

**Zoli's NY Pizza  
Meritorious Exception  
(MR2023-02)**

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 has a white diagonal line running from the top-left to the bottom-right, creating a triangular shape on the right side of the slide.

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## LOCATION:

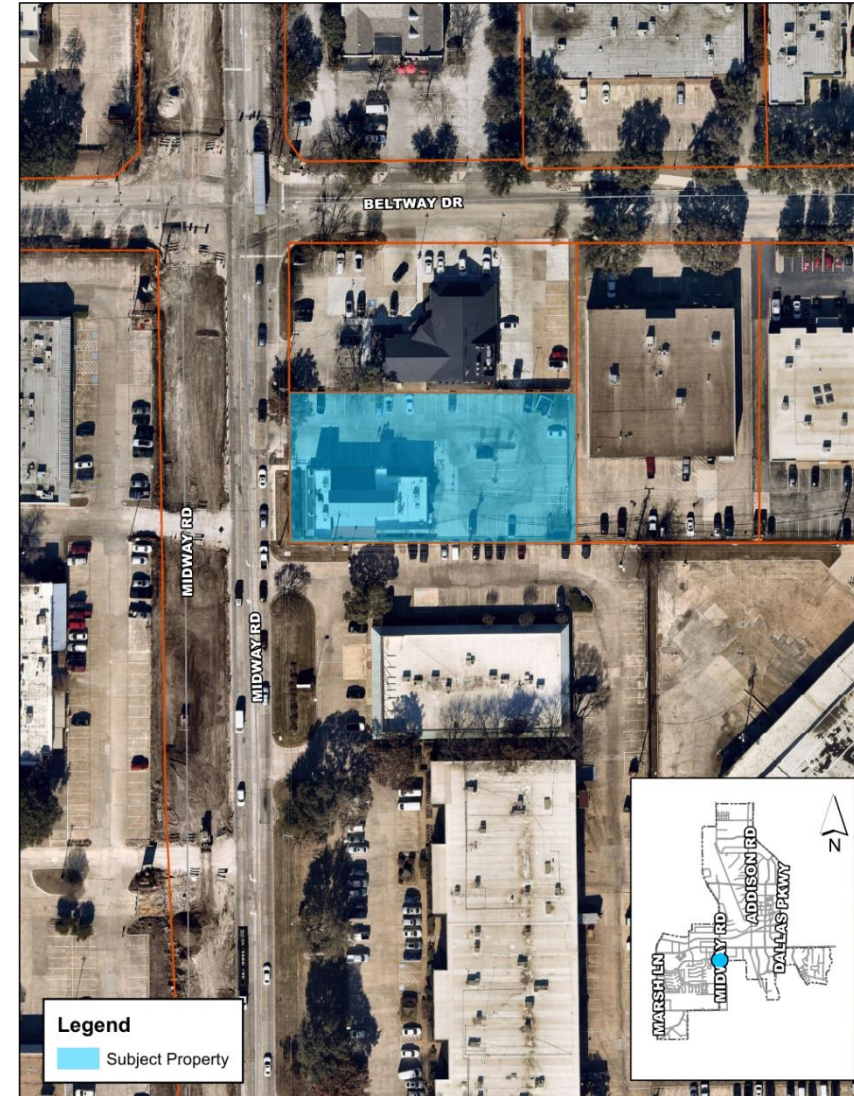
14910 Midway Road

## REQUEST:

Approval of a Meritorious Exception for an attached commercial tenant identification sign to exceed the maximum permitted letter/logo height for an existing restaurant, Zoli's NY Pizza.

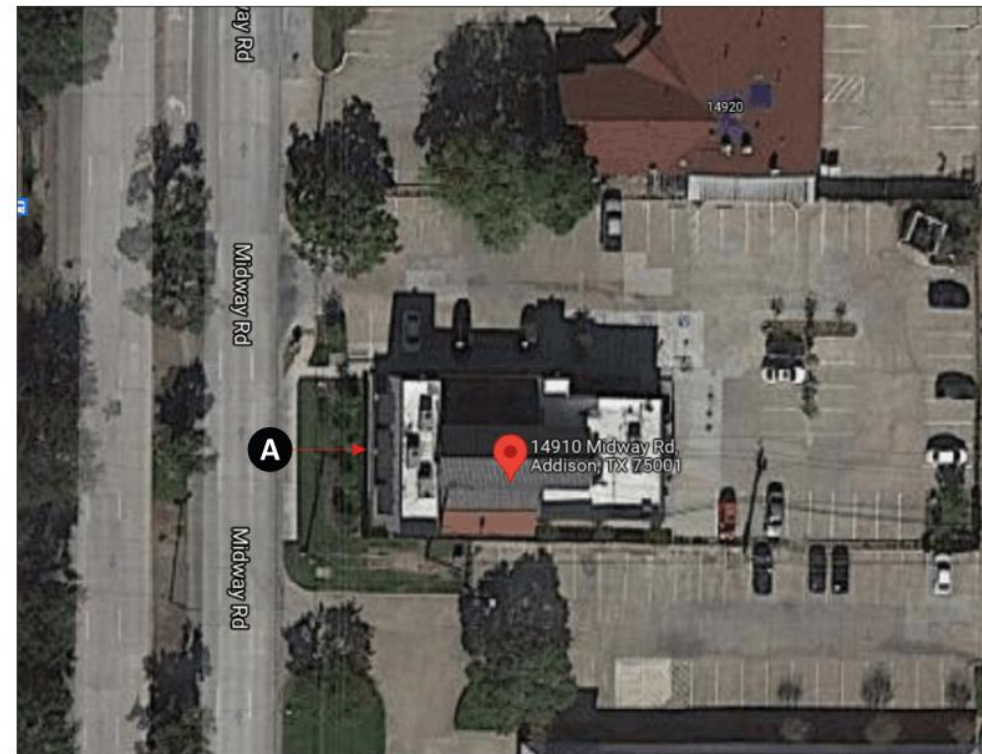
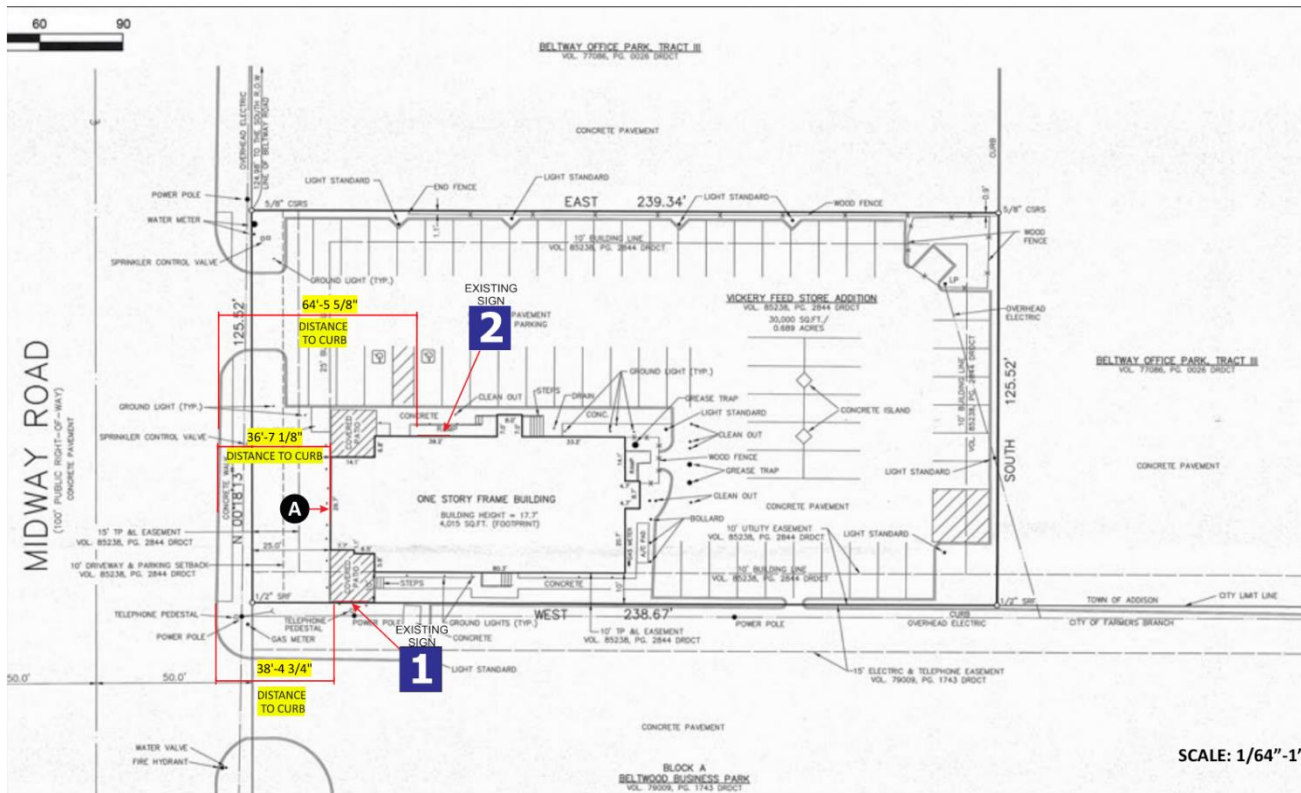
## ACTION REQUIRED:

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



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SITE PLAN

N.T.S.



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Existing Conditions



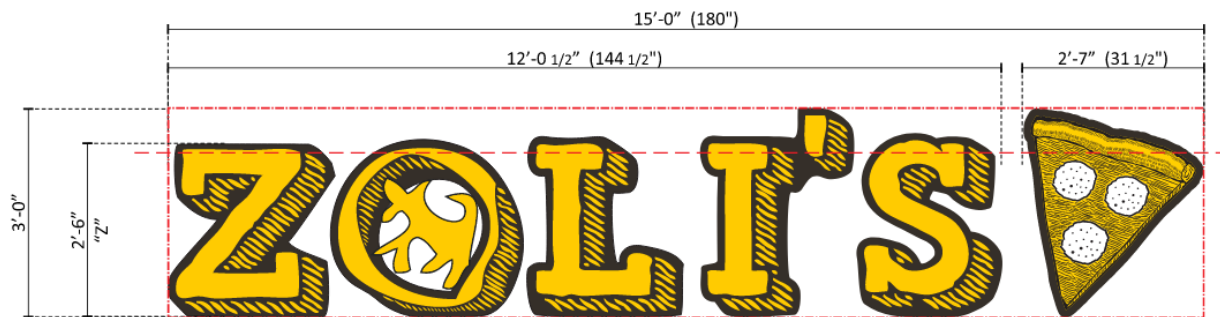
PROPOSED SIGNAGE **A**

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## SIGN CODE COMPLIANCE REVIEW

- The proposed wall sign exceeds the maximum letter/logo height permitted by the Sign Code.
- Applicant Justification:
  - The ongoing Midway Road Revitalization Project has created hardship for the business.
  - Increased sign height will provide additional visibility from Midway Road.



**A FACE-LIT CHANNEL LETTERS** SCALE: 1/2" = 1' - 0"  
ONE [1] REQUIRED - MANUFACTURE & INSTALL 45.0 SQ. FT.

5" PAINTED ALUMINUM CHANNEL LETTERS WITH 1" BLACK TRIMCAP.  
.187" THK. WHITE PLEX FACES DECORATED WITH DIGITALLY PRINTED  
TRANSLUCENT 3M #3630-135 YELLOW ROSE VINYL APPLIED FIRST SURFACE.  
INTERNALLY ILLUMINATED WITH 7100K WHITE LEDS AS REQUIRED.

LETTERS TO BE MOUNTED FLUSH TO WALL  
BLOCKING BY CUSTOMER AS REQUIRED.

## 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 Midway Road Revitalization Project is not an unnecessary hardship.
- This site's proximity to Farmers Branch, where much larger signs are permitted, is a hardship, as the existing sign at the western façade is out of character with the eastern frontage of the Midway corridor.
- The proposed sign is appropriately scaled for the building.

## **RECOMMENDATION:**

Staff recommends **approval of the request.**