

Hawkers Meritorious Exception (MR2023-04)

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 right corner.

ADDISON

Case MR2023-04 Hawker's

ADDISON

LOCATION:

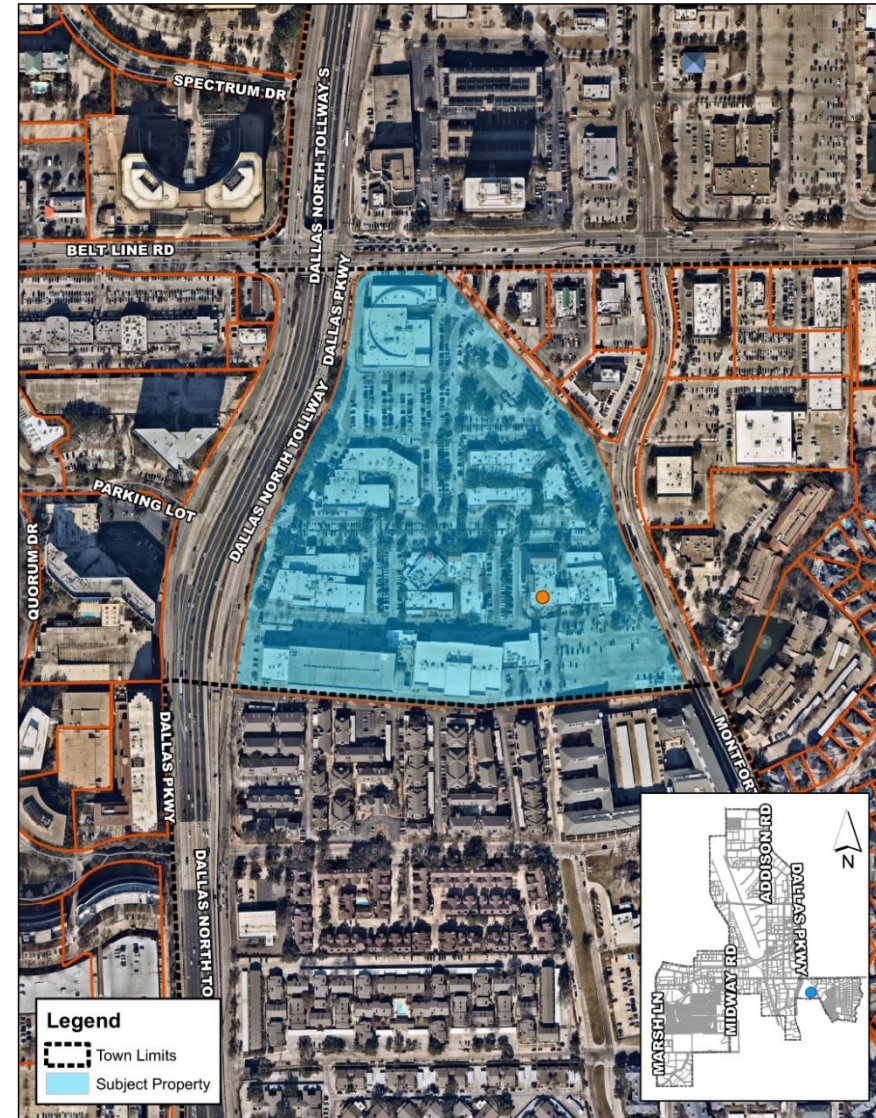
5100 Belt Line Road, Suite 430

REQUEST:

Approval of a Meritorious Exception to exceed the maximum number of attached wall signs per façade and for an attached wall sign to exceed the maximum permitted letter/logo height for a new restaurant, Hawkers.

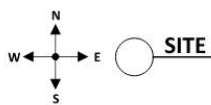
ACTION REQUIRED:

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

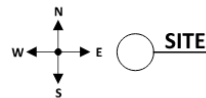
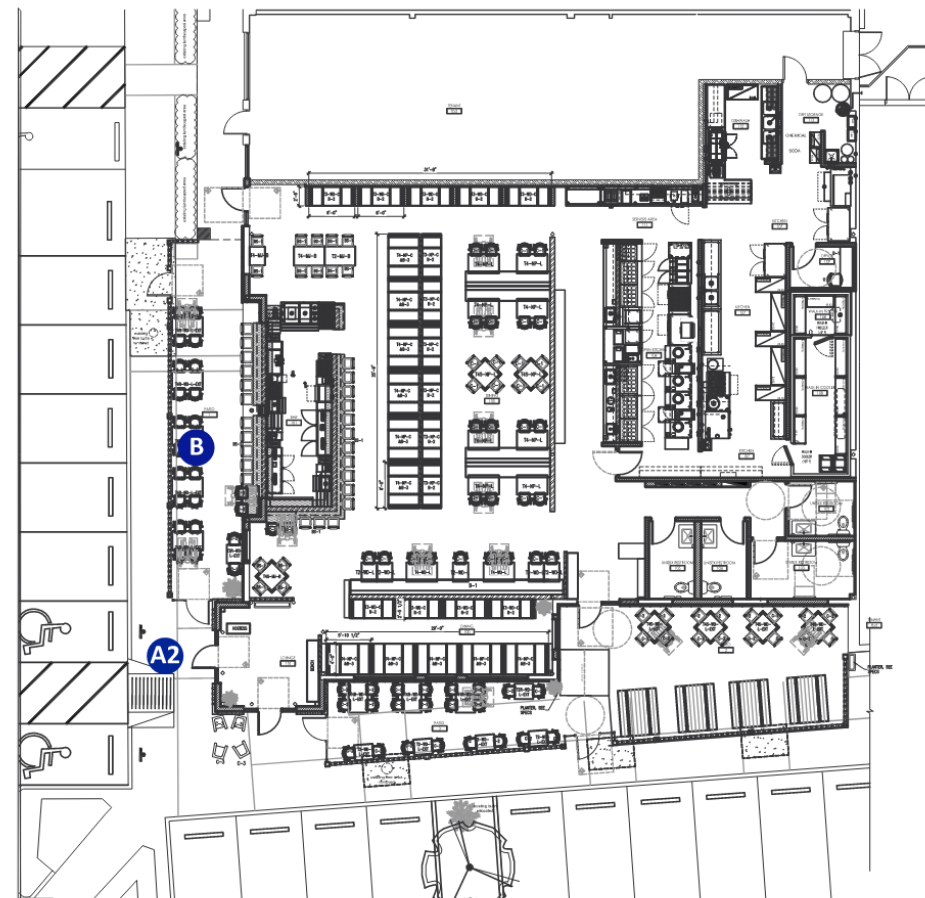


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ADDISON



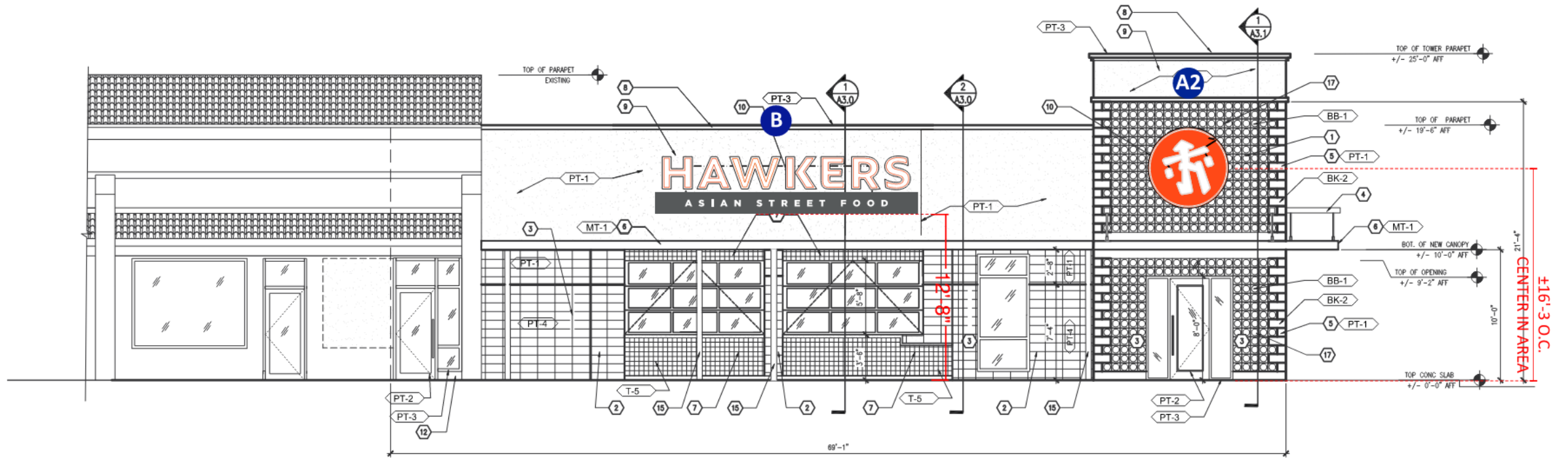
NTS



SCALE: 1/16" = 1'-0"

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ADDISON

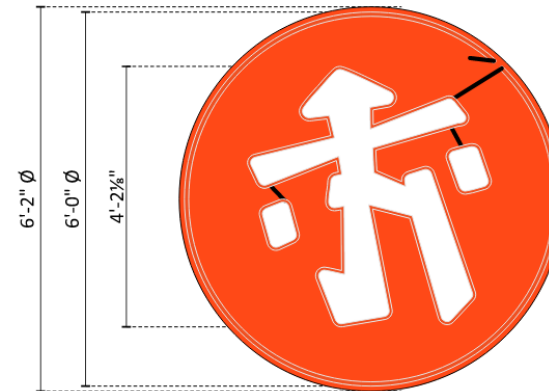


WEST ELEVATION

SCALE: 1/8" = 1' - 0"

SIGN CODE COMPLIANCE REVIEW

- The proposed wall sign exceeds the maximum number of signs per façade and exceeds the maximum letter/logo height permitted by the Village on the Parkway Special District sign regulations.
- Applicant Justification:
 - The additional logo sign adds character and artistically draws attention to the restaurant entrance.
 - The logo sign highlights the architectural building element (tower) and adds an artistic element to the façade.



OPTION 1

A2 SKELETAL NEON WALL SIGN
ONE [1] REQUIRED-MANUFACTURE & INSTALL

SCALE: 1/2" = 1'-0"
38.03 SQFT



NOTE! NEW BRAND ARTWORK

B OPEN FACE NEON LETTERS - REMOTE
ONE [1] REQUIRED - MANUFACTURE & INSTALL

SCALE: 1/2" = 1'-0"
89.11 SQFT

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.

Does not meet hardship criteria:

- Exceeding the maximum number of signs on the west façade does not meet the hardship criteria and it is not considered art as it is commercial in nature. The additional sign undermines the intent of the special district and deviates from the consistency of signage throughout the center.

Does meet hardship criteria:

- Exceeding the maximum logo height does meet the hardship criteria as the logo height requirement creates additional constraints for this logo design compared to other asymmetrical or linear signs. The proposed sign is appropriately scaled for the building.

RECOMMENDATION:

- Staff recommends **denial** of the request to allow Hawkers to exceed the maximum number of attached wall signs per façade.
- Staff recommends **approval** of the request to allow Hawkers proposed attached wall sign to exceed the maximum logo height.

As recommended by staff, Hawkers would have the choice to use either the logo sign or the restaurant name, but not both.