



Agenda
Village of Arlington Heights
Design Commission
Commissions Room, 2nd Floor
Arlington Heights Village Hall, 33 S. Arlington Heights Rd.
November 12, 2019
6:30 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

A. Minutes - 10/22/19

IV. REPORTS

V. OLD BUSINESS

VI. NEW BUSINESS

A. DC#19-095 - Metropolis Performing Arts Centre - 111 W. Campbell St. - Sign Variation

VII. OTHER BUSINESS

VIII. ADJOURNMENT

Persons with disabilities requiring auxiliary aids or services, such as an American Sign Language interpreter or written materials in accessible formats, should contact David Robb, Disability Services Coordinator, at 33 S. Arlington Heights Road, Arlington Heights, Illinois 60005, (847)368-5793 (Voice), (847)368-5980 (Fax) or drobb@vah.com.



**Design Commission
11/12/2019**

Item: Minutes - 10/22/19

Department: Planning & Community Development

ATTACHMENTS:

Description

Minutes - 10/22/19

Type

Minutes

DRAFT

**MINUTES OF
THE VILLAGE OF ARLINGTON HEIGHTS
DESIGN COMMISSION MEETING
HELD AT THE ARLINGTON HEIGHTS MUNICIPAL BUILDING
33 S. ARLINGTON HEIGHTS RD.
OCTOBER 22, 2019**

Chair Fitzgerald called the meeting to order at 6:30 p.m.

Members Present: John Fitzgerald, Chair
Jonathan Kubow
Kirsten Kingsley
Ted Eckhardt

Members Absent: Scott Seyer

Also Present: Jeff Wolff & Martin Sanchez, Wolff Contracting for 401 W. Maude Ave.
Mary Thies, Keyser Industries for McDonald's at 15 E. Dundee & 1920 N. Arlington Heights Rd.
Steve Hautzinger, Staff Liaison

REVIEW OF MEETING MINUTES FOR OCTOBER 10, 2019

A MOTION WAS MADE BY COMMISSIONER KUBOW, SECONDED BY COMMISSIONER KINGSLEY, TO APPROVE THE MEETING MINUTES OF OCTOBER 10, 2019. ALL WERE IN FAVOR. MOTION CARRIED.

ITEM 1. SINGLE-FAMILY TEARDOWN REVIEW**DC#19-058 – 401 W. Maude Ave.**

Jeff Wolff and Martin Sanchez, representing *Wolff Contracting*, were present on behalf of the project.

Mr. Hautzinger presented Staff comments. The petitioner is proposing to demolish an existing two-story residence and two-car detached garage to allow construction of a new two-story residence with an attached, three-car garage. The subject site is zoned R-3 and the project complies with all R-3 zoning requirements. The existing neighborhood consists of primarily single-story homes with a mix of one-car and two-car attached garages. However, there have been numerous teardowns previously completed in this neighborhood. The subject site is unique because it is adjacent to a public park on the side and rear, and next to an existing two-story home. Therefore, the context and scale of the proposed two-story home is less of a concern in this particular location.

Overall, the proposed design is nicely done in a traditional style that will generally fit well in this location. Design features such as the single-story front porch, single-story garage roof, and single-story rear wall help the design to relate to the scale of the single-story houses in the neighborhood. However, the roof massing above the proposed three-car garage is large and dominates the front elevation. It is recommended that the roof above the third car garage space be changed to a front-to-back gable framing into the side of the two-car garage, which will reduce the overall mass of the garage roof to better fit with the scale of the neighborhood, and it will shift the focal point of the design to the double gable above the front entry door. Staff provided a sketch of this recommendation. Additionally, it is recommended that the third car garage space be further set back, approximately four feet from the front garage wall to diminish the appearance of the three-car garage. Staff provided a sketch of this recommendation as well. With these revisions, Staff recommends approval of the project.

Mr. Wolff said that they have been working with Staff on the design and have already made changes as requested. His client came up with the design that they want to build for their new home, and with the roofline being recommended by Staff, the attic space would be taken away from any future use. They do not like the aesthetics of the recommended roofline as much as the double gable being proposed; they prefer the design as currently proposed.

Chair Fitzgerald asked if there was any public comment on the project and there was no response from the audience.

Commissioner Kubow asked about the material palette, and **Mr. Wolff** reviewed the samples and colors for the Hardi-Board siding, architectural shingles, and stone. **Commissioner Kubow** agreed with Staff's concerns about the garage side elevation that is overbearing and awkward, and he felt the changes recommended by Staff were more attractive than what is currently proposed. He appreciated the stone detail taken across the garage side elevation. Overall, it was a nicely designed home, but he felt more could be done on the right side of the front elevation. He recommended going with the revisions suggested by Staff.

Commissioner Eckhardt arrived at the meeting.

Commissioner Kingsley appreciated the changes that were previously made by the petitioner as a result of working with Staff. She liked the revised design as suggested by Staff that has more of a pedestrian feel, because the rear and side elevations will be seen all the time from the adjacent park. She suggested additional revisions to enhance the design such as adding something more to the front gable that appears empty; and adding a faux vent or window in the gable on the garage side elevation, which would help break down the large triangle of space. **Commissioner Kingsley** also liked the color palette being proposed, and that both the east and south elevations are stepping down.

Mr. Sanchez replied that they changed a lot of things to accommodate what they could, and felt the front elevation as proposed with the double gable above the garage was more inviting; he did not like the revised front elevation recommended by Staff. He said the homeowner is here tonight and the home was designed for their parents, which is the design they want.

Commissioner Kingsley reiterated that she felt the revised design from Staff helps to bring down the scale of the home, especially with the amount of foot traffic that will occur because of the adjacent park. She also stated that the space between the top of the garage door and the bottom of the window above is really tall and looks void as currently proposed. She

recommended lowering the eaves or lowering the window so the space is minimized. On the rear elevation, she suggested adding a covering over the patio doors for protection, and **Commissioner Kubow** pointed out that the doors and covered patio are set back on the rear elevation, which **Commissioner Kingsley** was happy to see. **Commissioner Kingsley** understood Staff's comments that the context and scale of this new home is less of a concern because there is no home to the south, but she pointed out the homes across the street are one-story and there are a lot of single-story homes in this neighborhood, and because of the amount of pedestrian foot traffic, she wanted to see the garage side of the home brought down as recommended by Staff.

Commissioner Eckhardt appreciated that the petitioner respectfully consider Staff's design for the elevation. He felt the home was beautifully designed, he loved the materials, and felt the front elevation was really good; however, he suggested adding shake shingles in the center gable on the front elevation to be consistent with the other gables. With regards to the roof on the garage side elevation facing the park, he felt that a massing model would help show the affect of that roofline as proposed, and that the petitioner would probably have a different opinion of this roofline after seeing it in 3-dimension. **Mr. Sanchez** said he could add a small gable or dormer to break up the roofline on the garage side elevation, which **Commissioner Eckhardt** said he was going to suggest. The homeowner said that she understood the concerns about the large amount of roof on the side elevation facing the park and agreed that something could be done there; however, she felt the revised front elevation from Staff shows more roof than the proposed design, which she did not like.

Commissioner Eckhardt reiterated the importance of a small massing model, and felt the petitioner would have a different opinion of his design if it were in 3-dimension; the roof on the garage side elevation is an awkward condition that should be further studied. He also commented that it was a mistake not to have the architect here tonight to discuss the design.

Chair Fitzgerald liked the materials being proposed and said it was a nicely designed home. He was okay with the front and side elevation being proposed by the petitioner; however, he liked the idea of softening the garage side elevation with a dormer as suggested by the petitioner. He also liked all of Commissioner Kingsley's comments about filling in some of the voids of the design such as making the window above the garage door longer, or bringing down the eaves.

Commissioner Kubow asked the commissioners for a summary of any recommendations for the garage side elevation. **Commissioner Kingsley** was in support of the revised design suggested by Staff, which is reduced in scale. She also agreed with Commissioner Eckhardt that seeing the design in 3-dimension could result in the petitioner agreeing with the concerns stated tonight. The petitioner reiterated his suggestion to add a dormer to the side elevation facing the park, and reiterated they are not in favor of the design suggested by Staff for the front elevation because it is a completely different design than what the homeowner wants. **Chair Fitzgerald** wanted to be sure that the roof would be a dark color, which was confirmed.

After some consideration, **Commissioner Eckhardt** said that he could support the front elevation as proposed by the petitioner, but felt it needed a taller window above the garage, and more shingle style detailing in the dormer. He could also support adding a small dormer on the side elevation facing the park to help de-mass the large, flat garage roof; however, he was not completely convinced of that until he saw it in 3-dimension. **Chair Fitzgerald** said the design proposed by the petitioner was really nice, and he could support either design. He added that the fact that the homeowner is here tonight stating that this is the design they want, meant a lot to him, and he reiterated that the home is beautifully designed. **Commissioner Kubow** felt the addition of a dormer on the side elevation would go a long way, and **Commissioner Eckhardt** asked the petitioner for details on that. The petitioner stated that the dormer could be scaled similar to the elevation proposed by Staff and be located about $\frac{3}{4}$ up the roofline. The homeowner added that the dormer would be a nice addition on the side of the home.

Commissioner Eckhardt reiterated his suggestion for a 3-D model of the proposed design in 3-D, especially because of the complicated geometry of the new home, and the petitioner's architect has the ability to create such a model. **Commissioner Eckhardt** supported a motion to add a dormer on the side elevation and increase the size of the window above the garage. **Chair Fitzgerald** supported the addition of a dormer on the garage side elevation, not a full width gable dormer, which the petitioner agreed with and added that the dormer would be scaled appropriately. **Chair Fitzgerald** also felt Staff should review and approve this change.

A MOTION WAS MADE BY COMMISSIONER ECKHARDT, SECONDED BY COMMISSIONER KUBOW, TO RECOMMEND APPROVAL OF THE PROPOSED ARCHITECTURAL DESIGN FOR THE NEW SINGLE-FAMILY HOME TO BE LOCATED AT 401 W. MAUDE AVENUE. THIS RECOMMENDATION IS SUBJECT TO COMPLIANCE WITH THE ARCHITECTURAL PLANS RECEIVED ON 9/24/19, DESIGN COMMISSION RECOMMENDATIONS, COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE, AND VILLAGE CODES, REGULATIONS, AND POLICIES, THE ISSUANCE OF ALL REQUIRED PERMITS, AND THE FOLLOWING:

1. A REQUIREMENT THAT THE PETITIONER PREPARE DESIGN DRAWINGS TO SHOW AN APPROPRIATELY SCALED DORMER ON THE EAST SIDE ELEVATION, WHICH MIGHT ENCOMPASS AT LEAST HALF OF THE GUTTER LINE IN THE CENTER, BUT NOT BE THE FULL GUTTER LINE.
2. A REQUIREMENT THAT THE WINDOW ABOVE THE PRIMARY GARAGE DOOR BE MADE A LITTLE TALLER.
3. A REQUIREMENT TO ADD SHINGLE DETAILS IN THE EAVE OF THE PRIMARY DORMER ON THE FRONT ELEVATION.
4. THIS REVIEW DEALS WITH ARCHITECTURAL DESIGN ONLY AND SHOULD NOT BE CONSTRUED TO BE AN APPROVAL OF, OR TO HAVE ANY OTHER IMPACT ON, NOR REPRESENT ANY TACIT APPROVAL OR SUPPORT FOR THE PROPOSED LAND USE OR ANY OTHER ZONING AND/OR LAND USE ISSUES OR DECISIONS THAT STEM FROM ZONING, BUILDING, SIGNAGE OR ANY OTHER REVIEWS. IN ADDITION TO THE NORMAL TECHNICAL REVIEW, PERMIT DRAWINGS WILL BE REVIEWED FOR CONSISTENCY WITH THE DESIGN COMMISSION AND ANY OTHER COMMISSION OR BOARD APPROVAL CONDITIONS. IT IS THE PETITIONER'S RESPONSIBILITY TO INCORPORATE ALL REQUIREMENTS LISTED ON THE CERTIFICATE OF APPROPRIATENESS INTO THE PERMIT DRAWINGS, AND TO ENSURE THAT BUILDING PERMIT PLANS AND SIGN PERMIT PLANS COMPLY WITH ALL ZONING CODE, BUILDING CODE AND SIGN CODE REQUIREMENTS.

Commissioner Kubow was unsure if adding shingle details in the eave of the primary dormer would look right; he did not want it to be a requirement. **Commissioner Kingsley** commented that this detail might be nice on some of the other elevations as well, such as on the rear elevation because of how visible it will be. **Commissioner Eckhardt** agreed. **Commissioner Kingsley** also commented that the proportion of the window above the garage is nice as proposed because it matches the other windows, and she suggested moving the location of the window down instead of requiring the window to be taller. **Commissioner Eckhardt** agreed.

A MOTION WAS MADE BY COMMISSIONER ECKHARDT TO AMEND THE MOTION AS FOLLOWS:

2. A RECOMMENDATION THAT THE WINDOW ABOVE THE PRIMARY GARAGE DOOR BE LOWERED TO PROVIDE FOR LESS BULK UNDER THE WINDOW.
3. A RECOMMENDATION TO ADD FENESTRATION IN THE EAVE AREA OF THE PRIMARY GABLE ON THE FRONT ELEVATION.
4. A RECOMMENDATION TO ADD THE SAME SHINGLE DETAILS IN THE TOP OF THE GABLE ON THE REAR ELEVATION, AS SHOWN ON THE FRONT ELEVATION

COMMISSIONER KUBOW SECONDED THE MOTION.

Mr. Hautzinger suggested clarifying for the petitioner the difference between a requirement and a recommendation. **Chair Fitzgerald** explained that a requirement is something that must be done by the petitioner, and a recommendation is something the petitioner should strongly consider. The petitioner asked what would happen if the homeowner did not like the changes after they are done, and **Mr. Hautzinger** said that Staff will work with the petitioner on the changes. **Commissioner Eckhardt** added that this commission often gives Staff the authority to review and approve changes; however, if Staff is uncomfortable with the changes, the project would come back to this commission for another review. He added that if the homeowner does not like the changes, she can meet with Staff as well; Staff has the authority to make that change.

KUBOW, AYE; ECKHARDT, AYE; KINGSLEY, NAY; FITZGERALD, AYE.
MOTION CARRIED.

ITEM 2 & 3. SIGN VARIATION REVIEW**DC#19-085 – McDonald's – 15 E. Dundee Rd.****DC#19-086 – McDonald's - 1920 N. Arlington Heights Rd.**

Mary Thies, representing *Keyser Industries*, was present on behalf of the project.

Mr. Hautzinger said that both McDonald's locations, 15 E. Dundee Road and 1920 N. Arlington Heights Road, are requesting the same signs and would be reviewed together. Both existing restaurants are proposing to replace their existing conventional printed drive-through menu boards with new fully digital displays. The petitioner has reported that every drive-through McDonald's menu board in the country is being replaced with new electronic menu boards, and thousands have already been installed. The menu image on the boards will remain static except for 3 to 4 menu changes throughout the day which will be controlled from the store based on meal time changes. The new menu boards will not display any video, animation or sound, and the brightness will be automatically dimmed based on ambient light conditions. The existing speakers will remain, which are equipped with an adjustable volume control.

The petitioner has submitted a letter addressing the hardship criteria, which states that the proposed fully digital menu boards are necessary to comply with McDonald's nationwide initiative to modernize their restaurants, as well as to increase efficiency at their drive-throughs.

The same fully digital menu boards were recently approved for the McDonald's restaurant at 45 E. Golf Road in Arlington Heights. Digital menu boards allow for easier menu updates, and they are smaller than conventional menu boards due to the ability to change the menu items based on the meal time. Staff does not object to the use of fully digital menu board displays, but they shall be required to comply with all operational standards for electronic signs as set forth in Chapter 30, Section 30-705.h, which includes static displays only (no scrolling, fading, flashing, animation, video, or sound), auto-dimming photocell technology to control brightness to .3 footcandles maximum above ambient lighting conditions, no off-premises advertising, and only permitted to be illuminated during the hours that the business is open. Additionally, per Chapter 30, Section 30-208.e.1, the sound from the speaker on the ordering canopies shall not be audible at or beyond the property line, and the speakers shall be equipped with an adjustable volume control.

Staff recommends approval of the following sign variation requests for both McDonald's locations:

1. A variation from Chapter 30, Section 30-208.b, to allow two 20 sf fully digital drive-through menu boards (one per drive-through lane), where only conventional printed menu board displays are allowed.
2. A variation from Chapter 30, Section 30-208.c, to allow two 10 sf fully digital drive-through pre-sell menu boards (one per drive-through lane), where only conventional printed pre-sell menu board displays are allowed.

This recommendation includes the following condition:

1. The digital displays shall comply with all operational standards for electronic signs as set forth in Chapter 30, Section 30-705.h, which includes static displays only (no scrolling, fading, flashing, animation, video, or sound), auto-dimming photocell technology to control brightness to .3 footcandles maximum above ambient lighting conditions, no off-premises advertising, and only permitted to be illuminated during the hours that the business is open.

Ms. Thies had no comments at this time.

Commissioner Kingsley was in support of the sign variation requests, including the condition from Staff. **Commissioners Eckhardt, Kubow and Chair Fitzgerald** agreed as well.

A MOTION WAS MADE BY COMMISSIONER KUBOW, SECONDED BY COMMISSIONER ECKHARDT, TO RECOMMEND TO THE VILLAGE BOARD OF TRUSTEES, APPROVAL OF THE FOLLOWING SIGN VARIATION REQUEST FOR *McDONALD'S* LOCATED AT 15 E. DUNDEE ROAD:

1. A VARIATION FROM CHAPTER 30, SECTION 30-208.B, TO ALLOW TWO 20 SF FULLY DIGITAL DRIVE-THROUGH MENU BOARDS (ONE PER DRIVE-THROUGH LANE), WHERE ONLY CONVENTIONAL PRINTED MENU BOARD DISPLAYS ARE ALLOWED.
2. A VARIATION FROM CHAPTER 30, SECTION 30-208.C, TO ALLOW TWO 10 SF FULLY DIGITAL DRIVE-THROUGH PRE-SELL MENU BOARDS (ONE PER DRIVE-THROUGH LANE), WHERE ONLY CONVENTIONAL PRINTED PRE-SELL MENU BOARD DISPLAYS ARE ALLOWED.

THIS RECOMMENDATION IS SUBJECT TO COMPLIANCE WITH THE PLANS RECEIVED 9/27/19, FEDERAL, STATE, AND VILLAGE CODES, REGULATIONS, AND POLICIES, THE ISSUANCE OF ALL REQUIRED PERMITS, AND THE FOLLOWING CONDITIONS:

1. THE DIGITAL DISPLAYS SHALL COMPLY WITH ALL OPERATIONAL STANDARDS FOR ELECTRONIC SIGNS AS SET FORTH IN CHAPTER 30, SECTION 30-705.H, WHICH INCLUDES STATIC DISPLAYS ONLY (NO SCROLLING, FADING, FLASHING, ANIMATION, VIDEO, OR SOUND), AUTO-DIMMING PHOTOCCELL TECHNOLOGY TO CONTROL BRIGHTNESS TO .3 FOOTCANDLES MAXIMUM ABOVE AMBIENT LIGHTING CONDITIONS, NO OFF-PREMISES ADVERTISING, AND ONLY PERMITTED TO BE ILLUMINATED DURING THE HOURS THAT THE BUSINESS IS OPEN.
2. THIS REVIEW DEALS WITH ARCHITECTURAL DESIGN ONLY AND SHOULD NOT BE CONSTRUED TO BE AN APPROVAL OF, OR TO HAVE ANY OTHER IMPACT ON, NOR REPRESENT ANY TACIT APPROVAL OR SUPPORT FOR THE PROPOSED LAND USE OR ANY OTHER ZONING AND/OR LAND USE ISSUES OR DECISIONS THAT STEM FROM ZONING, BUILDING, SIGNAGE OR ANY OTHER REVIEWS. IN ADDITION TO THE NORMAL TECHNICAL REVIEW, PERMIT DRAWINGS WILL BE REVIEWED FOR CONSISTENCY WITH THE DESIGN COMMISSION AND ANY OTHER COMMISSION OR BOARD APPROVAL CONDITIONS. IT IS THE PETITIONER'S RESPONSIBILITY TO INCORPORATE ALL REQUIREMENTS LISTED ON THE CERTIFICATE OF APPROPRIATENESS INTO THE PERMIT DRAWINGS, AND TO ENSURE THAT BUILDING PERMIT PLANS AND SIGN PERMIT PLANS COMPLY WITH ALL ZONING CODE, BUILDING CODE AND SIGN CODE REQUIREMENTS.

Chair Fitzgerald asked if there was any public comment on the project and someone who works for McDonald's in the audience said that many of the McDonald's locations have already switched to the new digital menu board, which will be a lot easier for the employees to work with.

KINGSLEY, AYE; ECKHARDT, AYE; KUBOW, AYE; FITZGERALD, AYE.
ALL WERE IN FAVOR. MOTION CARRIED.

A MOTION WAS MADE BY COMMISSIONER KUBOW, SECONDED BY COMMISSIONER ECKHARDT, TO RECOMMEND TO THE VILLAGE BOARD OF TRUSTEES, APPROVAL OF THE FOLLOWING SIGN VARIATION REQUEST FOR *McDONALD'S* LOCATED AT 1920 N. ARLINGTON HEIGHTS ROAD:

1. A VARIATION FROM CHAPTER 30, SECTION 30-208.B, TO ALLOW TWO 20 SF FULLY DIGITAL DRIVE-THROUGH MENU BOARDS (ONE PER DRIVE-THROUGH LANE), WHERE ONLY CONVENTIONAL PRINTED MENU BOARD DISPLAYS ARE ALLOWED.
2. A VARIATION FROM CHAPTER 30, SECTION 30-208.C, TO ALLOW TWO 10 SF FULLY DIGITAL DRIVE-THROUGH PRE-SELL MENU BOARDS (ONE PER DRIVE-THROUGH LANE), WHERE ONLY CONVENTIONAL PRINTED PRE-SELL MENU BOARD DISPLAYS ARE ALLOWED.

THIS RECOMMENDATION IS SUBJECT TO COMPLIANCE WITH THE PLANS RECEIVED 9/27/19, FEDERAL, STATE, AND VILLAGE CODES, REGULATIONS, AND POLICIES, THE ISSUANCE OF ALL REQUIRED PERMITS, AND THE FOLLOWING CONDITIONS:

1. THE DIGITAL DISPLAYS SHALL COMPLY WITH ALL OPERATIONAL STANDARDS FOR ELECTRONIC SIGNS AS SET FORTH IN CHAPTER 30, SECTION 30-705.H, WHICH INCLUDES STATIC DISPLAYS ONLY (NO SCROLLING, FADING, FLASHING, ANIMATION, VIDEO, OR SOUND), AUTO-DIMMING PHOTOCCELL TECHNOLOGY TO CONTROL BRIGHTNESS TO .3 FOOTCANDLES MAXIMUM ABOVE AMBIENT LIGHTING CONDITIONS, NO OFF-PREMISES ADVERTISING, AND ONLY PERMITTED TO BE ILLUMINATED DURING THE HOURS THAT THE BUSINESS IS OPEN.
2. THIS REVIEW DEALS WITH ARCHITECTURAL DESIGN ONLY AND SHOULD NOT BE CONSTRUED TO BE AN APPROVAL OF, OR TO HAVE ANY OTHER IMPACT ON, NOR REPRESENT ANY TACIT APPROVAL OR SUPPORT FOR THE PROPOSED LAND USE OR ANY OTHER ZONING AND/OR LAND USE ISSUES OR DECISIONS THAT STEM FROM ZONING, BUILDING, SIGNAGE OR ANY OTHER REVIEWS. IN ADDITION TO THE NORMAL TECHNICAL REVIEW, PERMIT DRAWINGS WILL BE REVIEWED FOR CONSISTENCY WITH THE DESIGN COMMISSION AND ANY OTHER COMMISSION OR BOARD APPROVAL CONDITIONS. IT IS THE PETITIONER'S RESPONSIBILITY TO INCORPORATE ALL REQUIREMENTS LISTED ON THE CERTIFICATE OF APPROPRIATENESS INTO THE PERMIT DRAWINGS, AND TO ENSURE THAT BUILDING PERMIT PLANS AND SIGN PERMIT PLANS COMPLY WITH ALL ZONING CODE, BUILDING CODE AND SIGN CODE REQUIREMENTS.

KINGSLEY, AYE; ECKHARDT, AYE; KUBOW, AYE; FITZGERALD, AYE.
ALL WERE IN FAVOR. MOTION CARRIED.

ITEM 4. GENERAL MEETING

Mr. Hautzinger asked the commissioners for their attendance at the second meeting in November, which falls during the week of Thanksgiving. **Commissioner Kubow** might not be available on November 26th, **Chair Fitzgerald** and **Commissioner Eckhardt** were available, and **Commissioner Kingsley** was unsure at this time.

A MOTION WAS MADE BY COMMISSIONER KUBOW, SECONDED BY COMMISSIONER ECKHARDT, TO ADJOURN THE MEETING AT 7:45 PM. ALL WERE IN FAVOR. MOTION CARRIED.

DRAFT



Design Commission 11/12/2019

Item: DC#19-095 - Metropolis Performing Arts Centre - 111 W. Campbell St. - Sign Variation

Department: Planning & Community Development

Requested Action

1. A variation from Chapter 30, Section 30-801.c.2 to allow a theater marquee with electronic message displays, where only manual change displays are allowed.
2. A variation from Chapter 30, Section 30-120.f to allow off-premises advertising on the theater marquee electronic message displays for theater sponsor names, where off-premises advertising is prohibited.

Recommendation

It is recommended that the Design Commission recommend approval to the Village Board for the following sign variations for the Metropolis Performing Arts Centre at 111 W. Campbell Street:

1. A variation from Chapter 30, Section 30-801.c.2 to allow a theater marquee with electronic message displays, where only manual change displays are allowed.
2. A variation from Chapter 30, Section 30-120.f to allow off-premises advertising on the theater marquee electronic message displays for theater sponsor names, where off-premises advertising is prohibited.

This recommendation is subject to compliance with the plans received 10/25/19, Federal, State, and Village Codes, regulations, and policies, and the issuance of all required permits, and the following conditions:

1. The electronic displays shall only be used to advertise upcoming and current theater productions and events, except for theater sponsor names which shall be limited to a maximum of 10% of the electronic display area for a given theater production advertisement, and shall be in substantial compliance with the examples received 10/25/19.

2. The marquee lights and electronic displays shall be turned off at all times between the hours of 11:00 P.M. and 7:00 A.M that the business is not in operation. The lighting on the underside of the marquee only may remain on for 1 hour after the last business in the building closes, no later than 3:00 A.M.
3. The brightness of the individual light bulbs shall be dimmable, and they shall not chase or blink.
4. The electronic displays shall be static displays only with no scrolling, fading, flashing, animation, video, or sound.
5. The message on the electronic displays shall be held for a minimum of 10 seconds.
6. The electronic displays shall be equipped with auto-dimming photocell technology to control the brightness to .3 footcandles maximum above ambient lighting conditions, to be certified by the manufacturer.
7. This review deals with architectural design only and should not be construed to be an approval of, or to have any other impact on, any other zoning and/or land use issues or decisions that stem from zoning, building, signage or any other reviews. In addition to the normal technical review, permit drawings will be reviewed for consistency with the Design Commission and any other Commission or Board approval conditions. It is the architect/homeowner/builder's responsibility to comply with the Design Commission approval and ensure that building permit plans comply with all zoning code, building permit and signage requirements.

ATTACHMENTS:**Description**

Staff Report

Drawings

Electronic Display Product Data

Mockup Photos

Hardship Letter

Type

Board or Commission Report

Exhibits

Exhibits

Exhibits

Correspondence

STAFF DESIGN COMMISSION REPORT

PROJECT INFORMATION:

Project Name: Metropolis Performing Arts Center,
Sign Variation
Project Address: 111 W. Campbell Street
Prepared By: Steve Hautzinger
Date Prepared: November 6, 2019

PETITION INFORMATION:

DC Number: 19-095
Petitioner Name: Stephen Daday
Petitioner Address: 111 W. Campbell Street
Arlington Heights, IL 60005
Meeting Date: November 12, 2019

Requested Action(s):

1. A variation from Chapter 30, Section 30-801.c.2 to allow a theater marquee with electronic message displays, where only manual change displays are allowed.
2. A variation from Chapter 30, Section 30-120.f to allow off-premises advertising on the theater marquee electronic message displays for theater sponsor names, where off-premises advertising is prohibited.

ANALYSIS:

Summary:

The subject design is being forwarded to the Design Commission for review pursuant to Chapter 6 of the Municipal Code, specifically Section 6-501 (e)(1), which states that the Design Commission "shall review all Plan Commission, Zoning Board of Appeals, Building Permit and Sign Permit applications for new construction and those improvements which affect the architectural design of the building, site improvements or signage to determine whether it meets with the standards, requirements and purposes of the Design Guidelines and Chapter 30, Sign Regulations."

The Metropolis Performing Arts Centre is proposing to remove the existing curved glass entrance canopy on the front of the Metropolis building and replace it with a new theater marquee canopy. The new marquee is designed in the style of a traditional theater marquee, and it will include the following features:

- Illuminated "METROPOLIS PERFORMING ARTS CENTRE" signage and theater logo on the front face.
- Changeable electronic message displays on each side, with small illuminated "METROPOLIS" signage below.
- Individual illuminated LED accent light bulbs on all three sides (the bulbs will have a warm color tone, less than 4,000 Kelvin).
- Decorative soffit lighting.

The petitioner is proposing to remove the two existing middle fabric banners to accommodate the new marquee hanging rods. The two remaining banners will be used by the Metropolis School of the Performing Arts.

Per Chapter 30 Sign Code, marquees are allowed in the Downtown, if in conjunction with a theater. However, only manual change displays are allowed, so a sign variation is required to allow the proposed electronic message displays. In 2017, the Village-wide matter of electronic signage was studied, and as part of that study, one option that was considered was to allow electronic signage for major tourism venues, such as the Metropolis Theater. However, the Design Commission and Village Board decided that it would be better to review such requests on a case-by-case basis as sign variations.

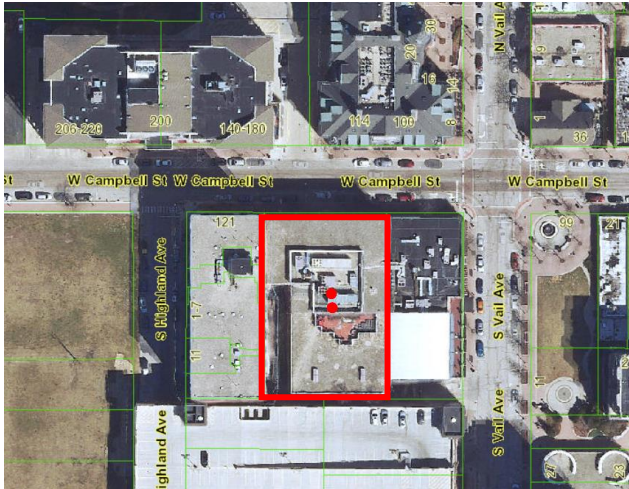
The theater is proposing to use the electronic displays to promote upcoming and current theater productions. As part of those advertisements, the theater is proposing to include the names of sponsors (as shown in the examples provided). Off-premises sponsor advertising is not allowed, so an additional variation is required to allow it.

Staff recommends the following conditions and restrictions:

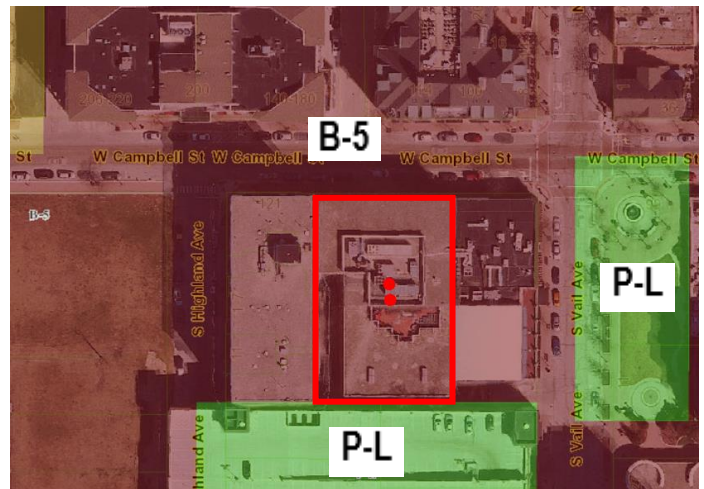
1. The electronic displays shall only be used to advertise upcoming and current theater productions and events, except for theater sponsor names which shall be limited to a maximum of 10% of the electronic display area for a given theater production advertisement, and shall be in substantial compliance with the examples received 10/25/19.
2. The marquee lights and electronic displays shall be turned off at all times between the hours of 11:00 P.M. and 7:00 A.M. that

the business is not in operation. The lighting on the underside of the marquee only may remain on for 1 hour after the last business in the building closes, no later than 3:00 A.M.

3. The brightness of the individual light bulbs shall be dimmable, and they shall not chase or blink.
4. The electronic displays shall be static displays only with no scrolling, fading, flashing, animation, video, or sound.
5. The message on the electronic displays shall be held for a minimum of 10 seconds.
6. The electronic displays shall be equipped with auto-dimming photocell technology to control the brightness to .3 footcandles maximum above ambient lighting conditions, to be certified by the manufacturer.



Aerial of Property



Zoning Map of Property

Surrounding Land Uses:

Direction	Existing Zoning	Existing Use
Subject Property	B-5, Downtown District	Mixed-Use: Metropolis Performing Arts Centre, Mago Restaurant, Metropolis School of the Performing Arts, Arlington Ale House
North	B-5, Downtown District	Mixed-Use: Peggy Kinnane's Restaurant, Multi-Family Condominiums
South	P-L, Public Land	Parking Garage
East	B-5, Downtown District	Mixed-Use: Armand's Pizzeria, Metropolis Ballroom
West	B-5, Downtown District	Mixed-Use: Runner's High, Multi-Family Condominiums

Table 1: Summary of Existing Signage at 111 W. Campbell Street:

SIGN	QUANTITY	SIZE	REMARKS
MAGO signs	2	9 sf each	Variation approved in 2017 to allow two wall signs.
Arlington Ale House signs	2	9 sf each	No permit history. Variation required to allow two wall signs.
METROPOLIS stone arch	1	20 sf	Variation approved in 1999.
METROPOLIS fabric banners	4	87 sf each	Variation approved in 1999. Note: The two middle banners will be removed to accommodate the new marquee hanging rods. The two remaining banners will be used for the Metropolis School of the Performing Arts.
Poster boxes	2	10 sf each	Variation approved in 1999.

Sign Variation Criteria:

The Village Sign Code, Chapter 30, Section 30-901 sets out the criteria for granting a sign variation.

- a. *That the particular difficulty or peculiar hardship is not self-created by the Petitioner.*
- b. *That the granting of said variation will not create a traffic hazard, a depreciation of nearby property values or otherwise be detrimental to the public health, safety, morals and welfare;*
- c. *That the variation will serve to relieve the Petitioner from a difficulty attributable to the location, topography, circumstances on nearby properties or other peculiar hardship, and will not merely serve to provide the Petitioner with a competitive advantage over similar businesses;*
- d. *That the variation will not alter the essential character of the locality;*
- e. *That the Petitioner's business cannot reasonably function under the standards of this chapter.*

The petitioner has submitted a letter addressing the hardship criteria, which in summary states that the existing signage for the theater is lacking and patrons have a difficult time locating the theater. Additionally, the small poster boxes are insufficient to promote theater productions. The new marquee is necessary to clearly identify the theater, and the proposed electronic message displays are needed to effectively promote current and upcoming productions. The petitioner reports that almost all performing arts centers in Chicagoland have marquees, and the proposed marquee will be a focal point in the Downtown entertainment and dining area.

Staff Comments:

Staff agrees that the existing theater signage is insufficient, and it is currently very difficult to know that there is a theater inside the building. Staff has worked closely with the petitioner on the design of the proposed marquee, and overall it has a classy appearance that is very appropriate for a theater and works well with the building. The use of electronic message displays on the marquee is also appropriate at this major entertainment venue to effectively promote current and upcoming theater productions. Finally, Staff does not object to the use of off-premises sponsor names on the marquee since this is a unique situation associated with current or upcoming theater productions only, and the sponsor named will be limited to only 10 percent of the display area for any given production advertisement.

RECOMMENDATION

It is recommended that the Design Commission recommend **approval** to the Village Board for the following sign variations for the *Metropolis Performing Arts Centre* at 111 W. Campbell Street:

1. A variation from Chapter 30, Section 30-801.c.2 to allow a theater marquee with electronic message displays, where only manual change displays are allowed.
2. A variation from Chapter 30, Section 30-120.f to allow off-premises advertising on the theater marquee electronic message displays for theater sponsor names, where off-premises advertising is prohibited.

This recommendation is subject to compliance with the plans received 10/25/19, Federal, State, and Village Codes, regulations, and policies, and the issuance of all required permits, and the following conditions:

1. The electronic displays shall only be used to advertise upcoming and current theater productions and events, except for theater sponsor names which shall be limited to a maximum of 10% of the electronic display area for a given theater production advertisement, and shall be in substantial compliance with the examples received 10/25/19.
2. The marquee lights and electronic displays shall be turned off at all times between the hours of 11:00 P.M. and 7:00 A.M. that the business is not in operation. The lighting on the underside of the marquee only may remain on for 1 hour after the last business in the building closes, no later than 3:00 A.M.
3. The brightness of the individual light bulbs shall be dimmable, and they shall not chase or blink.
4. The electronic displays shall be static displays only with no scrolling, fading, flashing, animation, video, or sound.
5. The message on the electronic displays shall be held for a minimum of 10 seconds.
6. The electronic displays shall be equipped with auto-dimming photocell technology to control the brightness to .3 footcandles maximum above ambient lighting conditions, to be certified by the manufacturer.
7. This review deals with architectural design only and should not be construed to be an approval of, or to have any other impact on, any other zoning and/or land use issues or decisions that stem from zoning, building, signage or any other reviews. In

addition to the normal technical review, permit drawings will be reviewed for consistency with the Design Commission and any other Commission or Board approval conditions. It is the architect/homeowner/builder's responsibility to comply with the Design Commission approval and ensure that building permit plans comply with all zoning code, building permit and signage requirements.

_____, November 6, 2019

Steve Hautzinger AIA, Design Planner

Department of Planning & Community Development

c: Charles Witherington-Perkins, Director of Planning and Community Development, Petitioner, DC File 19-095

METROPOLIS

111 W Campbell St
Arlington Heights, IL



Date 8-14-19
Job# 7031946



EXISTING BUILDING AND SIGNAGE



EXISTING CANOPY



Client
Metropolis

Customer Approval

Project Name & Location
111 W Campbell
Arlingto Heights, IL

Job Number
7031946

Date
1-21-19

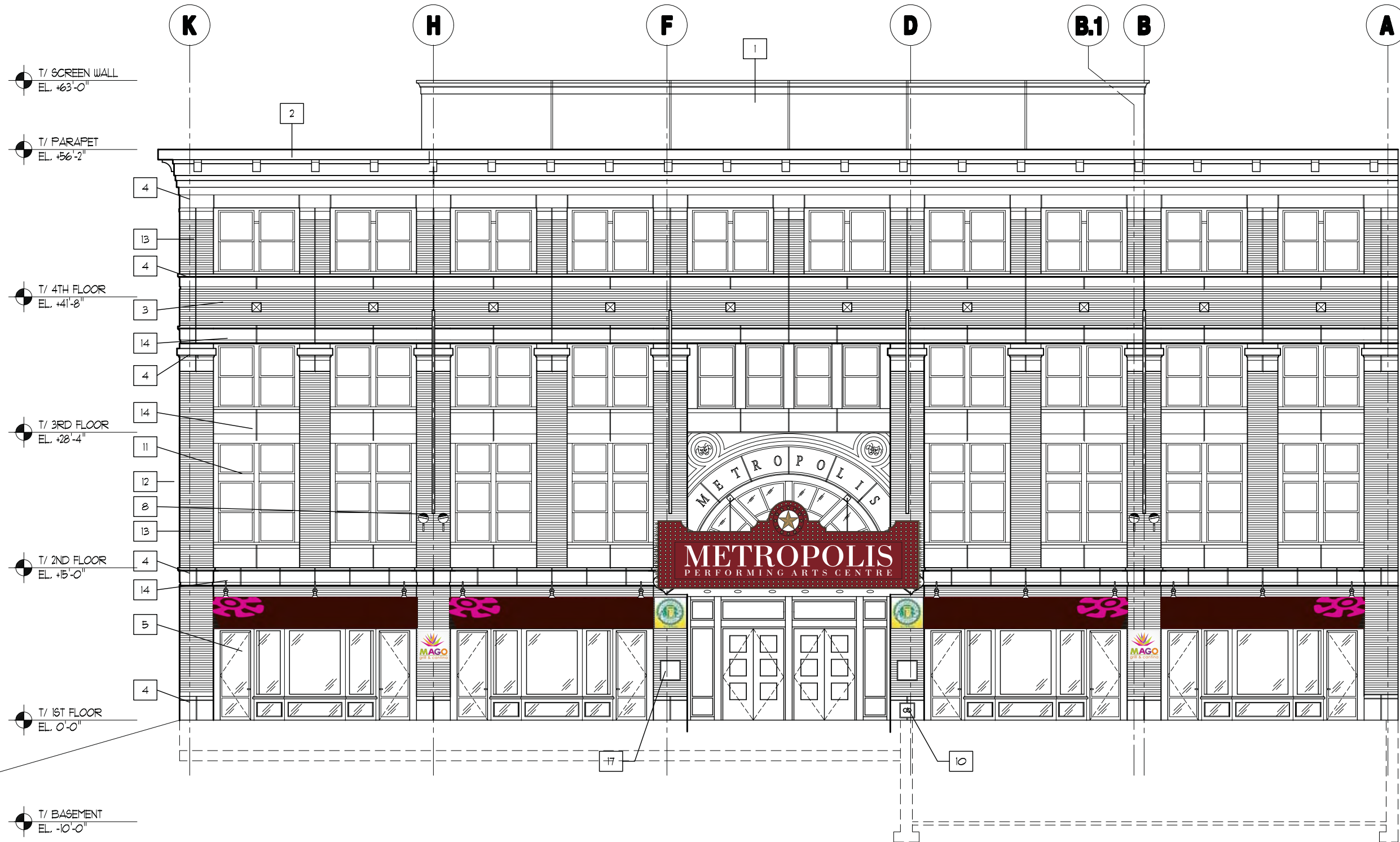
Drawn By
SJV

Revisions

5-15-19 SJV
6-4-19 SJV
6-13-19 SJV
8-14-19 SJV

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3 NORTH ELEVATION
SCALE: 3/32" = 1'-0"



Client
Metropolis

Customer Approval

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**111 W Campbell
Arlingto Heights, IL**

Job Number
7031946

Date
1-21-19

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Simulated Appearance at Night



Client
Metropolis

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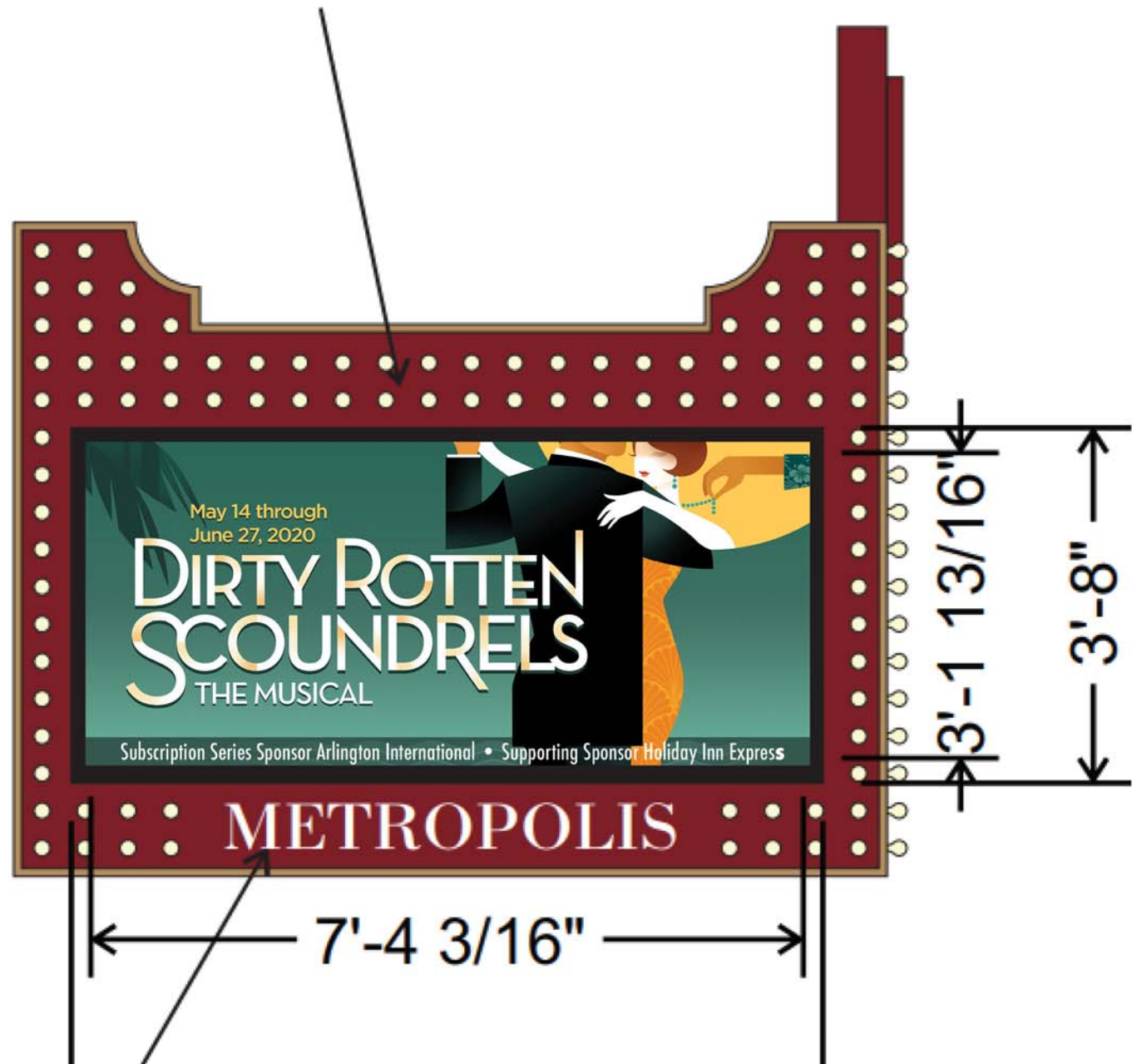
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6-13-19 SJV
8-14-19 SJV

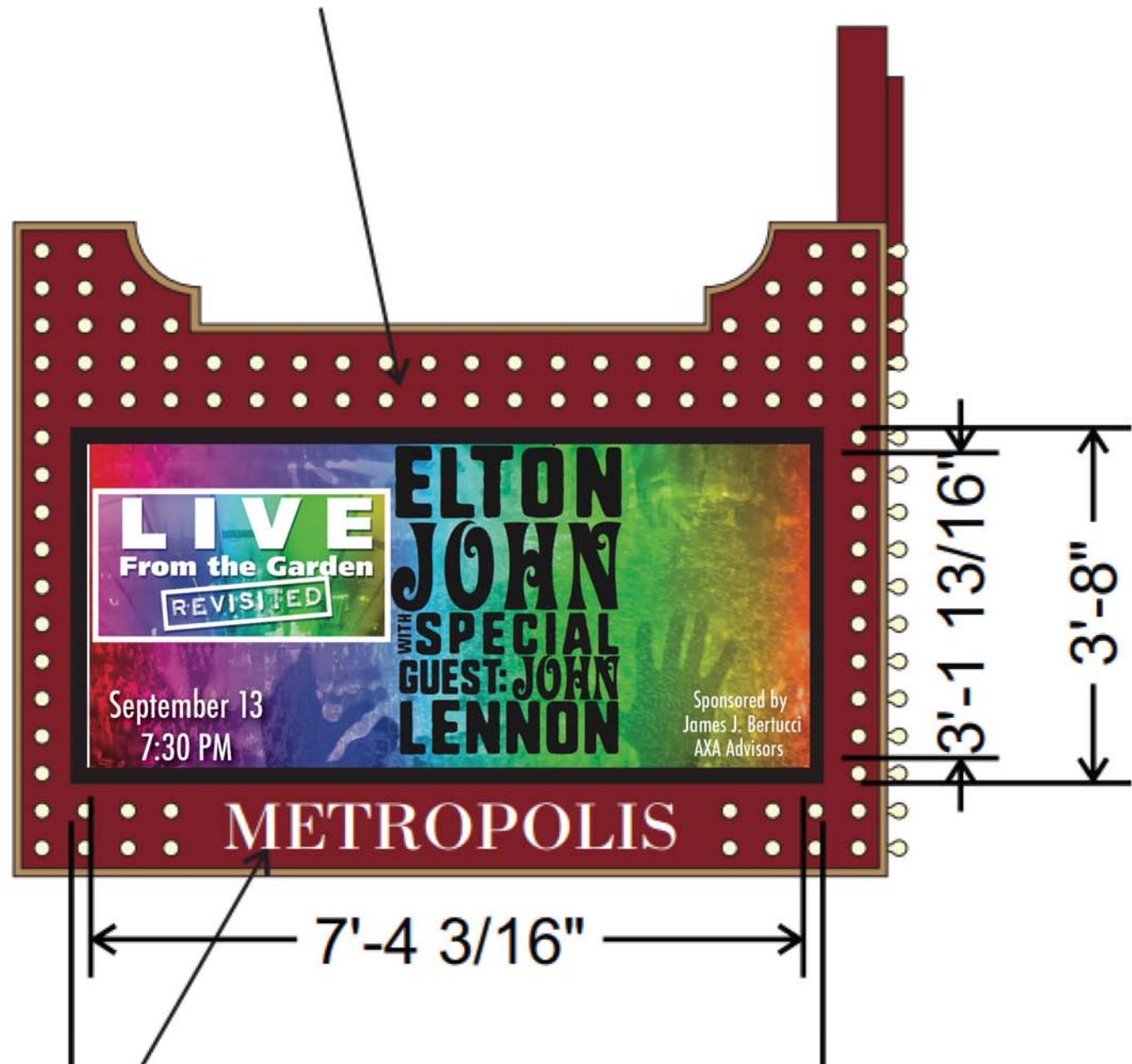
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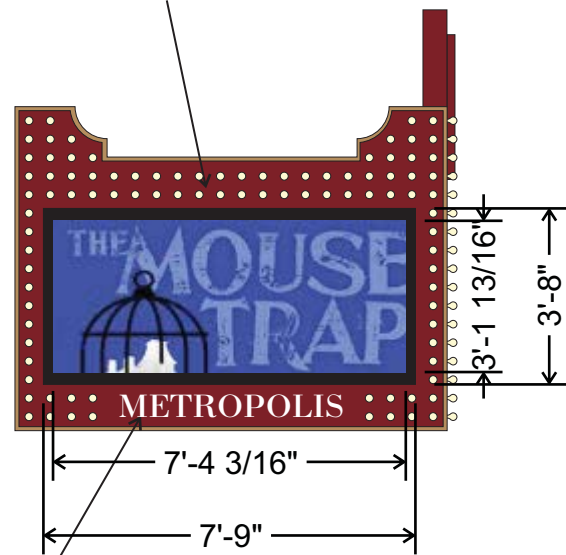
Full Color Electronic
Message Center
Model and Dimensions TBD



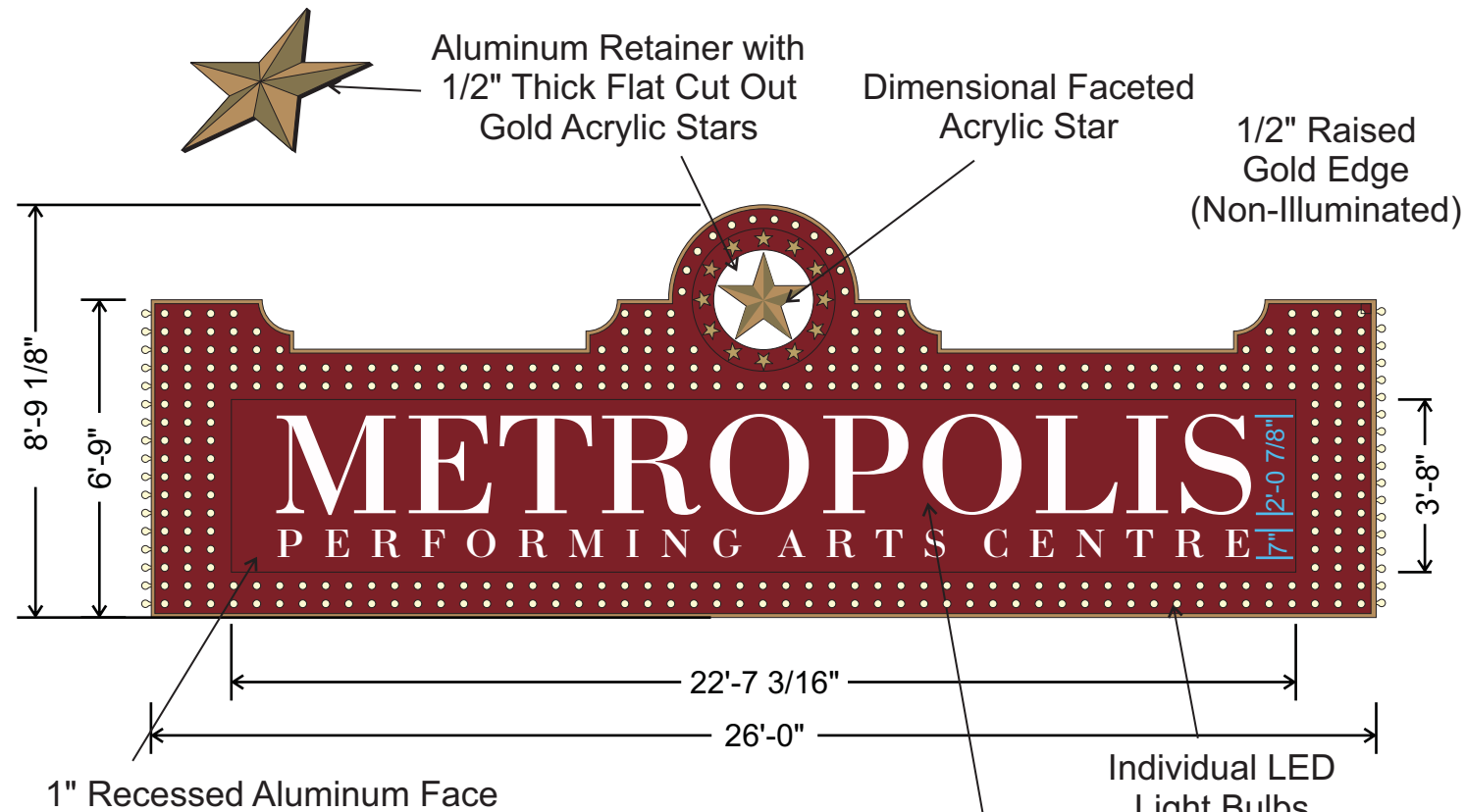
Full Color Electronic
Message Center
Model and Dimensions TBD



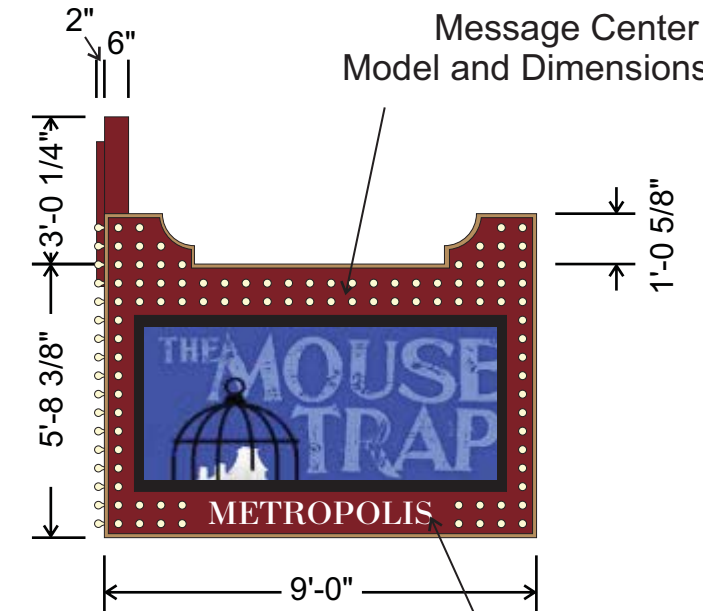
Full Color Electronic
Message Center
Model and Dimensions TBD



Illuminated Routed Aluminum
Copy with White Acrylic Backer



Full Color Electronic
Message Center
Model and Dimensions TBD



Illuminated Routed Aluminum
Copy with White Acrylic Backer

Canopy Sign with Halo Lit Channel Letters

Scale: 1/4" = 1'

- Angle Iron Frame
- Brake Formed Aluminum Cabinet Painted Red, Actual Color TBD
- White LED Illumination

Electronic Message Centers

Scale: 1/4" = 1'

- Optec Full Color 8mm LED Electronic Message Center
- 12 x 280 LED Matrix
- 3'-1 13/16" x 7'-4 3/16" Viewing Area
- 17 Lines of text, 46 characters per line
- 160° Horizontal Viewing Angle

Color Options

Pantone 19-1555 TCX
Red Dahlia



Pantone 20-0035 TPM
Space Sand

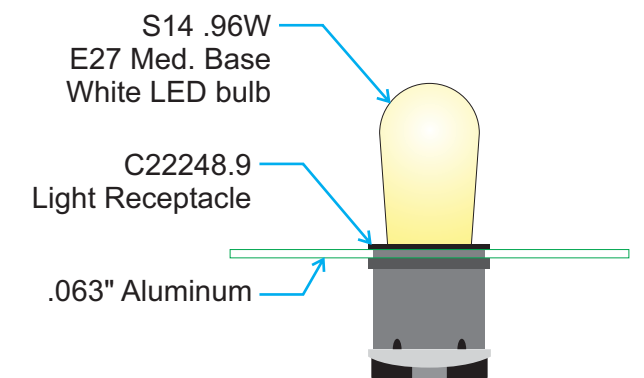


Pantone 20-0033 TPM
Glamour Gold



Individual Light Bulb Detail

Light Temp. to be <4000K



Client
Metropolis

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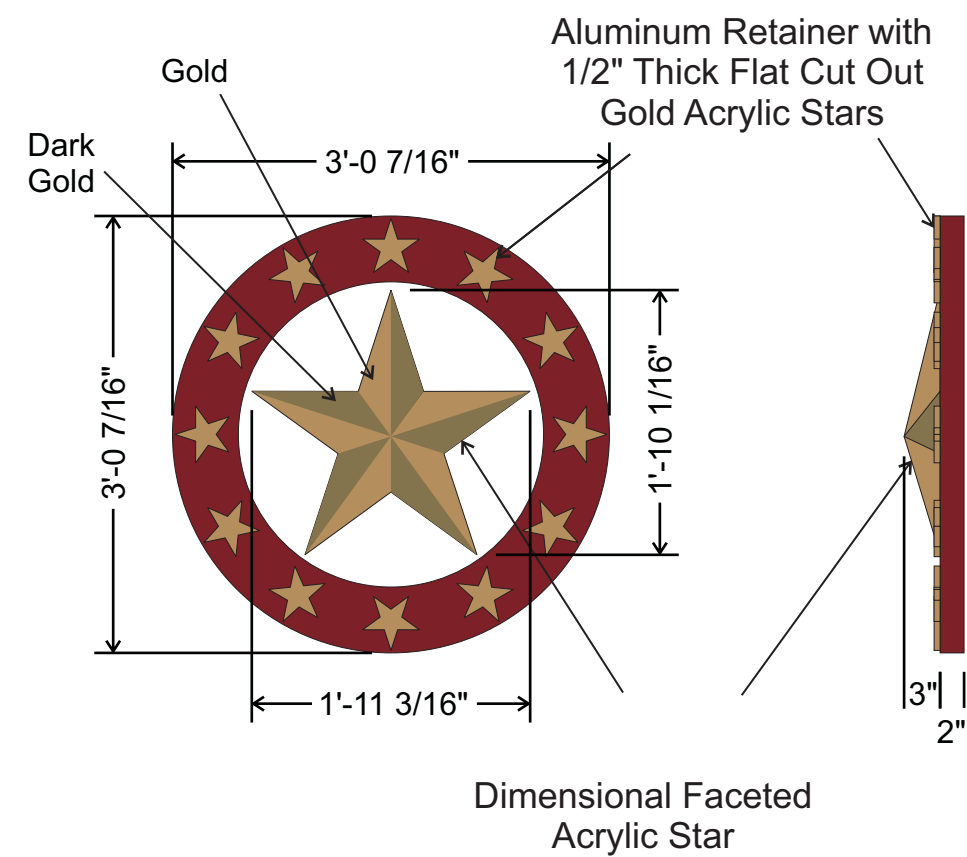
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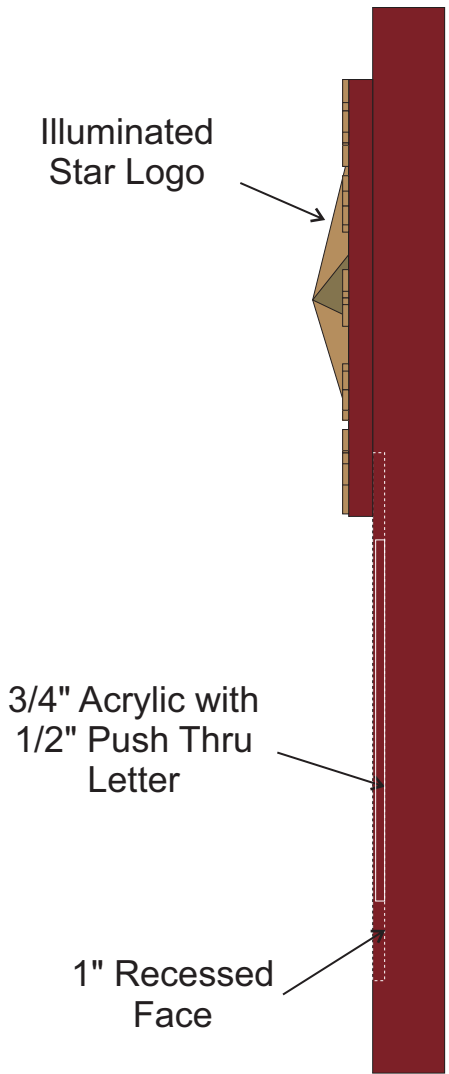
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Option 1



Illuminated Star Logo
Scale: 3/4" = 1'



**Front Detail
Side View**



Client
Metropolis

Customer Approval

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Arlingto Heights, IL

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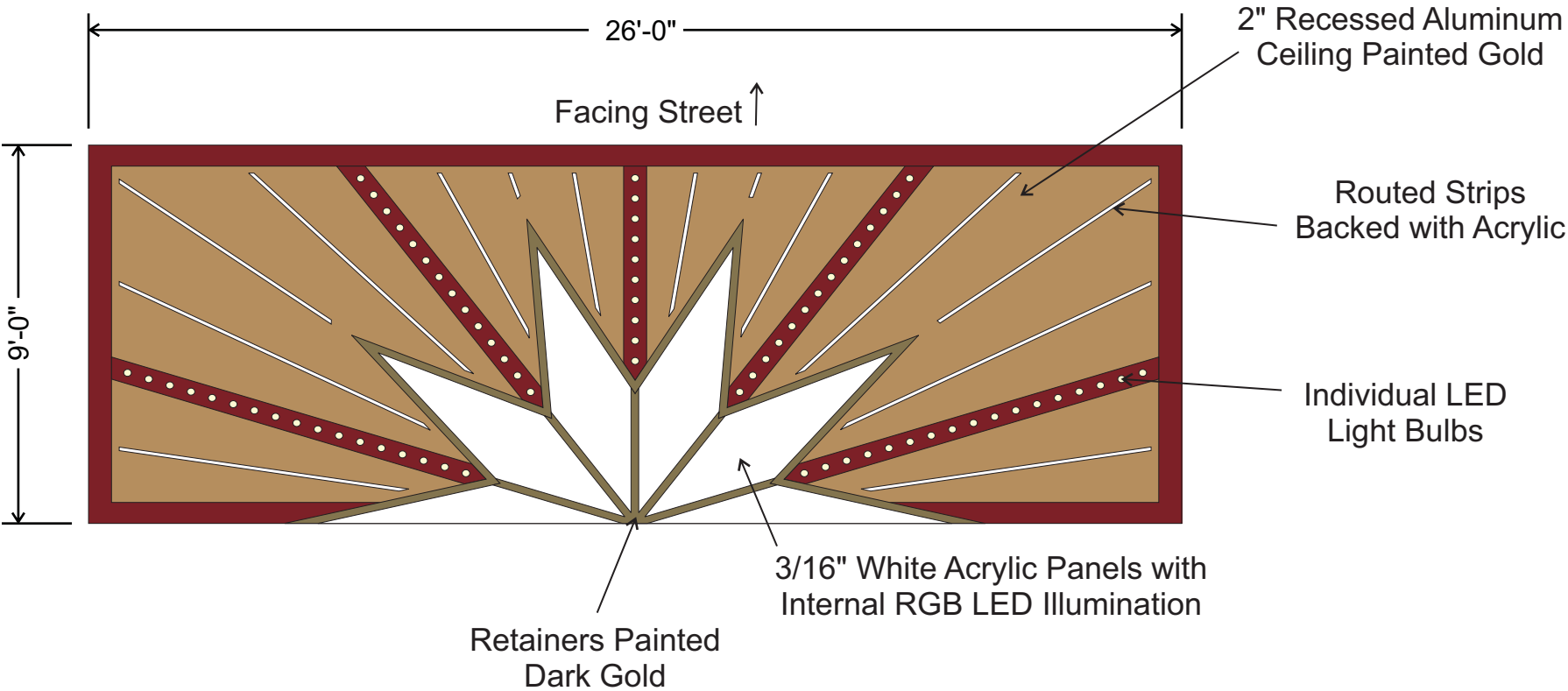
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Examples of Proposed lighting effects



Illuminated Ceiling Under Canopy
Scale: 1/4" = 1'-0"



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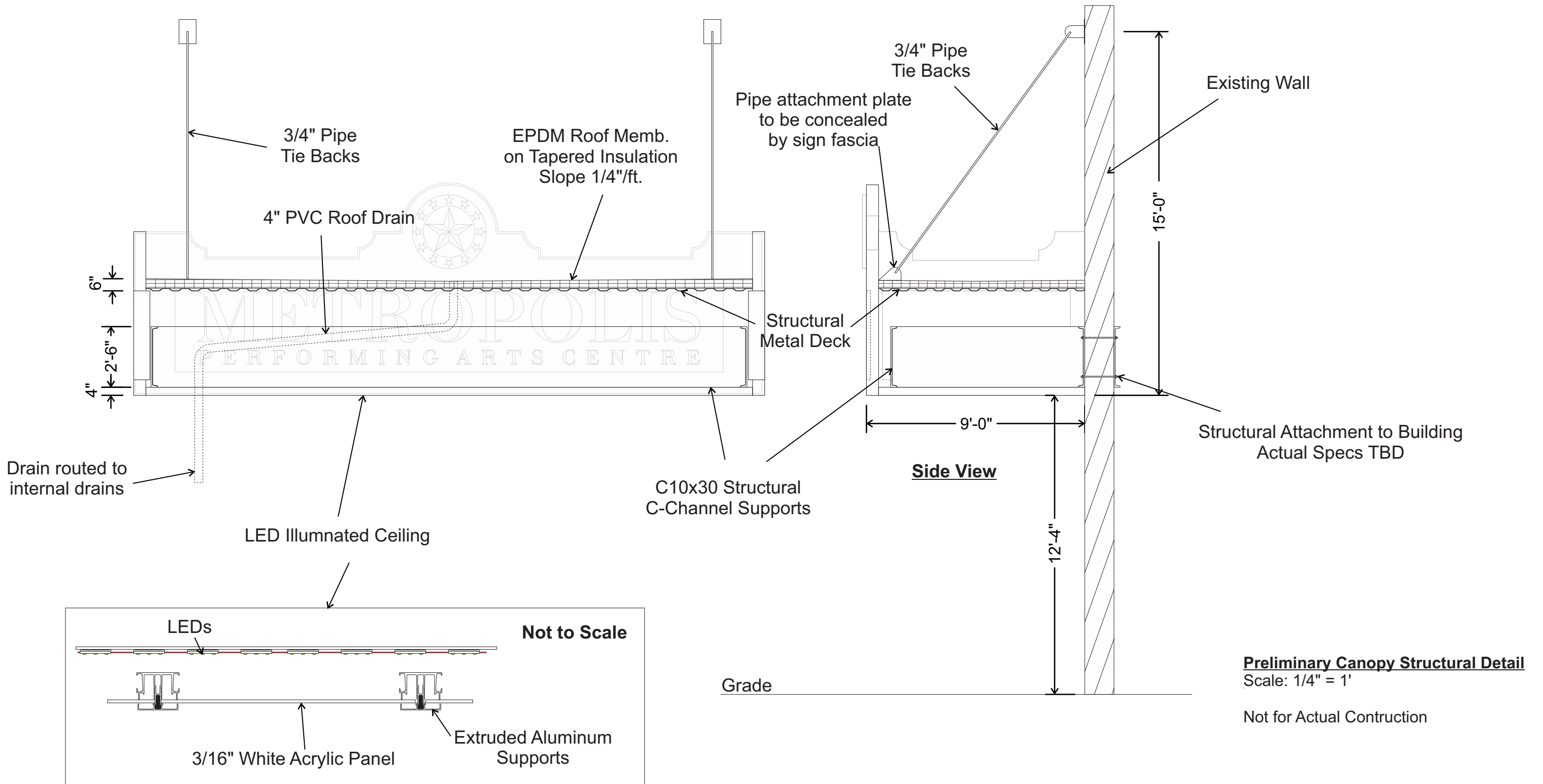
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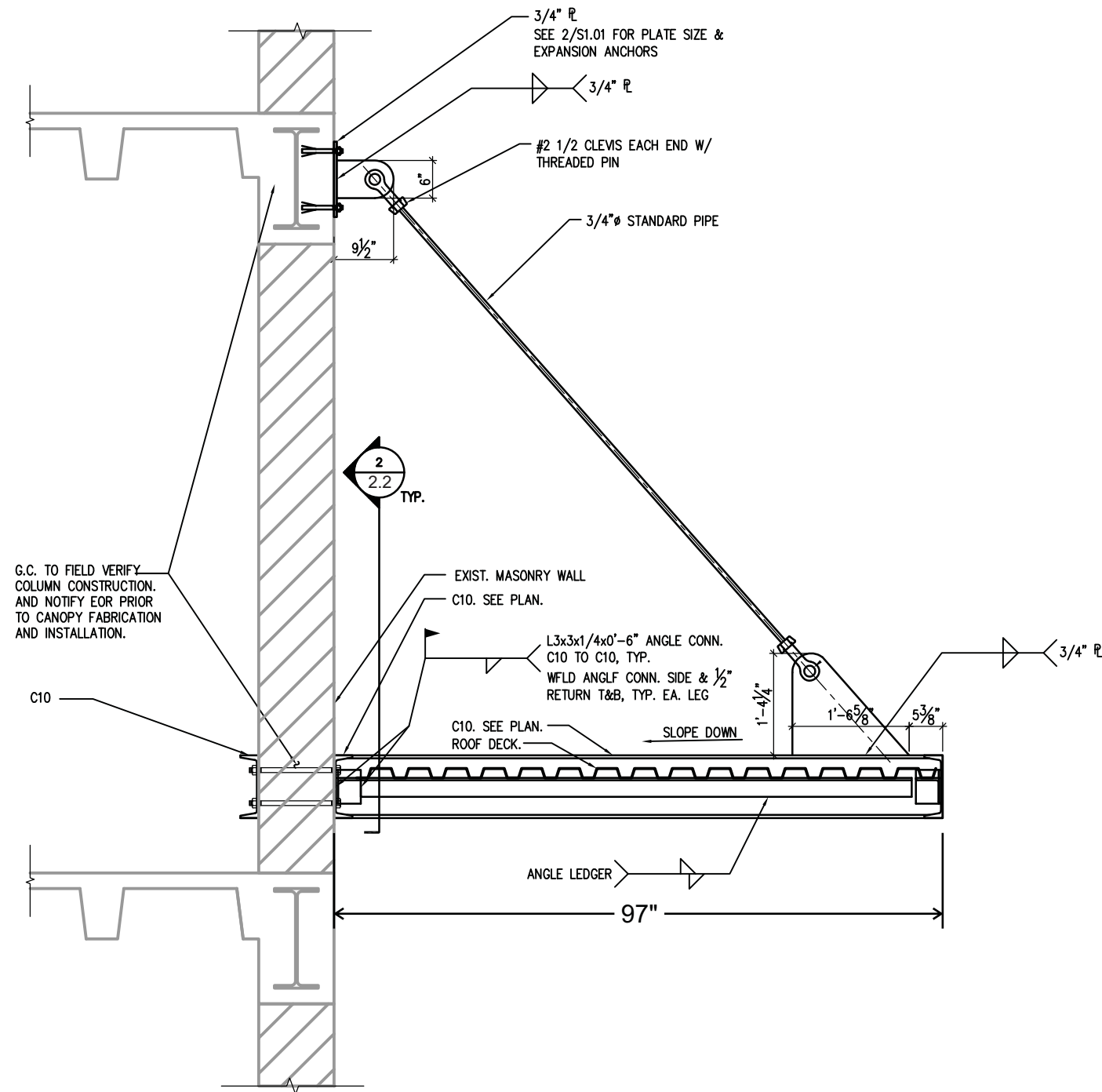
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Revisions

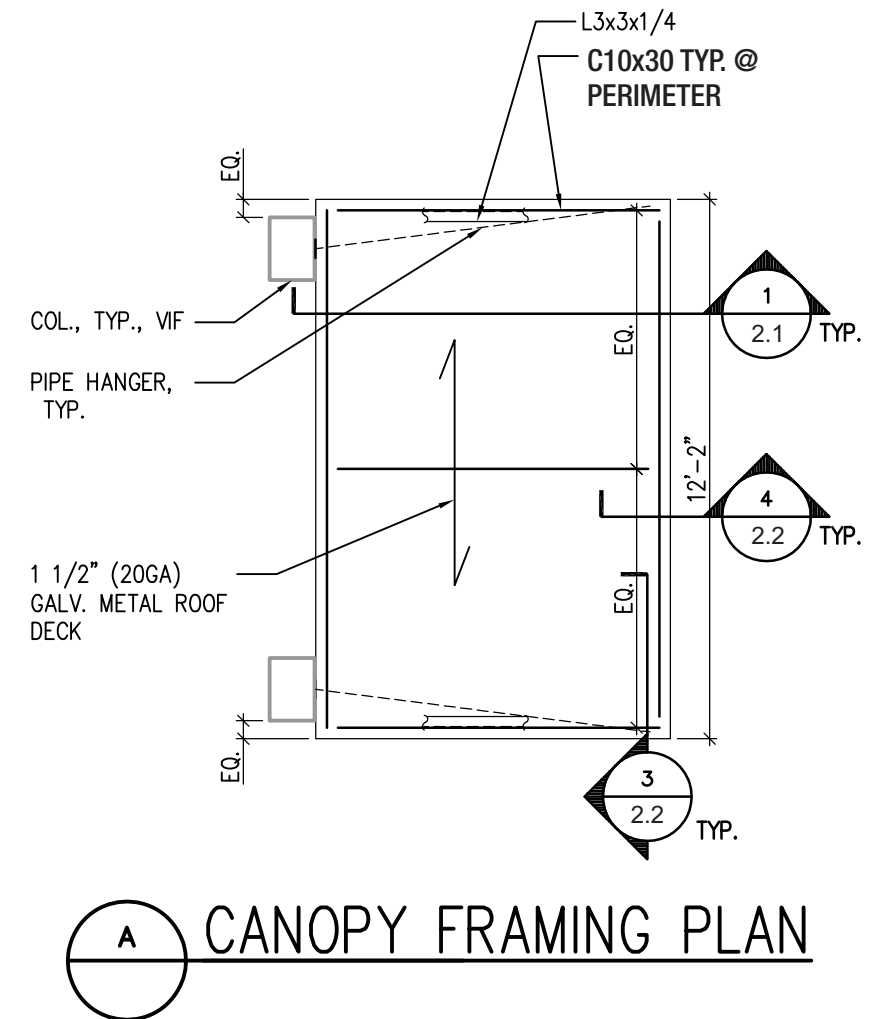
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1 2.1 CANOPY SECTION



Under Canopy - Framing Extrusion



Client
Metropolis

Customer Approval

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Date
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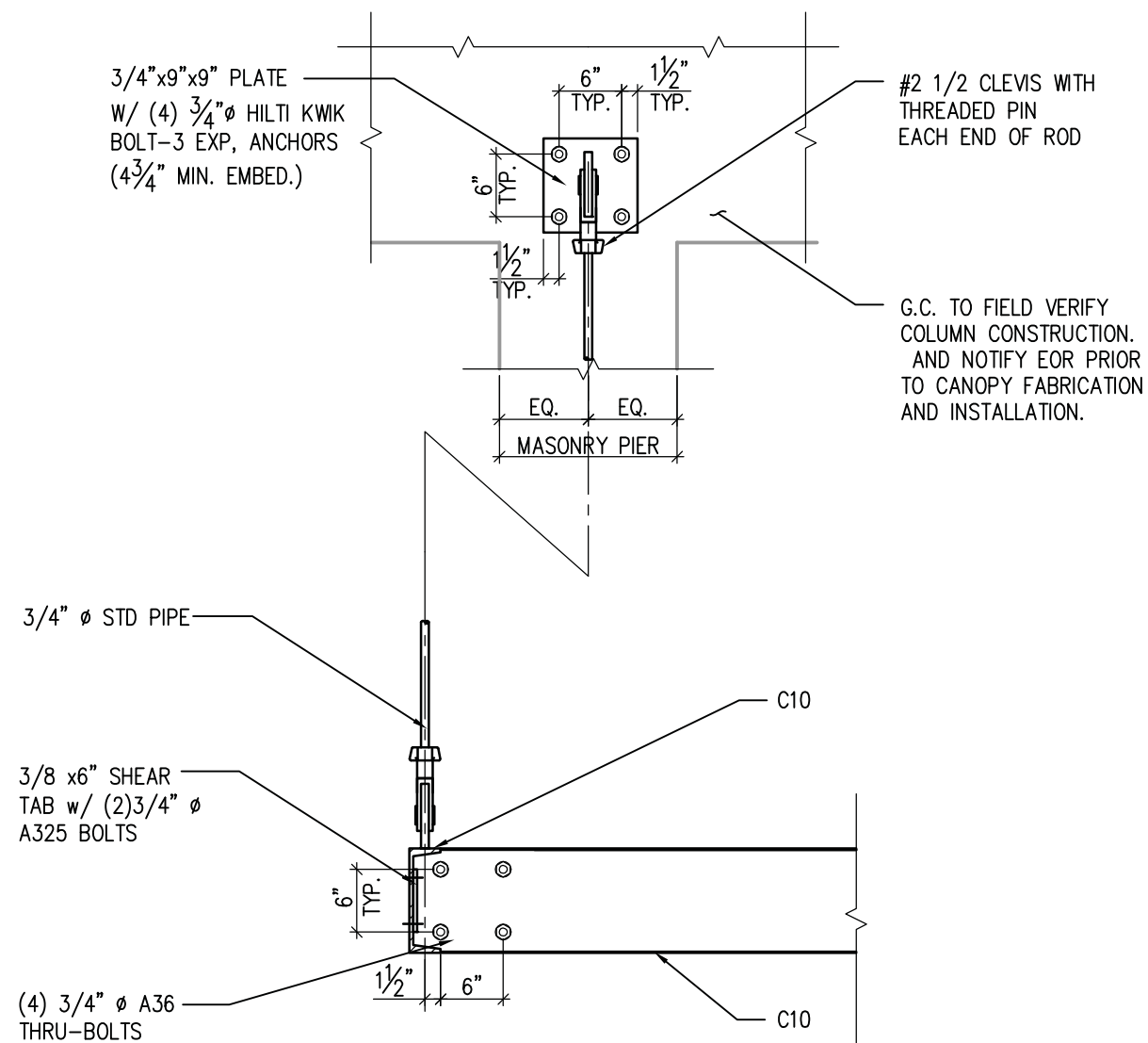
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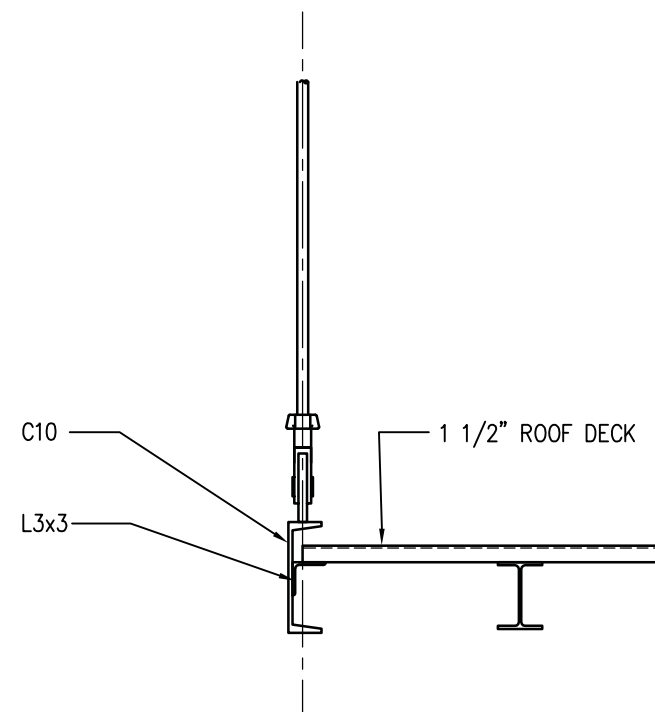
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6-13-19 SJV
8-14-19 SJV

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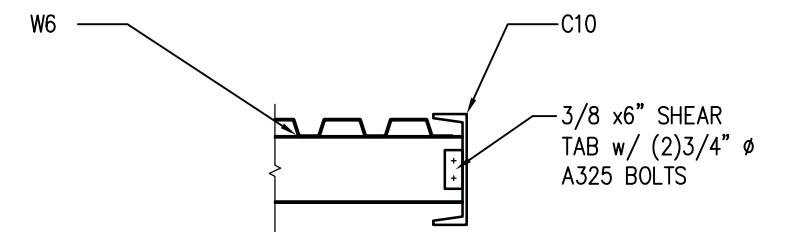




2 CANOPY SECTION
2.2 SCALE: 3/4"=1'-0"



3 CANOPY SECTION
2.2 SCALE: 3/4"=1'-0"



4 CANOPY SECTION
2.2 SCALE: 3/4"=1'-0"



Client
Metropolis

Customer Approval

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SJV

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Optec Model:

INF-MOD-8-RGB-V-S-D-QR

Display Specifications

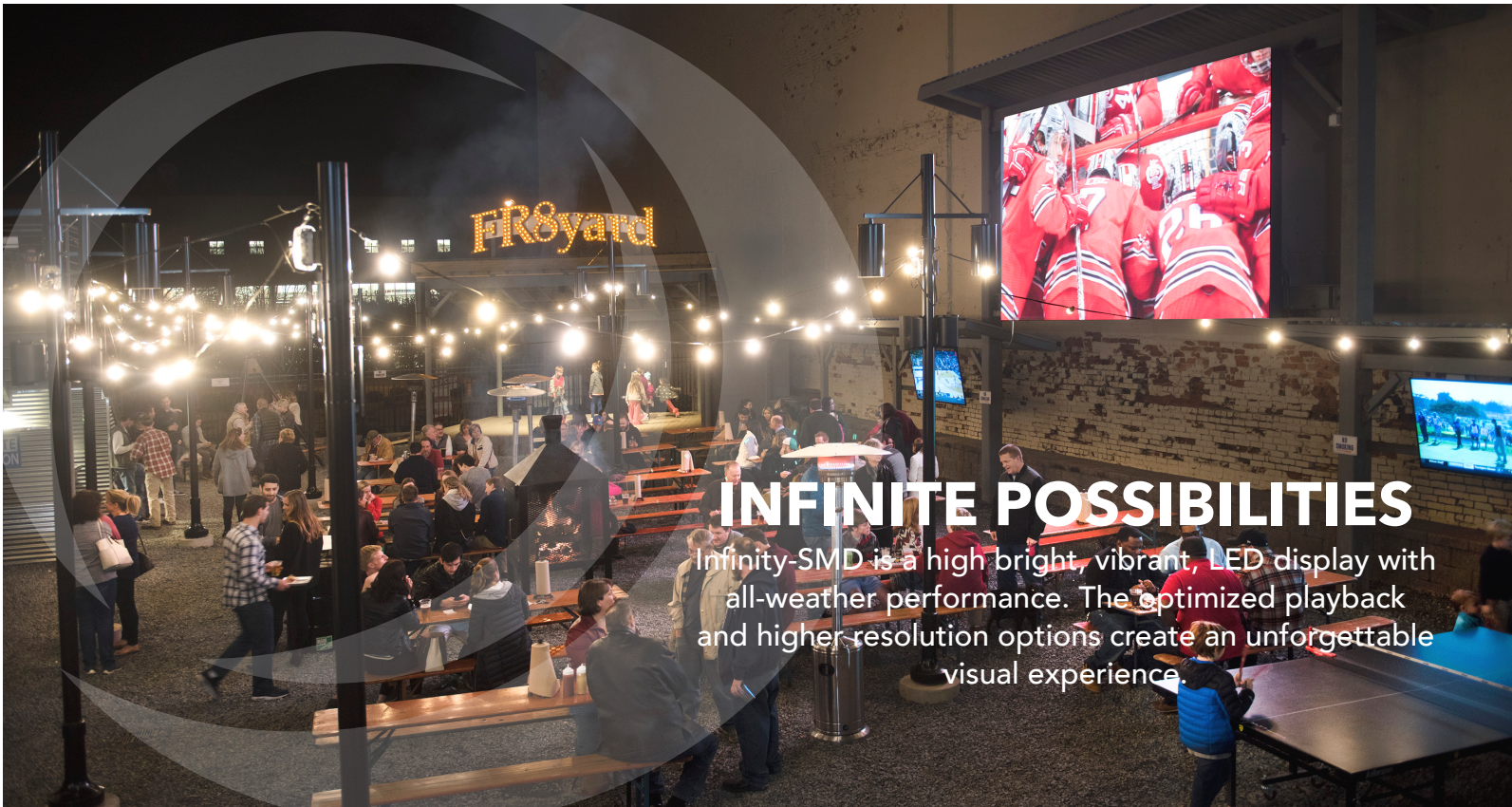
Product Line:	
LED Pixel Pitch:	8.0mm
Matrix Size:	180 x 320
Viewing Area:	4' 8 11/16" x 8' 4 13/16"
Cabinet Size:	4' 8 11/16" x 8' 4 13/16" x 6 11/16"
Color:	RGB
Color Processing:	RGB 281 Trillion Levels-M
LED's per pixel:	SMD 3-in-1
Total # of Pixels:	115200
Character Size:	2.2 Inches
# of Lines/Char. Line:	25 line(s), 53 characters
Brightness:	6000 NIT's (+-5%)
Viewing Angle:	160 Degrees Horizontal
Display Configuration:	Double Face (2 Cabinets - Primary/Secondary)
Maintenance Door:	Front
Cabinet Design:	Module
Display Net Weight:	490.87 lbs. per face (+/- 10%)
Ventilation:	Rear Vent

Standard Features

Dimming Levels:	100 - Auto & Manual
Dimming/Temp. Sensor:	Included
Crate:	Included
Software:	ME Pro Plus
Software Upgrade:	5 Years Software Upgrades
Software Training:	Webinar

Electrical & Venting Requirements

AC Power Required:	Single Phase 120V or 240V 50/60Hz
Total Boot Up Amps* (120V):	55.7
Regular Operating Amps* (120V):	16.15
Example Electrical Cost* (120V):	US\$2.53/Day
Venting Requirement*:	1065.72 CFM



INFINITY-SMD: 6.667mm pixel pitch (10'h x 17'w)



INFINITY-SMD

OUTDOOR LED DISPLAY TECHNOLOGY



±6,500 NITS HIGH BRIGHTNESS

x13 Brighter than an LCD TV¹. View in full daylight and dimmable at night.

¹Based on LCD TV avg. 500 Nits.

3.9-10MM

PIXEL PITCH OPTIONS

Large IP65 SMD tiles, ±100,000² hours lifetime, 281 trillion colors.

²Approximate



IP65 FRONT/IP54 REAR ALL-WEATHER TESTED

UV, salt-mist, vibration, ±temperature, voltage, and x2 waterproof tested.



160° HORIZONTAL VIEWING ANGLE

View the display easily from wide angles creating greater visual impact.



DIAGNOSTIC UTILITY³

Display, power, data, tile, and pixel⁴ health alerts sent by email or online on demand.

³Additional fee. Internet service required. ⁴Optional.



OPTIMIZED VIEWING EXPERIENCE

±3840 Hz, 60 FPS smooth, full motion, camera-ready video playback.



CONNECTIVITY

Network with, Ethernet, wireless⁴, WiFi⁴, Fiber Optic⁴, or cellular⁴ technology.

⁴Optional



FRONT/REAR SERVICEABLE

Two service options allow for fast, easy maintenance.



CLOUD-BASED SOFTWARE⁵

Control, network, and diagnose displays from anywhere.

⁵Optional. Internet service required.



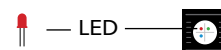
5 YEAR WARRANTY⁶

5-Year parts and in-factory labor. 10-Year parts availability.

⁶Standard warranty.

INFINITY-SMD

OUTDOOR LED DISPLAY TECHNOLOGY



SMD* Pixel
(1R-1G-1B LED in 1)
*Surface Mounted Diode

Display

Pixels (mm)	Brightness (Nits)	Tile Matrix (HxV)
3.9	5,000*	64x64
4.8	5,000*	104x104
6.667	6,500*	36x48
8	6,500*	30x40
10	6,500*	24x32

Color 281 Trillion Colors *± 5%

Viewable Angle 160° Horizontal; 100° Vertical

Contrast Enhancement Louver w/ Light Reflection Design

Dimming 100 Levels

Average LED Lifetime ±100,000* Hours

Color Processing 16-Bit Grayscale *Average

Color Temperature 6,500K (Adjustable)

Graphic & Video Support

Display Capability Video*, Graphic, Text *Live video playback available. Additional equipment required.

Video Frame Rate 60 FPS

Refresh Rate +3840 Hz (Adjustable)

Communication

Communication Ethernet, WiFi*, Wireless*, Fiber Optic*, Cellular* *Optional

Signal

Redundant Data¹, Power²

¹Independent data connections. No daisy chain effect. Dual data signals. ²Optional. For details, contact your Optec dealer or sales consultant.

Enclosure

Cabinet Design Options (See available configurations chart for details.)	Cabinet Serviceability
---	------------------------

Modular Rear

Modular Rear

Modular; Traditional; Front Vent* Front or Rear*

Modular; Traditional; Front Vent* Front or Rear*

Modular; Traditional; Front Vent* Front or Rear*

Cabinet Construction Aluminum *Optional

Cabinet Ventilation Front* or Rear

*Optional. Select sizes (see cabinet design options above). Maximum 7ft. high cabinet size.

Waterproofing (Front/Rear) IP65/IP54

Manufacturing Quality Standard ISO 9001

Electrical & Operating Requirements

AC Power 110/208/240VAC 60Hz.

Operating Temp. / Humidity ± -20°~140°F / ±10~90%

Diagnostics*

Remote / Email Display, Power, Data, Tile, Pixel**

**Additional fee. Internet service required. *Optional.

Software

PC / Cloud-Based M.E. Pro Plus; CNET 1.0*; DNET 3.0*

*Optional

Limited Warranty & Service

Warranty 5-Year Parts & In-Factory Labor*

*Standard warranty.

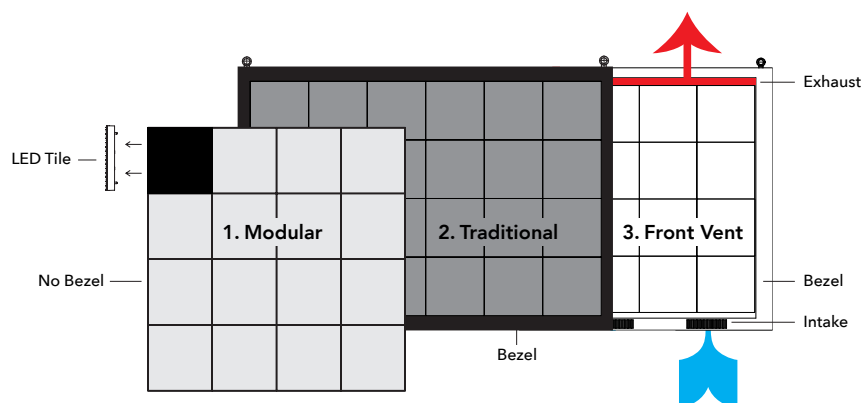
Certifications

Hardware

*FCC Part 15 - Class A compliant. For certification details, contact your Optec dealer or sales consultant.

3 CABINET DESIGNS

INF-SMD features three cabinet designs. Our modular (1.) outdoor products feature more pixels (higher resolution) than the traditional (2.) bezeled cabinets. They also allow for greater flexibility and larger scale design possibilities. Finally, the front vent (3.) cabinet is engineered for select outdoor installations with rear ventilation limitations.

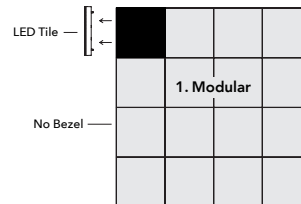


INFINITY-SMD

OUTDOOR LED DISPLAY TECHNOLOGY

Available Modular Configurations

Modular cabinets are combined like "Lego" blocks to form a complete sign. The cabinets ship ready to install and feature continuous angle iron built to specification.



Display

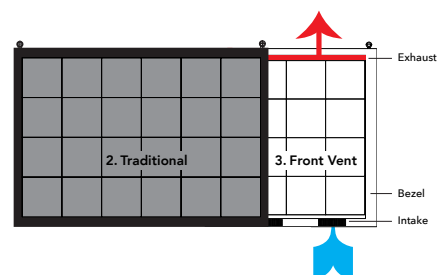
Pixels (mm)	Brightness (Nits)	Tile Matrix (HxW)	Module Resolution Pixels (HxW)		Cabinet Size (Inch) (HxW)		Cabinet Depth (Inch) (D)	Cabinet Weight (lbs)	Cabinet Power Max. (Watt)
3.9'	5,000*	64x64	128	128	19.68	19.68	3.28	25*	198
4.8'	5,000*	104x104	104	104	19.68	19.68	3.28	25*	230
6.667	6,500*	36x48	108	144	28.35	37.80	6.7	79*	635
			108	192	28.35	50.40		105*	837
			144	144	37.80	37.80		140*	1106
			144	192	37.80	50.40		130*	1038
			180	144	47.24	37.80		174*	1404
			180	192	47.24	50.40			
8	6,500*	30x40	90	120	28.35	37.80	6.7	79*	635
			90	160	28.35	50.40		105*	837
			120	120	37.80	37.80		140*	1106
			120	160	37.80	50.40		130*	1038
			150	120	47.24	37.80		174*	1404
			150	160	47.24	50.40			
10	6,500*	24x32	72	96	28.35	37.80	6.7	79*	635
			72	128	28.35	50.40		105*	837
			96	96	37.80	37.80		140*	1106
			96	128	37.80	50.40		130*	1038
			120	96	47.24	37.80		174*	1404
			120	128	47.24	50.40			

*Custom. Modular design only. For details, contact your Optec dealer or sales consultant. *± 5%

*±10%

Available Traditional & Front Vent* Configurations

Traditional and Front Vent (FV)* cabinets are built to specification. For cabinet size, weight, and total resolution, please contact your Optec dealer or sales consultant.



Display

Pixels (mm)	Brightness (Nits)	Tile Matrix (HxW)	Cabinet Size/Weight (Inch) (lbs)		Cabinet Depth (Inch) (D)	Power Max. (Watt)
6.667	6,500*	36x48	Custom		7.87	0.04
8	6,500*	30x40	Custom		7.87	0.059
10	6,500*	24x32	Custom		7.87	0.091

*± 5%

*Maximum 7ft. high cabinet size.



Worldwide Headquarters
1700 S. De Soto Place, Ontario, CA 91761 USA
Phone: +1.800.876.1668 Fax: +1.626.369.7858
www.optec.com

COMMUNITY OUTREACH

Optec LED displays inform and enrich the communities and facilities they serve.

Increase visibility, communicate to, and enhance communities with spectacular LED displays.



INFINITY-RGB: 16mm pixel pitch (2'-7 1/2" x 11'-9 3/4")



LED DISPLAY TECHNOLOGY

Government and public works agencies highly value LED displays for their ability to clearly communicate messages to their communities. Optec's wide range of outdoor LED displays offer a combination of exceptional image quality and straightforward usability.

Our outdoor LED displays combine Optec's optimized graphic and video processing capabilities with superior LED brightness and resolution to add outstanding clarity and depth to displayed content — all within an all-weather tested, easy-to-service cabinet design.

In addition to our cutting-edge display technology, Optec's dynamic software solutions, content creation services, and U.S. based Care team work to provide exceptional customer experiences. Our LED displays give communities increased visibility and lasting value through our innovative products, services, and support.



PREMIER VISUAL EXPERIENCE

Optec selects only the finest LEDs to ensure the highest visual performance, uniform brightness, color, and energy efficiency.



DESIGNED TO WOW BUILT TO LAST

We believe in creating the most reliable, straightforward, and efficient LED display products to fit your unique design and technical specifications.



EASE OF USE

Optec develops intuitive software designed to enable users to deliver engaging content experiences via desktop or cloud.



SUPPORT

Optec is here to help. With North American sales consultants and U.S. based technical advisors, we offer installation and training support via phone, online, or in person.



INFINITY-RGB: 20mm pixel pitch (4'-6" x 7'-7")



IMPACT-RGB: 12mm pixel pitch (3'-5" x 8')



INFINITY-RGB: 16mm pixel pitch (2'-6" x 19'-3")

Clear Communication Drives Results

Increase visibility and communicate clearly to the community around you. Attract, direct, and drive noticeable results with Optec's comprehensive range of innovative LED display solutions for government and public works projects.

Optec LED displays are ideal for:

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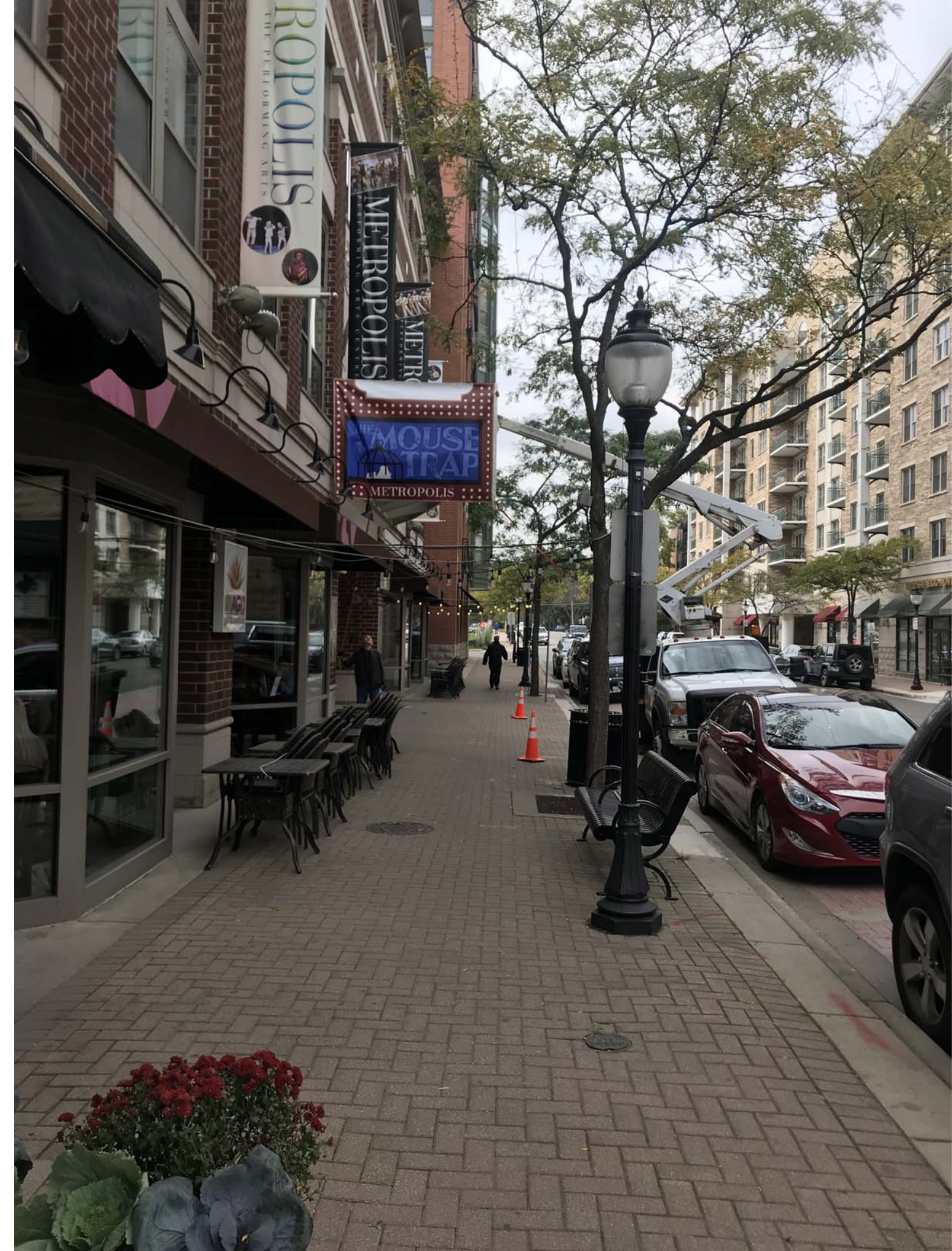


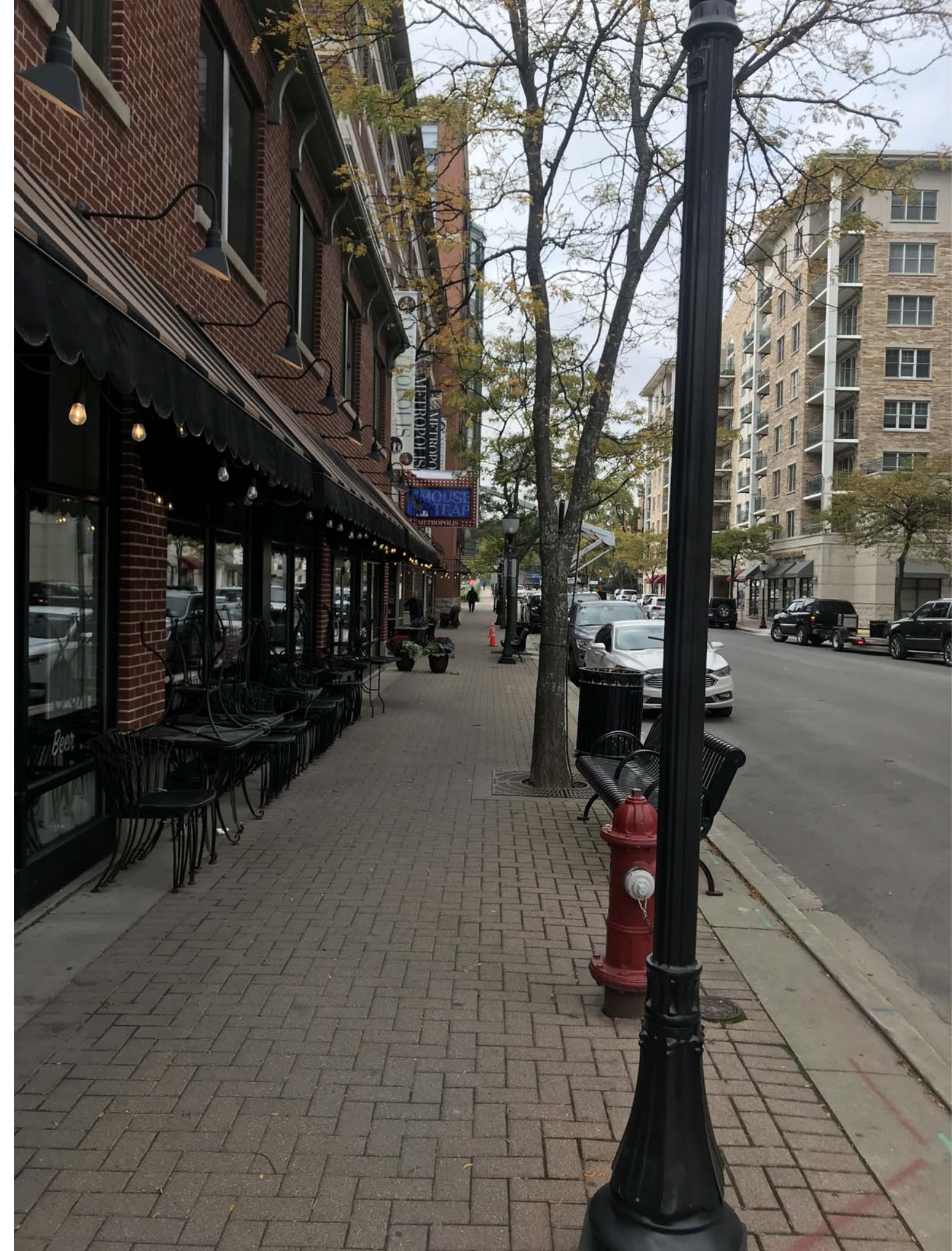
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Sign Code Variation

Metropolis Performing Arts Centre

The Metropolis Performing Arts Centre at 111 W. Campbell Street will be installing a Marquee on the front of their building. Per Chapter 30, Section 30-201.h.1.c, Marquees are allowed in the downtown, if in conjunction with a theater (with manual change bulletin boards).

We are requesting a sign code variation for two features:

- A variation from Chapter 30, section 30-801.c.3 to allow a marquee with electronic display where only manual change bulletin boards are allowed.
- A variation from Chapter 30, Section 30-120.f to allow off-premises advertising on the electronic displays of theater sponsor names which are not located on the same property.

The first variation will include the following features:

- Marquee lights and electronic displays shall be turned off at all times between the hours of 11:00 pm and 7:00 am. The under lighting will stay lit until all businesses in the building are closed for safety reasons.
- The brightness of the individual light bulbs shall be dimmable and they will not chase or blink.
- The electronic displays shall be static only with no scrolling, fading, flashing, animation, video or audio.
- The message on the electronic display shall be held for a minimum of 10 seconds
- The electronic displays shall be equipped with auto-dimming photocell technology to control the brightness to .3 foot-candles maximum above ambient lighting conditions, certified by the manufacturer.

The second variation shall not include any specific product advertising other than allowed as part of the variation. The only reference to any non-Metropolis entities will be a showing of the entities or individuals who are sponsors of the show or production. The show sponsor will be listed as shown on the 2 attached examples for Dirty Rotten Scoundrels and Elton John. We will not be advertising the businesses per se or the type of product that the business engages in or sells.

Section 30-902 requires the petitioner to provide justification relative to the standard contained in the ordinance.

1. The particular difficulty or peculiar hardship is not self-created by the petitioner. In response, the sign code of the Village of Arlington Heights is very restrictive but conducive to development. However, the code, when adopted did not envision the type of sign that Metropolis is envisioning constructing. The variation for an electronic display comports with the more modern and more technologically advanced types of signs that have been developed in the last several years. It is reasonably similar to the electronic display of the sign constructed by the Village on the corner of Northwest Hwy. and Arlington Heights Road.
2. The granting of the variation shall not create a traffic hazard, a depreciation of nearby property values or otherwise be detrimental to the public health, safety, morals and welfare. This variation will only enhance properties, property values and the surrounding

area. It is designed with the immediate residential, commercial and entertainment establishments on Campbell Street and the surrounding areas in mind. There is no perceived traffic hazard created by the sign as described above.

3. The variation will serve to relieve the applicant from a difficulty attributable to the location, topography, circumstances on nearby properties or other peculiar hardship; and not merely served to provide the applicant with the competitive advantages over similar businesses. There are no similar businesses in the surrounding area. Performing Arts at Metropolis has experienced a resurgence and growth in revenue, ticket sales and activities in the theater including the School of the Performing Arts. The difficulty that we are seeking to alleviate is as described above and is seeking only to identify the location of the theater and the production or show that is currently running at the theater. In numerous instances, patrons, visitors and others have extreme difficulty in locating the theater due to its mid-block entrance. There have been anecdotal instances where visitors and patrons have been standing in front of the theater entrance and asking where the theater was located. The marquee will become a focal point for our patrons, visitors to downtown Arlington Heights and our residents.
4. The variation will not alter the essential character of the locality. The locality is composed of mixed-use buildings including residential condominium units, restaurants, parks, and other entertainment venues in the immediate area. It will be consistent with the surrounding character of the neighborhood and will again provide a focal point for the downtown entertainment and restaurant District.
5. The applicant's business cannot reasonably function under the standards of this chapter. In virtually every instance of a performing arts center in Chicagoland a marquee is a prominent feature. We believe that the marquee that we have designed in conjunction with the sign company, will be a significant enhancement to our patron's theater experience.

We believe that with these variances, the new Marquee will not only enhance the Metropolis Performing Arts Centre, but it will be a centerpiece for the whole downtown area.

We would respectfully request that the Design Commission and Village Board approve the variation as requested.