

Dutch Bros Coffee Meritorious Exception (MR2022-02)

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 a diagonal split between blue and dark grey.

Case MR2022-02 Dutch Bros Coffee

ADDISON

LOCATION:

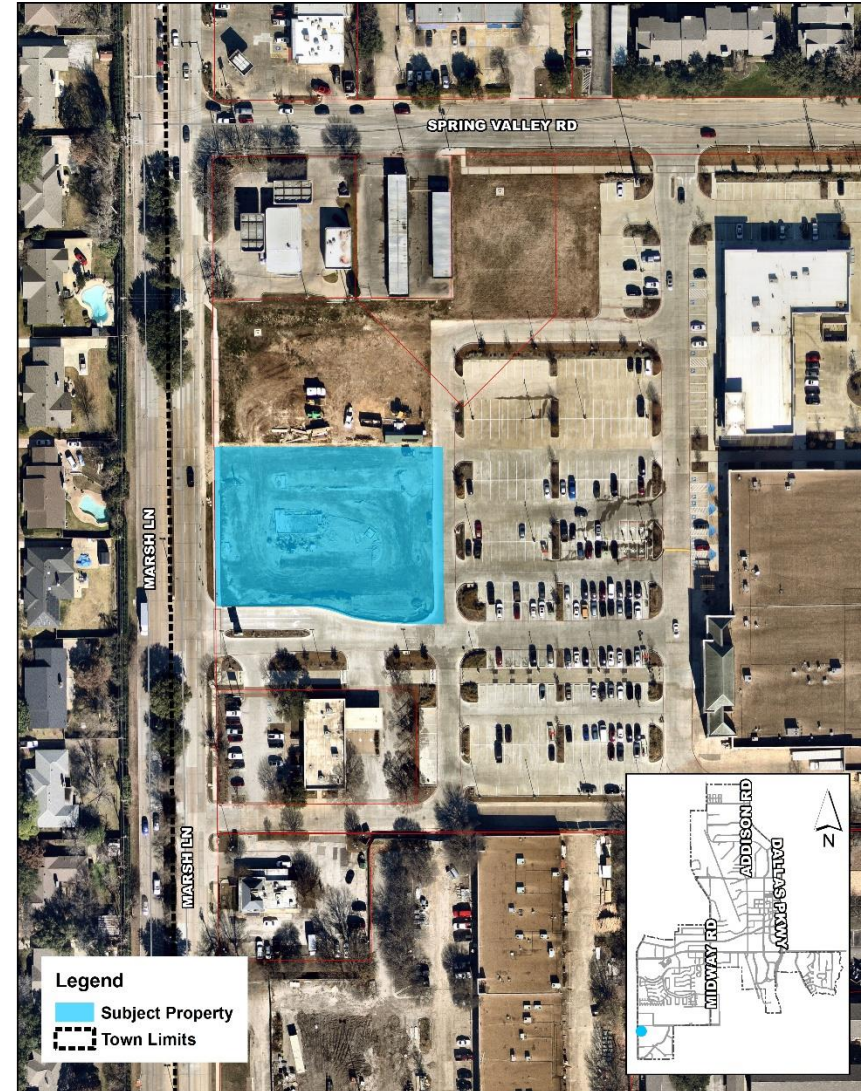
14280 Marsh Lane

REQUEST:

Approval of a Meritorious Exception for additional attached signs for Dutch Bros Coffee.

ACTION REQUIRED:

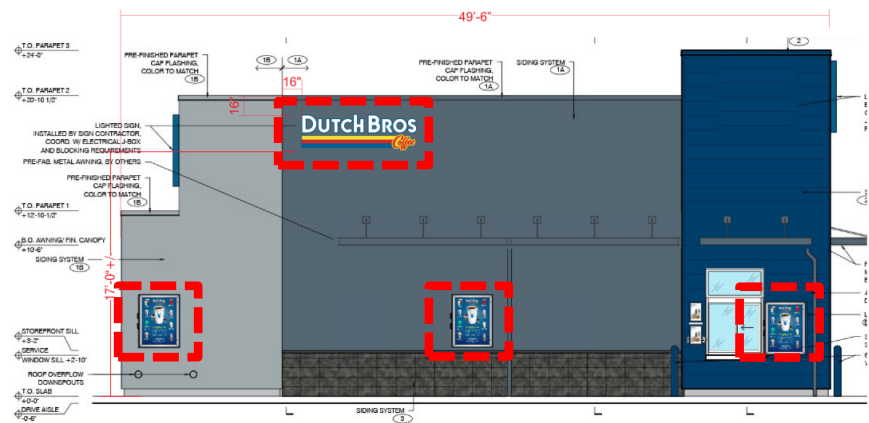
Discuss and consider action on the appropriateness of the proposed sign code meritorious exception request.



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Proposed Signage

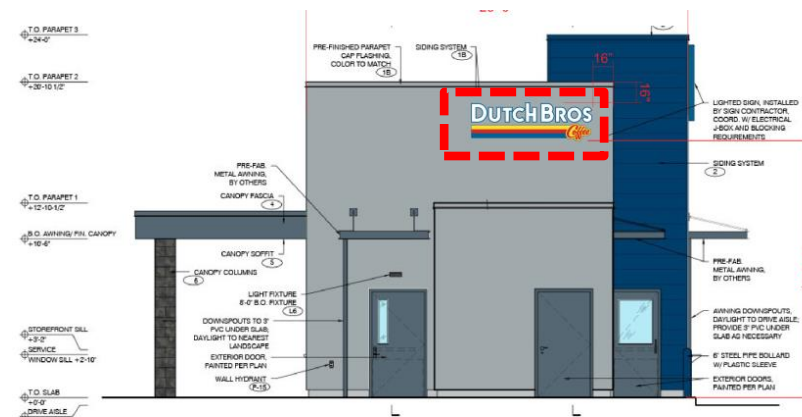


NORTH ELEVATION

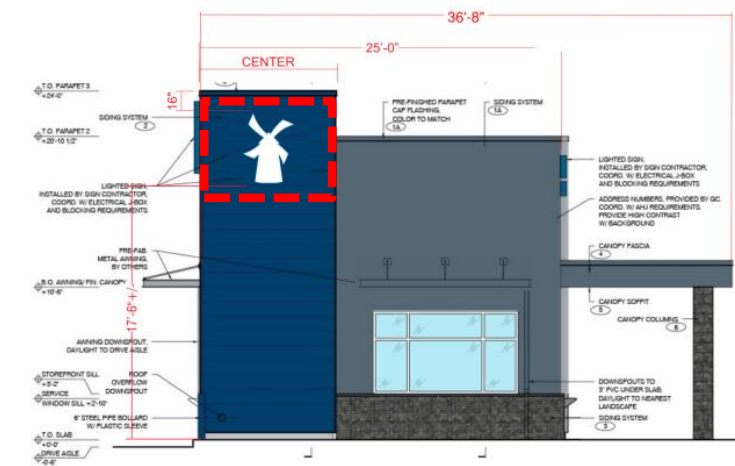
DBCL8 @ 20.2 SF



SOUTH ELEVATION



EAST ELEVATION



WEST ELEVATION

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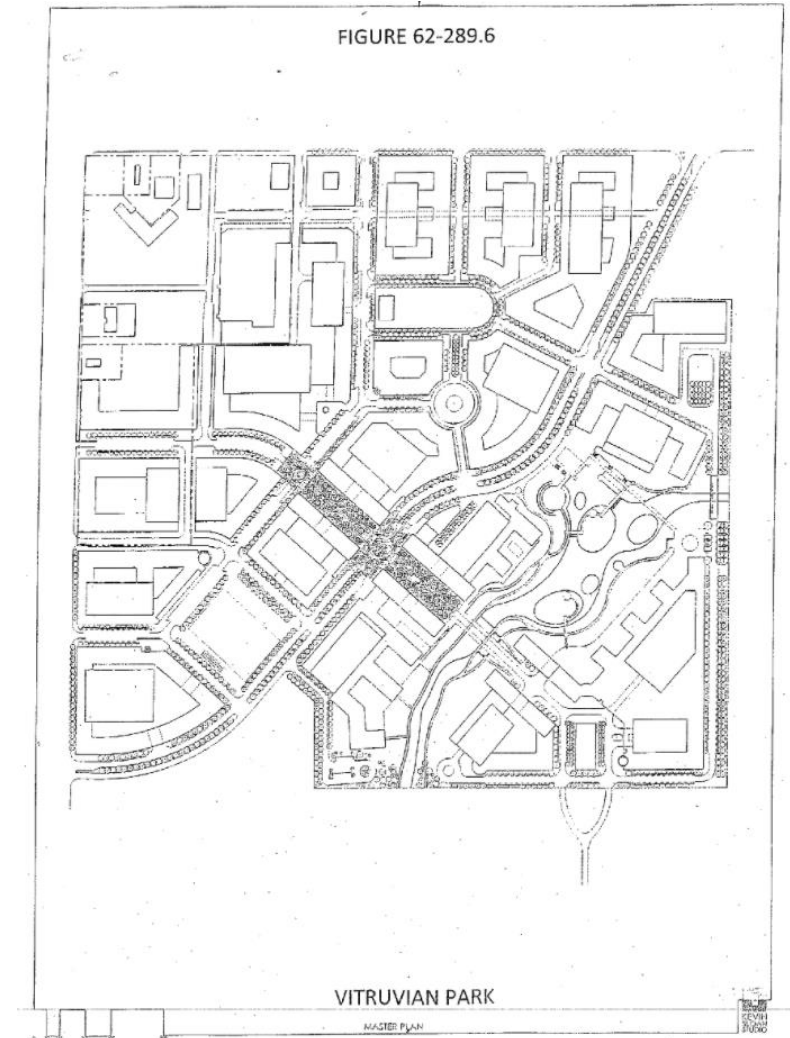
ADDISON

Vitruvian Park Special District sign standards:

Sign Code - Section 62-289(g)(1)

Attached Commercial Tenant Identification Sign:

- a. Each commercial tenant may have one sign per 50 lineal feet of building frontage, with a maximum of two signs spaced a minimum of 25 feet apart.
- b. The sign area is limited to one square foot of sign area per lineal foot of building frontage up to a maximum of 200 square feet of total sign area with no individual sign exceeding 100 square feet in area.
- c. The sign may project more than 18 inches from the building facade.
- d. Signs projecting more than 18 inches from the building facade shall be located a minimum of eight feet above grade.
- e. Signs shall be placed on exterior facades common with the tenant space.
- f. Letters and logos below 36 feet above grade may have a maximum height of 26 inches.

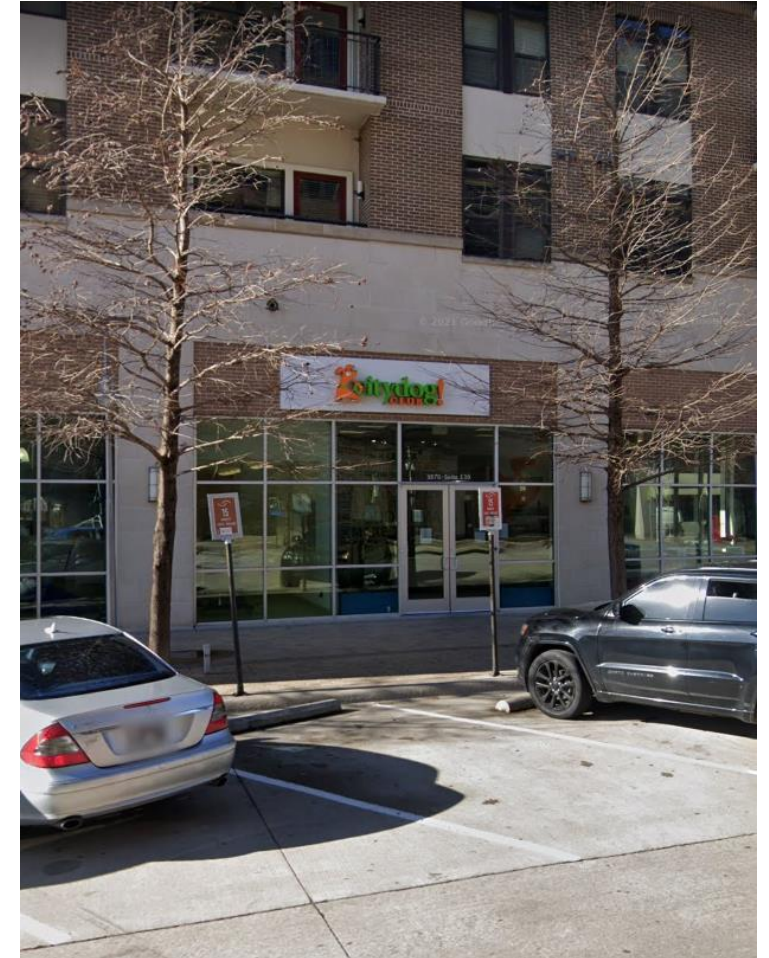


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SIGN CODE COMPLIANCE ISSUES:

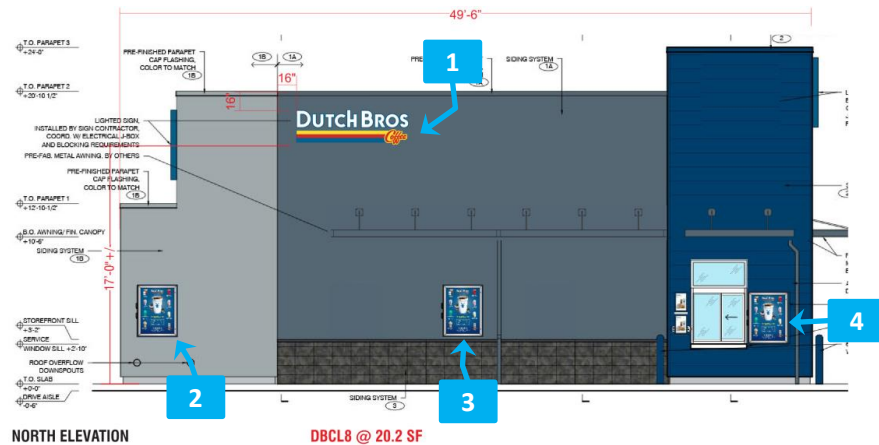
- **Number of attached signs**
 - Maximum number of attached signs for this building is one
- **Distance between attached signs**
 - Minimum separation between attached signs is 25 feet
- **Maximum sign area (cumulative) of attached sign(s)**
 - Maximum sign area allowed for this building is 36.7 square feet
- **Maximum logo height of attached sign**
 - Maximum logo height allowed is 26 inches



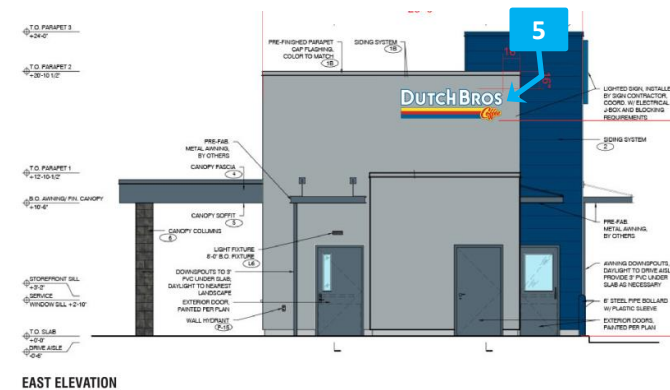
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Number of Attached Signs

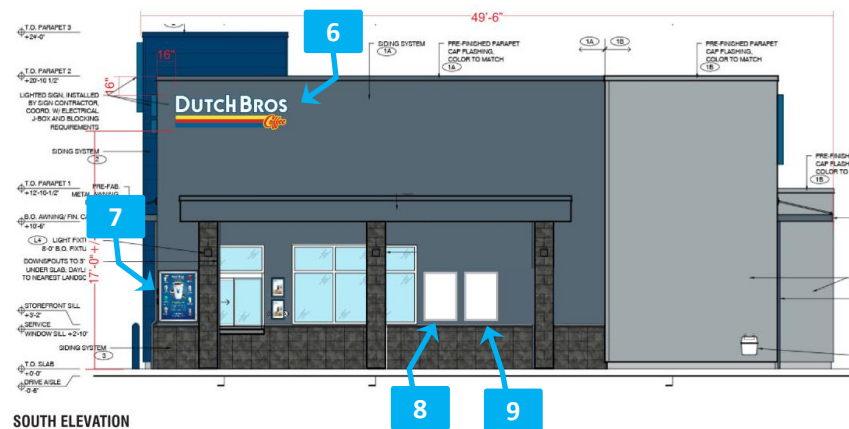
- Exceeds maximum allowed by nine. Total of ten attached signs are proposed.



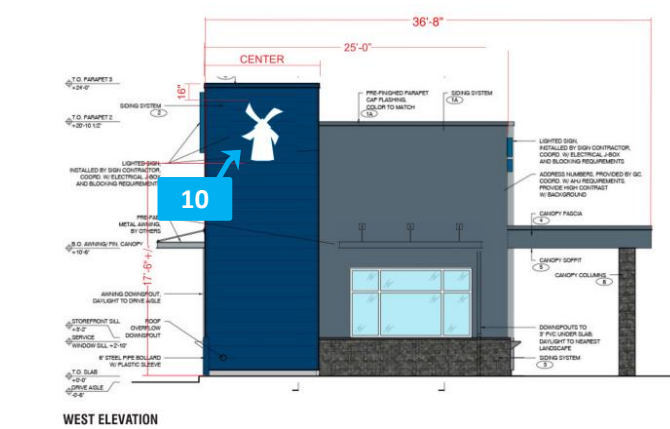
NORTH ELEVATION



EAST ELEVATION



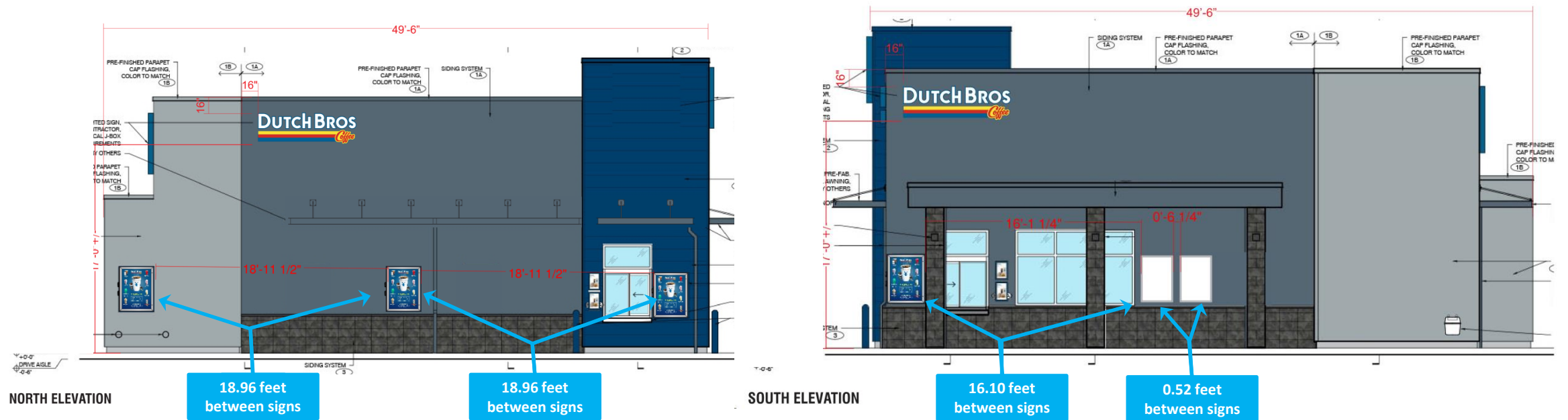
SOUTH ELEVATION



WEST ELEVATION

Distance between signs

- Reduction in required 25 feet distance between attached menu signs

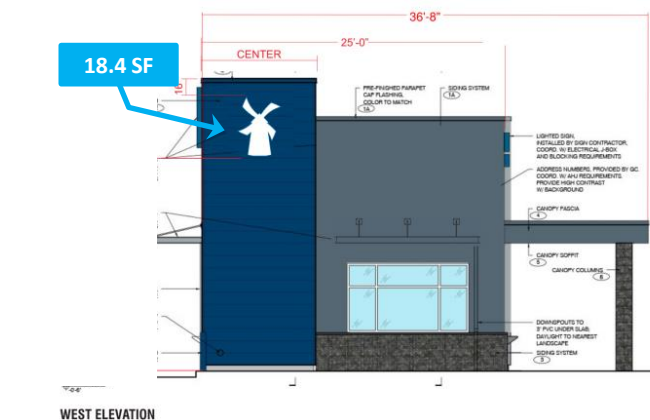
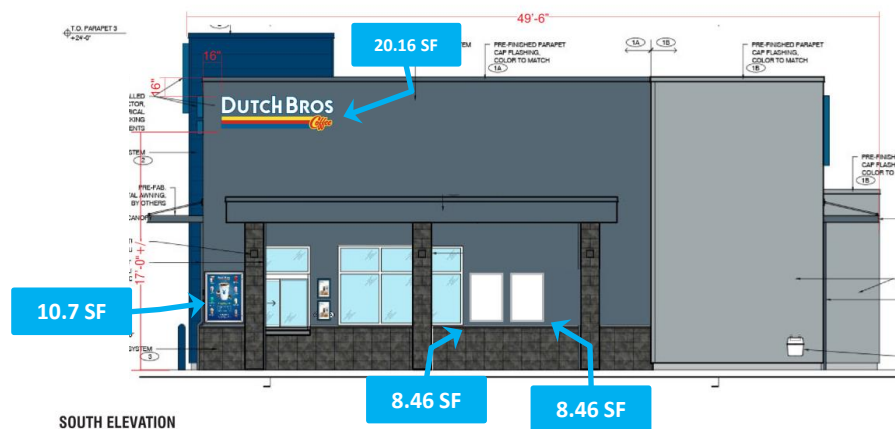
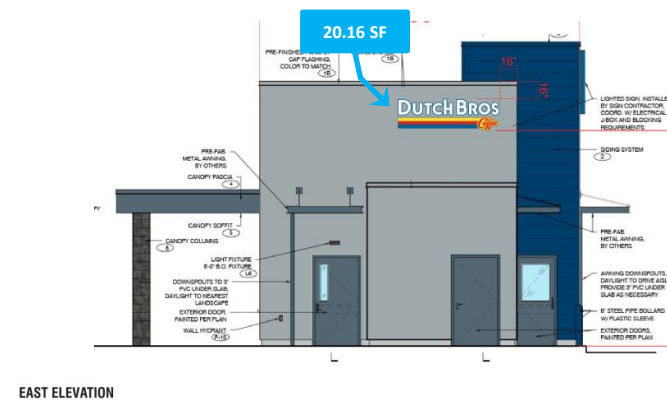
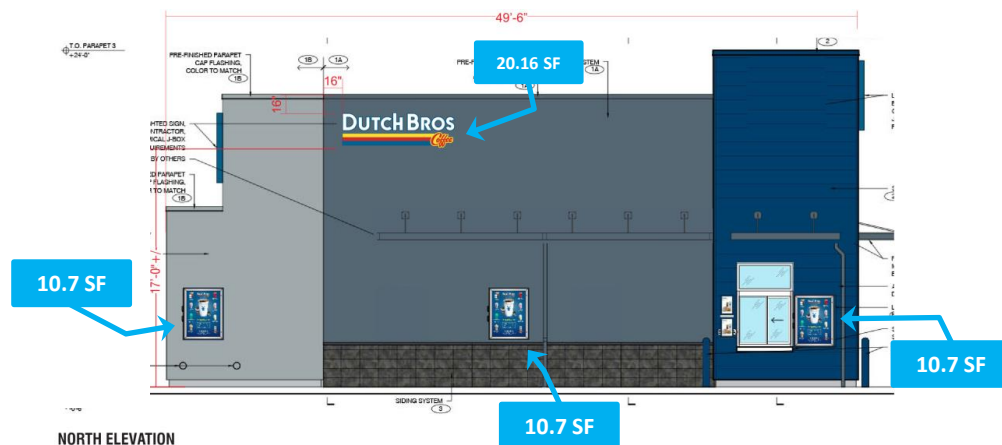


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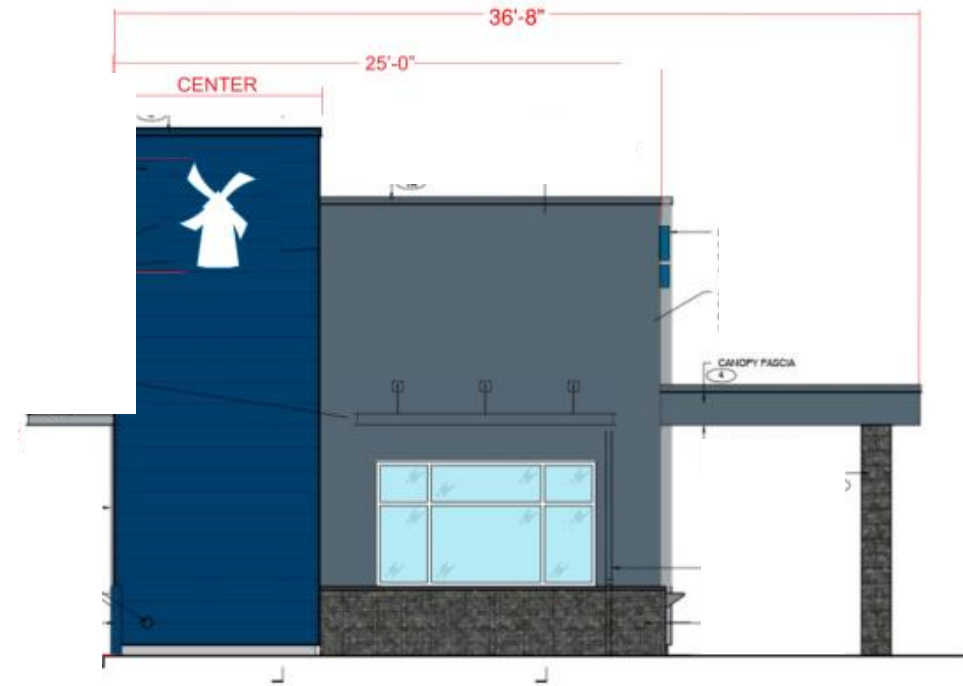
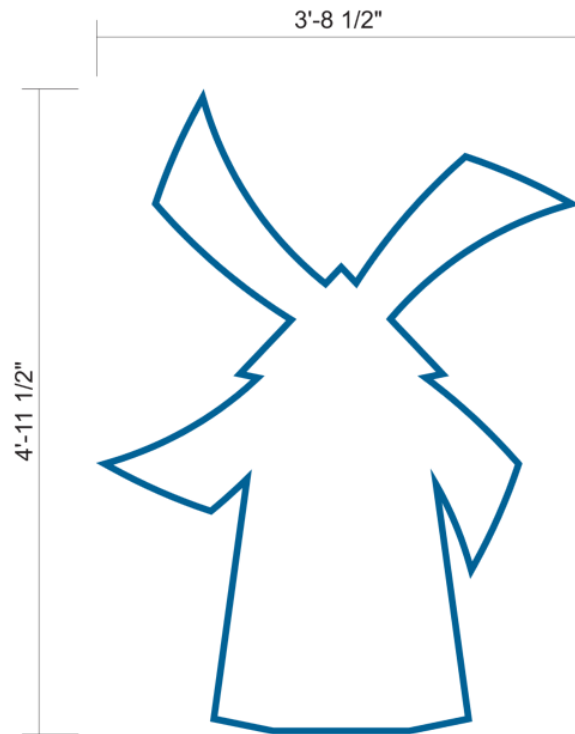
Total Sign Area

- Allow an additional 102.1 square feet of sign area.



Sign Logo Height

- Exceed maximum logo height by 33.5 inches



WEST ELEVATION

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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 partially meets hardship criteria

- The Vitruvian Park Special District sign regulations were not intended to address the development context presented by a freestanding building with drive-thru services.
- For the proposed informational signage (menu, specials, fundraising), the quantity of signs exceeds typical conditions for similar businesses in Addison



RECOMMENDATION:

Staff recommends **approval** of the request, with the following condition:

- Freestanding attached informational signage is limited to no more than one sign at the northern and southern facades.
- If the above condition is granted, the attached draft ordinance shall be modified prior to execution.