

**Benihana
Meritorious Exception
(MR2022-04)**

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 right corner.

Case MR2022-04 Benihana

ADDISON

LOCATION:

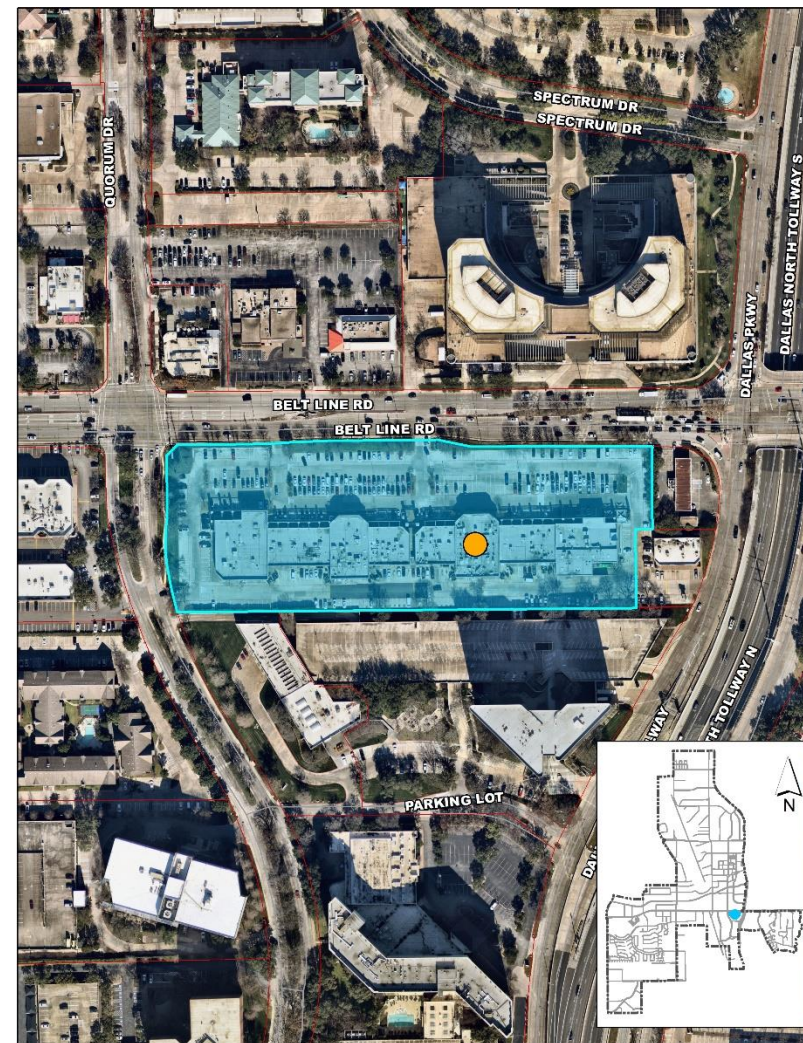
5000 Belt Line Road, Suite 600

REQUEST:

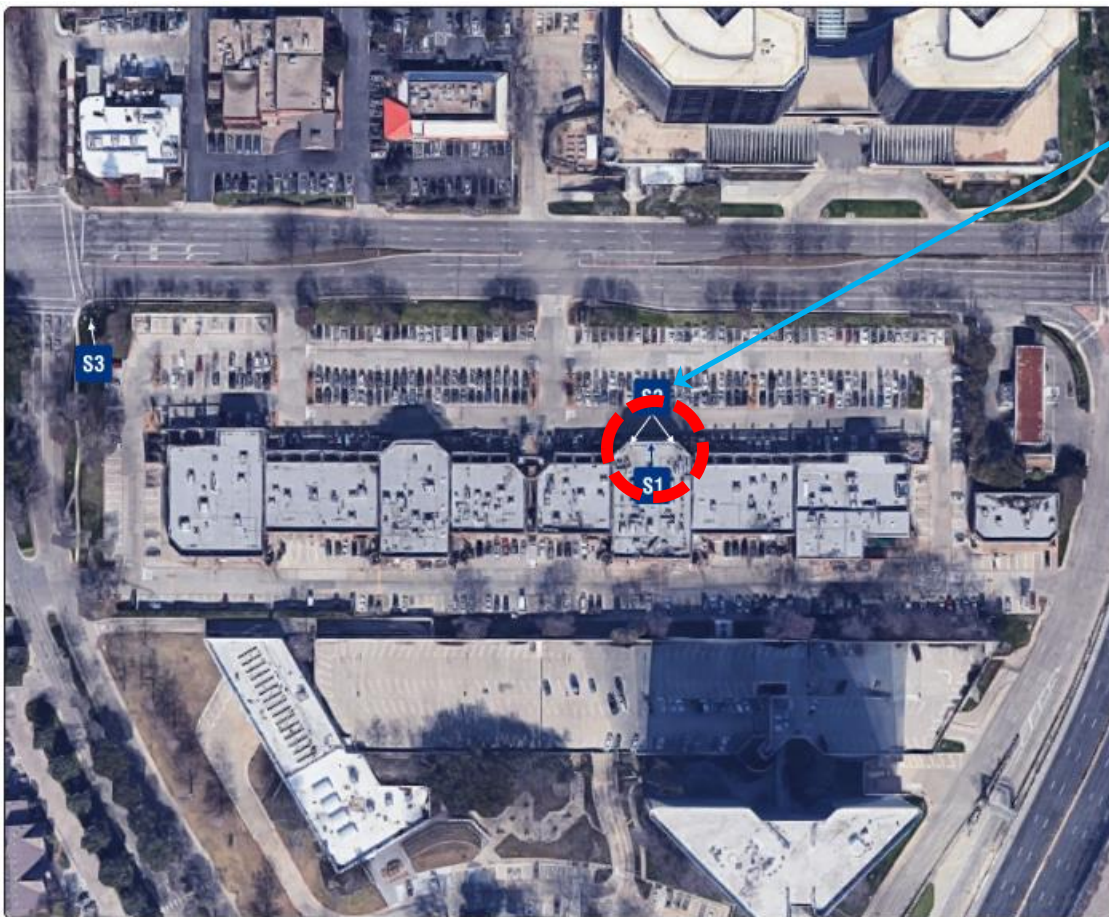
Approval of a Meritorious Exception for an attached premise sign for Benihana.

ACTION REQUIRED:

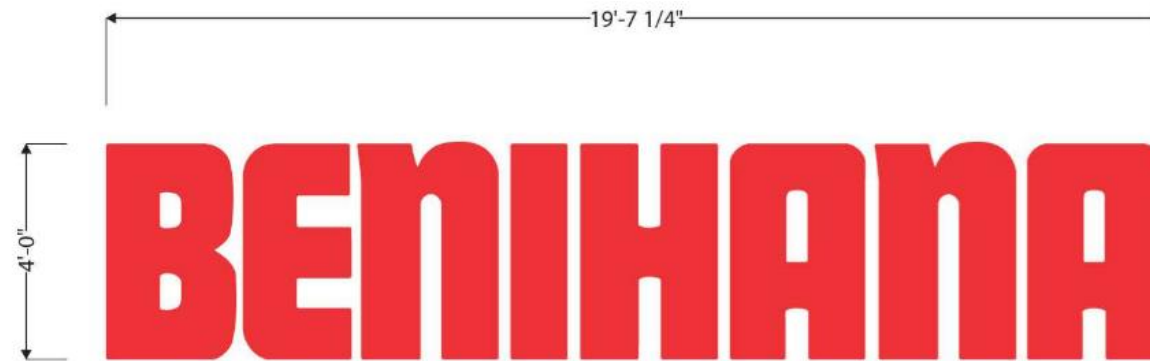
Discuss and consider action on the appropriateness of the proposed sign code meritorious exception request.



Attached Premise Sign Location



Setback 147' from Belt Line Road



FRONT VIEW

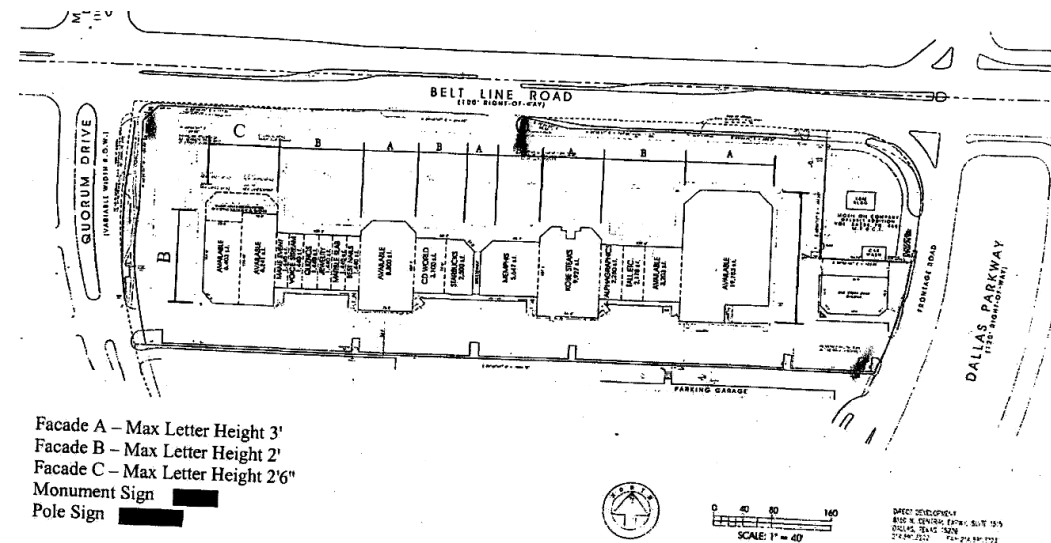
78.42 Sq. Ft.

Case MR2022-04 Benihana

ADDISON

SIGN CODE COMPLIANCE ISSUES – ADDISON WALK SPECIAL SIGN DISTRICT

- Maximum letter height for attached premise signs on “A” facades
 - Permitted = 3 feet
 - Proposed = 4 feet
- Applicant Justification:
 - Lettering appears too small for the Benihana brand and proposed sign accommodates less sign area than previous tenant signage (Kobe Steaks)



Case MR2022-01 Addison Grove

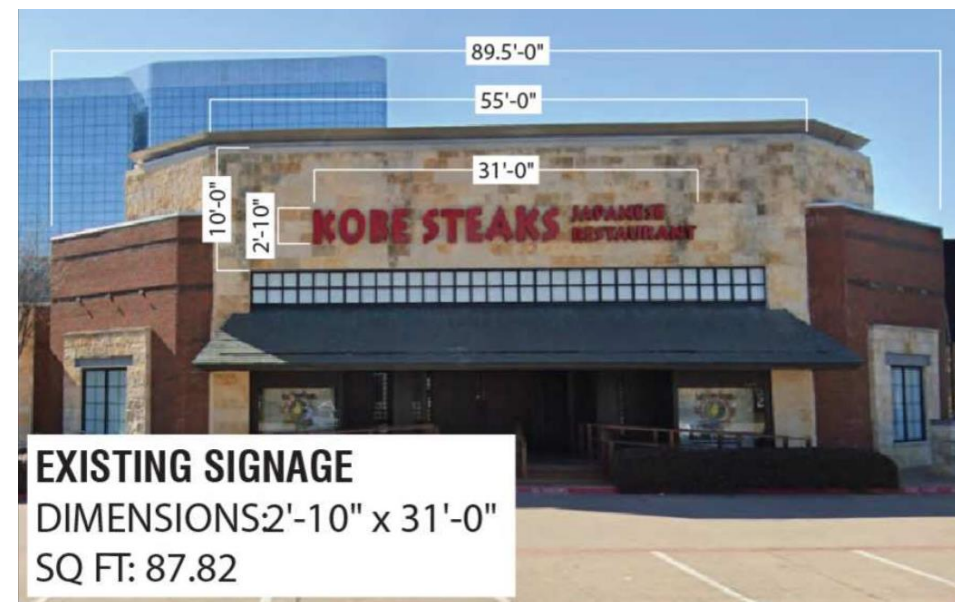
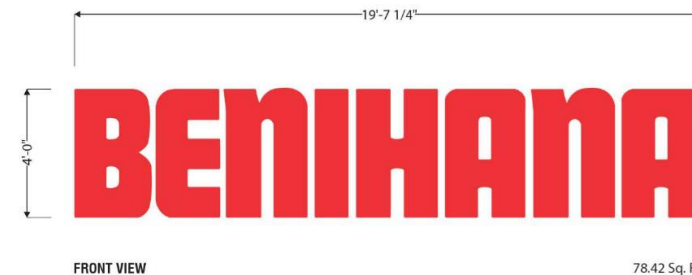
ADDISON

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 does not meet hardship criteria

- Letter size would be inconsistent with all other signage throughout the Addison Walk retail center
- 3 foot maximum letter height permitted by the Addison Walk Special Sign District is already 6 – 12 inches taller than the maximum letter height permitted by the base sign code at this location



RECOMMENDATION:

Staff recommends **denial of the request.**

The permitted letter height for this sign is already larger than similarly situated signs in Addison. Increasing the permitted letter height would result in a design that is inconsistent with all other signage in this center.