

**Jakes Burgers
Meritorious Exception
(MR2022-06)**

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.

ADDISON

Case MR2022-06 Jakes Burgers

ADDISON

LOCATION:

14920 Midway Rd

REQUEST:

Approval of a Meritorious Exception for attached entry sign for Jakes Burgers.

ACTION REQUIRED:

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



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

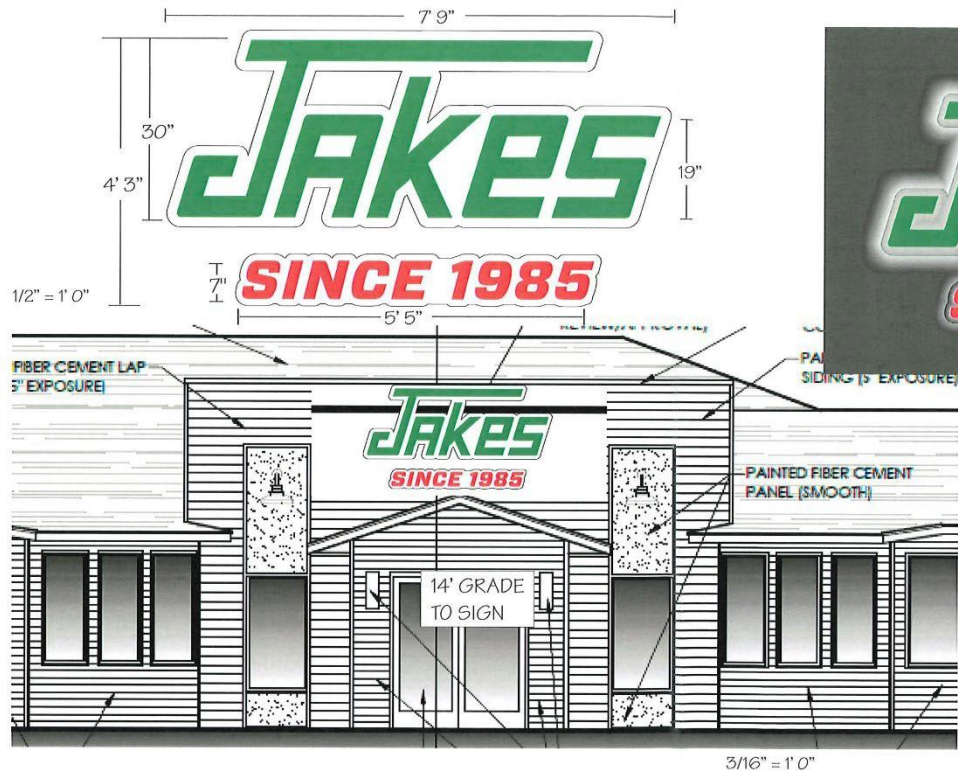
Case MR2022-06 Jakes Burgers

ADDISON

DETAIL: PROPOSED ILLUMINATED CHANNEL LETTER WALL SIGN

- DESIGN/LIGHTING: OVERALL SIGN DIMENSIONS, DETAILS & LIGHTING

JAKES BURGERS
14920 MIDWAY RD
ADDISON, TX 75001



Proposed
Attached Sign

UNLESS STATED OTHERWISE
THE COLORS DEPICTED IN THIS RENDERING MAY
NOT MATCH THE ACTUAL FINISHED PRODUCT, EXACT
COLORS WILL BE APPROVED PRIOR TO PRODUCTION.

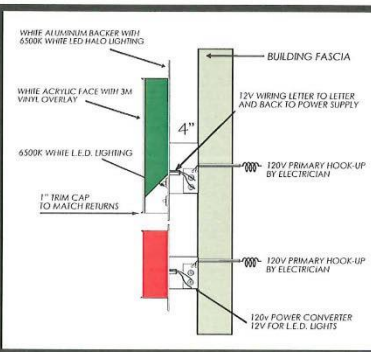
SIGN TO BE UL LISTED AND WILL BEAR UL LABEL.
CITY SIGN SERVICES LISTING #E-71482

APPROVED:

- AS SUBMITTED
- AS NOTED
- NOT APPROVED RESUBMIT

DATE:

01 EXTERIOR ELEVATION: WEST ELEVATION
SCALE: 3/16" = 1' 0"



CITY SIGN SERVICES, INC.
3914 ELM ST. - DALLAS, TX 75226

214-826-4475 citysignservices.com
CONTACT: CODY WAITS
EMAIL: CODY.CITYSIGNS@AOL.COM

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ADDISON

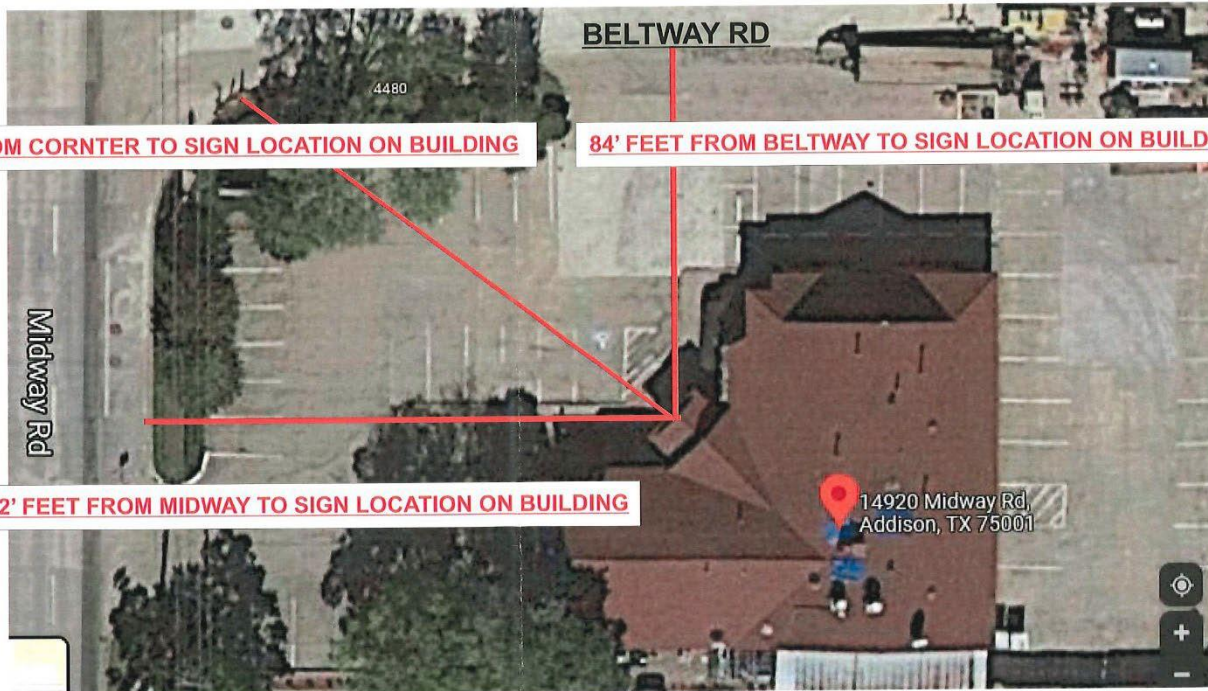
SITE PLAN: PROPOSED MONUMENT SIGN

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MONUMENT SIGN AREA & PLACEMENT: ARIEL VIEW SITE PLAN/SIGN PLACEMENT

JAKES

14920 MIDWAY RD.
ADDISON, TX 75001



Sign Location

01 EXTERIOR ELEVATION: SITE PLAN
SCALE: ARIEL VIEW

CITY SIGN SERVICES, INC.
3914 ELM ST. - DALLAS, TX 75226
214-826-4475 citysignservices.com
CONTACT: KENNETH WAITS
EMAIL: CSS1956@AOL.COM

SIGN CODE COMPLIANCE ISSUE:

- **Maximum Letter and Logo Height**
 - With a setback under 100 feet from Beltway Road the maximum allowed letter height is 20 inches
 - Proposed sign with Jakes logo has a maximum letter height of 30 inches



Meritorious Exception Request

- The applicant requested the setback be measured from Midway Road (112 feet) rather than Beltway Road (84 feet), allowing the maximum letter/logo height of the sign to be determined by Schedule B of the Sign Code.
- This would allow the sign a maximum letter/logo height of 24 inches with 50% of the letters to exceed the maximum height by 25% (30 inches), per Section 62-133 (5) b of the Code of Ordinances.

Schedule A

Sign Height Above Grade (feet)	Maximum Letter/Logo Height (inches)
0—36	16

Schedule B

Horizontal Distance of Sign From Street Curb (feet)	Maximum Letter/Logo Height (inches)
100—149	24

Section 62-133 (5) b:

Not more than 50 percent of the letters in each individual sign height category in Schedules A and B may be 25 percent taller than the specified maximum letter/logo height.

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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

- Application of the code would result in low visibility from Midway Road
- With 42,216 daily drivers on Midway, as compared to 3,798 on Beltway Road, the overwhelming majority of customers would be entering from Midway Road.



RECOMMENDATION:

Staff recommends **approval of the request.**

Questions?