

Loro Asian Smokehouse Meritorious Exception (MR2022-10)

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 MR2022-10 Loro Asian Smokehouse

ADDISON

LOCATION:

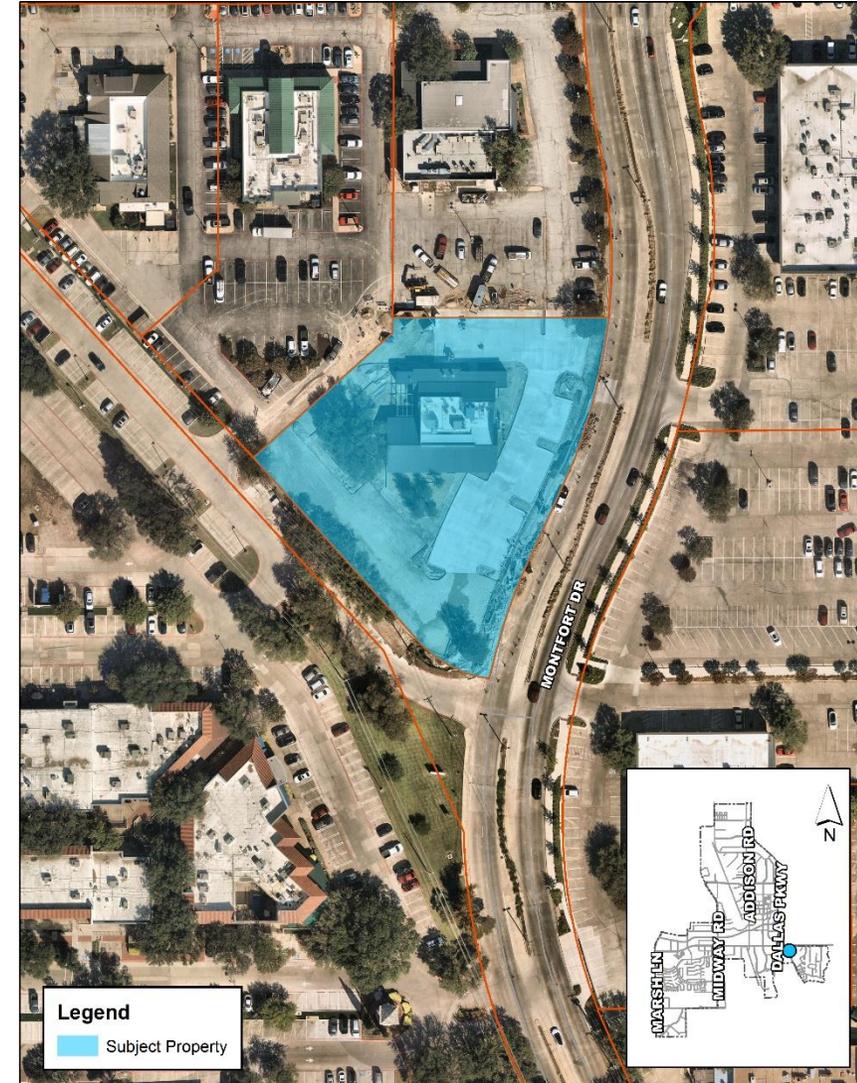
14999 Montfort Drive

REQUEST:

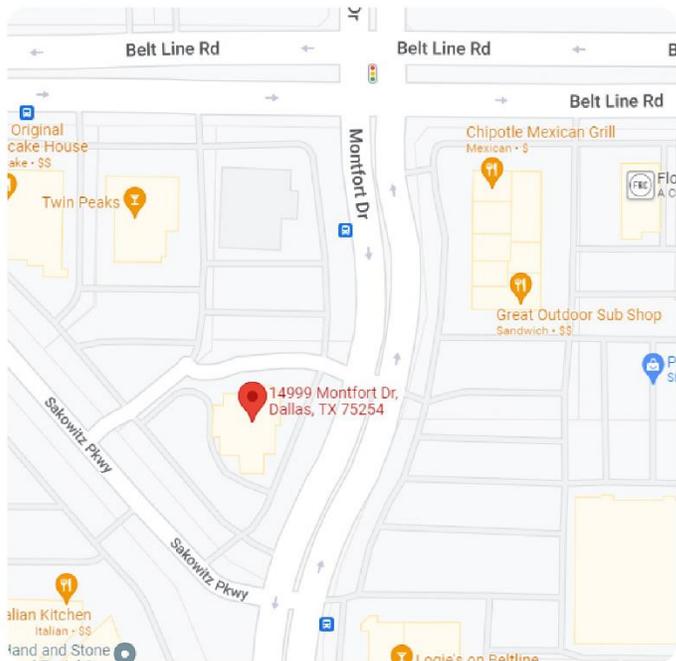
Approval of a Meritorious Exception for a mural on a portion of the east façade of a new restaurant, Loro Asian Smokehouse

ACTION REQUIRED:

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



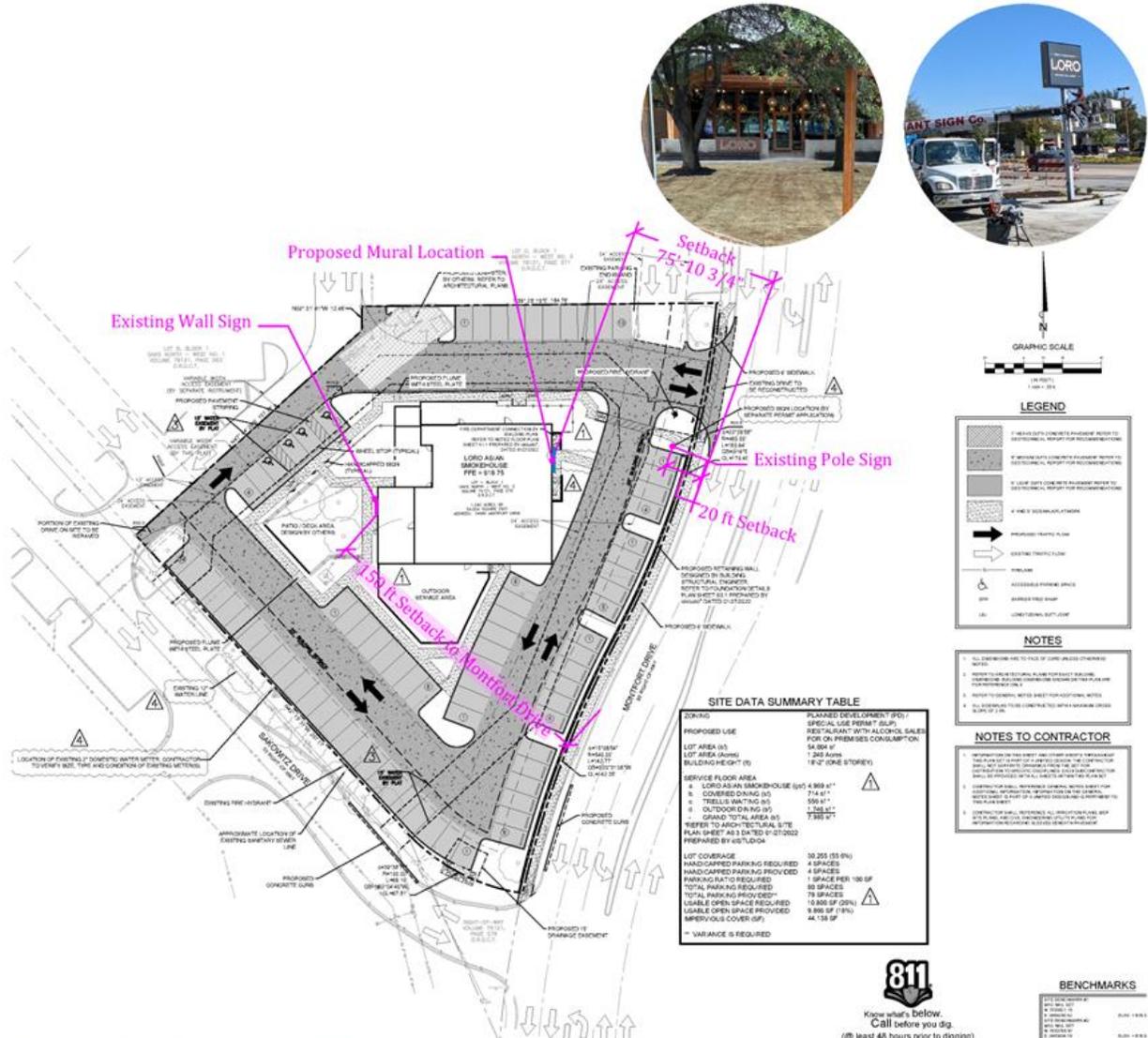
Case MR2022-10 Loro Asian Smokehouse



Site Map - Indicating Street Names



Building Photo - Proposed Mural Location Montfort Facade



SITE DATA SUMMARY TABLE

| | |
|--|---|
| ZONING | PLANNED DEVELOPMENT (PD) / SPECIAL USE PERMIT (SUP) |
| PROPOSED USE | RESTAURANT WITH ALCOHOL SALES FOR ON PREMISES CONSUMPTION |
| LOT AREA (S) | 54,004 SF |
| LOT AREA (AVERAGE) | 17,335 SQ FT |
| BUILDING HEIGHT (FT) | 18'-0" (ONE STOREY) |
| SERVICE FLOOR AREA | |
| I. LORO ASIAN SMOKEHOUSE (S) | 4,969 SF |
| II. COVERED DINING (S) | 75,847 SF |
| III. TRELLIS WAITING (S) | 556 SF |
| IV. OUTDOOR DINING (S) | 1,256 SF |
| GRAND TOTAL AREA (S) | 7,385 SF |
| REFERS TO ARCHITECTURAL SITE PLAN SHEET AS 3 DATED 07-27-2022 PREPARED BY GFL/PLA/CA | |
| LOT COVERAGE | 30,205 (55.0%) |
| HANDICAPPED PARKING REQUIRED | 4 SPACES |
| HANDICAPPED PARKING PROVIDED | 4 SPACES |
| PARKING RATIO REQUIRED | 1 SPACE PER 100 SF |
| TOTAL PARKING REQUIRED | 90 SPACES |
| TOTAL PARKING PROVIDED | 79 SPACES |
| USABLE OPEN SPACE REQUIRED | 18,800 SF (34%) |
| USABLE OPEN SPACE PROVIDED | 9,895 SF (18%) |
| IMPERVIOUS COVER (SF) | 44,138 SF |
| | * VARIANCE IS REQUIRED |

LEGEND

- 1. AREA WITH CONCRETE AND/OR ASPHALT REFER TO STRUCTURAL REPORT FOR RECOMMENDATIONS
- 2. AREA WITH CONCRETE AND/OR ASPHALT REFER TO STRUCTURAL REPORT FOR RECOMMENDATIONS
- 3. AREA WITH CONCRETE AND/OR ASPHALT REFER TO STRUCTURAL REPORT FOR RECOMMENDATIONS
- 4. AREA WITH CONCRETE AND/OR ASPHALT REFER TO STRUCTURAL REPORT FOR RECOMMENDATIONS

NOTES

- ALL DIMENSIONS ARE TO FACE OF CURB UNLESS OTHERWISE NOTED.
- REFER TO ARCHITECTURAL PLANS FOR EXISTING CONDITIONS.
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- ALL DIMENSIONS ARE TO FACE OF CURB UNLESS OTHERWISE NOTED.

NOTES TO CONTRACTOR

- VERIFY ALL DIMENSIONS AND CONDITIONS ON SITE BEFORE BEGINNING WORK.
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811
Know what's below.
Call before you dig.
(at least 48 hours prior to digging)

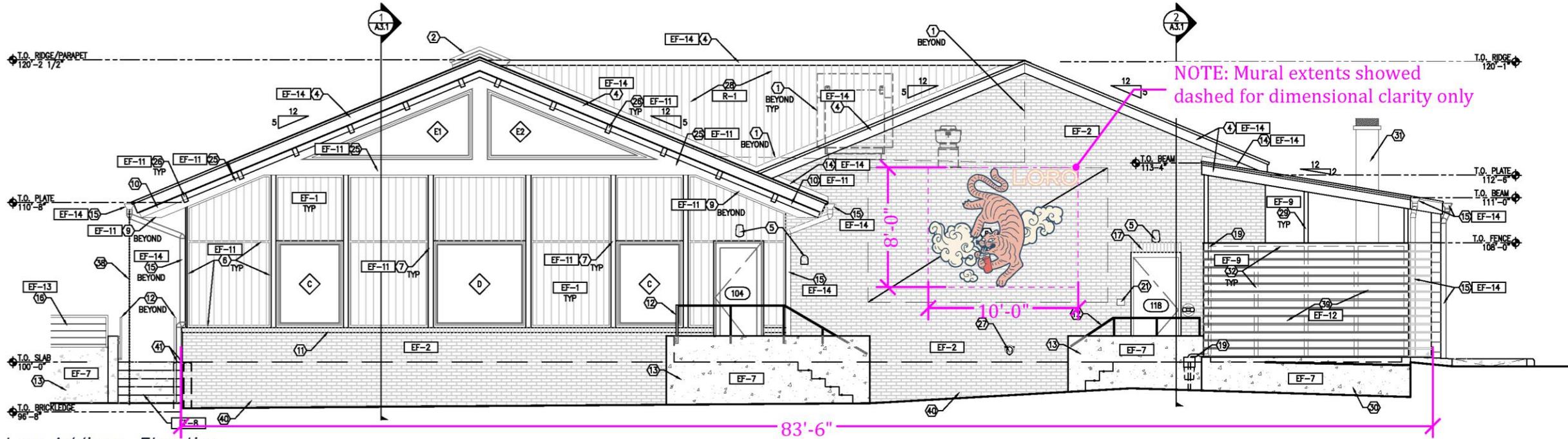
BENCHMARKS

| | | |
|----------|-------|-------|
| 1. BENCH | 1.000 | 1.000 |
| 2. BENCH | 1.000 | 1.000 |
| 3. BENCH | 1.000 | 1.000 |
| 4. BENCH | 1.000 | 1.000 |

Site Plan - Indicating Lot Lines & Easements

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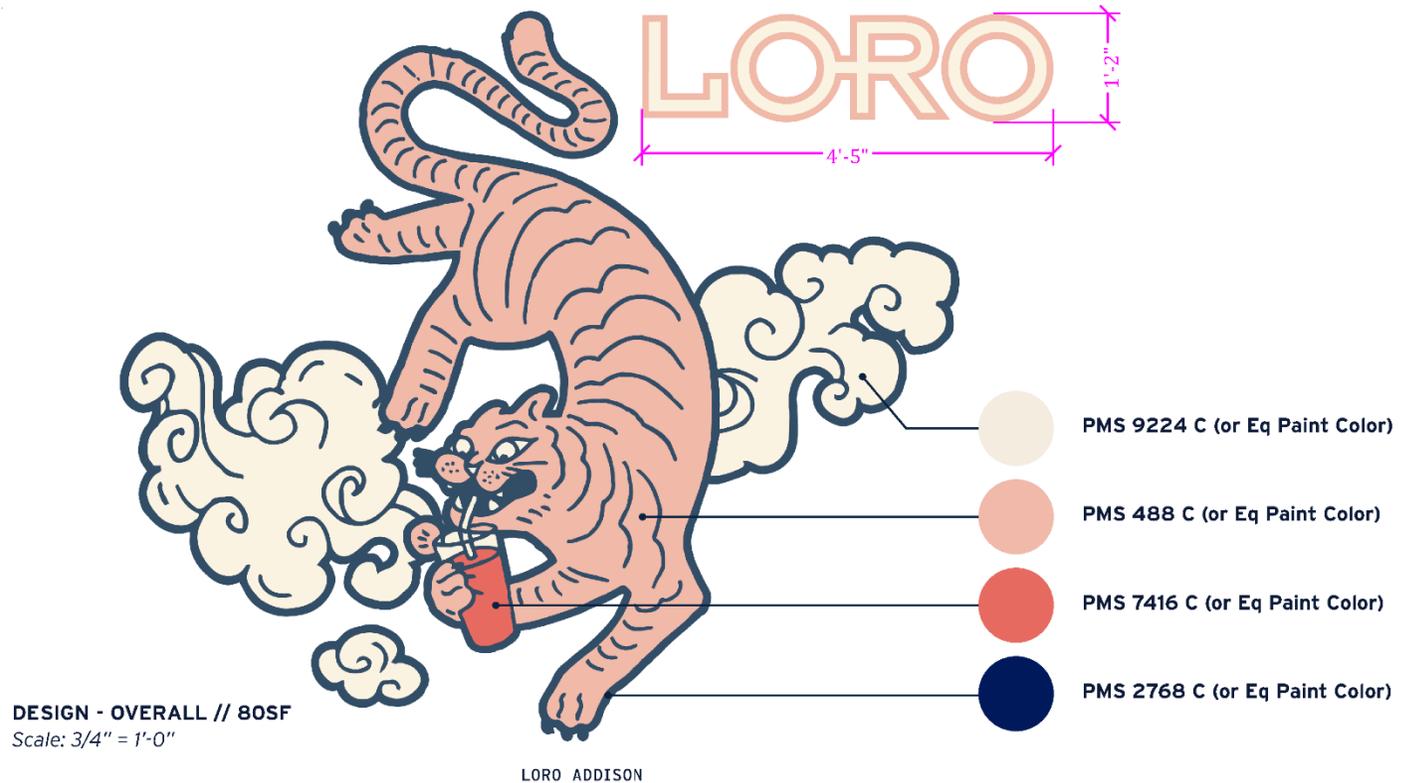
Loro Addison - Elevation
1/8" = 1'-0"

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SIGN CODE COMPLIANCE REVIEW

- Murals are defined as **attached signs** by the Town's sign ordinance
 - *...any sign attached to, **applied on** or supported by any part of a building (such as a wall, roof, window, canopy, awning, arcade or marquee) which encloses or covers usable space.*
- Proposed mural exceeds maximum height requirements for attached signs



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.

Applicant's proposed mural meets this criteria:

- The mural is intended to improve the appearance of an otherwise blank façade
- The tiger is representative of the Asian inspired cuisine
- The smoke surrounding the tiger represents the smoked food offerings
- Color palette is consistent with Loro Asian Smokehouse branding

RECOMMENDATION:

Staff recommends **approval of the request**, subject to the following condition:

- The beverage depicted in the proposed mural should be removed.
 - The depicted beverage is commercial in nature and may be interpreted as a graphic depiction relating to the sale of alcoholic beverages – which is not permitted by the applicable SUP.