

Addison Grove Meritorious Exception (MR2022-01)



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Case MR2022-01 Addison Grove

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LOCATION:

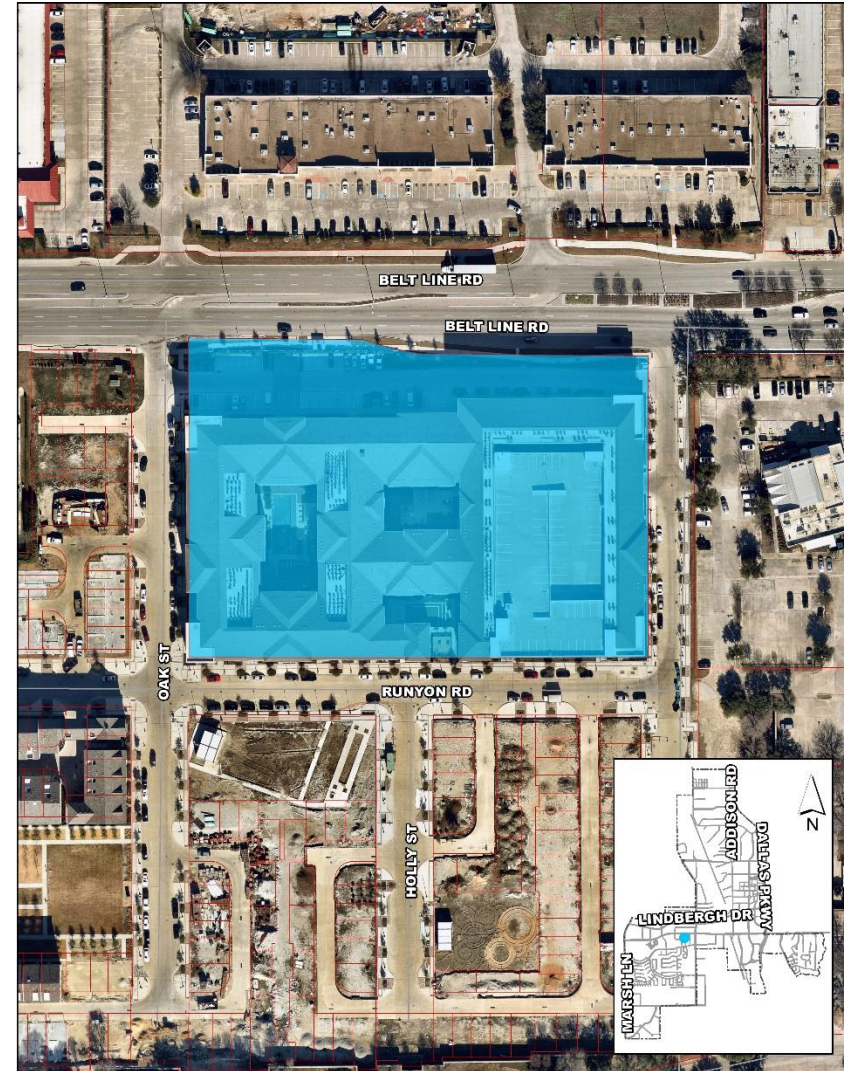
4150 Addison Road

REQUEST:

Approval of a Meritorious Exception for an additional detached sign for Addison Grove.

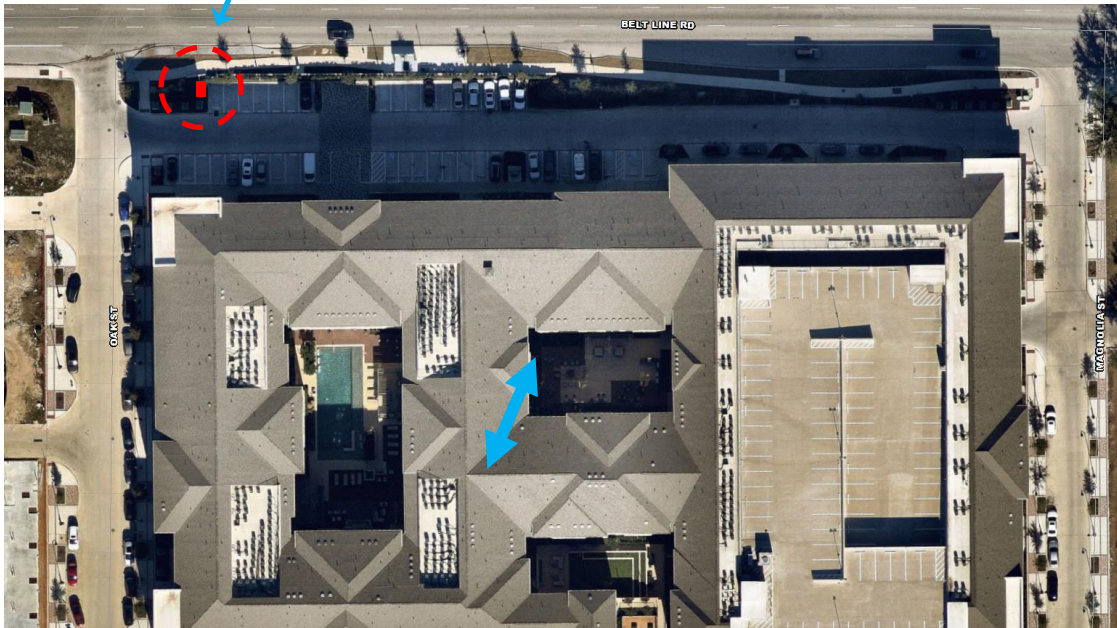
ACTION REQUIRED:

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



Detached Sign Location

Setback 20' from Belt Line Road
and 49.5' from Oak Street

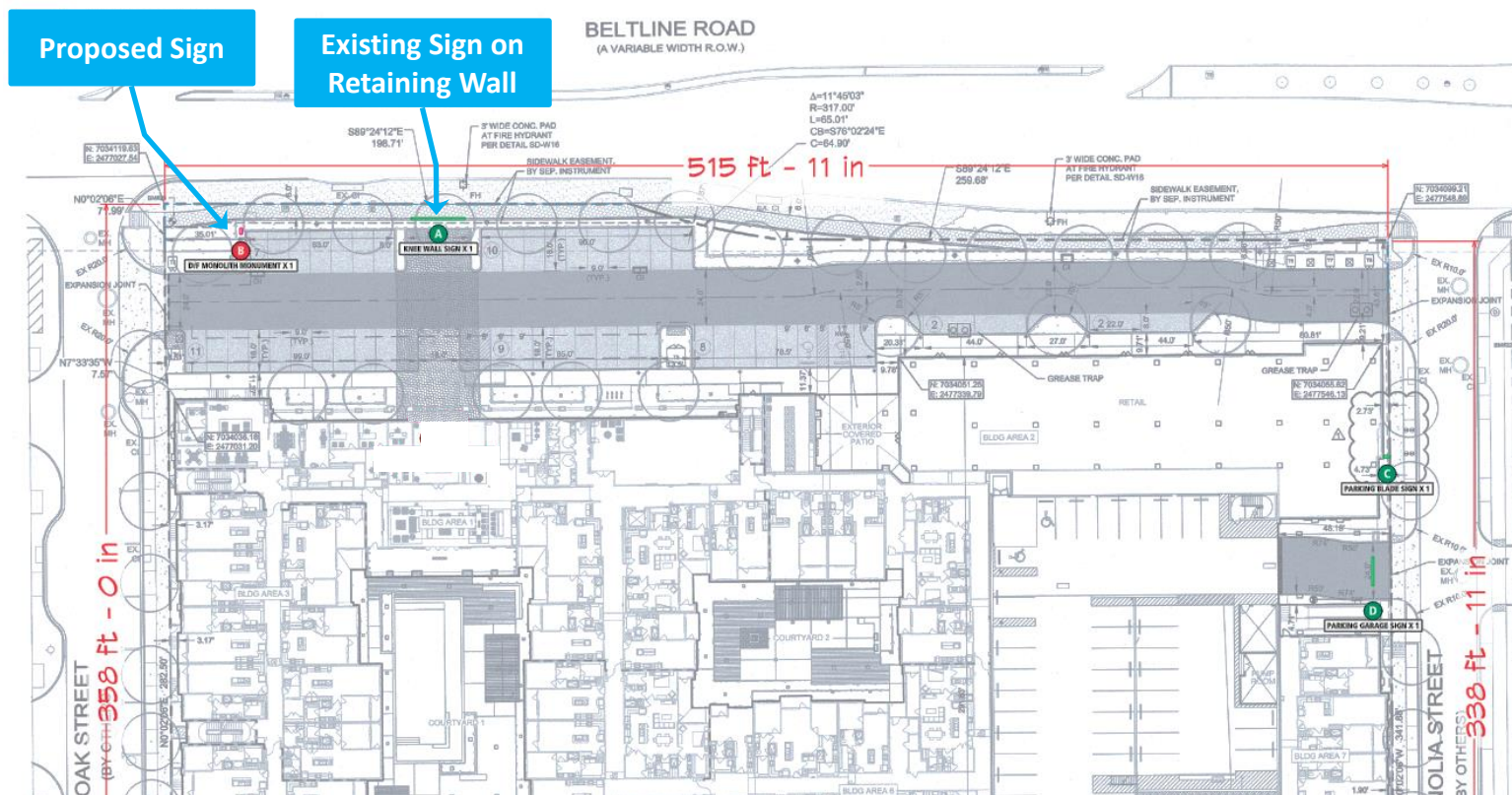


SIGN CODE COMPLIANCE ISSUES:

- **Number of Detached sign per frontage**
 - Maximum number of detached sign per frontage is one
 - Multifamily developments are allowed an additional detached sign per 500 feet of frontage in excess of 750 feet of frontage.
- **Distance between Detached signs**
 - Minimum separation distance between detached signs is 150 feet

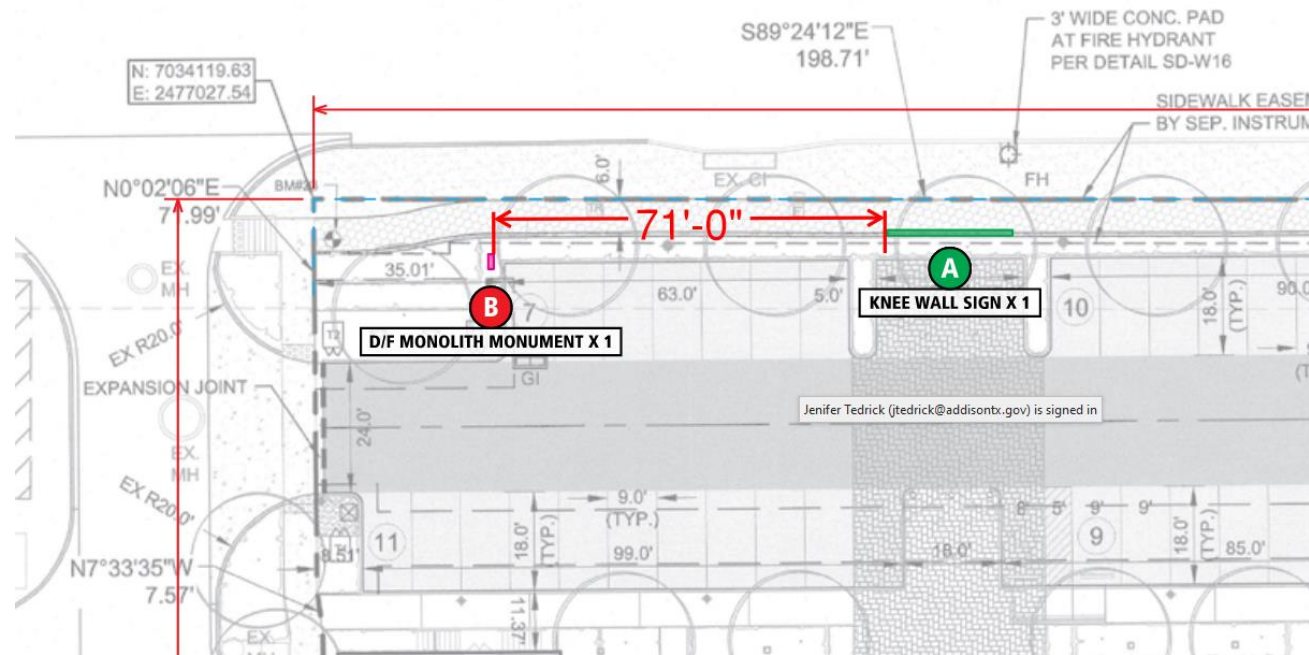
Number of Detached Signs

- Exceeds maximum permitted detached signs per public street frontage. An existing detached sign is situated at the Belt Line Road frontage.



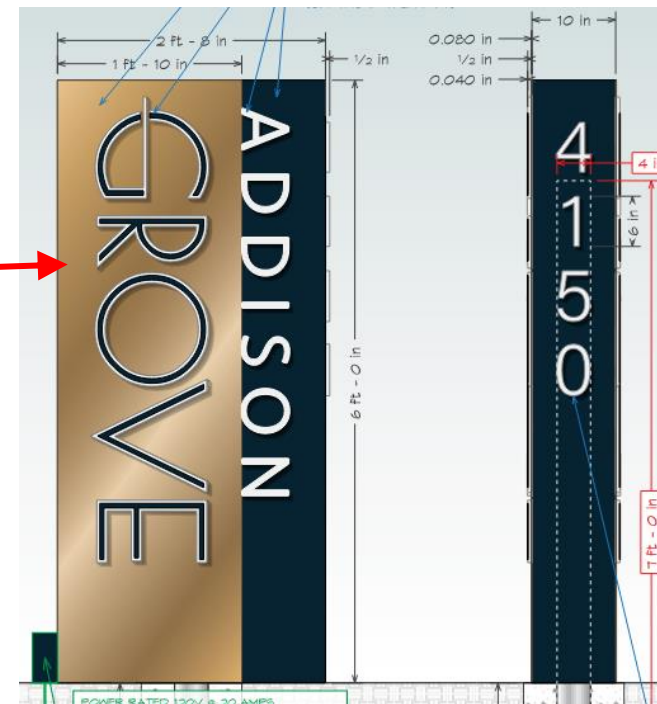
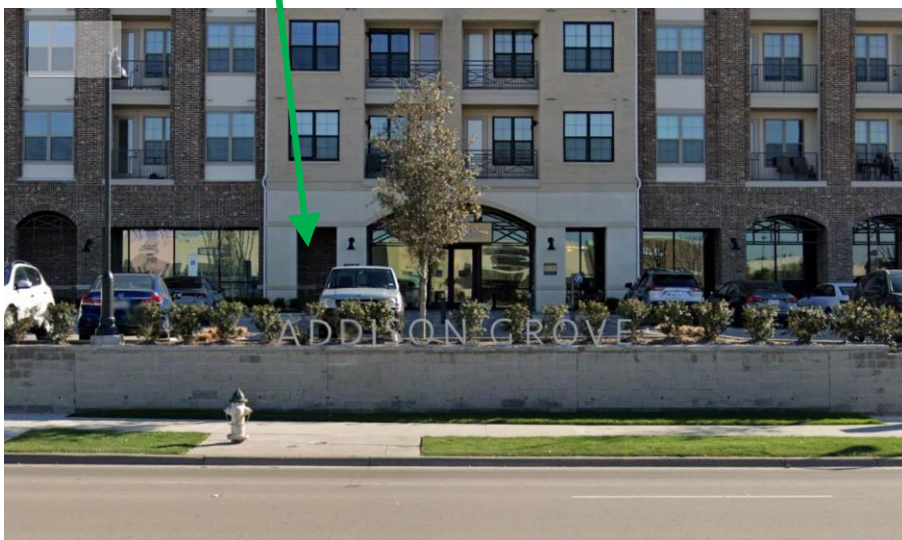
Distance between signs

- The proposed sign does not meet the required 150-foot separation distance from the existing sign. This separation distance is reduced by 79 feet.



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- The existing detached sign is subdued and is oriented parallel to the Belt Line corridor. It is an effective branding feature, but has limited visibility for wayfinding purposes.
- Additional signage oriented perpendicular to the street and situated at a project entry point would more effectively assist drivers, bicyclists, and pedestrians.

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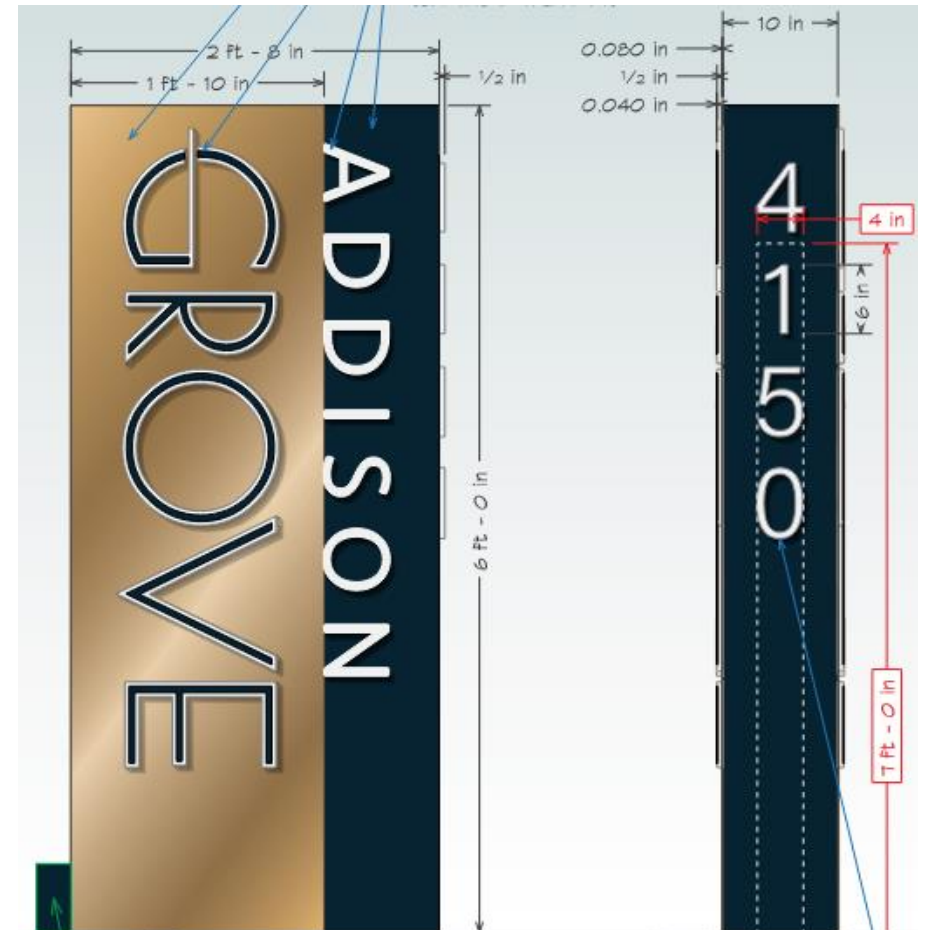
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MERITORIOUS EXCEPTION CRITERIA:

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

- Strict application of the sign code is less practical for a project of this size and with such a unique access design.



RECOMMENDATION:

Staff recommends **approval of the request.**

Having effective signage is important for mixed-use developments as it helps the public locate businesses and it reduces driver confusion that may result in unnecessary vehicle trips on adjacent roadways.