



Agenda
Village of Arlington Heights
Design Commission
Community Room, 3rd Floor

Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
August 22, 2017
6:30 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Minutes - 8/8/17

IV. REPORTS

V. OLD BUSINESS

- A. DC#17-089 - Sigwalt Apartments - 45 S. Chestnut Ave.
RESCHEDULED TO SEPTEMBER 12, 2017
- B. DC#17-070 - 107 N. Pine Ave. - SF/New
- C. DC#09-025 - Sign Code Modifications - Village-Wide
Electronic Signs

VI. NEW BUSINESS

- A. DC#17-095 - 1412 W. Maude Ave. - SF/Teardown

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.



Item: Minutes - 8/8/17

Department: Planning & Community Development

ATTACHMENTS:

Description

Minutes 8/8/17

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.
AUGUST 8, 2017

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

Members Present: Ted Eckhardt, Acting Chair
Aaron Coon
Kirsten Kingsley

Members Absent: John Fitzgerald
Jonathan Kubow

Also Present: Robert Lisk, DRH Cambridge Homes for 225 S. *Waterman Ave.*
Don Meyers, Vital Signs USA for *Popeye's Restaurant*
Mike Henderson, STR Partners for *Greenbrier School*
Ryan Schultz, School District 25 for *Greenbrier School*
Mark Hopkins, HKM Architects for *Sigwalt Apartments*
Steve Hautzinger, Staff Liaison

REVIEW OF MEETING MINUTES FROM JULY 11, 2017

A MOTION WAS MADE BY COMMISSIONER KINGSLEY, SECONDED BY COMMISSIONER COON, TO APPROVE THE MEETING MINUTES OF JULY 11, 2017. ALL WERE IN FAVOR. THE MOTION CARRIED.

REVIEW OF MEETING MINUTES FROM JULY 25, 2017

A MOTION WAS MADE BY COMMISSIONER KINGSLEY, SECONDED BY COMMISSIONER COON, TO APPROVE THE MEETING MINUTES OF JULY 25, 2017. ALL WERE IN FAVOR. THE MOTION CARRIED.

Acting Chair Eckhardt explained that with 2 commissioners not here tonight, a unanimous vote from all 3 commissioners is required for approval of a project tonight. Petitioners have the option to continue their project to a future meeting when more commissioners are present.

ITEM 1. SINGLE-FAMILY NEW RE-REVIEW

DC#17-070 – 107 N. Pine Ave.

Mr. Hautzinger stated that the petitioner contacted Staff to request that the project be continued to the next Design Commission meeting on August 22nd.

A MOTION WAS MADE BY COMMISSIONER KINGSLEY, SECONDED BY COMMISSIONER COON, TO CONTINUE THE PROJECT FOR 107 N. PINE AVE. (DC#17-070) TO THE DESIGN COMMISSION MEETING ON AUGUST 22, 2017.

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

ITEM 2. SINGLE-FAMILY TEARDOWN REVIEWDC#17-094 – 225 S. Waterman Ave.

Robert Lisk, representing *DRH Cambridge Homes*, was present on behalf of the project.

Mr. Hautzinger presented Staff comments. The petitioner is proposing to demolish an existing single story residence and two-car detached garage to allow construction of a new two-story residence with an attached, three-car, tandem garage. The proposed design complies with all R-3 zoning requirements. This neighborhood consists of primarily smaller scale, mid-century, single-story and one-and-a-half-story homes with a mix of attached and detached garages. There have been other teardowns previously completed in this neighborhood, with five homes on this block that were either expanded with full second story additions or new construction of similar scale as the proposed house.

Overall, the proposed design is nicely done with a traditional style that will fit in well in this location. The design includes a low hipped roof on the sides of the house, which helps to keep the height of the side walls down, and the low pitched gables on the front of the home fit in very well with the rooflines of the surrounding houses. The subject property has the benefit of a 20' wide pedestrian public way on the south side of the lot which creates a nice buffer between the proposed home and the existing adjacent single story house.

The only recommendations to enhance the design are as follows:

- Continue the stone base from the front elevation around all sides of the home, or at least down the left side elevation to the end of the one story roofline.
- The proposed "Night Gray" siding color is very dark and somewhat out of context in this location. A lighter earth tone siding color is recommended to better fit with the existing homes on the block.

Staff recommends approval of the proposed new home with the recommendations stated by Staff.

Mr. Lisk was in agreement with both suggestions from Staff; to continue the stone base down the left side elevation to the first-floor break, and change the siding color to "Woodstock Brown".

Commissioner Kingsley said that overall, it was a really nice project; however, she felt the second-floor should be brought down so the eave line of the front porch is lower, which could be done by eliminating the transom windows above the front door as well as the extra height on the front windows. She also felt the amount of space above the garage should be reduced by lowering the height of the garage. Although she liked the grey color originally proposed, she felt the "Woodstock Brown" was a warmer color, and she suggested a smooth trim for the board and batten, which Mr. Lisk agreed with. Commissioner Kingsley further suggested the petitioner consider eliminating the front porch railings so that a more open feel can be achieved and the porch can be more usable. Acting Chair Eckhart clarified the difference between a recommendation and a requirement. Commissioner Kingsley added a suggestion to consider adding a covering over the back door; possibly continue the shed roof over the door.

Commissioner Coon agreed with most all of the comments made by Commissioner Kingsley. He felt the gable over the garage added a lot of height, making it a much larger scale than the adjacent homes, and he agreed with Staff's suggestion to bring the stone around to the sides of the home. He suggested reducing the size of the window in the stairway on the right side elevation to be smaller like the second-floor windows, as opposed to being the same size as the first-floor windows. He also suggested bringing the stone base around to the right side elevation up to the chimney, and he agreed with the suggestion to extend the shed roof over the back door.

Acting Chair Eckhardt agreed with the comments made by the commissioners. He wanted to see a continuation of the stone base onto the sides of the home, at least half way down, and a cover provided over the back door. He preferred a taller space in the front porch area, and encouraged the other commissioners to consider this when making the motion. In general, he felt the home was well designed, and he was okay with either siding color.

Acting Chair Eckhardt asked if there was any public comment on the project and there was a response from the audience who asked what the address of the property was.

Mr. Lisk said that he understood and agreed with the suggestion to bring down the garage roof, which would help to reduce the mass, and he agreed with Commissioner Eckhardt's preference for a taller space above the front porch. With regards to the suggestion to reduce the size of the window on the right side elevation, he explained that the window was located on a story-and-a-half wall, and he felt a smaller window would look awkward. He added that there is a potential buyer for this home who would like to also add a window going to the basement, which could result in a window being added just above the top of the foundation wall on the same elevation. He also clarified that the stone base ends as it comes around the garage side and it does not go across the front wall of the home behind the porch railings. The stone is only on the columns.

A MOTION WAS MADE BY COMMISSIONER COON, SECONDED BY COMMISSIONER KINGSLEY, TO APPROVE THE PROPOSED ARCHITECTURAL DESIGN FOR THE NEW SINGLE-FAMILY HOME TO BE LOCATED AT 225 S. WATERMAN AVENUE. THIS APPROVAL IS BASED ON THE ARCHITECTURAL PLANS RECEIVED 7/07/17, 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 RECOMMENDATION TO LOWER THE ROOF OF THE GARAGE.
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.
3. COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE AND VILLAGE CODES, REGULATIONS AND POLICIES.

Commissioner Kingsley wanted it to be a requirement to reduce the height of the garage gable. She also felt the stone base should be continued on all sides of the home, and if the petitioner is opposed to that, then eliminate the stone on the garage and only have it on the column bases. Acting Chair Eckhardt asked that the motion be amended to include a requirement to bring the stone around to the sides of the home, and a recommendation to add a cover over the back door. Commissioner Kingsley wanted it to be a requirement to add a covering over the back door and a recommendation to use smooth trim in the board and batten siding

A MOTION WAS MADE BY COMMISSIONER COON, SECONDED BY COMMISSIONER KINGSLEY, TO AMEND THE MOTION TO ADD THE FOLLOWING:

4. A REQUIREMENT TO CONTINUE THE STONE BASE ONTO THE LEFT SIDE ELEVATION, UNDER THE ONE-STORY PORTION OF THE GARAGE.
5. A REQUIREMENT TO ADD A ROOF COVER OVER THE BACK DOOR.
6. A RECOMMENDATION TO USE SMOOTH TRIM IN THE BOARD AND BATTEN SIDING.

Mr. Lisk was unsure about possible issues with lowering the roof of the garage, since he is not the architect, and Acting Chair Eckhardt replied that any issues could be resolved with Staff. Commissioner Coon felt that in terms of impact, lowering the gable over the garage would provide more impact than lowering the shed roof over the porch; there is a value to having that as a higher volume.

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

DRAFT

ITEM 3. SIGN VARIATION REVIEWDC#17-086 – Popeye’s Restaurant – 7 W. Dundee Rd.

Don Meyers, representing *Vital Signs USA*, was present on behalf of the project.

Mr. Hautzinger presented Staff comments. Popeye’s Restaurant recently completed an exterior renovation/update to their existing restaurant located at 7 W. Dundee Road. The renovation included demolition of an atrium seating area on the front of the building and façade updates consistent with Popeye’s new prototype standards. As part of the renovation, all signage is being updated to the current brand standards, including a wall sign on the front (north) façade facing Dundee Road, an existing ground sign update, and the requested wall sign on the west building wall.

The petitioner is seeking a variation from Chapter 30, section 30-402 Number, to allow one wall sign on the west side of the building, facing the parking area, where zero wall signs are allowed, and a variation from Chapter 30, section 30-403a Dimensions, to allow a 25 sf wall sign on the west side of the building, facing the parking area, where zero sf is allowed.

The existing wall sign on the west side of the building received a building permit in 1997, but a sign variation was never granted to allow the sign. Therefore, the existing sign is legal non-conforming, and per the sign code, it is not allowed to be replaced with a new sign. The existing sign is 31.5 sf, and the proposed new sign will be a smaller 25 sf sign.

The petitioner has submitted a letter stating that the west facing sign is crucial for visibility and for identifying the main entrance for their customers. Staff agrees that the proposed wall sign is useful to draw attention to the main entrance. The requested variation is similar to previously approved sign variations for similar businesses such as McDonald’s restaurant at 15 E. Dundee Road which received a sign variation approval in 2013 for a 14 sf wall sign on the side wall of the building adjacent to the entrance. A sign on Popeye’s west wall has existed for 20 years, and the new sign will be 6.5 sf smaller than the old sign. Staff recommends approval.

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

Mr. Meyers said that they are looking to put a sign at the main entrance on the west elevation. The sign will be non-illuminated and meets code for size.

Commissioner Coon liked the new signage better than the previous signage, and asked if the wall sconces above the sign serve to light the sign. Mr. Meyers replied that wall sconces are located around the building and also help to light the signage. Commissioner Kingsley agreed that the new signage is better designed than the previous signage, and she understood the hardship for needing signage at the entrance on the west elevation. She had no issue with the variation request. Acting Chair Eckhardt agreed with the other commissioners; the sign is fine and necessary as a wayfinding device. He also felt it was a better designed sign than the previous, and he was in support of the variation request.

A MOTION WAS MADE BY COMMISSIONER KINGSLEY, SECONDED BY COMMISSIONER COON, TO RECOMMEND TO THE VILLAGE BOARD OF TRUSTEES, APPROVAL OF THE SIGN VARIATION REQUEST FOR POPEYE’S RESTAURANT LOCATED AT 7 W. DUNDEE ROAD, AS SUBMITTED. THIS RECOMMENDATION IS SUBJECT TO COMPLIANCE WITH THE PLANS DATED 3/6/17 AND RECEIVED 6/22/17, 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 VARIATION FROM CHAPTER 30, SECTION 30-402 NUMBER, TO ALLOW ONE WALL SIGN ON THE WEST SIDE OF THE BUILDING, FACING THE PARKING AREA, WHERE ZERO WALL SIGNS ARE ALLOWED.

2. A VARIATION FROM CHAPTER 30, SECTION 30-403a *DIMENSIONS*, TO ALLOW A 25 SF WALL SIGN ON THE WEST SIDE OF THE BUILDING, FACING THE PARKING AREA, WHERE 0 SF IS ALLOWED.
3. 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.
4. COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE AND VILLAGE CODES, REGULATIONS AND POLICIES.

Mr. Hautzinger stated that sign variations require Village Board approval, and this is a recommendation to the Village Board to approve the sign variation request.

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

ITEM 4. SCHOOL REVIEWDC#17-091 – Greenbrier Elementary School – 2330 N. Verde Dr.

Acting Chair Eckhardt explained that with 2 commissioners not here tonight, a unanimous vote from all 3 commissioners is required for approval of a project tonight. Petitioners have the option to continue their project to a future meeting when more commissioners are present.

Mr. Mike Henderson, representing *STR Partners*, and Mr. Ryan Schultz, representing *School District 25*, were present on behalf of the project.

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

Mr. Hautzinger presented Staff comments. The petitioner is seeking approval of the architectural design for a two-story addition to an existing elementary school. The new addition will include classrooms and offices. This project requires Plan Commission review and Village Board approval as a Special Use in the R-3 Zoning District. The existing school with the proposed addition does comply with the R-3 zoning requirements, except variations are required for parking, Impervious Surface Coverage, and front yard setback (existing).

With regards to the architectural design, the proposed two story addition is nicely done as a seamless extension of the existing building architecture, using the same materials, window patterns and massing as the existing building. The new stairwell at the corner of the addition includes a glass curtain wall that will be a nice design feature on the addition. As part of the Plan Commission and Village Board review, the proposed landscaping will be reviewed in detail for compliance with requirements for shade trees in parking islands and parking lot screening. In regards to aesthetics, there is minimal existing landscaping along the building walls facing Verde and Roanoke Drive. To enhance the appearance of the existing building, it is recommended that foundation plantings be added along those street frontages. The landscaping should consist of a mix of shrubs and perennials.

All rooftop mechanical equipment is required to be fully screened from public view. An existing rooftop chiller will be utilized for the new addition. The rooftop chiller is set back from the street, but it is partially visible. It is recommended that the petitioner add an appropriate screen around the unit at such time that it fits their maintenance and improvements schedule.

Staff recommends approval of the proposed architectural design for the addition to Greenbrier Elementary School, with the comments stated in the Staff report.

Mr. Henderson said that the general intent is to continue the architectural expression of the existing building, as they have done in several other elementary school additions recently completed for the School District. The brick is the same, the overhangs on the stone fascia are the same, and they are pleased at how the addition fits on the site. He presented the material samples being proposed.

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

Commissioner Coon asked about drainage of the existing roof; it appears to be a flat roof and the addition appears to have a very low pitched roof which indicates a possible perimeter draining system such as gutters and downspouts. Mr. Henderson replied that the fascia is the same; it will be slightly more pitched than the existing older buildings that have a flat roof, but will still have internal roof drains. Commissioner Coon was in support of the addition, which he felt fit in well with the existing school. He also suggested adding landscaping that tied in with the existing landscaping.

Commissioner Kingsley agreed with Staff and Commissioner Coon's comments, although she felt that the new landscaping should not necessarily match existing because of variations in height, exposure, amount, and color with the new addition. She asked if there was screening on the existing chiller and Mr. Henderson said no because the chiller sits on a lower section of roof. Commissioner Kingsley asked if the new rooftop equipment would be screened and Mr. Henderson clarified that the new a/c rooftop unit is being proposed as an alternate to service the gym, and if it moves forward, they are not opposed to screening it. Commissioner Kingsley wanted it to be a requirement that these need to be screened, and screened with material that is similar to the roof, or Staff can review it.

Acting Chair Eckhardt appreciated Commissioner Kingsley's comments about the screening; he felt it should match the fascia and not be like the screening at Dryden School. He pointed out that signage is not shown anywhere on the addition and Mr. Henderson explained that the only signage would be a small door number above the door. There is no current proposal to change the location of the existing message board wall sign which is located near the main entrance. Acting Chair Eckhardt also suggested the petitioner find a way to enhance the end of the existing building with landscaping. He had no other issues or concerns about the proposed addition.

Commissioner Kingsley asked if the two-story entry space and stairs would be used by students and Mr. Henderson replied that they anticipate the existing entrance in the parking lot to continue to be the primary entrance and exit for students, although the new stairs will be used by students for circulation between floors. Commissioner Kingsley suggested the petitioner consider the sun exposure on the south/west side of the addition.

A MOTION WAS MADE BY COMMISSIONER KINGSLEY, SECONDED BY COMMISSIONER COON, TO APPROVE THE PROPOSED ARCHITECTURAL DESIGN FOR THE ADDITION TO *GREENBRIER ELEMENTARY SCHOOL* LOCATED AT 2330 N. VERDE DRIVE. THIS APPROVAL IS BASED ON THE ARCHITECTURAL PLANS RECEIVED 7/05/17, 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 ANY ROOFTOP EQUIPMENT BE SCREENED TO MATCH THE COPING OR THE FASCIA, AND THE EXISTING CHILLER BE SCREENED AS WELL.
2. A REQUIREMENT THAT LANDSCAPING BE CONTINUED ALONG THE SOUTH EDGE OF THE EXISTING ONE-STORY PORTION OF THE BUILDING, AND THAT STAFF REVIEW FOR APPROPRIATENESS.
3. A RECOMMENDATION TO FURTHER STUDY THE SUN EXPOSURE/HEAT GAIN IN THE NEW STAIRS OF THE ADDITION.
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.
5. COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE AND VILLAGE CODES, REGULATIONS AND POLICIES.

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

ITEM 5. CBD MULTI-FAMILY NEW REVIEWDC#17-089 – Sigwalt Apartments – 45 S. Chestnut Ave.

Mark Hopkins, representing *HKM Architects*, was present on behalf of the project.

Acting Chair Eckhardt asked if there was any public comment on the project and there was response from the large audience.

Mr. Hautzinger presented Staff comments. The petitioner is seeking approval of the architectural design for a new five-story apartment building with 88 residential apartment units and 110 indoor parking spaces. Parking will be located in the basement and partially on the first floor. The proposed site is the southern end of the vacant block on Sigwalt Street between Chestnut Avenue and Highland Avenue, just west of the Downtown. The project requires Plan Commission review and Village Board approval for zoning approval including, rezoning from R-3 to R-7, PUD approval, lot consolidation, and various zoning variations. Mr. Hautzinger clarified that all matters regarding zoning, setbacks and density will be reviewed in detail at the Plan Commission level, as well as by the Village Board, and the goal tonight is to review the aesthetic design of the proposed new building. In response to an inquiry from one of the Design Commissioners, Mr. Hautzinger explained that the Village has a comprehensive long range plan which is used to guide future development in the Village, and the 2015 Comprehensive Plan Map indicates the subject site to be high density multi-family which is consistent with the proposal being reviewed tonight.

Overall, the proposed design has a nice composition that relates well to the buildings located directly adjacent in the Downtown, such as the Vail Avenue parking garage, Dunton Tower Apartments, and Metropolis Loft condominium. The design includes a nice mix and balance of exterior materials. The colors work well together and complement the adjacent Downtown buildings. A similar example of scale and materials in this area is the existing multi-family building located at 110 S. Evergreen, which is in the neighborhood on the south end of the Downtown. 110 S. Evergreen is six-stories in height, and has a light colored base, brick body, and metal cladding on the top floor.

With regards to the proposed design, Staff would suggest the Design Commission evaluate the following:

1. Although there are examples of metal cladding in the Downtown, the Design Commission should evaluate the quantity and color of metal panel siding on the proposed design.
2. There appears to be a lot of wall space above the top floor windows. If possible, evaluate lowering the height of the top floor parapet walls one or two feet.
3. Evaluate stepping back portions of the top floor to break down the overall mass of the building, such as recessing balconies at the outside corners.

Overall, Staff supports the proposed architectural treatment of the building and believes it will be a nice addition to the Downtown.

Rooftop mechanical units are required to be fully screened from public view. The proposed design has all of the rooftop mechanical equipment recessed from the exterior walls and enclosed within mechanical equipment screens. Trash dumpsters will be stored inside the building. The exterior transformer on the east side of the building should be fully screened with landscaping or other appropriate method. The proposed landscaping will be reviewed in detail as part of the Plan Commission review and Village Board approval, but overall the proposed landscaping is minimal and it is recommended that additional landscaping be provided. The landscaping should be layered to help soften the proposed building, and specialty paving should be considered at the main entrance. The rendering shows a modest-sized development identification sign adjacent to the main entrance facing Sigwalt Street, which is nicely designed, complies with code, and is appropriate in this location. Separate sign permit applications are required for all signage.

With the comments previously stated, Staff recommends approval.

Mr. Hopkins reviewed the colors and materials being proposed for the new building, and presented samples. He said that a dark color is being proposed for the new building because it is a reticent material that tends to recede. The windows will be black and go all the way to the floor for a more upscale appearance, the balconies will be a dark bronze color, the railings will be black, the siding at the top floor of the building will be dark bronze and consist of metal panels, and there will be 2 different brick colors, "Ginger" and "Heirloom" that will be separated by a cast stone band that will be repeated at the top. There will also be dark colored honed granite at the front entrance. Mr. Hopkins explained that the height of the landscape wall around the building tapers down along Sigwalt because there is approximately 3-feet of fall in the grade from the northwest corner to the southeast. Additional layered landscaping can be provided as suggested by Staff.

Acting Chair Eckhardt asked for clarification on the east and north elevations, with regards to materials. Mr. Hopkins stated that the same architectural theme is carried around the building, because they consider all four elevations to be the 'front'. Metal panels are used below the windows as a design feature to group windows together. Entrance to the parking will be on the east elevation, with an overhead door and recessed wall sections with lintels for articulation. The north elevation has parking all along the first floor with an enclosed parking ramp element at the northeast corner of the building. Acting Chair Eckhardt asked about future development plans to the north and Mr. Hautzinger stated that currently there are no formal plans for the property north of the site and the Village Comprehensive Plan calls for mixed-use to the north. Mr. Hopkins added that the west elevation will include live windows in the first floor garage area with obscured glass that will be lit, as well as recessed wall areas with landscaping. The parapet could be lowered approximately 1-foot if necessary; they want the building to be as low as it can be. The suggestion to recess the balconies is more difficult because it will take square footage out of the building and the owner is not in favor of doing so. The walk-out amenity deck on the second-floor, which will not be visible from the street except for the arbor element that will wrap around the first-floor of the structure, will consist of a combination of paver areas, seating groups, and outdoor grilling stations.

Commissioner Coon asked about the size of the brick and Mr. Hopkins replied that the sample brick is smaller than the utility size brick being proposed. Commissioner Coon said he is really excited to see an apartment building on this site and he understands that the future planning calls for high density residential, but he didn't realize that this proposal is exceeding the allowed FAR and site coverage area but that is an issue for Plan Commission. In terms of the quality of the building, in black and white elevation he saw good proportions and he liked the base-middle-top, and the ganging of the windows; however, he felt it started to fall apart in the renderings and the building does not belong in Downtown Arlington Heights. He was having a hard time with the idea of the light gauge metal siding; every building in our Downtown is a permanent material, and the light gauge metal panels would not hold up and are not in keeping with the quality of the Downtown. He gave an analogy that the proposed design is equivalent to the quality of a cardboard box of wine, as opposed to a nice bottle of wine. He said that the quality and the long term standing of the materials of our Downtown buildings is vitally important, and he could not vote for this project with the metal siding; it has to go masonry. He pointed out the precedence for this in the Commercial Design Guidelines, which discourages using light gauge metal and states that the upper facade should give the building its feeling of importance, it defines the architectural style, and it should relate in a coordinated manner to the neighboring buildings. He did not see anything with the upper floor on the new building that relates at all to any building in Downtown Arlington Heights.

Commissioner Coon said that he lives on Highland Avenue, directly south of the site, and the new building will be in his front yard. He has concerns about the lower balcony being problematic in terms of noise; this is a huge concern for him. He liked the relief of the Sigwalt facade and how it steps back, the proportions are great and he is not afraid of the building height or the massing; however, he is hugely concerned with water drainage and retention on the site and he does not know how that is being handled for this project. In terms of the other elevations, he felt the balconies on the Chestnut and Highland elevations needed to be pushed in because the building is very flat, and the scale of the overall elevation is monstrous compared to the adjacent single-family homes; scale is very important. He would vote no for this project unless the materials change and something changes at the top of the building.

Commissioner Kingsley had similar comments. She felt the building was nicely designed, although she was also taken back a bit when she did not see as much relief, or push and pull in the elevations. However, there are a lot of

elements about the building that she really likes, such as the front being terraced and the front wall, which if done well, could be very nice, which she knows is the intention; therefore, it should be reviewed to make sure the details actually come out. As far as massing, she did not want to see the building any taller; she felt the proportion was fine for this area and it fits with the long range plan. She acknowledged that Arlington Heights is all about brick, and although brick is a long lasting material and better than EIFS, she wants relief from brick, and she commended the petitioner for trying to bring in another material that will give relief to other buildings in Arlington Heights. She referred to the building at 110 S. Evergreen, which is an older but similar building with black windows, a cream colored base, a brick building, and metal at the top. Commissioner Coon commented that the use of metal on that building as a standing seam metal roof reads as a roof and not as a replacement to the brick wall. He sees value engineering pouring out of the proposed project, and from the start, he felt this was the wrong direction for our Downtown. This site has been an open lot the entire 12 years he has lived in his home, and if this is what the answer is, then he would wait another 10 years for the right answer.

Commissioner Kingsley agreed and reiterated that the materials on the building at 110 S. Evergreen are similar; however, she understood that the metal on that building looks like a roof, as opposed to the metal on the proposed building that looks like it is value engineered. She was not opposed to metal on the new building, a metal that looks like siding, although she suggested a different material such as a smooth panel. The way it terminates at the top could also be different; the building does not need to have a cornice, just some type of reveal to give it shadow, which is not being seen right now. She reiterated the suggestion to have the push-and-pull of the facade so it is not quite as massive, and although she was glad that the south and west elevations are being treated as 'front' elevations, she felt that the east and north elevations look like the back of a building and should include more fake windows in the recessed areas, and if possible the transformer moved to the north elevation. She also asked about the material for the wrap of the balconies and underneath the balconies, and Mr. Hopkins replied that the wrap would be smooth painted aluminum and a painted aluminum soffit system underneath the balconies; however, they are considering using hanger rods, which are not shown in the elevations. Commissioner Kingsley was glad to see the granite sample in person because the renderings did not do it justice; however, she was still unsure about using granite, although it did go with the brick. She also suggested using less of an 'old school' type of text for the name of the building at the front entrance. She encouraged a more contemporary font for the sign.

Acting Chair Eckhardt asked if the new building would include a dog run, and if there were underground tanks for storm water detention. Mr. Hopkins replied that there is no dog run proposed, and underground detention vaults would be located in the north yard and part of the west yard. Acting Chair Eckhardt said that he always starts with 3 color materials when designing a building, which the petitioner has done, and he generally supports the idea of a darker object on top of a building to make the building appear less tall. He referenced a new building proposal for the Hickory/Kensington redevelopment area that is very similar to this building and other buildings in Chicago. This design seems to be a trend in Chicago, and it is not a transition building. He wanted the building to appear richer, and felt the metal should be replaced with a richer product. He liked the granite at the front entrance, but felt there should be more of it at the ground level, like a wainscot around the building. He would not want to see smooth metal paneling at the entrance. He acknowledged that the building design is definitely more contemporary, but he felt the material at the top of the building needed more study. He sees the top floor being similar to an antique building in Chicago that has had a metal clad addition added on the top, which is appropriate in Chicago, but he maybe does not like that aesthetic for this building. The configuration of the second floor relief on the elevation is wonderful and creates an element of space for tenants. The tall windows are awesome. He asked the petitioner to comment about the monolithic, tall, smooth brick surfaces, which concerned him. He acknowledged the economy of the cantilevered balconies, but expressed concern about the flatness of the building walls, which he is not yet comfortable with; and he suggested adding some relief to the corner units or the larger units. The building is very symmetrical and well planned, and he felt the petitioner took a conservative attitude that is appropriate. Acting Chair Eckhardt said the design is not quite there yet, he is not afraid of the height, and the massing was okay; however, he was concerned about the direction on the skin treatment.

PUBLIC COMMENT

Mark Meskowskes, 100 S. Vail Avenue. He said this is an awesome project and he likes that it is different than everything else in the Downtown. He questioned why the new building should look like everything else in town, with brick at the top, although he agreed that maybe something different could be done at the top of the building.

Commissioner Coon replied that he is not advocating that the new building have a metal cornice with brackets underneath, nor is he advocating that the building look like the Wing Street building with the Italian entrance and the ornate stone; he is not looking for more detail. There are a lot of things he likes about the building, where he can see the architect's design touch, mainly with the streetscape and how the building meets the street, the landscaping, and the landscape walls; however, he wanted to see more relief in the overall massing to break down the general boxiness of the building. He was not advocating to replace the metal panels with brick per se, but felt that other quality materials should be considered, such as a terra cotta rain screen system that is a long standing material. He wanted to see a more permanent material, not necessarily more of the same brick; something that speaks to the longevity of the Downtown buildings.

Mark Meskowskes said that buildings in the Downtown all look the same to him in terms of buildings on Evergreen, Wing Street, and Vail Avenue. He liked the more contemporary look being proposed with the metal panels because it brings a change to the Downtown that is not currently there.

Mary Beth Delaney, 44 N. Vail Avenue. She asked what will happen with the power lines located on the site, and pointed out that there are existing parking problems in the Downtown and she is concerned about where guests of the new building will park, and whether the 110 parking spaces being proposed for the 88 units is sufficient. Acting Chair Eckhardt explained the purview of the Design Commission, which did not include issues such as parking, which are part of the Plan Commission and Village Board review. Mr. Hopkins replied that they are working in terms of code compliance with the number of cars needed on a per unit basis, and a traffic report that includes a parking component is part of the Plan Commission review process; however, he added that the neighborhood is going to absorb some of the parking. Acting Chair Eckhardt encouraged the resident to attend the Plan Commission hearing where these items will be addressed.

Tim Meyer, 29 S. Mitchell Avenue, said he had a lot of questions. He is confused by Architects calling what they do architecture, when all they are doing is taking a box and painting it different colors. Architecture should have shape and flow, and what is being shown tonight is a shoebox with different rectangles drawn on it, which is not architecture or design. He felt that better could be done in our town; he felt that Arlington Heights is more about shape and about history. Does anyone even know who Sigwalt was? There is history here and it is being ignored. He felt there was an opportunity to do something that could have a positive affect and reflect the community, not just paste over something that we have all seen somewhere else. This building is exactly the same design that the architect sold to Uptown in LaGrange; it was just built this past year, and has very slight differences. He has seen it on the architect's website and he drives past the building in LaGrange all the time. He is really disappointed that the Village is willing to accept a building that is already in a town within a 10 mile radius; this is not what Arlington Heights is about. We are a leader community, not a follower. He wanted to hear feedback from the commissioners about architectural standards in our Village, and history.

Ed Rojek, 104 S. Highland Avenue, lives directly across the street to the south. He pointed out that Sigwalt Street is not actually as wide as shown in the renderings. He is concerned about the units and the patio on the south elevation that will overhang his home, with people looking into his home. This situation is not found anywhere else in the Village. He has lost a lot of privacy already with the adjacent parking garage, and now with this new apartment building he will lose all of his privacy. You can hear the people cheering from Dunton Towers on nights when they are watching sporting events. He felt that better could be done in the Downtown and he is disappointed to see the proposed apartment building.

Amy Dempsey, 10 S. Dunton Avenue. She has lived in the Wing Street building and owns in Metro Lofts. She is all for condominiums, but she felt that people have invested in this area with rehabbed homes, custom homes, and vintage

homes with more brick, where each home is unique. She felt the similar referenced building at 110 S. Evergreen is awful, and Dunton tower has similar balconies as the proposed design, and they are rusted. She was also concerned about parking issues and the logistics of entering the parking garage directly across from the existing parking garage. She wanted to see more vintage or eclectic single-family homes on this site. She felt the proposed black balconies do not go, they will rust, and it is an eyesore.

Rosemary Rawleigh, 151 W. Wing Street. She lives on the south side of the Wing Street building, 8th floor, and will be looking at this new building constantly, since the northern portion of this site could be vacant for another 10 to 12 years. She has serious concerns about the ambience, the prettiness, the visual beauty, and the harshness of the north elevation, because it will be open perhaps to Campbell Street, for another decade. The new building is awfully close and the north elevation is not attractive. It was unfortunate that the Village felt that the 25 year old building located at 110 S. Evergreen, which is old and sad looking, is the best comparison of architecture being emulated using metal panels. She felt the building had a long way to go, especially for the people living in single-family homes in the area, to make this building a transition from multi-density to single-family.

Keith Allen, 46 S. Chestnut Avenue. He lives on the corner directly west of the site. He has heard no comments addressing context with the 100+ year old homes on Chestnut. His home was built in 1906, and the rest of the homes down the street are the same vintage. He has heard nothing from Staff addressing context towards the residents, or anything regarding the neighborhoods; everything was directed back toward Downtown. He lives 50-feet away from the new building; it is awful.

Ingrid Kubitz, 12 S. Chestnut Avenue. She lives at the north end of the block, across from the site. She reiterated the transition issue; she thinks that is all wrong, and the building is way too tall. She has a one-story single-family home and she believes the maximum height is 3-stories on the other side of the street. She did not know if the building had to be this tall. Acting Chair Eckhardt encouraged the neighbors to continue to express their concerns at future Village meetings. He pointed out that single-family homes previously existed on this property and were replaced with the Paddock Publication building. The single-family homes located directly west of the site are on the edge of a transition neighborhood, and the commissioners want to hear residents' concerns, and determine whether or not there is an architectural solution to perhaps step up the building and soften the elevations. Ms. Kubitz added that before she bought her home, she talked to Village Planning who told her that Norwood Builders owned the lot and that anything built here would transition to the single-family homes.

Mary Karavas, 115 S. Chestnut Avenue. She lives 4 lots south of the site and is a lifelong resident of Arlington Heights. She grew up in a 100+ year old home and now lives in a home that was built in 1974. Although she loves her home, she loves her neighborhood more, and her neighbors and her town, and she refers to her current home as being built in the 'coma period' for architecture, which is what she also felt when she saw the rendering of the new building; please do not make the same mistake.

Lou Greifenstein, 38 S. Chestnut Avenue. He lives directly across the street from the site to the west, and has lived in his 100+ year old home for about 15 years. He has never stopped working on his home, with updates consistent with the context and age of the home. His neighbors have done the same, all the way down the block it is the same, and the new construction two sites down is going to be made to look the same. He understood this is an architectural review board and he intends on going to the subsequent meetings for other issues regarding the new building. He always knew there was a risk of what might be built on this site, but one of their hopes was that great care is taken to make the transition better, especially for those that face the site directly. Acting Chair Eckhardt echoed those thoughts and said that in Chicago there are beautiful old homes next to mid-rise classic architecture and they live next to each other; they have to be equivalent. He felt the proposed new building will eventually get there.

Acting Chair Eckhart closed the public comment portion of the meeting.

Tim Meyer said that his previous questions to the commissioners about architectural standards in the Village were not yet answered. Acting Chair Eckhardt replied that he did not like that the professionalism of this commission was

being challenged; the commissioners are respectful of the petitioner's proposed design, the same way they are about any petitioner's proposal. The Village has a set of Design Guidelines that were established to address conformity with building designs, as well as the Village Comprehensive Plan. The commissioners have expressed concerns about the proposed new building tonight and will continue to do so until an acceptable design has been achieved. Although an interesting discussion, a debate about good and bad architecture is not what the commission is here to do tonight. Acting Chair Eckhardt respected Mr. Meyer's concerns and urged him to stay involved; the commission is concerned about the same things.

Commissioner Kingsley added that it is great to see all the neighbors here tonight, on a day-to-day basis this commission does not see a lot of residents, and the majority of what the commission reviews are single-family homes; sometimes the commission needs feedback from residents. She explained that the commissioners are all architects and residents of the Village, this is a volunteer position, and the reason we sit on this commission is because we care. We all love the history of this town and we all come from a different part of the aesthetic world, but we work together to make a solution, and it only makes it better if residents come out, even when a project is not in your neighborhood. This commission meets twice a month and all of the projects reviewed are on-line on the Village website.

Acting Chair Eckhardt encouraged the petitioner to table the project at this time, with no vote taken tonight. Mr. Hopkins acknowledged that they need to reconnoiter and discuss their proposal. He replied that although architecture is subjective, he did take issue with some of the adjectives that were used tonight. The intent is to come up with a well-designed building, which can be done by rolling in good comments. He responded to the concerns about the massing of the building by stating that this is a small building, the runs of the facade are short, with the exception of the north elevation, and if they start breaking this up into one and two room wide panels, it will result in a busy facade. He acknowledged that they struggled with the materials, and they are looking for a good lightweight material that is a relief from the relentless brick they would otherwise have. He felt that three colors of brick on the facade is probably inappropriate and they are looking for that dark color on this building; that is a design goal that they have. He felt that if the wall color was lightened up, it would get more powerful on the street in terms of its overall appearance than it is now; it is going to press into the street more than it does now and it will appear taller than it does now. They intentionally did not go to 6-stories because they are trying to be sensitive as best they can. Mr. Hopkins also said that something will happen over time to the north of this new building, which will likely be significantly more massive than this building. This is going to end up in itself being a step down into the neighborhood. That being said, they will look for an alternate material and find something that is practical, he felt a lightweight material would be nice. He resists the facade bounce thing, especially with the south facade, and the likelihood that the north facade is going to be approximately 30-35-feet away from its future neighbor that will probably be taller than this building. They are trying to take the north facade and treat it in the best way they can; not as a back alley between two buildings. They are treating the north wall as a front.

Acting Chair Eckhardt felt that a lot of things the petitioner will be doing with this building will assist the Village Planners in making the area to the north a pedestrian access way, making it a special place, similar to elsewhere in the Downtown. He asked the petitioner if consideration was given to the adjacent single-family homes when the building went from 3 to 5-stories tall. Mr. Hopkins said that he was unaware of what the previous studies were for this site; however, they considered 4, 5 and 6-stories, and went for a sense of formality with a touch of contemporary freshness, using the basis of the context for the architecture that has been here since the mid-90's, but a little more crisp and a little more urban; they are trying to do a high quality building. The siding material is intended to be a statement, and the statement is not supposed to be cheap; let's find the right material. He wanted the commissioners to think about the whole facade balance, especially with such short runs of facade. He will go back and consider all of the comments made tonight by the commissioners and the audience. He asked that the project be continued to the next meeting in two weeks.

A MOTION WAS MADE BY COMMISSIONER KINGSLEY, SECONDED BY COMMISSIONER COON, TO CONTINUE THE PROJECT FOR SIGWALT APARTMENTS (DC#17-089) TO THE NEXT DESIGN COMMISSION MEETING ON AUGUST 22, 2017.

COON, AYE; KINGSLEY, AYE; ECKHARDT, AYE.

ALL WERE IN FAVOR. MOTION CARRIED.

Commissioner Kingsley asked when the site will be rezoned from R-3 to R-7, and why the petitioner is proposing R-7 instead of R-6. Mr. Hautzinger replied that rezoning for the project will be reviewed by the Plan Commission and Village Board, and the Village's long range plan, which was updated in 2015, calls for this property to be re-zoned to high-density multi-family which is consistent with is essentially the R-7 Zoning District, which the petitioner's proposal is consistent with. Commissioner Kingsley asked how the Village Comprehensive Plan is approved and Mr. Hautzinger replied that Village Board has final approval of the plan.

Commissioner Coon felt that Design Commission approval would move forward easily for the petitioner if they clean up the design and the architect puts more of his own design into the building; the architect can and has done much better; however, he felt the project would have an uphill battle with the Plan Commission review.

Mr. Hautzinger said that as Staff continues to coordinate with the petitioner between now and the next meeting, and after hearing the residents' comments and concerns, he asked the commissioners to summarize their position with the proposed new building. Commissioner Coon said the architecture of the new building should follow the Commercial Design Guidelines; the architecture breaks almost every rule in the guidelines as currently proposed. He has no problem with the height; the side elevations should be made less flat; and his biggest concern is the materials, specifically the light gauge metal, which he felt would deteriorate over the years. He would like to see a more contemporary design; there is currently a dyslexic language going on with the building; does it want to be traditional, or does it want to be contemporary. Contemporary materials are being used, but in a traditional way, which is his struggle, and to him, the metal panels come off as a value engineering material. He did not want to see fiber cement siding used instead of the metal. Commissioner Kingsley suggested the petitioner use slate, and Commissioner Eckhardt suggested a Rainguard Alucabond panel system instead of the metal, which would be a very slick and modern aesthetic. Commissioner Coon was in favor of the building not being symmetrical. Commissioner Eckhardt was in support of the entire facade moving back 4-feet above the second story, similar to a terraced effect.

Commissioner Kingsley referred to the darker material board presented by the petitioner, which shows that the building is not symmetrical. She suggested using a different material with more shadow and reducing the parapet and having a slight undulation on the other 2 elevations. Commissioner Eckhardt said that if he were representing the neighborhood, he would prepare an exhibit of a cross-section from Sigwalt going north, showing the exact profile of the homes, which would be a powerful exhibit. Mr. Hautzinger pointed out the context elevations in the packet that show the adjacent houses in context with the proposed building. Commissioner Coon said that he is excited to see the new apartment building, he likes that it is taller than the garage, he likes that the garage recedes in scale; he felt the petitioner came in with a value engineered building.

Commissioner Kingsley felt it was the petitioner's responsibility to design the building, including material selection; however, she would suggest a more durable product as an alternate to the metal siding, which could be natural materials such as slate and wood; and other options such as the Alucabond rainscreen. Commissioner Coon wanted to see the effort that was put into the south elevation put into the east & west sides of the building including relief to the massing on the sides. Acting Chair Eckhardt felt there should be some mid-relief to the side elevations, which he felt was not a small building as stated by the Architect. Commissioner Kingsley felt the east elevation (Highland Ave.) turned its back on the street, and a pathway should be added along the east side, as well as on the north side as stated by the petitioner tonight.

ITEM 6. OTHER BUSINESS

FY2018 Budget

Staff reviewed the proposed \$500 budget for next year.

A MOTION WAS MADE BY COMMISSIONER COON, SECONDED BY COMMISSIONER KINGSLEY, TO RECOMMEND APPROVAL OF THE PROPOSED BUDGET FOR FY2018.

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

DRAFT

ITEM 7. GENERAL MEETING

Commissioner Kingsley asked that Staff look more closely at the context elevations that are submitted by petitioners for single-family projects. The information on this document is very important and many times the adjacent homes are depicted incorrectly with respect to size and scale. Mr. Hautzinger said that the Design Commission application for single-family homes could be revised to reflect more specific requirements for the context elevation.

Commissioner Kingsley also felt that items such as shutters, front doors, and garage doors, should be mentioned in a motion, if specific styles are important at the time of approval. She referenced a home at the corner of Pine Avenue and Wing Street that installed shutters of a different design than what was shown at the time it was reviewed by the commission. Mr. Hautzinger said that Staff looks for designs to be substantially compliant with the approved plans.

A MOTION WAS MADE BY COMMISSIONER KINGSLEY, SECONDED BY COMMISSIONER COON, TO ADJOURN THE MEETING AT 9:15 P.M. ALL WERE IN FAVOR. THE MOTION CARRIED.



Item: DC#17-089 - Sigwalt Apartments - 45 S. Chestnut Ave. -
RESCHEDULED TO SEPTEMBER 12, 2017

Department: Planning & Community Development

The petitioner has requested that the project be continued to the September 12, 2017 Design Commission meeting.

ATTACHMENTS:

Description

Type

No Attachments Available



Item: DC#17-070 - 107 N. Pine Ave. - SF/New

Department: Planning & Community Development

This project is being temporarily placed on hold while the petitioner continues to work on a revised design.

ATTACHMENTS:

Description

Type

No Attachments Available



Item: DC#09-025 - Sign Code Modifications - Village-Wide Electronic Signs

Department: Planning & Community Development

Requested Action

– Amendment to Chapter 30, Sign Code, to add Article VII Electronic Message Signs.

Recommendation

– The Design Commission is requested to review the draft ordinance for recommendation to the Village Board.

ATTACHMENTS:

Description	Type
Staff Memo 8-22-17	Memorandum
Revised 8-22-17 Draft Ordinance and Maps	Exhibits
Original 5-15-17 Draft Ordinance and Maps	Exhibits
Design Commission Minutes 7-11-17	Minutes
Design Commission Minutes 6-27-17	Minutes
February 2017 Report - Electronic Signs-Possible Conditional Review Process	Exhibits

MEMO

DATE: August 22, 2017

TO: **Design Commission:**
Chairman Fitzgerald, Commissioner Eckhardt, Commissioner Kingsley, Commissioner Kubow, and Commissioner Coon

FROM: Steve Hautzinger, Design Planner

RE: **Electronic Message Signage – DRAFT ordinance**

Background:

On July 18, 2016, representatives from the Planning Department and Design Commission met with the Village Board to review the matter of electronic message signage. At the conclusion of the meeting, the Village Board directed the Planning and Community Development Department to further research electronic signage and prepare a draft conditional use process for electronic message signs.

Since then, the required research has been completed, and a draft ordinance pertaining to electronic message signage has been prepared. Various updates were provided to the Village Board during this process. The areas where electronic message signage could be allowed, along major arterial roads, have been refined and maps illustrating those areas within the community have been prepared. The materials recently sent to the Village Board were distributed to the Design Commission for their review and consideration.

June 27, 2017 Design Commission Meeting:

On June 27, 2017, Staff gave a preliminary presentation of the draft Electronic Message Sign ordinance to the Design Commission (with only three members present), and received the following feedback:

- None of the Design Commissioners supported the idea of allowing electronic signs.
- Concern was expressed that the Design Commission's review and recommendations regarding individual electronic sign requests may be ignored by the Village Board, and would therefore be a waste of the Design Commission's time.
 - o Staff recommended that the Design Commission stay in the review process and continue to provide recommendations to the Village Board on this matter.
- The Design Commission asked if the Conditional Approval would be transferable to a new business in the same location?
 - o The draft ordinance could be revised to clarify that electronic sign approvals not be transferable, and the Design Commission could make a recommendation on this matter.
- The Design Commission asked if the Chamber of Commerce is aware of this issue.
 - o The Chamber of Commerce is aware that this is being studied, and Staff intends to provide a full update at the appropriate time.
- The Design Commission recommended that electronic ink signs be allowed for schools, churches, and park facilities in Residential Zoning Districts.
 - o Staff recommended that this be considered as a separate amendment ordinance, but the Design Commission could make a formal recommendation on this matter.
- The Design Commission suggested preparing a list of existing businesses within the designated corridors that will be likely to request an electronic sign (such as Walgreens, McDonald's, Dunkin' Donuts).
- The Design Commission made a MOTION to continue this matter to a future meeting when all Commissioners are in attendance.

July 11, 2017 Design Commission Meeting:

On July 11, 2017, Staff presented the draft Electronic Message Sign ordinance to all five Design Commissioners. The ordinance was reviewed in detail, and the Design Commission provided specific feedback on each section. The commissioners also provided the following general comments:

1. The commissioners are not in support of allowing electronic message signs.
2. The commissioners were not in support of the Draft language presented unless it is amended to reflect the recommendations given at the July meeting, prior to being presented to the Village Board.
3. Concerns about too many businesses having an electronic sign, resulting in a cluttering of these signs up and down major arterial roads in town. A suggestion for a qualification for an electronic sign to be based on the size of a business.
4. How does allowing electronic message signs relate to the Comprehensive Plan; Concerns that electronic message signs will negatively impact beautification.
5. Concerns about enforcing the content of messages being displayed on an electronic sign.
6. Concerns about the brightness of electronic message signs.
7. Concerns about businesses with more frontage being allowed multiple electronic signs, as opposed to smaller business only allowed one electronic sign.

A motion was made that the revisions discussed by the commissioners be incorporated into the draft ordinance for electronic message signs, and be brought back to the Design Commission for a final motion to be made.

August 22, 2017 Design Commission Meeting:

At this time, Staff has revised the draft ordinance based on feedback from the Design Commission on July 11, 2017. The Design Commission is requested to review the draft ordinance for recommendation to the Village Board.

If the Design Commission would like any of the prior background research and reports, please contact Staff.

The following materials are enclosed:

1. Original draft ordinance language for electronic message signs, dated 5-15-17
2. Revised draft ordinance language for electronic message signs, dated 8-22-17.
3. Original map illustrating the commercial corridors where electronic message signs would be allowed.
4. Revised map illustrating the commercial corridors where electronic message signs would be allowed.
5. February 2017 Report, "Electronic Signs – Possible Conditional Review Process".

Add the following to the end of Section 7-1111:

Conditional Review of Electronic Message Signs \$500

Add new Definition to 30-101 as 14.5:

Electronic Message Sign. A portion of a monument style ground sign on which the message, copy, graphics, or display can be changed by remote or automatic means, used to advertise a business, goods, and/or services that are available on the property on which the sign is placed.

Add new Article VII (renumber existing Articles VII, VIII, and IX to VIII, IX, and X)

Article VII Electronic Message Signs

Section 30-701 Electronic Message Signs may be permitted but only in designated major arterial commercial corridors as identified in the maps attached at the end of this Article and in accordance with the regulations set forth in this Article.

Section 30-702 Conditional Review Process and Criteria. All applications for an Electronic Message Sign shall be submitted to the Design Commission for review. The Design Commission shall hold public meetings to evaluate whether the proposed Electronic Message Sign meets the criteria set forth below. The Design Commission shall make a recommendation which will be forwarded to the Village Board of Trustees, where the request may be granted, denied or modified.

- a. The Electronic Message Sign will not create a traffic hazard or demonstrable negative impact on nearby properties or be detrimental to the safety of persons residing or working in the vicinity; and
- b. The Electronic Message Sign will serve the best interests of the Village, and will be desirable for the public convenience. ~~and will not merely serve to provide the applicant with a competitive advantage over similar businesses; and~~
- c. The design of the Electronic Message Sign is compatible with the essential character of the locality, such as the sign enclosure, materials and scale; and
- d. The business demonstrates a valid need for an Electronic Message Sign. The business must explain how the sign will be used, and why their business needs an Electronic Message Sign.

Section 30-703 Applications.

- a. All applications for Electronic Message Signs shall be submitted to and reviewed by the Design Commission.
- b. With the application, the petitioner must submit 1 copy of the following information to the Department of Planning and Community Development along with electronic pdf files:

1. A letter requesting the Electronic Message Sign stating the criteria for which an Electronic Message Sign must comply and how the proposal meets those;
2. Plat of Survey;
3. A detailed site plan including building locations, driveways, yards, setbacks, the proposed sign location and any existing signage with dimensions;
4. Color photographs of subject property and surrounding properties including existing ground signs;
5. Detailed drawings of the proposed sign, fully dimensioned and drawn to scale, including fully dimensioned scaled drawings and photographs of all existing signage;
6. Manufacturer's product data and specifications for the Electronic Message Sign, including written certification verifying auto-dimming function set to .3 footcandles maximum above ambient lighting conditions;
7. Written list of all sign materials;
8. Samples of major sign materials including colors, textures and finishes being proposed;
9. At least three full color representative images illustrating the types of advertisements to be displayed on the sign;

A copy of the recommendation of the Design Commission will be forwarded to the Village Board.

Section 30-704 Notification Requirements.

- a. An applicant for an Electronic Message Sign shall serve written notice, either in person, by certified mail, or by similar delivery service which provides proof of service, on the last known taxpayers and/or property owners of record as reflected in the county records, of all property within ~~400~~ 300 feet in each direction of the property lines of the subject property for which approval of an Electronic Message Sign is being requested; provided the number of feet occupied by all public roads, alleys and other public ways shall be excluded in computing the ~~400~~ 300 feet. Such notice must be served not less than seven days and not more than 30 days prior to the date set for the meeting of the Design Commission to review the request for an Electronic Message Sign. If any part of a condominium property is located within this distance, written notification shall be made to the condominium association. If no such association exists, the applicant must notify each individual taxpayer of record in the condominium property. If, after a bona fide effort to determine such by the applicant, the owner of the property on which the notice is to be served cannot be found, the notice requirements of this Section shall be deemed satisfied.

The required notices shall contain the address of the location for which the Electronic Message Sign is requested, a brief statement of the nature of the request, the name and address of the legal and beneficial owner of the property, and time and date on which the

meeting shall be held. Not less than one day prior to the meeting date, the applicant shall furnish a written statement certifying that he or she has complied with the requirements of this subsection. Attached to the written statement shall be a list of all property owners notified in accordance with the above, the receipts of the certified mail or the signatures of the property owners acknowledging the personal visit of the applicant, the returned notices which were undeliverable by the post office, along with a copy of the notice sent to each of the individuals therein specified.

- b. Not less than 15 days prior to the date of the Design Commission meeting at which the request for an Electronic Message Sign is to be discussed, the Applicant shall post a readable sign on the site where the Electronic Message Sign is intended to go. The Notice sign must be posted on private property adjacent to the roadway. This sign must be removed no later than ten days after completion of the final meeting. The required sign shall contain the current action requested, the date, time, and place where the meeting shall be held, a statement that further information can be obtained from the applicant and the Planning Department of the Village of Arlington Heights. The words "NOTICE OF PUBLIC MEETING" must appear at the top of the sign in letters no smaller than 1.5 inches. All costs associated with the sign are to be borne by the Petitioner. See the following exhibit for an example of a notice sign.

NOTICE OF PUBLIC MEETING

MEETING FOR: ~~(Fill in sign variation)~~
**CONDITIONAL REVIEW FOR AN
ELECTRONIC MESSAGE SIGN**

MEETING LOCATION: **ARLINGTON HEIGHTS
MUNICIPAL BUILDING
33 South Arlington Heights Road**

DATE: (Fill in meeting date) **TIME:** (Fill in meeting time)

PUBLIC ATTENDANCE AND COMMENTS INVITED

FOR DETAILS CALL:

Fill in Petitioner's name and phone number or Village of Arlington Heights
Department of Planning & Community Development
847-368-5200

Section 30-705 Standards for Electronic Message Signs. The following standards apply to all Electronic Message Signs:

- a. Ground Signs Only. Electronic Message Signs are only permitted on monument style, ground signs and the ground sign cannot be taller than ten feet. All other requirements for ground signs as set forth in this Chapter shall apply, unless a more specific requirement is listed in this Article, in which case the requirement in this Article applies.
- b. Display. Only high resolution, full color electronic displays are allowed, and must be maintained in "like new" operating condition, or cease operation of the sign.

- c. **Size.** Electronic Message Signs must be incorporated as part of a conventional monument style ground sign which displays the business name or use. The electronic portion of the sign must be the lower portion of the sign. The maximum size of an Electronic Message Sign shall be no more than 50% 33% of the allowable ground sign size as set forth in the table below. The maximum allowable area of a ground sign is determined on the basis of the width and posted speed limit of the public right-of-way abutting the property on which the sign is located as set forth in the table below:

POSTED SPEED LIMIT		
WIDTH OF PUBLIC RIGHT-OF-WAY	35 MILES PER HOUR OR LESS	OVER 35 MILES PER HOUR
UP TO 66 FEET	40 SQ. FT. TOTAL SIGN AREA PER FACE	60 SQ. FT. TOTAL SIGN AREA PER FACE
OVER 66 FEET	66 SQ. FT. TOTAL SIGN AREA PER FACE	80 SQ. FT. TOTAL SIGN AREA PER FACE

- d. **Quantity.** Only one electronic message sign per property is permitted.
- e. **Spacing.** There must be a minimum 300 feet spacing between Electronic Message Signs on the same side of any street.
- f. **Separation from Residential.** Electronic Message Signs are not permitted within 300 feet of any property being used for a residential use.
- g. **Orientation.** All Electronic Message Signs must be oriented perpendicular to the roadway to minimize the impact on properties directly across the street from the location of the sign.
- h. **Operational Standards.** The following operational standards apply to all Electronic Message Signs:
1. The sign shall have static display only. No scrolling, fading, flashing, animation, or video is permitted, nor is any sound permitted.
 2. Messages must be displayed for a minimum of 10 seconds.
 3. The sign must use auto-dimming photocell technology so that the display brightness automatically adjusts based on ambient lighting conditions. Brightness shall be limited to .3 footcandles maximum above ambient lighting conditions at the established measurement distance based on the size of the sign, using the following formula:

$$\text{Measurement Distance} = \sqrt{\text{Area of Sign Sq. Ft.} \times 100}$$

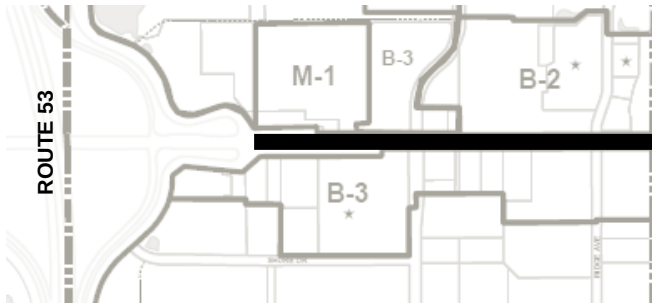
For example, for a ground sign that measures a total of 40 square feet, of which 20 square feet is an Electronic Message Sign, the lighting conditions will be measured at 45 feet from the sign.

Written certification from the manufacturer must be provided with the application

which verifies the auto-dimming function in accordance with the requirements in this paragraph. Verification of compliance with the brightness standard will be accomplished using a footcandle illuminance meter based on procedures as established by the International Sign Association.

4. Off-premises advertising is not allowed.
5. All Electronic Message Signs are only permitted to be illuminated the same hours that the business the sign represents is open.

Designated Commercial Corridors for Electronic Message Signs



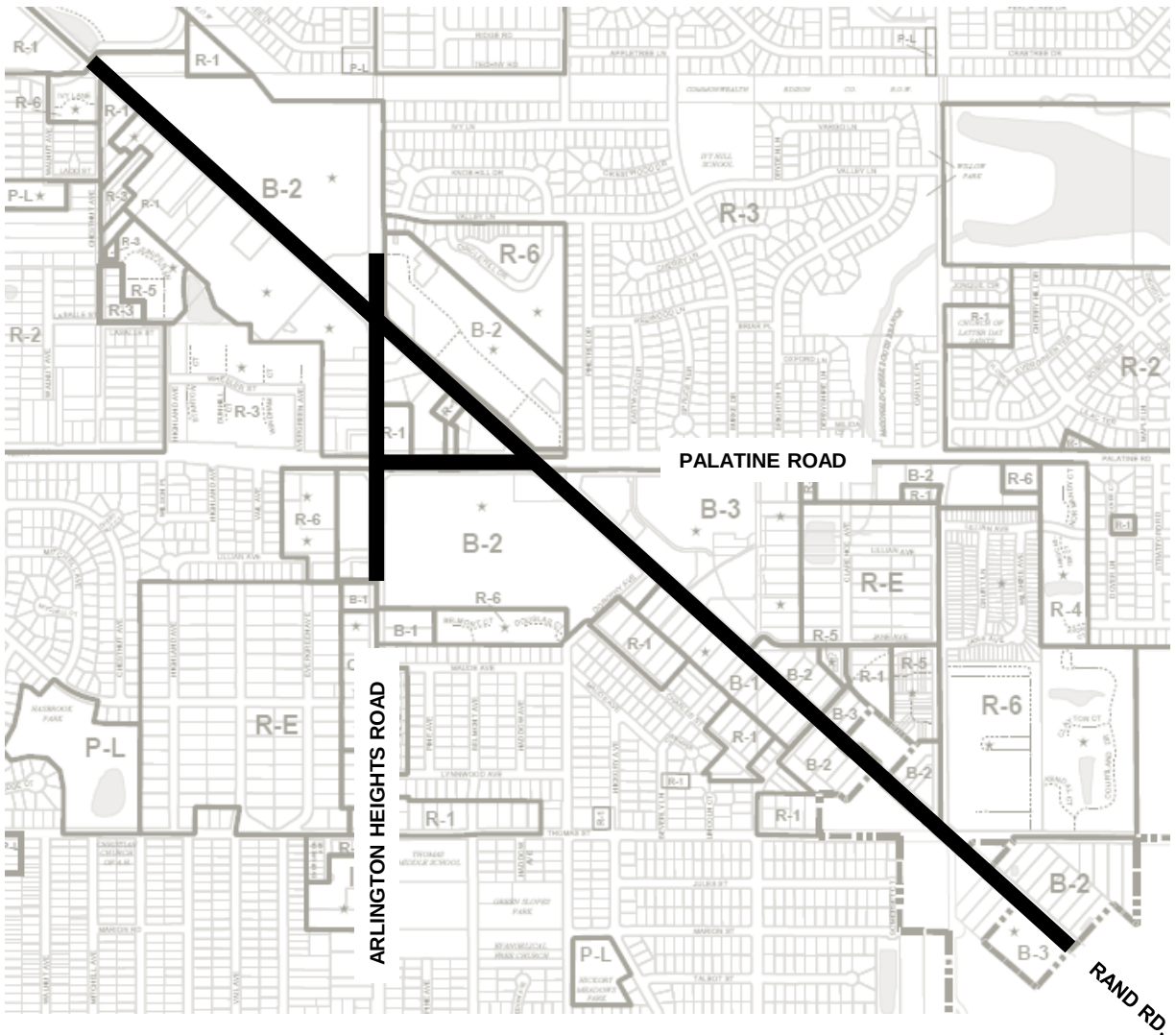
DUNDEE ROAD

MAP LEGEND



INDICATES PERMITTED
LOCATIONS FOR
ELECTRONIC MESSAGE SIGNS

Map 1: Dundee Road Corridor



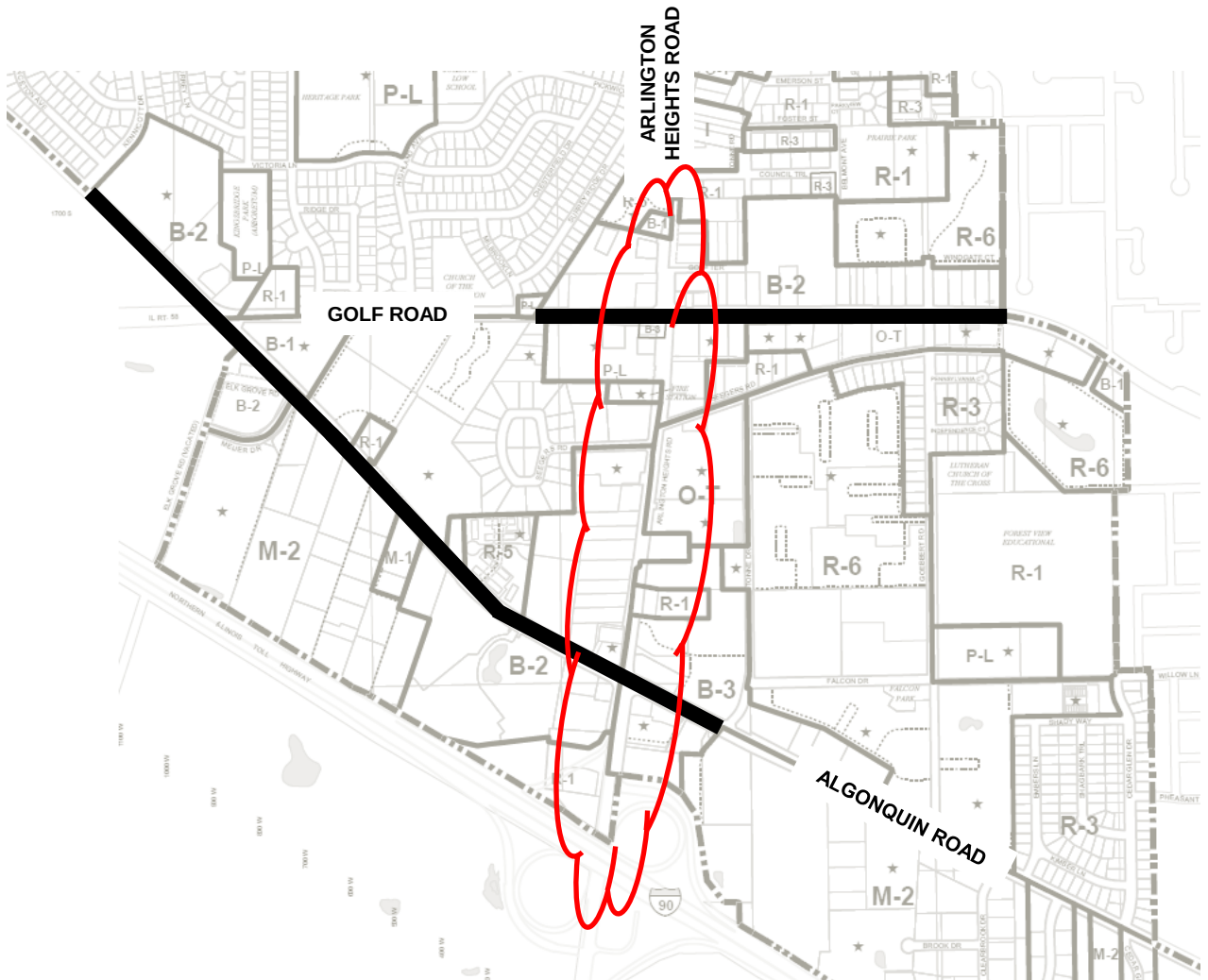
PALATINE ROAD

ARLINGTON HEIGHTS ROAD

RAND RD.

Map 2: Rand Road, Palatine Road, and Arlington Heights Road Corridors

Designated Commercial Corridors for Electronic Message Signs



Map 3: Algonquin Road, Golf Road, and Arlington Heights Road Corridors

MAP LEGEND

 INDICATES PERMITTED LOCATIONS FOR ELECTRONIC MESSAGE SIGNS

Add the following to the end of Section 7-1111:

Conditional Review of Electronic Message Signs \$500

Add new Definition to 30-101 as 14.5:

Electronic Message Sign. A portion of a monument style ground sign on which the message, copy, graphics, or display can be changed by remote or automatic means, used to advertise a business, goods, and/or services that are available on the property on which the sign is placed.

Add new Article VII (renumber existing Articles VII, VIII, and IX to VIII, IX, and X)

Article VII Electronic Message Signs

Section 30-701 Electronic Message Signs may be permitted but only in designated major arterial commercial corridors as identified in the maps attached at the end of this Article and in accordance with the regulations set forth in this Article.

Section 30-702 Conditional Review Process and Criteria. All applications for an Electronic Message Sign shall be submitted to the Design Commission for review. The Design Commission shall hold public meetings to evaluate whether the proposed Electronic Message Sign meets the criteria set forth below. The Design Commission shall make a recommendation which will be forwarded to the Village Board of Trustees, where the request may be granted, denied or modified.

- a. The Electronic Message Sign will not create a traffic hazard or demonstrable negative impact on nearby properties or be detrimental to the safety of persons residing or working in the vicinity; and
- b. The Electronic Message Sign will serve the best interests of the Village, will be desirable for the public convenience, and will not merely serve to provide the applicant with a competitive advantage over similar businesses; and
- c. The design of the Electronic Message Sign is compatible with the essential character of the locality; and
- d. The business demonstrates a valid need for an Electronic Message Sign.

Section 30-703 Applications.

- a. All applications for Electronic Message Signs shall be submitted to and reviewed by the Design Commission.
- b. With the application, the petitioner must submit 1 copy of the following information to the Department of Planning and Community Development along with electronic pdf files:
 - 1. A letter requesting the Electronic Message Sign stating the criteria for which an Electronic Message Sign must comply and how the proposal meets those;

2. Plat of Survey;
3. A detailed site plan including building locations, driveways, yards, setbacks, the proposed sign location and any existing signage with dimensions;
4. Color photographs of subject property and surrounding properties including existing ground signs;
5. Detailed drawings of the proposed sign, fully dimensioned and drawn to scale, including fully dimensioned scaled drawings and photographs of all existing signage;
6. Manufacturer's product data and specifications for the Electronic Message Sign, including written certification verifying auto-dimming function set to .3 footcandles maximum above ambient lighting conditions;
7. Written list of all sign materials;
8. Samples of major sign materials including colors, textures and finishes being proposed;

A copy of the recommendation of the Design Commission will be forwarded to the Village Board.

Section 30-704 Notification Requirements.

- a. An applicant for an Electronic Message Sign shall serve written notice, either in person, by certified mail, or by similar delivery service which provides proof of service, on the last known taxpayers and/or property owners of record as reflected in the county records, of all property within 100 feet in each direction of the property lines of the subject property for which approval of an Electronic Message Sign is being requested; provided the number of feet occupied by all public roads, alleys and other public ways shall be excluded in computing the 100 feet. Such notice must be served not less than seven days and not more than 30 days prior to the date set for the meeting of the Design Commission to review the request for an Electronic Message Sign. If any part of a condominium property is located within this distance, written notification shall be made to the condominium association. If no such association exists, the applicant must notify each individual taxpayer of record in the condominium property. If, after a bona fide effort to determine such by the applicant, the owner of the property on which the notice is to be served cannot be found, the notice requirements of this Section shall be deemed satisfied.

The required notices shall contain the address of the location for which the Electronic Message Sign is requested, a brief statement of the nature of the request, the name and address of the legal and beneficial owner of the property, and time and date on which the meeting shall be held. Not less than one day prior to the meeting date, the applicant shall furnish a written statement certifying that he or she has complied with the requirements of this subsection. Attached to the written statement shall be a list of all property owners notified in accordance with the above, the receipts of the certified mail or the signatures of the property owners acknowledging the personal visit of the applicant, the returned notices which were undeliverable by the post office, along with a copy of the notice sent to each of the individuals therein specified.

- b. Not less than 15 days prior to the date of the Design Commission meeting at which the request for an Electronic Message Sign is to be discussed, the Applicant shall post a readable sign on the site where the Electronic Message Sign is intended to go. The Notice sign must be posted on private property adjacent to the roadway. This sign must be removed no later than ten days after completion of the final meeting. The required sign shall contain the current action requested, the date, time, and place where the meeting shall be held, a statement that further information can be obtained from the applicant and the Planning Department of the Village of Arlington Heights. The words "NOTICE OF PUBLIC MEETING" must appear at the top of the sign in letters no smaller than 1.5 inches. All costs associated with the sign are to be borne by the Petitioner. See the following exhibit for an example of a notice sign.

NOTICE OF PUBLIC MEETING

MEETING FOR: (Fill in sign variation)

**MEETING LOCATION: ARLINGTON HEIGHTS
MUNICIPAL BUILDING
33 South Arlington Heights Road**

DATE: (Fill in meeting date) **TIME:** (Fill in meeting time)

PUBLIC ATTENDANCE AND COMMENTS INVITED

FOR DETAILS CALL:

Fill in Petitioner's or Village of Arlington Heights
name and phone number Department of Planning & Community Development
847-368-5200

Section 30-705 Standards for Electronic Message Signs. The following standards apply to all Electronic Message Signs:

- a. Ground Signs Only. Electronic Message Signs are only permitted on monument style, ground signs and the ground sign cannot be taller than ten feet. All other requirements for ground signs as set forth in this Chapter shall apply, unless a more specific requirement is listed in this Article, in which case the requirement in this Article applies.
- b. Display. Only high resolution, full color electronic displays are allowed.
- c. Size. Electronic Message Signs must be incorporated as part of a conventional monument style ground sign which displays the business name or use. The electronic portion of the sign must be the lower portion of the sign. The maximum size of an Electronic Message Sign shall be no more than 50% of the allowable ground sign size as set forth in the table below. The maximum allowable area of a ground sign is determined on the basis of the width and posted speed limit of the public right-of-way abutting the property on which the sign is located as set forth in the table below:

POSTED SPEED LIMIT

WIDTH OF PUBLIC RIGHT-OF-WAY	35 MILES PER HOUR OR LESS	OVER 35 MILES PER HOUR
UP TO 66 FEET	40 SQ. FT. TOTAL SIGN AREA PER FACE	60 SQ. FT. TOTAL SIGN AREA PER FACE
OVER 66 FEET	66 SQ. FT. TOTAL SIGN AREA PER FACE	80 SQ. FT. TOTAL SIGN AREA PER FACE

- d. Quantity. Only one electronic message sign per property is permitted.
- e. Spacing. There must be a minimum 300 feet spacing between Electronic Message Signs on the same side of any street.
- f. Separation from Residential. Electronic Message Signs are not permitted within 300 feet of any property being used for a residential use.
- g. Orientation. All Electronic Message Signs must be oriented perpendicular to the roadway to minimize the impact on properties directly across the street from the location of the sign.
- h. Operational Standards. The following operational standards apply to all Electronic Message Signs:
 - 1. The sign shall have static display only. No scrolling, fading, flashing, animation, or video is permitted, nor is any sound permitted.
 - 2. Messages must be displayed for a minimum of 10 seconds.
 - 3. The sign must use auto-dimming photocell technology so that the display brightness automatically adjusts based on ambient lighting conditions. Brightness shall be limited to .3 footcandles maximum above ambient lighting conditions at the established measurement distance based on the size of the sign, using the following formula:

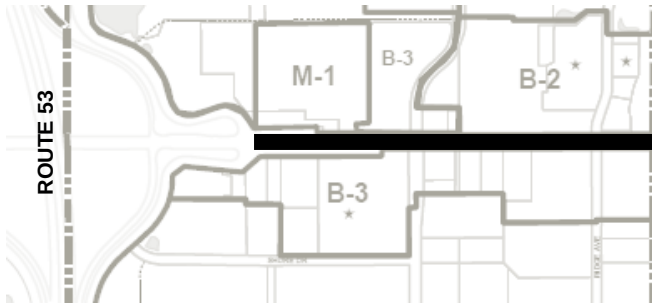
$$\text{Measurement Distance} = \sqrt{\text{Area of Sign Sq. Ft.} \times 100}$$

For example, for a ground sign that measures a total of 40 square feet, of which 20 square feet is an Electronic Message Sign, the lighting conditions will be measured at 45 feet from the sign.

Written certification from the manufacturer must be provided with the application which verifies the auto-dimming function in accordance with the requirements in this paragraph. Verification of compliance with the brightness standard will be accomplished using a footcandle illuminance meter based on procedures as established by the International Sign Association.

- 4. Off-premises advertising is not allowed.
- 5. All Electronic Message Signs are only permitted to be illuminated the same hours that the business the sign represents is open.

Designated Commercial Corridors for Electronic Message Signs



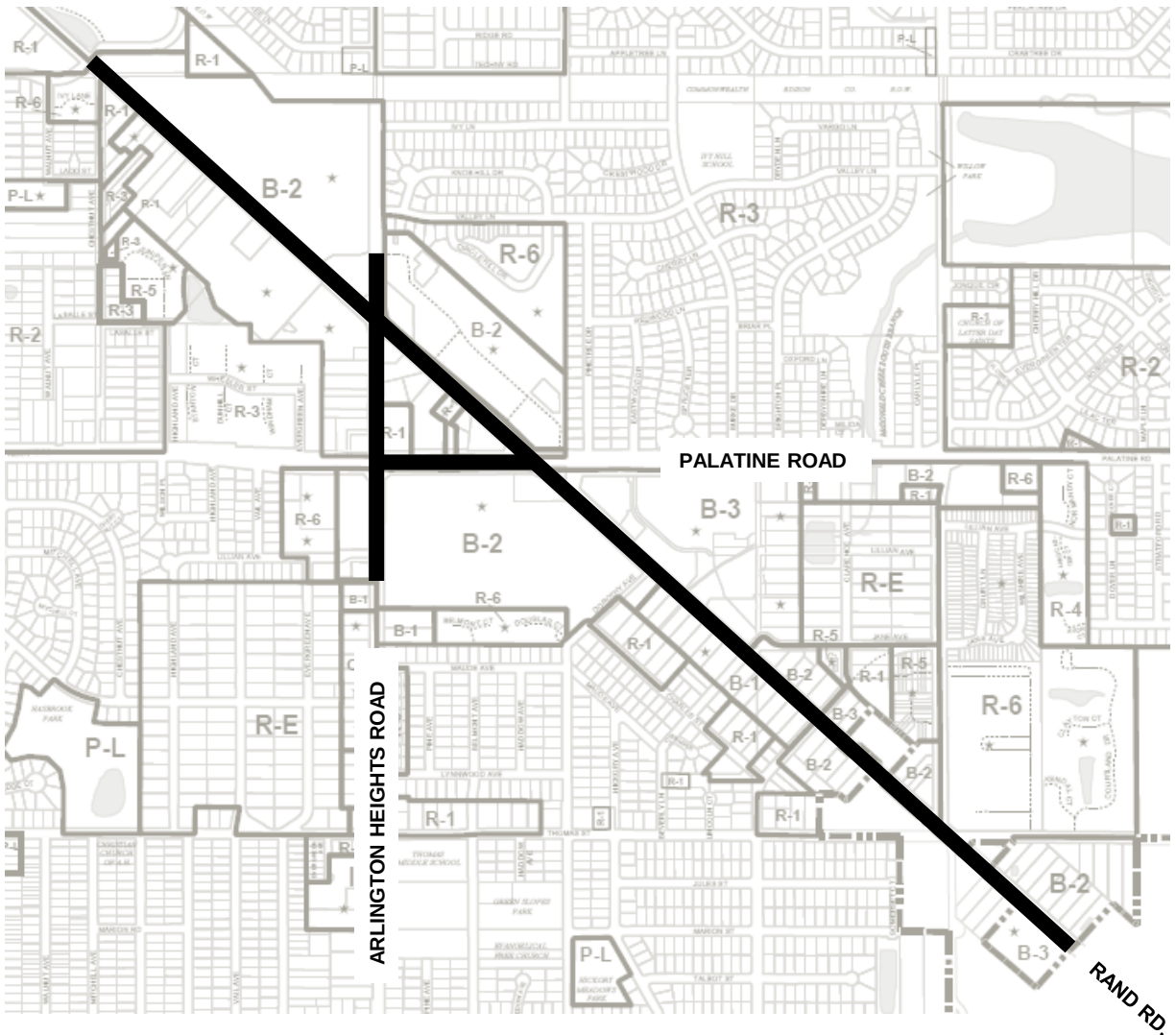
DUNDEE ROAD

MAP LEGEND



INDICATES PERMITTED
LOCATIONS FOR
ELECTRONIC MESSAGE SIGNS

Map 1: Dundee Road Corridor



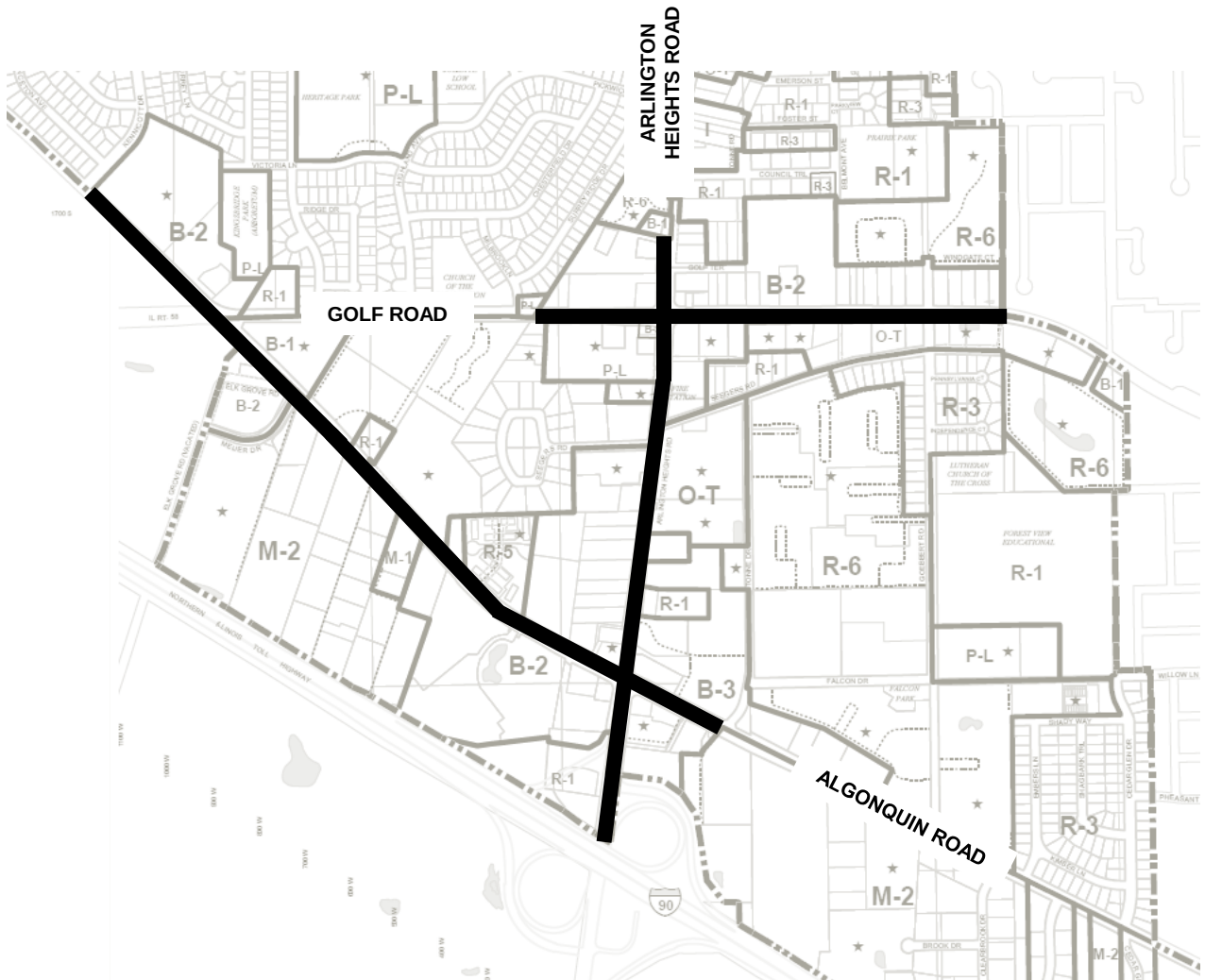
PALATINE ROAD

ARLINGTON HEIGHTS ROAD

RAND RD.

Map 2: Rand Road, Palatine Road, and Arlington Heights Road Corridors

Designated Commercial Corridors for Electronic Message Signs



Map 3: Algonquin Road, Golf Road, and Arlington Heights Road Corridors

MAP LEGEND

**INDICATES PERMITTED
LOCATIONS FOR
ELECTRONIC MESSAGE SIGNS**

APPROVED

MINUTES OF
THE VILLAGE OF ARLINGTON HEIGHTS
DESIGN COMMISSION MEETING
HELD AT THE ARLINGTON HEIGHTS MUNICIPAL BUILDING
33 S. ARLINGTON HEIGHTS RD.
JULY 11, 2017

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

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

Members Absent: None

Also Present: Brian Hyde, Greenscape Homes for 408 W. Mueller St.
John Wozniak, David Weekley Homes for 1014 N. Chicago Ave.
Bogie & Joanna Szescho, Owners of 1014 N. Chicago Ave.
Pastor Sunny Mathew for Zion Christian Church
Pastor Abbey Mathew for Zion Christian Church
Rev. Anish John for Zion Christian Church
Rev. Sam Abraham, Pastor of Zion Christian Church
Mathew Kattappurath for Zion Christian Church
Steve Hautzinger, Staff Liaison

Chair Fitzgerald welcomed Aaron Coon, new Design Commissioner.

REVIEW OF MEETING MINUTES FROM JUNE 27, 2017

A MOTION WAS MADE BY COMMISSIONER ECKHARDT, SECONDED BY COMMISSIONER KINGSLEY, TO APPROVE THE MEETING MINUTES OF JUNE 27, 2017. ALL WERE IN FAVOR. THE MOTION CARRIED.

A MOTION WAS MADE BY COMMISSIONER KUBOW, SECONDED BY COMMISSIONER KINGSLEY, TO MOVE THE ITEM UNDER 'OLD BUSINESS' (DC#09-025) TO THE END OF THE AGENDA. ALL WERE IN FAVOR. THE MOTION CARRIED.

ITEM 4. SIGN CODE MODIFICATIONS RE-REVIEWDC#09-025 – Village-Wide Electronic Signs

Mr. Hautzinger said that this matter was discussed at the last meeting when only 3 commissioners were in attendance.

He gave a brief summary of the history and background of electronic signs, as well as discussions regarding the possible conditional review process, which concluded with the Village Board directing Staff to further research and draft a conditional use process to allow electronic signage that meets certain criteria. Staff completed detailed research of other communities that allow electronic signage standards and approval processes. The areas where electronic message signage could be allowed, along major arterial roads, have been refined and maps illustrating those areas within the community have been prepared. Common standards for electronic signage include restrictions to locate the signs only along major roads, enforce a minimum spacing between signs, and limitations when adjacent to residential zoning districts. Common operational restrictions include minimum display change times, no flashing/scrolling/animation/video, and brightness limitations.

Feedback given by the commissioners at the last meeting on June 27, 2017 as well as Staff's response, are as follows:

1. None of the commissioners supported the idea of allowing electronic signs.
2. Concern was expressed that the Design Commission's review and recommendations regarding individual electronic sign requests may be ignored by the Village Board, and would therefore be a waste of the Design Commission's time.
 - a. Staff recommends that the Design Commission stay in the review process and continue to provide recommendations to the Village Board on this matter.
3. The commissioners asked if the Conditional Approval would be transferable to a new business in the same location.
 - a. The draft ordinance could be revised to clarify that electronic sign approvals not be transferable, and the Design Commission should make a recommendation on this matter.
4. The commissioners recommended that Staff review the proposed ordinance with the Chamber of Commerce.
 - a. The Chamber Commerce is aware that this is being studied, and Staff intends to provide a full update at the appropriate time.
5. The commissioners recommended that electronic ink signs be allowed for schools, churches, and park facilities in Residential Zoning Districts.
 - a. Staff recommends that this be considered as a separate amendment ordinance, but the commissioners should make a formal recommendation on this matter.
6. The commissioners suggested preparing a list of existing businesses within the designated corridors that will be likely to request an electronic sign (such as Walgreens, McDonald's, Dunkin Donuts).
 - a. Staff presented a hypothetical list of businesses and locations, such as car dealerships, gas stations, restaurants, and banks.
7. The commissioners made a motion to continue this matter to a future meeting when all commissioners are in attendance.

At this time, Staff has completed the necessary research and prepared Draft ordinance language pertaining to electronic message signage for presentation to the Village Board. This Draft ordinance is being presented to the commissioners tonight, with any feedback tonight to either be included with the Draft ordinance, or the Draft ordinance amended to reflect the changes recommended tonight.

The commissioners reviewed and discussed the Draft language, and gave the following comments:

Section 30-101 – Definitions – Electronic Message Sign

- Add a statement that public messages are allowed.

Section 30-701 – Maps designating where Electronic Message Signs are allowed

- There is a need, without question, to allow electronic ink signs (black and white or color) for schools and churches, which should be included at this time and not as an amendment in the future.
- A recommendation to not include Arlington Heights Road in Map 3. The Village Board has asked Staff to research how to beautify this strip, which cannot be achieved without taking down the existing poles and not allowing electronic signs. In an effort to beautify these retail corridors, adding electronic signs would be a step backwards.

Section 30-702 – Conditional Review Process and Criteria

- (a) No comments.
- (b) The language is unrealistic and confusing. No electronic message sign will serve the best interests of the Village. Electronic signs absolutely provide for a competitive edge over a business that does not get one.
 - o The language should state, 'The Electronic Message Sign will serve the best interests of the Village, and be desirable for the public convenience'. Eliminate the remaining language.
 - o When a business applies for an electronic sign well after other nearby businesses have one, will they be able to meet the intent of the hardship criteria, which is not to have a competitive advantage?
 - o What type of copy will be used on the electronic message sign, which is giving the business a quick advantage over what their 'sale of the day' is?
- (c) Add additional language that specific parts of the electronic sign need to be compatible with the essential character of the locality, such as the sign enclosure, materials, and scale.
- (d) What is the definition of a valid need? Need more specific language.

Section 30-703 – Applications

- (a) No comments.
- (b) Add a requirement that the petitioner submit representative images to show the quality, design and content of the proposed message display, as opposed to submitting a static elevation of a black screen.

Section 30-704 – Notification Requirements

- (a) Written notice to property owners within 100 feet should be increased to 300-feet; equal to the 300-foot separation required between signs.
- (b) Add language specific to where the public meeting sign must be located on the property; near the public way and not on the building itself. The sample public meeting sign, MEETING FOR: should state "Conditional Review for an Electronic Sign".

Section 30-705 – Standards for Electronic Message Signs

- (a) No comments.
- (b) Concerns about enforcing repair/maintenance of electronic signage. Add, "must maintain 'like new' operating condition or cease operations of sign."
- (c) Concerns about the maximum size allowed for an electronic sign. Suggestion to change from 50% to 33%. Sign variation to amend the amount up to 50% if necessary.
- (e) There are concerns about the initial onset of applications in order to beat the 300-foot minimum spacing requirement. Suggest a survey be done of the spacing between buildings along the commercial corridors designated for electronic message signs, to determine whether the minimum 300-foot spacing is appropriate or needs to be adjusted.
- (f) No comments.
- (g) No comments.
- (h-1) No comments.
- (h-2) No comments.
- (h-3) Concerns about whether IDOT's lighting standards are the same as what is proposed, and Staff verified that they are the same.

- (h-4) No comments.
- (h-5) Staff clarified that this is more restrictive by not allowing an electronic message sign to be illuminated when the business is closed; however, the top portion of the sign is allowed to be illuminated after hours.

The commissioners gave the following general comments and concerns about electronic message signs:

1. The commissioners are not in support of allowing electronic message signs.
2. The commissioners are not in support of the Draft language presented tonight unless it is amended to reflect the recommendations given tonight, prior to being presented to the Village Board.
3. Concerns about too many businesses having an electronic sign, resulting in a cluttering of these signs up and down major arterial roads in town. A suggestion for a qualification for an electronic sign to be based on the size of a business.
4. How does allowing electronic message signs relate to the Comprehensive Plan; Concerns that electronic message signs will negatively impact beautification.
5. Concerns about enforcing the content of messages being displayed on an electronic sign.
6. Concerns about the brightness of electronic message signs.
7. Concerns about businesses with more frontage being allowed multiple electronic signs, as opposed to smaller business only allowed one electronic sign.

Staff recommended the commissioners make a motion tonight that would be a recommendation to the Village Board. The commissioners wanted to see the Draft ordinance amended to include the changes they discussed tonight, prior to the draft ordinance presented to the Village Board; however, it did not mean that they would vote in favor of the ordinance.

Commissioner Kingsley said that she was completely opposed to allowing electronic signs, and she was conflicted as to whether or not she wanted to review the ordinance, because each time she did she would probably say no to it. However, if there has to be an ordinance to allow electronic signs, she felt Staff did a very good job with their research, and once the ordinance is amended to include the commissioner's comments, it could go before the Village Board, but it will be on their head, not the design commissions'.

Commissioner Eckhardt did not support electronic signs.

Chair Fitzgerald did not support electronic signs because they did nothing to beautify the Village, which is part of what the Design Commission does. If no one has them, it is a fair advantage that no one has them. He did not see other communities such as the North Shore, allowing electronic signs or even considering them. He felt it was the Design Commission's job to make the Villager nicer and better, not just to allow 'because'.

Commissioner Coon said that from a marketing standpoint, he did not think there was a need for electronic signs; the current sign code for commercial users is adequate and there is no need to add to the current signage in the Village.

Commissioner Kubow agreed and had nothing more to add. He liked the even playing field analogy.

A MOTION WAS MADE BY COMMISSIONER KINGSLEY, SECONDED BY COMMISSIONER KUBOW, THAT THE REVISIONS DISCUSSED TONIGHT BY THE COMMISSIONERS BE INCORPORATED INTO THE DRAFT ORDINANCE FOR ELECTRONIC MESSAGE SIGNAGE, AND BROUGHT BACK TO THE DESIGN COMMISSION FOR A FINAL MOTION TO BE MADE.

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

APPROVED

MINUTES OF
THE VILLAGE OF ARLINGTON HEIGHTS
DESIGN COMMISSION MEETING
HELD AT THE ARLINGTON HEIGHTS MUNICIPAL BUILDING
33 S. ARLINGTON HEIGHTS RD.
JUNE 27, 2017

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

Members Present: John Fitzgerald, Chair
Ted Eckhardt
Kirsten Kingsley

Members Absent: Jonathan Kubow

Also Present: Chris Russo, ALA Architects for 218 S. *Evergreen Ave.*
Leslie Doherty, Owner of 218 S. *Evergreen Ave.*
Kevin Davis, Fairfield Homes for 203 S. *Prindle Ave.*
Brian Hyde, Greenscape Homes for 1612 N. *Ridge Ave.*
Tom Abbatemarco, Prestigious Homes for 525 E. *Frederick St.*
Steve Hautzinger, Staff Liaison

REVIEW OF MEETING MINUTES FROM JUNE 13, 2017

A MOTION WAS MADE BY COMMISSIONER ECKHARDT, SECONDED BY COMMISSIONER KINGSLEY, TO APPROVE THE MEETING MINUTES OF JUNE 13, 2017. ALL WERE IN FAVOR. THE MOTION CARRIED.

A MOTION WAS MADE BY COMMISSIONER ECKHARDT, SECONDED BY COMMISSIONER KINGSLEY, TO MOVE THE ITEM UNDER 'OLD BUSINESS' (DC#09-025) TO THE END OF THE AGENDA. ALL WERE IN FAVOR. THE MOTION CARRIED.

Chair Fitzgerald stated that a favorable vote from all three commissioners is required for approval of a project tonight.

ITEM 5. SIGN CODE MODIFICATIONS

DC#09-025 – Village-Wide Electronic Signs

Chair Fitzgerald asked if the discussion was time sensitive because only 3 of the 5 commissioners were here tonight. Mr. Hautzinger replied that Staff was seeking a motion from the Design Commission tonight, although a specific review date with the Village Board has not yet been determined. He stated that the intent is to allow electronic signs; however, this type of signage would require a Conditional Review with the Design Commission, who will be a recommending body to the Village Board for final approval, similar to a sign variation request.

Chair Eckhardt wanted to discuss a portion of this signage tonight because he had some concerns. Chair Fitzgerald said that this issue has been very important to all of the commissioners and he felt all commissioners should have an opportunity to discuss and vote on it. Mr. Hautzinger suggested tabling the discussion tonight and bringing it back at the next meeting, or reviewing it tonight for preliminary comments.

Mr. Hautzinger gave a brief summary of the history and background of electronic signs and discussions regarding the possible conditional review process, which concluded with the Village Board directing Staff to further research and draft a conditional use process to allow electronic signage that meets certain criteria. Staff has completed their research of other communities that allow electronic signs, and are here tonight to present the possible standards and Conditional Review Process that resulted from the research. Common standards for electronic signage include restrictions to locate the signs only along major roads, enforce a minimum spacing between signs, and limitations when adjacent to residential zoning districts. Common operational restrictions include minimum display change times, no flashing/scrolling/animation/video, and brightness limitations.

Mr. Hautzinger presented a draft of the ordinance to amend the sign code for electronic signs, which included the exact language being proposed, operational restrictions, standards for the design of the sign, and the process for approval. He referred to the map showing the 3 designated commercial corridors where electronic signage would be allowed.

Mr. Hautzinger also reviewed the Conditional Review Process and criteria required for all requests for electronic signage, which also included public notification of certified mailings to surrounding property owners within 100-feet. He also reviewed the Standards for Electronic Signs, which included the type of sign, display, size, quantity, spacing, separation from residential, orientation, and operational standards.

The commissioners agreed to continue the conversation when all 5 commissioners are present, but they provided the following preliminary feedback:

1. None of the 3 commissioners in attendance supported the idea of allowing electronic signs.
2. The commissioners expressed concern that their review and recommendations of individual electronic sign requests may be ignored by the Village Board, and will therefore be a waste of their time. Staff reiterated the importance of the Design Commission's input on this matter, and encouraged the Design Commission to remain involved with the review process.
3. A suggestion was made to send these requests directly to the Village Board, or give the Design Commission final authority for approvals/denials.
4. The question was asked if the Conditional Approval would be transferable to a new business in the same location. Staff to confirm.
5. A recommendation was made to review the proposed ordinance with the Chamber of Commerce.
6. A recommendation was made to allow electronic ink signs for schools, churches, and park facilities in Residential Zoning Districts.
7. Concern was expressed about the negative impact electronic signs will have on South Arlington Heights Road because this area already looks so poor and it is the gateway into Arlington Heights. Staff reported that studies are currently being conducted to beautify this area.

8. A suggestion was made to make a list of existing businesses in the designated corridors that will be likely to request electronic signs.

A MOTION WAS MADE BY COMMISSIONER KINGSLEY, SECONDED BY COMMISSIONER ECKHARDT, TO CONTINUE THE DISCUSSION OF VILLAGE-WIDE ELECTRONIC SIGNS (DC#09-025) TO A MEETING WHEN ALL 5 COMMISSIONERS ARE IN ATTENDANCE.

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

ELECTRONIC SIGNS - POSSIBLE CONDITIONAL REVIEW PROCESS

Prepared by the Department of Planning and Community Development
Steve Hautzinger AIA, Design Planner
February 8, 2017

HISTORY & BACKGROUND:

The Design Commission first discussed the matter of electronic signage in 2007 relative to several specific sign variation requests, all of which were recommended for denial by Staff and the Design Commission, and one request denied by the Village Board. After detailed research by Staff, the Design Commission discussed the matter again in 2008 at a kick-off meeting and then in detail in 2009, when the Design Commission recommended that the Village continue to not allow electronic LED signs. Since then, the Design Commission has discussed this matter in 2012 as part of the Visual Preference Survey and in 2015 relating to Patton Elementary School's request for an electronic sign. As a result of the 2015 review, this topic was placed on the Design Commission agenda again in January 2016.

On February 19, 2016, Mayor Hayes sent a letter to the Design Commission requesting that the Design Commission complete the following tasks for Village Board review:

- Develop a general overview of the issues related to electronic signage.
- Report on a range of general approaches regarding electronic signage.
- Recommend an approach for the Village Board to discuss this matter by early June of that year.

In response to Mayor Hayes' request, Staff and the Design Commission completed a preliminary Village-wide study of electronic signage and discussed the matter at three Design Commission meetings:

- February 23, 2016. Kick-off meeting, preliminary discussion and thoughts.
- March 29, 2016. Staff presented a survey of other communities' electronic sign requirements along with photos and videos of electronic signs from other communities for discussion.
- April 12, 2016. Review and approval of Position Statement and Recommendations.

On July 18, 2016, the Design Commission's Position Statement & Recommendations regarding electronic signage was presented to the Village Board. The Design Commission's report outlined the issues related to electronic signs which included: Arlington Heights' image, nuisance to adjacent properties, traffic safety, code enforcement, and energy consumption. The report also included the Design Commission's recommendations regarding different possible applications for electronic signs, as follows:

- Electronic LED signs should not be allowed for commercial businesses community wide. Commercial signs should be used for business identity, not advertising.
- Electronic LED signs should not be allowed for major tourism venues. However, major tourism venues represent a possible good application for electronic signs, and they should be considered on a case-by-case basis as sign variations.
- Electronic LED signs should not be allowed for schools, churches, and park facilities which are commonly located in residential neighborhoods. However, non-light emitting electronic signage technology, such as electronic ink, should be closely monitored for use in these applications.
- Electronic LED signs should not be allowed along I-90 and Route 53 due to a possible unfair advantage for businesses fronting these highways, and to avoid contributing to signage blight along these highways.
- Electronic LED signs should not be allowed at this time, but emerging technologies in electronic signs should be monitored for more aesthetically pleasing, environmentally friendly alternatives to LED signs, such as electronic ink.

Highlights of the feedback provided by the Village Board at the meeting are as follows (the minutes of the Board meeting are attached):

- Allowing electronic signs in Arlington Heights should be explored to maintain a competitive advantage and/or level playing field with surrounding communities, at least on a limited basis.
- Electronic signs may be appropriate in some applications to promote businesses, if done properly.
- Electronic signage should not be permitted by right, but a special review process should be explored.
- Concern that electronic signs may proliferate, even with a special review process.
- Concern over unintended consequences.
- Concern regarding enforcement.
- The desire of businesses to have electronic signs must be balanced with the Village's ability and duty to make the Village look good.
- Sign variations for electronic signs may be the best process in some cases, such as major tourism venues.
- Electronic ink would be a better option if it had a full color display.
- Concern about waiting for new sign technology, such as electronic ink, to become readily available.

At the conclusion of the July 18, 2016 meeting, Staff was directed by the Village Board to further research and draft a special use process to allow electronic signage that meets certain conditions.

In follow up to the Village Board meeting, Staff has met with the Metropolis Theater about a possible electronic theater marquee sign, and met with Arlington Racecourse regarding a possible electronic billboard sign facing Route 53. It was discussed that, due to the unique nature of both of these requests, sign variations will be required no matter what regulations the Village were to draft. Recently, Arlington International Racecourse submitted a sign variation application for a 60' wide x 20' tall (95' overall height) electronic billboard to face Route 53.

Staff has also completed detailed research of other communities' electronic signage standards and approval processes. The results of this research helped guide the possible standards and Conditional Review process for Arlington Heights. Some of the commonly used standards for electronic signs include restrictions on the location of electronic signs along major roads only, minimum spacing between signs, and limitations when adjacent to residential zoning districts. Common operational restrictions include minimum display change times, no flashing/scrolling/animation/video, and brightness limitations.

CONDITIONAL REVIEW PROCESS, FEES AND CRITERIA:

In accordance with the Village Board's direction to explore a special approval process for the review of electronic signs, and after review of other communities' electronic sign standards and approval processes, the following draft Conditional Review Process and Possible Standards have been prepared. Based on concerns expressed by some Board members, research and legal requirements, allowing electronic signs for businesses located along primary commercial corridors has been vetted. This approach will allow electronic signs along major commercial nodes, and will minimize nuisance concerns within residential neighborhoods. The outcome of this approach can then be evaluated, including any unintended, undesirable consequences, as well as feedback from the community.

Conditional Review Process

In all cases, it is recommended that a Conditional Review Process be required for the approval of electronic message signs. The Conditional Review Process would be similar to the Special Use process before the Plan Commission, but this process would be sent to the Design Commission with their recommendation subject to final approval by the Village Board.

Conditional Review Fees

A \$500 conditional review application fee is suggested, plus standard permit fees. Annual inspection fees are still being explored for possible in-house or outsourced brightness monitoring along with annual inspection requirements.

Conditional Review Criteria

All requests for electronic message signs would need to comply with the following Conditional Review Criteria:

- Shall not create a traffic hazard or demonstrable negative impact on nearby properties, or be detrimental to the safety of persons residing or working in the vicinity; and
- Will serve the best interests of the Village of Arlington Heights, will be desirable for the public convenience, and not merely serve to provide the applicant with a competitive advantage over similar businesses; and
- The design of the sign shall be compatible with the essential character of the locality; and
- The business must demonstrate a valid need for an electronic message sign; and
- The proposed sign will comply with the regulations and conditions specified in this ordinance for such signage, and with the stipulations and conditions made a part of the authorization granted by the Village Board of Trustees.

POSSIBLE STANDARDS:

In all cases, the following electronic message sign standards are recommended.

Electronic Message Sign. A sign on which the message, copy, graphics, or display can be changed by remote or automatic means, used to advertise a business, goods, and/or services that are available on the property on which the sign is placed.

1. **Ground signs only.**
 - a. Allowed on monument style, ground signs only, 10 feet maximum height.
 - b. Not allowed on pole mounted signs.
 - c. Not allowed on wall signs.
 - d. All other ground sign requirements per Chapter 30 shall apply.
2. **Display.** Only high resolution, full color electronic displays shall be allowed.
3. **Size.** Size standards are consistent with existing manual change bulletin board sign requirements.
 - a. Electronic message signs must be incorporated as part of a conventional ground sign which displays the business name or use, and the electronic portion of the sign shall be the lower portion of the sign.
 - b. The maximum size of an electronic message sign shall be no more than 50% of the allowable ground sign size. For commercial businesses, the maximum allowable area of a ground sign is determined on the basis of the width and posted speed limit of the public right-of-way abutting the property on which the sign is located as set forth in Chapter 30, Section 30-303.c, Table A (see below):

TABLE A

POSTED SPEED LIMIT		
WIDTH OF PUBLIC RIGHT-OF-WAY	35 MILES PER HOUR OR LESS	OVER 35 MILES PER HOUR
UP TO 66 FEET	40 SQ. FT. TOTAL SIGN AREA PER FACE	60 SQ. FT. TOTAL SIGN AREA PER FACE
OVER 66 FEET	66 SQ. FT. TOTAL SIGN AREA PER FACE	80 SQ. FT. TOTAL SIGN AREA PER FACE

4. **Quantity.** There shall only be one electronic message sign per property permitted.
5. **Spacing.** There shall be a minimum 300 feet spacing between electronic message signs on the same side of any street.
6. **Separation from Residential.** No electronic message sign shall be located within 300 feet of any residential property.
7. **Orientation.** The electronic message sign shall be oriented perpendicular to the roadway to minimize the impact on properties directly across the street from the location of the sign.
8. **Operational Standards**
 - a. Static display only. No scrolling, fading, flashing, animation, or video.
 - b. Frequency of message change. Messages must be displayed for a minimum of 10 seconds, as required by IDOT (Illinois Department of Transportation).
 - c. Brightness:
 - i. Auto-dimming photocell technology is required to adjust the display brightness based on ambient lighting conditions.
 - ii. Brightness shall be limited to .3 footcandles maximum above ambient lighting conditions at the established measurement distance based on the size of the sign (refer to formula below).
$$\text{Measurement Distance} = \sqrt{\text{Area of Sign Sq. Ft.} \times 100}$$
(Brightness restrictions are based on IESNA, Illuminating Engineering Society of North America, standards.)
 - iii. Written certification from the manufacturer is required to verify auto-dimming function, preset not-to-exceed .3 footcandles above ambient lighting conditions.
 - iv. Enforcement. Brightness enforcement shall be accomplished using a footcandle illuminance meter based on procedures as established by the International Sign Association (see attached).
 - d. Off-premises advertising not allowed.
 - e. Hours of sign operation shall be limited to the hours that the business is open, and as set forth in Chapter 30, Section 30-116 which states, "Illuminated signs located on a lot adjacent to or immediately across the street from any residential district 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, unless the permittee shall show good cause to the Director of Building as to why the sign should not be turned off."
 - f. Sound not allowed.

EXPLORATION OF REMAINING OPTIONS:

Based upon feedback from the Village Board meeting, the following remaining options have been further explored.

Option 1. Allow limited applications of electronic message signage through a conditional review process:

The Village Board directed Staff to vet out options for limited applications of electronic message signage based upon practical and legal restrictions. As a result, limiting electronic message signs to specified primary commercial corridors has been explored. Due to a recent ruling by the U.S. Supreme Court regarding the Reed vs. Town of Gilbert case, there are legal concerns with restricting electronic signage by use type. In regards to major tourism venues, sign variations will be required no matter what regulations the Village were to draft due to the unique nature of these businesses.

- A. Allow by Use. Due to a recent ruling by the U.S. Supreme Court regarding the Reed vs. Town of Gilbert case, there are legal concerns with restricting electronic signage by use.
- B. Major Tourism Venues. Major tourism venues such as Arlington International Racecourse, the Metropolis Theater, and the Downtown movie theater may be good applications for electronic signage. However, it would be challenging to draft code language and to predict the possible impacts for these unique, individual electronic sign applications. Therefore, it is recommended that the review of electronic sign requests for major tourism venues be handled through the sign variation review process.
- C. Allow by specific Commercial Corridors or Overlay Districts. If electronic message signs are to be allowed, some Board members suggested to start small, allowing them in limited applications only. Allowing electronic signs for businesses located along primary commercial corridors only will allow businesses located along commercial corridors or commercial nodes to have electronic signs, and will minimize the nuisance within residential neighborhoods. This will, however, mean that schools, parks and churches will not be able to use this process since most are located in residential districts. This approach will provide the opportunity to evaluate the outcome and monitor any undesirable, unintended consequences, and to receive community feedback. Refer to the attached map titled, "Major Arterial Roads & Primary Commercial Corridors" to see the locations throughout Arlington Heights that have been identified as being primary commercial corridors where electronic signs could be allowed. Also, for an example of community feedback, refer to the attached news article titled "Palatine rejects car wash's electric sign proposal" dated 8/9/16.

Option 2. Allow by Sign Variation only.

Reviewing requests for electronic message signs via the sign variation process would allow the greatest legal control and flexibility over the amount of electronic message signs that get approved, and the applicable restrictions for each sign. Each sign would be reviewed on a case-by-case basis based on necessity, hardship, and unique circumstances. As previously stated, Staff believes this is the only viable option for unique major tourism venues.

Option 3. Monitor Emerging Technology.

Continue to not allow electronic message signs at this time, but monitor the developments in electronic sign technology for new, aesthetically pleasing, environmentally friendly alternatives to LED electronic signs.

At the Village Board meeting, several members expressed interest in the concept of electronic ink signage. Since the meeting, there has been further development in electronic ink outdoor signage relating to full color displays and climate conditions. Electronic ink mimics the look of printed ink on paper, but the message can be electronically changed. Electronic ink emits no light, and is highly readable in bright sunlight, whereas LED signs are bright and glaring. Electronic ink is also environmentally friendly with ultra-low power consumption. Electronic ink signage represents an excellent alternative to bright LED signage which requires non-stop power consumption. Electronic ink signage is an ideal option for schools, churches, and park district facilities where brightness and glare are of particular concern in residential neighborhoods.

At the Village Board meeting, there were questions about the capability of electronic ink signage to have a full color display as well as the operability of this technology in cold weather climates. Since that time, a new full-color electronic ink outdoor signage product named "Soofa Sign" has become available. Soofa signs utilize a full color electronic ink display powered by a solar panel. These signs are currently installed in Boston, Massachusetts, which has a cold climate, and they are planned for select early adopter cities across the United States as part of a pilot program. The Village of Arlington Heights has applied for the pilot program to possibly receive free electronic ink kiosk signs for testing in our Downtown as a replacement for our printed ink marketing

poster kiosks. Refer to the attached “Soofa Sign” product data. If this technology continues to develop, it represents an excellent alternative to electronic LED signage.

NEXT STEPS:

At this time, Staff is seeking feedback and direction from the Village Board on the preferred option for allowing electronic message signs along commercial corridors, the draft Conditional Review Process/Criteria, and the suggested Standards for electronic message signs. Unless objections are received, the next step will be for Staff to draft the specific ordinance for sign code modifications for electronic message signs. The Village Board should direct whether the Design Commission should review and provide input on the sign code modifications prior to Village Board approval or not.

ATTACHMENTS:

1. Major Arterial Roads & Primary Commercial Corridors Map, dated January 31, 2017.
2. Extracts from the International Sign Association report titled “Night-time Brightness Level Recommendations for On-Premise Electronic Message Centers”, updated August 2016.
3. Soofa Sign product data.
4. Electronic Signs, Design Commission Position Statement & Recommendations, approved April 12, 2016. (1)
5. Village Board Meeting Minutes, July 18, 2016.
6. Newspaper article, “Digital Billboard Plan Heads to Rolling Meadows Council”, dated May 27, 2015.
7. Newspaper article, “Palatine rejects car wash’s electric sign proposal”, dated August 9, 2016.

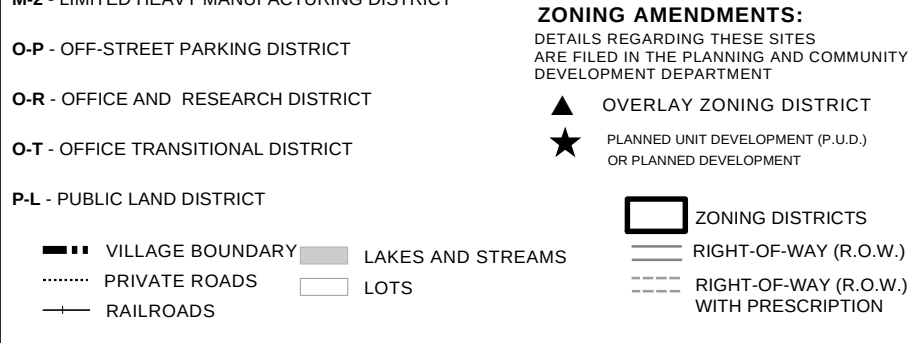
(1) If Board members would like the full report re-issued, please contact Staff.

PRIMARY COMMERCIAL CORRIDORS

[illegible]

ADOPTED BY THE PRESIDENT AND THE BOARD OF TRUSTEES
OF THE VILLAGE OF ARLINGTON HEIGHTS, COUNTY OF COOK
STATE OF ILLINOIS, BY ORDINANCE THE 21ST DAY OF
DECEMBER 1959 WITH AMENDMENTS AND MAP REVISIONS UP
TO AND INCLUDING JANUARY 1, 2016.

Disclaimer
This map is for analysis purposes only. It is not intended for navigation or location of infrastructure. The reliability of this map depends on the accuracy of its underlying data sources which have not been verified. Unauthorized duplication or distribution is prohibited.



RESEARCH

Night-time Brightness Level Recommendations for On-Premise Electronic Message Centers

Updated August 2016

PRODUCED BY:



INTERNATIONAL SIGN ASSOCIATION

INTRODUCTION

ELECTRONIC MESSAGE CENTERS (EMCs)

Electronic message centers, or EMCs, continue to grow in popularity for business and community use. You may have heard EMCs being referred to as changeable message displays or digital signs.

EMCs are *not* digital billboards, which advertise a good or service that is located away from the sign. Rather, EMCs are digital signs that are located *on the premises*, and that advertise goods and services that are available at the location.



Electronic Message Center (EMC)/on-premise sign advertising a bank that is located on the same premises as the sign



Digital billboard/off-premise sign advertising an automobile business in another location

There is often confusion regarding on- and off-premise digital signs. However, EMCs and digital billboards have very distinct capabilities and purposes, each targets a specific audience and each has traditionally been treated under separate legal and regulatory regimes, a zoning practice which was noted in the 2015 U.S. Supreme Court ruling in *Reed v. the Town of Gilbert*. For the purposes of this publication, we are focusing solely and exclusively on EMCs.

EMCs that are too bright at night can be offensive and ineffective. Night-time EMC brightness is an issue where sign users, the sign industry, and local offices have a common goal: ensuring that EMCs are appropriately legible. We know the messages that these signs convey can be rendered unattractive and perhaps even unreadable if they are programmed too bright.

That's why many sign companies recommend to their customers that in order for these signs to be most effective, their brightness be set at such a level to be visible, readable and conspicuous.



The International Sign Association (ISA) retained noted lighting expert Dr. Ian Lewin of Lighting Sciences to help the industry develop scientifically-researched, understandable recommendations for EMC brightness. Dr. Lewin was a past chair of the Illuminating Engineering Society of North America (IES), and was greatly respected within the lighting field. His work for ISA was conducted with the input of experts within the sign industry.

*As a result of his research, Dr. Lewin recommended two different brightness settings based on whether the EMC was located in an area of high or low ambient light. After field testing and utilizing Dr. Lewin's recommendations, it was determined that using the more conservative recommendation is appropriate in areas of both low and high ambient light. In order to simplify Dr. Lewin's recommendations, and to take a more reasonable approach to ensure that EMCs are sufficiently visible but not overly bright, **it is recommended that EMCs not exceed 0.3 footcandles over ambient lighting conditions when measured at the recommended distance, based on the EMC size.***

The research and the recommendations contained in this report pertain only to EMCs, not traditionally internally illuminated signs, such as these channel letter and neon signs below. EMCs use a different lighting technology than most of these types of signs, and as such the scientific approach differs.

Community leaders should understand that, while it is recommended that brightness measurements be taken perpendicular to the sign, sign viewers rarely see the sign at that same perpendicular approach. At any viewing point away from or off the forward angle, the apparent brightness will be reduced. In other words, the measurements will capture the recommended brightness levels, but, unless viewers are looking at the sign directly perpendicular, they will not perceive the brightness at the full level.

We have provided recommended statutory language and tips to measure brightness with and without control of the EMC. If you need further assistance, feel free to contact ISA, signhelp@signs.org or at (703) 836-4012 to answer any of your EMC questions.



FOOTCANDLES VS. NITS: WHICH MEASUREMENT IS BETTER?

This document recommends communities adopt illumination measurements in footcandles as compared to nits. Here are a few reasons why more than 200 localities and many state departments of transportation have adopted the footcandle measurement for EMCs:

FOOTCANDLES

- Measures illuminance
- Accounts for ambient light conditions
- Luxmeter measuring device \$100
- "Twilight" measurement possible
- Measures light impact and appearance
- Works with roadway lighting standards
- Easier to check and enforce

NITS

- Measures luminance
- Measures only the amount of brightness emitted
- Luminance spectrometer (nit gun) - \$1,000
- Does not allow adjustment based on ambient light
- Does not measure appearance
- Difficult to measure accurately
- Difficult to enforce

* While the main advantage of using nits as compared to footcandles is that daytime measurement is possible, EMC brightness is typically more of an issue at night.

EXECUTIVE SUMMARY

ISA ELECTRONIC MESSAGE CENTER NIGHT-TIME BRIGHTNESS RECOMMENDATIONS

This summary has been developed with an understanding that EMCs that are unreasonably bright are not effective for the communities or end users. This intends to help communities and stakeholders develop brightness standards for on-premise EMCs. The summary comprises:

- 1) *An overview of the importance of ensuring appropriate brightness,*
- 2) *Technology utilized to ensure appropriate brightness, and*
- 3) *Recommended brightness standards*

1. Overview of the importance of ensuring appropriate night-time brightness.

EMCs that are too bright at night can be offensive and ineffective. There are significant advantages to ensuring than an electronic display is not overly bright. These advantages include:

- » Conservation of energy
- » Increased life expectancy of the electronic display components
- » Building goodwill with the community
- » Ensuring the legibility of the display

It is in the best interest of all stakeholders to ensure that EMCs are sufficiently bright to ensure clear legibility, while at the same time avoiding a display that is overly bright.

2. Technology utilized to ensure appropriate brightness.

Most EMCs are designed to produce sufficient brightness to ensure clear legibility during daylight hours. However, daytime brightness settings are usually inappropriate for night-time viewing. The following general methods are used to dim an EMC for appropriate night-time viewing:

1. **Manual Dimming.** Using this method, the sign operator dims the display in response to changing ambient light conditions.
2. **Scheduled Dimming.** Sunset-sunrise tables allow an EMC to be programmed to dim at the same time that the sun sets and rises. This method is generally acceptable, but is more effective when used as a backup to automatic dimming controls capability, such as photocell technology.
3. **Photocell Technology.** An EMC that utilizes photocell technology can automatically dim as light conditions change. A photocell sensor alerts the display to adjust brightness according to ambient light conditions.

3. Recommended night-time brightness standards.

Dr. Lewin recommended the development of brightness criteria based on the Illuminating Engineering Society's (IES) well-established standards pertaining to light trespass, IES Publication TM-11-00. The theory of light trespass is based on the concept of determining the amount of light that can spill over (or "trespass") into an adjacent area without being offensive.

In order to simplify Dr. Lewin's recommendations, and to take a more reasonable approach to ensure that EMCs are sufficiently visible but not overly bright, **it is recommended that EMCs not exceed 0.3 footcandles over ambient lighting conditions when measured at the recommended distance, based on the EMC size.**

Email signhelp@signs.org to receive Dr. Lewin's original research.



...it is recommended that EMCs not exceed 0.3 footcandles over ambient lighting conditions when measured at the recommended distance, based on the EMC size.

RECOMMENDED LEGISLATIVE LANGUAGE



Electronic Message Center (EMC) Criteria: The night-time illumination of an EMC shall conform with the criteria set forth in this section.

A. EMC Illumination Measurement Criteria: The illuminance of an EMC shall be measured with an illuminance meter set to measure footcandles accurate to at least two decimals. Illuminance shall be measured with the EMC off, and again with the EMC displaying a white image for a full color-capable EMC, or a solid message for a single-color EMC. All measurements shall be taken as close as practical to a perpendicular plane of the sign at the distance determined by the total square footage of the EMC as set forth in the accompanying Sign Area of a Sign versus Measurement Distance table.

B. EMC Illumination Limits: The difference between the off and solid-message measurements using the EMC Measurement Criteria shall not exceed 0.3 footcandles at night.

C. Dimming Capabilities: All permitted EMCs shall be equipped with a sensor or other device that automatically determines the ambient illumination and programmed to automatically dim according to ambient light conditions, or that can be adjusted to comply with the 0.3 footcandle measurements.

D. Definition of EMC: A sign that utilizes computer-generated messages or some other electronic means of changing copy. These signs include displays using incandescent lamps, LEDs, LCDs or a flipper matrix.



SIGN AREA VERSUS MEASUREMENT DISTANCE

AREA OF SIGN sq. ft.	MEASUREMENT (ft.)
10	32
15	39
20	45
25	50
30	55
35	59
40	63
45	67
50	71
55	74
60	77
65	81
70	84
75	87
80	89
85	92
90	95
95	97
100	100
110	105
120	110
130	114
140	118
150	122
160	126
170	130
180	134
190	138
200	141
220	148
240	155
260	161
280	167
300	173

* For signs with an area in square feet other than those specifically listed in the table (i.e., 12 sq ft, 400 sq ft, etc), the measurement distance may be calculated with the following formula: Measurement Distance = $\sqrt{\text{Area of Sign Sq. Ft.} \times 100}$

HOW TO MEASURE THE NIGHT-TIME BRIGHTNESS OF AN EMC WITH OPERATIONAL CONTROL

(Note: This method can be completed by one individual, but requires operational control to shutoff the EMC)

STEP 1

OBTAIN AN ILLUMINANCE METER.

Purchase or otherwise procure an illuminance meter. Most city/county traffic departments have an illuminance meter, which are also referred to as lux or footcandle meters (lux is the metric measure of illuminance; footcandles is the English measure of illuminance). The illuminance meter must have the ability to provide a reading up to two decimal places and must be set to read footcandles. It is preferred to have an illuminance meter with a screw-mount that allows the sensor to be mounted on a tripod. A tripod ensures that the highly sensitive sensor is held perfectly still; otherwise it may be difficult to obtain an accurate reading.

STEP 2

DETERMINE SQUARE FOOTAGE.

Determine the square footage of the face of the electronic message sign (EMC) by multiplying the height and width of the EMC. This information may be available in a permit application, or can be determined by physically measuring the height and width of the EMC. Do not include the sign face square footage attributable to any additional static signs associated with the EMC (if applicable).



STEP 3

DETERMINE THE MEASUREMENT DISTANCE.

Using the total square footage found in Step 2, look up the measurement distance in the table provided in the Recommended Legislative Language on page 8, to determine the distance to measure the brightness of the EMC. The distance should be measured perpendicular to the EMC sign face. The use of a measuring wheel, laser finder or a smartphone app are the most convenient ways to measure the distance.



STEP 4

PREPARE THE DISPLAY FOR TESTING.

Ensure that the EMC is programmed to alternate between a solid white (or in the case of a monochrome display – the solid color of the display) message and a blank message. The community may require that the sign owner cooperate with testing by programming the EMC for testing upon written notice.

STEP 5

USE AN ILLUMINANCE METER TO MEASURE THE BRIGHTNESS OF THE EMC.

Mount the sensor of your illuminance meter to a tripod and orient the sensor directly towards the face of the EMC at the measurement distance determined in Step 2.

Ensure that the illuminance meter is set to measure footcandles up to two decimal places. As the display alternates between a solid white message and an “off” message, note the range of values on the illuminance meter. If the difference between the readings is less than 0.3 footcandles, then the brightness of the display is in compliance. If not, the display will need to be adjusted to a lower brightness level using the manufacturer’s recommended procedures.



STEP 6

ENSURE THAT THE DISPLAY CAN ADJUST TO DIFFERENT AMBIENT CONDITIONS.

Inspect the sign to ensure that it incorporates a photocell or other technology to ensure that the display can adjust according to ambient lighting conditions.



As the display alternates between a solid white message and an “off” message, note the range of values on the illuminance meter.

If the difference between the readings is less than 0.3 footcandles, then the brightness of the display is in compliance.

HOW TO MEASURE THE NIGHT-TIME BRIGHTNESS OF AN EMC—WITHOUT CONTROL OF THE SIGN

(Note: This method requires two individuals, but does not require operational control of the EMC.)

There will be instances where the EMC illumination needs to be evaluated to ensure that it does not exceed the brightness levels established in the municipal sign ordinance. If the municipality is unable to obtain access to the sign controls or attempting to take the measurement after business hours, this method should be followed.

Unlike the six-step process described previously, this process measures the difference in brightness between the sign in operation and when the sign is completely blocked from the illuminance meter. This procedure is extremely simple and requires only an illuminance meter and a piece of painted cardboard cut to the proper size.

STEP 1

OBTAIN AN ILLUMINANCE METER.

(See previous Step 1)

STEP 2

DETERMINE SQUARE FOOTAGE.

(See previous Step 2)

STEP 3

DETERMINE THE MEASUREMENT DISTANCE.

(See previous Step 3 or use $\sqrt{(\text{Area of Sign in Sq. Ft.} \times 100)}$)

STEP 4

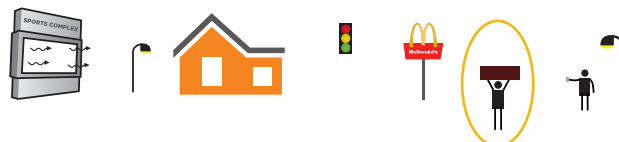
POSITION THE TESTERS.

Based on the size of the digital display, the person conducting the test should position themselves as close to directly in front of the digital display as practical, at the appropriate distance (calculated in Step 3).

A helper should position themselves about 7 ft. to 10 ft. in front of the light meter and hold up an opaque, black sheet of material that is roughly 12 in. high by 40 in. wide. (Regular cardboard painted matte black works well for this.) The sheet should be positioned so it blocks all light from the EMC, but still allows the remaining ambient light to register on the illuminance meter.

EMC Area	Measurement Distance
24 ft ²	49 ft
32 ft ²	57 ft
50 ft ²	71 ft
100 ft ²	100 ft

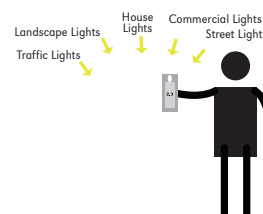
This helper should use a cardboard sheet to block the EMC light from the footcandle meter. This will establish the baseline footcandle reading.



After the cardboard block is held in place, a reading should be taken for the ambient light.

In this example, various light sources are impacting the photocell measuring 2.3 footcandles of ambient light.

This is the baseline for the measurement. Write it down.



STEP 5

USE AN ILLUMINANCE METER.

The illuminance meter should be held at a height of about 5 ft. (which is approximately eye level) and aimed directly at the EMC. The illuminance meter will account for surrounding sources of light or the absence thereof.

In this case our ambient light reading was 2.3 fc. The new light reading with the LED displaying a full white frame cannot read above 2.6 fc or 2.3 (ambient) + 0.3 (threshold). If a full white frame cannot be arranged, watch the meter to see if any ad exceeds 2.6 fc.



At this point, readings should be taken from the illuminance meter to establish a baseline illumination level. (ISA recommends that the illuminance meter is capable of levels to 2 decimal places 0.00).

Once the baseline level is established, add 0.3 footcandles to the baseline level to calculate the max brightness limit. (For example: Baseline reading is 3.15 footcandles. The max brightness level is 3.45 footcandles.)

STEP 6

DETERMINE THE BRIGHTNESS LEVEL.

Remove the opaque sheet from blocking the EMC. Watch the foot-candle meter for 3 to 5 minutes to see if the max brightness level is exceeded by any of the images on the sign. If the readings do not exceed the max brightness levels, then the EMC illumination is in compliance.

If any of readings consistently exceed the max brightness level, the lighting level is not in compliance. In this scenario, the municipality will need to inform the sign owner of noncompliance and take appropriate steps to ensure that the EMC be adjusted to a lower brightness level using the manufacturer's recommended procedures.



If any of readings consistently exceed the max brightness level, the lighting level is not in compliance.



INTERNATIONAL SIGN ASSOCIATION

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Bring the Soofa Sign to your neighborhood

The solar-powered E-ink sign for smart parks and bus stops. Communicate bus arrival times, event programs and more. Currently roll-out with Early Adopters only. Let us know if you want in on the short list.

The screen is connected via 3G to upload content.



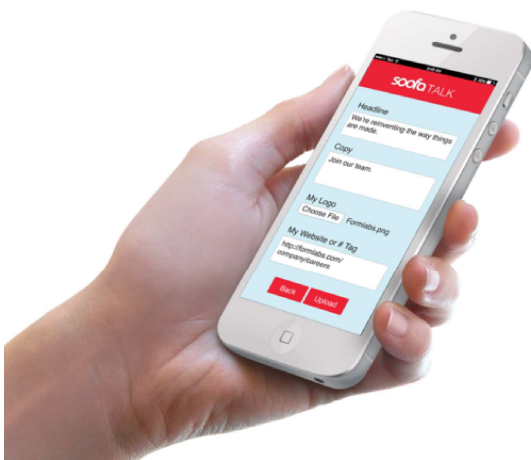
- Easy to install (4 bolts)
Soofa Bench
- Self-powered
Soofa Sensor
- Great outdoor visibility

Soofa Sign

Get In Touch

Perfect for branding and wayfinding.

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Advertise on the Soofa Sign

Attract local talent, announce your event or promote your local business at a click of a button?

Check if there is a Sign near you.

ELECTRONIC SIGNS

Design Commission Position Statement & Recommendations

Approved April 12, 2016

A MOTION WAS MADE BY COMMISSIONER ECKHARDT TO APPROVE THE DESIGN COMMISSION POSITION STATEMENT & RECOMMENDATIONS ON ELECTRONIC SIGNAGE. COMMISSIONER KUBOW SECONDED THE MOTION. ALL WERE IN FAVOR. THE MOTION CARRIED.

Task:

On February 19, 2016, Mayor Hayes sent a letter to the Design Commission regarding electronic signage requesting that the Design Commission complete the following tasks for Village Board review:

- Develop a general overview of the issues related to electronic signage.
- Report on a range of general approaches regarding electronic signage.
- Recommend an approach for the Village Board to discuss this matter by early June of this year.

History & Background:

The Design Commission first discussed the matter of electronic signage in 2007 relative to several specific sign variation requests, all of which were recommended for denial by Staff and the Design Commission, and one request denied by the Village Board. After detailed research by Staff, the Design Commission discussed the matter again in 2008 at a kick-off meeting and then in detail in 2009 where the Design Commission concluded to continue to not allow electronic LED signs. Since then, the Design Commission has discussed this matter in 2012 relative to the Visual Preference Survey undertaken and in 2015 regarding Patton School's request. As a result of the 2015 review, this topic was placed on the Design Commission agenda again in January 2016.

Process:

In response to Mayor Hayes' request, Staff and the Design Commission have completed an initial Village-wide study of electronic signage, and have discussed the matter at three recent Design Commission meetings:

- February 23, 2016. Kick-off meeting, preliminary discussion and thoughts.
- March 29, 2016. Staff presented a survey of other communities' electronic sign requirements along with photos and videos of electronic signs from other communities for discussion.
- April 12, 2016. Review and approval of Position Statement and Recommendations.

Types of Electronic Signs:

1. LED (Light Emitting Diode) Signs

- a. The sign display is created by a series of light emitting diodes arranged on a panel.
- b. Available in monochromatic (red or amber) or full color.
- c. Available in low and high resolution. Best viewed from a distance.
- d. Generally, very bright and glaring.
- e. Capable of static, scrolling, and animated displays.
- f. High resolution displays are capable of full color video.
- g. Uses range from gas station pricing, small message boards, and highway billboards.
- h. It is the most common type of electronic sign due to many manufacturers and competitive pricing.

2. LCD (Liquid Crystal Display) Signs

- a. The sign display is similar to a high definition television.
- b. Capable of static images and full color video.
- c. Generally, very bright.
- d. Less common and more expensive than LED electronic signs.
- e. Typically used for close up viewing, such as indoor fast food menu signage, outdoor drive-through signage, and bus shelters.

3. Electronic Ink Signs

- a. Has the appearance of printed ink on paper, as seen in a Kindle reader.
- b. Does not emit light. No glare.
- c. Extremely low power consumption.
- d. The display can be changed, but not capable of scrolling, animation, or video.
- e. Is currently being used in limited outdoor signage applications such as gas station pricing and bus shelters, but is not currently a production/commodity product.
- f. Is currently under development for more widespread use in outdoor signage applications.

Questions to be Answered:

- 1. Is electronic signage something that the Village should continue to explore?
- 2. What is the image that the Village wants for its corridors?
- 3. Should electronic signage be allowed in residential districts for schools and churches across from residential homes?
- 4. Should electronic signage be allowed in business and manufacturing districts (with restrictions)?
- 5. Should electronic signage be allowed for specific uses such as major tourism venues such as Arlington International Racecourse, Metropolis Theater, Star Cinema Grill, or major developments such as Arlington Downs?
- 6. Should electronic signage be allowed in specific locations such as along I-90?
- 7. Should electronic signage be allowed as of right, or through an additional discretionary review process?
- 8. Should electronic signage continue to be deferred until more energy efficient and aesthetically pleasing technology is prevalent, such as electronic ink signs?

Summary of March 29, 2016 Design Commission Meeting:

On March 29, 2016, Staff and the Design Commission continued the review of electronic signs. A survey of other communities' electronic sign requirements along with photos and videos of electronic signs from other communities were presented by Staff for discussion.

Highlights of the presentation were:

- 1. Photos and videos of electronic signs from surrounding communities such as Mt. Prospect, Prospect Heights, Palatine, and Rolling Meadows were presented.
- 2. Examples of signs from churches, restaurants, automotive repair, retail businesses, Village, library, fire department, and park district were provided.
- 3. The technology of these signs were either monochromatic (red or amber) or full color LED displays. Full color signs use a combination of red, blue, and green LEDs to create the full color displays.
- 4. Overall the electronic LED signs were bright and glaring, and the commissioners were encouraged to visit these signs in person to understand the full impact.
- 5. All of the signs had changing messages and most utilized flashing, scrolling, animation, and videos.
- 6. Many of the signs observed were located adjacent to residential properties, which is a concern.

7. Messages on the signs ranged from dancing Easter eggs to hot dog specials, and some signs had burnt out sections of LED lighting which added to the poor appearance of the signs.
8. The value of the advertisements being communicated on the signs for businesses was discussed, as opposed to the value of public information being communicated on the signs for municipalities, schools and churches.
9. Electronic Ink as an alternative to LED signs was discussed, possibly for use at schools and churches in residential neighborhoods.
10. Summary of concerns:
 - a. LED displays are bright and glaring.
 - b. Electronic LED signs in residential neighborhoods are not appropriate.
 - c. Dozens of electronic signs along commercial corridors create character concerns.
 - d. Nuisance to adjacent properties, especially residential.
 - e. Traffic distraction concerns.
 - f. Electronic Ink signage has great potential as an alternative to LED, especially for school and church message boards.
 - g. Electronic signs may be appropriate at major tourism venues, such as Arlington International Racecourse, or possibly along I-90.

Design Commission feedback and areas of concern:

1. The examples of signs presented raised concerns amongst the Design Commissioners.
2. None of the signs presented were favored by the Design Commissioners.
3. The Design Commission needs to consider the beauty of the Village.
4. Brightness is one of the primary concerns.
5. There would be no way to control the use of electronic signs.
6. Arlington Heights does not need more clutter along the commercial corridors.
7. Large pixel signs look crude and cheap.
8. The purpose of signs should be to locate a business, not to advertise products and services.
9. Until there are more cost effective options for high quality, high resolution or electronic ink signs, electronic signs should not be allowed.
10. Electronic signs should not be allowed along I-90 which is already cluttered with signage.
11. The needs for public information message boards for churches, schools or Park District facilities need to be considered, as compared to advertisements at a business or a fast food establishment.
12. The commissioners were interested in electronic ink signage as an alternative to electronic LED signs.
13. If electronic signs were to be allowed in Arlington Heights:
 - a. A special review process for all electronic signs should be considered.
 - b. Electronic signs should be visually quiet, calm, and small.
 - c. To minimize brightness, only electronic LED message signs with black backgrounds should be considered.
 - d. Only high quality, high resolution displays such as a high definition television screen should be considered.
 - e. If allowed along I-90, it will need to have high quality graphics and be large enough to be easily read.

Chairman Eckhardt requested that the commissioners drive through surrounding communities and be prepared to present 4 or 5 position statements regarding electronic signs at the next meeting.

Options:

1. Continue to not allow electronic signs Village-wide.
2. Allow electronic signs Village-wide.
3. Allow limited applications of electronic signage.

General Approaches / Options for Specific Uses, Locations, and Types of Signs:

1. **Community Wide Commercial Business Electronic Signage**
 - a. Option 1. Continue to not allow electronic signs.
 - b. Option 2. Allow electronic signs by right (with restrictions).
 - c. Option 3. Allow electronic signs with special review process.
2. **Major Tourism Venues** (such as Arlington International Racecourse, Metropolis Theater, Star Cinema Grill, or major developments such as Arlington Downs)
 - a. Option 1. Continue to not allow electronic signs.
 - b. Option 2. Allow electronic signs by right (with restrictions).
 - c. Option 3. Allow electronic signs with special review process.
3. **Schools, Churches, Government, and Park District Facilities**
 - a. Option 1. Continue to not allow electronic signs.
 - b. Option 2. Allow electronic signs by right (with restrictions).
 - c. Option 3. Allow electronic signs with special review process.
4. **I-90 and Route 53.**
 - a. Option 1. Continue to not allow electronic signs.
 - b. Option 2. Allow electronic signs by right (with restrictions).
 - c. Option 3. Allow electronic signs with special review process.
5. **Future Technology**
 - a. Continue to not allow electronic signs at this time, but monitor the developments in electronic sign technology in the future for new, aesthetically pleasing, environmentally friendly alternatives to current electronic signs, such as electronic ink signage.

POSITION STATEMENT & RECOMMENDATIONS:

Issues related to electronic signs:

1. **Image**
 - a. Electronic LED signs are inherently bright and glaring with blinking, scrolling, animation, and video displays which can be obnoxious, portraying a negative image of the community.
 - b. Allowing electronic signs at numerous businesses along our commercial corridors could result in sign blight and create a negative image for the community.
2. **Nuisance**
 - a. Bright LED signs can create a nuisance to adjacent properties, especially residential uses.
3. **Traffic Safety**
 - a. Changing messages on electronic signs can be distracting to drivers creating a safety concern.

4. Code Enforcement

- a. The use of electronic signs would be difficult to enforce, and control of message content is legally limited.

5. Environment

- a. Electronic LED signs consume energy at all times to display their message, day and night.

Recommendations:

1. Community Wide Commercial Business Electronic Signage

- a. Option 1. Continue to not allow electronic LED signs.
Commercial signs should be used for business identity, not advertising.

2. Major Tourism Venues (such as Arlington International Racecourse, Metropolis Theater, Star Cinema Grill, or major mixed use developments such as Arlington Downs)

- a. Option 1. Continue to not allow electronic signs.
Major tourism venues may be a good application for electronic signage. However, it may be challenging to draft code language and to predict the possible impacts for these unique, individual electronic sign applications. Review of electronic sign requests for major tourism venues may be best handled through the sign variation review process.

3. Schools, Churches, Government and Park District Facilities

- a. Option 1. Continue to not allow electronic signs, except for electronic ink signs as may be approved by the Design Commission.
Schools, churches, Government and Park District facilities do have the need for community message board signage. However, since these uses are typically located within residential neighborhoods, electronic signs should continue to not be allowed. Alternate emerging non-light emitting electronic sign technology, such as electronic ink, should be closely monitored for this application.

4. I-90 and Route 53.

- a. Option 1. Continue to not allow electronic signs.
Allowing electronic signage along major highways would not directly impact the character within Arlington Heights. However, it may have unintended consequences such as possibly creating a competitive advantage for those businesses with frontage along major highways over similar uses elsewhere in the community, and contributing to signage blight along the highways.

5. Future Technology

- a. Continue to not allow electronic signs at this time, but monitor the developments in electronic sign technology in the future for new, aesthetically pleasing, environmentally friendly alternatives to current electronic signs, such as electronic ink signage.

CONSENT REPORT OF THE VILLAGE MANAGER

CONSENT PETITIONS AND COMMUNICATIONS

- A. Permit Fee Waiver - Arlington Heights Park District Approved

Trustee Thomas Glasgow moved to approve. Trustee Jim Tinaglia Seconded the Motion.

The Motion: Passed

Ayes: Blackwood, Farwell, Glasgow, Hayes, LaBedz, Scaletta, Sidor, Tinaglia

Absent: Rosenberg

XI. APPROVAL OF BIDS

XII. NEW BUSINESS

- A. Sign Code Modifications - Electronic Signs
Village-Wide - DC#09-025

President Hayes stated that at his request, after driving through other communities that have a number of electronic signs that allowing them should be explored in order to make sure that the Village maintains a competitive advantage and/or level playing field with surrounding communities, and at least a limited place for them in the Village of Arlington Heights.

Mr. Ted Eckhardt, Design Commission Chairman thanked the Board, Mr. Perkins and Mr. Hautzinger for their support of the Design Commission. He explained that after the passing of Design Commission member Alan Bombick the Commission has established and passed a resolution for an "Alan F. Bombick Annual Design Award" that would have two or three categories. Mayor Hayes thought that it was very appropriate.

Mr. Eckhardt started by saying that the Design Commission looked at electronic signs in 2006 and reviewed it again in 2007, 2008, and 2012, and talked about some sign requests, including Patton Elementary School that have been denied. He went on to say that he is one of the five voices of the Design Commission that have worked hard on this. He stated that after President Hayes' request for staff to create a report on electronic signs, Village Design Planner, Steve Hautzinger researched and put it together and gave it to the Design Commission to study.

Mr. Hautzinger gave some background on electronic signage history, saying that in 2007 there were a few sign variation requests that were denied by the Design Commission. He also said that in 2009 staff prepared a detail

study on electronic signage that was reviewed with the Design Commission where it was decided not to continue to allow electronic signs, but that manual change bulletin board sign code regulations were clarified and expanded.

In 2012 a visual preference survey that included residents, business owners, and sign companies, was conducted to evaluate many signs including electronic signage saying that there was a lack of support for them. Mr. Hautzinger noted that Patton Elementary School's signage request came back to the Design Commission in 2015 where there was a productive and thorough review, but in the end it was denied because different concerns, specifically being a nuisance in a neighborhood across from residential homes, and the precedent that would be set if approved for all schools, churches, and park facilities in residential neighborhoods.

Mr. Hautzinger continued by showing a map of the Village showing the 74 schools, churches, and parks throughout Arlington Heights, and then talked about the various types of electronic signs; LED, LCD, and Electronic Ink. He explained that LED is the prevalent signage and that it is very bright and glaring which is a big concern. He added that LED can scroll, animate, and play video. Mr. Hautzinger stated that the LCD signs are similar to high definition televisions and that they are full color, very bright, can do static images or video. He said that they are used for close-up viewing applications and have been used more for interior signage for restaurant menus, but are showing up in some drive-through menus.

Mr. Hautzinger stated Electronic Ink Technology was discovered when research was being done for a solution for Patton Elementary School. He said that Electronic Ink is easy on the eyes and has the appearance of printed ink on paper. He also said that it does not emit any light, has no glare, and is very green and sustainable because it uses little power. He said Electronic Ink has great potential, and said that the only limitation is that it is an emerging technology that is not yet prevalent and is under development for widespread signage applications. Currently it only has a white background, but they are working on perfecting it in color. He also noted that this type of signage may work for Metropolis because of all the residents around it.

Mr. Hautzinger went on to show a changeable panel sign which is an aesthetically pleasing way to change information on a sign without introducing electronic signage. He noted that the Arlington Heights sign code was recently amended to allow this type of changeable sign panel.

Mr. Hautzinger went over the questions that were discussed as staff launched into the study with the Decision Commission which included:

- Should the Village continue to explore electronic signage? What image does the Village want for its commercial corridors?
- Should they be allowed in residential districts when they are across from residential homes?

- Should they be allowed for all business and manufacturing districts?
- Should they be used for major tourism venues such as Arlington Race Course, Metropolis, Star Cinema Grill or a major development like Arlington Downs?
- Should they be allowed around Route 90 and Route 53?
- Should they be allowed as of right, or through an additional discretionary review process?
- Should we defer electronic signage until more energy efficient and aesthetically pleasing technology is prevalent and readily available?

Mr. Hautzinger finished his presentation by showing photos of electronic signs in other communities.

Mr. Eckhardt said that coming into this, that his mind was open completely and that he believes that electronic signs are the coming thing and that they are practical but bring with them the need for some control and new technology. He said that the issues that play into this complicated decision is with the image of Arlington Heights, the nuisance factor, traffic safety, code enforcement, and the environment. Mr. Eckhardt then went over some of the Design Commission feedback on electronic signage. He did say that the Commission agreed that there is a need for public information and bulletin board signs that should be considered and that they all supported the Electronic Ink signs as a good alternative to LED.

Mr. Eckhardt stated that staff prepared five categories for electronic signage with recommendations for the Design Commission to consider. They were:

1. Community-Wide Commercial Businesses
2. Major Tourism Venues
3. Schools, Churches, Government, and Park District Facilities
4. I-90 and Route 53
5. Future Technology

The options for each were:

- Continue to not allow electronic signs
- Allow electronic signs by right
- Allow electronic signs with special review process

Mr. Eckhardt stated that the Design Commission chose "continue to not allow all electronic signs" for all five categories. He went on to say that the Design Commission members would encourage anyone to bring a sign to the Design Commission and ask for a variance for it and said that as time goes by they will find a comfortable place for electronic signs so that they are not a distraction or intrusive or be unsafe.

Mr. Jonathan Kubow said that in speaking for the Design Commission, he asks for patience from the Village Board and future and existing businesses, saying that there is new technology out there and that what

they see currently is not aesthetically pleasing. He said that it is hard to support something that they don't think would attribute to a good looking community.

Trustee Scaletta said that based on some of the comments during tonight's presentation, he is concerned that he may have a professional conflict of interest, and to avoid any appearance of impropriety he recused himself and did not participate in the Board's discussion.

Trustee Sidor asked how many participants were in the study for signage. Mr. Perkins stated that there were three sessions with 50-70 people attending each of them. Trustee Sidor felt that because of the insignificant amount of participants compared to Village population, he would not let that weigh very heavily on his opinion. Trustee Sidor thought that the Electronic Ink is boring but that it may work for the Metropolis and asked how it would look in sunlight. Mr. Hautzinger stated that the technology was developed for bright lights and added that light can be added to it at night. Trustee Sidor said he would like to see that technology in color and added that he is not sure how patient the businesses are in waiting for new technology.

Discussion took place regarding the difference between with changeable panel signs compared the electronic signs being discussed tonight. Mr. Perkins explained that the lighting on changeable panel signs is electronic, but it is not an LED sign. Mr. Eckhardt explained that the electronic signs being discussed are ones that have the ability and are programmed to change messaging or images electronically. Trustee Sidor stated that he is in agreement with the majority of the presentation, but added that he does not want to put the Village at a competitive disadvantage. He said that at certain places and under certain applications electronic signs may be appropriate if done properly.

Trustee Farwell thanked everyone on the Design Commission for their hard work, and said that he is not sure he agrees with their recommendation at this time. He asked if LED lights can be dimmed. Mr. Eckhardt stated that they can and that they have four or five settings. Trustee Farwell also asked about the lighting on Electronic Ink signs and said it was unfortunate that it is not yet available in color. Mr. Eckhardt stated that the light is internal and not face lit. He added that they are affordable but currently more expensive than LCD because they are a new technology. He added that the concluding comments from the Design Commission about being patient is because they feel like this product is something more acceptable and is coming sooner than later.

Trustee Farwell felt that he is bothered because the Board approved and installed an electronic sign a number of years ago, and that he feels like the Village is holding itself to a different standard than the businesses. He said that he worries about waiting, saying that Village businesses are smart and know what type of advertising is best for them to promote their

business, which in turn promotes Arlington Heights. Trustee Farwell felt that it may be time for the Village to allow businesses electronic signage and thoughtfully put forward an effort and set standards in a way that makes Arlington Heights look classy.

Trustee Blackwood said that she is similarly positioned with Trustees Farwell and Sidor. She is concerned with the major tourism venues within the Village boundaries and its outskirts. She gave, for example the signage for Tony's Market on Rand Road in Prospect Heights, saying that she has been contacted by several owners of smaller grocers who are very concerned about losing their customers and may not continue to compete on a semi level playing field without proper signage. She said that the Village has the ability to look at the signs, implement good graphic presentation, and satisfy some of the business owners that may not have the patience in waiting for new technology.

Trustee Blackwood asked if 2/3 backlit 1/3 messaging signs were looked at. Mr. Eckhardt stated that discussions had taken place regarding 30% to a maximum 50% movable signage and that none of the commissioners supported 100% movable. Trustee Blackwood then asked why there was such a strong positioning on a "no electronic signs" for the tourism venues. Mr. Eckhardt said that in general the Commission favored those signs but were concerned about allowing them by right and having to police them. He continued by saying that the Design Commission is a recommending body, and said that their position is that if a request comes in and has the right proportions, is classy, and would be able to be policed they would grant a variance for it. Again he stressed that the Commission would not discourage someone for asking for a variance.

Trustee Blackwood asked if there was any discussion on various districts, like the hotel district right off of Route 90, saying that the hoteliers are requesting some assistance in welcoming guests to Arlington Heights and that district. She stated that the reason we have signs is to promote businesses and said that not allowing it by right makes it seem like it is not possible even though a variance will allow it. She suggested that this get looked at in a more opening and softer way to encourage the use of the sign to be just what it is intended for, promotion of Arlington Heights, its businesses, and its entities, and thought the signage should be up to the entity or the district. Mr. Eckhardt said that he personally thought that signage at major events is important and said that the Commission has to go by with what is allowed currently, and that when they see them it will be as a variance.

Trustee Tinaglia stated that he was on the Design Commission for eleven years and that in looking at the minutes from 2009 regarding signage, his comment was that he felt that moving signs were offensive, and that the manual hand change signs were old looking and that something needed to happen. He said that he feels the same way and that the businesses in town really want signs and that something has to change. He also said that

something has to happen for the larger important components of our community, whether it is the Racetrack or Metropolis Theatre.

Trustee Tinaglia questioned the electronic sign that is at Hersey High School. Mr. Recklaus explained that the sign went up during a period where it was believed that the Village did not have the ability to regulate what was done at a high school. Mr. Perkins went on to say that in 1992 the Village Board discussed whether to enforce the zoning and sign codes on schools because of the State school building code. Mr. Recklaus stated that since then there are new interpretations and that it is clearer on what the Village can and cannot enforce. Mr. Perkins stated that about a year ago, there was a case in Crystal Lake where case law clarified what municipalities can and cannot do and said that as a result of that, the Village started enforcing the zoning regulations.

Trustee Tinaglia felt that there can be an opportunity for a special commission, like the liquor commission, to be put together for electronic signs that would not be as overwhelming as the variance process. He said that change in signage is going to happen at some point, saying that the Electronic Ink is a great compromise, especially if they are made in color. Trustee Tinaglia felt that not every business or big entity has the patience to wait anymore and said it is time to do something to give them a break. He is hoping that we can pull together some way to make this happen and give someone a good opportunity. Mr. Eckhardt agreed. Trustee Tinaglia said that he looks at it like a liquor license, saying that the business would need to prove that they can control it and not be offensive with lots of visual movement, and said that if they can't they can be reprimanded or the license can be taken away.

Mr. Recklaus wanted to clarify that the Electronic Ink concept has not been tested in an area with our climate, and said that the manufacturer said that there are heating elements that could be added. He also said that although the Board hires staff and appoints commissions for their expertise and perspective, they are the enforcers of the Board's values. He went on to say that the Design Commission and staff do their best work when the Board clearly defines what it is that it wants to see happen. Mr. Recklaus said that if the Board believes it can define its values and that it can be captured in ordinance type form, he thought that is what should be pursued. He went on to say that if we think this is too difficult, if we do not want to provide something by right, or if it is not possible to capture in ordinance, then he would ask that the Board give staff as much clear direction as they can with what their desire outcomes are.

Mr. Recklaus said that it is dangerous that we will go through an open-ended variance process. He said that since staff understands what the Board would be prone to approve or not, they generally tell applicants that it may be a waste of their time to pursue a variance or that there is a realistic ability to obtain one. He said that the Design Commission is in the "look good business", and that their role is very narrow and only looking at

the design element. The Board looks at things broadly, not only the design aspects but also the compromise, the balance, and the business friendliness. So it may not make sense to have them handle variances on electronic signs at their own discretion without further guidance from the Village Board.

Mr. Eckhardt said that when teardowns were becoming prevalent, guidelines were created, and thought that a similar guideline be developed for electronic signs with what the Board wants.

Trustee Glasgow appreciated Mr. Recklaus' and Mr. Eckhardt's statements of the difference and distinction of formulating policy, which is what the commissions and the Board do, and the implementing policy, which is what staff does. He went on to say that one of the reasons we have specialized commissions is to help the Board formulate policy, and said that the commissions have the time and energy to delve into things that the Board does not have. He said that the Design Commission has had five months to put together a recommendation and that the Board has had about ten days to review it. Trustee Glasgow also said that he has to take into consideration that 2/3 of the people polled were against signs at every venue. He understands that businesses want the signs and need to make a profit, but said that it needs to be tempered with the Village's ability and duty to make sure that the look good business that the Design Commission is in is enforced and aesthetically pleasing.

Trustee Glasgow is concerned with allowing signs as a matter of right, saying that if you make a rule for one, you make it for all which he said creates a law for unintended consequences. He explained that giving someone a license or a right creates a property right, and said that taking that right away because they have too many lumens, leaving the sign on, or because the images change to quickly would create an enforcement nightmare for staff which he is extremely concerned about.

Trustee Glasgow felt that allowing signage in one place, doesn't necessarily set a precedent for somewhere else and said that every piece of real estate is unique in where it sits. He said that he agrees with the Design Commission's recommendations, although with signage regarding major tourism venues he said that he doesn't see how anything other than a variation can be done. He continued by saying that he is not adverse in granting a variation for Arlington Park, Metropolis, or anywhere else that has a unique circumstance and characteristic. Trustee Glasgow said that he is in full favor of following the recommendations of the Design Commission because of the amount of time they have spent on this.

Mr. Eckhardt stated that the Design Commission wants to allow signs in every category, but needs to figure out how it can happen. He said that the major tourism venues category would be the most appropriate to have the electronic signs in order to keep up with larger communities, followed by the Churches and Schools which have messages to get out.

Trustee Glasgow asked Mr. Eckhardt how long the Village is supposed to wait and continue granting variances if the Electric Ink signs are the next big thing the Village should move into. Mr. Eckhardt said he cannot speak to their readiness, but the company is working very hard on some of the issues, and said that they may be more affordable within a year and thinks they may come out in color at the same time. He also said that LCD signs will also become more affordable if the Village has size restrictions, adding that they would have to be site appropriate.

Trustee LaBedz thanked the Design Commission and staff for all their work and historical information provided on this topic, saying that she finds this to be a very difficult issue. She felt that something needs to be done, and that she is concerned with telling people to wait for the Electronic Ink option when it is not fully known if and when it would be ready. Trustee Labedz stated that major tourism venues would benefit tremendously from electronic signage, and asked if there would be a legal issue or first amendment issue if the major tourism venues were allowed to go forward with electronic signs once they are defined, and not allowing them for other businesses. Ms. Ward said that it would not be a first amendment issue, but that there may be challenges in permitting only the major tourism venues and that it would also be challenging to differentiate the types of signs and types of businesses. Trustee Glasgow said that a variance is a safer way to do this rather than excluding others through an ordinance.

President Hayes said that in looking at community surveys that were done, he saw that a neighborhood community allows electronic signs through a conditional or special use process saying that he does not like the outcome. He said he was afraid that if all businesses were allowed to apply through a variation or special use permit process that the Board would have a difficult time saying no. President Hayes said that he is not in favor allowing all businesses and uses to apply for special use. He did say that he was in favor of what Chairman Eckhardt suggested which is allowing application through a variation process for certain categories, specifically to include the major tourism venues and to consider churches, schools, governments, and park district facilities.

Tony Petrillo, Arlington Park General Manager, said that he wanted to let staff know that Arlington Park's intent is to develop a digital billboard on their property. He said that they have been seeking some type of signage at the corner of Euclid and Wilke for some time, but have been reluctant to pursue it because they felt there were too many hurdles. Mr. Petrillo went on to explain that Arlington Park has vendors that rent their buildings or a permanent facility on their property and that they are losing business because some vendors felt that there is not good signage for them to advertise. Mr. Petrillo said they would like to market and promote business for those that drive on Route 53, and said the sign can be community rooted by being able to show amber alerts, weather alerts, and highlight

events being held in the Village, and noted that no residents would be affected. He went on to say that they would like some type of opportunity for some type of process that would allow them to acquire a sign that will be able to change images. He noted that they would not be in favor of moving signage or video type of images, and that static signs would be most appropriate. He asked the Board to consider the sign for Arlington Park when they draw their opinions on electronic signage.

Trustee Farwell mentioned the five requirements for sign variations, and noted one in particular "The applicant's business cannot reasonably function under the standards of this chapter". He said that this requirement has always been hard for businesses to properly argue successfully in front of almost any board. Trustee Farwell stated that we can't use this particular section of the code to give variances on the design elements of a sign, and said that a section of the code would have to be created and shouldn't be called a variation. He said he would be open to a special use process because a special use is given to a business and that once a business transfers hands or closes, then the use sunsets. Trustee Farwell also stated that to be more business friendly, everyone should have the right to apply regardless of what industry they are in or where they are located. Trustee Farwell thought that the Design Commission could tailor special use process and come back to the Board for more dialogue.

Trustee Tinaglia agreed with Trustee Farwell that it shouldn't be a variance. There are a lot of questions to be answered such as; whether it will be a special use, a license, will a committee be involved, who will handle the special use or license, how many of them, how often they are handed out, etc. He also thought there was merit in developing guidelines on what the signs should look like and what they will be allowed to do. He also said that enforcement will be the biggest problem.

Mr. Recklaus said that although a special use or a variance can be done, he wanted to make a distinction and said that if we do anything outside the variation process, like a special use or amendment to the code, then you open the door to be able to get these by right. He went on to say that when you set criteria, and that criterion is met, it is more difficult to turn down. Mr. Recklaus said that as difficult as the variance process is, it does provide more control than a special use.

Ms. Ward explained that in terms of creating guidelines for electronic signs, which you can't create for something that is currently not permitted. She said that the direction would have to be whether you want to move towards letting them continue to be variations but be more encouraging for people to apply for them, or do you want staff to work on some sort of code amendment that permits them but provides some sort of process whether a special use process or a Design Commission process.

Mr. Schuster, added that based on some of the comments brought up this

evening, that there are ways to design certain regulations and criteria that would have to be met in order to have a special use, so that not everybody can come forward with a sign. He mentioned a Supreme Court Reid case where you can get into trouble when you start to regulate types of speech, but said you have the ability to control how bright the signs can be, or where they are placed on property lines, etc. Mr. Schuster said that you have to decide whether you want a system with hardships that have been brought up with a variation, or do you want to go into studying suggestions about what type of specific regulation across the board would apply regardless of the type of message on a sign.

Trustee Glasgow said that staff has gotten a lot of direction from the Board this evening and said that he is in favor of just accepting the recommendations of the Design Commission. He said that to make having these signs a matter of right would be a big mistake of by the Board.

President Hayes asked the Board members if any of them would like to leave things status quo. No Board members would. He then asked if any Board member would like to allow electronic signs by right with some restrictions. No Board member would. President Hayes thought that leaves the Board with two options; a special use process for any and all businesses with Arlington Heights or a special use process for certain categories for business. Ms. Ward said that a special use process for certain categories will potentially cause Reid case issues, and said that a general special use process which sets out within in the kinds of limitations (lumens, locations, etc.) can be more easily drafted under Reid case. President Hayes stated that his preference would be to allow a special use process for electronic signage within the Village based on certain criteria.

Trustee Farwell asked if a special use application or permit be tailored based on zoning. Ms. Ward stated that you can make zoning district distinctions. Trustee Farwell stated that he would be open for a special use based on commercial and multi-use zoning and the variation process for other zoning areas. Trustee Glasgow disagreed and is concerned with having zoning distinctions and that it should be done on a case by case basis. Trustee Farwell said that he would be open to that if it was the will of the Board. Ms. Ward said that currently, special uses go to the Plan Commission, saying that is where the public process is but that it can be changed to go to the Design Commission.

Trustee Tinaglia said that we have to be prepared for what comes next and that the big issue is the policing of the signs and in making sure people do what they say they are going to do or don't do want they are not supposed to do. He has concerns on how to make sure that there is enough staff to make sure that things are dealt with appropriately once they are in place.

The Board directed staff to further research and draft a special use process to allow electronic signage that meet certain conditions.

A.	An Ordinance Amending Chapter 13 of the Arlington Heights Municipal Code (Addition of Class "L" liquor license)	Approved
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The Motion: Passed

Absent: Rosenberg

Free Joe Farwell moved to approve 16-037. Trustee Thomas Glasgow
 ended the Motion.
 Motion: Passed
 : Blackwood, Farwell, Glasgow, Hayes, LaBedz, Scaletta, Sidor,
 glia

XIV. REPORT OF THE VILLAGE MANAGER

XVI. PETITIONS AND COMMUNICATIONS

President Hayes stated that National Night Out will be held on Tuesday, August 2, 2016 at North School Park from 5:30 until 8:00 pm where the Police Department and other agencies demonstrate what they do for residents on a daily basis in terms of providing for health, safety, and public welfare.

Digital Billboard Plan Heads To Rolling Meadows Council

Posted: Wednesday, May 27, 2015 3:16 pm

Following approval by the Rolling Meadows Plan Commission to allow a new 14-ft. by 48-ft. digital billboard along Route 53 near Euclid Avenue and Rohlwing Road, in the Arlington Office Park, the matter will now go to the city council for a final vote.

The plan commission May 5 approved the request to modify city code, which currently allows billboards to be put only on the west side of Route 53.

During the plan commission meeting David Williams, president of Green Signs, presented a proposal showing how the digital sign does not glow into the neighborhood as the sign is built with hydraulic doors that reduce glare. He also said the sign will be powered by renewable energy.

"It's also very safe to operate," Williams said. "It is all done digitally, which also allows for immediate posting and we can help the city should they need to get an emergency message out right away to motorists."

Green Signs would own the sign. It would have a long-term lease agreement with Arlington Office Park also providing them with needed cash flow, Williams said.

Arlington Office Park has 103,000 square feet of office space that is only 65% occupied, Williams said. Revenue from new tenants attracted by the billboard could fund local upgrades, he added.

According to the proposal, Green Signs would pay Rolling Meadows a one-time \$50,000 permit fee for the billboard, which would sit about 1,000 feet from a residential area to the south.

The revised proposal is expected to be heard at a June Rolling Meadows City Council meeting.

Palatine rejects car wash's electric sign proposal

Daily Herald – 8/9/16

The Palatine village council rejected a plan by the Route 62 Wash and Lube at 1570 W. Algonquin Road to change their hand-operated message board to an electronic one Monday night.

The plan was opposed by many residents at the nearby Maison Du Comte gated subdivision, who said the stretch of Algonquin Road was dangerous enough with all of the car and bicycle traffic without a distracting electronic board.

"It's all about taking distractions away from drivers," Wayne Romanchuk said. "What this thing is intended to do is become a distraction, getting somebody who is driving to look at something else."

Route 62 Wash and Lube co-owner Andy Spentzos argued that the sign would not be distracting because the message on it would only change once every 15 seconds, which is what the village code requires.

In July, the village's zoning board of appeals sided with the business owners, but Monday night the village staff recommended the council reject the plan.

Ben Vyverburg, Palatine's director of planning and economic development, said the village allows electronic message boards in certain commercial areas, but not where the car wash is located.

Councilman Greg Solberg said he was not in favor of expanding the area where electric message board signs are permitted.

"The electric message board signs are frankly getting out of hand," said Solberg, who added that he has seen electric signs in Palatine where the business owner has decided to violate the village's rules. He said he has seen signs that have messages that are quickly scrolling or flashing.

The council's decision to reject the proposal was unanimous.



Item: DC#17-095 - 1412 W. Maude Ave.- SF/Teardown

Department: Planning & Community Development

Requested Action

Approval of the proposed architectural design for a new (teardown) single-family residence.

Recommendation

It is recommended that the Design Commission approve the proposed new single-family residence to be located at 1412 W. Maude Avenue. This recommendation is based on the architectural plans dated 7/17/17 and received on 7/18/17, and the following:

1. 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.
2. Compliance with all applicable Federal, State, and Village codes, regulations and policies.

ATTACHMENTS:

Description

Staff Report
Drawings & Documents

Type

Board or Commission Report
Exhibits

STAFF DESIGN COMMISSION REPORT

PROJECT INFORMATION:

Project Name: 1412 W. Maude Ave.
Project Address: 1412 W. Maude Ave.
Prepared By: Steve Hautzinger

Date Prepared: August 16, 2017

PETITION INFORMATION:

DC Number: 17-095
Petitioner Name: Jeff Eichorn
Petitioner Address: DeBaker Design Group
7925 N. Lincoln Ave., #203
Skokie, IL 60077
Meeting Date: August 22, 2017

Requested Action(s): Approval of the proposed architectural design for a new (teardown) single-family residence.

ANALYSIS:

Summary

The proposed design is being forwarded to the Design Commission for review to determine if it meets the standards, requirements, and intent of the Village of Arlington Heights Single-Family Design Guidelines, and Chapter 28 (Zoning Ordinance) of the Village of Arlington Heights Municipal Code.

The petitioner is proposing to demolish an existing single-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-E, One Family Dwelling District. The property has a total land area of 20,000 square feet and the proposed residence will have approximately 5,223 square feet. This project does comply with the R-E zoning requirements as summarized below.

	ALLOWED	PROPOSED
Setbacks	Front: 43.3 feet Side: 10 feet Side: 10 feet Rear: 30 feet	Front: 44.7 feet Side: 10.4 feet Side: 10.4 feet Rear: 87.5 feet
Building Height	25 feet to the midpoint	24.7 feet to the midpoint
FAR	5,987 SF	5,223 SF
Building Lot Coverage	6,000 SF	3,167 SF
Impervious Surface Coverage Total	10,000 SF	6,497 SF

The subject property is located in an R-E Zoning District where the minimum lot size requirement is 20,000 sf. The existing neighborhood consists of primarily single-story homes with attached two-car garages. However, there have been numerous other teardowns previously completed in this neighborhood, and two teardowns completed on this block. This project is appearing before the Design Commission because the houses directly adjacent to and across the street from the subject property are all original, smaller scale, single-story homes.

The proposed design is very nicely done with a massing that is nicely articulated with many single story elements and varying rooflines that helps the house to fit in with the adjacent single story homes. The proposed design is an excellent example of full architectural detailing on all sides of the house. The courtyard-style garage arrangement on the side of the house is an ideal arrangement on a wide lot such as this.

RECOMMENDATION:

It is recommended that the Design Commission approve the proposed new single-family residence to be located at 1412 W. Maude Avenue. This recommendation is based on the architectural plans dated 7/17/17 and received on 7/18/17, and the following:

1. 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.

2. Compliance with all applicable Federal, State, and Village codes, regulations and policies.

_____, August 16, 2017

Steve Hautzinger AIA, Design Planner
Department of Planning and Community Development

Cc: Charles Witherington Perkins, Director of Planning and Community Development, Petitioner, DC File 17-095

Lot Development Plan - Tree Protection & Erosion Control
Existing Conditions

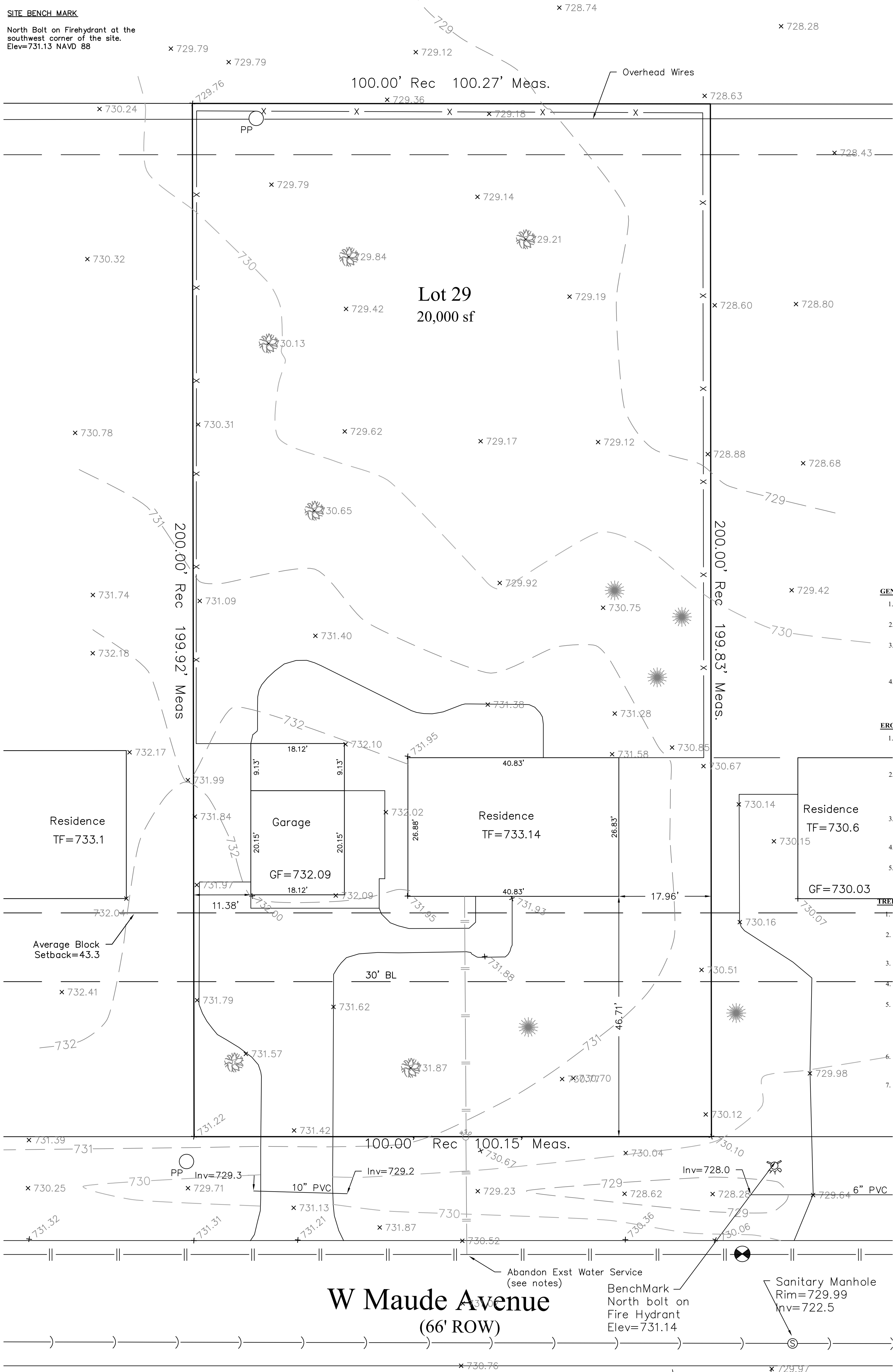
SOURCE BENCH MARK

Village Benchmark #37
3" dia Brass disc at southwest
corner of Thomas St. & Race Ave.
Elev=730.77 NAVD 88

SITE BENCH MARK

North Bolt on Firehydrant at the
southwest corner of the site.
Elev=731.13 NAVD 88

Lot 29 in Lynnwood Subdivision Unit No. 4, being a Subdivision in the East 1/2 of the West 1/2 of the Northwest 1/4 of Section 19 and
in the West 1/2 of the East 1/2 of the Northwest 1/4 of Section 19, Township 42 North, Range 11 East of the Third Principal Meridian, in
Cook County, Illinois.



Construction Notes

- GENERAL**
- All work shall be performed in accordance with the Village of Arlington Heights Specifications.
 - The contractor shall contact J.U.L.I.E. and the Village of Arlington Heights a minimum of 48 hours prior to any excavation work.
 - The contractor shall provide protective fencing around all parkway trees. Protective fencing shall be snow fence installed under the drip line of each tree. There shall be no construction materials, debris, or equipment stored within the limits of the fencing. The protective fencing shall be maintained throughout the entire construction phase.
 - Any areas disturbed by construction outside the limits of the site shall be restored to the pre-construction condition. The contractor shall be responsible for taking photographs or videos of the pre-construction condition.

- EROSION CONTROL**
- All sediment and erosion control devices shall be functional before land is otherwise disturbed on the site. Soil disturbance shall be conducted in such a manner as to minimize erosion. Soil stabilization measures shall consider the time of year, site conditions and the use of temporary or permanent measures.
 - The surface of stripped areas shall be permanently or temporarily protected from soil erosion within 15 days after final grade is reached. Stripped areas not at final grade that will remain undisturbed for more than 15 days after initial disturbance shall be protected from erosion. If a stockpile is to remain in place for more than 3 days, then sediment and erosion control devices shall be provided for said stockpile.
 - Storm sewer inlets shall be protected with sediment trapping or filter control devices during construction. Water pumped or otherwise discharged from the site during construction dewatering shall be filtered.
 - Any soil, mud or debris washed, tracked, or deposited onto the street shall be removed prior to the end of each working day.
 - Vehicle access to the site shall be restricted to a gravel drive. Said drive shall be installed before any construction begins above the top of foundation.

- TREE PROTECTION NOTES**
- Install Tree Protection Fence and perform root pruning per plan for all protected trees prior to any construction activity.
 - Fence the public portion (parkways) of the entire Tree Protection Zone(s) with a 6' chain link fence to prevent wounds to the parkway tree(s) as well as soil compaction. Post the fence with a sign stating "Tree Protection Zone-Keep Out".
 - No trenching should be done within the Tree Protection Zones for any construction activity unless pre-approved by Building Department and Forestry staff.
 - No grade changes should be done within the Tree Protection Zones of parkway trees for any construction activity.
 - Should it be necessary to trench within the TPZ for utilities, including disconnection or capping of existing utilities, all trenches shall be hand dug. No roots larger than two (2") shall be cut unless no other alternative is feasible. All smaller roots that require cutting shall be cut with pruning saws. Cuts shall be made flush with the side of the trench. If at any time twenty-five (25%) of the area within the TPZ is being separated from the tree by a trench, then the line shall be either relocated or installed using trench-less methods.
 - Locate the proposed water and sewer lines outside of the Tree Protection Zone or install the sewer and water utilities using trench-less methods. Auger through the entire Tree Protection Zone, locate pits outside of the Tree Protection Zone.
 - At no time shall any equipment, materials, supplies or fill soil be allowed in the Tree Protection Zone(s). Do not store excavated soil or the dumpster within the drip-line (TPZ) of the parkway tree(s).

Block Setbacks	
Address	Setback
1609	35.1
1430	35.3
1424	47.0
1418	46.1
1412	46.7
1406	46.1
1400	47.1
Average	43.3

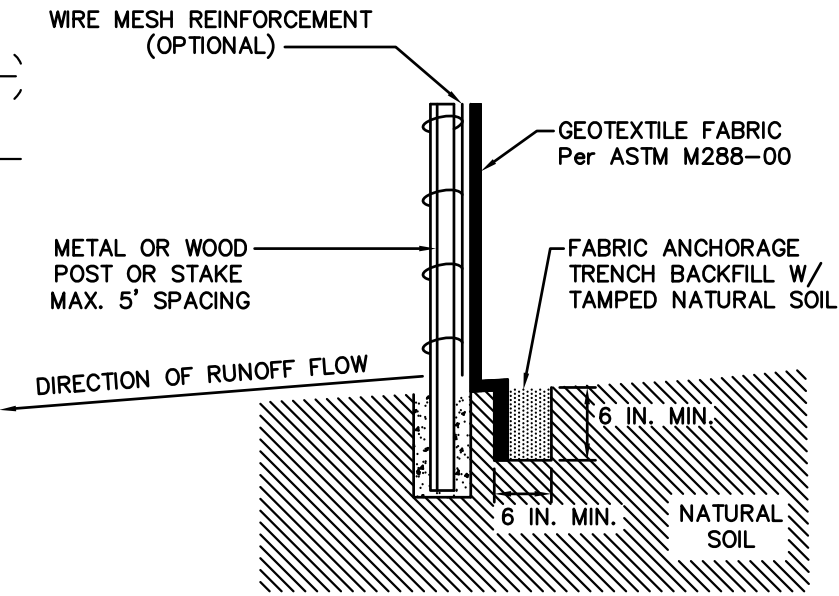
Utility Note

The location of the existing sanitary and watermain lines are approximate only and shown to illustrate actions to be taken to abandon said lines. The contractor shall confirm the location with the Village's Public Works Department.

Survey Data

Building location, building ties and measured property dimensions are based on plat of survey prepared by Anton Adams, dated April 14, 2017.

- Typical Construction Sequencing**
- Install soil erosion and sediment control measures.
 - Tree removal where necessary (clear & grub).
 - Construct sediment trapping devices.
 - Strip topsoil and stockpile.
 - Excavate for basement and stockpile.
 - Install foundation.
 - Backfill foundation and rough grade side.
 - Re-spread Topsoil.
 - Fine grade and permanently stabilize site.
 - Remove all temporary SE/SC measures after site is stabilized with vegetation.
 - Soil erosion and sediment control maintenance must occur every two weeks and after every 1/4" or greater rainfall event.



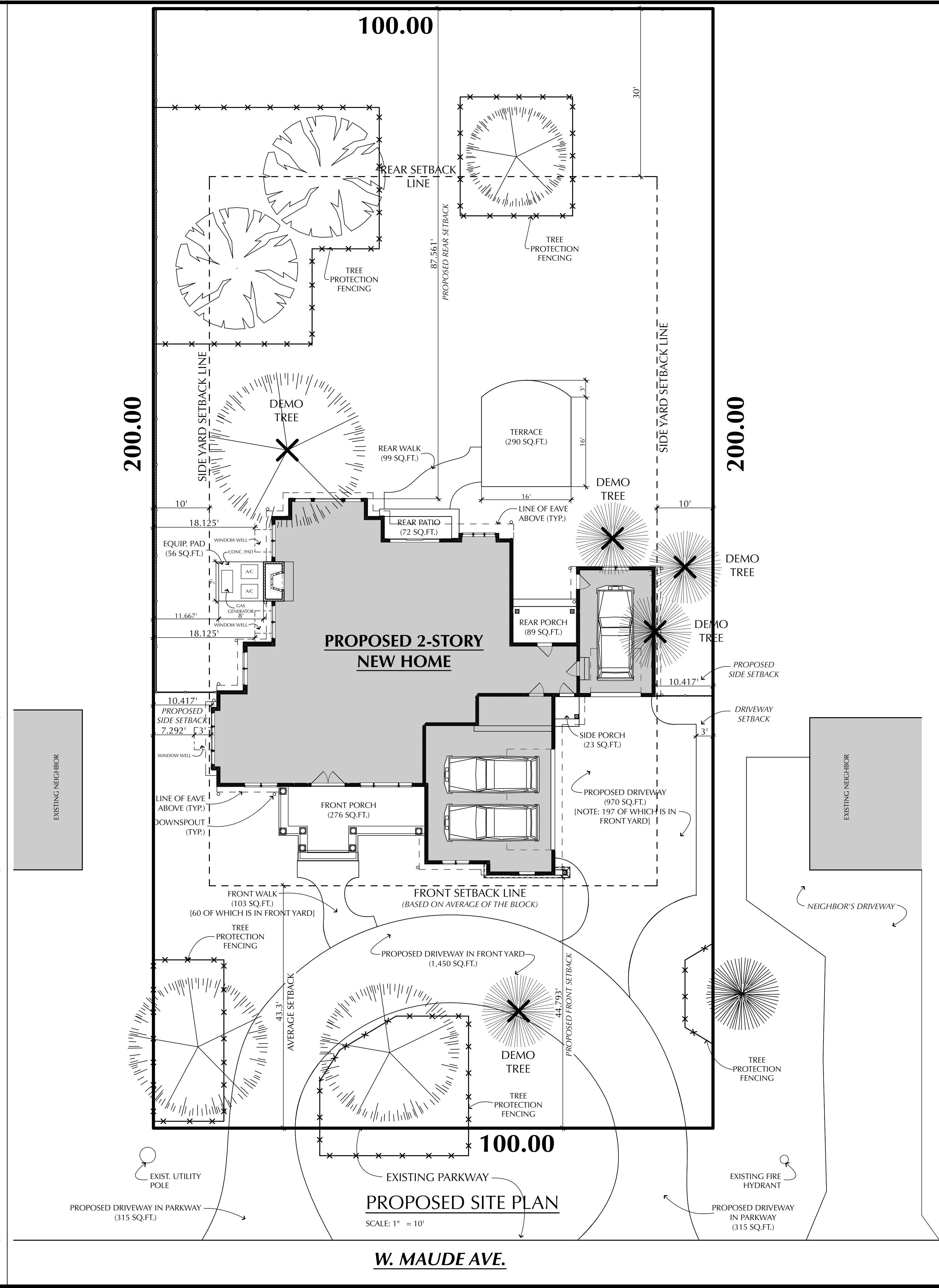
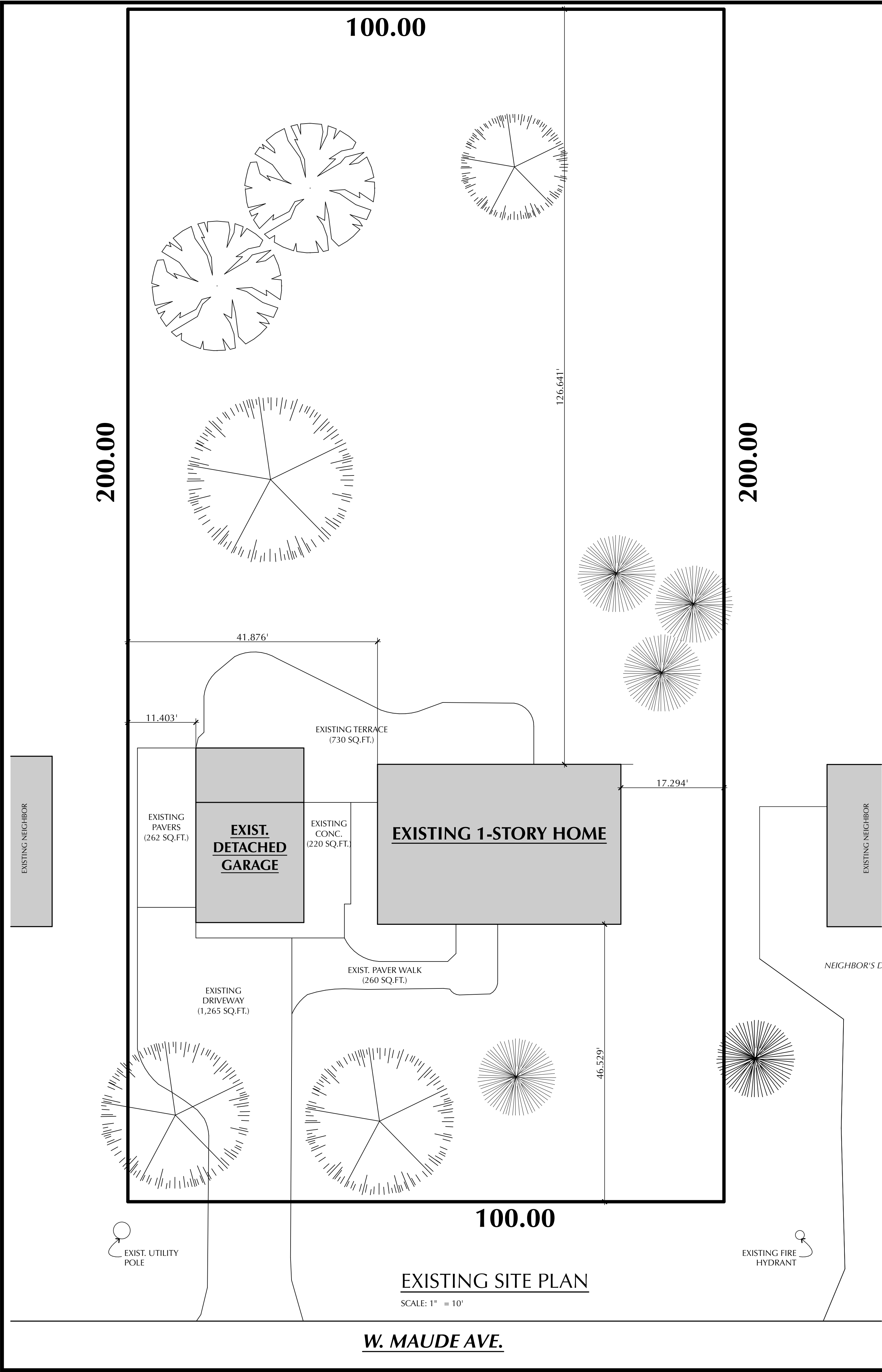
NOTE: DEPENDING UPON CONFIGURATION, ATTACH FABRIC TO WIRE MESH W/HOE RINGS, STEEL POSTS W/TIE WIRES, WOOD POSTS W/NAILS.

TYPICAL DETAILS FOR
SILT FENCE CONSTRUCTION

Taurus Engineering, L.L.C.

3N655 E. Laura Ingalls Wilder Road
St. Charles, IL 60175
630-377-3997
tauruseng@sbcglobal.net

Prepared For:	Property Address:	Revision:	Date:
Smart Construction Group, Ltd. 11 West College Drive, Unit J Arlington Heights, IL 60004 312-504-1835	1412 W. Maude Avenue Arlington Heights, IL		



PROPOSED NEW CONSTRUCTION FUNK RESIDENCE 1412 W. MAUDE AVE. ARLINGTON HEIGHTS, IL 60004			DEBAKER DESIGN GROUP, LTD. 7925 N. LINCOLN AVE. #203 SKOKIE, IL 60077 P: 847-510-5952 DEBAKERDESIGN.COM © 2017 ALL RIGHTS RESERVED		
REVISION NOTES			DEBAKER DESIGN GROUP, LTD. Architecture for Custom Homes Renovations • Additions • New Construction		
DATE	REVISION	NOTES			
7/6/2017	DESIGN DEVELOPMENT				
7/17/2017	DESIGN REVIEW APPLICATION				
SITE PLAN					
2					
SHEET 2 of 7					



Property to Left 3
1430 W. Maude Ave.



Property to Left 2
1424 W. Maude Ave.



Property to Left 1
1418 W. Maude Ave.



Subject Property
1412 W. Maude Ave.



Property to Right 1
1406 W. Maude Ave.



Property to Right 2
1400 W. Maude Ave.



Property to Right 3
1116 W. Maude Ave.

WEST MAUDE AVENUE



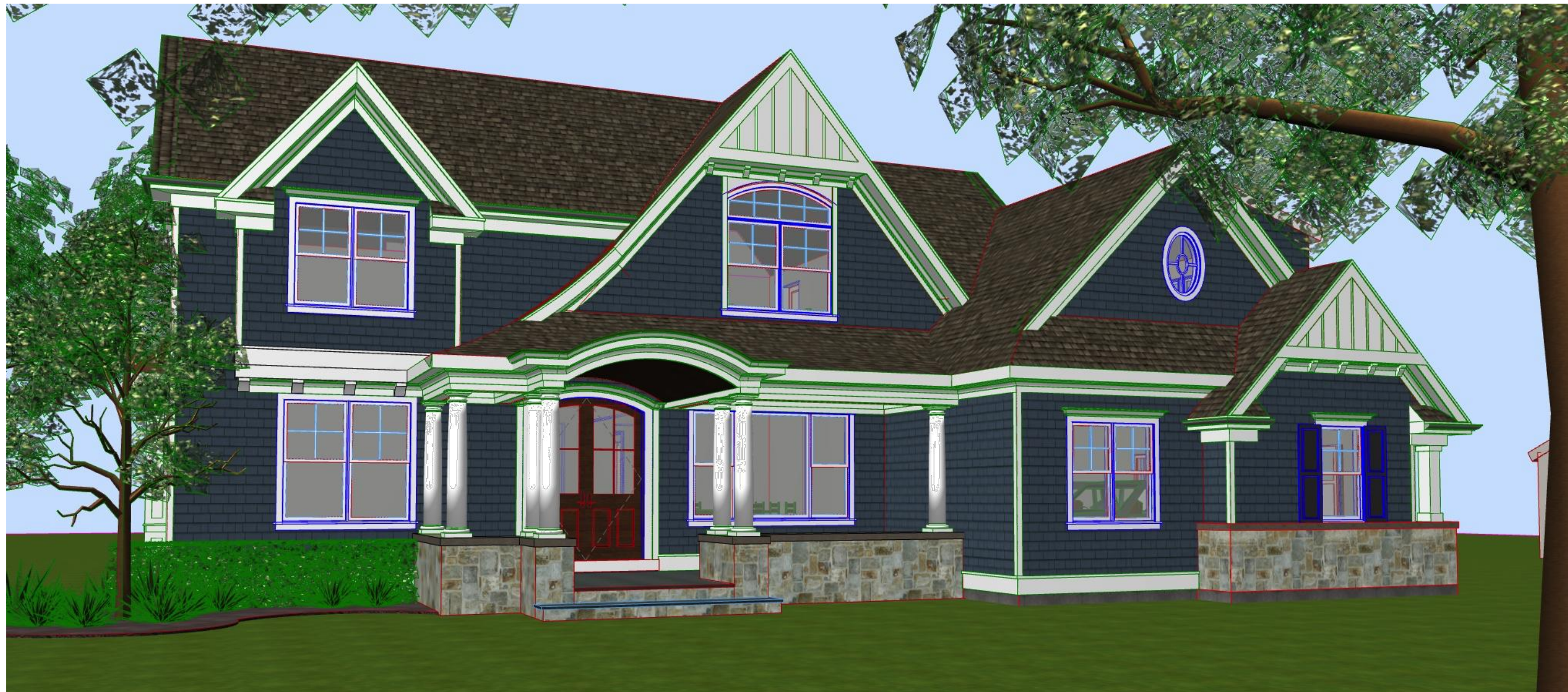
Property to Across 1
1421 W. Maude Ave.



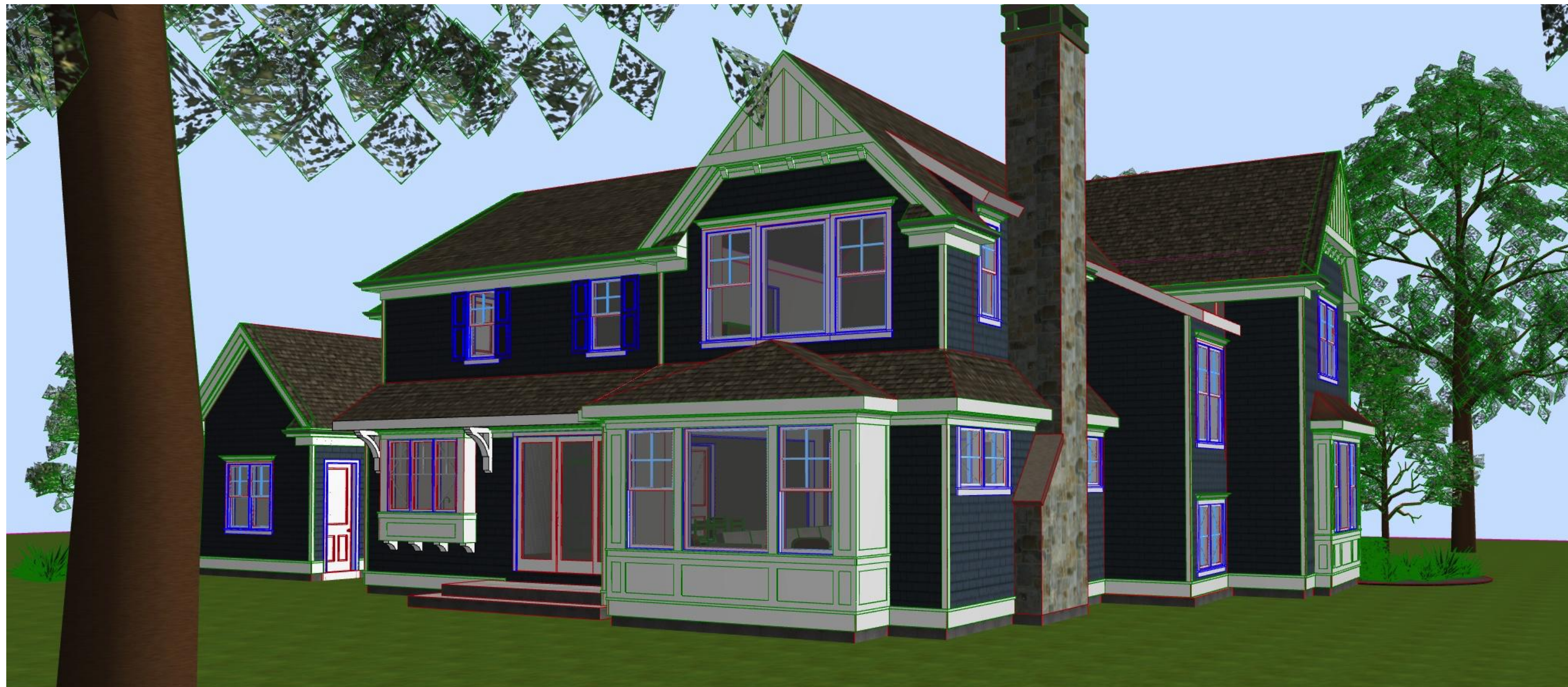
Property to Across 2
1415 W. Maude Ave.



Property to Across 3
1409 W. Maude Ave.



FRONT PERSPECTIVE



REAR PERSPECTIVE

SUBMITTAL FOR DESIGN COMMISSION REVIEW

1412 W. MAUDE AVE.
VILLAGE OF ARLINGTON HEIGHTS

SHEET INDEX	
ID	NAME
1	COVER SHEET, STREETSCAPE
2	SITE PLAN
3	FIRST FLOOR PLAN
4	SECOND FLOOR PLAN
5	ROOF PLAN
6	ELEVATIONS
7	ELEVATIONS

PROPOSED MATERIAL SCHEDULE			
1412 W. MAUDE, ARLINGTON HEIGHTS			
ITEM	MATERIAL	MANUFACTURER	COLOR
Shingle Siding	Fiber Cement	James Hardie	Deep Ocean
Exterior Stone	Natural Stone	Buechel Stone	Fond du Lac Woodlake Blend, Fieldledge
Roof	Asphalt Shingle	GAF Timberline Ultra HD	Pewter Gray
Trim	Composite	TBD	White
Gutters	Aluminum	TBD	White
Windows	Fiberglass	Integrity by Marvin	White
Garage Door	Steel	TBD	White

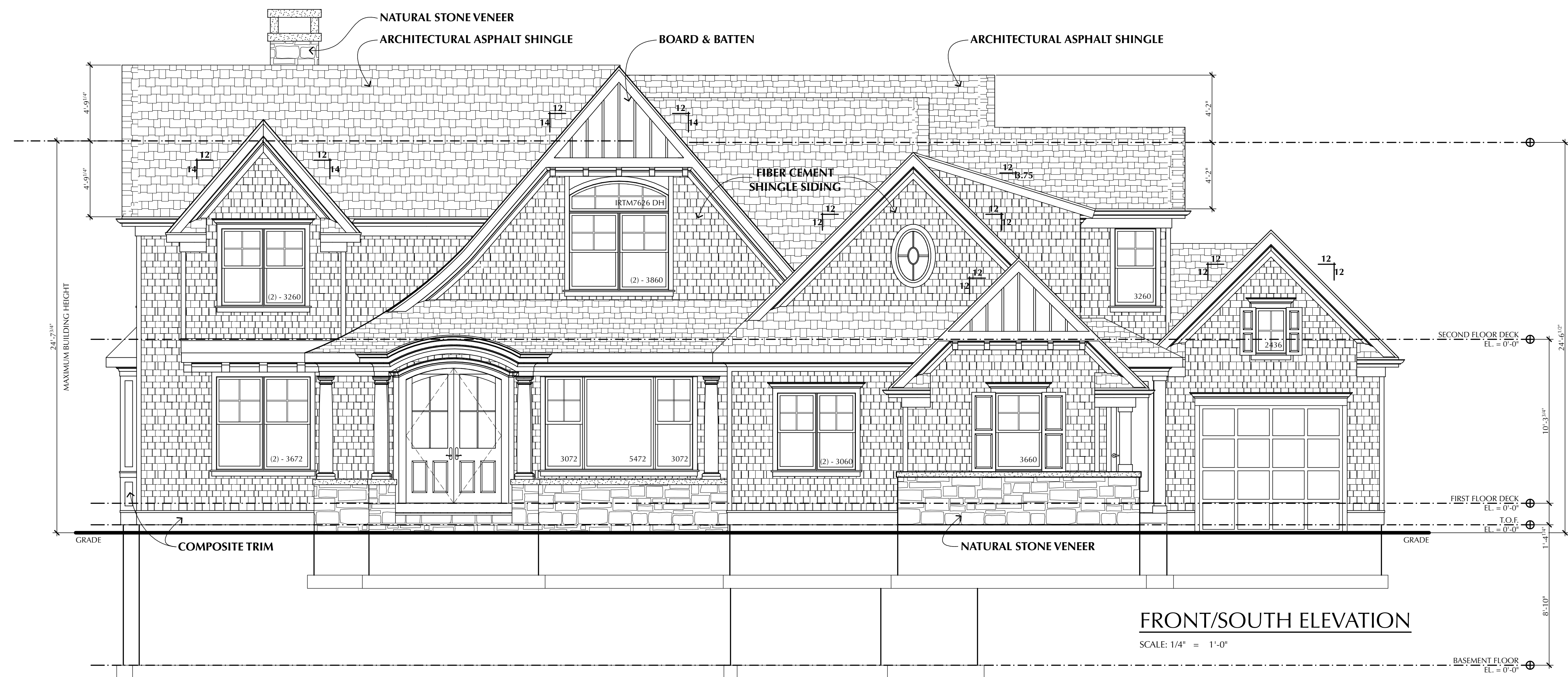


DATE	REVISION NOTES	DESIGN DEVELOPMENT	DESIGN REVIEW APPLICATION	FINISHED BASEMENT PLAN
7/6/2017				
7/17/2017				
7/31/2017				

PROPOSED NEW CONSTRUCTION
FUNK RESIDENCE
1412 W. MAUDE AVE.
ARLINGTON HEIGHTS, IL 60004







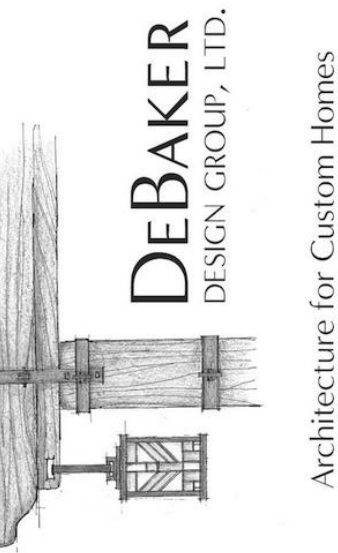
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SKOKIE, IL 60077

SKOKIE, IL 60077
P: 847-510-5952

1. 047-310-3932
BAKERDESIGN CO

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Renovations • Additions • New Construction

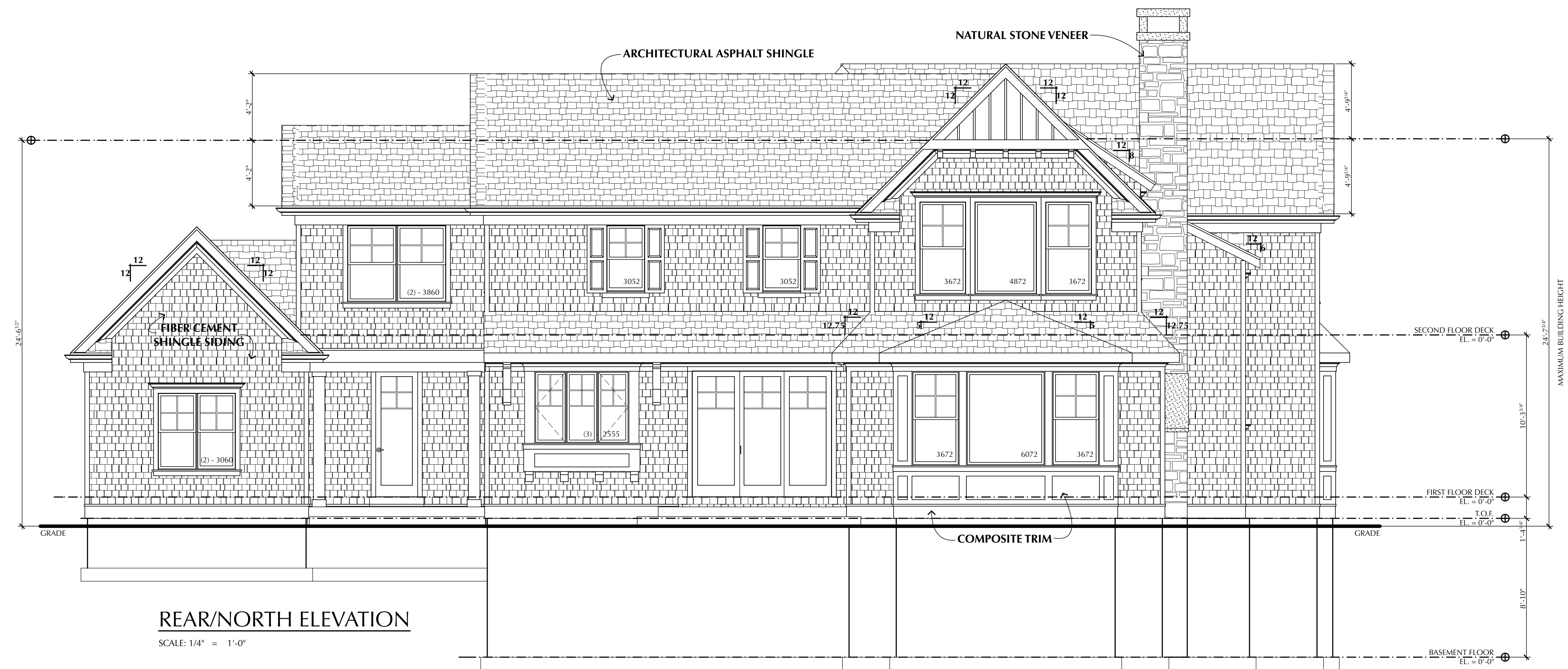
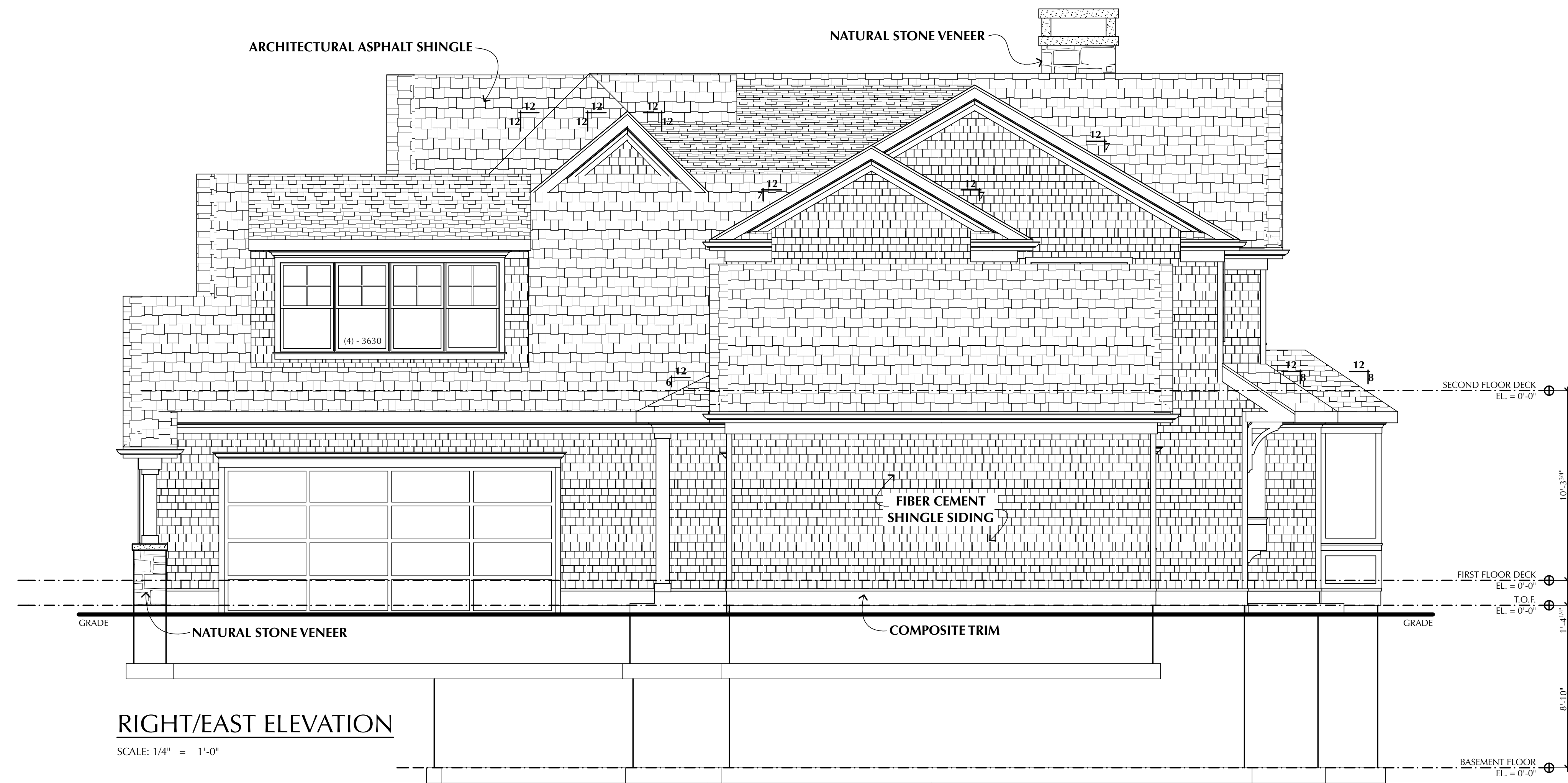
DATE	REVISION NOTES
7/6/2017	DESIGN DEVELOPMENT
7/17/2017	DESIGN REVIEW APPLICATION

PROPOSED NEW CONSTRUCTION
FUNK RESIDENCE
1412 W. MAUDE AVE.
ARLINGTON HEIGHTS, IL 60004

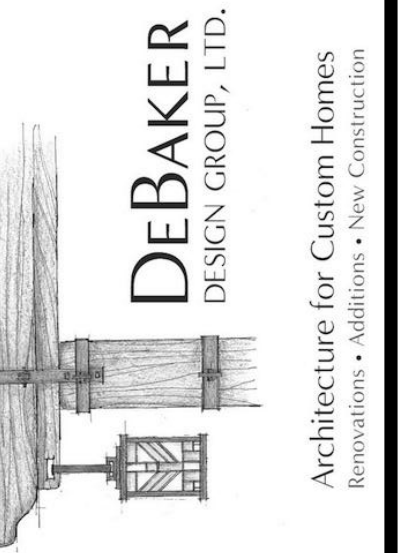
ELEVATIONS

1

SHEET 6 of 7



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ARLINGTON HEIGHTS, IL 60004

ELEVATIONS

