

**Bowlero
Meritorious Exception
(MR2021-007)**

The logo for Addison, featuring the word "ADDISON" in a bold, blue, sans-serif font centered within a white circle. The 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 right corner.

ADDISON

Case MR2021-007 Bowlero

ADDISON

LOCATION:

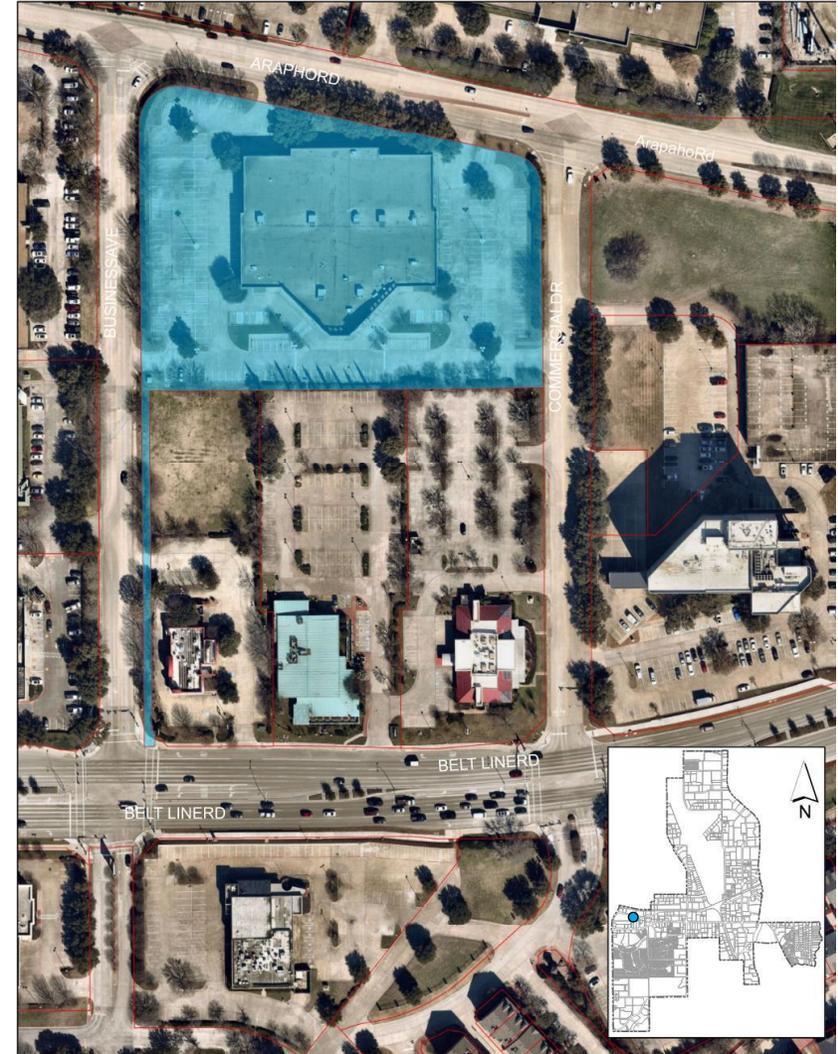
3805 Belt Line Road.

REQUEST:

Approval of a Meritorious Exception for attached signs for Bowlero.

ACTION REQUIRED:

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



Case MR2021-007 Bowlero

ADDISON



EB 1 EXTERIOR FACE-LIT / BACK-LIT LOGO TYPE

EF 1 EXTERIOR FACE-LIT / BACK-LIT LOGO

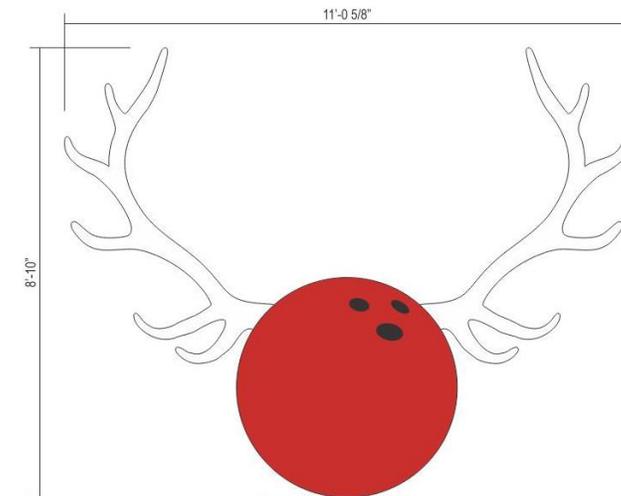
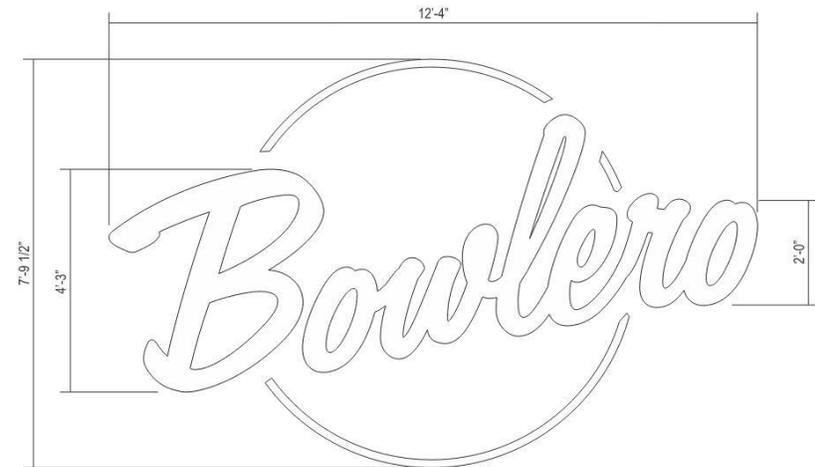


CURRENT SIGN SOUTH ELEVATION
SCALE: 3/16" = 1'-0"

Attached Sign Locations

SIGN CODE COMPLIANCE ISSUES:

- **Number of Signs for Each Façade**
 - One attached sign is permitted for each tenant for each façade
- **Maximum Letter and Logo Height**
 - Two signs with Bowlero Text and Symbol - Maximum permitted letter/logo height is 37.5 inches
 - One sign with Bowlero Logo - Maximum permitted letter/logo height is 41.25 inches
- **Sign Effective Area**
 - Maximum permitted sign effective area is 100 square feet

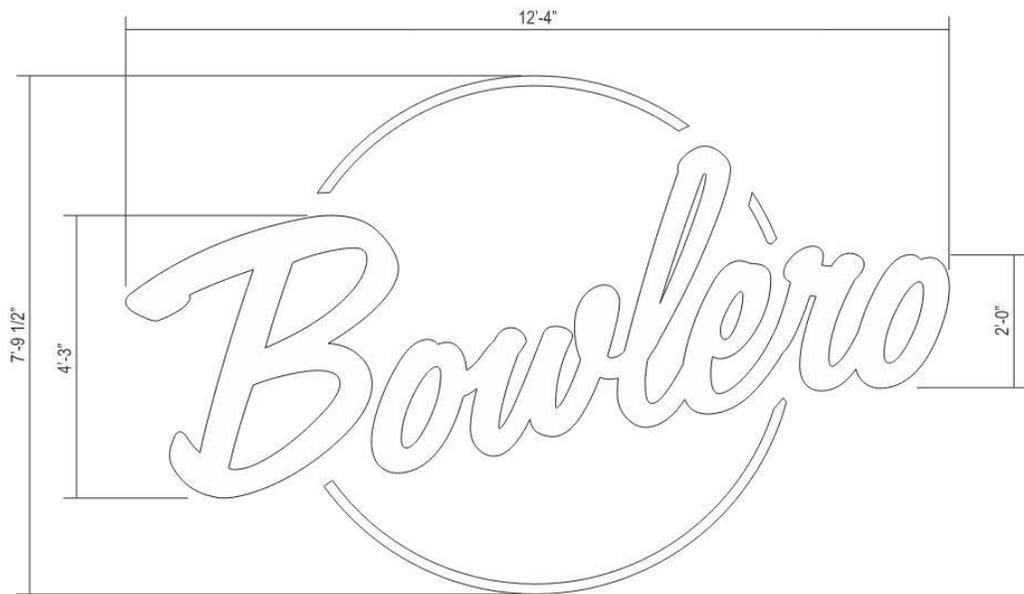


FRONT VIEW
SCALE: 1/2"=1'-0"



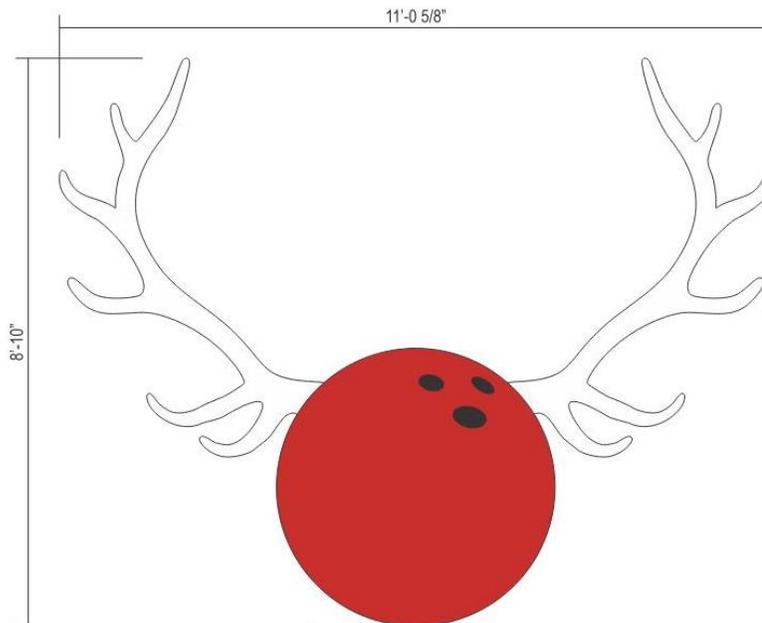
Has two more signs than what is permitted and exceeds the maximum sign effective area by 195 square feet.

Number of Signs
and
Sign Effective Area



FRONT VIEW
SCALE: 1/2"=1'-0"

Exceeds 37.5-inch max height for logos by 56 inches and letters by 13.5 inches.



FRONT VIEW
SCALE: 1/2"=1'-0"

Exceeds 41.25-inch max height for logos by 64.75 inches.

**Letter /
Logo Height**

Case MR2021-007 US Bowlero

ADDISON



Case MR2021-007 US Bowlero

ADDISON



CURRENT SIGN SOUTHWEST ELEVATION

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



PROPOSED SIGN SOUTHWEST ELEVATION

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

**3,481 SQ. FT.
WALL SURFACE
(39'-4" x 88'-6")**

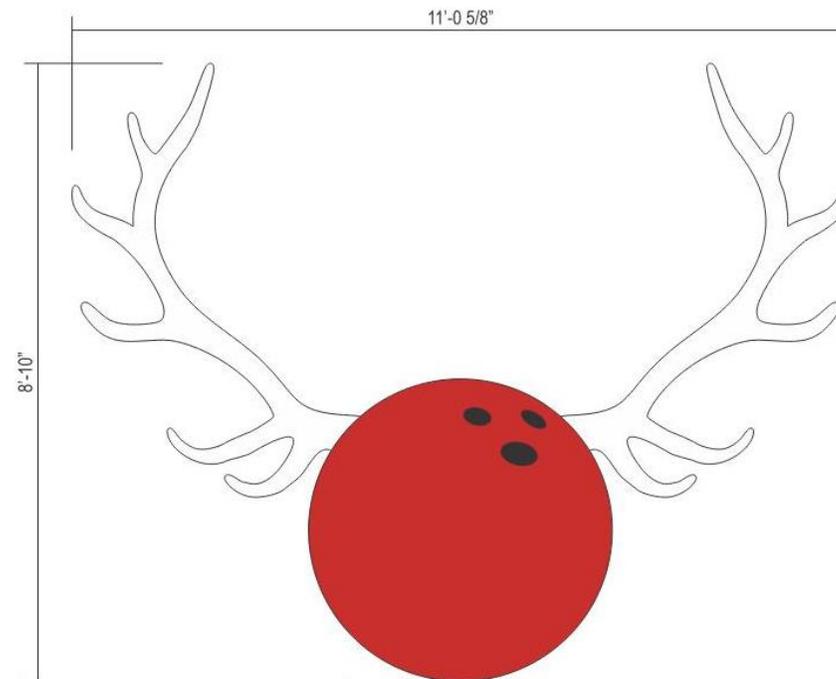
Compliant Sign

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.

Proposal meets hardship criteria

- Application of the code would result in much less visible signage than what currently exists on the site
- Being setback over 500 feet from Belt Line Road elevates the role of attached and detached signage in directing potential customers to the site



FRONT VIEW
SCALE: 1/2"=1'-0"

RECOMMENDATION:

Staff recommends **approval of the request.**