

Sweetgreen/Postino Meritorious Exception (MR2023-01)

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 MR2023-01 Sweetgreen/Postino

ADDISON

LOCATION:

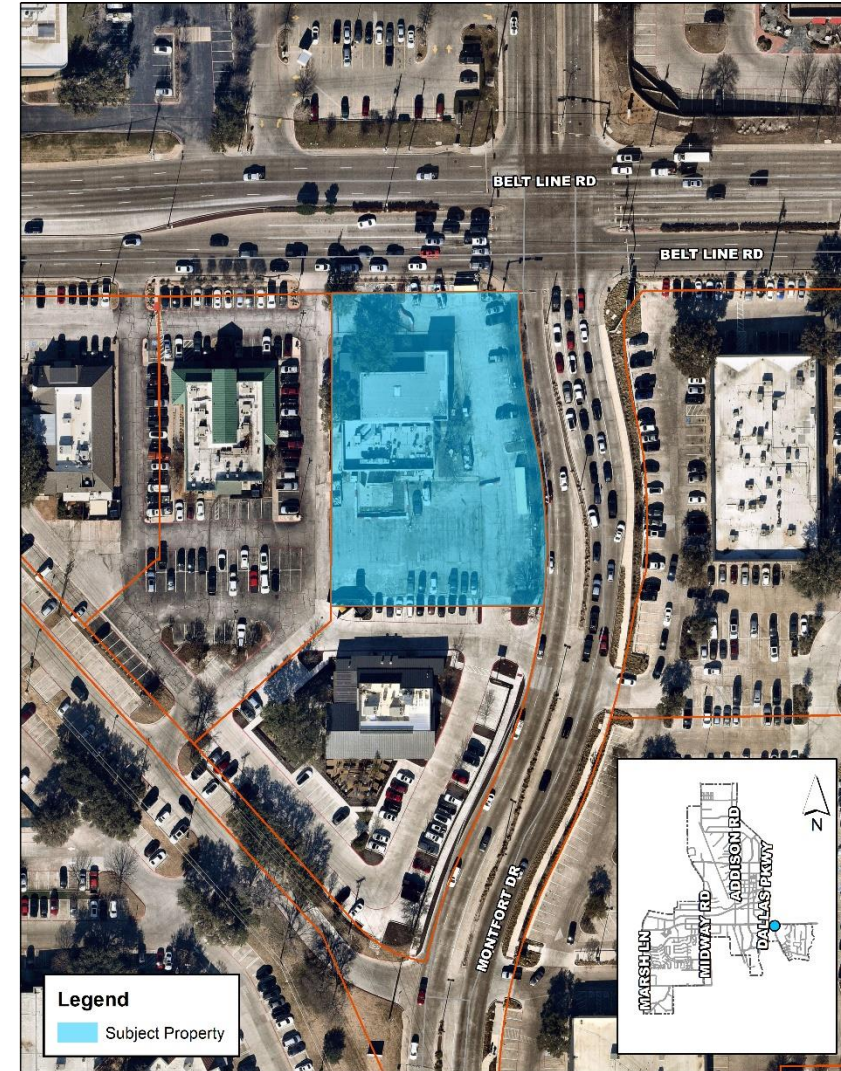
5280 Belt Line Road

REQUEST:

Approval of a Meritorious Exception to allow the conversion of an existing single-tenant pole sign into a multi-tenant pole sign by allowing a reduction of the required height, effective area, sign cabinet dimensions, sign supports, and setbacks.

ACTION REQUIRED:

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



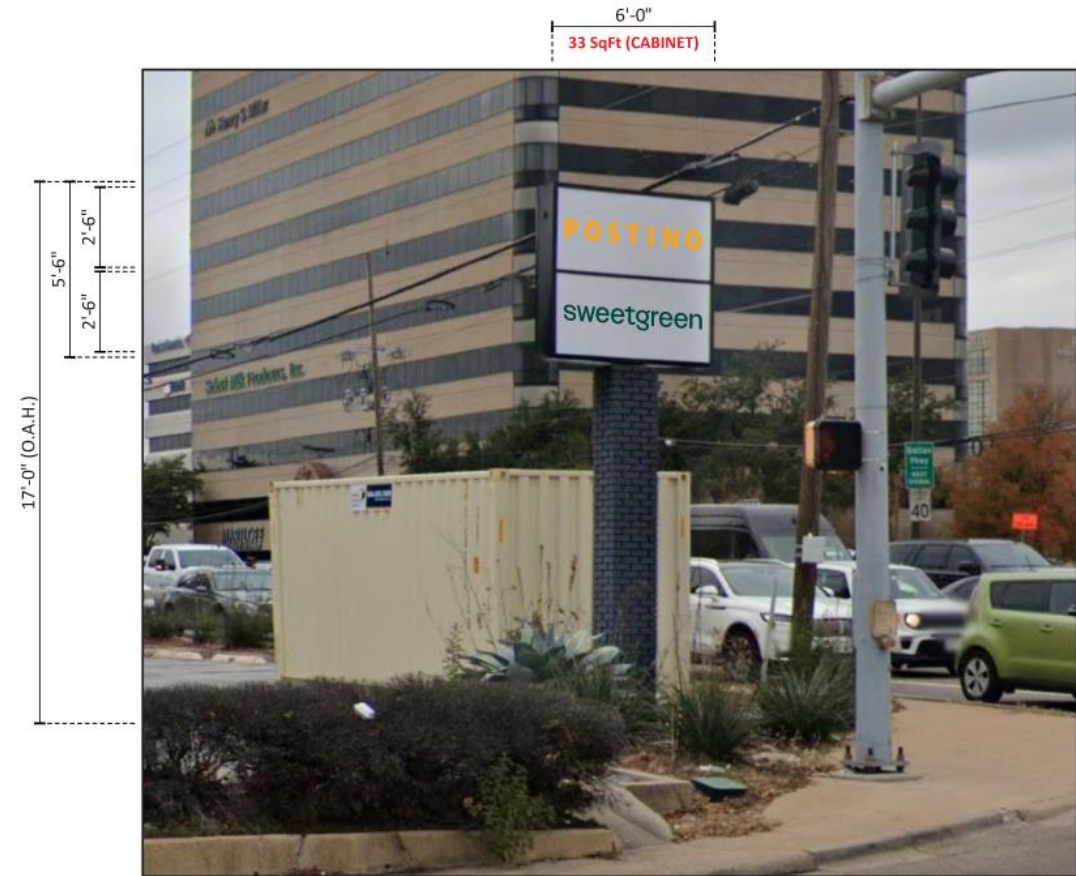
Case MR2023-01 Sweetgreen/Postino

ADDISON



A PROPOSED ELEVATION (VIEW @ WEST SIDE)

SCOPE OF WORK:
MFR. & INSTALL FOUR [4] TOTAL SETS OF VINYL GRAPHICS ON EXISTING D/F PYLON BLANK TENANT PANELS



OPPOSITE SIDE (VIEW @ EAST SIDE)

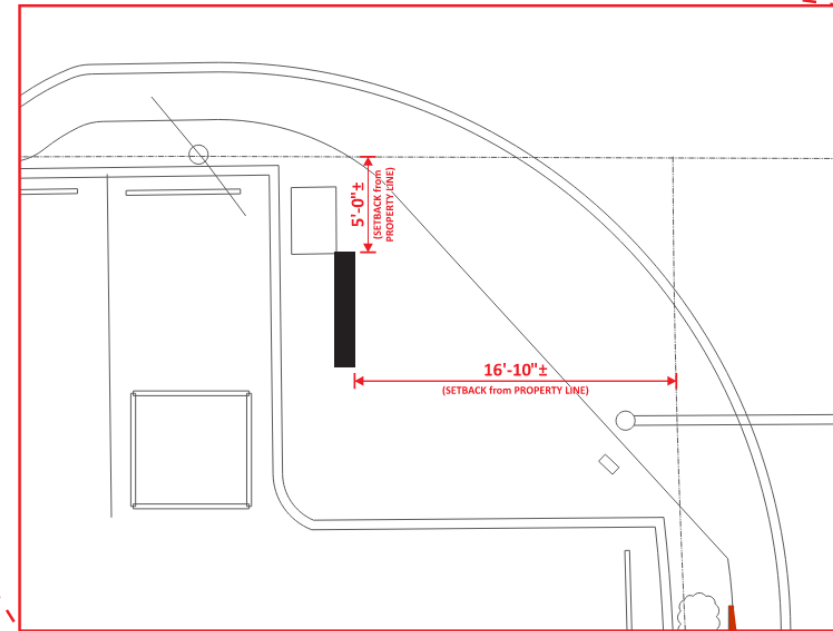
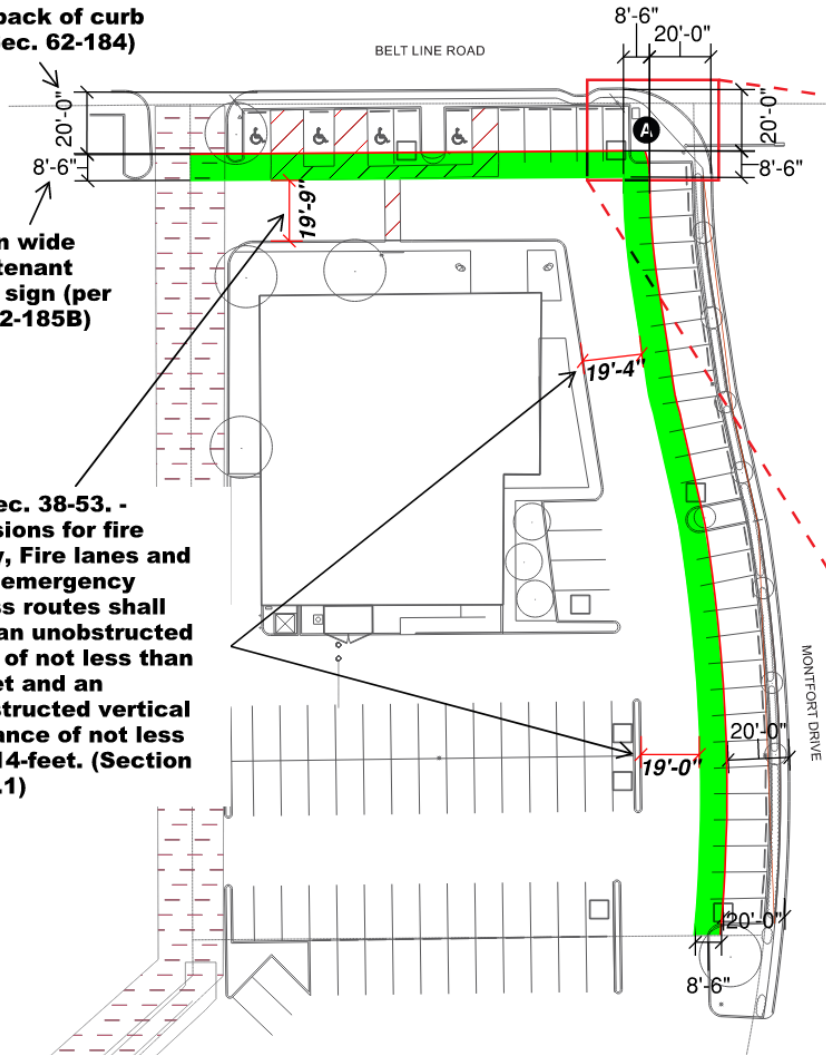
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**20 ft setback
from back of curb
(per Sec. 62-184)**

**8ft 6in wide
multitenant
pylon sign (per
Fig. 62-185B)**

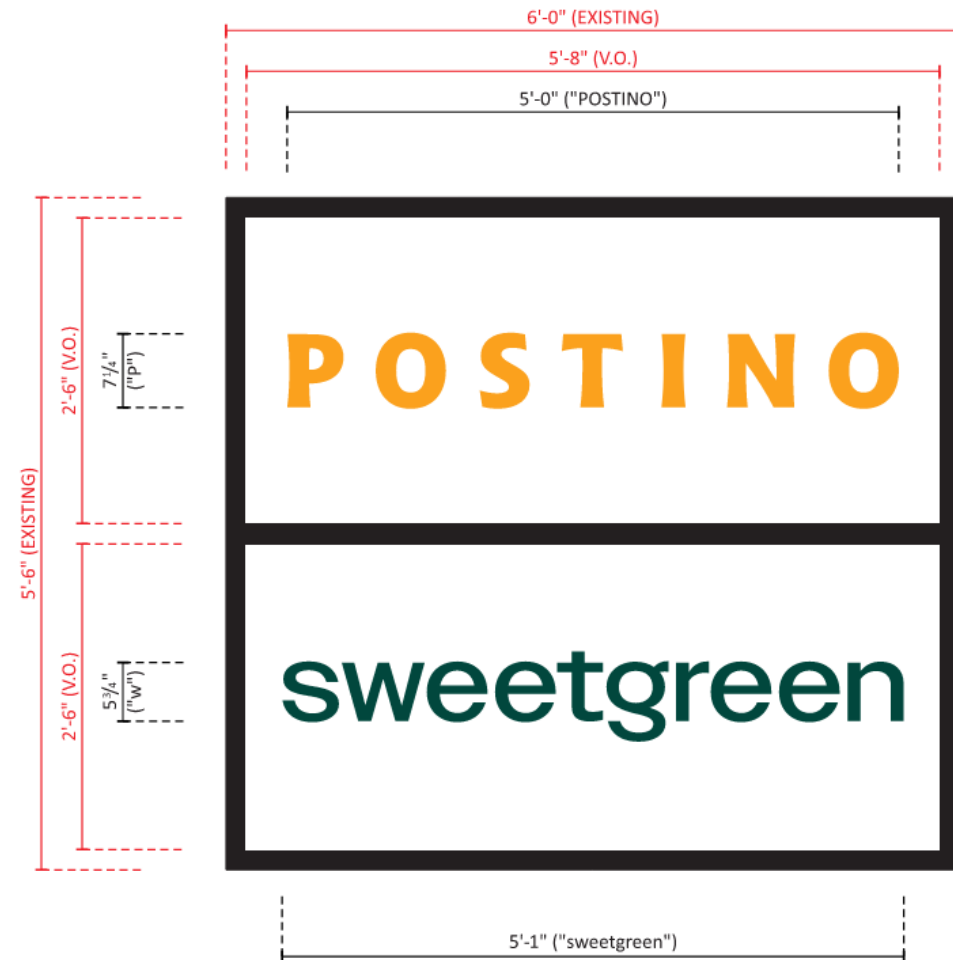
**Per Sec. 38-53. -
Provisions for fire
safety, Fire lanes
and other emergency
access routes shall
have an unobstructed
width of not less than
24-feet and an
unobstructed vertical
clearance of not less
than 14-feet. (Section
503.2.1)**



ENLARGED VIEW N.T.S.

SIGN CODE COMPLIANCE REVIEW

- The existing pole sign does not meet the required height, effective area, cabinet dimensions, sign supports, or setbacks for a multi-tenant detached pole sign.
- Applicant Justification:
 - The existing pole sign, as improved, makes a positive contribution to the area.
 - Adherence to the requirements would cause the property to be noncompliant with other development standards, such as fire access.



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:

- The applicant would like to utilize the existing sign, with minimal modification.
- The sign has existed since the 1980s with the existing site layout.
- There is not an opportunity for a pole sign location on site, as developed, that meets the Town's Sign Ordinance.

RECOMMENDATION:

Staff recommends **approval of the request.**