

**The Villas at Fiori  
Meritorious Exception  
(MR2022-07)**

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-left corner.

# Case MR2022-07 The Villas at Fiori

ADDISON

## LOCATION:

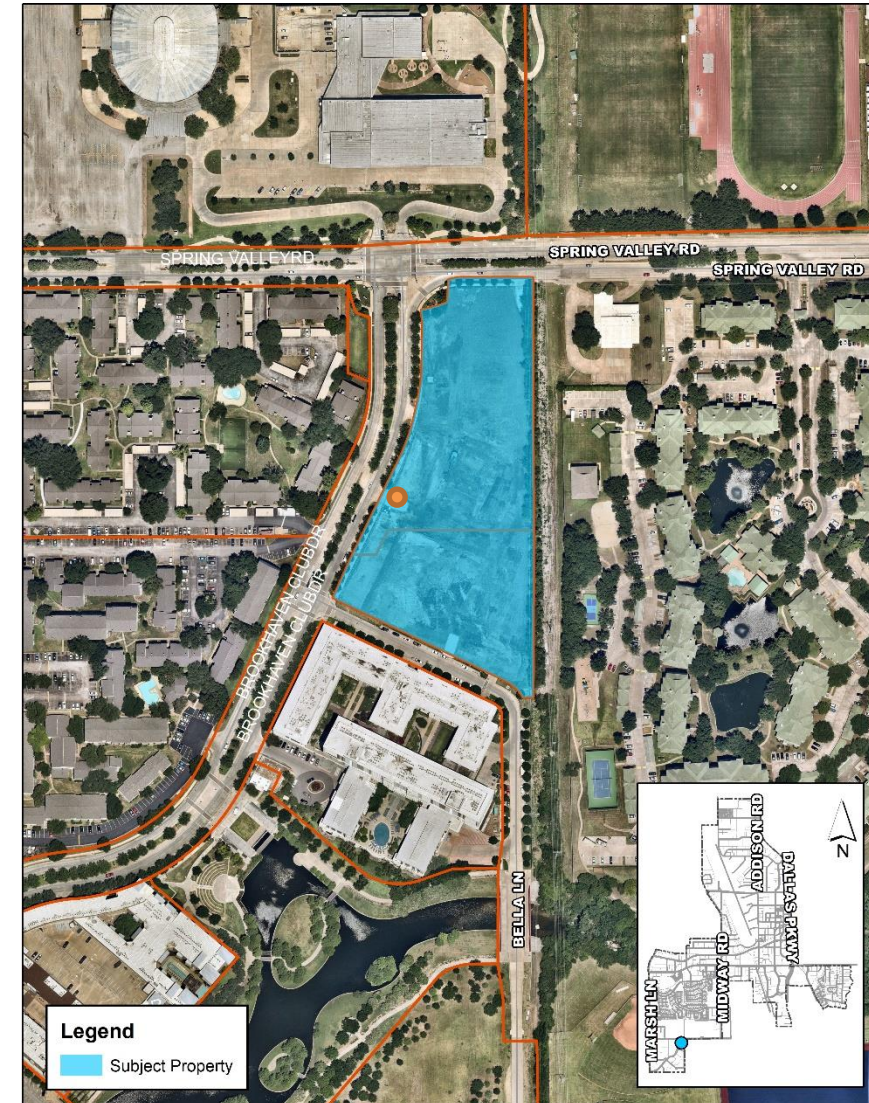
4030 Vitruvian Way

## REQUEST:

Approval of a Meritorious Exception for a detached monument sign for a new residential development, The Villas at Fiori.

## ACTION REQUIRED:

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



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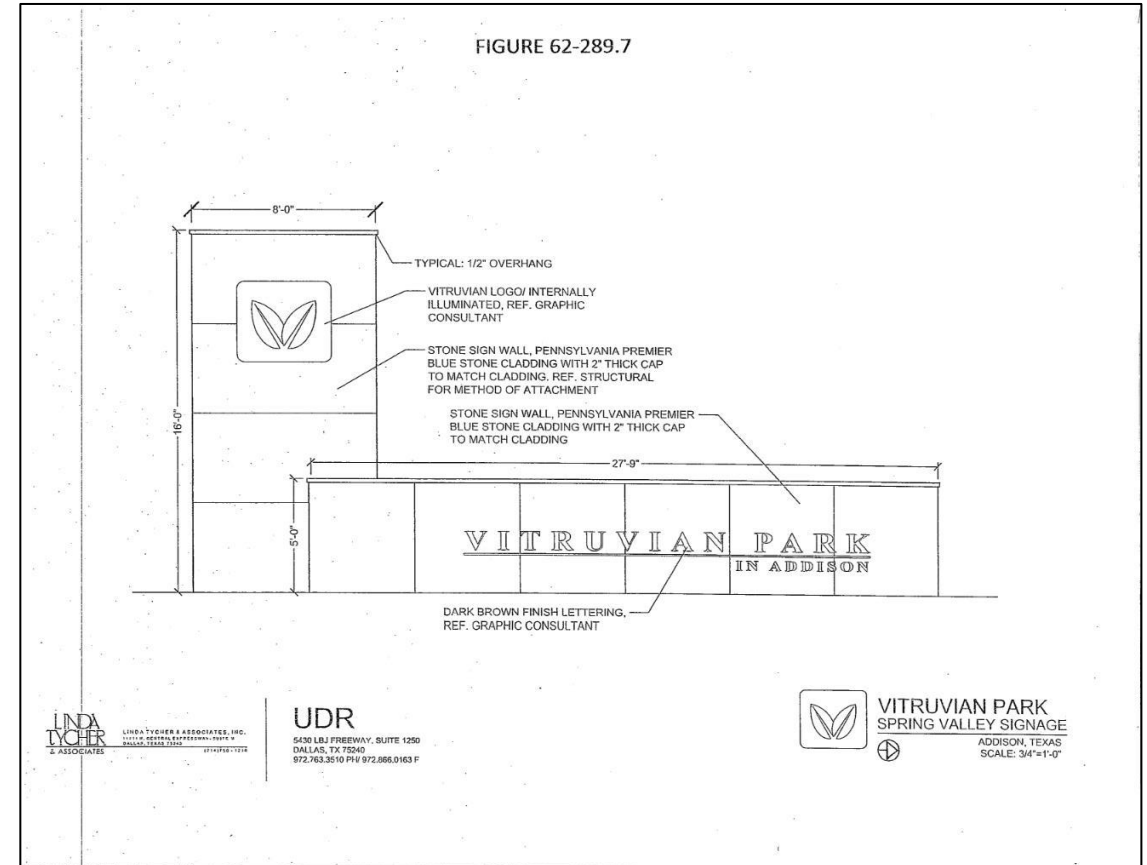
ADDISON



ST\_1 - MONUMENT ID / Qty: 1

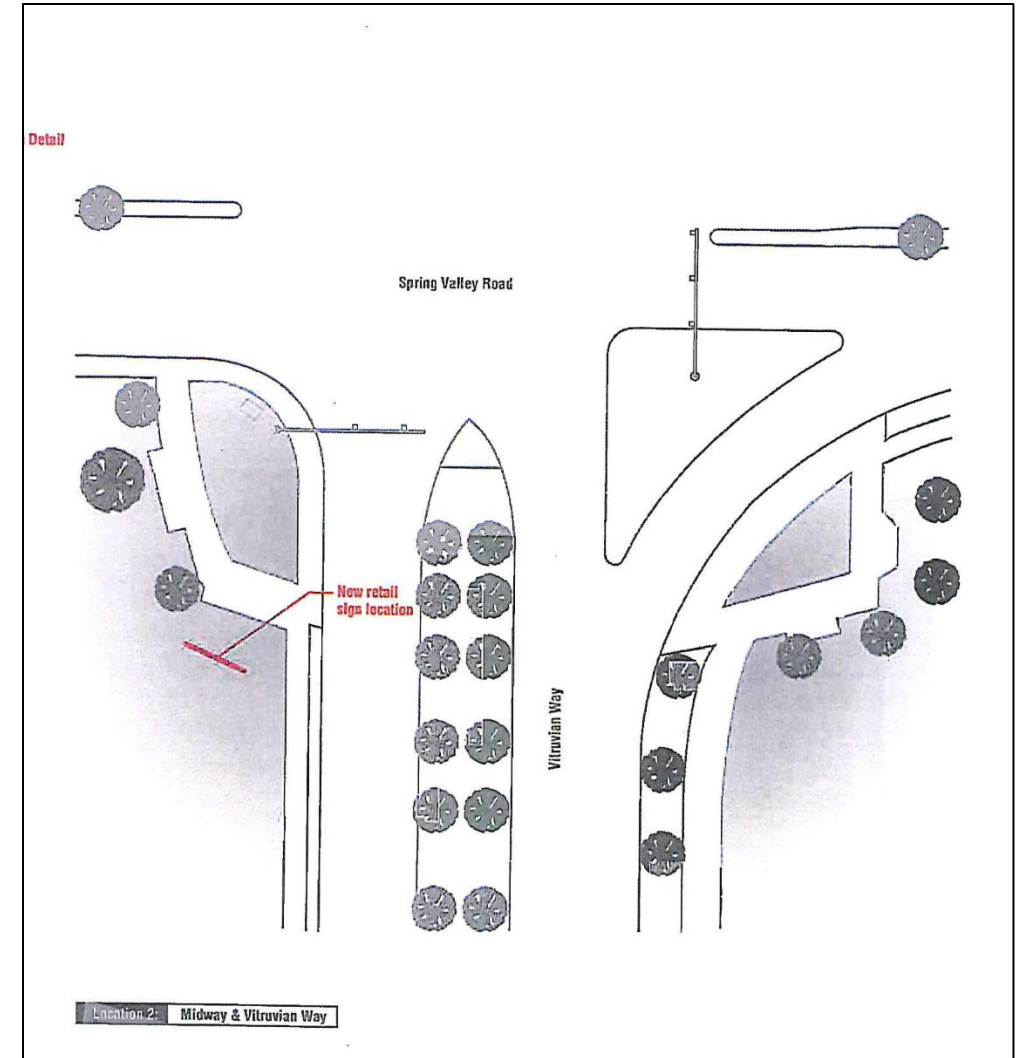
## SIGN CODE COMPLIANCE ISSUES

- The Vitruvian Park Special District outlines specific design and placement requirements.
- The required monument signs were intended to serve as gateways into the neighborhood.



## SIGN CODE COMPLIANCE ISSUES

- The subject property was rezoned to allow for a lower density development pattern where monument signs are more common for individual project phases.
- Applicant Justification:
  - The monument sign for the Villas at Fiori will help identify the neighborhood and guide traffic to the primary entrance of the development.



## 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 not allow any detached signage to be permitted for The Villas at Fiori.

## RECOMMENDATION:

Staff recommends **approval of the request.**

The proposed exception will allow modification to the sign requirements, as necessary, due to modifications to the master plan. It will also provide identification of the primary entrance of the townhome development.

Where monument signs are regulated elsewhere in the sign code, this sign complies with those standards.

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