



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

Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
July 8, 2014
6:30 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Minutes 6/24/14

IV. REPORTS

V. OLD BUSINESS

VI. NEW BUSINESS

- A. DC#14-049 - Westgate Park & Shop - 1531-1711 W. Campbell St.
Sign Variation

VII. OTHER BUSINESS

VIII. ADJOURNMENT

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



Item: DC Minutes - 6/24/14

Department: Planning & Community Development

ATTACHMENTS:

Description

Minutes 6/24/14

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.
JUNE 24, 2014

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

Members Present: Ted Eckhardt, Chair
John Fitzgerald
Jonathan Kubow
Alan Bombick

Members Absent: Anthony Fasolo

Also Present: Jon Ridler, Arlington Heights Chamber of Commerce
Steve Hautzinger, Staff Liaison

REVIEW OF MEETING MINUTES FROM JUNE 10, 2014

A MOTION WAS MADE BY COMMISSIONER FITZGERALD, SECONDED BY COMMISSIONER KUBOW, TO APPROVE THE MEETING MINUTES OF JUNE 10, 2014. ALL WERE IN FAVOR. THE MOTION CARRIED.

Mr. Hautzinger suggested changing the order of agenda items tonight, since Commissioner Kubow has indicated that he must recuse himself from the Hickory/Kensington Design Guidelines review due to a potential conflict of interest.

A MOTION WAS MADE BY COMMISSIONER BOMBICK, SECONDED BY COMMISSIONER KUBOW, TO AMEND THE ORDER OF AGENDA ITEMS TONIGHT.

ALL WERE IN FAVOR. THE MOTION CARRIED.

ITEM. 1. OTHER BUSINESS - PRELIMINARY DISCUSSION

Sandwich Board Signs, Community-Wide

Mr. Hautzinger explained this was a preliminary discussion with the commissioners to determine whether or not this item should move forward as a formal review. As a result of the recently approved Downtown Sandwich Board and Removable Hanging Sign code revisions, the Village Board has asked Staff and the Design Commission to consider expanding sandwich board signage community-wide throughout the Village.

Mr. Hautzinger summarized the issues regarding this topic and the research conducted by Staff. He also gave a power point presentation showing images of existing sandwich board signs.

Chair Eckhardt understood the question to be whether or not the Village should allow sandwich board signs by users outside the Downtown. In fairness, he felt the Village should find a way to allow other users to have tasteful, properly located, somewhat controlled sandwich board signs throughout the Village. **Commissioner Bombick** did not understand the communities that were chosen for comparison, which were Mt. Prospect, Schaumburg and Deer Park, none of which have a real Downtown or the quality of environment being promoted in Arlington Heights. He felt Northbrook, Deerfield, Lake Forest, and even Evanston or Oak Park are more equal or better comparisons. He felt that some of the examples shown by Staff tonight are a response to the economy and a grasping at straws to try to drag people in for any bit of business they can get, which is a different problem. It seems like this is trying to solve the wrong problem, which is a bad business plan, or a poor location, or bad marketing, or just bad economy in that sector. He felt the examples shown tonight at gas stations have always been around and are expected, whereas the rest of these signs are clutter and a fad. **Commissioner Fitzgerald** agreed, and added that the commissioners were supposed to look at design and these signs just look junky and bad.

Mr. Hautzinger pointed out the two primary issues: allowing sandwich board signs outside the Downtown at all, and if allowed, Staff would strongly recommend they not be allowed out by the street and only near the store entrance.

Chair Eckhardt asked the commissioners if there was a circumstance or a crafting of an ordinance where they could support sandwich board signs outside the Downtown. **Commissioner Kubow** said no, because it was too easy to take advantage of. **Commissioner Bombick** said yes, but very limited. **Commissioner Fitzgerald** said he was open but extremely limited. **Chair Eckhardt** said yes, but with limited and well-crafted restrictions, only because he is in the spirit of fairness, however these signs should be controlled and regulated if possible, although he acknowledged it would be a lot of work. **Commissioner Fitzgerald** did not see how these signs could be regulated and would just end up being everywhere. **Chair Eckhardt** felt the rules and regulations recently established for sandwich board signs in the Downtown should be used as a basis for beginning this discussion; however, the kinds of users for these signs need to be identified, with perhaps not all of them qualifying. It appeared as though

there were a few cautious “yes’s” from the commissioners tonight and one “no”, which is because this is an area that needs a lot of care, otherwise it could backfire and end up looking like it is right now.

Commissioner Bombick pointed out that tenant leases may already include information that these types of signs are not allowed on the property, or they are not allowed by public ordinance.

Chair Eckhardt felt the next steps should be to develop language that addresses the following:

1. Sandwich board sign location.
2. How the signs would be supervised and policed.
3. Will sign permit applications with exhibits be required, or would the established ordinance simply allow a user to put up a sandwich board sign and then wait to find out if it was done incorrectly.

He felt there were significant retailers outside the Downtown that are probably thinking what's fair is fair about sandwich signs. **Commissioner Bombick** asked if landlords of the major commercial centers and some of the smaller centers have been asked whether or not they allow these types of signs in their tenant leases, or if they even want these signs on their property. **Commissioner Fitzgerald** encouraged the use of window signage. He also felt that the sandwich board sign examples shown tonight were unattractive and appeared unsafe.

Chair Eckhardt asked if there was any public comment and there was a response from the audience.

PUBLIC COMMENT

Jon Ridler, Chamber of Commerce Director, said that he liked the direction the commission was going in. What businesses are telling them is exactly this; they have these signs up. The current sandwich board ordinance talks to the question of location; the sign must be in front of the business and within 5-feet of the storefront, and the Chamber would recommend this be expanded to the north and south side. Businesses are trying to figure out how to bring people into their business and it cannot be policed the way the commissioners want it to be policed. However, if guidelines are established and business owners are educated about what is allowed, it can then be better enforced. He encouraged the commissioners not to spend more time creating another ordinance to allow sandwich board signs for businesses on the north and south side, and simply expand the current ordinance that was recently approved for the Downtown. He also questioned the boundaries of the Downtown, which some business owners are confused about. **Mr. Hautzinger** stated that the recently approved ordinance allowing sandwich board signs in the Downtown applied to the B-5 zoning district only.

Chair Eckhardt felt that the issue of expanding an existing ordinance or creating a new ordinance is probably subject to approval by the Legal Department.

The commissioners wanted to further explore this item. They requested Staff to provide further information for review, including a draft of possible code language.

ITEM 2. DESIGN GUIDELINES REVIEW

DC#14-058 – Hickory / Kensington Design Guidelines

Commissioner Kubow recused himself from the discussion due to a potential conflict of interest. He left the meeting.

Mr. Hautzinger gave background and a brief summary of the Hickory/Kensington Area Plan that was adopted by the Village Board in 2013 as Ordinance 13-001, and included the development of Design Guidelines. The intent and purpose of the Design Guidelines is to establish the design standards for the overall Hickory/Kensington development and to ensure a minimum standard of quality, character, and cohesiveness for the development of the area. As each portion of the Hickory/Kensington area is developed, the individual proposals will be evaluated against the standards established by the Design Guidelines.

Mr. Hautzinger gave a power point presentation of the Hickory / Kensington Area Design Guidelines document prepared by the Planning & Community Development Department (see attached).

Chair Eckhardt said the big issue for him tonight is the different locations of the various density elements. He subscribes to Staff's thinking of larger buildings along Kensington going north, and then stepping down to scale to the east. This is a logical direction, although he was unsure what would happen on the east side (Rec Park), and he asked if some of the existing buildings in this area would be taken away by the Village. **Mr. Hautzinger** replied that those decisions have already been established, with regards to zoning, the locations of the various densities, and the future of the park.

Commissioner Bombick said that when you look at Downtown Arlington Heights, Downtown Palatine, Downtown Oak Park, Lake Forest, Evanston, and parts of near Downtown Chicago that are of similar density, whether by intent or accident, they are successful because they blend history and they blend contemporary features and transit, and it adds a lot of richness, and depth and character, which he felt is fundamental to any design standards, and he did not see anything in these standards that encourages keeping buildings. He cited examples of buildings such as the former home of Los Jardines Restaurant, the bowling alley, and Heller Lumber. These buildings may not be in the best of shape right now, but in other places these buildings become focal points for cool entertainment venues and restaurant business incubator-type space, and they add so much character that he cannot believe that the Village would put something out on the street that ignored our history. He asked if the Village is trying to sanitize and wipe the area clean and turn it into something like everywhere else; is that what the Village wants; is that Arlington Heights? He has a big issue with this, especially after the success of our Downtown, which is a beautiful blend of old and new. He is really taken aback by all of this.

Chair Eckhardt agreed with Commissioner Bombick to the extent that he felt the Village has not thoroughly inventoried the properties in this area and considered each one separately as a

property that might be suited for rehab versus being torn down, although all the buildings may end up being torn down. He agreed that a discussion should be held in an open forum with those in the community that love old buildings and respect them and have clever ideas. If this were a neighborhood in Chicago that suddenly became hot, a lot of structures would then be re-used and re-adapted, made modern and special. What is being presented tonight is big planning, and he was not so sure, like the famous Architect Charles Moore talked about planning, is that planning is only as precise as the thickness of a piece of zipitone tape. He felt that in this community, there are smaller pieces of significant planning opportunities that this drawing needs to be expanded to a larger format to see it. Before the commissioners could endorse the guidelines presented tonight, he did not think that one particular street has been thoroughly considered. He also agreed with Commissioner Bombick whether wiping out the buildings along Northwest Highway is the best plan either; some of those buildings are serving as a buffer from the street to the park and that is really considered the back side of the park, and he fears that it will become a parking lot for parking and he did not know where it was going to go.

Commissioner Bombick felt that in a lot of places we would encourage densifying the edge along Northwest Highway because it would A: add tax base and economic value and give it much more presence, and B: it would reinforce the park and give it a buffer. He felt this is a really important point.

Mr. Hautzinger clarified that the wheels have been in motion in the Planning & Community Development Department for over 10 years on the redevelopment of the Hickory / Kensington Area Plan and Amendment to the Comprehensive Plan, which included the re-zoning of some properties within this area. At this point, the plan has been reviewed by the Plan Commission and approved by the Village Board. The aerial map being shown tonight reflects the current zoning for this area.

Commissioner Bombick asked if this was the last opportunity for the commissioners to get it right and send it back for revisions if needed. **Mr. Hautzinger** replied that decisions regarding where the buildings should be, and how tall or how dense the area should be, have already been approved by other entities, mainly the Plan Commission and Village Board. Given the long range plan for the redevelopment of this area, the Village is looking for the Design Commission's support of the aesthetic vision of this area as outlined in the proposed Design Guidelines.

Commissioner Fitzgerald said that it appeared as though the commissioners really have no control over what is going to happen to this area but have some control over, if it does happen, what general direction the commissioners want to see the aesthetics be. He did not believe that the Village would go in and kick people out, and that owners would have to sell to get the area redeveloped. **Chair Eckhardt** said this was not true and any land adjacent to a park could be condemned by the Village and taken in a quick take, even 30 days. **Commissioner Fitzgerald** replied that this had nothing to do with him here in this position as a Design Commissioner, and whenever he visits Heller Lumber he always tells himself how bad it looks back there, and he

questioned what if anything could be salvageable there. He liked the modern design direction that the Village is going with for the Hickory/Kensington area and he liked that it is not trying to match the Downtown. He also commented that although he could not remember what is in front of the park, he would question if the commission has a say in the zoning and use for the land. **Chair Eckhardt** believed that this was not under the purview of the Design Commission. He felt the commissioners were ready to make a motion tonight or make comments about the overall aesthetics of the Design Guidelines presented tonight. **Commissioner Bombick** was not so sure that this was not within the Design Commissions' purview because the commissions' purview is compatibility with the surrounding context, and he did not know that putting something forth that says you should tear down everything inside the box is compatible with the existing context. He said that maybe the commissioners should have been consulted every step of the way for this area (which Chair Eckhardt said absolutely), and he did not know how the commissioners could even review this tonight.

Chair Eckhardt pointed out that Commissioner Fasolo was not here tonight to make comments, and Commissioner Kubow recused himself from this review; therefore, he suggested this item be tabled tonight until Staff can respond to the commissioners' concerns about the existing buildings in this area, and concerns about the expansion of Rec Park all the way down to Northwest Highway, as well as deciding whether or not to accept the commissioners' thoughts on recognizing the potential for re-use of certain structures instead of the wipe-out plan. He felt the general consensus of the commissioners is that they all like the modern aesthetic being proposed; however, their argument is the plan to implement a wipe-out of the area without properly studying the potential for the charm that can be developed by older structures that are either made modern or adapted to fit in with the redeveloped area. He was disappointed that the commissioners could not support the project tonight and move it along; however, he supported the points brought up by Commissioner Bombick and Commissioner Fitzgerald's suggestion for a study of salvageable buildings, to be presented to the commissioners at a future meeting.

Chair Eckhardt suggested a motion to table the project until Staff is able to provide the commissioners feedback to the comments and concerns stated tonight.

A MOTION WAS MADE BY COMMISSIONER BOMBICK, SECONDED BY COMMISSIONER FITZGERALD, TO TABLE THE HICKORY / KENSINGTON DESIGN GUIDELINES (DC#14-058) PROJECT UNTIL SUCH TIME AS STAFF CAN PROVIDE FEEDBACK ON THE COMMISSIONERS' CONCERNS AT A FUTURE MEETING.

**BOMBICK, AYE; FITZGERALD, AYE; ECKHARDT, AYE; KUBOW, RECUSE.
ALL WERE IN FAVOR. THE MOTION CARRIED.**

Mr. Hautzinger suggested the possibility of incorporating language into the Design Guidelines to allow the consideration to re-use and adapt existing buildings where appropriate. **Commissioner Bombick** replied that an existing building did not need to have a lot of merit, just that it have some character by virtue of its age, which would not happen with a new building.

Chair Eckhardt felt there were not more than 3 existing buildings of merit in this area, and that some of the buildings should go away. He reiterated his concerns about the Village conducting sufficient study and research about whether or not to level this street. **Commissioner Bombick** referenced the previous Mia Cucina restaurant in Downtown Palatine that was previously an old bowling alley or hardware store or grocery store, that was turned into a successful restaurant that was the one thing that brought people to Downtown Palatine and made them aware that there was even anything there to develop. He also referenced Downtown Oak Park that has half dozen dumpy old buildings that would have been torn down anywhere else, yet they were saved. **Chair Eckhardt** added that The Glen in Glenview is another example where everything was wiped out except for one building, which **Commissioner Bombick** commented had no character with the exception of the tower. **Commissioner Bombick** reiterated that this would have happened to Downtown Arlington Heights if, A) anyone even knew it was ever there at the time, and B) the developer who went building by building had enough money to do it, which he did not and did it the hard way. As a result, partly by accident and partly by intent, we now have an amazing Downtown with a lot of character, and if today we wanted to take down part of that, somebody would start screaming and people would be up in arms about it.

Mr. Hautzinger stated that the Hickory/Kensington area is not an existing downtown, and the goal is to transform the existing industrial area to create a new, walkable, vibrant neighborhood, unlike the Downtown redevelopment, which has always been the Downtown. **Chair Eckhardt** felt the Hickory/Kensington area is being proposed similar to a Planners' New Town, which is not typically how Arlington Heights grows. **Mr. Hautzinger** did not disagree with the commissioners' comments about saving something that has some architectural merit to be saved, especially with the comment of expanding it. He reiterated his suggestion to incorporate language into the Design Guidelines to encourage the re-use of existing buildings where appropriate. **Chair Eckhardt** suggested the commissioners and Staff take a field trip together to the site and have a discussion together. **Commissioner Bombick** gave another example of the Westgate Medical buildings in Downtown Oak Park, which are old Tudor buildings with a lot of street character, even though many people think they should be torn down.

Chair Eckhardt said that if a group trip to the site does not happen, he asked Staff to do a study of the existing buildings, with photos, and whether or not the building is worth saving.

ITEM 3. GENERAL MEETING

A MOTION WAS MADE BY COMMISSIONER FITZGERALD, SECONDED BY COMMISSIONER BOMBICK, TO ADJOURN THE MEETING AT 7:36 P.M. ALL WERE IN FAVOR. THE MOTION CARRIED.



Item: DC14-049 - Westgate Park & Shop - 1531-1711 W. Campbell St.

Department: Planning & Community Development

BACKGROUND

A variation from Chapter 30, section 30-302a, to allow two (2) ground signs with a separation distance of 300 feet, where 800 feet of separation is required between ground signs.

A variation from Chapter 30, section 30-303c, to allow a 60 sf ground sign, where only 40 sf would be allowed.

RECOMMENDATION

It is recommended that the Design Commission deny the requested sign variations for Westgate Park & Shop located at 1601 W. Campbell Street.

This recommendation is subject to compliance with the plans received 5/28/14, Federal, State, and Village Codes, regulations, and policies, the issuance of all required permits, and resolution of 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.

ATTACHMENTS:

Description

Staff Report

Letter from Residents

Supporting Documents & Drawings

Type

[Report](#)

[Correspondence](#)

[Exhibits](#)

STAFF DESIGN COMMISSION REPORT

PROJECT INFORMATION:

Project Name: Westgate Park & Shop
Project Address: 1531-1711 W. Campbell St.
Prepared By: Steve Hautzinger

PETITIONER INFORMATION:

DC Number: 14-049
Petitioner Name: Jason Miller
Petitioner Address: Fitness 19
 1601 W. Campbell St
 Arlington Heights, IL 60005
Meeting Date: July 8, 2014

Date Prepared: June 27, 2014

Requested Action:

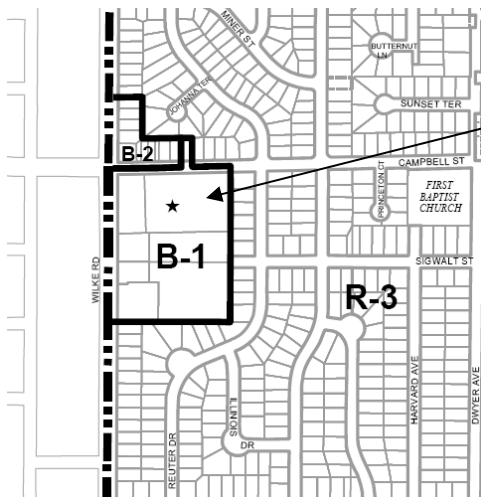
1. A variation from Chapter 30, section 30-302a, to allow two (2) ground signs with a separation distance of 300 feet, where 800 feet of separation is required between ground signs.
2. A variation from Chapter 30, section 30-303c, to allow a 60 sf ground sign, where only 40 sf would be allowed.

Summary:

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

The petitioner is proposing to install a new sign panel into an existing pole mounted ground sign structure at the Westgate Park & Shop Retail Center. The Westgate Park & Shop retail center is located at the intersection of Campbell Street and Wilke Road. The property was constructed around 1960 and became a Planned Unit Development in 1995. It is located in a B-1, Limited Retail zoning district. The retail center includes approximately 59,000 sf of retail space on approximately 4.4 acres. The center has multiple retail tenants such as Walgreens, Sherwin Ace Hardware, Subway Restaurant, Fitness 19, Cake Box Bakery, Murphy's Lounge, and the Northwestern Dental Group.

The existing ground sign structure originally served a grocery store, and it is located at the middle parking lot driveway located along Campbell Street. This ground sign existed prior to the installation of the "Walgreens" ground sign at the corner of Campbell Street and Wilke Road. In 1995, a sign variation was granted to allow the "Walgreens" ground sign to be installed within 300' of the existing sign along Campbell Street. However, approval of the sign variation in 1995 was conditioned that the sign along Campbell Street would be removed once the grocery store, or any other food/deli store vacated the center. The last grocery store tenant left the retail center around 2008 at which time the sign should have been removed. Therefore, new sign variations are required to allow the existing ground sign to remain.



Zoning Map of Property

Subject Property



Aerial of Property

Table 1: Surrounding Land Uses:

Direction	Existing Zoning	Existing Use
North	B-2, General Business District R-3, One Family Dwelling District	Gas Station, Restaurant, Professional Offices Single-Family Residences
South	B-1, Business District Limited Retail	Professional Offices
East	R-3, One Family Dwelling District	Single-Family Residences
West	Outside of Village Boundary (Rolling Meadows)	Single-Family Residences

Table 2: Ground Sign Summary:

Ground Sign	Frontage	Size Allowed	Size Existing	Separation Required	Separation Existing	Remarks
1. "Westgate Park & Shop - Walgreens"	Wilke Road	66 sf	60 sf	800'	300'	
2. "Westgate Park & Shop – Fitness 19 / Northwestern Dental"	Campbell Street	40 sf	60 sf	800'	300'	Variation required for separation. Variation required for size.



Image 1. Existing "Walgreens" Ground Sign



Image 2. Existing Ground Sign Structure along Campbell Street

Sign Variation Criteria:

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

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

The petitioner has submitted a letter addressing the hardship criteria, with highlights as follows:

- a. Businesses on the east end have little visibility from Wilke Road.
- b. Adding a sign panel to the existing sign would improve the appearance.
- c. There are no similar businesses in the area.
- d. The sign will not change the character of the locality since it is an existing sign.
- e. The proposed sign panel will help the specific businesses, and the retail center in general.

Analysis:

The 800 foot separation requirement is the only requirement which controls the quantity of ground signs allowed for small versus large retail centers. Almost all of the similar size retail centers throughout Arlington Heights have only one ground sign as summarized in Table 3 below. The requested sign variation is not supported for the following reasons:

1. Comparable retail centers are functioning with only one ground sign.
2. The proposed sign not only requires a variation for not meeting the separation distance, but also exceeds the allowable sign size which is based on the size and speed limit of Campbell Street.
3. Campbell Street is a smaller scale Collector street with a residential scale, whereas most other comparable retail center signs are located on Major Arterial and Secondary Arterial Roads.
4. The Westgate Park & Shop retail center has single family residences directly across the street, and a letter of opposition to the sign variation request has been received from residents in the adjacent neighborhood.
5. Westgate Park & Shop could redesign the existing "Walgreens" ground sign to incorporate multiple tenant panels.

Table 3: Summary of Ground Signs at Similar Retail Centers:

Retail Center	Approximate Building Area	Approximate Site Area	Number of Existing Ground Signs
Westgate Park & Shop, 1531-1711 W. Campbell St.	59,000 sf	4.4 acres	2 signs
Arlington Towne Square, 15-89 W. Golf Road	90,300 sf	7.5 acres	1 sign**
Clearbrook Plaza, 1801-1865 W. Central Road	44,500 sf	3.9 acres	1 sign
Pal-Win Plaza, 1401-1457 E. Palatine Road	43,500 sf	2.7 acres	1 sign
Terramere Plaza, 4202-4244 N. Arlington Heights Road	43,500 sf	4.0 acres	1 sign
All American Plaza, 1802-1828 N. Arlington Heights Road	37,500 sf	2.7 acres	1 sign
Go-Go Center, 606-660 E. Golf Road	35,250 sf	3.1 acres	1 sign
Esplanade, 2920-2964 W. Euclid Avenue	19,000 sf (plus 7,000 sf future)	4.4 acres	2 signs, (variation for 562'-10" separation was received in 2008)

** Owner recently inquired about a sign variation to allow a second ground sign.

Images of Existing Ground Signs at Similar Retail Centers:



Image 3. Arlington Towne Square, 15-89 W. Golf Road



Image 4. Clearbrook Plaza, 1801-1865 W. Central Road



Image 5. Pal-Win Plaza, 1401-1457 E. Palatine Road.



Image 6. Terramere Plaza, 4202-4244 N. Arlington Heights Road



Image 7. All American Plaza, 1802-1828 N. Arlington Heights Road



Image 8. Go-Go Center, 606-660 E. Golf Road



Image 9. Esplanade, 2920-2964 W. Euclid Avenue

RECOMMENDATION

It is recommended that the Design Commission **deny** the requested sign variations for *Westgate Park & Shop* located at 1601 W. Campbell Street. This recommendation is subject to compliance with the plans received 5/28/14, Federal, State, and Village Codes, regulations, and policies, the issuance of all required permits, and resolution of 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.

Steve Hautzinger, Design Planner
Department of Planning & Community Development

c: Diana Mikula, Interim Village Manager, Charles Witherington-Perkins, Director of Planning and Community Development, James McCalister, Director of Building & Health Services, Petitioner, DC File 14-049

June 27, 2014

Village of Arlington Heights
C/O Mayor Tom Hayes
33 S Arlington Heights Road
Arlington Heights, IL 60005

RECEIVED

JUN 30 2014

Office of The Mayor

SUBJECT: SIGN VARIANCE AT WESTGATE PARK AND SHOP

Dear Mayor Hayes:

This letter is to request that a variance NOT be given to Westgate Shopping Center for the "proposed" sign on Campbell Street. Below are our reasons to have this shopping center follow the Village code.

1) This sign belonged to the grocery store which closed in 2006. The space was repurposed, however, the sign was not removed. It should have been removed 30 days after the grocery store closed. IT HASN'T BEEN USED FOR 7 YEARS! THIS SIGN IS NOT NEEDED.

2) The appropriate place for the shopping center sign is at the corner of Campbell and Wilke. This is the sign that should be redesigned.

2) Due to the proximity of the stores to the street, a sign on Campbell St is unnecessary. The stores all have well designed signage on the façade of the building. Clearly visible. It might be different if the stores were recessed further beyond the street.

4) We have residential houses across from this shopping center. Place yourself as a homeowner and ask if you would like a frontage sign by your house.

5) If you allow this variation then the chiropractor and dentist might request signs. LET'S PROTECT THIS AREA. It's a gateway to downtown Arlington Heights and should look BEAUTIFUL!

The sign code was created for a reason and this is a perfect example for its implementation!



Thank you for looking into this matter. - Residents in the Neighborhood

C.C. - Building Department, J Miller

HARDSHIP LETTER

To whom this may concern,

Fitness 19 and Northwestern Dental Group are requesting a sign variation approval. This variance is for the pylon sign use on the north entrance to Westgate Plaza, located on Campbell Street. This pylon sign would house the name of the plaza, Westgate Plaza, signage for Fitness 19 and Northwestern Dental Group.

The reason we are requesting the following variation approval:

- (a.) The businesses on the eastern portion of the plaza have little to no visibility from Wilke Road. Wilke Road is a major thoroughfare and would help us gain more visibility, which would increase member and client traffic to the Westgate Plaza.
- (b.) The pylon sign will not decrease property, be detrimental to public health, safety, morals and or welfare. This is a pre-existing sign that currently has no business panel. We believe, placing two active plaza businesses (Fitness 19 and NWDG) into the pylon sign, would improve the plaza aesthetics and help increase Westgate Plaza traffic.
- (c.) Fitness 19 would gain no competitive advantage over a similar business, given there are no "Fitness" businesses in the plaza or across the street.
- (d.) The sign will not change the character of the locality. The sign is already constructed and any usage of the sign would be an improvement to the surrounding character.
- (e.) We can function without the sign, which we have for four years, but do believe the sign usage would increase Westgate Plaza traffic, as well as, Fitness 19 and Northwestern Dental Group.

Thank you for the consideration.

Fitness 19 club 232, LLC
Jason Miller – Operator
1601 W. Campbell St.
Arlington Heights, IL 60005

Northwestern Dental Group
Dr. Larry Mulvaney
1531 W. Campbell St.
Arlington Heights, IL 60005

SITE PLAN

APR - 6 1968

PLANNING & COMMUNITY
DEVELOPMENT DEPARTMENT

Watgreens
Bylor Design

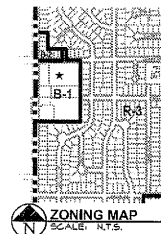
300!
~~100~~

CAMPBELL AVENUE

Current VACANT
Pylon Sign

PARKING
EXISTING PARKING
TOTAL

PARKING DATA	
EXISTING PARKING	282
TOTAL	282



SOURCE ARCHITECTURE

EXP: 11-28-1

Westgate Shopping Center
Campbell Ave. & Wilke Rd.
Arlington Heights, IL

[illegible]

PROJECT #	05144
DRAWN BY	KES
CHECKED BY	
DATE	1.20.06
SHEET TITLE	SITE PLAN
SHEET NUMBER	

A0.00

VACANT Pylon Sign to ROAD: 20' 6"
VACANT Pylon Sign to Sidewalk: 6'
VACANT Pylon Sign to Driveway Entrance: 43"

RECEIVED

MAY 28 2014

PLANNING & COMMUNITY
DEVELOPMENT DEPARTMENT

PROPOSED SIGN IMAGE

20sq'

1/3 of sign

10'

120 in

Westgate

Park & Shop

Since 1958



847-259-1919

NORTHWESTERN DENTAL 
NORTHWESTERN DENTAL IMPLANTS

Dental Implants
Sedation Dentistry
Cosmetic Dentistry
(847) 870-8866

CHARACTER CETERS 4"

RECEIVED

APR - 8 2014

PLANNING & COMMUNITY
DEVELOPMENT DEPARTMENT

EXISTING SIGN

FACING WESTBOUND



FACING EASTBOUND



Pylon Sign Base to Face: 10' 6"

Pylon Sign Face: 6ft by 10ft

Total Square Feet: 60sqft.

Total Height: 16'6"

PHOTOS OF SUBJECT AND SURROUNDING PROPERTIES

FACING WESTGATE PLAZA - Left of the pylon sign



FACING WESTGATE PLAZA - Right of the pylon sign



FACING ACROSS THE STREET FROM WESTGATE PLAZA – Left to right



MATERIAL LIST

Petitioner Name: Fitness 19, Jason Miller

Date: 3-24-14

Project: Pylon sign approval and replacement of signage

Location: Westgate Plaza, 1601 W. Campbell St.,
Arlington Heights, IL 60005

Retail Plaza: Westgate Plaza

Pylon Sign: Already in place. Made of black metal.

Colors: Red, black, purple

Signage: Plexi-glass internally illuminated, channel sign