Sweetgreen/Postino Meritorious Exception (MR2023-01)

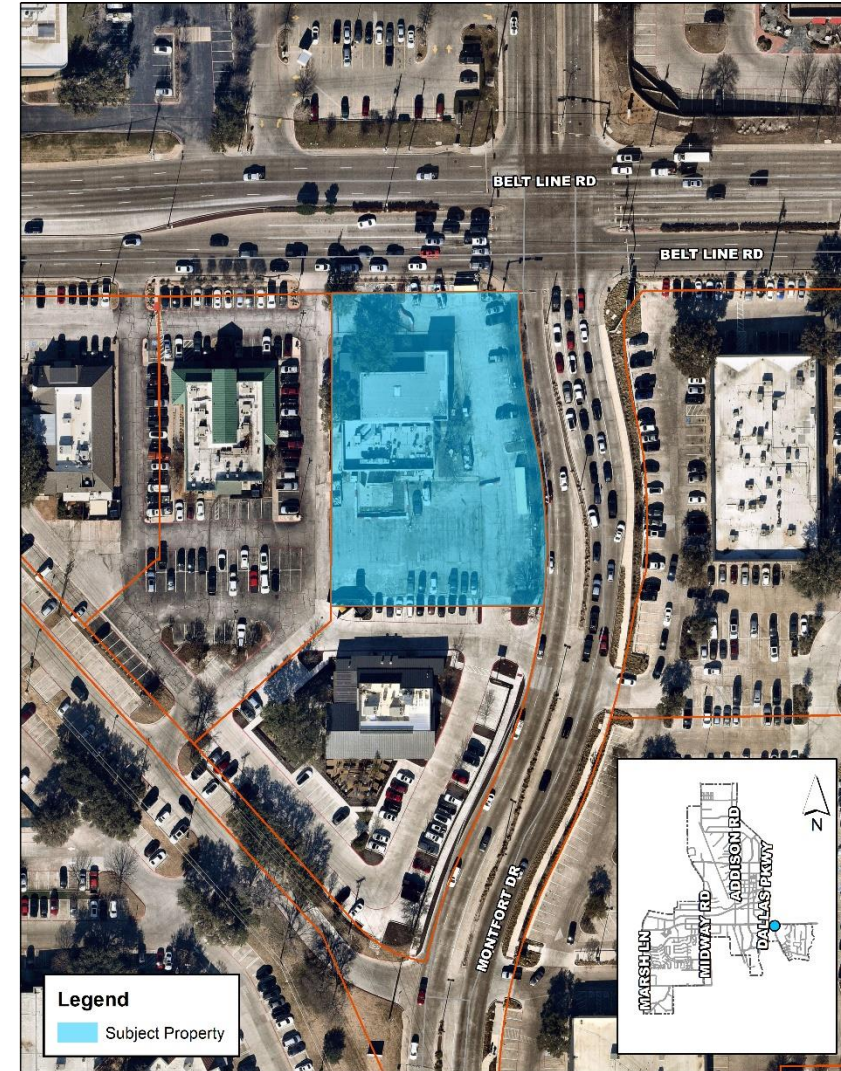# Case MR2023-01 Sweetgreen/Postino

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
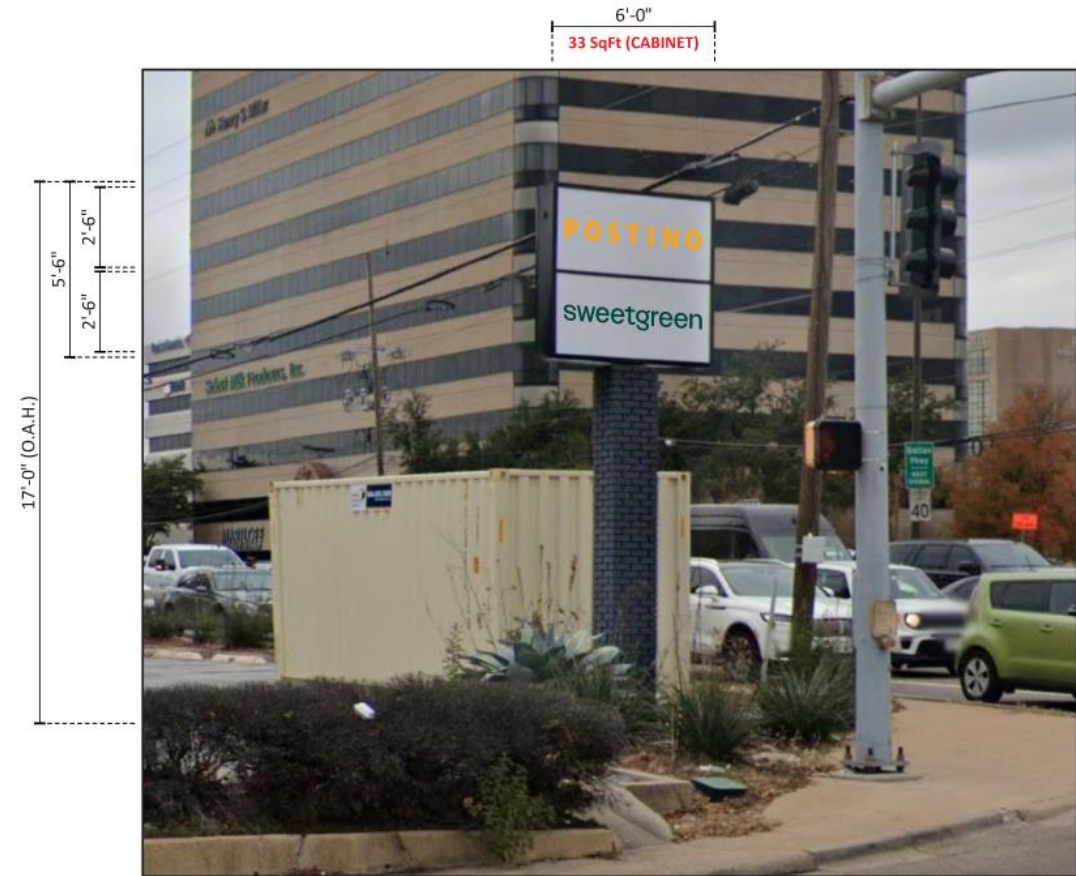

Legend
▨ Subject Property

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
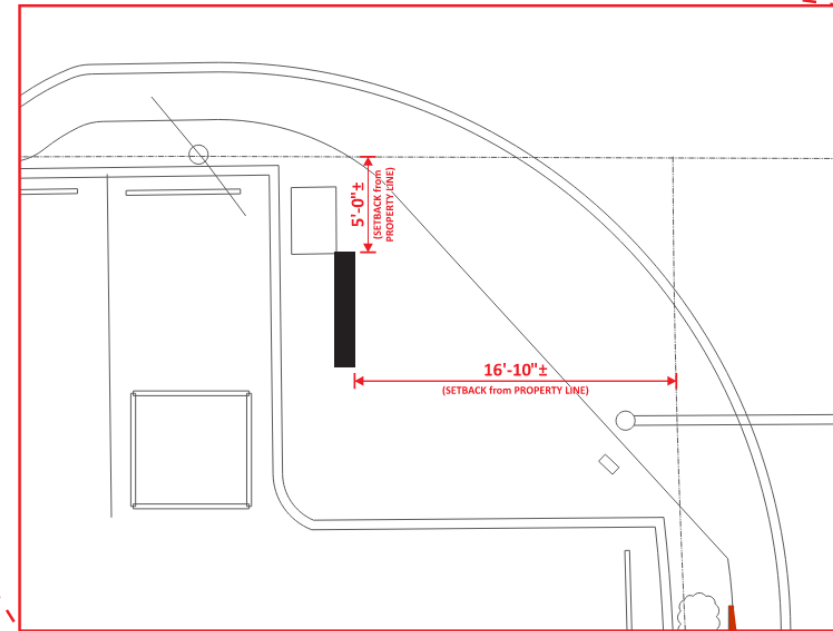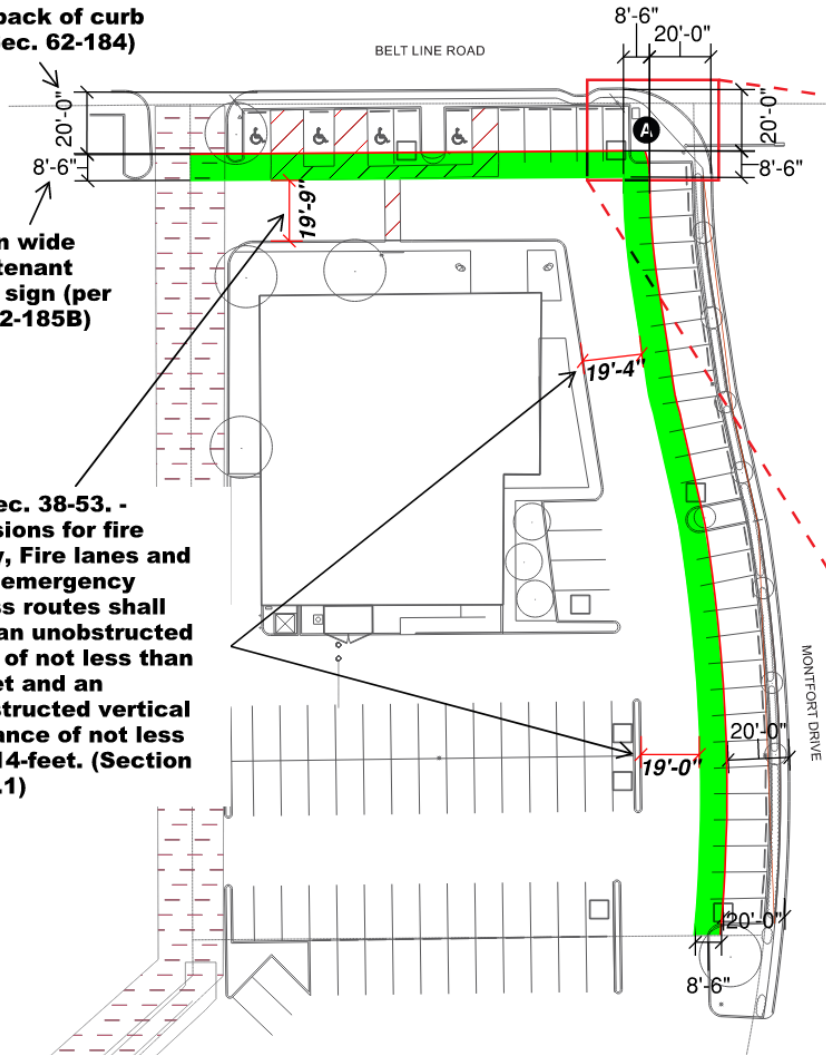
OPPOSITE SIDE (VIEW @ EAST SIDE)

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.

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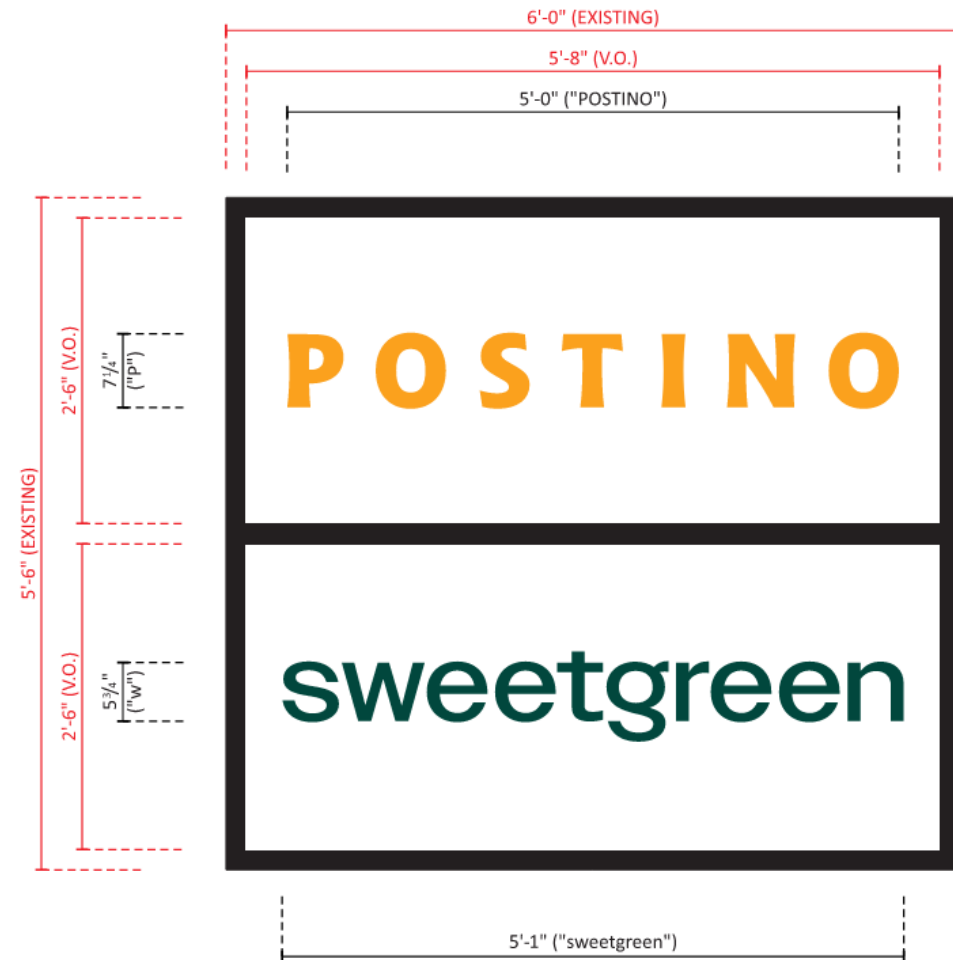
MERITORIOUS EXCEPTION CRITERIA:

- 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 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.

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RECOMMENDATION:

Staff recommends **approval of the request.**