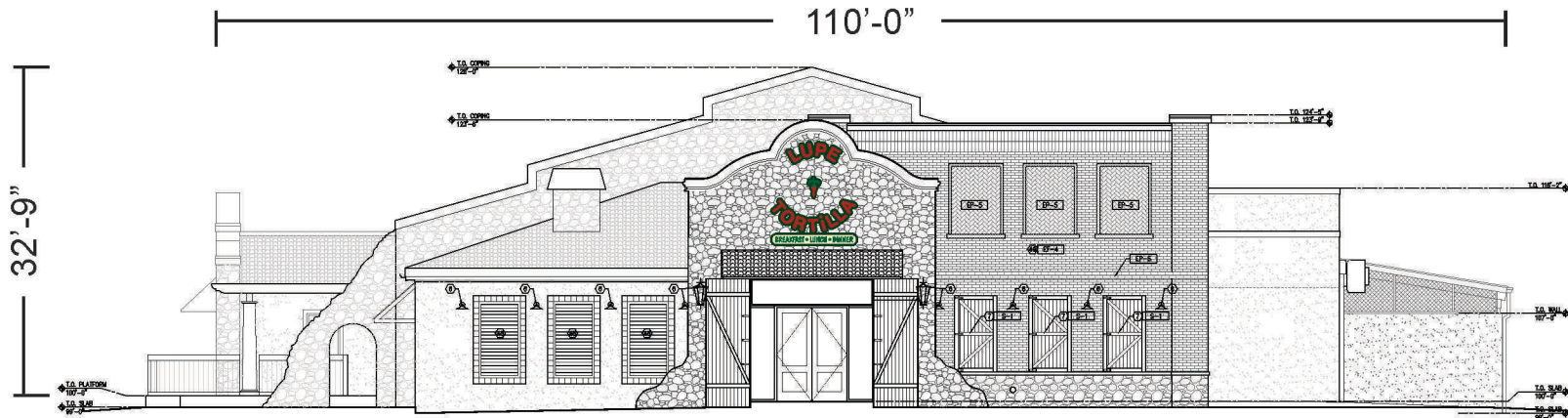


Note: All possible improvements to match colors of the 2nd time or 3rd time are guaranteed, due to printing limitations, environmental factors, and other characteristics that change how we perceive color.

CUSTOMER APPROVAL

DATE

Elevations - Opt. 2



Front Elevation - Scale: 1/16" = 1'

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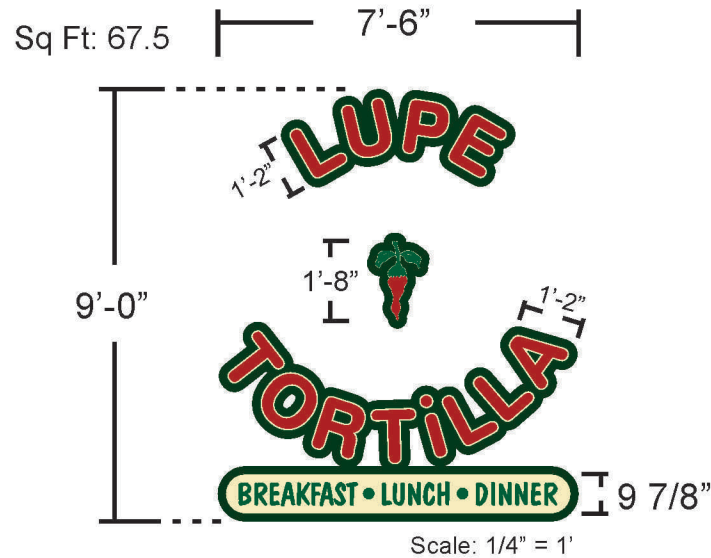


Note: All possible improvements to match colors of the SM film or or PANTONE matching system colors have been provided. No exact color scheme can be guaranteed, due to printing limitations, environmental factors, and other characteristics that change how we perceive color.

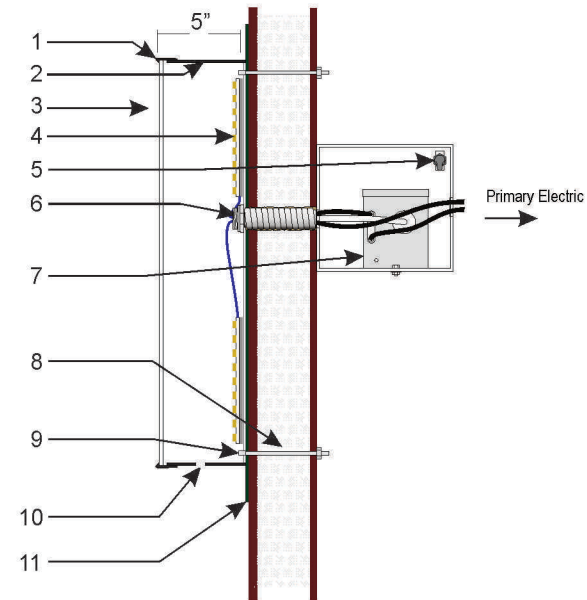
CUSTOMER APPROVAL

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Front Elevation - Opt. 2 Channel Letter Detail



Manufacture and Install Two(2) Qty., Direct Mounted, Internally Illuminated Channel Letters, with 1" Trim-cap Painted to Match SW 6468 Hunt Club, 5" Aluminum Returns Painted to Match SW 6468 Hunt Club and #2146 Ivory Acrylic Faces with Oracal 8800-031 Red and 8800-658 Melon First Surface Vinyl Overlays. Letters Illuminated with White LED's. Background Panel to be 3mm ACM Panel Painted to Match SW 6468 Hunt Club. All Paint to be Matte Finish.



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