

**Pokeworks
Meritorious Exception
(MR2022-05)**

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 white line separating a blue area from a dark grey area.

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ADDISON

LOCATION:

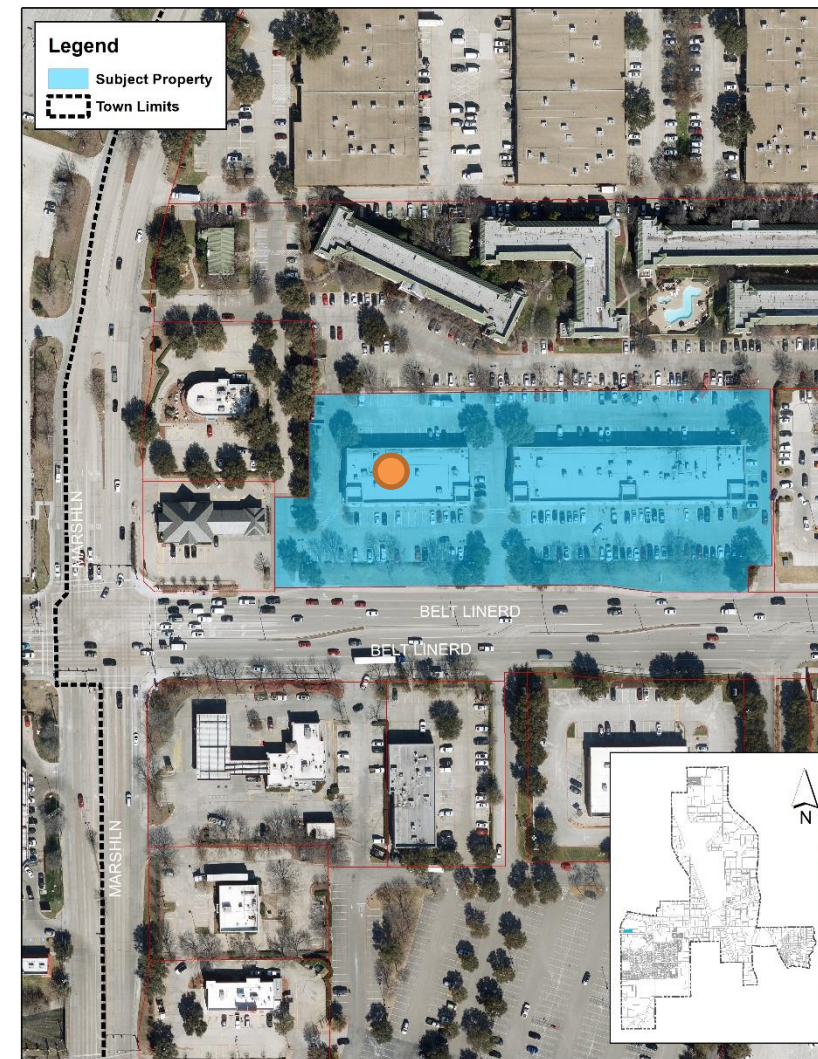
3719 Belt Line Road

REQUEST:

Approval of a Meritorious Exception for an attached sign for Pokeworks.

ACTION REQUIRED:

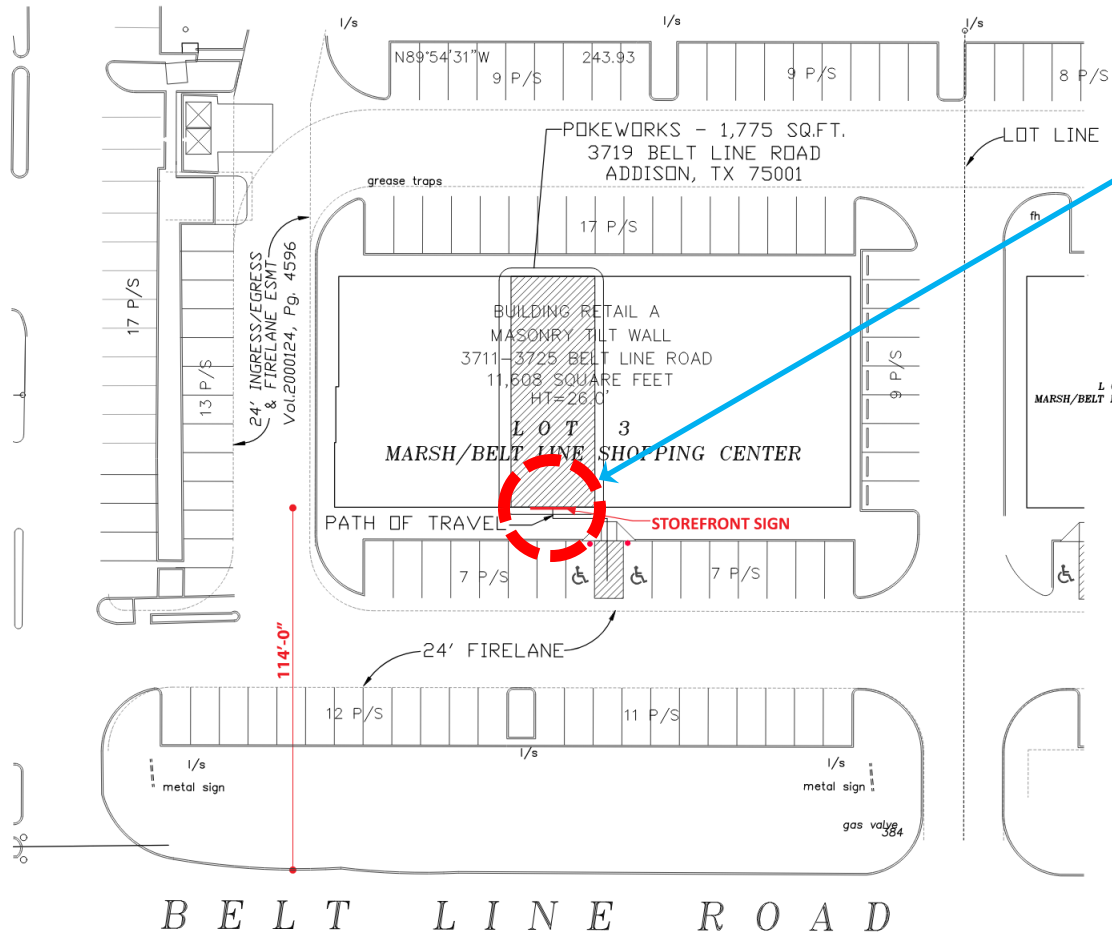
Discuss and consider action on the appropriateness of the proposed sign code meritorious exception request.



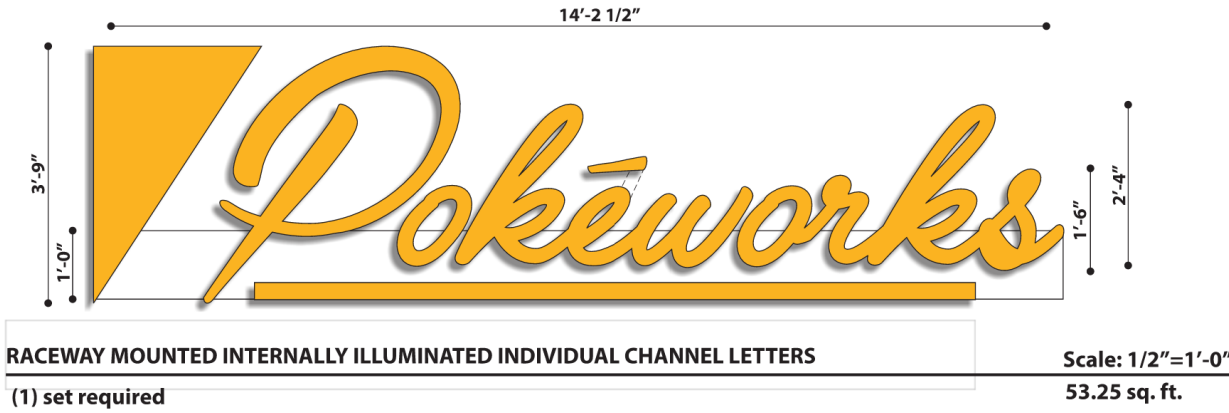
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Attached Sign Location

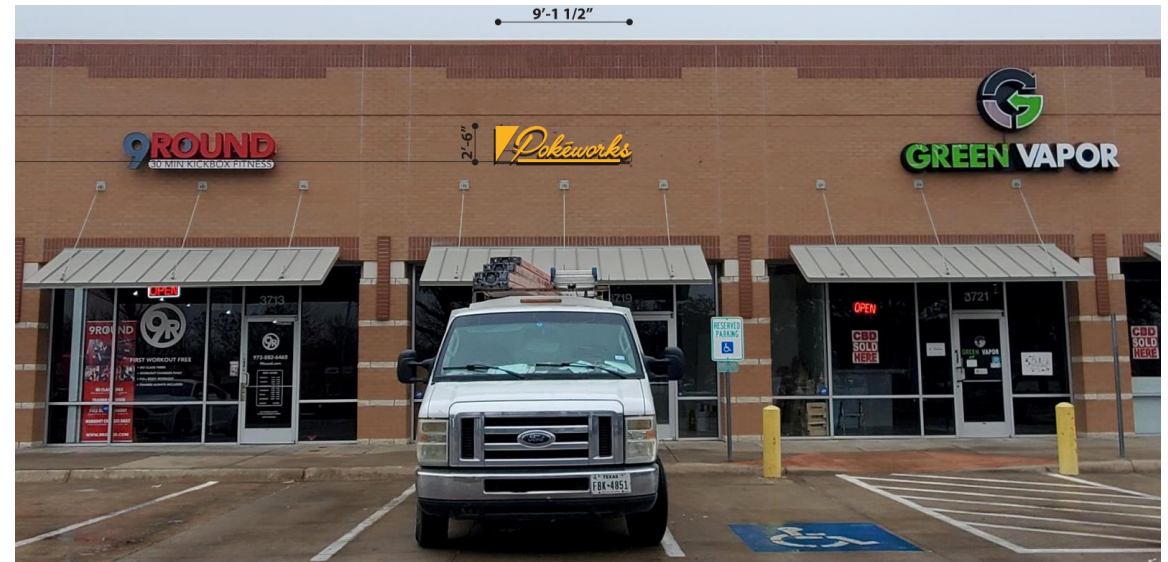


Setback 114' from Belt Line Road



SIGN CODE COMPLIANCE ISSUES

- Maximum letter and logo height for attached signs located 100 – 150 feet from a street
 - 24 inches, with no more than 50 percent of the letters or logos permitted to be up to 30 inches in height
- Applicant Justification:
 - Lettering appears too small for the Pokeworks brand and the proposed sign is consistent with other signs in the Addison Plaza shopping center



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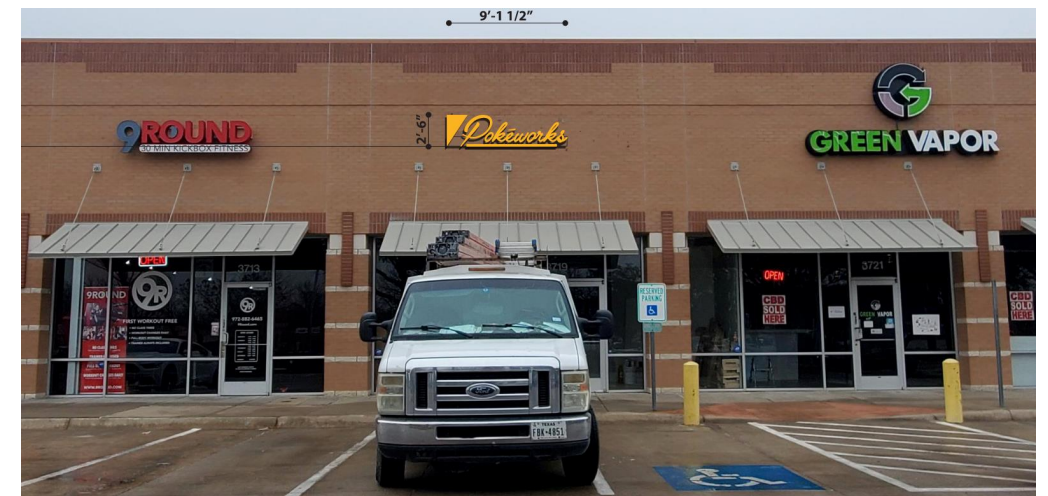
ADDISON

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 meet hardship criteria

- Strict application of the sign code would result in a much smaller logo and lettering, and a sign that would be disproportionate to the size of the façade and facility.



RECOMMENDATION:

Staff recommends **approval of the request.**

The proposed exception is driven by the Pokéworks brand style, as enforcing the code as written would result in an awkwardly sized sign that is difficult for Belt Line Road commuters to read.

The proposed request meets the “hardship” criteria of the sign code and should be approved.