

Vitruvian West Phase II Meritorious Exception (MR2021-0005)

The logo for Addison, featuring the word "ADDISON" in a bold, blue, sans-serif font centered within a white circle. This circle is set against a blue background that is part of a larger graphic design on the right side of the slide, which includes diagonal white lines and a grey triangle in the top-left corner.

ADDISON

Case MR2021-0005 Vitruvian West Phase II

ADDISON

LOCATION:

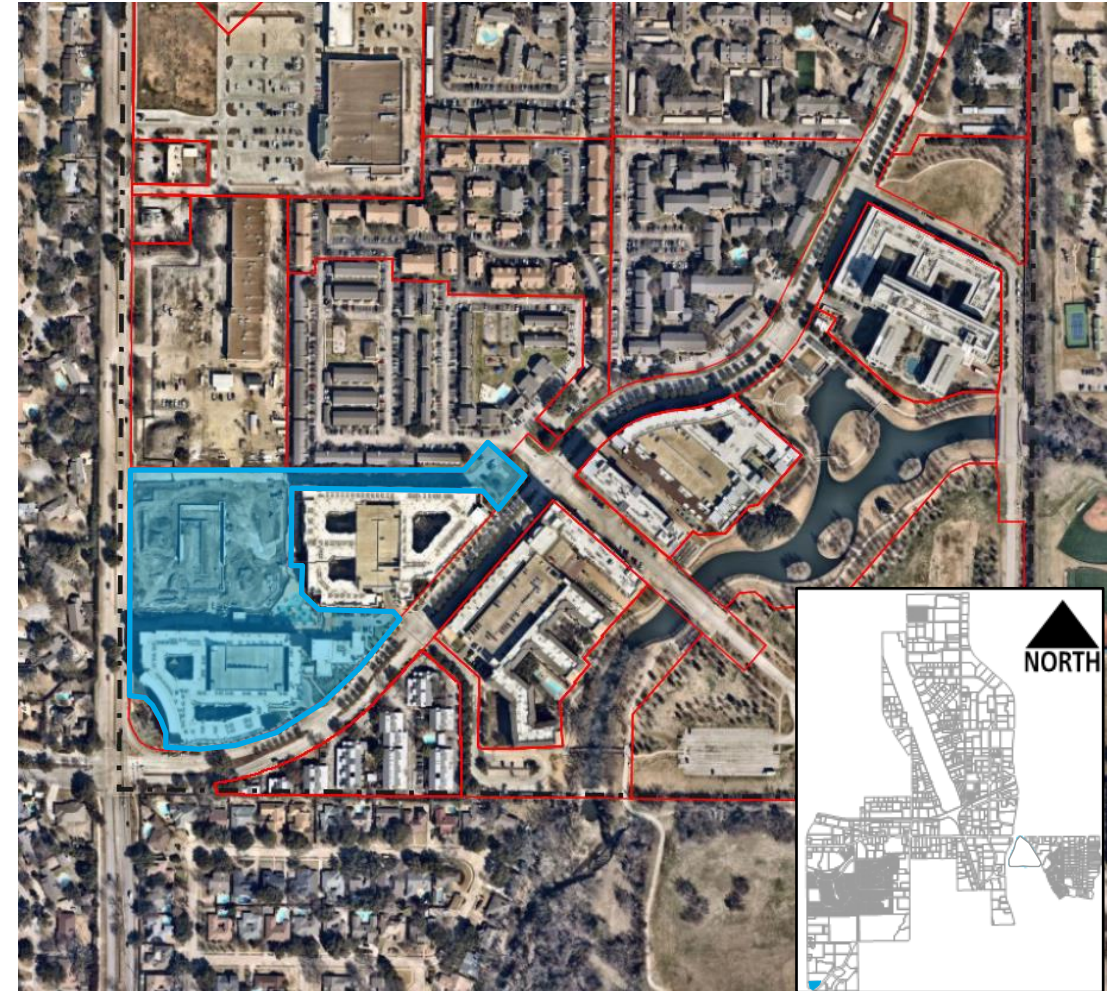
3725 Vitruvian Way.

REQUEST:

Approval of a Meritorious Exception for a mural on portions of the east and south facades of Vitruvian West Phase II.

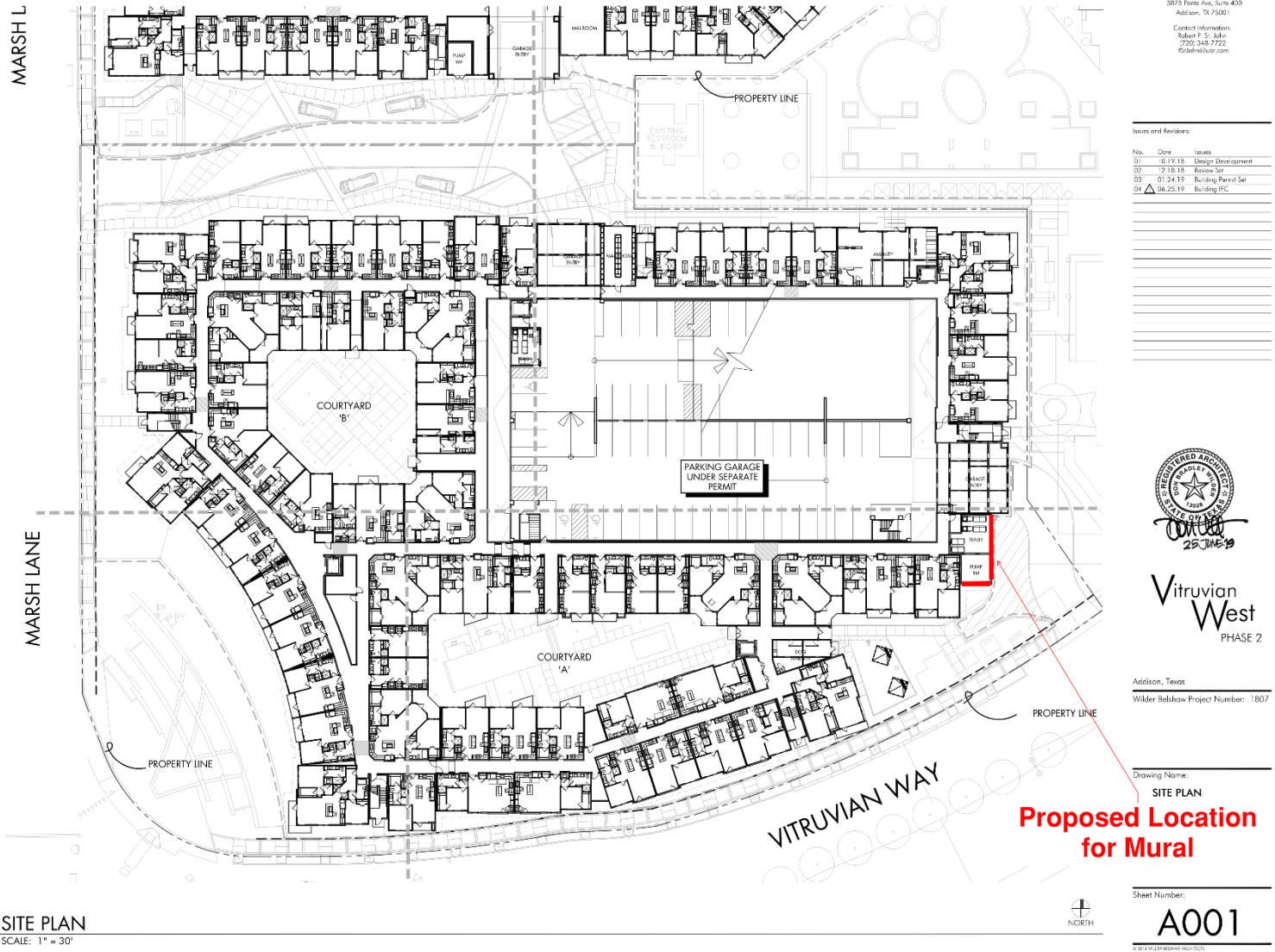
ACTION REQUIRED:

Discuss, consider, and take action on the appropriateness of the proposed sign code meritorious exception request.



Case MR2021-0005 Vitruvian West Phase II

ADDISON



05 SITE PLAN
SCALE: 1" = 30'

PROJECT HISTORY:

2007 – Rezoned to PD to establish Vitruvian Park

2018 – PD Development Plan approved for Vitruvian West Phase II and III multifamily developments

Present – UDR has substantially completed Vitruvian West Phase II and proposes a 2,376.2 SF mural wrapping several windowless facades at the southeast corner of the building

Case MR2021-0005 Vitruvian West Phase II

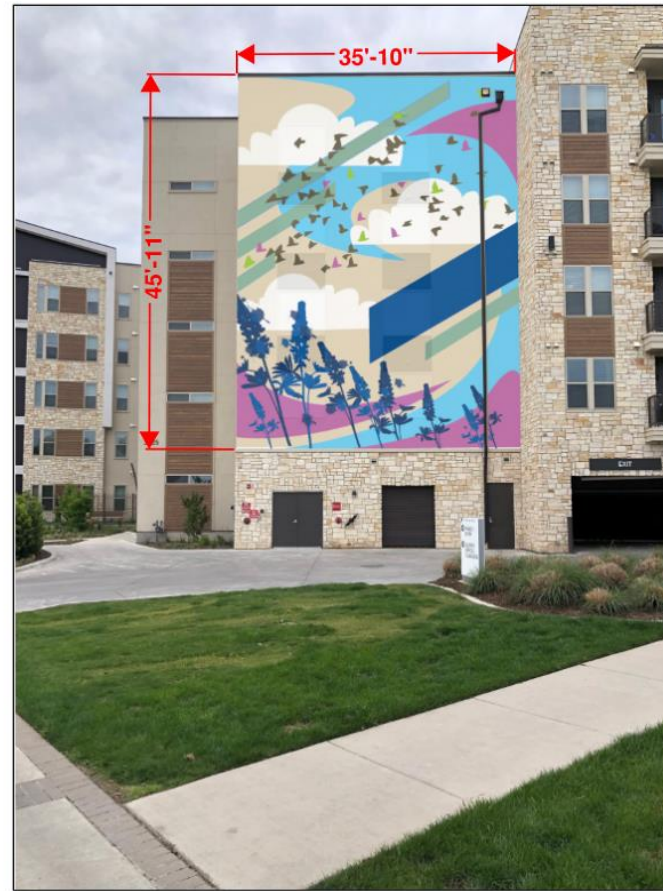


Proposed Mural Location

East Facade Mural Location Option A - Before and After



Before

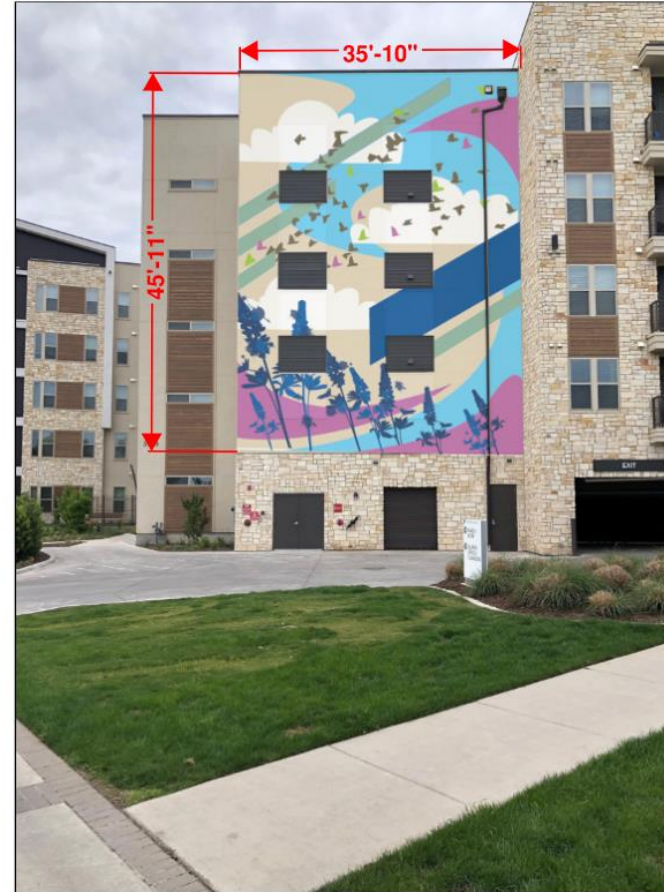


After

East Facade Mural Location Option B - Before and After



Before



After

South Facade Mural Location - Before and After



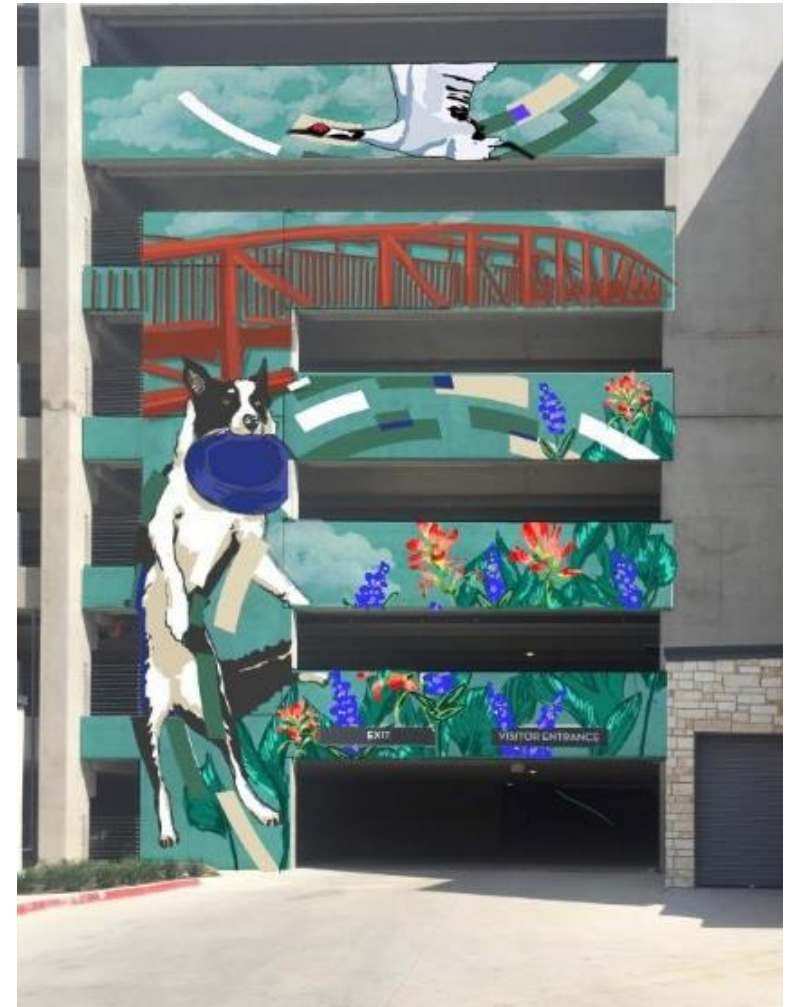
Before



After

REQUEST DESCRIPTION:

- Mural is intended to improve the appearance of an otherwise blank façade
- Bird is the Northern Mockingbird, the state bird of Texas
- Flowers are Bluebonnets, the state flower of Texas, providing a connection to **Vitruvian West Phase 1 parking garage mural**
- Color palette matching Vitruvian West branding





SIGN ORDINANCE COMPLIANCE REVIEW:

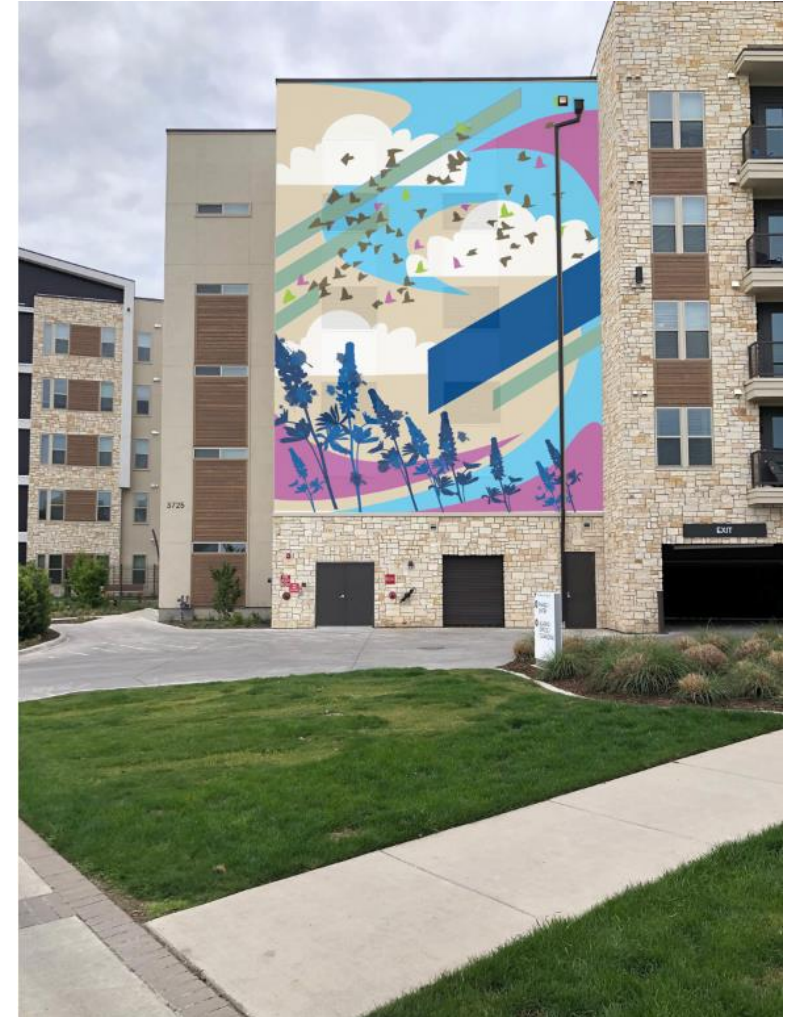
- Murals are defined as **attached signs** by the Town's sign ordinance
 - *...any sign attached to, **applied on** or supported by any part of a building (such as a wall, roof, window, canopy, awning, arcade or marquee) which encloses or **covers usable space**.*
- Proposed mural exceeds area requirements for attached signs

MERITORIOUS EXCEPTION CRITERIA:

- The council may consider appeals on the basis that such regulations and/or standards will, by reason of exceptional circumstances or surroundings, constitute a practical difficulty or unnecessary hardship or **on the basis that the proposed improvement although falling under the definition of a "sign," constitutes art that makes a positive contribution to the visual environment.**

Applicant's proposed mural meets this criteria and provides two options for the eastern façade

- Staff believes option A (pictured) best meets this criteria



RECOMMENDATION:

Staff recommends **approval of the request, with Mural Option A preferred for the east façade.**