



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

Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
June 9, 2015
6:30 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Minutes 5/26/15

IV. REPORTS

V. OLD BUSINESS

- A. DC#14-049 - Westgate Park & Shop - 1531/1711 W. Campbell St. - Sign Variation
- B. DC#15-001 - Patton Elementary School - 1616 N. Patton Ave. - Sign Variation

VI. NEW BUSINESS

- A. DC#15-058 - Cassidy Tire - 710 E. Northwest Hwy. - Commercial

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 - 5/26/15

Department: Planning & Community Development

ATTACHMENTS:

Description

Minutes 5/26/15

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.
MAY 26, 2015**

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

Members Present: Alan Bombick, Acting Chair
Jonathan Kubow
Anthony Fasolo

Members Absent: Ted Eckhardt
John Fitzgerald

Also Present: Brian Hyde, Greenscape Homes for *1309 S. Evergreen Ave.*
Michi Mho, Neri Architects for *905 N. Hickory Ave.*
Tony VanDijk, DRH Cambridge Homes for *1015 N. Salem Ave.*
Karen Dodge, Municipal Resolutions for *Cortland's Garage*
Kelle Bruckbauer, Tinaglia Architects for *Tanglewood Apts.*
Lauretta Collins, JRK Residential Group for *Tanglewood Apts.*
Joshua Park, JRK Residential Group for *Tanglewood Apts.*
PJ Roxas-Chua, JRK Residential Group for *Tanglewood Apts.*
Pamela Lohman, Chicagoland Signs for *Tanglewood Apts.*
Steve Hautzinger, Staff Liaison

REVIEW OF MEETING MINUTES FROM MAY 12, 2015

A MOTION WAS MADE BY COMMISSIONER FASOLO, SECONDED BY COMMISSIONER KUBOW, TO APPROVE THE MEETING MINUTES OF MAY 12, 2015. ALL WERE IN FAVOR. THE MOTION CARRIED.

Acting Chair Bombick stated that because only 3 commissioners are here tonight, a vote must be unanimous for an item to move on or be approved.

ITEM 1. SINGLE-FAMILY TEARDOWN REVIEW (continued from 4/28/15)

DC#15-037 – 1309 S. Evergreen Ave.

Mr. Brian Hyde, representing *Greenscape Homes*, was present on behalf of the project.

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

Mr. Hautzinger presented Staff comments. This request was previously reviewed by the Design Commission on April 28, 2015. Highlights of the feedback from the Design Commission were:

1. The front elevation is nicely designed.
2. The side and rear elevations should be further developed to match the same character as the front elevation.
3. The left side, facing White Oak Street, needs much more development with larger windows and more detailing.
4. Consider a wrap-around front porch.
5. Encouraged to further recess the third car garage.
6. Consider a horizontal belly board between first and second floors.

In response to the Design Commissioners comments, the petitioner has provided revised exterior elevations with the following improvements:

1. Window grids have been added to all windows on all sides of the home.
2. The side gables have been developed with the same detailing as the front elevation.
3. Horizontal trim boards have been added at the second floor line and roof line.
4. Full size windows have been added to the left side elevation.

Staff felt the revised design now has an overall cohesive appearance and is nicely done. However, the Design Commission should still evaluate the appropriateness of the proposed home with the context of the neighborhood.

The petitioner had no comments at this time.

Commissioner Fasolo asked if the petitioner considered the previous suggestion to add a wraparound front porch. **Mr. Hyde** replied that they considered adding a porch; however, budget was an issue because of the concerns also stated about the side elevation. **Commissioner Fasolo** felt the revisions were an improvement from the original design, and the details added on the sides of the home help a lot. He was unsure what other details could be added to the White Oak elevation other than a wraparound porch, although he understood the budget issues. **Commissioner Fasolo** also asked if the third car stall could be recessed further back and **Mr. Hyde** replied that pushing the garage further back would interfere with the first-

floor window in the room behind the garage, as well as raise the roofline on the north elevation and draw more attention.

Commissioner Kubow asked Staff to provide a side-by-side elevation comparison when revisions such as this occur in the future. He felt the front elevation was great and would sway him from not being more difficult on the left side elevation. Although he felt a wraparound porch would be a nice detail, he understood budget concerns and felt the overall revisions were an improvement and somewhat addressed the concerns on the south elevation; however, he wished the homeowners could spend more time on this side of the home. He was not bothered as much by the third car garage, and felt that landscaping would help.

Acting Chair Bombick generally agreed with the other commissioners. He felt the petitioner did a nice job on the south elevation facing White Oak and the revisions were a big improvement, much better than most side elevations on corner homes. He would like the home a lot more if the third car garage was pushed back 3 or 4-feet, realizing the change in the roofline that would occur. He felt that pushing the garage back 1-foot would not affect the front elevation negatively. Overall, he felt the new home was a nice prototype home and would look great in Arlington Heights; it fit the traditional character of the community. After comparing the old versus new elevation, **Commissioner Kubow** felt there was a significant difference in some of the fenestration; it looks a lot better. **Commissioner Bombick** felt the rear elevation was nice as well, and the petitioner created a classic American home. **Commissioner Fasolo** agreed with Commissioner Bombick's suggestion to push the third car garage back 1 or 2-feet.

A MOTION WAS MADE BY COMMISSIONER KUBOW, SECONDED BY COMMISSIONER FASOLO, TO APPROVE THE DESIGN OF THE PROPOSED NEW SINGLE-FAMILY HOME TO BE LOCATED AT 1309 S. EVERGREEN AVENUE. THIS RECOMMENDATION IS SUBJECT TO COMPLIANCE WITH THE ARCHITECTURAL PLANS RECEIVED 4/13/15, REVISED ELEVATIONS RECEIVED 4/30/15, DESIGN COMMISSION RECOMMENDATIONS, COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE, AND VILLAGE CODES, REGULATIONS AND POLICIES, THE ISSUANCE OF ALL REQUIRED PERMITS, AND RESOLUTION OF THE FOLLOWING:

1. A REQUIREMENT TO PUSH BACK THE THIRD CAR GARAGE A MINIMUM 18-INCHES.
2. THIS REVIEW REPRESENTS DESIGN APPROVAL 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, SIGN CODE OR BUILDING OR ANY OTHER REVIEWS.
3. IT IS THE PETITIONER'S RESPONSIBILITY TO SUBMIT THE APPROPRIATE PERMIT APPLICATION(S) TO THE BUILDING DEPARTMENT FOR REVIEW AND APPROVAL PRIOR TO PROCEEDING WITH ANY WORK. 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.

**KUBOW, AYE; FASOLO, AYE; BOMBICK, AYE.
ALL WERE IN FAVOR. THE MOTION CARRIED.**

ITEM 2. SINGLE-FAMILY ADDITION REVIEW**DC#15-040 – 905 N. Hickory Ave.**

Mr. Michi Mho, representing *Neri Architects*, was present on behalf of the project.

Acting Chair Bombick 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 proposing a major renovation and addition to an existing single family home, which will include demolition of an existing detached garage, and the addition of a new second-story. A few minor zoning adjustments are required, but otherwise the project does comply with the R-3 zoning requirements.

The existing neighborhood consists primarily of smaller scale, single story and one and a half story homes with predominantly detached garages. There have been numerous other previous teardowns and second floor additions approved in this neighborhood and on this block, and a new two story home is under construction on the lot directly to the south. The proposed design will retain a portion of the existing home that encroaches into the front and side setbacks, with a new two-story addition located at the required setback lines. The proposed rear loading attached garage fits in well in this neighborhood of primarily detached garages. Overall, the design is nicely done with good massing and proportions. The house is large, but jogs in the walls, and the hipped main roof help to break up the massing. This project is appearing before the Design Commission due to past concerns in this neighborhood regarding teardowns and new construction, and for the Design Commission to evaluate the proposed design in the context of the neighborhood.

Mr. Mho pointed out that many homes, especially across the street, seem to be similar homes that were added on to with similar massing and proportion, and they tried to keep with that while still fulfilling the homeowner's desire for more space. This project began before the home to the south started construction; however, he felt the addition would fit in even better now that he has seen the new home next door.

Commissioner Kubow liked the proposed addition, especially the front elevation which he felt played off the design of the existing front elevation and carried the design across the home. He also felt the rendered elevation presented really helped sell him on the project. His only comment was that more could have been done with the roof, such as adding gables to the long mass of roof on the north elevation. Overall he felt the proposed addition looked great and he liked that the design of the existing home is being retained.

Commissioner Fasolo felt the proposed design was nice and fit in well with the rest of the neighborhood, as far as the scale. He suggested adding at least one sidelight to the front door, which a lot of homes in the neighborhood have, and he suggested beefing up the piers for the columns supporting the front entry that looked too spindly, or add masonry to the piers. He

also agreed that the rendering provided helped a lot.

Acting Chair Bombick felt the petitioner did a good job on the home and in general, he felt the design was a great example of how to add a second-floor to a little ranch home without blowing it out of the character of the neighborhood; the design was really well done. He pointed out that the rendering did not show the gutter projections on the roof, which made the second-floor roof appear less steep than it is. He was concerned about the gable on the front entry, which shown in the drawing suggests that there are returns under the peak, which is inconsistent with the layers shown in the rendering. **Mr. Mho** replied that he preferred the details shown in the rendering versus the drawing.

Acting Chair Bombick asked if the garage was located on the setback line, and **Mr. Mho** replied that the garage was located 1-foot from the setback line. **Acting Chair Bombick** was concerned about the amount of space between the edge of the property and the garage doors on the north side, and he suggested pushing the garage over slightly to allow more room for maneuvering on the driveway. **Commissioner Fasolo** suggested removing 1-foot from the front to allow for landscaping to be added along the north side. **Mr. Hautzinger** pointed out that one of the minor zoning adjustments required is to widen the driveway at the side loaded garage from 21'8" to 22-feet to meet code.

Commissioner Fasolo asked if there was a zoning requirement for a buffer between the driveway and the adjacent home and Staff replied that there is no setback requirement for lots less than 70' wide.

A MOTION WAS MADE BY COMMISSIONER FASOLO, SECONDED BY COMMISSIONER KUBOW, TO APPROVE THE DESIGN OF THE PROPOSED ADDITION TO THE EXISTING SINGLE-FAMILY HOME LOCATED AT 905 N. HICKORY AVENUE. THIS RECOMMENDATION IS SUBJECT TO COMPLIANCE WITH THE ARCHITECTURAL PLANS RECEIVED 4/30/15, DESIGN COMMISSION RECOMMENDATIONS, COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE, AND VILLAGE CODES, REGULATIONS AND POLICIES, THE ISSUANCE OF ALL REQUIRED PERMITS, AND RESOLUTION OF THE FOLLOWING:

- 1. A RECOMMENDATION TO MOVE THE ENTIRE GARAGE 1-FOOT SOUTH, TO ALIGN WITH THE MIDDLE OF THE HOME.**
- 2. A RECOMMENDATION TO ADD SIDELIGHTS TO THE FRONT DOOR.**
- 3. A REQUIREMENT TO ADD A 4-INCH TRIM BOARD ALONG THE GABLE ON THE FRONT ENTRY.**
- 4. THIS REVIEW REPRESENTS DESIGN APPROVAL 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, SIGN CODE OR BUILDING OR ANY OTHER REVIEWS.**
- 5. IT IS THE PETITIONER'S RESPONSIBILITY TO SUBMIT THE APPROPRIATE PERMIT APPLICATION(S) TO THE BUILDING DEPARTMENT FOR REVIEW AND APPROVAL PRIOR TO PROCEEDING WITH ANY WORK. 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.

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

**KUBOW, AYE; FASOLO, AYE; BOMBICK, AYE.
ALL WERE IN FAVOR. THE MOTION CARRIED.**

ITEM 3. SINGLE-FAMILY TEARDOWN REVIEW

DC#15-047 – 1015 N. Salem Ave.

Mr. Tony VanDijk, representing *DRH Cambridge Homes*, was present on behalf of the project.

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

Mr. Hautzinger presented Staff comments. The petitioner is proposing to demolish an existing one-story home and detached garage to allow construction of a new two-story home with an attached three car garage. The project does comply with the R-3 zoning requirements.

The existing neighborhood consists primarily of smaller scale, single story and one and a half story homes with predominantly detached garages. There are a few other newer homes on the block with front loading garages, but the proposed new home would be the first three car attached garage. The subject property is 75 feet wide which does accommodate the proposed home comfortably, and there is a similar scale newer home directly to the south. The single story front porch roof extends across the proposed front loading garage which does help to integrate it into the design, as well as relate to the scale of the adjacent single story homes. The expanse of garage doors across the front does somewhat dominate the first floor elevation, but the third car garage stall is nicely recessed from the front elevation.

Staff recommends approval of the proposed design, with a recommendation to add a window and stone base to the side of the garage.

Mr. VanDijk commented that the new home will have 12-foot side yard setbacks on each side, even with the 3-car garage being proposed. **Acting Chair Bombick** commented that the site includes the existing 50-foot wide lot and the adjacent 25-foot lot to the south.

PUBLIC COMMENT

Charles Becker, 1019 N. Salem Ave. lives directly north of the site on the corner. He asked if the new home would be sitting in the same spot as the existing home. **Mr. VanDijk** replied that the existing home is located approximately 8.5-feet from the north property line and the new home will be more than 12-feet. Mr. Becker also asked about the existing landscaping on the site, and **Mr. VanDijk** replied that he would try to save as many trees as possible. **Mr. Hautzinger** clarified that the front yard setback for the existing home is 26.1-feet, and the front yard setback for the new home will be 25.5-feet, resulting in the new home moving forward towards the street, approximately .5-feet from the existing home.

Commissioner Kubow felt the side and rear elevations looked good, although he wished that more could be done, such as adding a horizontal band at the floor level. He agreed with Staff and felt the third car garage should be fenestrated properly; add a window, add stone, which is extremely important. Initially he liked the front elevation which had no symmetry; however, he

wished there were more consistency with the elevation.

Commissioner Fasolo felt the new home was nicely designed. He agreed with Staff's suggestion to add a window in the garage as well as a stone base. He pointed out that although most homes in the neighborhood have a 2-car garage, this lot was wider and the third car stall was stepped down nicely. He had no further comments.

Acting Chair Bombick generally concurred with the other commissioners. He acknowledged that people want bigger homes and this is a larger lot that can accommodate a larger home, and he felt the petitioner did a nice job of bringing the scale down, even on the sides. He did not mind the new home as proposed, without any division at the floor line; however, he felt it would work better and be a lot cleaner if the face of the third car garage was pushed back to line up with the face of the second-floor. **Commissioner Kubow** pointed out that pushing the garage back would affect parking inside the garage. **Commissioner Fasolo** agreed with the suggestion to push the third car stall back. **Acting Chair Bombick** concluded that the new home was well designed and looked very nice in the neighborhood, and although it was bigger than other homes, it was bigger because it has more square feet and not because of taller stories and steep roofs.

A MOTION WAS MADE BY COMMISSIONER KUBOW, SECONDED BY COMMISSIONER FASOLO, TO APPROVE THE DESIGN OF THE PROPOSED NEW SINGLE-FAMILY HOME TO BE LOCATED AT 1015 N. SALEM AVENUE. THIS RECOMMENDATION IS SUBJECT TO COMPLIANCE WITH THE ARCHITECTURAL PLANS DATED 4/27/15, RECEIVED 5/01/15, DESIGN COMMISSION RECOMMENDATIONS, COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE, AND VILLAGE CODES, REGULATIONS AND POLICIES, THE ISSUANCE OF ALL REQUIRED PERMITS, AND RESOLUTION OF THE FOLLOWING:

- 1. A REQUIREMENT TO CONTINUE THE STONE AROUND THE THIRD CAR GARAGE AND ADD A WINDOW IN THE GARAGE.**
- 2. A RECOMMENDATION TO STUDY PUSHING THE THIRD CAR GARAGE BACK TO ALIGN WITH THE SECOND-FLOOR.**
- 3. THIS REVIEW REPRESENTS DESIGN APPROVAL 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, SIGN CODE OR BUILDING OR ANY OTHER REVIEWS.**
- 4. IT IS THE PETITIONER'S RESPONSIBILITY TO SUBMIT THE APPROPRIATE PERMIT APPLICATION(S) TO THE BUILDING DEPARTMENT FOR REVIEW AND APPROVAL PRIOR TO PROCEEDING WITH ANY WORK. 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.**

**FASOLO, AYE; KUBOW, AYE; BOMBICK, AYE.
ALL WERE IN FAVOR. THE MOTION CARRIED.**

ITEM 4. CBD SIGNAGE REVIEW**DC#15-056 – Cortland’s Garage – 1 N. Vail Ave.**

Ms. Karen Dodge, representing *Municipal Resolutions*, was present on behalf of the project.

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

Mr. Hautzinger presented Staff comments. The existing “Harry’s” restaurant building in the Downtown is currently under construction to become “Cortland’s Garage” restaurant. The approved design for Cortland’s Garage includes the removal of the existing red awnings, and the petitioner is proposing a new internally illuminated corner projecting blade sign to be mounted at the main entry on the southwest corner of the building. The proposed sign complies with all applicable code requirements as summarized below. However, per Section 30-201.h.7.k, all corner projecting blade signs are required to be reviewed by the Design Commission; however, this is not a sign variation request.

Although the proposed sign complies with code, it needs to be evaluated for compatibility with the architecture of the building and the context of the area. The proposed sign looks somewhat large on the corner of the building, although it does have a scale and proportion that complements the existing Circa ’57 blade sign across the street. The approved architectural plans for the Cortland’s Garage building included a schematic design of a smaller scale corner projecting blade sign that works well with the architecture of the building, and should be considered by the Design Commission. Staff has no objection to the proposed sign, and the Design Commission should evaluate the sign for compatibility with the building architecture and context of the Downtown.

Ms. Dodge stated that the proposed sign would be internally LED illuminated and balance nicely with the existing blade sign at Circa ’57.

Commissioner Fasolo liked the proposed new sign and felt it would fit in well and work well with the Circa ’57 blade sign located across the street. He felt the currently proposed sign was an improvement over the original design shown on the architectural plans, and the scale of the sign was just the right size, especially compared to the Circa ’57 sign.

Commissioner Kubow liked the proposed sign; it looks great, it’s simple, and he liked that it was vertical like the Circa ’57 sign across the street.

Acting Chair Bombick liked the proposed sign and would not change a thing. Compared to the previous awnings at Harry’s as well as other awnings, he felt the new sign was a good example of how a well-designed sign can reduce clutter and have better visibility. He felt the sign would be a lot more noticeable from down the street and even from the train.

A MOTION WAS MADE BY COMMISSIONER KUBOW, SECONDED BY COMMISSIONER FASOLO, TO RECOMMEND APPROVAL OF THE PROPOSED SIGNAGE FOR *CORTLAND'S GARAGE* LOCATED AT 1 N. VAIL AVENUE. THIS RECOMMENDATION IS SUBJECT TO COMPLIANCE WITH THE PLANS DATED 4/22/15, RECEIVED 5/13/15, DESIGN COMMISSION RECOMMENDATIONS, COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE, AND VILLAGE CODES, REGULATIONS AND POLICIES, THE ISSUANCE OF ALL REQUIRED PERMITS, AND RESOLUTION OF THE FOLLOWING:

1. THIS REVIEW REPRESENTS DESIGN APPROVAL 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, SIGN CODE OR BUILDING OR ANY OTHER REVIEWS.
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FASOLO, AYE; KUBOW, AYE; BOMBICK, AYE.
ALL WERE IN FAVOR. THE MOTION CARRIED.

ITEM 5. MULTI-FAMILY REVIEW

DC#15-043 – Tanglewood Apartments – 2134 S. Goebbert Rd. – Apartment Painting
DC#15-044 – Tanglewood Apartments – 2134 S. Goebbert Rd. – Clubhouse Renovation
DC#15-053 – Tanglewood Apartments – 2134 S. Goebbert Rd. – Entry Sign

Ms. Kelle Bruckbauer, representing *Tinaglia Architects*, **Lauretta Collins**, **PC Roxas-Chua**, and **Joshua Park**, representing *JRK Residential Group*, and **Pamela Lohman**, representing *Chicagoland Signs*, were present on behalf of the project.

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

Mr. Hautzinger presented Staff comments. Tanglewood Apartments is an existing residential apartment community with twenty-one (21) two-story apartment buildings and a total of 837 apartment units. The apartment community is under new ownership, and numerous improvements to the property are proposed including: an exterior makeover for all (21) apartment buildings, a renovated and expanded clubhouse facility, interior corridor and apartment unit improvements, new entry signage, and some new landscaping.

PAINTING

In regards to the exterior makeover of the (21) two-story buildings, the petitioner is proposing to paint all of the existing brick walls in an off-white color, stain all of the existing wood balconies in a semi-transparent dark gray color, and paint all of the existing window frames and shutters in a dark gray color. New entry storefronts and canopies have been previously approved.

Overall, Staff is very pleased with the proposed investment and planned improvements for the property, but Staff has concerns about the direction of the proposed exterior changes (painting) as follows:

1. **Brick.** Painting of the brick will result in life-long maintenance to keep the buildings looking good. The existing brick appears to be in good condition and it is recommended that new color schemes be explored keeping the existing brick unpainted. Without proper maintenance, these painted brick buildings could become very poor in appearance, whereas the existing brick will remain in good condition indefinitely.
2. **Downspouts.** The existing downspouts should be replaced to blend in with the color of the existing brick walls.
3. **Windows and Shutters.** The proposed dark colors are somewhat dull. Consider a brighter color scheme to give the buildings a fresh and inviting appearance. Consider multiple color schemes for different clusters of buildings throughout the property to create variety and add interest throughout the 38-acre site.
4. **Balconies.** The existing balconies have the biggest negative impact on the existing appearance. Consider painting the balusters a contrasting color from the columns and rails, or consider replacing the railings with a new prefinished railing system.

With regards to landscaping, the existing development lacks consistent landscaped beds around the building perimeters. Some of the existing plantings are overgrown, and some areas have no landscaping at all. It is recommended that new landscaped beds be added around all of the buildings with an emphasis along public roads. Landscaping should include a mix of low-maintenance evergreens, shrubs, and perennials. It is recommended that the petitioner provide a landscape plan for a typical building.

Staff recommends the Design Commission require revisions to the proposed architectural design for exterior modifications to the apartment complex, with regards to painting, and the following:

1. A recommendation to provide alternate exterior color schemes for review, keeping the existing brick unpainted.
2. A recommendation to provide new landscaping around the building perimeters.

CLUBHOUSE RENOVATION

With regards to the proposed clubhouse design, the petitioner is proposing a complete renovation of the existing clubhouse building. The existing clubhouse building is 7,304 sf, and the proposed clubhouse will be expanded to 8,309 sf. The existing clubhouse has a dull and unremarkable appearance, whereas the proposed design is very modern and inviting. The proposed clubhouse will feature an expanded two-story fitness area as well as a new game lounge with a two-lane bowling alley. The proposed design has a very modern geometric form with varying heights of flat roofs. The proposed window arrangements and use of materials is also very clean and modern. The design does not relate to the existing apartment buildings on the site, but it is very nicely designed and will stand alone as a unique and special centerpiece in the middle of this apartment community. It is recommended that the exterior color scheme and material palette for the clubhouse be coordinated with the final color scheme for the apartment buildings' exterior improvements.

Rooftop mechanical units are proposed to be screened from view by the building parapet walls. However, the mechanical unit on the highest roof level projects well above the parapet walls, and an integral mechanical screen should be considered.

Proposed landscaping improvements include:

1. An outdoor courtyard with outdoor fireplace at the main entry to the clubhouse.
2. New perimeter landscaping around the existing outdoor pool area, adjacent to the clubhouse.
3. An outdoor common lawn area with a circular tree arrangement seating area, east of the clubhouse.
4. A new main entry sign landscaped bed (to be reviewed under separate submittal), and raised parkway planters along Goebbert Road.

The proposed landscaping improvements have a formal arrangement in neat rows and clusters, and overall, they will work well with the site. However, the petitioner should identify the

species of plants being proposed, and should provide information on the proposed site furnishings. In regards to the proposed raised planters along Goebbert Road, they are not allowed within the public parkway right-of-way. It is recommended that the planters be located on the private property, or that the petitioner provide an abundance of landscaping and color on the private property instead of the raised planters.

Staff recommends the Design Commission approve the proposed architectural design for the clubhouse renovation and landscaping with the following:

1. A recommendation that the exterior color scheme and material palette for the clubhouse be coordinated with the final color scheme for the apartment buildings' exterior improvements.
2. A recommendation that the mechanical unit on the highest roof level include an integral mechanical screen.
3. A requirement to indicate the species of all proposed landscaping materials, and to provide information on the proposed site furnishings, to be approved by Staff.
4. A requirement that the proposed raised planters along Goebbert Road be located on the private property, or a recommendation to provide an abundance of landscaping and color on the private property instead of the raised planters.

ENTRY SIGN

With regards to the proposed new entry signage, the petitioner is proposing to replace the existing ground sign at the main entry from Goebbert Road with a new ground sign and landscaping bed. Chapter 30 Sign Code allows for permanent ornamental signs at one point of ingress to a residential development from each adjacent street, with one sign on each side of the point of ingress being allowed. Such signs shall be no more than 25 sf in area and six feet in height. There is no setback requirement for signs under 6 feet in height.

The proposed new ground sign is 25 sf in area and 5.5 feet in height, thereby complying with code. The proposed sign will be placed in a new landscape bed surrounded by a sloping, stone veneer planter wall. The planting bed will include two large 5 foot diameter concrete planter bowls as well as three large stone pillars, with the tallest pillar being approximately 13 feet tall. The tall stone pillars are an unusual landscape feature which could be considered to be sculptural art instead of landscaping. In the past, the Design Commission has reviewed requests for public art, so the Design Commission is being requested to review the proposed sign and landscaping design for appropriateness in this location. If the stone pillars are determined to be too bold, then one suggestion could be to replace them with slender, upright, columnar evergreen shrubs to achieve a similar effect, but in a more subtle manner. In addition to the proposed new entry sign, there are four other existing ground signs at other driveways around the site which have been approved for a name change re-facing from "Tanglewood Apartments" to "The Residences of Arlington Heights".

Staff recommends the Design Commission evaluate the proposed entry sign and landscape design for the apartment complex.

Mr. Roxas-Chua responded to the concerns about painting the existing apartment buildings. He explained that they evaluated the color quality of the existing brick and found 9 buildings to have 'okay' looking brick, and 12 buildings to have less than desirable looking brick. They also looked at the north shore neighborhoods of Chicago and found many nice traditional homes with white brick, and they decided to adopt this language and also blend it in with the modern clubhouse being proposed. As an alternative to painting all the buildings, they looked at painting only the buildings that have the less than desirable brick. An image of how this would look was presented, and **Mr. Roxas-Chua** explained that this would address the concerns about all 21 buildings being white, and instead have about half the buildings be painted white and half the buildings remain as existing, as well as tie in the colors of the balconies, shutters and the general color scheme of the clubhouse.

With regards to the clubhouse renovation, **Ms. Collins** said they had no objections to Staff's suggestion that the mechanical unit on the highest roof level include an integral mechanical screen.

With regards to the proposed entry sign, **Mr. Roxas-Chua** explained that they want to have a sculptural effect with the 3 large stone pillars being proposed with the new entry sign, although it was really just a landscaping element. A photo of a similar sign they did in Oklahoma was shown, which tries to blend in with the surroundings while at the same time have some point of interest. **Ms. Collins** explained that the new entry sign was going in the direction of branding for the apartment complex, as well as providing more impact because the sign is being relocated from the center island to the side.

Commissioner Kubow reviewed the images presented by the petitioner that showed all the buildings painted white, and a mix of some buildings painted white and some buildings left as existing. He felt the images of a mix of painted and unpainted building showed a nice contrast. The petitioner said that they are also in the process of replacing all of the windows on the property, which will then be painted the bronze color being shown, and the existing slat shutters would be changed to a wide panel shutter.

PUBLIC COMMENT

Jason Sauer and Anne Chiappe, 541 E. Seegers Road, have lived in the Tanglewood Apartment complex for almost 4 years, and the property is on its third management company. They like the changes being proposed and do not doubt that things need to be done to the complex; however, they feel there are more important things that should be done to make the apartments livable. Right now the apartment complex does not have a very good reputation, part of which is because of all the different ownership in the past 4 years. As residents, they asked what assurances they have that the basic needs of the tenants are being met before any of the fancy changes to the exterior are done. Concerns include the reputation of the complex, maintenance issues, the run down condition of the interior units, pot holes in the parking lots, curbs falling apart, patchy grass, and older buildings that have mold and no insulation. They do not object to the changes being shown tonight, but feel that the management needs to show their commitment to bringing the property up to livable standards before these changes are

made.

Acting Chair Bombick explained the purpose and purview of the Design Commission, which is to review appearance, architecture and compatibility. The items brought up by the tenants tonight, such up upkeep and interior building issues, are enforced through other various Village departments that Staff can direct the tenants to. Mr. Sauer reiterated that he wanted to see a demonstrated commitment made to the property before these extra changes are done. He added that he was not a big fan of all the buildings being painted white, although it was better than what is currently there.

Arthur Goldenberg, 2175 S. Tonne Road, asked if painting the buildings white was strictly a cosmetic change, or is there something structurally wrong with the buildings. The petitioner replied that this was strictly a cosmetic change.

Mr. Roxas-Chua explained that they recently purchased the property and are the current owner and operator of the complex. They understand that upkeep is one of the biggest concerns for the complex, and they want to make sure that tenants know they are repositioning and rebranding the complex because they believe in the area and want to be here long term. **Ms. Collins** added that they are aware of the reputation issue previously stated by the tenant, which is why there will be a name change for the complex, as well as upgrades to both the interiors and exterior of the site.

Acting Chair Bombick asked about the type of product being used to paint this large amount of brick, and any environmental or health issues. **Mr. Roxas-Chu** replied that a 40 year product from Sherwin Williams called Loxon primer, which they have used successfully in the past, is a bonding product that will be sprayed on as a primer before painting the brick with a roller.

Commissioner Kubow said that overall, it was fantastic to see the improvements and updates being proposed for the complex, which were very important for the community. He felt that going with a mix of painted buildings was very important; keep the better conditioned brick buildings as is and only paint the buildings in poor condition. Painting all of the buildings white would be a little much and very bright. He liked the clean and beautiful deck design shown in the rendering, and he liked the colors being proposed. **Commissioner Kubow** felt the proposed clubhouse renovations looked amazing in the rendering and he hoped there was consistency across the buildings and the clubhouse with regards to the colors chosen. He also felt that a 3-dimensional image of the proposed sign would help show and sell what is being proposed; however, he was in favor of what is currently being shown. He was excited to see what the tall piers actually look like.

Commissioner Fasolo asked about the occupancy rate for the complex and the petitioner replied that current occupancy is at 95%. **Commissioner Fasolo** said that he liked the white paint, which reminded him of a project in the south Loop near Roosevelt and State Street that consists of white brick townhomes that look really good. However, he also liked the mix of some buildings being painted and some not, although he was concerned about how this would

lay out on the site plan. **Acting Chair Bombick** asked the petitioner to clarify the orientation of the 12 buildings versus 9 buildings, which **Mr. Park** illustrated, and it was noted that it appeared the buildings were split down the middle on the site plan. **Commissioner Fasolo** also liked the grey color shown on the balconies and the colors for the windows, which blend well together. He commented that a good, long lasting paint product should last 20 years. **Commissioner Fasolo** also felt the color scheme of the apartment buildings worked well with the clubhouse, which was nicely designed. He questioned the back-lit metal panels shown on the clubhouse and the petitioner explained that the EIFS panels and metal grilles are located along the bowling alley elevation on the clubhouse, and samples were presented. **Commissioner Fasolo** agreed with Staff's suggestion to screen the mechanical units, either with screening or by raising the parapet, since the units will be visible from the balconies. With regards to the proposed new entry sign, **Commissioner Fasolo** felt the new sign and the existing signs should all relate. **Ms. Lohman** replied that all signs will relate as far as materials; the secondary signs will be repainted and refaced to match the aluminum face of the new entry sign. **Commissioner Fasolo** was in favor of the proposed new entry sign.

Acting Chair Bombick was concerned that painting only the older buildings white would result in 2 halves that do not relate to each other; one half of the site would look like it always did, with new balconies and paint, and the other half of the site would look newer. If the buildings were arranged differently on the site with more of a mix and match of paint versus brick, then he would be in favor of it. Because of the current layout of buildings, he felt the site would end up looking like a mish mash, which is where things are today, and not solve the issues. He was in favor of painting all the buildings white and perhaps doing a variety of color tones on the balconies; maybe all the balconies are not dark grey as shown. He also pointed out that the office buildings to the west were not very attractive and painting the apartment buildings white would make everything feel like all one site. **Acting Chair Bombick** felt the clubhouse renovations were great, and he loved the proposed new entry sign and has seen the same material used in nature, which is a great approach.

Commissioner Fasolo agreed with Chair Bombick's concern that painting all the buildings white was a better idea than splitting the site into 2 halves with ½ painted and ½ not painted. **Commissioner Kubow** agreed as well and felt it was better to go one way or the other; unless the fit and finishes of one half were changed from the other half, being consistent across the entire site makes the most sense. He liked the idea of changing the color of the balconies as suggested by Chair Bombick. The petitioner said that they looked at a darker tone on the balconies; however, the color had a dirty appearance, as opposed to a fresh, subtle color they were trying to achieve.

A MOTION WAS MADE BY COMMISSIONER KUBOW, SECONDED BY COMMISSIONER FASOLO, TO RECOMMEND APPROVAL OF THE PROPOSED ARCHITECTURAL DESIGN FOR THE EXTERIOR MODIFICATIONS TO *TANGLEWOOD APARTMENTS* LOCATED AT 2134 S. GOEBBERT ROAD (DC#15-043). THIS RECOMMENDATION IS SUBJECT TO COMPLIANCE WITH THE PLANS RECEIVED 4/23/15, DESIGN COMMISSION RECOMMENDATIONS, COMPLIANCE WITH ALL

APPLICABLE FEDERAL, STATE, AND VILLAGE CODES, REGULATIONS AND POLICIES, THE ISSUANCE OF ALL REQUIRED PERMITS, AND RESOLUTION OF THE FOLLOWING:

- 1. A RECOMMENDATION TO FURTHER STUDY DIFFERENT COLOR SCHEMES FOR THE BALCONIES.**
- 2. THIS REVIEW REPRESENTS DESIGN APPROVAL 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, SIGN CODE OR BUILDING OR ANY OTHER REVIEWS.**
- 3. IT IS THE PETITIONER'S RESPONSIBILITY TO SUBMIT THE APPROPRIATE PERMIT APPLICATION(S) TO THE BUILDING DEPARTMENT FOR REVIEW AND APPROVAL PRIOR TO PROCEEDING WITH ANY WORK. 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.**

Mr. Hautzinger asked the commissioners for feedback about Staff's recommendation for perimeter landscaping around each building. **Mr. Roxas-Chua** said there is an allocated budget for landscaping that includes cleaning up the existing landscaping and addressing the landscaping at all entrances of the buildings. **Acting Chair Bombick** pointed out that these landscaping items were not shown on the plans. **Mr. Hautzinger** clarified that Staff observed some areas around the buildings with overgrown landscaping and other areas with no landscaping at all. Considering all the other improvements being proposed, it seems that the landscaping beds around the building perimeters should be improved. **Acting Chair Bombick** said that recognizing the petitioner's limited budget, the commission could make a recommendation that the petitioner work with the Village to develop a plan to create more consistent landscape throughout the site, either through maintenance or selective addition of plants. **Mr. Roxas-Chua** was in agreement with the suggestion, and added that they anticipate having to add to the budget to allow for additional items in order to be consistent with the amount of money being spent on the overall improvements.

A MOTION WAS MADE BY COMMISSIONER KUBOW, SECONDED BY COMMISSIONER FASOLO, TO AMEND THE MOTION TO ADD THE FOLLOWING:

- 4. A STRONG RECOMMENDATION THAT THE PETITIONER WORK CLOSELY WITH STAFF TO DEVELOP SOME TYPE OF OVERALL LANDSCAPE PLAN FOR THE SITE, WHETHER IT BE FOR BETTER MAINTENANCE OF EXISTING LANDSCAPE OR ADDITIONS OF LANDSCAPE TO AREAS THAT ARE DETERIORATING.**

Commissioner Fasolo preferred that this be a requirement instead of a recommendation because landscaping was an important part of the entire development. **Ms. Collins** explained

that the current budget for landscaping would not cover the entire property; however, landscaping is not something they want to skimp on, and putting a dollar amount on the amount of damage to landscaping while the buildings are being painted is difficult to do at this time.

Commissioner Kubow said that the buildings and clubhouse were most important to him, and painting the buildings might help disguise some of the existing landscaping that is lacking, which is why he was in favor of it being a strong recommendation. **Commissioner Fasolo** and **Acting Chair Bombick** disagreed and felt the existing landscaping would be highlighted once the buildings were painted white. **Commissioner Fasolo** was in favor of a requirement that the petitioner submit landscape plans for Staff review. **Mr. Hautzinger** clarified that Staff's recommendation was to consider, in lieu of painting all the buildings, to reallocate some of the painting budget to provide new landscaping around the building perimeters. **Ms. Collins** asked that they be allowed to propose a 2 year plan for the landscaping, and she clarified that the entrances to the buildings and the perimeter would be the first areas they focus on. **Acting Chair Bombick** said that these landscape issues would not be solved tonight, and a recommendation should be made to work with Staff. **Commissioner Fasolo** was concerned that a recommendation might be forgotten about by petitioner down the road, resulting in the landscaping never being updated.

Mr. Hautzinger suggested a requirement that the petitioner share their landscape plans with Staff as their plans are developed, which could then be reviewed by the Staff Landscape Planner. **Commissioner Kubow** said this was the intent of his previous recommendation, which he could change to a requirement.

A MOTION WAS MADE BY COMMISSIONER KUBOW, SECONDED BY COMMISSIONER FASOLO, TO AMEND THE MOTION AS FOLLOWS:

- 4. A REQUIREMENT THAT THE PETITIONER WORK CLOSELY WITH STAFF TO DEVELOP SOME TYPE OF OVERALL LANDSCAPE PLAN FOR THE SITE, WHETHER IT BE FOR BETTER MAINTENANCE OF EXISTING LANDSCAPE OR ADDITIONS OF LANDSCAPE TO AREAS THAT ARE DETERIORATING.**

**FASOLO, AYE; KUBOW, AYE; BOMBICK, AYE.
ALL WERE IN FAVOR. THE MOTION CARRIED.**

CLUBHOUSE RENOVATION

A MOTION WAS MADE BY COMMISSIONER FASOLO, SECONDED BY COMMISSIONER KUBOW, TO RECOMMEND APPROVAL OF THE PROPOSED ARCHITECTURAL DESIGN FOR THE CLUBHOUSE RENOVATION AND LANDSCAPNG AT *TANGLEWOOD APARTMENTS* LOCATED AT 2134 S. GOEBBERT ROAD (DC#15-044). THIS RECOMMENDATION IS SUBJECT TO COMPLIANCE WITH THE PLANS RECEIVED 4/23/15, DESIGN COMMISSION RECOMMENDATIONS, COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE, AND VILLAGE CODES, REGULATIONS

AND POLICIES, THE ISSUANCE OF ALL REQUIRED PERMITS, AND RESOLUTION OF THE FOLLOWING:

1. A REQUIREMENT THAT THE ROOFTOP MECHANICAL UNITS BE CONCEALED BY EITHER RAISING THE PARAPETS OR ADDING A SCREEN.
2. THIS REVIEW REPRESENTS DESIGN APPROVAL 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, SIGN CODE OR BUILDING OR ANY OTHER REVIEWS.
3. IT IS THE PETITIONER'S RESPONSIBILITY TO SUBMIT THE APPROPRIATE PERMIT APPLICATION(S) TO THE BUILDING DEPARTMENT FOR REVIEW AND APPROVAL PRIOR TO PROCEEDING WITH ANY WORK. 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.

FASOLO, AYE; KUBOW, AYE; BOMBICK, AYE.
ALL WERE IN FAVOR. THE MOTION CARRIED.

ENTRY SIGN

A MOTION WAS MADE BY COMMISSIONER KUBOW, SECONDED BY COMMISSIONER FASOLO, TO RECOMMEND APPROVAL OF THE PROPOSED ENTRY SIGN AND LANDSCAPE DESIGN FOR *TANGLEWOOD APARTMENTS* LOCATED AT 2134 S. GOEBBERT ROAD (DC#15-053), AS SUBMITTED. THIS RECOMMENDATION IS SUBJECT TO COMPLIANCE WITH THE PLANS RECEIVED 5/14/15, DESIGN COMMISSION RECOMMENDATIONS, COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE, AND VILLAGE CODES, REGULATIONS AND POLICIES, THE ISSUANCE OF ALL REQUIRED PERMITS, AND RESOLUTION OF THE FOLLOWING:

1. THIS REVIEW REPRESENTS DESIGN APPROVAL 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, SIGN CODE OR BUILDING OR ANY OTHER REVIEWS.
2. IT IS THE PETITIONER'S RESPONSIBILITY TO SUBMIT THE APPROPRIATE PERMIT APPLICATION(S) TO THE BUILDING DEPARTMENT FOR REVIEW AND APPROVAL PRIOR TO PROCEEDING WITH ANY WORK. IN ADDITION TO THE NORMAL TECHNICAL REVIEW, PERMIT DRAWINGS WILL BE REVIEWED FOR CONSISTENCY WITH THE DESIGN COMMISSION AND ANY OTHER COMMISSION OR BOARD APPROVAL CONDITIONS. IT IS THE PETITIONER'S RESPONSIBILITY TO INCORPORATE ALL REQUIREMENTS LISTED ON THE CERTIFICATE OF APPROPRIATENESS INTO THE PERMIT DRAWINGS, AND TO ENSURE THAT

BUILDING PERMIT PLANS AND SIGN PERMIT PLANS COMPLY WITH ALL ZONING CODE, BUILDING CODE AND SIGN CODE REQUIREMENTS.

Commissioner Fasolo felt the motion should include that the existing signs will be re-faced to match the proposed new sign, as previously stated by the petitioner. **Ms. Lohman** clarified that the existing secondary signs will be painted a color similar to the decking, and only the center portion re-faced with laser cut routed aluminum, so the background color shows through, which are the same materials as the new entry sign.

**FASOLO, AYE; KUBOW, AYE; BOMBICK, AYE.
ALL WERE IN FAVOR. THE MOTION CARRIED.**

ITEM 6. GENERAL MEETING

A MOTION WAS MADE BY COMMISSIONER FASOLO, SECONDED BY COMMISSIONER KUBOW, TO ADJOURN THE MEETING AT 8:40 P.M. ALL WERE IN FAVOR. THE MOTION CARRIED.



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

Department: Planning & Community Development

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.

PROJECT UPDATE

This request was previously reviewed by the Design Commission on July 8, 2014 and April 28, 2015. On April 28, 2015, the Design Commissioners agreed that, if possible, new tenant panels should be incorporated into the existing Walgreens sign in lieu of using the existing second ground sign. The Design Commission requested written approval or denial from Walgreens on this option before a decision is made on the second ground sign. Refer to pages 9 & 10 of the Staff Report for a more detailed update and recommendations.

RECOMMENDATION

It is recommended that the Design Commission deny the requested sign variations for the second ground sign at Westgate Park & Shop located at 1601 W. Campbell Street. This recommendation is based on the plans received 5/28/14 and the revised sign design received 9/23/14.

It is recommended that the Design Commission approve a variation from Chapter 30, section 30-305, to allow the manual change bulletin board to be located in the middle portion of the existing Walgreens ground sign, where code requires that it be incorporated into the lower portion of the overall sign. This recommendation is based on the plan prepared by Doyle General Sign Contractors dated 8/11/15, Federal, State, and Village Codes, regulations, and policies, the issuance of all required permits, and resolution of the following:

1. A clarification that the approval is based on the existing 66 sf (6'-7" x 10'-0") Walgreens ground sign, not 70 sf (7'-0" x 10'-0") as noted on the plan.

2. A clarification that the decorative pole cover will not be included, to avoid site triangle visibility concerns at the street intersection.
3. A clarification that the tenant panels on the bottom of the sign can be used in any quantity and arrangement, and it is not required to be nine tenant panels as shown on the plan.
4. A recommendation that the existing sign cabinet and structure be painted to match the standing seam roof on the existing retail building.
5. A requirement that the existing sign structure along Campbell Street be removed.
6. 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
Walgreens Written Approval
Shared Walgreens Sign 8-11-14
Current Sign Proposal
Documents & Drawings from 7-8-14
Letters from Residents
DC Minutes 4/28/15
DC Minutes 7/8/14
1995 Sign Variation

Type

Report
Correspondence
Exhibits
Exhibits
Exhibits
Correspondence
Minutes
Minutes
Correspondence

RE-REVIEW(2) STAFF DESIGN COMMISSION REPORT

PROJECT INFORMATION:

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

Date Prepared: June 27, 2014
Date Revised: April 20, 2015
Date Revised: June 3, 2015

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
Re-Review Meeting Date: April 28, 2015
Re-Review (2) Meeting Date: June 9, 2015

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.

Project Update:

This request was previously reviewed by the Design Commission on July 8, 2014 and April 28, 2015. On April 28, 2015, the Design Commissioners agreed that, if possible, new tenant panels should be incorporated into the existing Walgreens sign in lieu of using the existing second ground sign. The Design Commission requested written approval or denial from Walgreens on this option before a decision is made on the second ground sign.

Refer to pages 9 & 10 of this report for a more detailed update and recommendations.

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, 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.

Westgate Park & Shop
 1531-1711 W. Campbell St.
 DC 14-049 (Sign Variation)
 PIN: 03-30-317-010, 011

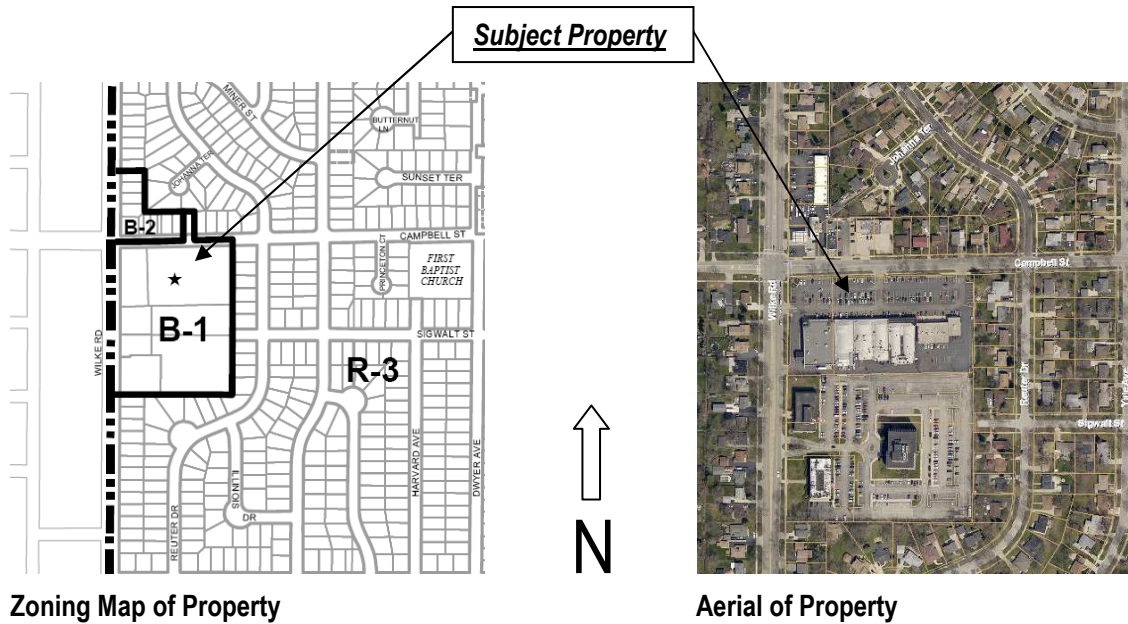


Table 1: Surrounding Land Uses:

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	66 sf	800'		Existing sign dimensions (field measured by Staff on 6/3/15): 6'-7" x 10'-0" = 66 sf
2. Westgate Park & Shop – Multi-Tenant	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 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)

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

4-28-15 Update:

This request was previously reviewed by the Design Commission on July 8, 2014. At that time, Staff recommended denial of the request. Highlights of the feedback from the Design Commission were:

1. The existing wall signs above each tenant space are highly visible from Campbell Street and provide plenty of signage.
2. There was concern about the appropriateness of the sign on Campbell Street due to the residential neighborhood.
3. Greater visibility would be achieved with signage at the corner of the site instead of using the existing sign on Campbell Street.
4. The petitioner was encouraged to pursue Walgreens approval to add tenant panels to the existing Walgreens sign at the corner.
5. There was some concern expressed about penalizing the retail center by taking away a sign that they already have.

After the first meeting, a follow-up anonymous resident letter was received on July 28, 2014 to reiterate their objection to the requested sign variation.

In response to the feedback from the Design Commission, the petitioner provided a design for modifications to the existing Walgreens sign to incorporate tenant panels at the bottom of the sign, but reported that Walgreens did not approve their request.

To assist with obtaining Walgreens' approval, Staff prepared a design for a new, code-compliant, monument style, multi-tenant, Walgreens sign to replace the existing, weathered, pole mounted Walgreens sign at the corner of the site. Staff reviewed the sign concept with Walgreens and explained that a new monument style sign and new corner landscaping would be beneficial to Walgreens and all of the retail tenants by enhancing the overall image of the retail center, as well as by bringing the signage closer to eye level for vehicular and pedestrian traffic. Additionally, a new multi-tenant sign can further benefit Walgreens and all of the tenants by creating a synergy of attracting customers to shop at this location. On December 5, 2014, Staff obtained Walgreens approval of the proposed multi-tenant sign design. However, Walgreens was not willing to contribute to the cost for the new sign.

The petitioner reported that without Walgreens or the other tenant's financial participation in the cost for the new sign, the proposed sign is not financially feasible. So, they requested approval of their original sign variation request to utilize the existing second ground sign facing Campbell Street. The petitioner provided a new design for the sign panel which incorporated ten (10) tenant panels, in lieu of the original request for just two (2) tenants.

Staff maintained the position that the existing sign on Campbell Street is non-compliant, it is out of character with the residential neighborhood, and it should be removed. A new, code-compliant, multi-tenant sign at the corner of the site is the most appropriate ground sign solution for this site. It will provide the best visibility, and having only one sign is consistent with other retail centers of this size in Arlington Heights. If the owner's budget does not allow for replacement the corner ground sign at this time, then it is recommended that they establish a cost sharing program with all of the tenants to raise the needed funds over time, and install the new sign as soon as it is financially feasible.

6-9-15 Update:

This request was previously reviewed by the Design Commission on July 8, 2014 and April 28, 2015. Highlights of the feedback from the April 28, 2015 Design Commission meeting were:

1. The petitioner presented a revised panel design for the second ground sign and reiterated their request for approval.
2. The Design Commission felt that instead of using the second ground sign, tenant panels should be incorporated into the existing Walgreens at the corner of the site. The Design Commissioners requested that a written approval or denial of this option be obtained from Walgreens before a decision is made on the second ground sign.
3. The request was continued to June 9, 2015.

In response to the feedback from the Design Commission, Staff pursued and obtained written approval from Walgreens allowing their existing ground sign on the corner of Campbell and Wilke to be modified to incorporate tenant panels on the bottom of the sign as illustrated on the plan prepared by Doyle General Sign Contractors dated 8/11/15.

In light of Walgreens approval, Staff recommends that the variation request to use the existing second ground sign be denied, and that the petitioner proceed with modifying Walgreens existing sign to add the desired tenant panels. However, a variation is required to allow Walgreens' manual change bulletin board to be located in the middle portion of the sign, because code requires that manual change bulletin boards be incorporated into the bottom portion of the sign. Staff recommends approval of a variation to allow this configuration.

RECOMMENDATION:

It is recommended that the Design Commission **deny** the requested sign variations for the second ground sign at *Westgate Park & Shop* located at 1601 W. Campbell Street. This recommendation is based on the plans received 5/28/14 and the revised sign design received 9/23/14.

It is recommended that the Design Commission **approve** a variation from Chapter 30, section 30-305, to allow the manual change bulletin board to be located in the middle portion of the existing Walgreens ground sign, where code requires that it be incorporated into the lower portion of the overall sign. This recommendation is based on the plan prepared by Doyle General Sign Contractors dated 8/11/15, Federal, State, and Village Codes, regulations, and policies, the issuance of all required permits, and resolution of the following:

1. A clarification that the approval is based on the existing 66 sf (6'-7" x 10'-0") Walgreens ground sign, not 70 sf (7'-0" x 10'-0") as noted on the plan.
2. A clarification that the decorative pole cover will not be included, to avoid site triangle visibility concerns at the street intersection.
3. A clarification that the tenant panels on the bottom of the sign can be used in any quantity and arrangement, and it is not required to be nine tenant panels as shown on the plan.
4. A recommendation that the existing sign cabinet and structure be painted to match the standing seam roof on the existing retail building.
5. A requirement that the existing sign structure along Campbell Street be removed.
6. 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 June 3, 2015
Department of Planning & Community Development

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

Hautzinger, Steven

From: Norman, Cathy <cathy.norman@walgreens.com>
Sent: Wednesday, May 27, 2015 2:59 PM
To: Hautzinger, Steven
Cc: 'michael schwartz'; Jon Ridler (jridler@arlingtonhcc.com)
Subject: RE: Walgreens Sign - Arlington Heights, IL #3512

Hi All, Sorry for the delay in my response. Walgreens will agree to the proposed shared sign as long as Walgreens is not obligated to any of the cost.

Cathy Norman
Property Manager
Walgreen Co.
106 Wilmot Rd., MS#1630
Deerfield, IL 60015
cathy.norman@walgreens.com

From: Hautzinger, Steven [mailto:shautzinger@vah.com]
Sent: Thursday, May 14, 2015 12:07 PM
To: Norman, Cathy
Cc: 'michael schwartz'; Jon Ridler (jridler@arlingtonhcc.com)
Subject: RE: Walgreens Sign - Arlington Heights, IL #3512

Cathy,

I wanted to give you an update on the signage review for the Walgreens store at 1711 W. Campbell Street in Arlington Heights:

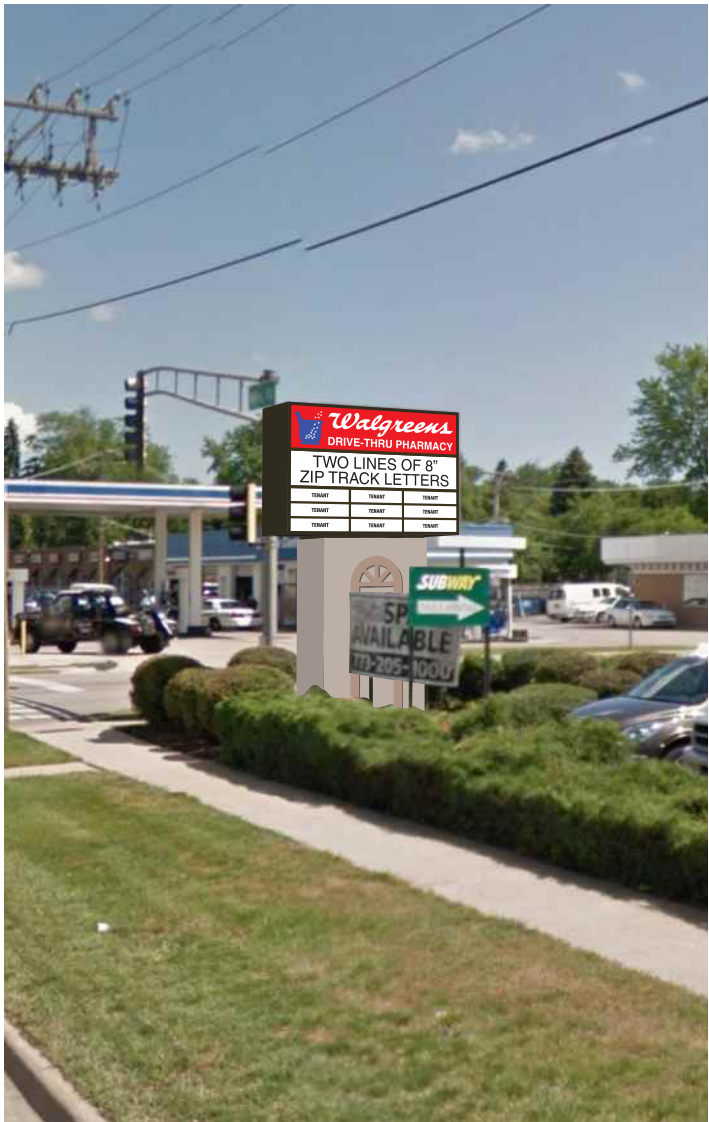
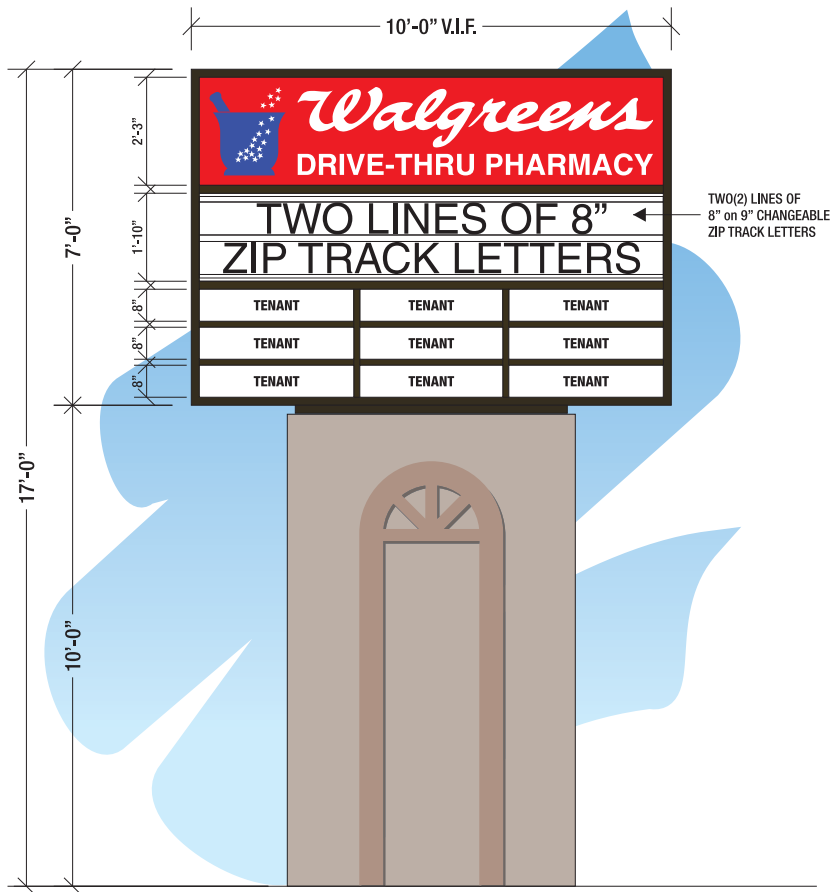
On April 28, 2015, the Design Commission met again to re-review the Landlord's request to keep an existing (currently illegal) second ground sign on the site for use by their other tenants. Staff presented the sign concept design for a new multi-tenant monument style sign to replace the existing pole mounted Walgreens sign which you had previously approved, but without sharing the cost for the sign, the Landlord reported that it is not a financially feasible option for them.

The Village of Arlington Heights' Design Commission directed that the simplest and most cost effective way to accommodate the other tenant's request for signage would be to simply add new tenant panels to the bottom of the existing Walgreens sign. The attached rendering (dated 8-11-14) illustrates how this would look (but without the proposed decorative pole cover base). Please review and let me know if Walgreens will allow this change to your existing sign.

If you have any questions, please do not hesitate to contact me. Thank you for your continued input on this matter.

Sincerely,

Steve Hautzinger, AIA, LEED AP
Design Planner
Village of Arlington Heights



- A** DOUBLE FACE, INTERNALLY ILLUMINATED PYLON DISPLAY
SCALE: 1/4"=1'
- D/F SIGN CABINET PAINTED TO MATCH BUILDING ROOF
 - FLAT WHITE LEXAN FACES w/ FIRST SURFACE TRANS. VINYL GRAPHICS
 - TWO(2) LINES OF 8" ON 9" ZIP TRACK LETTERS
 - FABRICATED ALUMINUM POLE COVER PAINTED TO MATCH BUILDING FASCIA
 - MOUNT SIGN ON EXISTING STEEL SUPPORT & FOUNDATION

DATE	REVISION

CUSTOMER APPROVAL **DATE**

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CLIENT	WESTGATE PARK & SHOP							
ADDRESS	1535 W CAMPBELL ST.							
CITY	ARLINGTON HEIGHTS	STATE	IL	DESIGNER	KM	SALESPERSON	JST	
DRWG. NO.	14138	SCALE:	NOTED	DATE:	08.11.2014	SHEET NO.	1	

72"(h) x 120"(w) Pylon Sign Face Change

WESTGATE **PARK & SHOP**

FITNESS **19** 847.259.1919

NORTHWESTERN DENTAL **III GROUP** 847.870.8866

LAYOUT A



PLEASE REVIEW THE FOLLOWING INFORMATION ABOUT THIS PROOF:

Please review all colors, messages, sizes and fonts. As all computer monitors are calibrated differently, colors on this proof may appear different. If color accuracy is crucial, please indicate the appropriate PANTONE colors for your project. All measurements are subject to verification. Some images may appear pixelated on this proof, as this is a low resolution proof, but best available resolution will be utilized during production. **Production of signage will not commence without client signature on this proof, unless noted otherwise.** This document is the property of Signs By Tomorrow, Arlington Heights.

SIGNS
BY TOMORROW
SIGNS & GRAPHICS NATIONWIDE

Proof to Client

- ☐ Emailed
- ☐ Faxed
- ☐ On Location Review
- Date _____

Revision History

Revision 1: Date / Reason / Initials

Revision 2: Date / Reason / Initials

Revision 3: Date / Reason / Initials

Revision 4: Date / Reason / Initials

Revision 5: Date / Reason / Initials

* Client Approval (please mark one of the following)

- ☐ Approved
- ☐ Approved as noted on drawing, or in email
- ☐ Revise / Resubmit as noted on drawing or in email

Client Signature / Date _____



72"(h) x 120"(w) Pylon Sign Face Change



LAYOUT B



PLEASE REVIEW THE FOLLOWING INFORMATION ABOUT THIS PROOF:

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Proof to Client

- ☐ Emailed
- ☐ Faxed
- ☐ On Location Review
- Date _____

Revision History

Revision 1: Date / Reason / Initials

Revision 2: Date / Reason / Initials

Revision 3: Date / Reason / Initials

Revision 4: Date / Reason / Initials

Revision 5: Date / Reason / Initials

*** Client Approval (please mark one of the following)**

- ☐ Approved
- ☐ Approved as noted on drawing, or in email
- ☐ Revise / Resubmit as noted on drawing or in email

Client Signature / Date _____



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

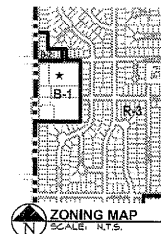
300!
~~100~~

CAMPBELL AVENUE

Current VACANT
Pylon Sign

PARKING
EXISTING PARKING
TOTAL

PARKING DATA	
	ACTUAL
EXISTING PARKING	252
TOTAL	252



SOURCE ARCHITECTURE

EXD: 51-28-1

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

[illegible]

PROJECT #	OS144
DRAWN BY	KES
CHECKED BY	
DATE	12.06
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

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

RECEIVED

JUL 28 2014

PLANNING & COMMUNITY
DEVELOPMENT DEPARTMENT

July 26, 2014

Village of Arlington Heights
33 S Arlington Heights Road
Arlington Heights, IL 60005

SUBJECT: SIGN VARIANCE AT WESTGATE PARK AND SHOP

Dear Commissioners:

We had the opportunity to review the 7/08/14 minutes regarding the above sign variance request. Thank you for your careful and thoughtful efforts in this matter.

Our anonymity is not out of animosity. We know Jason and wish to remain unanimous for personal reasons.

Our comments are not meant to be vicious. Rather it's frustration.

- 1) This sign is an eyesore. (Probably one of the reasons it was meant to be removed once the grocery store closed.) We have lived in this area for years. Three grocery stores have failed with this sign. It really is unnecessary. We are only requesting the landlord follow what he agreed to in 1995. The sign will be removed when the grocery store closes.
- 2) The landlord has a history of only taking action if forced by the village. Ex: For years garbage debris was an issue at this shopping center. It wasn't until the remodeling of the grocery store that the landlord was forced to install garbage corals. \$10,000 to remove a sign? This sign should have been REMOVED years ago and the discussion before the Board should be a variance for a REMODELED corner sign or a NEW second sign to reflect something aesthetic for this area.
- 3) The argument that this CURRENT sign is needed because of the empty shopping center north of Westgate and the redevelopment of the Rolling Meadows site is nonsensical and irrelevant. Usually, when a center is on the decline NEW curb signage is one of the first things done. This shopping center is near capacity. It's a perfect time to redesign the corner signage to keep "up with the times".
- 3) Jason has stated his store has operated fine without the sign. As for the Dental office, they have been in the shopping center for decades. Same applies for the other stores in this center. None of the stores are experiencing a "hardship" under the variation guidelines. And wouldn't the dental sign put the dentist office across the street at a disadvantage?

After further review by the Board we hope you will come to a satisfactory solution.

A) Follow code. Have the sign removed.

B) Follow code. Have the sign removed and remodel existing corner sign.

C) If the Board feels the variance is warranted under the code guidelines, then please consider the removal of the current sign and have a new sign installed. If the signage is that important, then the landlord and tenants should have no problem with this. Something along the lines of Espanadale would be athletically appealing.

We agree 100% with Commissioner Eckhart's disapproval of the advertising specials under Fitness 19 name. Campbell St. is not the place for that. The corner of Wilke and Campbell is more appropriate.

P.S. I had an opportunity to speak to Walgreens. They would not object to changes to their sign. However, it would have to meet with Walgreen's approval and the expense would need to be absorbed by the landlord/tenants. He mentioned that Subway has been working with Walgreens to have their name added to the sign.

Thank you!

C.C. - Building Department, Mr. Hautzinger

APPROVED
MINUTES OF
THE VILLAGE OF ARLINGTON HEIGHTS
DESIGN COMMISSION MEETING
HELD AT THE ARLINGTON HEIGHTS MUNICIPAL BUILDING
33 S. ARLINGTON HEIGHTS RD.
APRIL 28, 2015

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

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

Members Absent: None

Also Present: Jason Miller, Fitness 19 for *Westgate Park & Shop*
 Mike Schwartz, *Owner of Westgate Park & Shop*
 Jack Buttacavoli, Sign Central for *Soarus / MSI Technology*
 Jim Cochran, JRC Design Build for *410 W. Wing St.*
 Carole Wisniewski, JRC Design Build for *410 W. Wing St.*
 Steve Campbell, Owner of *410 W. Wing St.*
 Tony VanDijk, Emerald Homes for *1013 N. Hickory Ave.*
 Tom Abbatemarco, Prestigious Homes for *1130 N. Walnut Ave.*
 Sean & Talicia Bashford, Owners of *1130 N. Walnut Ave.*
 Tony Divizio, MM Design for *1536 N. Ridge Ave.*
 Sean Kelly, RMB LLC for *1008 N. Illinois Ave.*
 Keith Neumann, Greenscape Homes for *1309 S. Evergreen Ave.*
 Steve Hautzinger, Staff Liaison

REVIEW OF MEETING MINUTES FROM APRIL 14, 2015

A MOTION WAS MADE BY COMMISSIONER FITZGERALD, SECONDED BY COMMISSIONER KUBOW, TO APPROVE THE MEETING MINUTES OF APRIL 14, 2015. ALL WERE IN FAVOR. THE MOTION CARRIED.

ITEM 1. SIGN VARIATION RE-REVIEW**DC#14-049 – Westgate Park & Shop – 1531-1711 W. Campbell St.**

Mr. Mike Schwartz, owner of *Westgate Park & Shop*, and **Mr. Jason Miller**, representing *Fitness 19*, were present on behalf of the project.

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 project was previously reviewed on July 8, 2014 for a variation to allow 2 ground signs at this retail center with a separation distance of 300-feet where 800-feet is required, and the subject sign is 60 square feet where only 40 square feet is allowed. Background was given on the existing pole mounted ground sign that the petitioner is proposing to install a new sign panel into. Staff explained that a previous variation to allow the existing Walgreens sign was conditioned that the second sign on Campbell Street be removed upon departure of the grocery store tenant in 2008. **Mr. Hautzinger** reiterated that the 800 foot separation requirement is the only requirement which controls the quantity of ground signs allowed for small versus large retail centers, and that the requested variation is not supported by Staff 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.

At the last review in July, Staff recommended denial of the request with comments from the Design Commission as follows:

1. The existing wall signs above each tenant space are highly visible from Campbell Street and provide plenty of signage.
2. There was concern about the appropriateness of the sign on Campbell Street due to the residential neighborhood.
3. Greater visibility would be achieved with signage at the corner of the site instead of using the existing sign on Campbell Street.

4. The petitioner was encouraged to pursue Walgreens approval to add tenant panels to the existing Walgreens sign at the corner.
5. There was some concern expressed about penalizing the retail center by taking away a sign that they already have.

Mr. Hautzinger also stated that an anonymous letter was received by the Village on July 28, 2014 to reiterate objections to the requested sign variation. **Mr. Hautzinger** reported that in response to feedback given by the commissioners at the last review, the petitioner presented Walgreens with a design to modify the existing corner Walgreens sign to incorporate tenant panels below the sign. The petitioner reported to Staff that Walgreens did not approve of the proposed modifications to their sign. Then, to assist with obtaining Walgreens' approval, Staff prepared a design for a new, code-compliant, monument style, multi-tenant, Walgreens sign to replace the existing, weathered, pole mounted Walgreens sign at the corner of the site. Staff reviewed the sign concept with Walgreens and on December 5, 2014, Staff obtained Walgreens approval of the proposed multi-tenant sign design; however, Walgreens was not willing to contribute to the cost for the new sign.

The petitioner has reported that without Walgreens or the other tenant's financial participation in the cost for the new sign, the proposed sign is not financially feasible; therefore, they are requesting approval of their original sign variation request to utilize the existing second ground sign facing Campbell Street.

Staff maintains the position that the existing sign on Campbell Street is non-compliant, it is out of character with the residential neighborhood, and it should be removed. A new, code-compliant, multi-tenant sign at the corner of the site is the most appropriate ground sign solution for this site. It will provide the best visibility, and having only one sign is consistent with other retail centers of this size in Arlington Heights. If the owner's budget does not allow for replacement the corner ground sign at this time, then it is recommended that they establish a cost sharing program with all of the tenants to raise the needed funds over time, and install the new sign as soon as it is financially feasible. Staff is recommending denial with a requirement that the existing sign along Campbell Street be removed.

Mr. Miller reiterated that in response to the commissioners' previous suggestions, they reached out to Walgreens with a sign design for a new ground sign at the corner, and Walgreens stated they were opposed to it. Although he liked the design created by Staff for a new monument ground sign at the corner, this sign would create a financial burden on either the retail center as a whole and/or the tenants. **Mr. Schwartz** added that Walgreens has not been receptive to their efforts to add tenants to the existing corner ground sign, and they refuse to pay anything toward a new sign, even though they would be the biggest beneficiary of the new sign. He added that there is nothing in the current tenants' lease about signage and legally he could not make tenants pay for a new sign unless each tenant agreed, and only Fitness 19 and Northwestern Dental are interested. He also pointed out that the existing pole sign on Campbell Street has been there for about 25 years and they just want to keep it.

Mr. Miller reviewed the revised sign design being presented tonight. He explained the changes that were made from the original design proposed in July. Suggestions taken from the commissioners' previous comments include proposing a more horizontal panel, removing the changeable letters, using the same font for all tenants, and using the same shopping center logo at the top to match the existing Walgreens sign. They could not come up with a viable option to reduce the square footage of the existing sign as previously suggested by the commissioners, while trying to keep the sign aesthetically appealing; however, something could be done to improve the landscaping at the base of the sign. Overall, the existing pole sign would be very beneficial for both Fitness 19 and Northwest Dental, while trying to get other tenants in the center on board for the possibility of a new corner sign at Wilke & Campbell in the future.

Chair Eckhardt asked the petitioner to respond to the hardship criteria required for a sign variation request. **Mr. Miller** replied that his business has been operating here for almost 6 years, and from the standpoint that there have been 8 new locations into the area since he opened his doors, more visibility for his business would be great. He has done marketing in the surrounding 3 to 5 mile area for the last 5 years; however, he still hears from people who visit the plaza every day that they did not know his business is here. Having a sign more visible from the road either from passing by or turning into the plaza would help his business. It was pointed out that no other tenants are included on the existing Walgreens sign at the corner. **Mr. Schwartz** added that Northwestern Dental is located at the far eastern end of the center and would probably benefit the most from a sign on the existing pole sign. He added that this retail center currently has no vacancies and using the existing pole sign would help continue that.

Commissioner Fitzgerald asked for clarification on when the existing 60 square foot pole sign was required to be removed. **Mr. Schwartz** explained that the pole sign was allowed for the previous grocery store tenant over 20 years ago, and required to be removed when the tenant left, which was around 2008. He was not aware of receiving any correspondence from the Village to remove the sign when the grocery store moved out. **Mr. Hautzinger** added that when the variation for the Walgreens ground sign was approved in 1995, there was a requirement that the existing pole sign be removed when the grocery tenant vacated the center.

Commissioner Fitzgerald said that the existing pole sign is in the middle of the shopping center where people already have the ability to see the businesses, and having signage on the end would make it more helpful for people driving up and down Wilke. He did not want to set a precedent for allowing 2 ground signs; therefore, he was against the variation request tonight.

Commissioner Fasolo felt the existing pole sign was not appropriate for this location. He was in favor of the sign design for a new monument sign at the corner, and felt it was unfortunate that Walgreens was not being helpful with new signage. He would rather see a ground sign at the corner instead of mid-block as proposed.

Mr. Hautzinger clarified that the proposed sign panel design being discussed tonight was just received today from the petitioner, and that the multi-tenant panel design included in the Design Commissioners' packet is to be omitted. **Commissioner Kubow** asked for clarification on the size and condition of the existing pole sign. He said that he wants to see retail thrive in Arlington Heights and businesses could always do better with more exposure; therefore, he did not have a problem with allowing the existing pole sign to remain.

Commissioner Bombick felt the sign design proposed by the petitioner for a new ground sign at the corner was great, with the exception of the panel base that would obstruct the view through the intersection. **Mr. Schwartz** reiterated that Walgreens was not in favor of the new sign design they presented them with. **Mr. Hautzinger** clarified that the petitioner verbally advised Staff that Walgreens was not in favor of the new ground sign that they proposed. Staff then prepared the monument style ground sign and pursued approval from Walgreens, which was given, with the exception of no financial support for the new monument sign.

Commissioner Bombick said that budget aside, the ground sign proposed by the petitioner provides less visual congestion at the ground level and at the intersection than the monument sign proposed by Staff. He was in favor of modifying the sign box on the existing corner ground sign to incorporate the sign design proposed by the petitioner, with the exception of the base. With regards to the existing pole sign on Campbell Street, he felt that a lot of patrons visiting the center are elderly and would have trouble seeing around a ground sign. He asked if there was a way to modify the size of the existing sign box without starting over and replacing the entire sign on the pole. **Mr. Miller** replied that they could not find a way to modify the existing pole sign to be aesthetically pleasing. **Mr. Hautzinger** clarified that the variation request is to allow a 60 SF ground sign where only 40 SF is allowed, and to allow 2 ground signs with a separation distance of 300 feet where 800 feet is required. **Commissioner Bombick** felt the retail center needed a second ground sign because it was a very difficult corner and the nature of the tenants on the east side of the center reflected that. He acknowledged the cost involved in reducing the size of the existing sign box; however, he felt the sign should meet the 40 square foot requirement if the sign were to be allowed.

Chair Eckhardt asked if the existing pole sign had graphics on it and **Mr. Schwartz** replied that the previous grocery store space has had several tenants since, with the last owner having signage on the existing sign that was painted black many years ago. **Chair Eckhardt** questioned why money being spent to update the existing pole sign on Campbell Street was not being put toward a new ground sign at the corner instead, which could include other tenants. **Mr. Schwartz** reiterated that he spoke to Walgreens and they refused to allow him to change the existing ground sign at the corner to include other tenant names, because Walgreens owns the sign.

Chair Eckhardt pointed out that the revised sign design received today for the existing pole sign only allow for 2 tenants, and he questioned how the 2 tenants would be selected, with over 10 tenants being in the center. **Mr. Schwartz** explained that after the last meeting in July, they solicited each tenant about their interest in advertising on the pole sign, and of the nine tenants

that were interested, none of them wanted to pay for it. A lot of time was spent talking with each tenant of the center.

Chair Eckhardt said that he was inclined to try to work out an agreement to come up with a way to allow the use of the existing pole sign, although he was concerned about only 2 tenants being on the sign. **Commissioner Bombick** suggested taking the face of the proposed existing pole sign and putting it on the existing ground sign at the corner, with Walgreens and the reader board at the top of the sign and other tenants at the bottom. This would also update the existing corner ground sign that is tired looking. **Commissioner Fasolo** agreed with this suggestion and did not understand why Walgreens would not approve of this.

Mr. Hautzinger pointed out that Walgreens reported that the existing ground sign at the corner includes a pulley system used to lower the reader box to change out the letters, which was one reason why the monument style ground sign was proposed by Staff. **Commissioner Bombick** reiterated his concerns about a monument style sign at the corner. He said that he was in favor of trying to find a way to make the existing pole sign work, as suggested by Chair Eckhardt. **Chair Eckhardt** questioned the legality of the existing temporary Subway sign shown in the picture at the corner. **Mr. Schwartz** replied that Subway has been negotiating with Walgreens to get added to their ground sign for years.

Commissioner Fitzgerald felt that the name 'Westgate Park & Shop' did not need to be on 2 separate signs, and before a vote was taken, there needed to be confirmation from Walgreens that they were not in favor of adding 2 businesses to their existing ground sign at the corner. He felt that more information should be obtained from Walgreens before a variation is given for 2 businesses.

Commissioner Fasolo agreed with the concerns about allowing only 2 of the tenants to be on the sign, although he understood the cost issues. Based on the fact that the existing pole sign should have been removed when the grocery store moved out, he felt the pole sign was not needed. He wanted to see if anything could be worked out with Walgreens at the corner.

Chair Eckhardt suggested a motion requiring the petitioner to go back to Walgreens and try once again to work out something with the ground sign at the corner. **Chair Eckhardt** asked Staff if Walgreens' rejection was received in writing. **Mr. Hautzinger** clarified that Staff received a verbal confirmation from the petitioner about Walgreens opposition to the petitioner's proposed new sign design at the corner, but Staff did receive Walgreens written approval of Staff's proposed monument sign. **Chair Eckhardt** wanted to see a written response from Walgreens regarding their opposition to the petitioner's sign design, to determine whether further discussion might occur.

Commissioner Bombick said that it sounded like there was a lot of interest in doing something, but that nobody was willing to pay for it, and he felt that coming up with something that someone is willing to pay for was the direction to go in. He suggested removing the top panel

of the existing pole sign and replacing it with a new code compliant panel, and eliminating the name of the center on the sign.

Chair Eckhardt questioned why Walgreens would not approve of the petitioner's sign design at the corner when they approved of Staff's design for a monument sign, especially if the existing 2 legs of the ground sign remain and the face of the sign is updated to include additional tenants. **Mr. Schwartz** explained that their specific purpose in being here tonight is to save the existing pole sign, which seemed wasteful to remove after 25 years simply because of the separation distance. **Chair Eckhardt** explained the process of a motion that required 3 favorable votes tonight to move forward to the Village Board.

A MOTION WAS MADE BY COMMISSIONER FITZGERALD, SECONDED BY COMMISSIONER KUBOW, TO KEEP THE EXISTING SIGN AND CONTACT WALGREENS AGAIN TO SEE IF THERE IS ROOM TO PUT THE 2 TENANTS ON THE EXISTING SIGN, WITH WRITTEN PROOF PROVIDED.

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

Commissioner Fasolo asked for clarification that the motion referred to the existing ground sign at the corner, which **Commissioner Fitzgerald** confirmed.

Mr. Hautzinger asked for clarification from the petitioner regarding their interest in receiving approval for changes to the existing Walgreens sign. **Chair Eckhardt** replied that the motion is to keep the existing sign for the time being, until a confirmation from Walgreens is obtained about the corner ground sign. **Commissioner Bombick** asked for clarification that the motion is stating that the existing pole sign on Campbell would remain until the question about the corner sign is answered, which **Commissioner Fitzgerald** confirmed.

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

Mr. Hautzinger pointed out that a specific re-review date should be included in the motion to avoid having to re-notify the public of a the next meeting date.

A MOTION WAS MADE BY COMMISSIONER FITZGERALD, SECONDED BY COMMISSIONER KUBOW, TO WITHDRAW THE PREVIOUS MOTION.

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

A MOTION WAS MADE BY COMMISSIONER FITZGERALD, SECONDED BY COMMISSIONER KUBOW, TO KEEP THE 2 EXISTING GROUND SIGNS, AND THAT WALGREENS BE CONTACTED AGAIN BY THE PETITIONER TO NEGOTIATE IF THERE IS ROOM TO ADD 2 TENANTS ON THE

EXISTING CORNER SIGN, WITH WRITTEN PROOF PROVIDED, AND TO CONTINUE THE REVIEW OF THIS PROJECT TO THE JUNE 9, 2015 DESIGN COMMISSION MEETING.

Mr. Miller said that he was hoping they had the option to get a yes or no vote tonight on the existing pole sign, even though he is aware of the direction it would go in based on the motion made about the existing corner sign. **Chair Eckhardt** explained the 1 year waiting period required if a motion to deny is approved. **Mr. Hautzinger** clarified that if the existing pole sign was denied tonight, the option to revise the existing Walgreens sign would be code complaint with just one exception; the location of the manual change board portion of the sign is required by code to be located at the bottom of the sign. This would be the only variation required for the existing corner sign to be re-designed with Walgreens at the top, the manual change board directly below, and panels for other tenants at the bottom of the sign.

Commissioner Bombick suggested amending the previous motion to add a recommendation or support a variation to allow the manual change board portion of the existing corner sign to be located directly below 'Walgreens' name on the sign.

A MOTION WAS MADE BY COMMISSIONER FITZGERALD, SECONDED BY COMMISSIONER KUBOW TO AMEND THE MOTION TO ADD THE FOLLOWING:

- 1. SUPPORT FOR A VARIATION TO ALLOW THE MANUAL CHANGE BOARD PORTION OF THE EXISTING CORNER GROUND SIGN TO BE LOCATED DIRECTLY BELOW 'WALGREENS' NAME ON THE SIGN.**

**BOMBICK, AYE; FITZGERALD, AYE; FASOLO, AYE; KUBOW, AYE; ECKHARDT, AYE.
ALL WERE IN FAVOR. THE 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.
JULY 8, 2014

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

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

Members Absent: None

Also Present: Jason Miller, Fitness 19 for Westgate Park & Shop
Mike Schwartz, Owner of Westgate Park & Shop
Jon Ridler, Arlington Heights Chamber of Commerce
Steve Hautzinger, Staff Liaison

REVIEW OF MEETING MINUTES FROM JUNE 24, 2014

A MOTION WAS MADE BY COMMISSIONER BOMBICK, SECONDED BY COMMISSIONER KUBOW, TO APPROVE THE MEETING MINUTES OF JUNE 24, 2014. ALL WERE IN FAVOR. THE MOTION CARRIED.

Chair Eckhardt complimented Staff on the minutes that were compiled regarding the Hickory/Kensington Design Guidelines discussed at the last meeting. He also advised the commissioners about a conversation he had with Charles Perkins and Mayor Hayes outside the meeting regarding this matter, where he was told that the Arlington Heights Park District owns all of the buildings along Northwest Highway, with the exception of Grant's Shell gas station, and that it might have been short-sighted to not involve the Design Commission earlier during the development of the Hickory Kensington Area Plan. **Chair Eckhardt** also said that he recently visited the Hickory/Kensington area and has now formed an opinion regarding the Design Guidelines, and he encouraged the commissioners to visit the site as well before the item is brought back for review. **Commissioner Bombick** added that he felt the minutes very accurately reflected his thoughts at the last review and he wanted to again enforce his concerns

about what the Design Commissions' purview is, which is the compatibility and quality of the environment that gets created. He again wanted to underline that he does not understand this pre-occupation with eradicating our past, which is in part our buildings. Other communities make it a requirement to incorporate a few of the existing buildings that would form the fabric a very vibrant, historically based redevelopment.

Mr. Hautzinger asked if photos of the existing buildings in this area for discussion at the next review of the project. **Chair Eckhardt** said that after recently visiting the site, he really did not see much in this area, with the exception of potentially the Heller structure. Most of the buildings are pretty much of no historical nature, and the auto dealership on the corner is the only building that begins to look like something that could be fixed up, also keeping in mind the previous Lattof complex that was completely demolished for the new Mariano's. He asked Staff to provide photos of existing buildings in this area for the next review of the project.

1. SIGN VARIATION REVIEW

DC#14-049 – Westgate Park & Shop – 1531-1711 W. Campbell St.

Mr. Jason Miller, representing *Fitness 19*, and **Mr. Mike Schwartz**, owner of *Westgate Park & Shop*, were present on behalf of the project.

Mr. Hautzinger presented Staff comments. The petitioner is seeking 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, and a variation from Chapter 30, Section 30-303c, to allow a 60 sf ground sign, where only 40 sf would be allowed.

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, for the two tenants “Fitness 19” and “Northwestern Dental Group”. 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 originally served a grocery store and 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.

A summary has been provided in the staff report showing ground signs at similar retail centers, the vast majority of which only have one ground sign, with the only exception being the Esplanade near the race track, which received a variation for a second ground sign in 2008. Staff is recommending denial of the proposed sign variations, with 5 reasons as follows:

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.

Also, a letter of opposition was received by Staff from a nearby resident of the shopping plaza. **Mr. Hautzinger** added that, in lieu of using the existing second ground sign, the petitioner could consider incorporating code compliant directional ground signs. Directional ground signs are small signs used to highlight the entrance in to the retail center. They are allowed to be 6 SF in size and 3 feet in height. They can display direction to the parking area, such as “Enter”, and can also include the name of the retail center. One directional ground sign is allowed at each driveway.

Mr. Miller stated the reasons for the sign variation requests, which include providing visibility for tenants located at the eastern portion of the shopping center. He explained that Westgate Park & Shop is perpendicular to the main thoroughfare that the existing Walgreens ground sign is using, and tenants on the eastern corner of the plaza get little to no visibility from the major thoroughfare on Wilke Road. He added that Campbell Street is another line of traffic for the plaza itself, in the sense that the entire plaza is directly facing Campbell Street and the proposed ground sign would help tenants gain more visibility from both Wilke Road and Campbell Street. He has been a tenant since 2010 and he has been discussing with Mr. Schwartz the possibility of sharing signage with other tenants ever since. Their proposal for the existing ground sign is to re-purpose the sign as opposed to removing it, which will benefit the plaza and add to the property value. Fitness 19 would gain no competitive advantage with this ground sign, as there is no other fitness related business in the area, and the sign aesthetics are similar to the existing Walgreens ground sign, therefore, the character of the plaza would not change. **Mr. Miller** concluded that although his business has functioned for the last 4 years without this ground sign, he believes the ground sign is a creative way to continue to run a business cost effectively. He asked for approval of the ground sign to gain more visibility from Wilke Road.

Commissioner Bombick asked if there were any photos of the original ground sign at Wilke and Campbell when the plaza was built, which Staff replied were not available. **Commissioner Bombick** sketched what he remembered the original triangle-shaped ground sign to look like, which was dark maroon in color with ‘Westgate’ in cream colored letters. He added that he wished the original sign was still there, and **Mr. Schwartz** agreed. **Mr. Schwartz** asked the commissioners to vote against Staff’s recommendation to deny the variation request. He explained that the original ground sign had a lot of charm; however, when Walgreens moved to the plaza they insisted on having their own reader board sign, and asked the Village for a variance. He clarified that there have actually been 2 different ground signs at the corner of Wilke and Campbell, with the current ground sign being there a few years prior to Walgreens moving in. The existing ground sign on Campbell Street has been there for 26 years.

Mr. Schwartz saw no reason to change the existing ground sign on Campbell Street; if it's not broke don't fix it. He asked for details regarding the objection letter the Village received, since he has never heard anything negative from neighbors regarding the sign. The resident letter was presented, which was signed 'Residents in the Neighborhood'. **Mr. Schwartz** replied that the restaurant across the street on Campbell has been at war with them since Walgreens would not allow the owner and his employees to park in their parking lot, and he would not be surprised if this letter was from that business owner. He felt the letter was total nonsense. He also said that when Walgreens requested the sign variation, he was not aware of it or involved in it at that time, nor would he have agreed to it; however, by the same token, he let Walgreens have free reign and maybe the time to do something about it was then.

Mr. Schwartz gave justification for keeping the existing ground sign on Campbell, which he thought of as grandfathered. He explained that taking the sign down will cost \$10,000 and the sign is probably worth \$20,000. He pointed out that the retail center to the north is 80% vacant and the center to the immediate south is 100% vacant. He felt this was no time to toy with the retail environment and added that he works very hard to keep the center full and this ground sign is very important for the retail health of his tenants.

Mr. Miller pointed out that he recently expanded his Fitness 19 business and with expansion comes additional costs. This ground sign is a way to allow his business to continue to thrive, get exposure, and gain the needed client flow necessary to sustain his business.

Chair Eckhardt asked about the number of tenants in the plaza, which Staff replied was more than the 7 listed in the Staff report. It was noted that Walgreens is the only tenant on the existing ground sign at the corner of Wilke and Campbell, and the remaining tenants only have wall signs.

Commissioner Fitzgerald asked for clarification about the Walgreens ground sign and whether any other tenants are allowed to be on the sign. **Mr. Schwartz** replied that Subway asked to add their name to the existing Walgreens ground sign and Walgreens responded that there was insufficient space to do so. **Chair Eckhardt** asked if there are any lease restrictions on the Walgreens sign that would not allow for other tenants to be added and **Mr. Schwartz** replied that the ground sign belongs to Walgreens; therefore, Walgreens has the final decision about adding other tenants to it. **Commissioner Fitzgerald** also asked if the existing wall sign for Fitness 19 is at the maximum size allowed and **Mr. Miller** said he was unsure. **Commissioner Fitzgerald** said that he has had no trouble seeing the wall sign for Fitness 19, and he is not in favor of the sign variation request. He also felt the \$10,000 amount stated by the owner to remove the existing ground sign was extremely high.

Commissioner Fasolo asked if there were any photos of the existing second ground sign taken from the intersection of Campbell and Wilke. **Mr. Miller** replied that only a close-up photo of this sign was provided. **Commissioner Fasolo** felt that more visibility would be achieved with signage at the corner versus on Campbell Street. He preferred to see the Walgreens sign be modified to include the name of the plaza and as many tenant names as possible, and the

existing second ground sign removed. He felt the existing wall signs above each storefront in the plaza were visible and provided plenty of signage, especially in a residential neighborhood such as this.

Commissioner Bombick commented that this particular Walgreens location has been here since the early 1960's and started out as one of the busiest Walgreens in the entire chain, and to this very day it remains one of the very busiest Walgreens in the entire system of Walgreens. He pointed out how fortunate the Village is to have a center like this serving the neighborhood and to have the volume that it does speaks very highly to the support it receives compared to other nearby centers that are empty. Awareness of the businesses here is very important and the odd shaped parcel with an orientation to the narrow side, created a real hardship for the tenants. He felt that Walgreens and Ace Hardware drive business here and he did not know why we would want to go backwards and penalize our businesses by taking away things that have been there for so long and nobody can remember when they were not there. He felt the letter received by the Village in opposition to the variation was hearsay because it is unsigned. He felt there should be some kind of ground sign giving the opportunity to identify the tenants on the Campbell side of the street where signage ought to be, and set up so a few more businesses could be identified. He felt this was a really unique situation and it provides a great service to the west half of old Arlington Heights and the east half of Rolling Meadows, and we should do what we can do to support it; we should not be penalizing it.

Commissioner Kubow felt this was a tough situation and he was torn, however, he would suggest the plaza owner make a serious effort with Walgreens to add other tenants to the existing ground sign at the corner, which provides the best frontage and advertising. If the plaza owner is unsuccessful in getting Walgreens to agree to this and correspondence from Walgreens indicating such is submitted to the Village, then he would recommend approval of what the petitioner is proposing tonight.

Chair Eckhardt asked how the Walgreens sign could be modified to be larger, and if so, what the square footage would be. **Mr. Hautzinger** replied that the existing Walgreens ground sign is 60 square feet and 66 square feet is allowed by code. He pointed out the option to remove the name of the plaza on the sign to allow for tenant space and focus on the larger tenants in the plaza. **Chair Eckhardt** pointed out that the Esplanade, which is the newest retail center included in Staff's summary of ground signs, is also the smallest of the centers reviewed, yet it received a variation for 2 ground signs. If there is a trend, he felt the trend is to consider the needs of a specific center.

Chair Eckhardt further stated that it is a red flag to him that the condition of the previous sign variation was to remove the second ground sign when the grocery store vacated, but it was not removed. He is however sympathetic to Commissioner Bombick's comments about helping businesses, and having a second ground sign for this particular center, which is long and skinny and has four entrances, is a reasonable request that this commission should consider, as was done for the Esplanade center. He also agreed with Commissioner Kubow's suggestion for the plaza owner to work with Walgreens to re-design the ground sign at the corner and add other

major tenants. He felt that Wilke Road was much more prominent for visibility than Campbell Street. He suggested a motion to table the request tonight and ask the petitioner to explore in detail the existing sign at the corner and then return to the Design Commission. He felt this was a possible precedent, in light of the study that Staff conducted, with only one retail center found to have more than 1 ground sign.

Commissioner Fitzgerald maintained the same opinion he stated earlier. He preferred that the ground sign at the corner be utilized, rather than use the second ground sign that should have been removed. **Commissioner Fasolo** maintained his previous position as well, which was to modify the existing corner ground sign with more tenants, and work with Walgreens to try to achieve this. He also suggested trying to obtain an official, signed letter from the resident that expressed opposition to the variation. **Commissioner Bombick** generally concurred with the idea of focusing on the ground sign at the corner where the most traffic volume is. He suggested replacing the Westgate logo at the top of the Walgreens sign with the Westgate logo design being proposed for the second ground sign because it was far nicer. He also suggested taking the amount of area equal to the Walgreens and Westgate panel on the existing Walgreens sign and adding it to the bottom of the sign with other tenant names, which would be acceptable to him. **Commissioner Kubow** had no further comments.

Chair Eckhardt suggested the project be tabled tonight based on the comments made by the commissioners until the petitioner conducted more due diligence before a final solution was found and voted on.

A MOTION WAS MADE BY COMMISSIONER BOMBICK, SECONDED BY COMMISSIONER KUBOW, TO TABLE THE SIGN VARIATION REQUEST FOR WESTGATE PARK & SHOP (DC#14-049), UNTIL SUCH TIME AS THE PETITIONER CONDUCTS MORE DUE DILIGENCE BEFORE A FINAL SOLUTION IS FOUND AND VOTED ON.

Mr. Miller asked the commissioners for any other suggestions to help expedite the approval of the variation when they return, if Walgreens does not agree to modify their existing ground sign to include other tenants.

With regards to the proposed design of the second ground sign, **Chair Eckhardt** said that understanding the sign code is important, and he was not in favor of all the advertising specials and such under the Fitness 19 name. He pointed out that sandwich board signs outside the Downtown are currently under review by the Village, which would be another option to help advertise a business. **Commissioner Bombick** reiterated that the biggest impact from signage would be at the corner of the retail center, with horizontal panels for some tenants. **Chair Eckhardt** added that if the commission was going to grant a variation, he would rather do so for the corner sign than a second ground sign on Campbell.

Mr. Schwartz said that in his previous long discussions with Walgreens, their general position has been that any additions to their ground sign would make what they have smaller, which is already at the minimum they want. He asked if the existing Walgreens sign could be made

larger, and the commissioners said that they would consider any option the petitioner proposed. **Mr. Schwartz** added that he anticipates competition in the future from the huge vacant center on Kirchoff Road in Rolling Meadows that was recently sold for redevelopment.

Commissioner Fitzgerald encouraged the removal of 'Westgate Park & Shop' at the top of the Walgreens ground sign to allow for space to accommodate space below for other tenants. **Chair Eckhardt** encouraged adding directional signage at the primary entrance as well. **Commissioner Bombick** asked about the height of the Walgreens sign and if code allowed it to be taller. **Mr. Hautzinger** clarified that the height of the ground sign is 16'-6", which is the maximum allowed by code. **Mr. Hautzinger** also advised that there is a requirement for a site visibility triangle at the corner, which is 12-feet in each direction. The visibility triangle will need to be reviewed when evaluating options for redesign of the existing Walgreens sign. **Chair Eckhardt** encouraged the petitioner to come back with a favorable recommendation from Staff.

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

BUTLER, RUBIN, SALTARELLI & BOYD

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June 12, 1995

Village of Arlington Heights
33 S. Arlington Heights Road
Arlington Heights, IL 60005-1499

Attn: Stacy Sigman, Chairman
Sign Committee

Re: Request for Sign Variation
Westgate Park & Shop

Dear Ms. Sigman:

The petitioners, Westgate Joint Venture (beneficial owner of the shopping center known as Westgate Park & Shop) and Walgreen Co. (prospective anchor tenant for Westgate Park & Shop), hereby request that the Board of Trustees of the Village of Arlington Heights approve the sign variation proposed in petitioners' Application P.C. #94-005 to conform to the proposed Site Plan (Drawing No. AO.1) and Sign Plan (Drawing No. SA-3) dated May 5, 1995. The requested sign variation would relieve petitioners from the literal provision of Chapter 30, Section 30-302(a) of the Sign Code, which requires a minimum of 800 feet of separation between two ground signs as measured along the right-of-way line. For a variety of reasons outlined below, the proposed sign variation meets all five standards for a variation as set forth in Section 30-902(a)-(e) of the Sign Code.

Westgate Park & Shop is a small shopping center (12-15 units) located at the southeast corner of Campbell Avenue and Wilke Road, which has existed since the late 1950's. It currently has three (3) ground signs located along the 600 foot frontage of Campbell Avenue, all of which became legal non-conforming signs when the new sign ordinance was adopted. One of those signs serves a business which has been discontinued; this sign will be removed. The remaining two signs would continue as legal non-conforming signs, except that petitioners wish to replace the corner sign to feature the name of the new Walgreens

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Drive-Thru Pharmacy.

In replacing the existing 3-sided sign on the corner of Campbell and Wilke, the proposed new sign will be a 2-sided, code conforming sign with simple graphics. The corner location is ideal not only for featuring Walgreens as the new attraction to the shopping center, but also for continuing the name identification of Westgate Park & Shop for the benefit of all the tenants. Walgreen Co. considers the variation for this replacement sign to be a significant factor in its decision to locate a store at this site.

The second remaining sign, which features "Rich's Food & Deli", is located approximately 312 feet east of the corner sign. This sign, which would not be altered, has existed since mid-1986 (replacing a previous sign at the same location), pursuant to the Lease Agreement between the landlord's predecessor and the predecessor of Rich's Food & Deli; the lease term with option will not expire until 2005.

In order to carry out the literal provisions of the Sign Code while retaining two ground signs, the petitioners would be required to relocate both signs to opposite ends of the shopping center, creating the following peculiar hardships:

- (a) Reduction in volume of business - Walgreen's experience from past projects proves that signs located off the corner of a major intersection are not visible from all directions; thus from Walgreen's viewpoint, this reduces the volume of generated business and is strongly opposed by Walgreen's management.
- (b) Traffic congestion and confusion within the site - If the Walgreen pylon sign is located off of this corner, the petitioners believe that the suggested location at the southern boundary would tend to direct traffic to the nearest entrance/exit drive; this would, in turn, cause confusion since the drive aisles are one-way at the drive-thru pharmacy; it would also cause traffic congestion within the site, as drivers would be forced to travel around the back of the building (where deliveries are made) to get to the parking lot.
- (c) Traffic hazards outside the site - If the Walgreen sign is moved to the southern boundary, traffic accidents may arise due to reduction of sight lines of drivers traveling along Campbell and Wilke; it is the nature of drivers to look for "landmark" signs before reacting

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and providing proper lane change notice; without a corner sign to alert them to the presence of the pharmacy, drivers may make more last-minute decisions to turn, thus creating traffic hazards.

- (d) Unnecessary expense - In relocating the existing sign of Rich's Food & Deli an additional 300 feet to the east, the petitioners would incur the unnecessary expense of moving the sign, as well as raising a potential dispute between an existing and prospective tenant -- leaving landlord between the proverbial rock and hard place.

The requested variation complies with the five standards for granting a sign variation as follows:

- (a) *The particular difficulty or peculiar hardship is not self-created by the petitioner.*

The corner sign has existed in its current location for almost 40 years. Rich's Deli has maintained its sign by lease since 1986 and is entitled to do so through the expiration of its lease term in 2005. The petitioners merely wish to replace the existing corner sign in order to feature Walgreen's new drive-thru pharmacy. The Village Staff believes that two alternatives that meet the Sign Code are available; one of these the Staff does not recommend, the other is unacceptable to the petitioner's tenants.

- (b) *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.*

The Staff Sign Committee agrees that the granting of the proposed variation would not be detrimental to traffic or otherwise be detrimental to public safety. In the case of a second ground sign being placed on the southern portion of the site, the Committee agreed that this is not desirable because motorists using the entrance nearest to that sign would have to travel around the rear of building to get to the parking lot.

Rather than creating a problem, the sign variation would preserve the status quo.

Village of Arlington Heights
June 12, 1995

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- (c) *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.*

The variation will serve to relieve the petitioners from all the peculiar hardships listed above. Since the variation deals not with the number of signs (the shopping center is entitled to two ground signs) but rather with their proximity to one another, there is no competitive advantage over similar businesses at issue here. In fact, the overall effect is a reduction from three to two ground signs.

- (d) *The variation will not alter the essential character of the locality.*

Since the existing placement of the two signs will not change, there is no alteration whatsoever in the essential character of the locality. Indeed, to require that the signs be moved 800 feet apart, to opposite boundaries of the shopping center, would place the signs in much closer proximity to neighboring property, thereby altering the essential character of the locality.

- (e) *The petitioner's business cannot reasonably function under the standards of Chapter 30.*

Retaining the two ground signs in their existing locations is by far the most reasonable alternative available to the petitioners. To deny the variation would force them: (i) to keep the existing corner sign as it is, without featuring the new Walgreens Drive-Thru Pharmacy -- an untenable option for Walgreen; (ii) to replace the existing two signs with one combined corner sign, thereby losing the attraction and visibility of the second sign -- an untenable option for both Walgreen and Rich's Food & Deli; or (iii) to move two signs to opposite sides of the shopping center, with the consequent loss of the advantageous corner sign location, and resulting traffic congestion, confusion and hazards. For these reasons, the petitioner's business cannot reasonably function under the literal standards of the Sign Code.

Village of Arlington Heights
June 12, 1995

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For all of the foregoing reasons, the petitioners request that the Village Board grant the proposed sign variation to permit the petitioners to replace the existing sign at the corner of Campbell Avenue and Wilke Road with a 2-sided, code conforming sign that features both the name of the shopping center and the new anchor tenant.

If you have any questions about the facts or exhibits presented in this letter, please do not hesitate to contact Bob Bollman or Westgate's attorney, Barbara Putta, of Butler, Rubin, Saltarelli & Boyd, Three First National Plaza, Suite 1505, Chicago, Illinois 60602, (312) 444-9660.

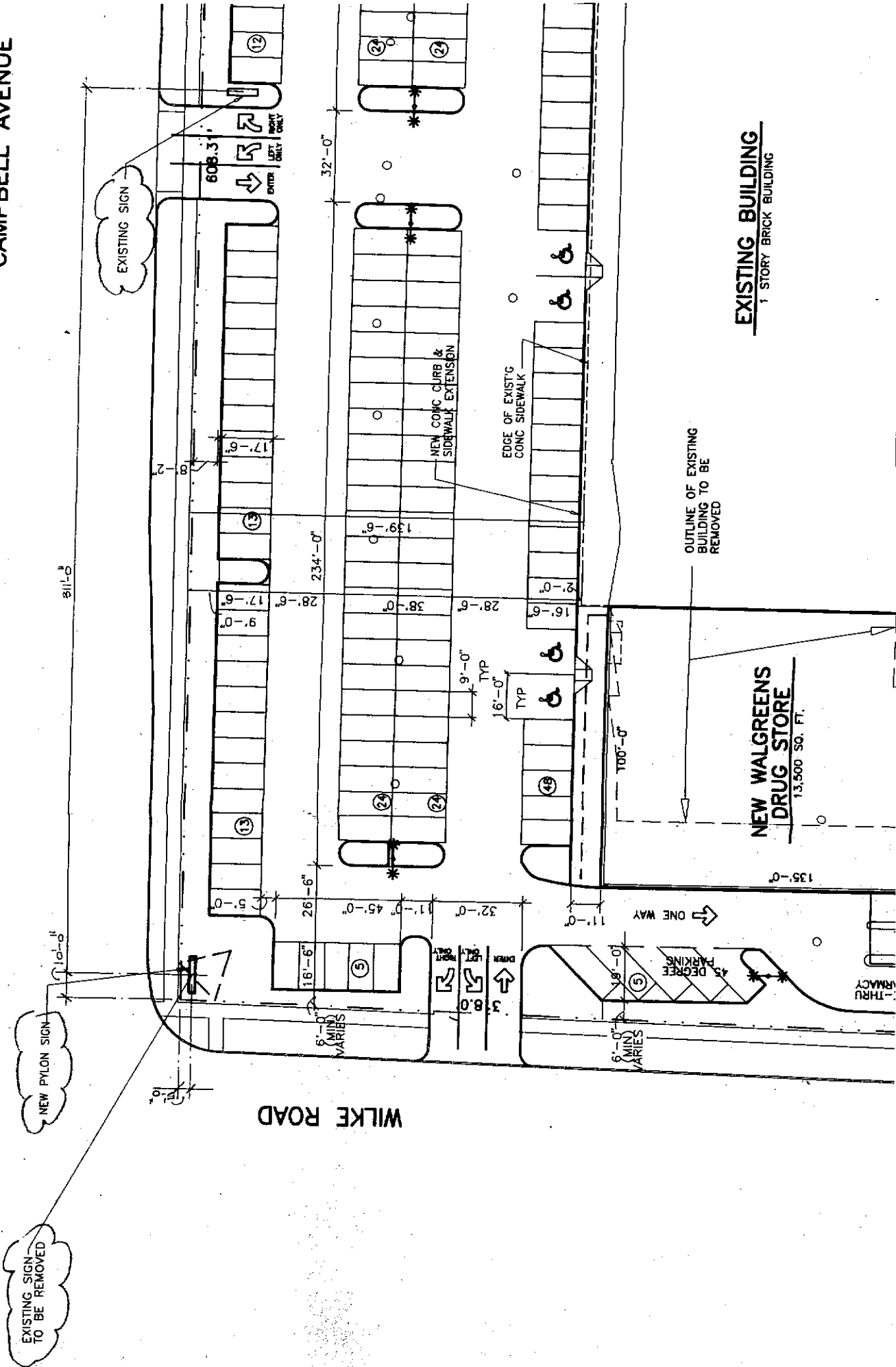
Yours very truly,

WESTGATE JOINT VENTURE

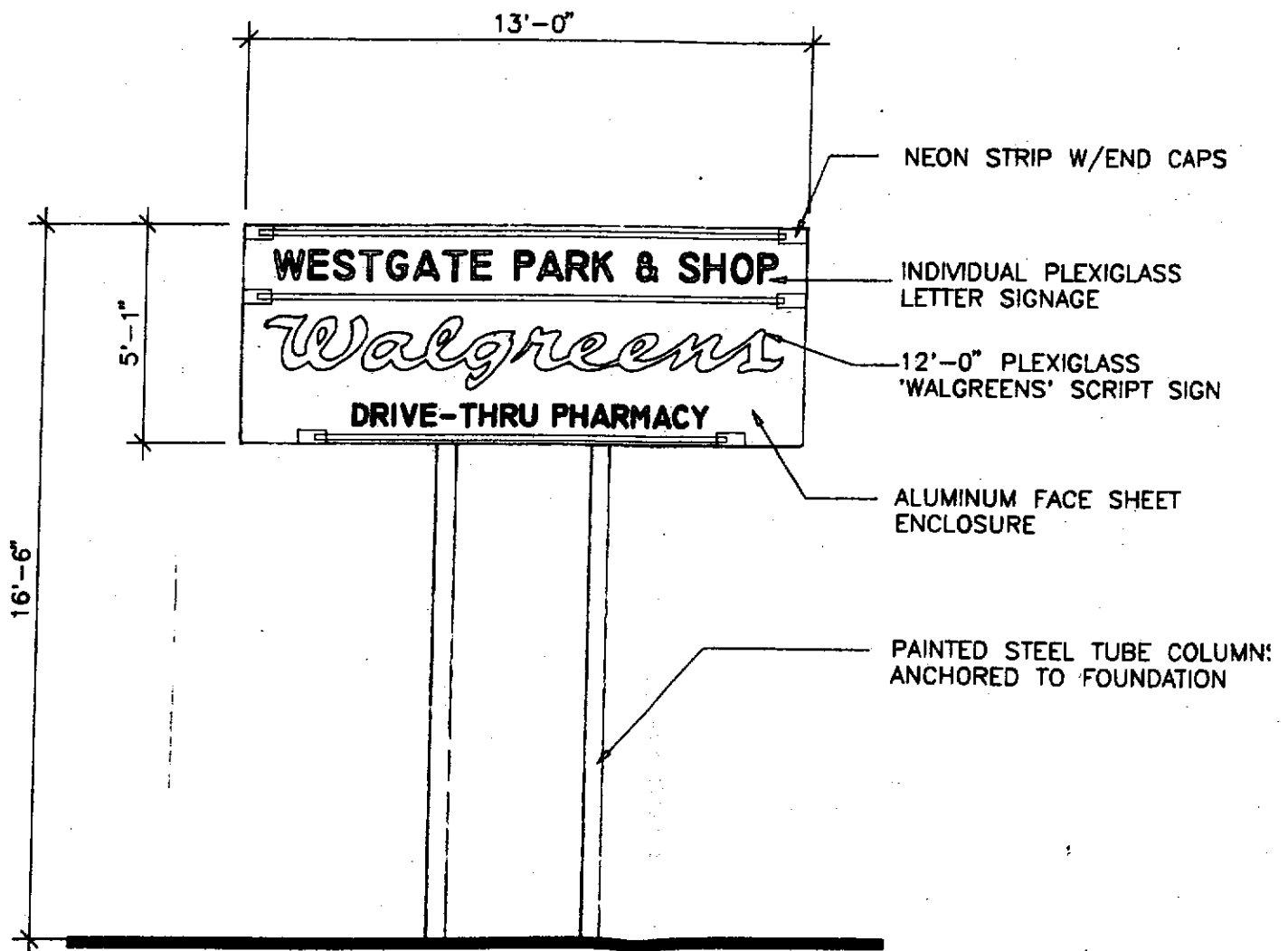
By:


Its Attorney

CAMPBELL AVENUE



EXISTING BUILDING
1 STORY BRICK BUILDING



D PYLON SIGN ELEVATION

SCALE: $\frac{1}{4}" = 1'-0"$

*REFER TO SHEET A0-1 FOR PYLON SIGN LOCATION

STAFF SIGN COMMITTEE REPORT

To: Village Board of Trustees

Prepared by: Stacy Sigman

Staff Meeting: May 10, 1995

EXHIBIT "C"
BOARD OF TRUSTEES AGENDA

BACKGROUND INFORMATION:

MEETING DATE: JUN 19 1995

Petitioner: Bob Bollman
1711 West Campbell
Arlington Heights Illinois 60005

Variation Location:  Westgate Shopping Center
Southeast corner of Wilke and Campbell
Arlington Heights, Illinois 60005

Requested Action: Variation to allow the petitioner to install a second ground sign within 300 feet of an existing ground sign, instead of the 800 foot separation required in Chapter 30, Article III, of the Municipal Code.

STAFF ANALYSIS:

Staff met with the petitioner on May 10, 1995 to discuss the above referenced variation. The variation requested is being sought to because there is an existing ground sign located on Campbell Street in the center of the site. According to the petitioner, the existing ground sign cannot be removed, because it is a stipulation of an existing 25 year lease. The only way the petitioner could achieve the required separation, which would permit the installation of a second ground sign, is to locate it on Wilke at the southern edge of the property. The petitioner, as indicated in their attached letter of hardship, felt that this would not provide the center adequate visibility from all directions, and felt it would cause confusion and congestion to motorists entering the site. This would be due to the fact that the driving isles are one way in this area and therefore, motorists using the southern most entrance would have to circle around the rear of the building to get to the parking lot.

Although the Staff Sign Committee agrees with the petitioner that the best location for a ground sign advertising the center is at the corner of Wilke and Campbell, we suggested another alternative which does not require a variation. Instead of two ground signs, the Staff Sign Committee recommended the elimination of the existing ground sign on Campbell, and the installation of one new ground sign at the corner, incorporating the center's name - Westgate Center, Walgreens, and the tenant listed on the existing ground sign.

The Staff Sign Committee has reviewed the requested variation to determine if it complies with the criteria for granting a variation outlined in Chapter 30. Our analysis is as follows:

- a. *that the particular difficulty or peculiar hardship is not self-created by the petitioner;*

The Staff Sign Committee feels that the variation could be considered to be self created because the petitioner has other options available which would meet code. They could provide one consolidated ground sign at the corner with the name of the center - Westgate Center, Walgreens, and the tenant of the existing sign or provide two signs but locate one on the far east side of Campbell and one on the far south side of Wilke to provide the required 800 feet of separation.

- 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;*

The Staff Sign Committee did not feel that the granting of the proposed variation would be detrimental to the traffic, or otherwise be detrimental to public safety. In the case of a second ground sign being placed on the southern portion of the site, the Committee agreed that this is not desirable because motorists using the entrance nearest to that sign would have to travel around the rear of building to get to the parking lot.

- 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;*

The Staff Sign Committee feels the granting of the requested variation will serve to give the petitioner a competitive advantage, because it will allow them a greater amount of signage than similar types of centers throughout the community are permitted to have.

- d. *that the variation will not alter the essential character of the locality;*

The Staff Sign Committee felt that given the close proximity of residential neighborhoods, to the north, east and west that two ground signs, this close together, is excessive and therefore is not in keeping with the character of the area.

- e. *that the petitioner's business cannot reasonably function under the standards of this Chapter.*

The Staff Sign Committee did not feel a variation is necessary because the petitioner has other options for providing signage which meet the provisions of Chapter 30, as indicated above.

STAFF RECOMMENDATION:

The Staff Sign Committee has reviewed the above requested variation and evaluated it using the standards for granting a variation indicated in Section 30-601 of the Municipal Sign Code. We feel that this request does not adequately meet those requirements and therefore, we **recommend that the Village Board of Trustees deny the variation to allow a second ground sign within 300 lineal feet of an existing ground sign instead of the 800 lineal feet required by code.**

Prepared May 17, 1995
Staff Sign Review Committee

Stacy Alberts Sigman, Chairman
Gregory F. Ford
Joyce Hosler
Robin R. Ward

- c: William C. Dixon, Village Manager
Charles Witherington-Perkins, Director of Planning and Community Development

VILLAGE BOARD MINUTES

C. Westgate Shopping Center
Southeast corner of Wilke and Campbell
Arlington Heights, Illinois 60005

Petitioner requests a variation to allow the petitioner to install a second ground sign within 300 feet of an existing ground sign, instead of the 800-foot separation required in Chapter 30, Article III, of the Municipal Code.

STAFF ANALYSIS:

Staff met with the petitioner on May 10, 1995, to discuss the above referenced variation. The variation requested is being sought because there is an existing ground sign located on Campbell Street in the center of the site. According to the petitioner, the existing ground sign cannot be removed because it is a stipulation of an existing 25-year lease. The only way the petitioner could achieve the required separation, which would permit the installation of a second ground sign, is to locate it on Wilke at the southern edge of the property. The petitioner, as indicated in their attached letter of hardship, felt that this would not provide the center adequate visibility from all directions and felt it would cause confusion and congestion to motorists entering the site. This would be due to the fact that the driving isles are one-way in this area and, therefore, motorists using the southernmost entrance would have to circle around the rear of the building to get to the parking lot.

Although the Staff Sign Committee agrees with the petitioner that the best location for a ground sign advertising the center is at the corner of Wilke and Campbell, we suggested another alternative which does not require a variation. Instead of two ground signs, the Staff Sign Committee recommended the elimination of the existing ground sign on Campbell and the installation of one new ground sign at the corner, incorporating the center's name, "Westgate Center, Walgreens" and the tenant listed on the existing ground sign.

STAFF RECOMMENDATION:

The Staff Sign Committee has reviewed the above requested variation and evaluated it using the standards for granting a variation indicated in Section 30-601 of the Municipal Sign Code. We feel that this request does not adequately meet those requirements and therefore, we recommend that the Village Board of Trustees deny the variation to allow a second ground sign within 300 lineal feet of an existing ground sign instead of the 800 lineal feet required by code.

Trustee Walton moved to grant the petitioner's request for a sign variation as requested. Trustee Hettinger seconded the motion.

Trustee Daday said that this is similar to the sign that we

approved two weeks ago and he feels that the resolution of that was pretty equitable and he would like to see the same thing happen here. The Rich's sign which is the one that becomes non-conforming could be amortized at the end of their lease or when they leave the center. He suggested that the Board take that approach with this sign.

Mr. Dixon said that has merit.

Trustee Eisenhammer agreed with Trustee Daday.

Barbara Putta said that she represents the owners. Currently there are three signs there, one of which is a sign for a business that has gone out of business, and that will be removed. The Rich's sign is there by virtue of a lease and the lease has ten years to go. The Rich's sign is not the sign that would be non-conforming. She said that the new sign is the one that they are seeking the variance for. The Rich's sign has been there for over ten years and there will be no change in that. The one on the corner, the new Walgreens sign is the non-conforming sign, and their lease is a fifty year lease with the option to renew.

Ms. Ward said that the new sign is the non-conforming sign and she said that we have to clarify which sign and lease we are talking about.

Trustee Daday said his comment was that we had a similar situation two weeks ago in which the discussion was to eliminate one of the two signs at the end of the earliest expiration of the lease. His suggestion is rather than to deny the variation as staff has suggested, or grant it in its entirety, as Trustee Walton has suggested is to eliminate the Rich's sign whenever they vacate the center, at the end of the lease or whenever they leave.

Ms. Putta asked what would happen if Rich's were to sell that business to another business.

Trustee Daday said that the way it was done with the other sign is to grant the sign to a successor entity to that same operation, a food and deli store.

Trustee Hettinger asked if they can change the name and Mr. Siegel said yes, as long as the use is the same. Ms. Ward said as long as they are not doing major renovation to the sign itself

Trustee Daday amended the motion to include that the Rich's sign would remain until the end of their lease or whenever they vacate the center or if it is sold to another entity, food or deli store, it would remain.

Trustee Walton accepted Trustee Daday's amendment to the motion and Trustee Hettinger the second to the motion also accepted the

amendment.

On motion made and amendment made and seconded, roll was called with:

AYES: Walton, Hettinger, Eisenhammer, Daday, Stengren,
Breyer, Hahn

NAYS: None

AYES 7 NAYS 0 - MOTION CARRIED.

D. P.C. #95-013

Amendment to Chapter 28,

Sections 6, 12 & 13 and,

Amendment to Chapter 29,

Section 29-107

Elimination of Duplicate Public Hearings

MRS. BALLINGER MOVED AND MRS. BLACKWOOD SECONDED A MOTION TO RECOMMEND TO THE VILLAGE BOARD OF TRUSTEES APPROVAL OF PETITION P.C. #95-013, A REQUEST TO AMEND CHAPTER 29, SECTION 29-107, "VARIATIONS" TO REMOVE THE CURRENT LIMIT ON THE DEGREE OF VARIATION THAT CAN BE GRANTED BY THE PLAN COMMISSION, AND TO AMEND CHAPTER 6, SECTION 202, "ZONING BOARD OF APPEALS," AND CHAPTER 28 SECTION 12.1, "ZONING BOARD OF APPEALS," AND CHAPTER 28, SECTION 13.1, "PLAN COMMISSION," TO ENABLE THE PLAN COMMISSION TO REVIEW REQUESTS FOR LAND USE VARIATIONS AND CHAPTER 28, SECTION 13.7, "PLAN COMMISSION FEES" AS OUTLINED IN ATTACHMENT "A."

IN ADDITION, THE FOLLOWING LANGUAGE CHANGES ARE RECOMMENDED:

CHAPTER 28, SECTION 13.1-3, LAND USE VARIATIONS:

- THIRD PARAGRAPH, FIRST SENTENCE SHALL READ "FIRST SHALL MAKE A DETERMINATION THAT" RATHER THAN "FIRST DETERMINE THAT."
- THIRD PARAGRAPH, LAST SENTENCE SHALL READ "EVERY VARIATION SHALL BE ACCOMPANIED BY FINDINGS OF FACT SPECIFYING THE REASON OR REASONS FOR MAKING THE VARIATION IF REQUIRED BY LAW." RATHER THAN "EVERY VARIATION SHALL BE ACCOMPANIED BY FINDINGS OF FACT SPECIFYING THE REASON OR REASONS FOR MAKING THE VARIATION."
- THIRD PARAGRAPH, SECOND SENTENCE SHALL READ "THE CONCURRENCE OF THE MAJORITY OF THE BOARD," NOT "THE CONCURRING VOTE OF FOUR MEMBERS OF THE BOARD."

ROLL CALL VOTE: COMMISSIONERS BLACKWOOD, BALLINGER, CONNOLLY, MARTIN, FIRSEL AND HJERTSTEDT ALL VOTED AYE. COMMISSIONER SILVERMAN VOTED YES WITH COMMENT. MOTION CARRIED.

Commissioner Comment:

Commissioner Silverman - My comment is that I'm disappointed with

the large increase in the fees. I wish that the Village would be a little more user friendly and understand that we're trying to seek development, not discourage it. Raises like this are really sending the wrong message to everybody.

Trustee Walton moved to concur in the recommendation of the Plan Commission and grant the Amendments to Chapter 28 and Chapter 29 - Elimination of Duplicate Public Hearings. Trustee Stengren seconded the motion and roll was called with:

AYES: Walton, Stengren, Eisenhammer, Hettinger, Breyer, Daday, Hahn

NAYS: None

AYES 7 NAYS 0 - MOTION CARRIED.

LEGAL

1. RESOLUTION - APPROVAL OF NORTHWEST COMMUNITY HOSPITAL'S PERMIT TO ACT AS A WASTE MANAGEMENT FACILITY

Trustee Daday asked why we are doing this, and what is the impact, and will it be a significant amount of materials that are coming in.

Mr. Paul Giles, Director of Environmental Services at Northwest Community Hospital, appeared before the Board. He said that right now the permit that they have from the EPA will allow them to process waste from the eleven facilities that the hospital owns and also the five hundred and eighty physicians. It will not allow them to process waste from a diabetic who lives on Dunton Street.

Mr. Siegel asked if this was restricted to institutions and individuals in the Village. Mr. Giles said that the way the EPA law reads is that anything that is brought to their facility that is under thirty-five pounds must be manifested through the Department of Transportation. They will be allowed to accept waste from within the State of Illinois. They are in the hospital business not the medical waste processing business.

They purchased the microwave for a number of reasons. They want to maximize the capacity of the unit which is about two and one-half million pounds. Right now they are processing about 800,000 pounds per year. They want to provide service to the community. They want to open their doors to residents, municipalities, physicians and process that waste for them.

Trustee Daday asked him his projections in terms of usage. Mr. Giles said at the most they will double their volume. Right now they are processing 800,000 pounds of waste. A realistic capacity for them is 1.5 million pounds.

Mr. Siegel asked where they are getting their waste from now. Mr. Giles said waste generated from the Continuing Care Center, the Day



Item: DC#15-001 - Patton Elementary School - 1616 N. Patton Ave. / Sign Variation

Department: Planning & Community Development

REQUESTED ACTION

1. A variation from Chapter 30, section 30-121.a, Prohibited Signs, to allow an electronic changeable LED wall sign.
2. A variation from Chapter 30, section 30-203.b, to allow a 24 square foot electronic changeable LED wall sign in a Residential District, where only a 12 square foot manual change bulletin board sign is allowed.

UPDATE

This project was reviewed by the Design Commission on January 27, 2015 and on February 24, 2015.

On February 24, 2015, Staff presented a study of Village-wide electronic message board signs. The Design Commission decided to defer action and continue the request to allow time for the petitioner to conduct additional research on options for the proposed sign.

In follow-up to feedback received at the 2-24-15 Design Commission meeting, the petitioner has reported the following updates to their sign variation request:

1. The petitioner considered other locations for the sign, but they are requesting to keep the sign in the same location as the existing manual change sign.
2. The petitioner is now proposing a full color sign which has the capability to display white text on the black background. The red text display on the petitioner's exhibits will be revised to have a white text display.

RECOMMENDATION

Due to the precedent that the Patton School sign variation request will set for the (25) schools, (25) churches, and (24) park facilities throughout Arlington Heights' residential neighborhoods, as well as other zoning districts and uses, it is recommended that the Design Commission consider this request on a holistic, Village wide basis. The Design Commission should not allow this individual request to influence what is best for all neighborhoods in Arlington Heights. Staff suggests the following three options. Of the

options listed, Staff recommends that the Design Commission **proceed with either Option 1 or Option 2.**

Option 1. Deny the Patton School sign variation request based on the criteria for granting a sign variation request not being met, with specific concerns regarding altering the essential character of the locality, depreciation of nearby property values, and traffic hazard.

Option 2. Continue the Patton School sign variation request until such time that the Village-wide study of possible code amendments for electronic signage is completed.

Option 3. Approve the request with restrictions.

ATTACHMENTS:

Description	Type
Staff Report	Memorandum
Staff Report 1/27/15 & DC Minutes 4/14/09	Report
Drawings & Documents from 1/27/15	Exhibits
Petitioner's Proposed Restrictions 2/24/15	Correspondence
Village-Wide Re-Review 2/24/15	Memorandum
Map of Schools, Churches & Parks	Exhibits
DC Minutes 3/31/15	Minutes
DC Minutes 2/24/15	Minutes
DC Minutes 1/27/15	Minutes

MEMO

DATE: June 9, 2015
TO: Design Commissioners
FROM: Steve Hautzinger, Design Planner
RE: **DC 15-001, Patton Elementary School, Sign Variation**

The following is a summary of the Patton Elementary School Sign Variation review to date:

Design Commission Meeting, January 27, 2015:

On January 27, 2015, the Design Commission reviewed a sign variation request for Patton Elementary School to allow replacement of their existing manual change bulletin board with a new electronic LED changeable sign. At that time, the Design Commission decided to defer action and continue the request to February 24, 2015 to allow time for a Village wide re-review of electronic LED signage, as well as to allow time for the petitioner to more clearly define how they are proposing to use the sign, and for Staff to research electronic signage options and recommend operational restrictions.

Highlights of the Design Commissioners feedback from January 27 are as follows:

1. It was commented that it might be time to allow the convenience of "new sign technology" in the Village.
2. There was mixed feelings about the appropriateness of electronic signs in residential neighborhoods.
3. Concerns were expressed about nuisance to residents.
4. Concerns were expressed about frequent message changing.
5. The proposed LED sign looks like "old technology", and a higher quality display is preferred.
6. A digital sign with black letters on white background was suggested.
7. The necessity for having a message board sign at all was questioned, considering email and the internet for sharing information.

Design Commission Meeting, February 24, 2015:

On February 24, 2015, Staff presented a study of Village-wide electronic message board signs. Staff's presentation was a re-review of a study that was originally reviewed by the Design Commission in 2009. The presentation included code and research updates since 2009, as well as information on emerging sign technologies as alternatives to LED signs. In 2009, the Design Commission decided to continue to not allow electronic LED signs, but on February 24, 2015, the Design Commission recommended that Staff continue to explore options for, and the appropriateness of, electronic signs for residential and commercial districts.

Alternative Technology:

Electronic ink technology represents a very interesting emerging technology that has great promise as an aesthetically pleasing alternate to LED for electronic changeable signs. Extremely low power consumption, visibility in natural light, and a clear, clean display are all advantages of this type of display. However, the use of electronic ink technology for outdoor signage is currently limited and is in development. Electronic ink displays are made up of tiny microcapsules containing positively charged white particles and negatively charged black particles suspended in a clear fluid. A positive or negative charge is applied which forces either the white or black particles to the surface where they become visible. The effect is the appearance of printed ink on paper.

Also on February 24, Patton Elementary School presented additional information regarding their sign variation request, including possible operational restrictions and additional manufacturer data. The Design Commission decided to defer action and continue the request to March 31, 2015 to allow time for the petitioner to conduct additional research on options for the proposed sign.

Highlights of the Design Commissioners feedback from February 24 are as follows:

1. The petitioner was encouraged to study alternate sign locations or orientation.
2. Provide light meter measurements of existing sign as compared to the proposed LED sign.
3. Address concern about red display on black background. Is an electronic sign with black letters on a white background an option?
4. Revisit with the neighbors to further discuss the proposed sign.
5. Study a mock-up of the proposed sign.

Design Commission Meeting, March 31, 2015:

On February 31, 2015, Staff reported that the petitioner requested to continue the meeting to June 9, 2015 to allow time to review their budget for a sign which will allow a white letter display on a black background.

Update, June 9, 2015:

In follow-up to feedback received at the 2-24-15 Design Commission meeting, the petitioner has reported the following updates to their sign variation request:

1. The petitioner considered other locations for the sign, but they are requesting to keep the sign in the same location as the existing manual change sign.
2. The petitioner is now proposing a full color sign which has the capability to display white text on the black background. The red text display on the petitioner's exhibits will be revised to have a white text display.

RECOMMENDATIONS:

Due to the precedent that the Patton School sign variation request will set for the (25) schools, (25) churches, and (24) park facilities throughout Arlington Heights' residential neighborhoods, as well as other zoning districts and uses, it is recommended that the Design Commission consider this request on a holistic, Village wide basis. The Design Commission should not allow this individual request to influence what is best for all neighborhoods in Arlington Heights. Staff suggests the following three options. Of the options listed, Staff recommends that the Design Commission **proceed with either Option 1 or Option 2.**

Option 1. Deny the Patton School sign variation request based on the criteria for granting a sign variation request not being met, with specific concerns regarding altering the essential character of the locality, depreciation of nearby property values, and traffic hazard.

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.*

Option 2. Continue the Patton School sign variation request until such time that the Village-wide study of possible code amendments for electronic signage is completed.

Option 3. Approve the request with the following restrictions:

1. **Static Message.** Chapter 30, Section 30-121.a, Prohibited Signs, states "any flashing sign or sign with moving or rotating lights, or any sign creating the illusion of movement is not allowed". The proposed LED sign shall display static messages only, and shall not be allowed to blink, scroll or animate in any way.
2. **Hours of Operation.** Chapter 30, Section 30-117, Illumination: Hours of Operation, 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 pm and 7:00 am". It is recommended that the proposed hours of operation be restricted from 5:30 pm until 7:30 am (as proposed by the petitioner).
3. **Illumination Level.** Per Chapter 30, Section 30-118.a, Illumination Standards, states "in no case shall the lighting intensity exceed 250 foot candles when measured flush and in contact with the face of the sign". Furthermore, it is recommended that the sign be required to have a photo sensor dimmer to automatically reduce the brightness in the evening.
4. **Frequency of Message Change.** The message display shall be static, with changes made only twice per day (as proposed by the petitioner), unless urgent or emergency information is necessary to be displayed.
5. **Colors.** The display shall be restricted to white text on the black background.
6. **Sound.** The sign shall not be allowed to emit sound.

Attachments:

1-27-15, Staff Report with 4-4-09 Design Commission Minutes
 1-5-15, Petitioner Exhibits
 2-24-15, Petitioner's Proposed Restrictions
 2-24-15, Village-Wide Electronic Sign re-review Memo
 2-12-15, Map of Schools, Churches, and Parks
 1-27-15 Design Commission Meeting Minutes
 2-24-15 Design Commission Meeting Minutes
 3-31-15 Design Commission Meeting Minutes

STAFF DESIGN COMMISSION REPORT

PROJECT INFORMATION:

Project Name: Patton Elementary School
Project Address: 1616 N. Patton Ave.
Prepared By: Steve Hautzinger

Date Prepared: January 16, 2015

PETITIONER INFORMATION:

DC Number: 15-001
Petitioner Name: Eric Larson
Petitioner Address: 1616 N. Patton Ave.
 Arlington Heights, IL 60004
Meeting Date: January 27, 2015

Requested Action:

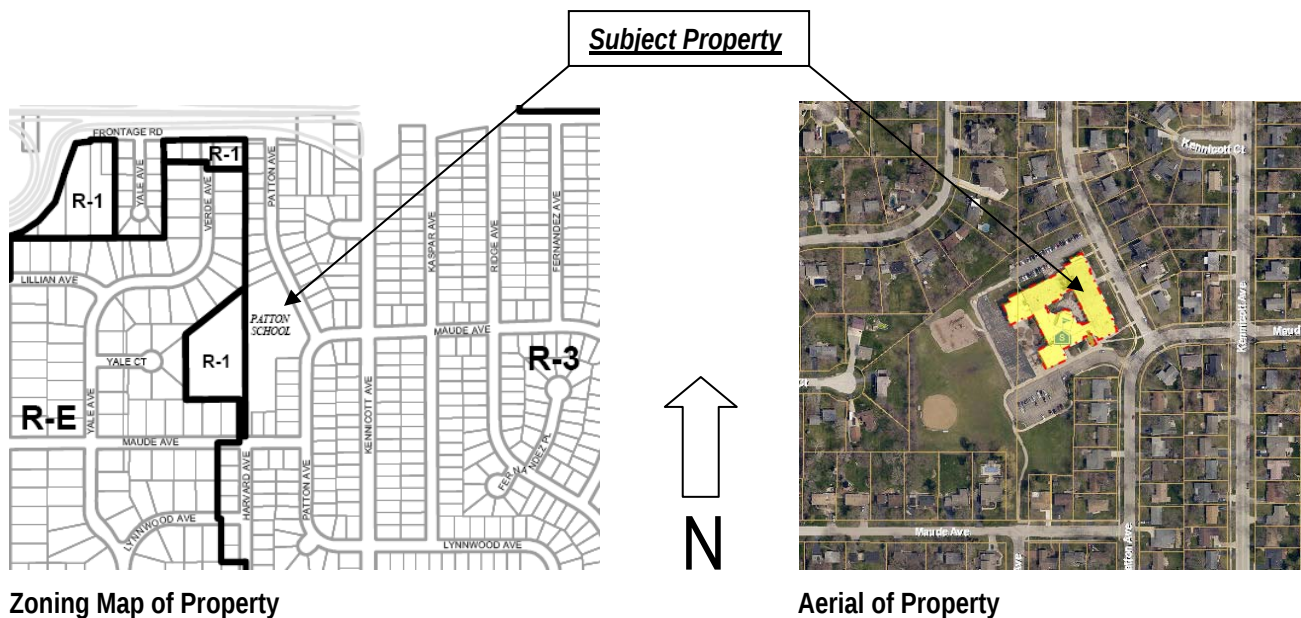
1. A variation from Chapter 30, section 30-121.a, Prohibited Signs, to allow an electronic changeable LED wall sign.
2. A variation from Chapter 30, section 30-203.b, to allow a 24 square foot electronic changeable LED wall sign in a Residential District, where only a 12 square foot manual change bulletin board sign is allowed.

ANALYSIS:

Summary

The subject design is being forwarded to the Design Commission for review pursuant to Chapter 6 of the Municipal Code, specifically Section 6-501 (e)(1), which states that the Design Commission "shall review all Plan Commission, Zoning Board of Appeals, Building Permit and Sign Permit applications for new construction...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 replace an existing non-conforming 24 sf manual change bulletin board wall sign with a new 24 sf electronic message board wall sign. The new sign is of similar design as the existing sign, and it will be installed in approximately the same location on the east exterior wall of the school. Electronic changeable LED signs are prohibited per the sign code. Patton Elementary School is located in an R-3 One Family Dwelling District surrounded by single family homes. The proposed wall sign will be set back from the property line approximately 35 feet, and will face single family homes directly across the street.



Background:

Electronic message board signs are currently prohibited in Arlington Heights with the exception of the price display on gas station signs. However, there are two electronic message board signs existing in Arlington Heights: one received a sign variation in 1996, and the other is a Village owned Civic Events sign:

- Daily Herald. A sign variation for an electronic message board sign for the Daily Herald was granted in 1996 with restrictions that the message board copy remain stationary and messages change no more frequently than: time and temperature - one minute, traffic and major news messages - 5 minutes, Daily Herald messages – 1 hour, and community service messages – one per hour. This was determined to be a unique condition being adjacent to the I-90 tollway.
- Arlington Heights' Civic Events Sign was installed in 2014. This sign is allowed by code as an exempt Municipal sign providing non-advertising information as a public convenience per Section 30-103.



Image 1. Daily Herald electronic sign viewed from I-90.



Image 2. Arlington Heights' Civic Events sign.

Two other electronic message board signs were installed by School District 214 without Village approvals.



Image 3. Hersey High School electronic message sign.

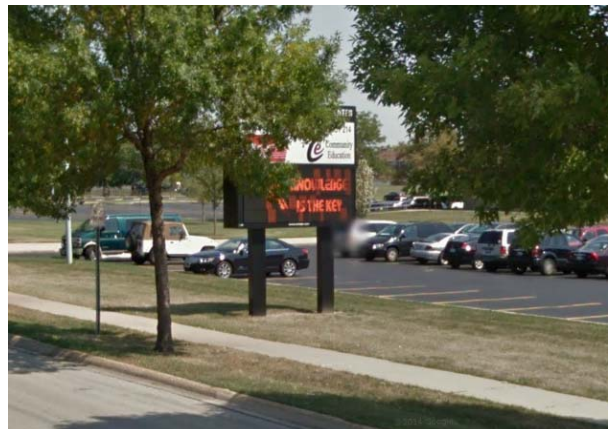


Image 4. Forest View School electronic message sign.

Other electronic sign requests:

In 2007, Walgreens and Tanita Corporation requested sign variations for electronic message signs. Both requests were denied by the Design Commission and the Village Board. Also in 2007, Southminster Presbyterian Church omitted the electronic portion of a sign variation request after the Design Commission raised concerns over an LED sign in a residential neighborhood.

Electronic Sign Code Evaluation:

In 2009, the issue of electronic message board signs was studied in detail by the Planning and Community Development Department and presented to the Design Commission. Issues such as: visual impact, driver distraction, and code enforcement were discussed. Nineteen other communities were surveyed, with seven (7) allowing electronic message board signs, and twelve (12) not allowing them.

The culmination of the 2009 study resulted in options for Sign Code amendments for the Design Commission to consider. Multiple options were presented for Design Commission consideration as follows:

A. Residential Zoning Districts

1. Do nothing and continue to not allow electronic bulletin changeable signs.
2. Allow electronic bulletin changeable message signs with restrictions concerning operation.
3. Allow electronic bulletin changeable message signs for specified uses (ex. Only for public entities such as schools).

B. Business, Manufacturing, and/or Institutional

1. Do nothing and continue to not allow electronic bulletin changeable signs.
2. Allow electronic bulletin changeable message signs in designated business, manufacturing, and/or institutional districts with restrictions concerning operation.
3. Allow electronic bulletin changeable message signs for specified uses (ex. Only for public entities such as schools or major tourism venues) with restrictions concerning operation.
4. Allow electronic bulletin changeable message signs in specified locations (ex. Along I-90 or on Rand Rd. corridor) with restrictions concerning operation.

At the outcome of the review, the Design Commission decided to continue to not allow electronic message board signs throughout Arlington Heights. Instead, Sign Code amendments were subsequently drafted and approved to more specifically define the use of manual change bulletin board signs throughout Arlington Heights.

(Reference attachment: 4/14/09 Design Commission Meeting Minutes).

Current Request:

The Design Commission must consider that, if approved, this variation will set a precedent for all other schools and churches in all residential neighborhoods in Arlington Heights. The Design Commission should evaluate this specific request individually, but must also consider the effect of this request on a community-wide basis. Eight of the nine schools in School District 25 alone have manual change bulletin board signs as shown in the images below. All of these schools share similar characteristics, and approval of this sign variation could likely result in numerous other similar sign variation requests for public schools, private schools, day care centers, and churches in residential neighborhoods.



Image 5. **Subject Property**, Patton Elementary School



Image 6. Dryden Elementary School

Patton Elementary School
1616 N. Patton Ave.
DC 15-001 (Sign Variation)
PIN: 03-19-109-024, 035



Image 7. Greenbrier Elementary School



Image 8. Thomas Middle School



Image 9. Ivy Hill Elementary School



Image 10. Olive-Mary Stitt Elementary School



Image 11. Westgate Elementary School



Image 12. Windsor Elementary School

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. While Staff does agree that manually changing the message on a bulletin board sign is an inconvenience, electronic message signs are out of character in a residential neighborhood, and the negative impact on the character of the locality needs to be considered. Additionally, safety needs to be considered, as electronic signs can be a distraction to drivers.

Staff surveyed seven communities surrounding Arlington Heights and determined that only two communities allow electronic message signs at schools in residential neighborhoods (with restrictions), and of all of the schools in those seven communities, only two elementary schools were reported to actually have electronic message signs.

Possible Restrictions:

If the Design Commission considers such a request, the following issues should be evaluated:

1. **Static Message.** Chapter 30, Section 30-121.a, Prohibited Signs, states “any flashing sign or sign with moving or rotating lights, or any sign creating the illusion of movement is not allowed”. The proposed LED sign shall display static messages only, and shall not be allowed to blink, scroll or animate in any way.
2. **Hours of Operation.** Chapter 30, Section 30-117, Illumination: Hours of Operation, 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 pm and 7:00 am”. Consider extending this restriction from 9:00 pm until 7:00 am.
3. **Illumination Level.** Per Chapter 30, Section 30-118.a, Illumination Standards, states “in no case shall the lighting intensity exceed 250 foot candles when measured flush and in contact with the face of the sign”. Furthermore, it is recommended that the sign be required to have a photo sensor dimmer to automatically reduce the brightness in the evening.
4. **Frequency of Message Change.** The message display shall be static, with changes made only once per day, unless urgent or emergency information is necessary to be displayed.
5. **Colors.** Consider restricting the display color to amber only. Red shall not be allowed.
6. **Setback.** Consider the orientation towards adjacent residences and establish a minimum setback distance.
7. **Sign Type.** Consider if electronic message signs are appropriate as ground sign and/or wall signs.
8. **Window Signs.** Current Village regulations do not require a permit for window signs. A window sign can be a paper graphic, neon sign or LED screen. A window signs cannot exceed 40% of the window area.
9. **Design Standards.** Consider the integration of the sign with the design of the building.
10. **Sound.** Sign shall not be allowed to emit sound.

RECOMMENDATION:

Staff has concerns regarding the precedent of this request relative to all residential neighborhoods, and therefore suggests the following options:

1. Defer action at this time to allow a comprehensive Village wide re-evaluation of electronic LED signage (the detailed report from 2009 could be reissued with updates).
2. Deny the request.
3. Continue the request to allow time for detailed restrictions to be prepared as possible conditions.
4. Approve the request with restrictions.

Of the four options listed, Staff recommends that the Design Commission **proceed with either Option 1 or Option 2** regarding the proposed electronic message board wall sign variation request for *Patton Elementary School* located at 1616 N. Patton Avenue. These recommendations are based on the plans received 1/5/15, Federal, State, and Village Codes, regulations, and policies, and the issuance of all required permits.

Steve Hautzinger, Design Planner
Department of Planning & Community Development

c: Charles Witherington-Perkins, Director of Planning and Community Development, James McCalister, Director of Building & Health Services, Petitioner, DC File 15-001

APPROVED

MINUTES OF
THE VILLAGE OF ARLINGTON HEIGHTS
DESIGN COMMISSION MEETING
HELD AT THE ARLINGTON HEIGHTS MUNICIPAL BUILDING
33 S. ARLINGTON HEIGHTS RD.
APRIL 14, 2009 AT 6:30 P.M.

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

Members Present: Ted Eckhardt, Commission Chair
John Fitzgerald
Jim Tinaglia
Kirsten Kingsley
Alan Bombick

Members Absent: None

Also Present: Robin Ward, Assistant Village Attorney
Nora Boyer, Housing Planner
Afshan Hamid, Staff Liaison
Pat DiMatteo, Recording Secretary

REVIEW OF MEETING MINUTES FROM MARCH 31, 2009

Commissioner Kingsley pointed out a spelling error on page 15 of the minutes. **Chairman Eckhardt** said that Staff asked him to have the commissioners review and clarify the discussion of the *Verizon Wireless* project to ensure that the minutes accurately reflect each commissioner's intention to suggest that the petitioner provide for 3 wall signs. **Chairman Eckhardt** confirmed that he supported 3 wall signs, which the minutes correctly reflected; **Commissioner Fitzgerald** agreed; **Commissioner Tinaglia** said that he was fine with the minutes as they were; **Commissioner Kingsley** had no comments.

Ms. Ward explained that the commissioners could not change what happened at the last meeting, as reflected in the minutes; however, they could clarify whether what was transcribed was correct or not.

A MOTION WAS MADE BY COMMISSIONER FITZGERALD, SECONDED BY COMMISSIONER KINGSLEY, TO APPROVE THE MEETING MINUTES OF MARCH 31, 2009. ALL WERE IN FAVOR. THE MOTION CARRIED. COMMISSIONER BOMBICK ABSTAINED.

ITEM 1. SIGN CODE MODIFICATIONS/ELECTRONIC SIGNS

Ms. Hamid recapped what was discussed at the Sign Code Modification kick-off meeting that was held with the Design Commission on July 8, 2008. This included the following:

- Blade/Plaque signs in Downtown
- LED Signs
- Ground Signs Downtown
- Ground Signs Village wide
- Wall Signs
- Corner Projecting Blade Signs
- Code Clean Up Items

Questions that were also discussed at the meeting included the following:

- What is the visual impact of LED technology
- Multiple LED signs on a block or corridor
- Is there a circumstance where LED is preferable than static, changeable message board
- Should LED be allowed in residential district
- Should messages on LED bulletin boards be regulated
- How will restrictions be enforced
- If LED is allowed, will EBB also be allowed

Ms. Ward said that she was here tonight to give an overview of legal guidelines when reviewing signage. In general, signage is protected under the 1st Amendment Free Speech, and falls under 2 categories: commercial signage, and non-commercial signage. When regulating signage, regulatory considerations must evaluate signage as content neutral. Municipalities may regulate signage on time, place, and manner restrictions. The two distinctions are off-premise and on-premise signs. On-premise signs are usually considered commercial signage, for example, for a fast food place. Off-premise signs are usually considered non-commercial signage, such as billboards. Signage must be reviewed and applied objectively to protect free speech.

Ms. Hamid began tonight's presentation on "Electronic Signs", which was prepared by the Department of Planning and Community Development, specifically herself and Nora Boyer. An introduction and brief overview was given. This included definitions of the following:

- Bulletin Boards
 - o A sign that has a message board with changeable letter, the purpose of which is to advertise events pertinent to the operation of the on-site facility.
- Electronic Bulletin Boards/Message Boards
 - o No allowed by the Village, except for time and temperature signs and service station gasoline price signs.

Ms. Hamid also pointed out that sign variations were previously granted for electronic signs for the Daily Herald located along the I-90 corridor, and for the

Sheraton Hotel located on Euclid Avenue. Recent requests received by the Village for electronic signs include one for the Walgreens on S. Arlington Heights Road, which was denied, and one for Southminster Presbyterian Church on Central Road, which was withdrawn by the petitioner.

The 5 types of electronic signs were reviewed by Staff and photos were presented, which included the following:

- Electronic Changeable Sign
- Electronic Graphic Display Sign
- Video Display Sign
- Electronic Static Sign
- Multi-Vision/Tri-Vision Sign

The following issues related to the 5 types of signs were presented by both Ms. Hamid and Ms. Boyer, and photos were presented as well:

- Visual Impacts
 - o Aesthetic impact of multiple electronic signs on a corridor
 - o Make bad sign clutter worse by making the clutter more noticeable
 - o Same size sign allowed regardless of the width of the lot or square footage
 - o Electronic signs adjacent to a residential neighborhood
 - o Consider proportions and scale of new electronic signs so they cohesively tie in with existing ground sign.
 - o Some municipalities allow a free-standing electronic sign
- Distraction to Drivers
 - o Recent studies on electronic signs from PAS through the American Planning Association are focused on electronic billboards.
 - o The Federal Highway Administration is currently evaluating driver distraction and safety. Current studies are inconclusive.
 - o No complete studies on retail or commercial signage; municipalities vary and review in regards to design and aesthetics.
 - o Message duration and transition
 - o Impact of electronic messages or video signs
 - o Current sign technology includes dynamic components that have the ability to emit more light and respond to ambient conditions that raise concerns about sign brightness.
- Enforcement
 - o Number of times a message can change
 - o Illumination Standards
 - o Ambient Light Levels
 - o Spacing Standards
- Fairness/Level Playing Field
 - o Current sign code regulated signs for various uses through zoning districts
 - o Similar Use Different Zoning
 - o Similar Zoning Different Use
- Other Considerations
 - o Energy consumption and heat
 - o RLUIPA

Commissioner Bombick asked about the cost of a photometer, and Staff replied that they were unable to obtain an exact amount; however, it was a costly investment.

Ms. Boyer reviewed Staff's breakdown of options for sign code modifications, first into types, then into residential district and business district.

- Manual Change Bulletin Board
 - o Residential
 - Do nothing and continue to allow variations on a case-by-case basis.
 - Make minor amendments to clarify current policy.
 - o Business, Manufacturing, and Institutional
 - Do nothing and continue to allow variations on a case-by-case basis.
 - Change sign code to allow only in residential zoning districts for public, charitable, educational, or religious institutions.
- Electronic Bulletin Board/Changeable Message Board
 - o Residential
 - Do nothing and continue to NOT allow
 - All with restrictions concerning operations
 - Allow specified use (i.e. schools) with restrictions concerning operation
 - o Business, Manufacturing, and Institutional
 - Do nothing and continue to NOT allow
 - Allow in designated business, manufacturing, and/or institutional districts with restrictions.
 - Allow for specified uses, schools or major tourism venues with restrictions.
 - Allow in specified locations (I-90 or Rand Road Corridor) with restrictions.

Ms. Hamid summarized the regulatory considerations to consider if electronic signs are allowed:

- o Static messages only, no scrolling, flashing, etc.
- o Minimum distance: Establish minimum spacing between signs.
- o Frequency of message change: FHWA recommends minimum of 8 seconds.
- o Limit colors of lights: Elmhurst allows amber on black only.
- o Illumination Standards: Require a threshold for illumination during the day versus evening hours; require an adjustment meter or sensor for adjustment.
- o Maximum Sign Area: Determine a reasonable sign area, i.e. 30%.
- o Orientation and setback from residential district.
- o Limit as to type, i.e. monument or wall.
- o Window Signs: Further define what constitutes a window sign.
- o Establish Design Standards
- o Sound

Ms. Hamid said that a survey of 19 communities was done through the Northwest Municipal Conference and Staff, with respect to electronic signs. Comparable communities included Buffalo Grove, Des Plaines, Elk Grove Village, Elmhurst,

Evanston, Hoffman Estates, Naperville, Mt. Prospect, and Schaumburg. Other communities included Carpentersville, Glencoe, Grayslake, Hanover Park, Libertyville, Prospect Heights, Rolling Meadows, and Streamwood. A list of major issues that other communities are reviewing was summarized as follows:

- As of right
- Restrictions on number of times per day or hour
- Illumination and brightness restrictions
- Concerns over electronic signs being distracting to drivers
- Are animation or moving images allowed
- Are there concerns over community character

Naperville and Oak Park, Illinois are two communities that recently modified their existing electronic sign code. Approved in December 2008, Naperville added a definition for Changeable Copy, and permits electronic signs as of right. Approved in March 2009, Oak Park permits electronic signs as of right, for window signage only.

Ms. Boyer summarized the recommendations by Staff with regards to each sign type:

- Manual Change Bulletin Board
 - o Continue to allow manual change bulletin boards as currently allowed in all zoning districts.
 - o Limit the size of manual change bulletin boards in all business, manufacturing, and institutional zoning districts to 30% of the total sign area or 20 square feet, whichever is less.
- Electronic Changeable Signs
 - o Allow electronic changeable signs in residential districts for non-residential uses.
 - o Require that electronic changeable signs in residential areas or adjacent to residential districts be turned off from 9 p.m. to 7 a.m.
 - o Consider other regulations concerning changeable message boards.
- Business, Manufacturing, and Institutional Districts
 - o Allow electronic changeable signs in all business, manufacturing, and institutional districts.
 - o Limit the size of electronic changeable signs to 30% of the sign area or 20 square feet, whichever is less.
 - o Consider other regulations concerning changeable message boards.

Other regulations for electronic changeable signs include the following:

- Static message: messages shall change frequently no more than once per 60 seconds.
- Color: color shall be limited to amber lights on black backgrounds.
- Sign Type: electronic changeable signs shall only be allowed on monument signs (not wall signs or ground signs)
- Establish daytime and nighttime illumination limits.
- Prohibit electronic changeable signs as window signs.
- Establish design standards requiring electronic changeable signs to cohesively

tie into the monument sign.

- Prohibit sound as a component of the sign.
- Prohibit signs that promote or advertise any commercial enterprise or event not conducted on the same premises.
- Message: messages only for the business upon which the sign is placed shall be permitted. No off-premise advertising shall be allowed.

Ms. Hamid said the next steps would be for the commissioners to discuss the information presented tonight, and consider the following:

- Draft of code language
- Review of code language
- Any other sign items

Commissioner Bombick asked if he understood correctly that Staff was recommending that only electronic changeable signs be allowed, with no movement or images, and limited to amber on black background. **Ms. Hamid** replied that that was correct.

Commissioner Kingsley asked about height restrictions for monument signs, and the difference between a ground sign and a monument sign. **Ms. Hamid** replied that a monument sign has a 6-foot height with a decorative base, and a ground sign can be up to 16'-6" in height.

Commissioner Tinaglia felt that the use of both 'ground sign' and 'monument sign' was confusing and a clearer definition should be established. He asked whether both terms were even necessary and whether one could be eliminated, and how the Village could regulate how many electronic signs are allowed. **Ms. Ward** clarified that a ground sign was essentially a pole sign, and a monument sign was a sign on a base close to the ground.

Commissioner Tinaglia further stated that he would not be in favor of electronic signs that moved, and he felt that the Village's electronic sign at the corner of Northwest Highway and Arlington Heights Road moved too fast. He also asked Staff if there was any aftermath from the recently approved sign variation for *The Grand Station*, which he felt might be a good starting point for the future of electronic signs in the Village. He concluded that he was a big proponent of signage, which he felt was important.

Commissioner Bombick asked if there was a scientific graphic design reason behind the recommendation for the amber on black background color, as opposed to black on white, which was a lot easier to read, or white on black. He wanted to understand the justification; is it because amber is less obtrusive at a distance, and has less glare than other colors? **Ms. Hamid** replied that during the day, amber on black is most likely more readable, whereas in the evening, black on white may be more legible.

Commissioner Bombick also asked Staff what town(s) he could visit to see the type of electronic signs being recommended. **Ms. Hamid** replied that Staff visited

numerous towns to obtain the pictures presented tonight, which included Naperville, Bolingbrook, Woodridge, Carol Stream, Hanover Park, Bartlett, Hoffman Estates, Mt. Prospect and Chicago. The church sign in Mt. Prospect shown on page 11 was the type of electronic changeable sign that Staff was recommending.

Commissioner Bombick said that one the problems with some of the sign examples presented by Staff, was that the sign area was not big enough to do any good, unless the sign was right up on the road, and we had to be careful if we were going to restrict these, especially with community messages, which would be a waste of money if they were not big enough to see, and even more distracting.

Commissioner Tinaglia wanted to make one more comment before he had to leave because of another meeting commitment. He felt that many of the existing manual change bulletin board signs in the Village were offensive and old-looking, and wanted to see something happen with these signs. **Commissioner Tinaglia** left the meeting at this time.

Commissioner Fitzgerald agreed that some of the older, existing manual change bulletin board signs, such as the one at the car wash on S. Arlington Heights Road shown on page 3, were unattractive; however, he felt the new manual bulletin board sign for Southminster Church, shown on page 4, was a great example. He said that he never liked electronic changeable signs because they are too busy and would add to the busyness of existing signs in the Village, especially on S. Arlington Heights Road. He felt that at some point, electronic signs would start moving faster than we could control, and be brighter than we could control. He especially did not like these types of signs in a residential area because it cheapened the area, even with time restrictions. He also felt that once these electronic changeable signs were allowed, everybody would want one, and he did not like any of the electronic sign examples provided by Staff. He felt the existing rules for electronic signs should remain as is, existing manual bulletin board signs could be improved and updated, and the option for a sign variation could remain.

Commissioner Bombick pointed out that the existing manual bulletin board sign at the car wash on S. Arlington Heights Road, shown on page 3, managed to make something as obnoxious as a hi-definition TV sign without any technology other than fluorescent lights, and this sign was a result of the existing sign code.

Chairman Eckhardt said that he was a proponent of the highest technology of video signs known to man, because that was the future; however, he was also a proponent of developing regulations so that electronic signs stay static for the most part. He was not in favor of the highly graphic image of blade runner-type signs, and he would not support an electronic changeable sign with only amber lights because it was old-school and outdated before it even started. He felt the Village needed to leap forward into the sign technology future, which is a sign with a video screen that is regulated. He also acknowledged that once this type of sign was allowed, it would be difficult to stop it from becoming like Disneyland; however, he would vote for no electronic sign unless it was a sign that had the new technology, with restrictions. **Chairman Eckhardt** also felt it was important to never allow

someone to put a sign on someone else's property, resulting in too many signs too close together.

Commissioner Kingsley said she felt similar to Chairman Eckhardt with regards to the electronic sign display. She referred to the 'Home Run Inn' sign on page 17, which she felt was a nice sign. She also said she was definitely not a proponent of anything moving on electronic signs. Her big issues with signs were height and brightness, which she felt should be looked into further. When she thought of signage in other towns, she was impressed with downtown Lake Forest, which had nothing but low signs, which she was a proponent of and suggested the Village look into.

Ms. Ward explained that downtown areas were different than other areas of town with regards to sign height. She said that there was a danger in making a change in sign height because although existing signs could be amortized out, in most situations, existing signs would not come down until they fall apart, resulting in a lot of old, non-maintained signs. **Commissioner Kingsley** reiterated her previous suggestion that the height of signs be reviewed by Staff. She also recommended grouping together all the different types of electronic signs, including the manual bulletin board sign, so that a petitioner was not forced to put a manual bulletin board sign on a tall ground sign, which she was opposed to.

Commissioner Bombick said that he tended to agree, in concept, with Commissioner Kingsley and Chairman Eckhardt about the type of signs that would be nice. He referred to the 'Home Run Pizza' sign on page 17, which was a nicely designed sign with a graphic image that changed; however, the sign was also so pedestrian, so mundane, and so ordinary, which was where he was afraid the Village would end up if electronic signs were allowed. He also referred to the 'McDonald's' sign along I-90, and the digitally-stunning electronic billboards along the stretch of 294 west of the airport in Elmhurst, which were well designed and easy to read electronic signs. He also referred to the 'McDonald's' sign on page 17, which he felt was the most annoying, primitive type of electronic sign you could possibly imagine, which should never be allowed in the Village because it looked cheap and tacky.

Commissioner Bombick also referred to the church sign in Bartlett shown on page 11, which was exactly what Commissioner Fitzgerald meant when he said that he did not want to see an electronic sign in a residential neighborhood, emblazoned on the sunset every day. **Commissioner Bombick** added that he could support a white copy on black or a black and white electronic sign, because it was very readable and not overly bright; however, the concept of dark skies should be considered with regards to signage and lighting. He wanted to know if it was more environmentally sustainable to be changing the material wrapped around a big billboard, signs emitting high powered fluorescent lights, or running a hi-definition display (electronic sign) 24 hours a day. **Commissioner Bombick** also agreed with Chairman Eckhardt that some of the existing manual change bulletin board signs were so archaic and there had to be better technology and a way to control the quality of the graphics.

Chairman Eckhardt suggested developing a design guidelines booklet showing the type of signs the Village expects, signs of high quality and high technology; guidelines similar to the existing guidelines for single-family homes. **Ms. Ward** replied that guidelines could not be put out recommending signage that is not permitted by code, because it would be inviting variations, and in theory, a variation was an exception, and exceptions should not be invited. **Ms. Hamid** added that the commissioners could however, encourage better design overall for signs.

Commissioner Fitzgerald asked Commissioner Bombick if there were any examples of signs presented by Staff that he felt were a positive direction, because he was trying to be open-minded. **Commissioner Bombick** replied that he did not mind the electronic static sign shown on page 2, or the white on black copy, and he felt the manual change bulletin board sign at Southminster Church, shown on page 4, was gorgeous.

Ms. Ward suggested the commissioners think about whether they preferred manual change bulletin board signs over electronic changeable signs, because this was really the issue right now with the type of sign variations that have been coming in. This would help narrow the focus right now by starting small and moving forward with the type of sign that is already out there, and in the future, go forward with signage that is newer in technology, but with restrictions.

Commissioner Kingsley said that she was amazed by the current regulations for window signage in the Village. She felt strongly that something should be done about these types of signs. **Commissioner Bombick** suggested a 'use tax' for any electronic signs allowed in the Village, which could electronically control how many times the sign changed messages.

Ms. Hamid asked the commissioners for some type of direction at this time. **Chairman Eckhardt** felt the direction tonight appeared scattered, although he liked Ms. Ward's suggestion to take a narrow approach by deciding whether to encourage or discourage certain types of signs, electronic vs. manual. It appeared as though none of the commissioners supported stick-up plastic letters on manual signs, although they did support high quality letters like the ones used on the Southminster Church sign; therefore, regulations specific to manufacturer could be considered for illumination and copy to ensure a quality design.

Ms. Ward clarified that currently electronic signs are not permitted; therefore, if the commissioners want to treat electronic signs similar to manual bulletin board signs, code language must first be prepared to 'permit electronic changeable signs'. Caution should also be taken with language pertaining to specific technological standards for these signs, in order to avoid differentiating among uses without any validity or justification. **Ms. Ward** referred to the list of 'regulations for electronic changeable signs' on page 18, which the commissioners could consider moving forward with; or not permit electronic changeable signs at this time; or tighten up the existing regulations for manual bulletin board signs; or not do anything with electronic signs at this time.

Commissioners Fitzgerald, Bombick, and Chairman Eckhardt, were all in favor of doing nothing about electronic changeable signs at this time. **Commissioner Kingsley** said she was in favor of approving electronic changeable signs at this time, with restrictions. **Commissioner Bombick** added that he wanted to see restrictions on manual change bulletin board signs tightened at this time, which **Chairman Eckhardt** agreed with. **Chairman Eckhardt** recommended a future meeting to further discuss manual change bulletin board signs, specifically with regards to improving the font on these signs. **Ms. Hamid** summarized that the commissioners want Staff to come back with a better code definition on manual change bulletin board signs, as well as some design considerations for these types of signs. **Chairman Eckhardt** also said that although they were not asking Staff to draft an ordinance on electronic signs at this time, the commission should continue discussions on these types of signs, with the direction to establish the controls for such a sign.

The commissioners all stated that if they saw any electronic changeable signs in other communities that they liked, they would contact Staff for further investigation. **Commissioner Kingsley** suggested discussing this topic again in 3 months, as well as discussing current regulations for window signs. **Ms. Ward** replied that Staff could look at window signage regulations separate and apart from the issue of electronic changeable signs. **Ms. Hamid** pointed out that the recommendations made by Staff with regards to electronic changeable signs also applied to the B-5 zoning district, which included the downtown.

The commissioners appreciated and thanked Staff for all the information provided in the packet for tonight's meeting, which was very well done.

Ms. Hamid reiterated that her direction from the commissioners tonight was to come up with some design regulations for the current manual changeable signs, and to look further at existing regulations for window signs. With regards to electronic changeable signs, the commissioners want to think more about it and revisit the issue at a later time, with no direction to develop any ordinance language, or to make any changes at this time. The commissioners concurred.

Commissioner Bombick reiterated his question pertaining to the power requirement for electronic changeable signs vs. illuminating a billboard with standard methods, which Staff replied they would look into further.

ITEM 6. GENERAL MEETING

There was no further discussion.

A MOTION WAS MADE BY COMMISSIONER BOMBICK, SECONDED BY COMMISSIONER FITZGERALD, TO ADJOURN THE MEETING AT 8:45 P.M. ALL WERE IN FAVOR. THE MOTION CARRIED.

Site and Surrounding Properties





Hardship Request

To Whom It May Concern:

- A. The hardship that has been created is not self-created. Our current sign is 20 years old and in need of being updated.
- B. The existing sign is located on the east side of the building along Patton Avenue. The new sign would be placed on the same wall in the same general location, and would be similar in overall dimensions. Additionally, this would not create a traffic hazard as residents, parents, and students are used to seeing a sign in this location and it should not impede traffic, nor anyone's health, safety, morals, or welfare.
- C. The circumstances or hardships that we currently face are listed below. Being that we are a school and not a business, we do not a competitive advantage over any entity.
 - 1. In order to change the content on the sign, parent volunteers are required to go outdoors in order to change the message on our sign. During inclement weather we are forced to make a choice between changing the message on the sign (during poor weather), or leaving outdated information on the sign.
 - 2. With the current sign we are limited to four lines of text. The text must be changed manually by having someone physically remove and replace the letters. This can be a time consuming process, as it requires someone to bring all of the letters, arrange them, and then set them in. It is not uncommon to have to abbreviate words due to the fact that we are limited to how many letters fit across one line. In addition to that, on windy days it can be challenging as the worker needs to be sure that the letters do not blow away.
 - 3. With an increasing number of programs, performances, and clubs, our current sign does not allow us to share and showcase all of what is happening at our school. Because we have four lines of text we are only able to display what could be considered "main events" and we lose the ability to communicate through our sign any of the other events that are happening.
 - 4. With our current sign, we do not have the ability to display information remotely. By having a digital sign, we are able to access our messages remotely and produce up to date information. Also, with a digital sign, we can program the sign to display different messages at different times throughout the day and year.
- D. The variation will not alter the character of our locality, as it will simply be replacing the current sign.
- E. Schools always strive to engage the community in all that they do. In order to be successful, we need the ability to communicate with our stakeholders in a variety of ways. We have a significant amount of foot traffic at the beginning and the end of our school day and by having a sign that is able to provide robust communication we can better ensure that our messages are being received. With our current sign, we are not able to provide robust communication.

Patton School Proposed Sign Replacement



- Patton Elementary School, 1616 N Patton Avenue
- Sign on East Elevation
- Red Line _____ indicates measurement from sign to sidewalk, 35.32'
- New and Existing Sign 6' x 4'

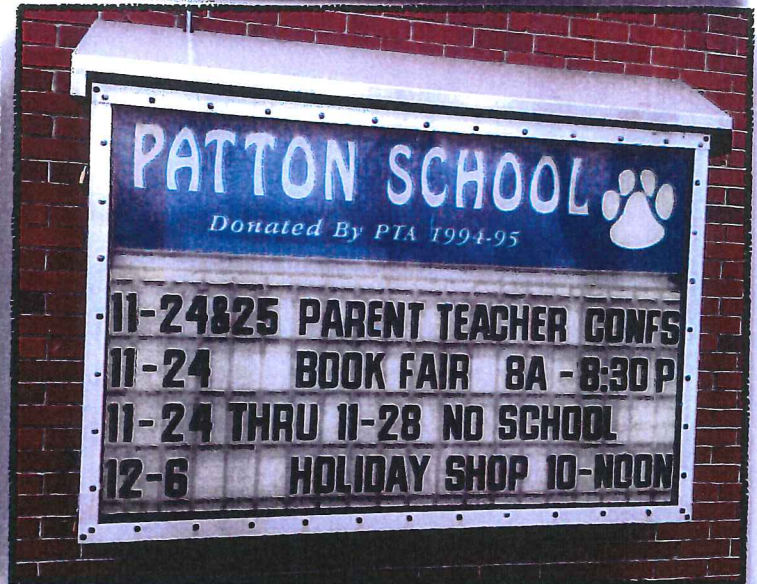
Patton School Proposed Sign Replacement



Building Facade

- Existing Sign on Facade
- East Elevation
- Red Line ____ indicates measurement from sign to sidewalk, 35.32'

Patton Elementary School



Dear Patton School Neighbors,

Patton has been exploring a new approach to communicating with all of our stakeholders about all of the exciting things that are happening in our school. One way we are hoping to accomplish this task is through the use of a digital sign. The benefits of this sign would be:

- ▶ More Information would be posted.
- ▶ Information would be updated with higher frequency.
- ▶ Information can be updated from anywhere in real time.
- ▶ Timers and dimmers are built in to control when the sign is on and off.

- ▶ LED signs emit a glow, and the ambient light that comes of the sign is the same as a traditional sign.

Our hope is that the Patton Community finds value in this updated communication tool. We are currently in the planning stages and we welcome any questions or concerns you might have.

Sincerely,

Eric Larson and Mike Brown
Principal Facilities Director
847-398-4288 847-506-6900
elarson@sd25.org mbrown@sd25.org

Patton School Proposed Sign Replacement



Existing Sign

- Existing Sign on Facade
- East Elevation
- Sign measures 6' x 4'

Patton School Proposed Sign Replacement



Proposed Sign

- New Sign on facade in a similar place as existing sign
- East Elevation
- Sign measures 6' x 4'
- LED ambient light
- Built in timers and dimmers

Patton School Proposed Sign Replacement



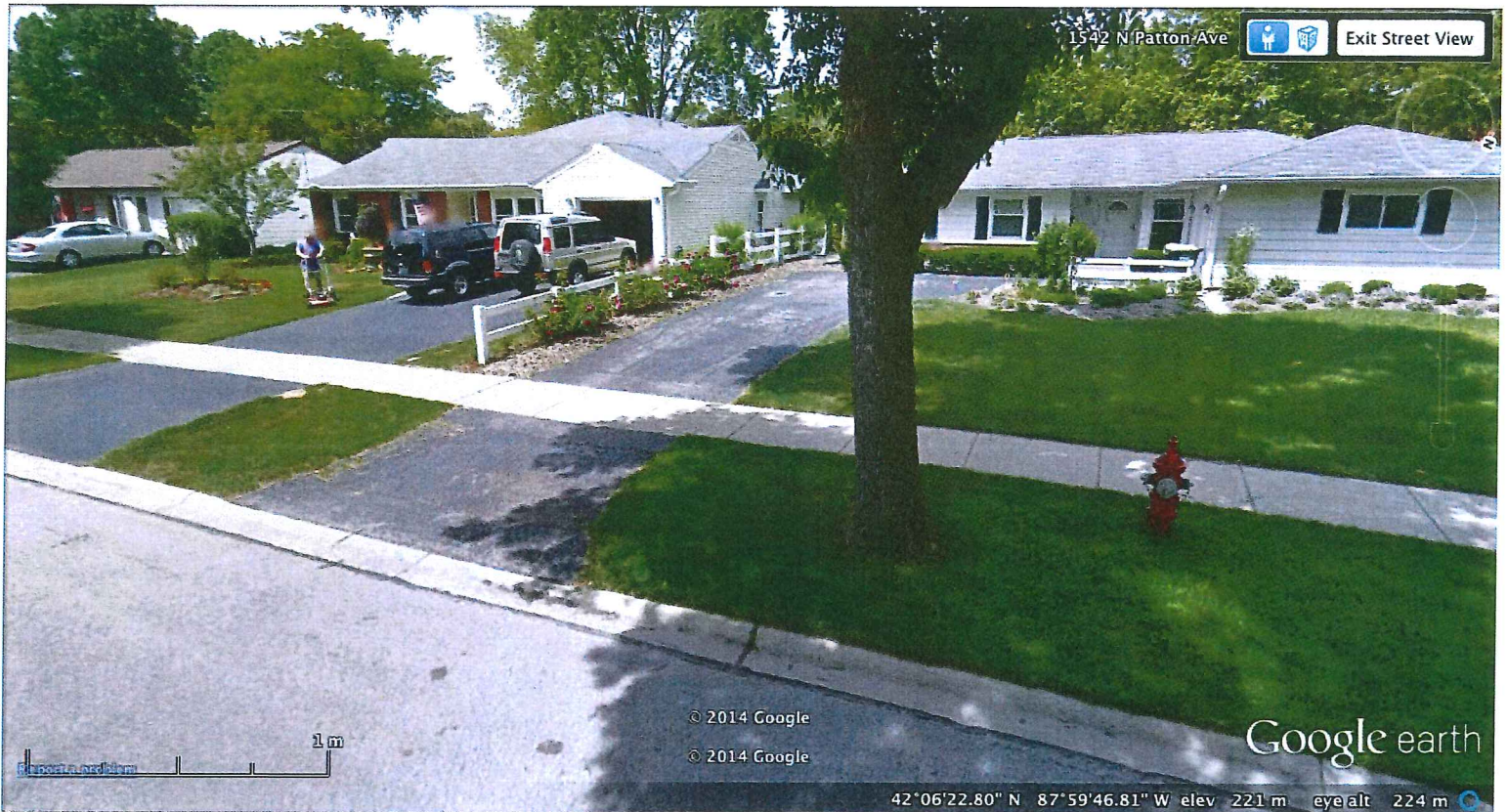
Proposed Sign

Patton School Proposed Sign Replacement



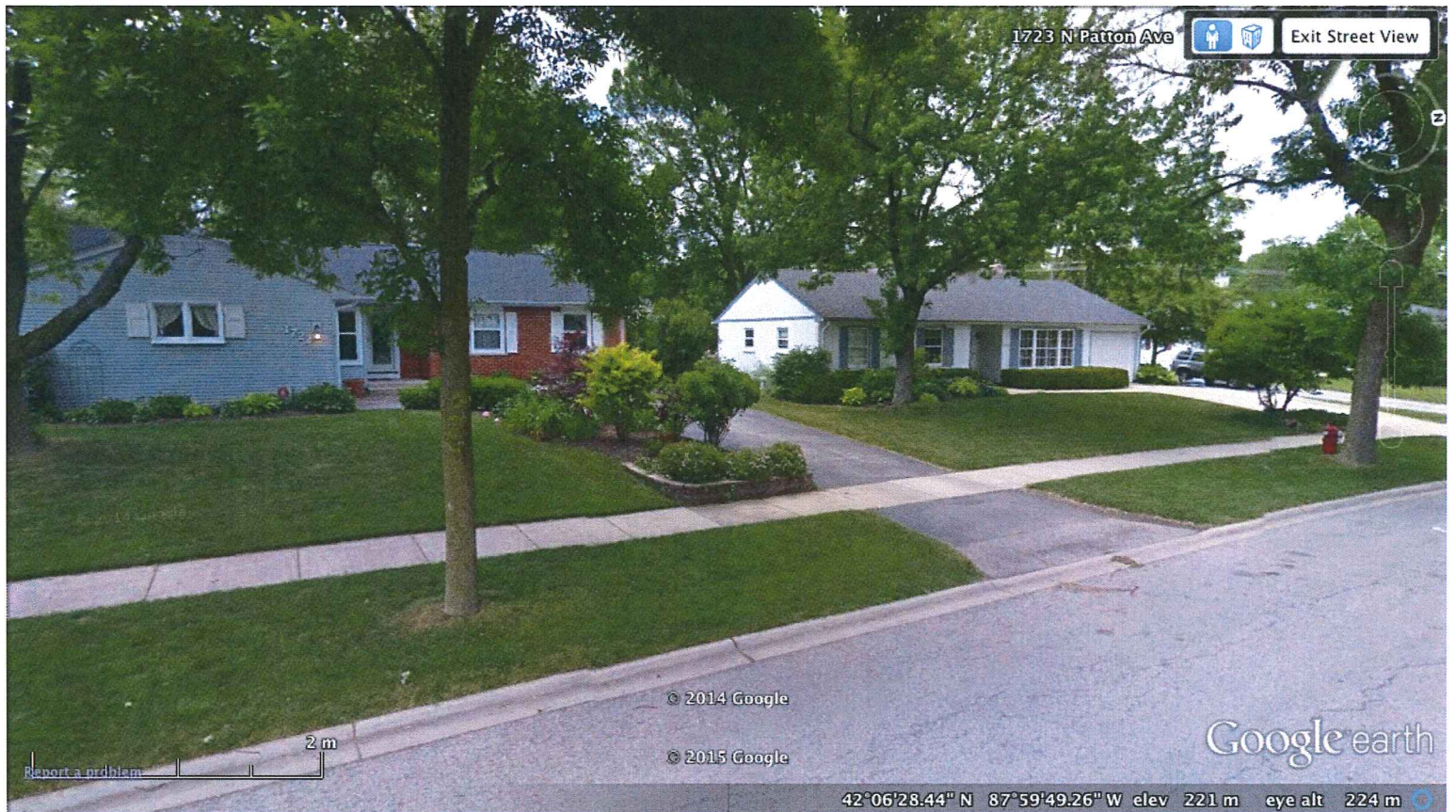
Houses in front

Patton School Proposed Sign Replacement



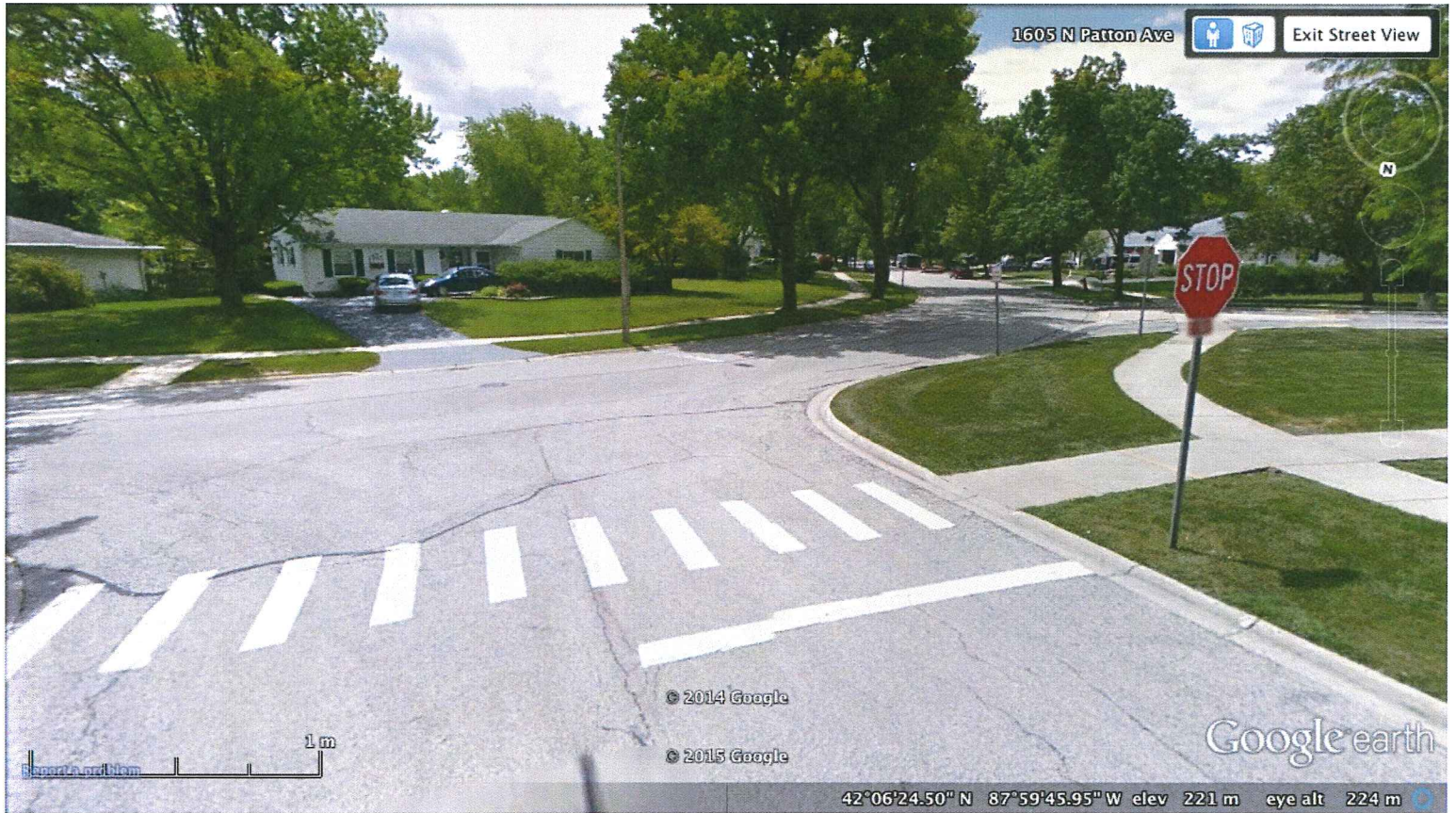
Three houses to the right

Patton School Proposed Sign Replacement



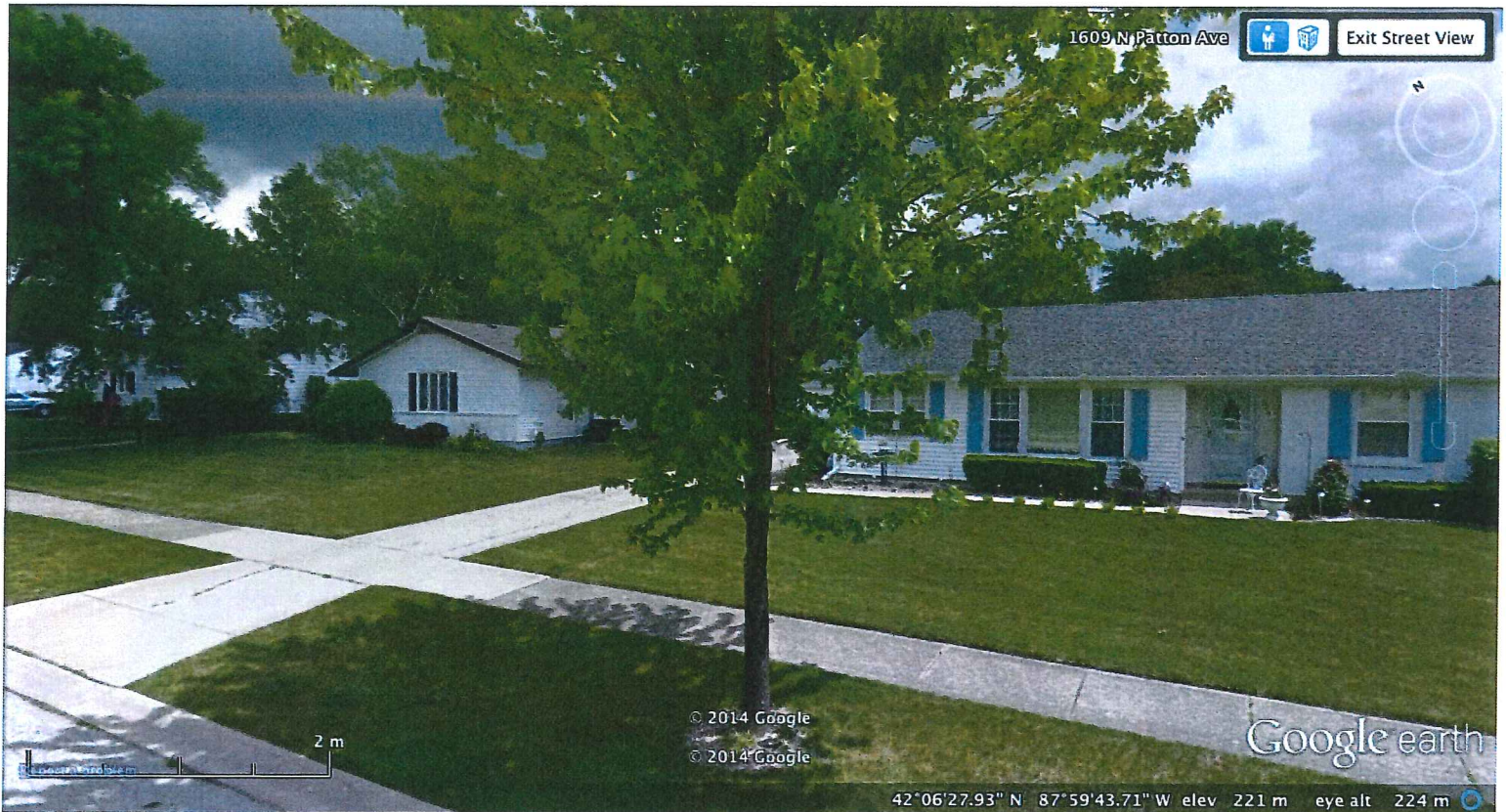
Houses to left

Patton School Proposed Sign Replacement



Houses across the street and to the right

Patton School Proposed Sign Replacement



Three houses across the street and to the left



Patton Elementary School * Arlington Heights School District 25

1616 N. Patton Avenue • Arlington Heights, Illinois 60004 • Telephone (847) 398-4288
Mr. Eric Larson, Principal • Mrs. Kelly Vignocchi, Assistant Principal • Fax (847) 394-6681

POSSIBLE RESTRICTIONS – FROM PAGE 5, STAFF DESIGN COMMISSION REPORT

1. **Static Message**
 - The Village recommends that an LED sign not blink, scroll, or animate in any way. Patton is not planning on having flashing animations on our sign. The messages posted would be in the form of text.
2. **Hours of Operation**
 - The recommended restriction by the Village is to possibly run a digital sign from 7:00am until 9:00pm. At Patton, we would further restrict the hours the LED sign is running to 7:30am until 5:30pm.
3. **Illumination Level**
 - The Village recommends that an LED sign be equipped with a photo sensor. The proposed sign we would like to purchase has a sensor built in that is able to dim the sign automatically on a scale of 1-10.
4. **Frequency of Message Change**
 - The Village recommends the message displayed remains static with changes made only once per day. This is in line with the desires of Patton, as we would like to change the message at one point during the day so we have a different message in the morning as we do in the afternoon.
 - Other signs in surrounding areas
 - i. Hersey High School (Arlington Hts) – Sign changes every four seconds (no village approval)
 - ii. Forest View (Arlington Hts) – Sign changes every three to six seconds (no village approval)
 - iii. Arlington Heights Municipality – Sign changes every six seconds
 - iv. MacArthur School (Prospect Hts) – Sign changes every four seconds (WITH village approval)
 - v. Plum Grove Jr. High (Rolling Meadows) – Sign changes every six seconds (approval unknown)
5. **Colors**
 - The Village recommends that amber be the only allowable color. Patton is seeking to purchase a sign that displays in red only. Please refer to the letter by Stewart Signs outlining why amber signs are less desirable as they are washed out by the sun. The color red does not share color properties associated with the color of sunlight and therefore produce the most easily read text. Our proposed sign will be facing directly east in the morning and an amber color will be challenging to see in bright sunlight.
6. **Setbacks**
 - The location of the new sign will be in the same general location as our current sign.
7. **Sign Type**
 - An electronic sign is appropriate for the amount of information that we would like to be able to share with our community via our sign. It will still be mounted to the school in the same general location.
8. **Window Signs**
 - Patton is not pursuing a window sign.
9. **Design Standards**
 - As previously stated the sign will be in the same general location as the existing sign. Additionally, the dimensions of the new sign are the same as the current one.
10. **Sound**
 - The proposed sign will not emit sound.
11. **Traffic Safety**
 - The village has been contacted to determine if there have been traffic accidents specifically related to the sign posted at NW Highway and Arlington Heights Road. The Village has reported that there is no data on traffic accidents connected to the digital sign.

RECEIVED

FEB 24 2015

PLANNING & COMMUNITY
DEVELOPMENT DEPARTMENT

MEMO

DATE: February 24, 2015
TO: Design Commissioners
FROM: Steve Hautzinger, Design Planner
RE: **Village Wide Electronic Signs, Re-Review**

In 2009, the issue of electronic message board signs was studied in detail by the Planning and Community Development Department and was presented to the Design Commission on April 14, 2009 (refer to the attached Report and Meeting Minutes both dated April 14, 2009). Issues such as visual impact, driver distraction, and code enforcement were discussed. Nineteen other communities were surveyed, with seven (7) allowing electronic message board signs (with restrictions), and twelve (12) not allowing them at all.

Electronic signs of the following types were discussed:

1. **Electronic Changeable Signs:** Used by businesses to replace the manual changeable signs. The text allows limited animation such as a character walking across the screen, and multiple color options. The text may scroll, and has simple images.
2. **Electronic Graphic Display Sign:** An example is The Sears Center electronic sign on the I-90 expressway. The images are presented similar to a power point presentation, which may be high definition, however no animation is involved.
3. **Video Display Sign:** Similar to a large jumbotron with a high definition image. The effect is that of watching moving images on a television or at a theater.
4. **Multi-Vision or Tri-Vision Sign:** Allows pre-set images and text to change. The number of images on a board is limited to three.
5. **Electronic Static:** Time and temperature and gas price signs may also be electronic, and remain static throughout the day, which is currently allowed in the Village.

The conclusion of the 2009 review was a decision by the Design Commission to continue to **not allow** electronic LED signs, but to revisit this topic again in the future. In light of the current sign variation request by Patton Elementary School for an electronic LED sign, the issue of LED electronic signage Village wide is being briefly re-reviewed. The Design Commission should provide feedback on whether electronic LED signs will continue to be prohibited, or if they will be allowed community wide (with restrictions on their functionality).

Due to the precedent that the Patton School sign variation request will set for all schools, churches, and park facilities throughout Arlington Heights' residential neighborhoods, the Design Commission should consider this request from a holistic, Village wide basis rather than one individual precedent setting request.. The Design Commission should not allow this individual request to influence what is best for all neighborhoods in Arlington Heights. The attached map of Schools, Churches, and Parks throughout Arlington Heights, with a total of 74 locations, illustrates the magnitude of Patton Elementary School's request.

UPDATE:

Manual Change Bulletin Boards. As a result of the 2009 discussion, sign code modifications were reviewed by the Design Commission and approved by the Village Board on 12/21/09 to clarify the use of manual change bulletin board signs throughout Arlington Heights as follows:

1. The definition of bulletin board signs was clarified to be “manual change” bulletin boards.
2. The use of bulletin board signs in Residential Zoning Districts was clarified to be for “manual change” bulletin boards only.
3. Automobile Service Station signage was clarified to allow a manual change bulletin board and an electronic or manual change display for price information.
4. Design considerations were added to promote a cohesive appearance for manual change bulletin boards on wall and ground signs.

Visual Preference Survey. In 2012, a visual preference survey was conducted by Staff with the objective to evaluate signs of numerous types throughout Arlington Heights, including electronic changeable message boards. A series of three visual preference review meetings were conducted, and participants included village residents, village business owners, and sign companies. The following is a summary of the results regarding electronic LED signs:

1. Conventional ground signs versus an LED ground sign:
 - a. 79% of participants preferred a regular ground sign instead of an LED ground sign.
 - b. Residents strongly preferred the sign without the LED display.
2. Ground Sign with a manual change bulletin board versus a ground sign with LED message board:
 - a. 82% of participants preferred a ground sign with a manual change bulletin board instead of an LED changeable sign.
 - b. Business owners strongly preferred the sign without the LED display.
3. Should electronic changeable message signs be considered in Arlington Heights?
 - a. 42% of participants preferred that electronic changeable message signs could be considered for special venues only.
 - b. 22% of participants preferred that electronic changeable message signs should not be allowed at all.
4. Should electronic graphic display signs be considered in Arlington Heights?
 - a. 41% of participants preferred that electronic graphic display signs could be considered for special venues only.
 - b. 25% of participants preferred that electronic graphic display signs should not be allowed at all.
5. Should video display signs be considered in Arlington Heights?
 - a. 43% of participants preferred that video display signs could be considered for special venues only.
 - b. 36% of participants preferred that video display signs should not be allowed at all.

In summary, the feedback from the visual preference survey was:

- Residents do not want electronic LED signage.
- 82% preferred a static manual change message board instead of an LED changeable sign.
- Two thirds of residents did not want electronic changeable message boards or electronic graphic displays for all businesses.
- 79% were opposed to video signage.

The results of the visual preference survey were reviewed by the Design Commission on February 28, 2012, and overall, the Design Commissioners agreed that electronic LED signage should continue to not be allowed.

ANALYSIS:

Alternatives to Electronic LED Signs:

At the initial Design Commission meeting on January 27, 2015 to review Patton School's variation request, the Design Commission requested additional information on electronic signage options. The following two options have been identified. However, additional research is necessary to fully explore alternate options, which was not feasible at this time due to limited time and staffing.

1. Flip disc signs

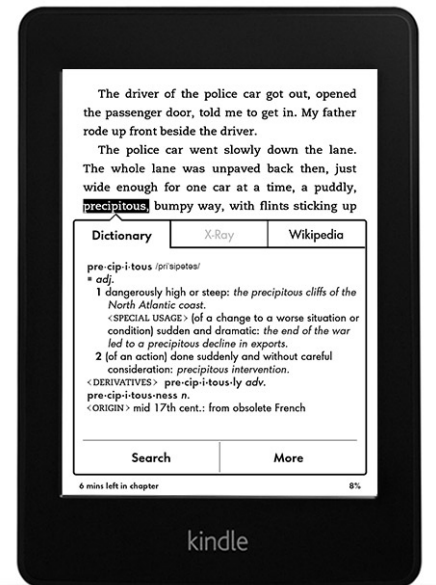
- a. Flip disc displays are an older technology comprised of a series of small discs that flip from a white or black side based on an electromagnetic signal.
- b. Flip disc signs have the appearance of a manual change bulletin board, but with the electronic capability to automatically change the message.
- c. Flip disc signs have excellent visibility in ambient daylight. No illumination is needed during the day.
- d. Low power consumption and environmentally friendly. A quick pulse of power is all that is necessary to change the display. The sign then holds the display without power. Many are battery operated.
- e. No glare.
- f. Availability is a concern. Primary manufacturer is a company in Poland.
- g. Animation and scrolling is possible and must be prohibited.
- h. Frequency of message change must be restricted.
- i. The sound of the discs flipping may be a concern if the display changes frequently.
- j. Cost is similar to LED sign.



Examples of flip disc signs.

2. Electronic Ink signs

- Electronic ink displays are made up of tiny microcapsules containing positively charged white particles and negatively charged black particles suspended in a clear fluid. A positive or negative charge is applied which forces either the white or black particles to the surface where they become visible. The effect is the appearance of printed ink on paper.
- An electronic ink display has the appearance of a manual change bulletin board, but with the electronic capability to automatically change the message.
- This technology is used in hand held electronic reader devices.
- Low power consumption and environmentally friendly. Power is only needed for changing the display, and then the sign turns off and holds the display.
- No illumination needed during the day.
- No glare.
- Current technology does not operate below freezing temperature, and this product is not yet readily available.



Examples of electronic ink displays.

Electronic ink technology represents a very interesting emerging technology that has great promise as an aesthetically pleasing alternate to LED for electronic changeable signs. Extremely low power consumption, visibility in natural light, and a clear, clean display are all advantages of this type of display. However, the use of electronic ink technology for outdoor signage is currently limited and is in development.

Previous Requests:

Previous requests for electronic LED signs have been denied. In 2007, the Bob Rohrman Auto Mall requested variations for a 30-foot and a 60-foot tall electronic signs, resulting in no action by the Design Commission. Also in 2007, Walgreens and Tanita Corporation requested sign variations for electronic message signs. Walgreens' request was denied by the Design Commission and the Village Board. Tanita's request was also denied by the Design Commission, but was not submitted for Village Board review. Southminster Presbyterian Church omitted the electronic portion of a sign variation request in 2007 after the Design Commission raised concerns over an LED sign in a residential neighborhood, and other requests for electronic signs have been discouraged by Staff without submitting a formal request.

Visual Impact:

Multiple electronic signs on a commercial corridor may also have a negative aesthetic impact. Some of the main commercial corridors in Arlington Heights already have perceived visual blight, and allowing conversions to bright LED signs will magnify the existing conditions. Currently, large and small businesses are allowed the same size signs which could result in electronic LED signs spaced closely together.

Electronic LED signs are especially out of character in residential neighborhoods and they should not be allowed. Schools, churches, and parks facilities are often surrounded by single family homes and the daytime and evening illumination and brightness, as well as the changing display on LED signs poses a nuisance to the surrounding homes. A home represents a significant financial investment for homeowners. Would you want an electronic LED sign in your neighborhood?

Distraction to Drivers:

In addition to aesthetic concerns, safety is another key concern with electronic changeable messages posing a distraction to drivers. Studies indicate that LED signs are brighter and more distracting to drivers than any other type of sign. Changing messages hold drivers attention to finish a message or to see what will be displayed next. Driver distraction is of particular concern at a school where there are numerous small children and vehicles, especially during busy drop off and pick up times.

Code Enforcement:

Code enforcement of electronic signs remains another key concern, with enforcement of the operation and use of electronic sign restrictions being nearly impossible to monitor and difficult to enforce.

Options for Code Modifications:

The 2009 report listed the following options to consider:

A. Residential Zoning Districts

1. Do nothing and continue to **not allow** electronic bulletin changeable signs.
2. Allow electronic bulletin changeable message signs with restrictions concerning operation.
3. Allow electronic bulletin changeable message signs for specified uses (ex. Only for public entities such as schools).
 - a. *Note: this may violate the Religious Land Use and Institutionalized Persons Act (RLUIPA) so if approved for schools, would also have to be approved for churches and other gathering places.*

B. Business, Manufacturing, and/or Institutional

1. Do nothing and continue to **not allow** electronic bulletin changeable signs.
2. Allow electronic bulletin changeable message signs in designated business, manufacturing, and/or institutional districts with restrictions concerning operation.
3. Allow electronic bulletin changeable message signs for specified uses (ex. major tourism venues) with restrictions concerning operation.
4. Allow electronic bulletin changeable message signs in specified locations (ex. Along I-90 or on Rand Rd. corridor) with restrictions concerning operation.

Possible Restrictions:

If the Design Commission considers such a request, the following previously outlined issues will need to be evaluated and further researched:

1. **Static Message.** LED sign shall display static messages only, and should not be allowed to blink, scroll or animate in any way.
2. **Spacing.** A minimum spacing between signs would need to be established.
3. **Frequency of Message Change.** The FHWA recommends a minimum of 8 seconds.
4. **Colors.** Consider restricting the display color to amber only. Red shall not be allowed.
5. **Illumination Levels.** Establish maximum daytime and night time levels. Consider requiring an automatic photo sensor to automatically reduce the brightness in the evening.
6. **Sign Area.** Determine the maximum LED sign area, as a percentage of the overall allowed sign area.
7. **Setback.** Consider the orientation towards adjacent residences and establish a minimum setback distance.
8. **Sign Type.** Consider if electronic message signs are appropriate as ground sign and/or wall signs.
9. **Window Signs.** Current Village regulations do not require a permit for window signs. A window sign can be a paper graphic, neon sign or LED screen. A window signs cannot exceed 40% of the window area.
10. **Design Standards.** Consider the integration of the sign with the design of the building.
11. **Sound.** Sign shall not be allowed to emit sound.
12. **Hours of Operation.** Evaluate appropriate hours of operation based on different zoning districts.

RECOMMENDATION:

Although there are options to consider, Staff maintains the position that electronic LED signs are unattractive and allowing them would result in a negative impact on the appearance of Arlington Heights. Daytime illumination of LED signs is unattractive, and additionally is a waste of power. LED signs tend to have a glare that is unattractive and hard to look at. The cycling of messages on electronic LED signs poses an annoyance to adjacent properties, and it contributes to signage blight.

The only options to consider for electronic LED signs in Arlington Heights might be for major tourism venues and possibly for businesses along I-90, which the Design Commission may prefer to evaluate on a case-by-case basis as sign variation requests.

Lastly, emerging technology such as electronic ink signs should continue to be monitored in the future.

[illegible]

APPROVED

MINUTES OF
THE VILLAGE OF ARLINGTON HEIGHTS
DESIGN COMMISSION MEETING
HELD AT THE ARLINGTON HEIGHTS MUNICIPAL BUILDING
33 S. ARLINGTON HEIGHTS RD.
MARCH 31, 2015

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

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

Members Absent: None

Also Present: Keith Neumann, Greenscape Homes for *1805 N. Fernandez Ave.*
 Douglas Espinal, Owner of *428 S. Evanston Ave.*
 Josh Wohlfreich for *Arlington Downs*
 Todd Bellis, Studio3 Design for *Teleflex*
 Chad McRoberts, Catalyst GC & Development for *Teleflex*
 Brian Murphy, K. Hovnanian Homes for *Christina Court*
 Mark Rykovich, K. Hovnanian Homes for *Christina Court*
 Randall Wilt, K. Hovnanian Homes for *Christina Court*
 Steve Hautzinger, Staff Liaison

REVIEW OF MEETING MINUTES FROM MARCH 10, 2015

A MOTION WAS MADE BY COMMISSIONER FASOLO, SECONDED BY COMMISSIONER KUBOW, TO APPROVE THE MEETING MINUTES OF MARCH 10, 2015. ALL WERE IN FAVOR. THE MOTION CARRIED.

ITEM 3. SIGN VARIATION RE-REVIEW (continued from 2/24/15)

DC#15-001 – Patton Elementary School – 1616 N. Patton Ave.

Mr. Hautzinger stated that the petitioner has requested to continue the review of their request to the June 9, 2015 Design Commission meeting.

A MOTION WAS MADE BY COMMISSIONER FASOLO, SECONDED BY COMMISSIONER KUBOW, TO CONTINUE THE SIGN VARIATION REQUEST FOR PATTON ELEMENTARY SCHOOL (DC#15-001) TO THE JUNE 9, 2015 DESIGN COMMISSION MEETING.

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

Commissioner Eckhardt asked if the petitioner has contacted Staff regarding the probability of the sign mock-up that was encouraged by the commissioners. **Mr. Hautzinger** replied that the petitioner requested a continuation until June so they can see if any additional funds become available at the end of the current school year, with the intent to potentially purchase a full color LED sign, as opposed to the red/amber display originally proposed. The full color LED sign will allow the ability to display white letters on a black background.

APPROVED

MINUTES OF
THE VILLAGE OF ARLINGTON HEIGHTS
DESIGN COMMISSION MEETING
HELD AT THE ARLINGTON HEIGHTS MUNICIPAL BUILDING
33 S. ARLINGTON HEIGHTS RD.
FEBRUARY 24, 2015

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

Members Present: Ted Eckhardt, Chair
John Fitzgerald
Alan Bombick
Anthony Fasolo

Members Absent: Jonathan Kubow

Also Present: Keith Ginnodo, Kingsley/Ginnodo Architects for *737 S. Chestnut Ave.*
Brad Thomas, Owner of *737 S. Chestnut Ave.*
Paul Psenka, Psenka Architects for *206 S. Evergreen Ave.*
Denise Rabe, Owner of *206 S. Evergreen Ave.*
Brian Roginski, Owner of *Cortland's Garage*
Kelle Bruckbauer, Tinaglia Architects for *Cortland's Garage*
Eric Larson, Principal of *Patton Elementary School*
Mike Brown, School District 25 for *Patton Elementary School*
Steve Hautzinger, Staff Liaison

REVIEW OF MEETING MINUTES FROM FEBRUARY 10, 2015

A MOTION WAS MADE BY COMMISSIONER FITZGERALD, SECONDED BY COMMISSIONER FASOLO, TO APPROVE THE MEETING MINUTES OF FEBRUARY 10, 2015. ALL WERE IN FAVOR. THE MOTION CARRIED.

Mr. Hautzinger suggested the commissioners consider moving 'Old Business' to the end of the meeting to allow for the lengthy amount of time anticipated to discuss those items.

A MOTION WAS MADE BY COMMISSIONER FITZGERALD, SECONDED BY COMMISSIONER FASOLO, TO MOVE 'OLD BUSINESS' TO THE END OF THE MEETING. ALL WERE IN FAVOR. MOTION CARRIED.

ITEM 5. SIGN VARIATION REVIEW (continued from 1/27/15)**DC#15-001 – Patton Elementary School – 1616 N. Patton Ave.**

Mr. Eric Larson, Principal of *Patton Elementary School*, and **Mr. Mike Brown**, representing *School District 25*, were present on behalf of the project.

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

Mr. Hautzinger presented Staff comments, stating that since the key concerns regarding Patton School's sign variation request were discussed during the Village wide re-review discussion, Staff would just like to briefly reiterate that due to the precedent that the Patton School sign variation request will set for all schools, churches, and park facilities throughout Arlington Heights' residential neighborhoods, as well as other zoning districts and uses, it is recommended that the Design Commission consider this request on a holistic, Village wide basis. The Design Commission should not allow this individual request to influence what is best for all neighborhoods in Arlington Heights. Staff recommends the following options:

Option 1.

If, at the conclusion of the Village wide discussion, the Design Commission decides to continue to not allow electronic LED signs in Arlington Heights, then it is recommended that the Patton School sign variation request be **denied**.

Option 2.

If, at the conclusion of the Village wide discussion, the Design Commission decides to proceed with further evaluation of possible code amendments for electronic LED signage, then it is recommended that the Patton School sign variation request be **continued** until such time that the Village wide study is completed.

Mr. Larson said that previously, the commissioners asked that they spell out how they want to use the proposed LED sign, as well as state concerns about the changing message. He assured the commissioners that Patton School was not looking to do anything flashing or with scrolling animations; they want to keep things simple. Hours of operation for the new sign would be from 7:30 a.m. to 5:30 p.m., with the intent to change the message once in the morning and possibly once in the afternoon, depending on the amount of information needed to be displayed each day. These hours fit well within the hours of restriction set by the 2009 recommendations. With regards to red versus amber for the LED sign, he was told by his sign manufacturer that the color amber shares the same color properties as sunlight and because of the inconsistencies of the diodes, amber could be more difficult to see, as opposed to red which does not share any color properties. Amber also has a halo effect that red does not have. He pointed out that their wall sign faces east, which could pose a challenge on a sunny morning.

Mr. Larson reiterated that their intent is to replace an existing sign with modern technology, and give it a static look as best as they can, which is the general concern. They understand they are setting the standard with the LED sign and they want to be cautious. **Mr. Brown** added that property maintenance and following restrictions for the sign are very important to them because the school is part of the neighborhood. In fact, they want to be more restrictive than the existing sign, which glows all night, and feel they can bring the illumination down to a lower level of lighting than the existing sign.

Commissioner Bombick asked Staff to find out whether there has been an increase in accidents on I-294 in Rosemont since the wall of LED lights were turned on at the new fashion outlet center.

Mr. Larson explained that their sign manufacturer, who is one of the largest and located in Florida, provided them with a video of the capabilities of the LED sign they are proposing. He played the video which showed the aesthetics of the LED sign, while pointing out that the sign in the video had 4 lines of text as opposed to their proposed sign having only 3, and the graphics being very crisp, very clear, and able to be dimmed to any level. **Mr. Larson** also introduced Jenny Stanhope, co-president of the Patton School PTA. **Ms. Stanhope** said she was here to represent the PTA who had a discussion about this matter at their last PTA meeting. Parents are in support of a new sign that can more easily push information to the community; however, they are concerned about safety and do not want to distract drivers. They are also not aware of any neighbors being opposed to the new sign until tonight and were interested in hearing those concerns.

Chair Eckhardt said that at the last meeting in January, the question of why an LED sign is necessary outside the school with all the texting and social media that exists, in addition to the newsletters, bulletins and e-mails sent out by the school was brought up by one of the commissioners. **Ms. Stanhope** replied that a visual reminder each morning of school events was the primary focus of the new LED sign.

PUBLIC COMMENT

Mary Ann Mueller said that she lives at 1014 W. Maude Avenue, which is at the northeast corner of Patton and Maude, and directly across the street from Patton School and the existing wall sign. She is concerned about the type of LED electronic sign being proposed for the school, which she compared to the LED sign at Elk Grove High School on Arlington Heights Road. She understood the issues with the existing manual change bulletin board sign; however, she was concerned about the impact the LED sign would have on her property values, as well as that the main living areas of her home face the sign. She felt that the stop sign at the corner already causes a distraction, and she was concerned about another distraction with the LED sign. She was not bothered too much by the existing wall sign; however, she was concerned about the brightness and possible flashing of the new sign, and she questioned why the sign could not be located at the entrance to the school on the other side of the building. **Mr. Larson** replied that they considered moving the sign to the entrance side of the school; however, they determined

that in the best interest of the school and the most visibility, the sign location should remain where it currently is.

Chair Eckhardt asked if the school would agree to move the sign to the other side of the building if approval came down to location. **Mr. Larson** was unsure if there was enough wall space to accommodate the sign. **Mr. Brown** added that feedback from the parent community on whether this location would meet their communication purposes was necessary. **Mr. Larson** reiterated that the school wants to be a good neighbor.

Ms. Mueller reiterated that her biggest concerns are the type of LED sign being proposed with regards to brightness, the disturbance/distraction of the LED sign, and property values being affected by the sign. She also referred to the other side of the building at the gymnasium as an alternate location for the wall sign.

Chair Eckhardt asked the commissioners for their comments at this time.

Commissioner Fitzgerald acknowledged the issue of getting information to families attending the school; however, he still had a problem with the look of the sign that was shown in the video by the petitioner. He was trying to keep an open mind and hoping for better technology to come around quicker. He was still not in favor of the sign variation request for the school.

Commissioner Fasolo felt that the restrictions stated by the petitioner regarding illumination, on/off times and static message, were all steps in the right direction; however, it was unfortunate that red or amber were the only color options available with current technology. He was not in favor of approving the electronic sign and opening up the floodgates for all the other schools and churches in town.

Commissioner Bombick asked if the name of the school at the top of the new sign is intended to be internally illuminated. **Mr. Larson** replied that the name of the school would be backlit fluorescent at the top of the sign; however, it would be unlit when the sign was turned off. **Commissioner Bombick** felt that 5:30 p.m. seemed a bit early to turn the sign off. He was also still bothered by the red color of the text located across from someone's living room, although he questioned if the red lights would be less annoying and less bright than the existing white fluorescent sign. He asked the neighbor how much she notices the existing wall sign and **Ms. Mueller** replied that although the sign is noticeable, it was not obtrusive or flashing and the colors of the existing sign were acceptable even though the sign is on all the time. However, she is concerned that restrictions set up for the new sign will not always be followed if a different principal is brought into the school. **Commissioner Bombick** said that he was still concerned about the appearance of the red lights on the black background.

Chair Eckhardt asked the petitioner if they felt the proposed new LED sign would be less disruptive than the existing wall sign, and **Mr. Larson** felt that it would be because of the restrictions they were proposing for it. **Chair Eckhardt** also asked if the measured illumination of the new sign would be more or less than the existing sign, and **Mr. Larson** felt it would be less,

based on what the sign manufacturer shared with them comparing a new fluorescent sign to a new LED sign. Although **Chair Eckhardt** appreciated the information obtained from the sign manufacturer, he was curious to see an actual light meter comparison between the existing sign and a new LED sign in terms of dimming levels, and while the commissioners may not like the amber or red color option, he felt the new sign would be less disruptive than the existing sign in terms of brightness.

Chair Eckhardt shared concerns with the other commissioners about the amber/red color option for the new LED sign; he was hoping to see a color similar to the existing sign that could be changed electronically; however, it appeared as though technology did not yet offer this option at an affordable price. He said that he was in favor of these types of LED signs and felt they should be there, although he understood the precedent it would set.

Commissioner Bombick asked how the new LED sign that has 3 lines of text would be able to get the same message across as the existing sign that has 4 lines of text. **Mr. Larson** replied that by changing the sign twice a day, all of the information shown on the existing sign could be shown on the new 3 line sign. He reiterated that since the existing sign has to be changed manually, more information had to be placed on the sign, whereas less information will need to be placed on the new sign since it could be changed electronically on a daily basis. **Mr. Brown** added that parents want the current 24/48 hour school information on the sign.

Chair Eckhardt asked the commissioners for their comments about the new sign if it were to be relocated or placed in a different orientation. **Commissioner Fasolo** said that his decision about the new sign would not change because of the color and the precedent it would set. **Commissioner Bombick** said that rotating the new sign 30 degrees out from the building so it almost faced Maude would direct the light away from all the residents and possibly resolve the issue of light into the neighbors' home; however, the color would still be red, making the sign look cheap and old. **Commissioner Fitzgerald** said that location was not the issue for him, it was the sign. **Chair Eckhardt** said his issue was the color factor for the new sign, although he is in complete support of what the school is trying to accomplish.

Chair Eckhardt commented on the options available at this time, which include taking a vote tonight or tabling the project to determine if there was a fallback position, since it appeared as though there was a "no" vote from 3 commissioners and a soft "no" vote from one commissioner. **Commissioner Fasolo** suggested a motion to table the sign variation until such time as the Village and the Design Commission can further study the issue of color as well as other technology options available for electronic bulletin board signs.

Chair Eckhardt pointed out that the project needs three favorable votes in order to be approved tonight, and one commissioner is not here. As the commission gets further educated on the technology of electronic signs, it could bring a different light to the issues. Tabling the project tonight would also give the petitioner an opportunity to discuss the concerns stated tonight as well as consider a possible alternate location for the new sign. A continuation to a specific date would eliminate the public notification requirement.

Mr. Hautzinger said that Staff could prepare an outline of the Design Commissions' direction to be brought back to the next meeting in March; however, additional time would be necessary to conduct the necessary research required to draft possible code amendments resulting from this discussion, which could not be accomplished until May. **Chair Eckhardt** felt it was unfair to the petitioner who came here for a variance request to wait months to see if code amendments are approved. He felt there was enough on the table to keep the project moving along and return to answer some of the questions discussed tonight, and determine if it is appropriate for a vote at that time. **Commissioner Bombick** agreed that it was unfair to the petitioner and he asked for a more reasonable timeframe.

Mr. Larson said that although a month was probably an adequate amount of time to return, he questioned whether it was just delaying the inevitable. He was unsure if in the next month he could produce technology that is any different from what he or Staff already presented tonight or remotely affordable. He has data comparing the amount of light emitted from the existing wall sign to the new LED sign, which he forgot to bring tonight; however, he was unsure if this would even solve the issue because it was clear that not all of the commissioners were in favor of the new sign in terms of concept or color. **Mr. Larson** said that he was happy to come back with comparative data of replacing the existing sign with an identical LED sign. **Chair Eckhardt** felt that what the petitioner was asking for was not unreasonable based on the self-imposed restrictions; however, he was unsure if that was enough for him to vote in favor of the new sign.

Mr. Larson questioned whether proposing amber instead of red for the new LED sign, which would be the same color as the Village's LED sign, would even make a difference. **Chair Eckhardt** said that it appeared as though some of the commissioners were against the new LED sign simply because of the precedent it would set. **Mr. Hautzinger** asked the petitioner how they would proceed if their variation request is denied by the commission, and what School District 25 plans are for implementing LED signs at all of the other schools. **Mr. Larson** replied that the intent is to replace the existing wall sign, one way or the other. **Mr. Brown** added that the School District is hoping that the new LED sign works out best for the entire community, neighborhood and everyone involved, and as a representative of the school district, he was here to see that happen. Because of the programming capabilities behind the LED sign and the trust factor involved with the school following the sign restrictions, the school district felt this was the direction for all of their schools' new signs; however, if he drove past the new sign and felt it was not a good precedent to set, the district would not go any further with implementing electronic signs district wide.

Chair Eckhardt wanted to give the petitioner the opportunity to have all five commissioners present to vote on the project, as well as an opportunity to consider the comments made by the commissioners, Staff and the community here tonight. He suggested postponing a vote on the project until the next available meeting; however, if the petitioner preferred, the commissioners could vote tonight. **Mr. Larson** replied that his preference was to come back in a month after collecting more data. **Chair Eckhardt encouraged the petitioner to re-visit with**

neighbors again and work with them, as well as provide a mock-up of the new sign on the actual school building for neighbors to see and comment on.

A MOTION WAS MADE BY COMMISSIONER BOMBICK, SECONDED BY COMMISSIONER FITZGERALD, TO CONTINUE THE SIGN VARIATION REQUEST FOR PATTON ELEMENTARY SCHOOL (DC#15-001) TO THE NEXT AVAILABLE MEETING IN APPROXIMATELY ONE MONTH (MARCH 31, 2015).

Mr. Hautzinger reiterated that one month would not allow enough time for Staff to conduct all of the requested research discussed during the Village Wide re-review. **Chair Eckhardt** clarified that this is not dependent on Staff providing research on new technology at the next meeting. The petitioner will be conducting their own research and returning with the final sign design they are requesting a variation for. **Commissioner Bombick** asked that Staff provide research about a community that has solved the problem of electronic signs, most likely a community that is very picky about signs such as Lake Forest, or a community with a lot of historic buildings.

**BOMBICK, AYE; FASOLO, AYE; FITZGERALD, AYE; ECKHARDT, AYE.
ALL WERE IN FAVOR. THE 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.
JANUARY 27, 2015

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

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

Members Absent: None

Also Present: Frank LaSalvia, Owner of *602 E. Clarendon Ave.*
Joe Zivoli, Owner of *1005-1015 S. Arlington Heights Rd.*
Julio Rufo, Architect for *1005-1015 S. Arlington Heights Rd.*
Eric Larson, Principal of *Patton Elementary School*
Mike Brown, A.H. School District 25 for *Patton Elementary School*
Steve Hautzinger, Staff Liaison

REVIEW OF MEETING MINUTES FROM JANUARY 13, 2015

A MOTION WAS MADE BY COMMISSIONER FITZGERALD, SECONDED BY COMMISSIONER FASOLO, TO APPROVE THE MEETING MINUTES OF JANUARY 13, 2015. ALL WERE IN FAVOR. THE MOTION CARRIED.

ITEM 3. SIGN VARIATION REVIEW

DC#15-001 – Patton Elementary School – 1616 N. Patton Ave.

Mr. Eric Larson, representing *Patton Elementary School*, and **Mr. Mike Brown**, representing *Arlington Heights School District 25*, were present on behalf of the project.

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 proposing to replace an existing non-conforming 24 sf manual change bulletin board wall sign with a new 24 sf electronic LED message board wall sign. The new sign is of similar design as the existing sign, and it will be installed in approximately the same location on the east exterior wall of the school. Electronic changeable LED signs are prohibited per the sign code. Patton Elementary School is located in an R-3 One Family Dwelling District surrounded by single-family homes. The proposed wall sign will be set back from the property line approximately 35 feet, and will face single-family homes directly across the street.

Mr. Hautzinger also gave background information regarding LED signs. He explained that electronic message board signs are currently prohibited in Arlington Heights with the exception of the price display on gas station signs. However, there are two electronic message board signs existing in Arlington Heights: one received a sign variation in 1996 (Daily Herald), and the other is an exempt Village owned Civic Events sign. There are two other existing electronic message board signs that were installed by School District 214 without Village approval, one at Hersey High School and the other at the former Forest View High School. In 2007, Walgreens and Tanita Corporation requested sign variations for electronic message signs, and both requests were denied by the Design Commission and the Village Board. Also in 2007, Southminster Presbyterian Church omitted the electronic portion of a sign variation request after the Design Commission raised concerns over an LED sign in a residential neighborhood.

In 2009, the issue of electronic message board signs was studied in detail by the Planning and Community Development Department and presented to the Design Commission. The culmination of the 2009 study resulted in multiple options for Sign Code amendments that were presented for Design Commission consideration, but the Design Commission decided to continue to not allow electronic message board signs throughout Arlington Heights. Instead, Sign Code amendments were subsequently drafted and approved to more specifically define the use of manual change bulletin board signs throughout Arlington Heights.

Mr. Hautzinger stated that the current sign variation request from Patton Elementary School must be considered by the Design Commission that if approved, the variation will set a precedent for all other schools and churches in all residential neighborhoods. The commissioners should evaluate this specific request individually, but must also consider the effect of this request on a community-wide basis. Eight of the nine schools in School District 25

alone have manual change bulletin board signs, and all of these schools share similar characteristics, and approval of this sign variation could like result in numerous other similar sign variation requests for public schools, private schools, day care centers, and churches in residential neighborhoods.

The petitioner has submitted a hardship letter addressing the hardship criteria, and while Staff does agree that manually changing the message on the bulletin board sign is an inconvenience, electronic message signs are out of character in a residential neighborhood, and the negative impact on the character of the locality needs to be considered. Additionally, safety needs to be considered, as electronic signs can be a distraction to drivers. **Mr. Hautzinger** added that Staff recently surveyed 7 communities surrounding Arlington Heights and determined that only 2 communities (Mt. Prospect & Des Plaines) allow electronic message signs at schools in residential neighborhoods (with restrictions), and of all of the schools in those 7 communities, only 2 elementary schools were reported to actually have electronic message signs.

Mr. Hautzinger also noted that if the Design Commission was to consider this request, certain restrictions for the signs operation should be evaluated, which include the following:

- Static Message. Shall not be allowed to blink, scroll, or animate.
- Hours of Operation
- Illumination Level. Should require an automatic photo sensor dimmer.
- Frequency of Message Change. Consider only once per day.
- Colors
- Setback
- Sign Type
- Window Signs
- Design Standards
- Sound

In summary, Staff has concerns regarding the precedent of this sign variation request relative to all residential neighborhoods; and therefore suggests the following options:

1. Defer action at this time to allow a comprehensive Village-wide re-evaluation of electronic LED signage.
2. Deny the request.
3. Continue the request to a future meeting to allow time for detailed restrictions to be prepared as possible conditions.
4. Approve the request with restrictions.

Of the 4 options, Staff recommends the Design Commission proceed with either Option 1 or Option 2.

Mr. Larson gave background information on the variation request. He stated that Patton School has a very involved PTA who raise funds to purchase items in the district, signs being one of them. It was the PTA's desire that drove the request for the LED sign. School representatives went door-to-door to the homes that face the school to explain the proposed sign, and they distributed flyers to all parents in the school inviting feedback from them. The only feedback received was from one person who thought the LED sign was "really neat". **Mr. Larson** also addressed some of the concerns from the 2009 study and concerns that the commissioners might have. He said that the school does not want to be a distraction and are very much in favor of limiting when the LED sign would be on/off, such as on school days during school hours. The proposed LED sign has a photo sensor built in, which will adjust its brightness/darkness based on outside conditions, and the amount of light the LED sign is actually casting is no different than a back-lit, fluorescent sign. It was noted that the school is a no bus school, with students either walking or being dropped off by parents, and the LED sign would provide a lot of important information to the high amount of foot traffic outside the school. **Mr. Brown** reiterated that safety in the school is a big concern for them with the parent volunteers that change information on the existing bulletin board sign. He saw the LED sign as no more than a civic desire; the school is a representation and a support for the community.

Chair Eckhardt asked if there was any written response from residents living directly across the street from the school regarding the new LED sign. He also noted there was nobody in the audience tonight other than the petitioner's team. **Mr. Larson** replied that written responses were not received from any residents about the new sign. **Chair Eckhardt** recalled the previous variation request from the church on Central Road for an LED sign, which was denied by the Design Commission.

Commissioner Bombick was concerned about the pixels of the proposed LED sign, which did not allow for the same amount of text as the existing manual change bulletin board sign without continuously moving. He was also concerned that a changing LED sign could be annoying to surrounding neighbors, even during the day, and the brightness of the sign should be considered as well. He explained that he was not opposed to the LED sign; however, the color of the letters, the brightness, and amount of information and how often it would change, need to be considered.

Commissioner Fasolo felt the proportions and design of the LED sign were fine; however, he was unsure if this type of sign is appropriate in a residential neighborhood, instead of across from commercial properties or on a busy road. He felt the sign would be a nuisance to the surrounding homes and he was surprised that more feedback was not received from neighbors. He also acknowledged that approving this LED sign would set a precedent for other schools.

Commissioner Kubow questioned how necessary a sign really is in this day and age with information technology. His biggest concern is the snowball effect of allowing this type of sign, especially in a residential neighborhood. Although he wants to help the school get their message out there, he was in favor of Option 1, which is to defer action at this time. He felt additional research was needed, with the snowball effect concerning him the most.

Additionally, a rendering of how the LED sign will look both during the day and at night would be very helpful.

Commissioner Fitzgerald felt the existing bulletin board sign was very unattractive, and he wanted to keep an open mind about the proposed LED sign, as long as the sign was not going to change, or it changed only once a day. He felt a changing LED sign would be a huge distraction and a safety issue. He commented that in the past, he has not cared for LED signs; he does not like them or how the text message changes into other moving symbols, which he is definitely opposed to.

Chair Eckhardt reiterated that the only LED sign the Design Commission ever approved was the Daily Herald sign located near the tollway, and all other previous LED sign requests were denied by the commission, including the church on Central Road who had all good reasons for wanting an LED sign. He understood that the LED sign being proposed by the school is a convenient way to digitally spread information, and he appreciated the efforts of the PTA. He also felt that it might be time to allow the convenience of technology through signs in the Village; if it's good for the Village, then maybe it's good for churches and schools. However, until a comprehensive plan is developed to control LED signs, he felt the sign had to be static with a change only once or twice daily. He had concerns about the neighbors and about distractions with a changing LED sign, even though the sign sits far back from the street. Although he wanted to help the school get their message out, he agreed with Staff about the precedent that approving this sign would set.

Chair Eckhardt said that if a vote is taken tonight, he would vote for Option 1, to defer action at this time to allow a comprehensive Village-wide re-evaluation of LED signs, with plenty of input from residents.

Commissioner Bombick commented that part of the issue and anguish with LED signs is the change from a typical static sign with black and white letters, to a sign that consists of red lights and a black background with moving/changing letters. He referenced the LED signage at the fashion mall in Rosemont and asked Staff if there were any statistics on traffic accidents before and after that sign was put up. He felt that the Village could allow a digital sign with black letters on a white background that changed 2 or 3 times a day and was dimmed at night, which he thought could be a good solution.

Chair Eckhardt questioned whether the technology being shown tonight for the proposed LED sign was considered 'old technology', because that was how it looked to him. He wanted to see a high quality resolution display for the sign, because it will set a precedent if it is approved. He felt that additional education on the technology for the proposed electronic sign was important to share with the commissioners. **Mr. Brown** replied that they are not opposed to providing a presentation of the sign technology if necessary. He added that the existing sign is dated and dirty and makes the building look bad, which is why they are trying to propose signage that not only meets the community's desire, but also is a communication piece.

Commissioner Kubow reiterated his preference for Option 1; defer action at this time to allow a comprehensive Village-wide re-evaluation of electronic LED signs. He added that although the commissioners want to help the school, he felt this LED sign was a 'big picture' item that really needed to be evaluated further.

Mr. Larson clarified that the proposed LED sign can provide for 4 lines of text, consistent with the existing bulletin board sign; the sign can be static or change only once a day, which is appropriate for the school; and the color of the lettering can be changed. They have no interest in making things bounce across the sign, and understand the need to find a balance between modern technology and not being obtrusive to the neighbors. They want to work with the Village to be pro-active in accommodating the concerns of the commission.

Commissioner Fasolo stated he was in favor of Option 1; defer action at this time to allow a comprehensive Village-wide re-evaluation of LED signs. He also agreed with Commissioner Kubow's comment about how necessary a sign really is in this day and age with information technology being what it is.

Chair Eckhardt said that it appears as though the commissioners all prefer to defer the request at this time, and commented that the Village-wide re-evaluation could take a long time.

A MOTION WAS MADE BY COMMISSIONER FASOLO, SECONDED BY COMMISSIONER FITZGERALD, TO PROCEED WITH OPTION 1 TO DEFER ACTION AT THIS TIME OF THE SIGN VARIATION REQUEST FOR PATTON ELEMENTARY SCHOOL (DC#15-001), TO ALLOW FOR A COMPREHENSIVE VILLAGE-WIDE RE-EVALUATION OF ELECTRONIC LED SIGNAGE.

Commissioner Kubow did not want to see the project delayed while the Village put together an ordinance on LED signs. **Chair Eckhardt** agreed and felt that a time limit should be put on the re-evaluation by the Village. **Commissioner Bombick** agreed as well and felt this was a specific and unique situation with the school that the commissioners should make a decision about, after which time could be taken to discuss LED signs relative to commercial projects.

Chair Eckhardt said that it appeared as though the commissioners all agreed that there needs to be a comprehensive Village-wide change to the sign ordinance with regards to LED signs. In the meantime, he questioned why the commissioners would discourage the petitioner from continuing their variation request and bringing additional information back to help educate the commissioners and help in their variation being approved. He preferred a motion stating that while the commissioners agree to defer action for a comprehensive Village-wide re-evaluation at this time, they did not want to discourage the petitioner from continuing their request, and continuing to educate and bring something back before the Design Commission that may or may not be approved. The other commissioners agreed.

A MOTION WAS MADE BY COMMISSIONER FASOLO TO AMEND THE PREVIOUS MOTION, SECONDED BY COMMISSIONER FITZGERALD.

A MOTION WAS MADE BY COMMISSIONER FASOLO, SECONDED BY COMMISSIONER FITZGERALD, TO PROCEED WITH OPTION 1 AND DEFER ACTION AT THIS TIME OF THE SIGN VARIATION REQUEST FOR *PATTON ELEMENTARY SCHOOL* (DC#15-001), AND THE FOLLOWING:

1. TO CONTINUE THE PETITIONER'S VARIATION REQUEST AND ALLOW TIME FOR THE PETITIONER TO PROVIDE A DETAILED DESCRIPTION OF THE PROPOSED LED SIGN, AND A PRESENTATION BY THE SIGN MANUFACTURER, SO THE DESIGN COMMISSION CAN EXPLORE THE TECHNOLOGY REQUESTED.
2. TO ALLOW FOR A COMPREHENSIVE VILLAGE-WIDE RE-EVALUATION OF ELECTRONIC LED SIGNAGE, AND SIMILAR LED SIGN VARIATION REQUESTS IN RESIDENTIAL NEIGHBORHOODS.

It was noted that the motion should include a date specific to continue the project to, which would eliminate additional notification requirements. The petitioner agreed to return to the Design Commission on February 24, 2015 with additional information on the technology of the proposed LED sign. **Mr. Hautzinger** referred the petitioner to the "Possible Restrictions" listed on Page 5 of the Staff report, and recommended these items be reviewed with the sign contractor and information provided to Staff on how the LED is intended to be used.

3. TO CONTINUE THE PROJECT TO THE DESIGN COMMISSION MEETING ON FEBRUARY 24, 2015.

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



Item: DC#15-058 - Cassidy Tire - 710 E. Northwest Hwy. - Commercial

Department: Planning & Community Development

REQUESTED ACTION

Approval of the proposed architectural design for a new automotive tire and repair shop.

RECOMMENDATION

It is recommended that the Design Commission approve the proposed architectural design for Cassidy Tire located at 710 E. Northwest Highway. This recommendation is subject to compliance with the plans received 5/15/15, revised Site Plan received 6/3/15, revised First Floor Plan received 6/3/15, 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 that the dumpster enclosure be constructed with masonry to match the proposed building walls.
2. Incorporate the following landscape comments:
 - a. A recommendation to change the proposed arborvitae along the east property line to a more salt tolerant shrub.
 - b. A requirement to provide a 4" caliper tree at the end of the parking rows at the north and south ends of the building.
 - c. A requirement to provide three foot tall landscape screening along the parking on the north and south ends of the site.
3. A recommendation that a monument style ground sign be incorporated into the overall plan.
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 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.

5. The petitioner is required to meet all landscape and parking requirements per Chapter 28.

6. All signage must meet code, Chapter 30.

ATTACHMENTS:

Description

Staff Report

Drawings & Documents

Type

Report

Exhibits

STAFF DESIGN COMMISSION REPORT

PROJECT INFORMATION:

Project Name: Cassidy Tire
Project Address: 710 E. Northwest Highway
Prepared By: Steve Hautzinger

Date Prepared: June 1, 2015

PETITION INFORMATION:

DC Number: 15-058
Petitioner Name: Dennis Kulak
Petitioner Address: KLLM, Inc.
1700 W. Cortland St., Suite 203
Chicago, IL 60633
Meeting Date: June 9, 2015

Requested Action(s):

1. Approval of the proposed architectural design for a new automotive tire and repair shop.

ANALYSIS:

Summary

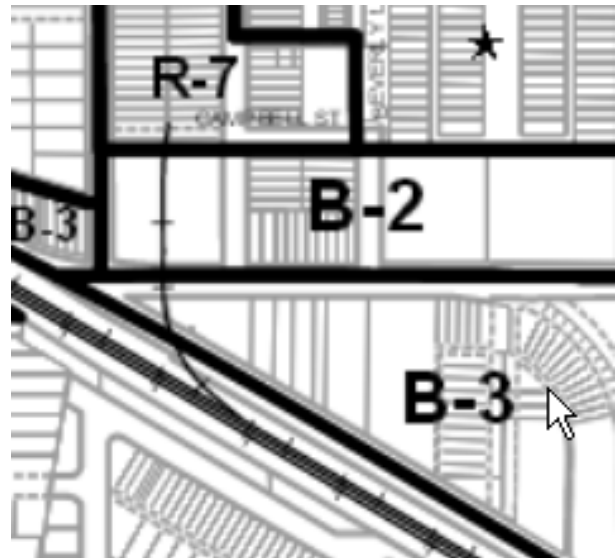
The subject design is being forwarded to the Design Commission for review pursuant to Chapter 6 of the Municipal Code, specifically Section 6-501 (e)(1), which states that the Design Commission "shall review all Plan Commission, Zoning Board of Appeals, Building Permit and Sign Permit applications for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

The petitioner is proposing to demolish their existing automobile tire and repair shop to allow construction of a new automobile tire and service shop on the existing site. The proposed 5,500 sf facility will include five service bays, an interior loading berth, a customer showroom/waiting area, and a 2,500 sf storage mezzanine. The scope of the project includes a complete redevelopment of the site, including parking areas, landscaping, and parkway improvements. This proposal complies with the B-3 zoning requirements.

SITE ANALYSIS



Aerial of Property



Zoning Map of Property

Surrounding Land Uses:

<i>Direction</i>	<i>Existing Zoning</i>	<i>Existing Use</i>	<i>Comprehensive Plan</i>
Subject Property	B-3, General Service, Wholesale and Motor Vehicle District	Cassidy Tire	Commercial
North	B-2, General Business District	Contractor's Shops	Mixed Use
South	R-3, One Family Dwelling District	Single Family Residences	Single Family Residences
East	B-3, General Service, Wholesale and Motor Vehicle District	Mariano's	Commercial
West	B-3, General Service, Wholesale and Motor Vehicle District	Mixed Use Commercial/Residential	Commercial

Architectural Design:

The subject property is located within the Hickory/Kensington redevelopment TIF area. Therefore, the proposed design is subject to review against the approved Hickory/Kensington Design Guidelines. The overall vision for the Hickory/Kensington redevelopment area is to create a new, "clean and modern" vibrant neighborhood. This portion of the Hickory/Kensington area is envisioned to remain as Commercial Use, and the design intent for the remaining commercial redevelopment zones is to coordinate with and complement the existing context, such as: Mariano's, the multi-tenant retail building north of Kensington, and the Walgreens and Retail out lot buildings along Northwest Highway.

The proposed design does have some traditional forms, but overall it is a clean and straightforward concept that will fit in well with the existing context. The proposed material palette is rich, and the glazed overhead doors add a nice modern element to the composition.

Rooftop Mechanical Unit Screening:

The proposed rooftop mechanical units are required to be fully screened from public view. The petitioner is proposing a continuous parapet wall which is a very nice method to screen the mechanical equipment.

Dumpster Screening:

The dumpster area is required to be fully screened. The petitioner is proposing a dumpster area on the site at the north end of the building. It is recommended that the dumpster enclosure be constructed with masonry to match the proposed building walls.

Site:

The existing cross access with the existing property to the west shall be maintained as shown on the Site Plan. It is envisioned that the commercial properties to the west will redevelop in accordance with the TIF plan, and the cross access to that property will be required to be maintained. A new landscaped island may be required in the southwest corner of the site when the adjacent property redevelops.

Landscaping:

1. Three foot tall landscape screening is required to screen the parking areas along the north and south ends of the site.
2. A 4" caliper tree is required at the end of the parking rows at the north and south ends of the building.
3. It is recommended to change the proposed arborvitae along the east property line to a more salt tolerant shrub.

Signage:

Signage is not included in this review, but it should be noted that only one wall sign is allowed per street frontage. Also, it is recommended that a monument style ground sign be incorporated into the overall plan.

RECOMMENDATION:

It is recommended that the Design Commission **approve** the proposed architectural design for *Cassidy Tire* located at 710 E. Northwest Highway. This recommendation is subject to compliance with the plans received 5/15/15, revised Site Plan received 6/3/15, revised First Floor Plan received 6/3/15, Design Commission recommendations, compliance with all applicable Federal, State, and Village codes regulations and policies, the issuance of all required permits, and the following:

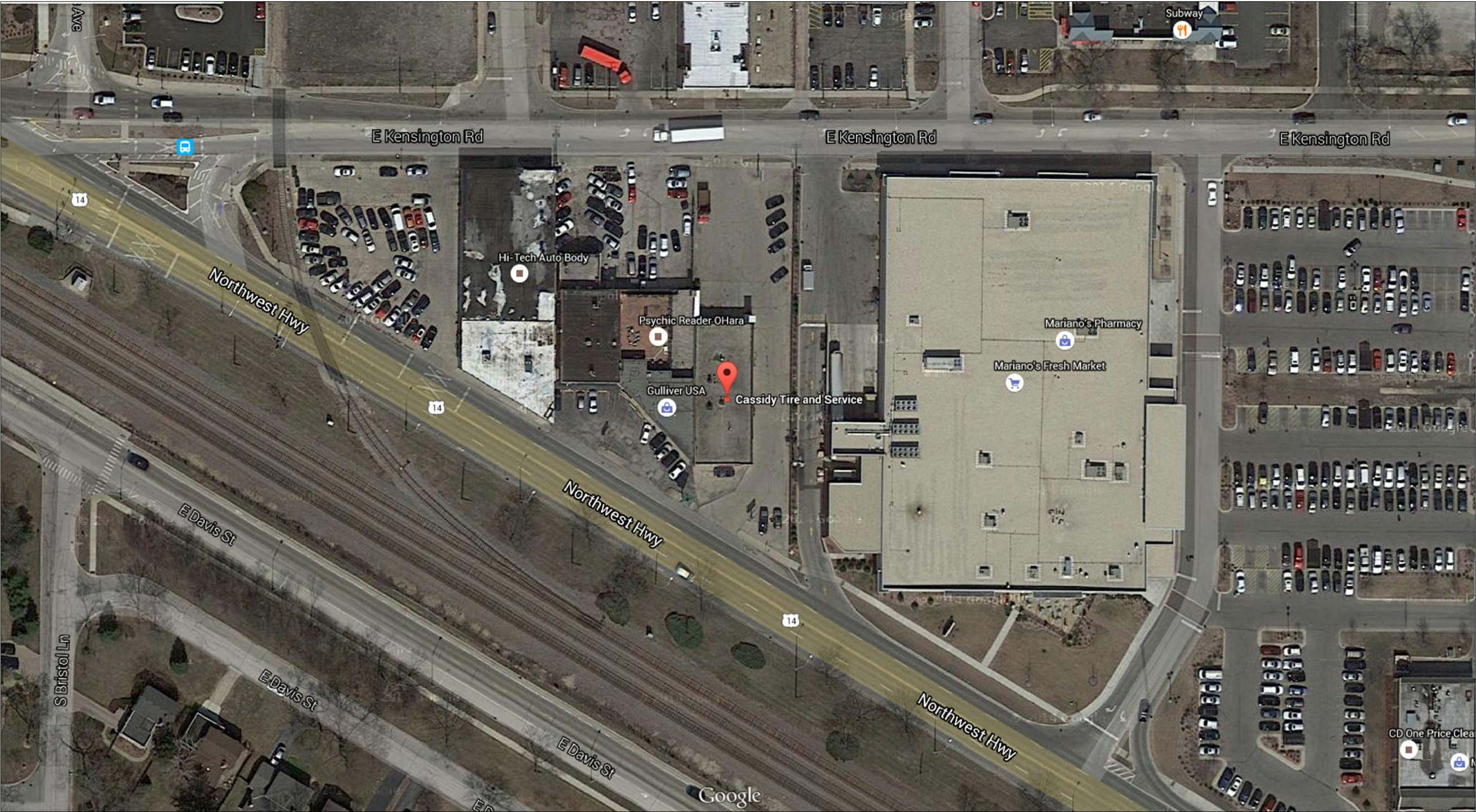
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2. Incorporate the following landscape comments:
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 - c. A requirement to provide three foot tall landscape screening along the parking on the north and south ends of the site.
3. A recommendation that a monument style ground sign be incorporated into the overall plan.
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 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.
5. The petitioner is required to meet all landscape and parking requirements per Chapter 28.
6. All signage must meet code, Chapter 30.

June 1, 2015

Steve Hautzinger, Design Planner

Cc: Charles Witherington Perkins, Director of Planning and Community Development, Petitioner, DC File 15-058

AERIAL VIEW OF SITE



APPEARANCE REVIEW SET

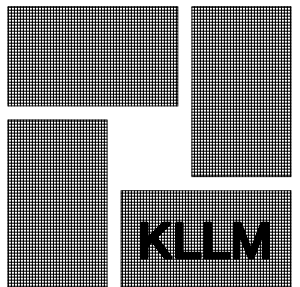
REVISIONS		DATE	DESCRIPTION
NO.	BY	DATE	DESCRIPTION

DATE :
1/9/15

SCALE :
AS SHOWN

COMPUTER NAME :

Cassidy Tire & Service
710 E. Northwest Highway
Arlington Heights, IL



KLLM, INC.
700 W. CORTLAND, STE. 203
CHICAGO, IL 60622
TEL: (773) 365-8700
FAX: (773) 365-5556
KLLM.COM

PROJECT ARCHITECT:
DK

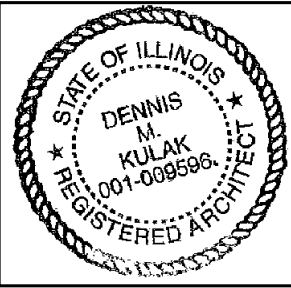
DRAFTPERSON:
MB

APPROVED :
DK

PREPARED FOR :
CASSIDY TIRE

LOCATION :
CHICAGO, ILLINOIS

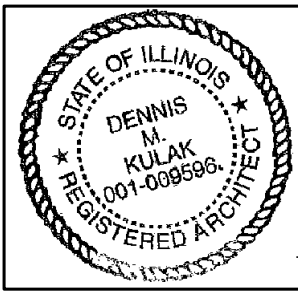
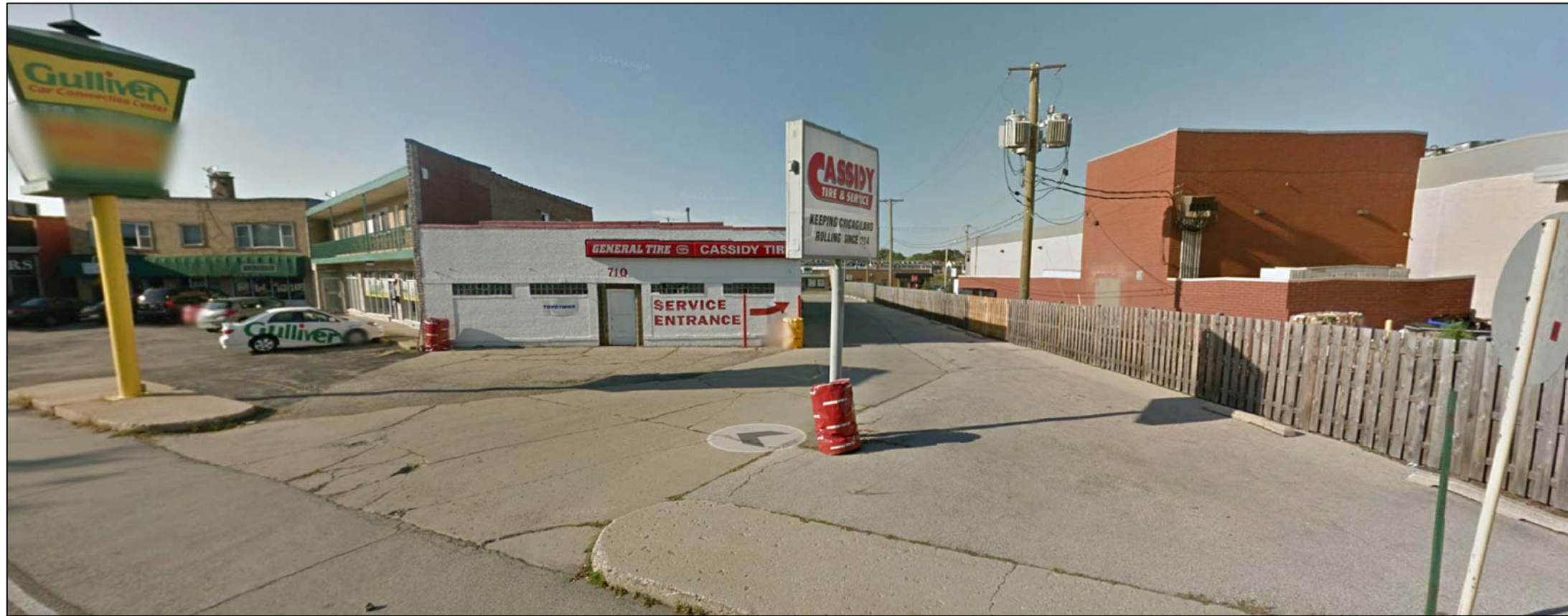
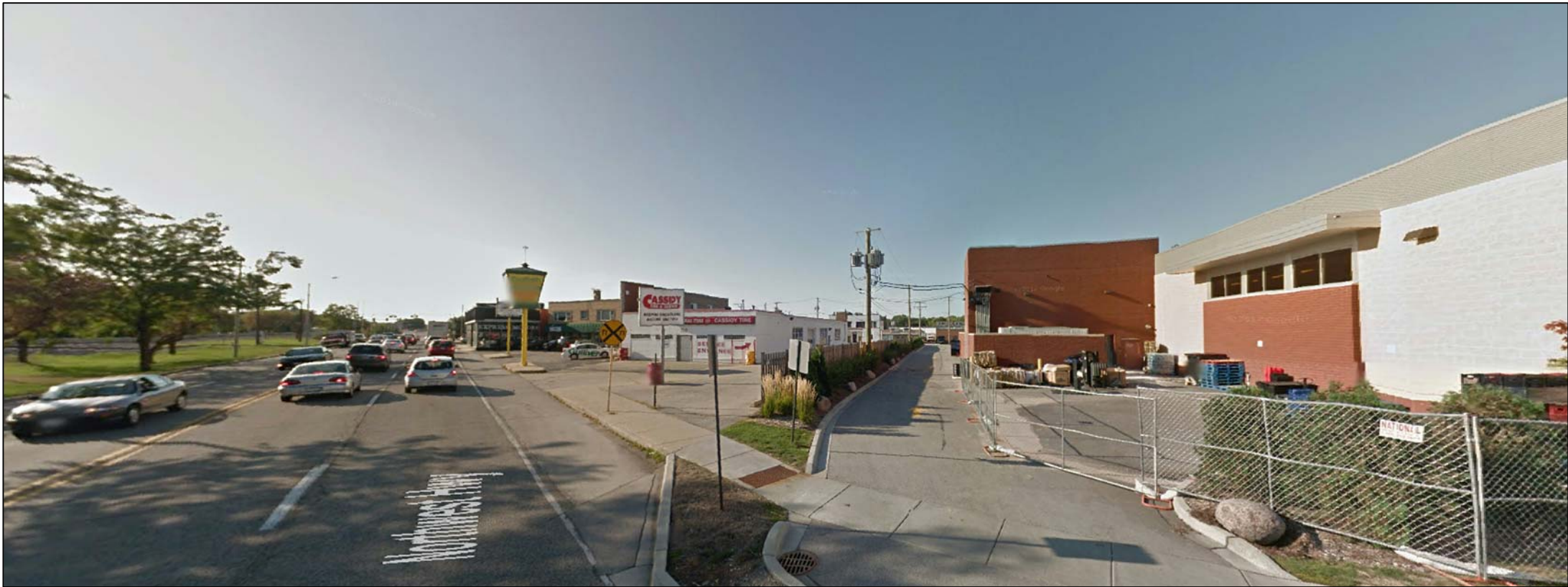
JOB NUMBER :
C204071



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IMAGES OF THE ADJACENT PROPERTIES:



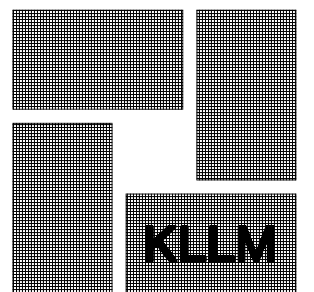
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APPEARANCE REVIEW SET

REVISIONS :	DATE :	DESCRIPTION :
NO.	BY:	ISSUED FOR APPEARANCE REVIEW
	DB	05/14/15

DATE :
1/5/15
SCALE :
AS SHOWN
COMPUTER NAME :

Cassidy Tire & Service
710 E. Northwest Highway
Arlington Heights, IL



KLLM, INC.
1700 W. CORTLAND, STE. 203
CHICAGO, IL 60622
TEL (773) 365-6700
FAX (773) 365-6556
KLLM.COM

PROJECT ARCHITECT:
DKK
DRAFTPERSON:
YMB
APPROVED :
DKK
PREPARED FOR :
CASSIDY TIRE
LOCATION :
CHICAGO, ILLINOIS
JOB NUMBER :
C2014011

SHEET NUMBER :
A-105 OF

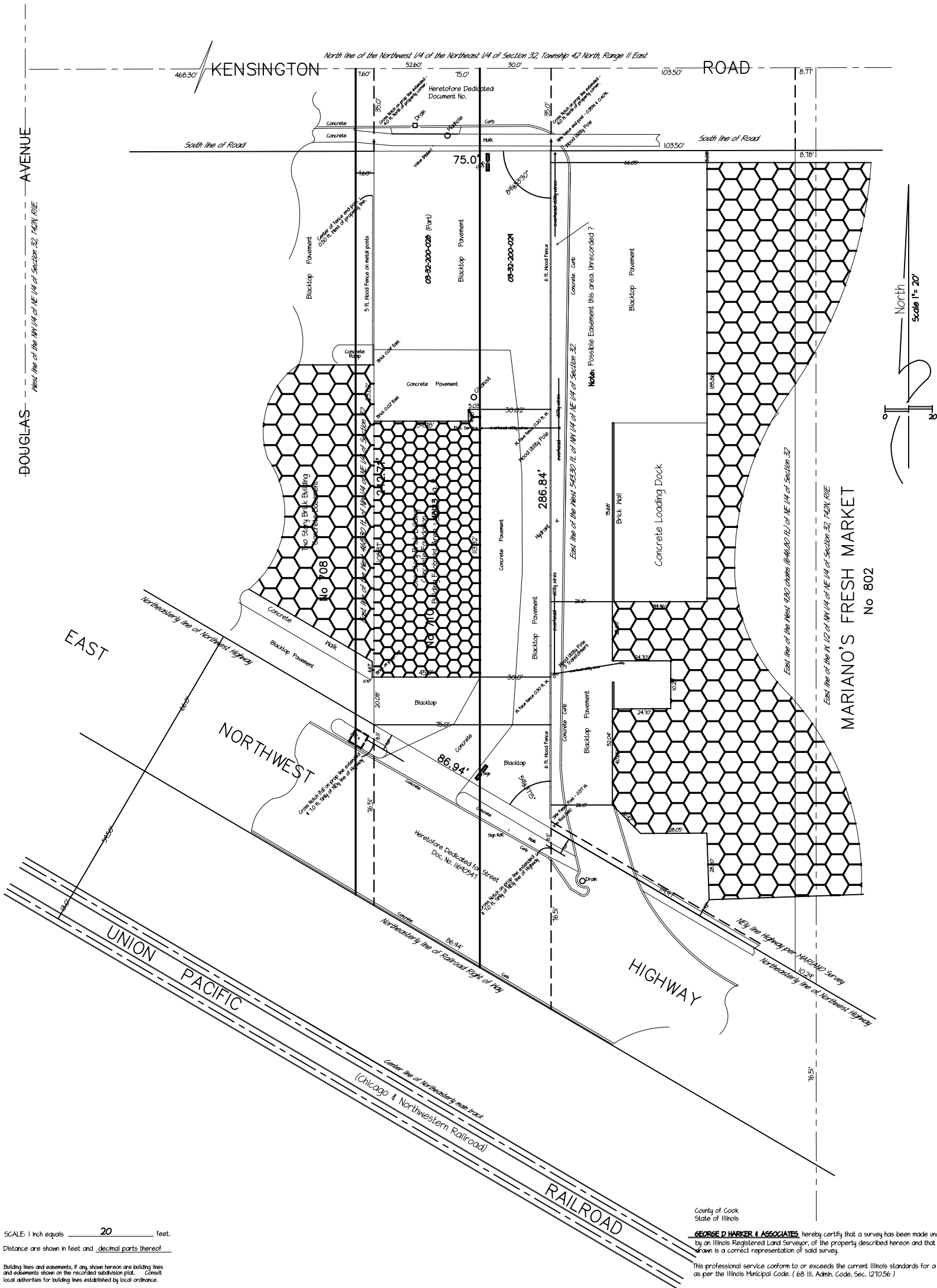
PLAT OF SURVEY
GEORGE D. HARKER & ASSOCIATES • Licensed Professional Land Surveyor / Consultant
1800 WOODLAND AVENUE PARK RIDGE, ILLINOIS 60068-1101 PHONE: 847 646 2480
FAX: 847 825 1636

Legal Description:

The East 75.0 feet of the West 543.30 feet of that part of the Northwest 1/4 of the Northeast 1/4 of Section 32, Township 42 North, Range 11 East of the 3rd Principal Meridian lying North of the Northerly line of the Chicago and Northwestern Railroad Co. Right of Way, in Cook County, Illinois.

Area within Survey = 19,856.0 sq. ft. or 0.4554 acres.

Permanent Real Estate Tax Index No. 08-32-200-028 (Part)
08-32-200-024



SCALE: 1 inch equals 20 feet.

Distance are shown in feet and decimal parts thereof

Building lines and easements, if any, shown hereon are building lines and easements shown on the recorded subdivision plat. Consult local authorities for building lines established by local ordinance.

Please compare legal description with Deed, also compare all points before building and report ANY DISCREPANCY IMMEDIATELY

ORDERED BY: CASSIDY TIRE

ORDERED FOR: KLLM, Inc. Architects

ORDER No: 150104 - Plat of Survey

Please use this Order No. in future reference to this survey.

County of Cook
State of Illinois

GEORGE D. HARKER & ASSOCIATES, hereby certify that a survey has been made under its direction, by an Illinois Registered Land Surveyor, of the property described hereon and that the plat hereon shown is a correct representation of said survey.

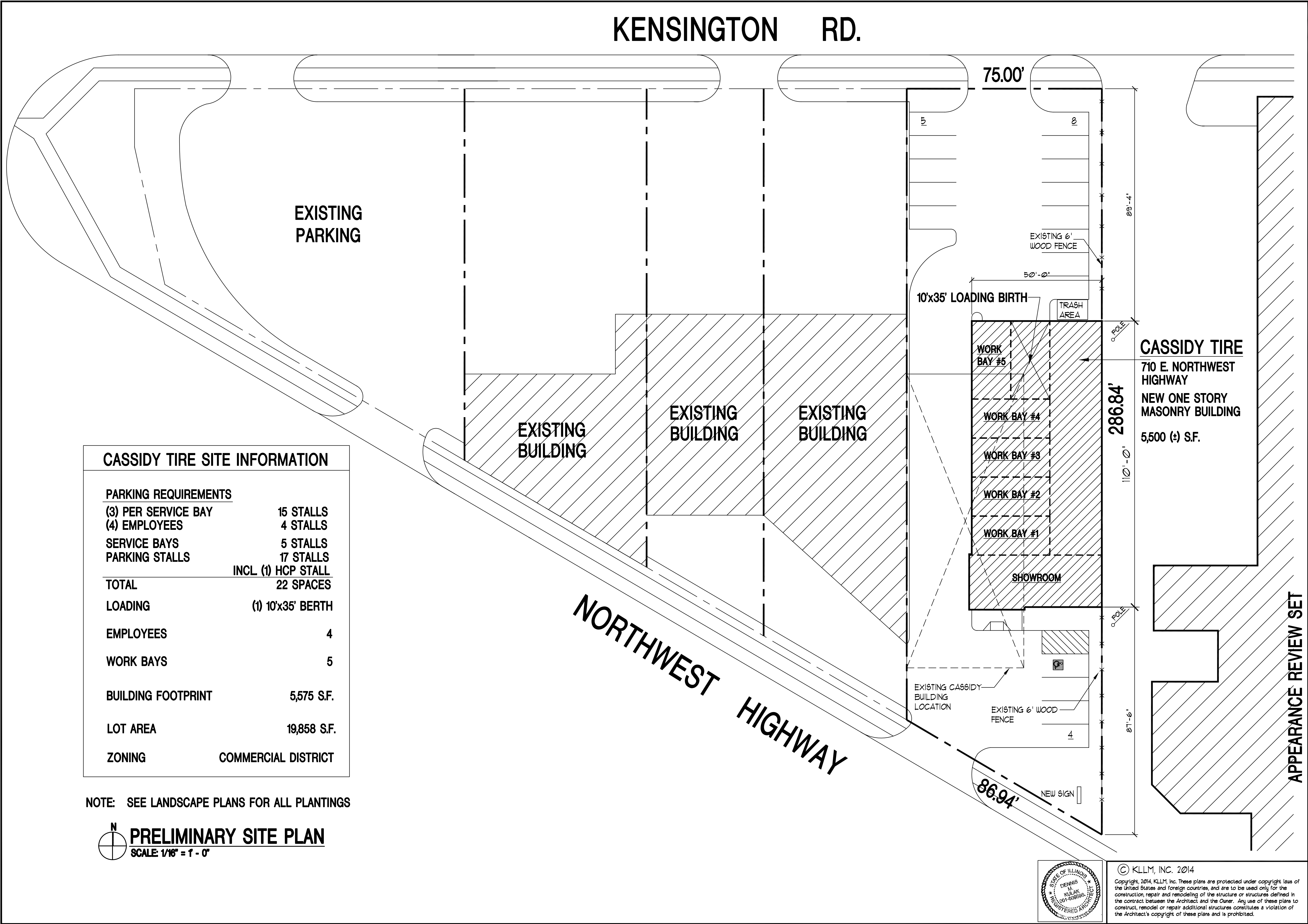
This professional service conform to or exceeds the current Illinois standards for a boundary survey as per the Illinois Municipal Code, (60 Ill. Admin. Code, Sec. 121056)

Park Ridge, Illinois

Dated this 15 day of May A.D. 2015

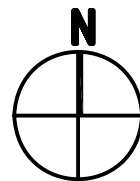
GEORGE D. HARKER & ASSOCIATES
licensed professional land surveyor / consultant

Expires 30 November 2016



CASSIDY TIRE SITE INFORMATION		
PARKING REQUIREMENTS		
(3) PER SERVICE BAY	15 STALLS	
(4) EMPLOYEES	4 STALLS	
SERVICE BAYS	5 STALLS	
PARKING STALLS	17 STALLS	
	INCL. (1) HCP STALL	
TOTAL	22 SPACES	
LOADING	(1) 10'x35' BERTH	
EMPLOYEES	4	
WORK BAYS	5	
BUILDING FOOTPRINT	5,575 S.F.	
LOT AREA	19,858 S.F.	
ZONING	COMMERCIAL DISTRICT	

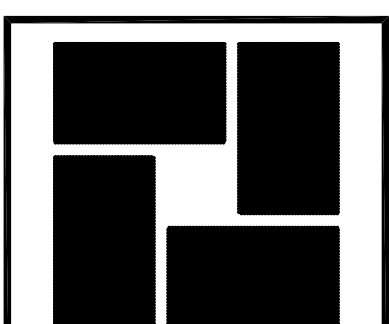
NOTE: SEE LANDSCAPE PLANS FOR ALL PLANTINGS

 **PRELIMINARY SITE PLAN**
SCALE: 1/16" = 1' - 0"

REVISIONS		DESCRIPTION
NO.	DATE	
BT	05/14/15	ISSUED FOR APPEARANCE REVIEW
DB	06/02/15	ISSUED FOR APPEARANCE REVIEW

DATE : 1/3/15
SCALE : AS SHOWN
COMPUTER NAME :

Cassidy Tire & Service
710 E. Northwest Highway
Arlington Heights, IL


KLLM, INC.
3700 W. CORTLAND, STE 203
CHICAGO, IL 60622
TEL: (773) 385-5700
FAX: (773) 385-5555
KLLM.COM

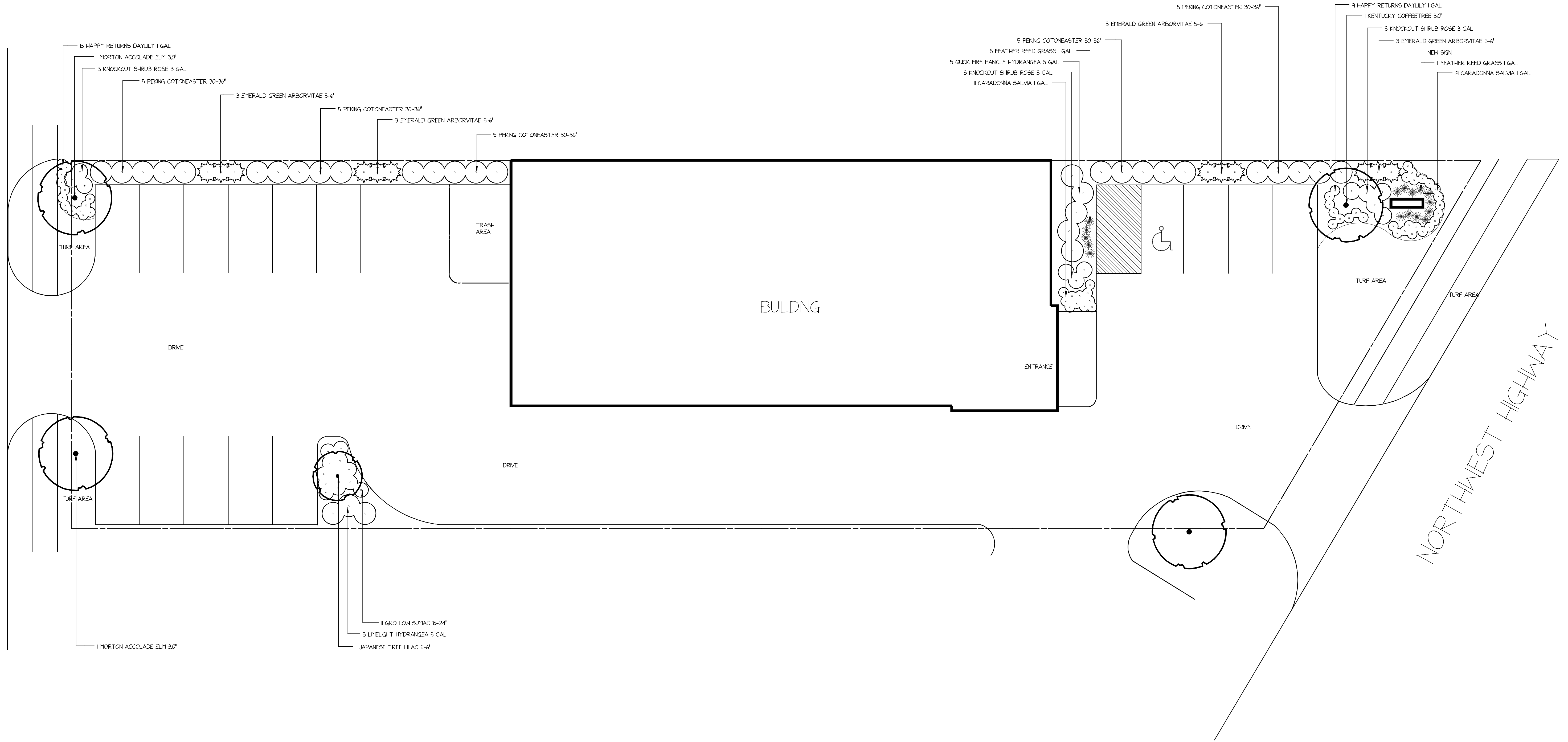
PROJECT ARCHITECT: DTK
DRAFTPERSON: MB
APPROVED: DTK
PREPARED FOR: CASSIDY TIRE
LOCATION: CHICAGO, ILLINOIS
JOB NUMBER: C2014071

SHEET NUMBER :
AS-1 OF



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KENSINGTON ROAD



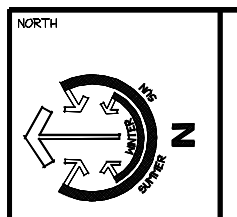
CASSIDY TIRE
710 E. NORTHWEST HIGHWAY
ARLINGTON HEIGHTS, IL.

GRANT & POWER
LANDSCAPING
The Start of Something Beautiful
tel 630.231.0069 fax 630.231.0349
700 EAST ROOSEVELT ROAD
WEST CHICAGO, ILLINOIS 60055
WWW.GRANTANDPOWER.COM
GRANTANDPOWER@GRANTANDPOWER.COM

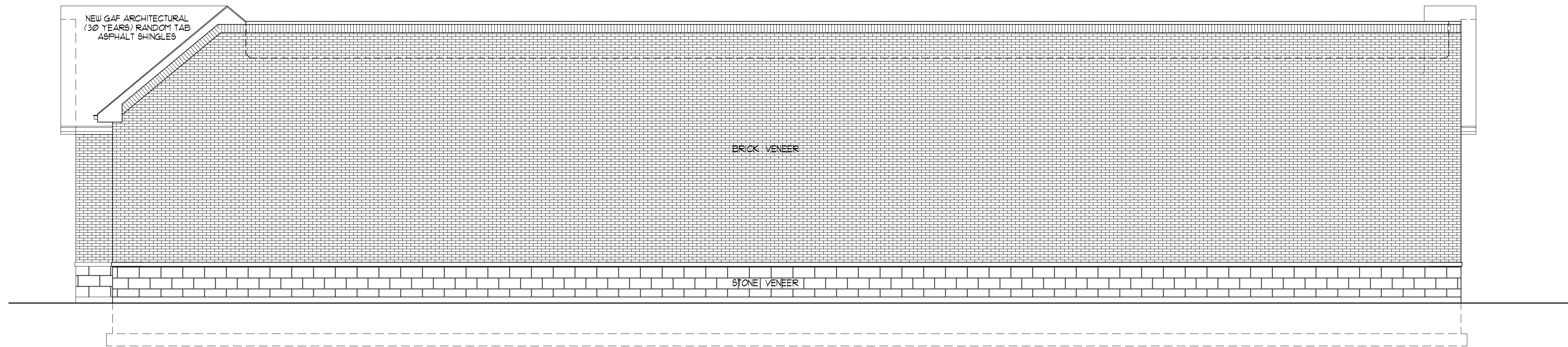
THESE DRAWINGS ARE THE PROPERTY OF
GRANT & POWER LANDSCAPING.
WHETHER THE WORK FOR WHICH THEY WERE
MADE BE EXECUTED OR NOT, AND ARE NOT
TO BE REUSED AND/OR COPIED EXCEPT BY
WRITTEN AGREEMENT WITH
GRANT & POWER LANDSCAPING, INC.

SCALE 1/8" = 1' (APPROX)
0 5 10 20
SCALE IN FEET

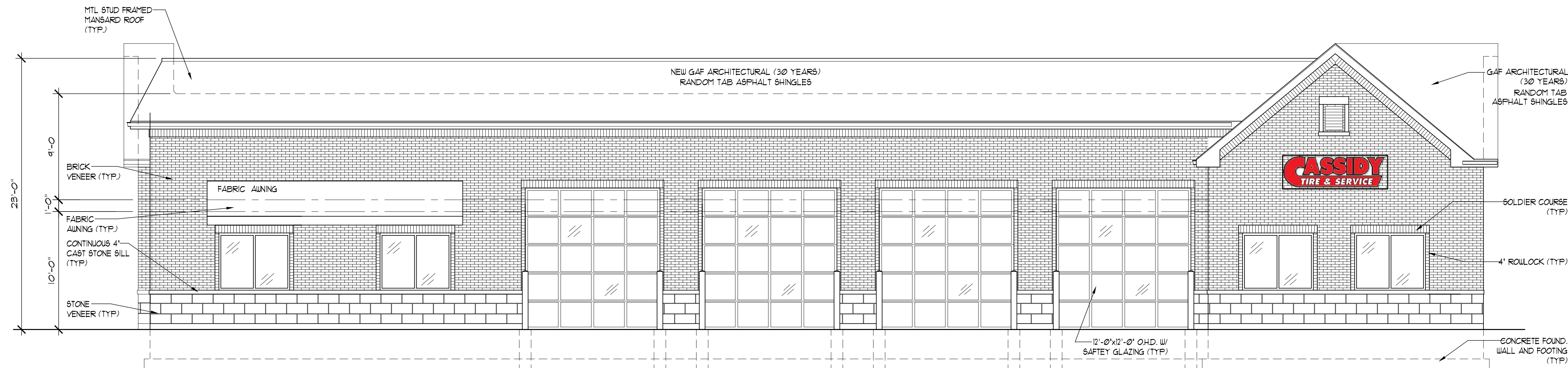
DESIGNED BY
BRIAN O'MALLEY, CLD
SALE
SCOTT HUTCHINGS
DATE
MARCH 17, 2015
SHEET NO.



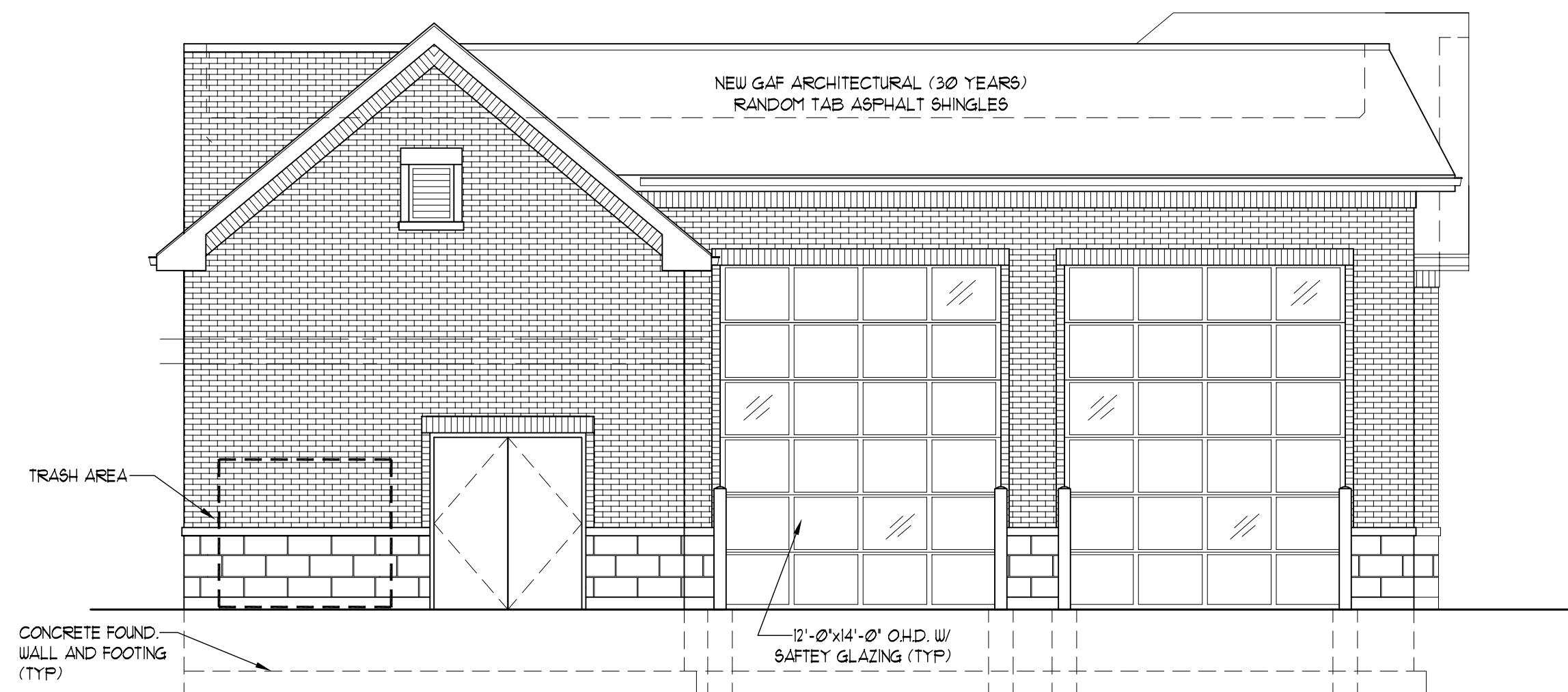
NO.	DATE	DESCRIPTION



WEST ELEVATION
SCALE: 3/16" = 1'-0"



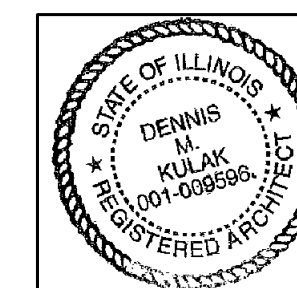
EAST ELEVATION
SCALE: 3/16" = 1'-0"



SOUTH ELEVATION
SCALE: 3/16" = 1'-0"



NORTH ELEVATION
SCALE: 3/16" = 1'-0"



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APPEARANCE REVIEW SET

REVISIONS :	DATE :	DESCRIPTION :
NO.	BY:	DB
1	05/14/15	ISSUED FOR APPEARANCE REVIEW

DATE :
1/9/15
SCALE :
AS SHOWN
COMPUTER NAME :

Cassidy Tire & Service
710 E. Northwest Highway
Arlington Heights, IL

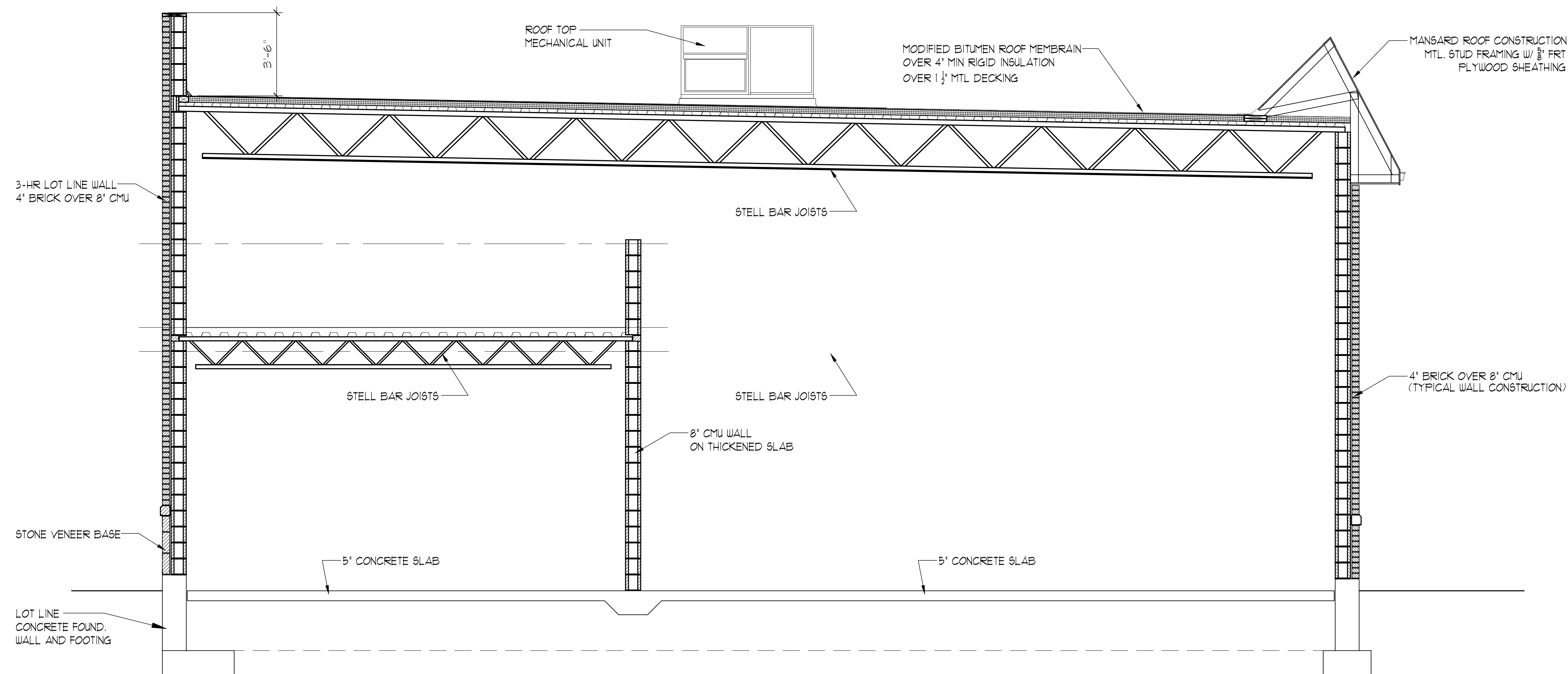
KLLM
KLLM, INC.
1700 W. CORTLAND, STE. 203
CHICAGO, IL 60622
TEL: (773) 365-8700
FAX: (773) 365-5556
KLLM.COM

PROJECT ARCHITECT :
DMK
DRAFTPERSON :
MB
APPROVED :
DMK
PREPARED FOR :
CASSIDY TIRE
LOCATION :
CHICAGO, ILLINOIS
JOB NUMBER :
C2014011

SHEET NUMBER :

A-102 OF





BUILDING SECTION
SCALE: 3/8" = 1'-0"

APPEARANCE REVIEW SET

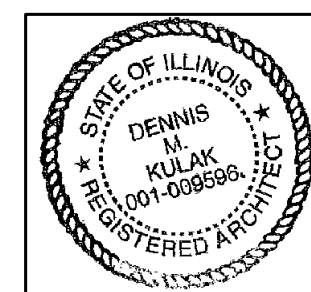
REVISIONS:		DATE:	DESCRIPTION:
NO.	BY:	DATE:	DESCRIPTION:
	DB	05/14/15	ISSUED FOR APPEARANCE REVIEW

DATE :
1/9/15
SCALE :
AS SHOWN
COMPUTER NAME :

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Arlington Heights, IL

KLLM
KLLM, INC.
1700 W. CORTLAND, STE. 203
CHICAGO, IL 60622
TEL: (773) 365-8700
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PROJECT ARCHITECT:
DMK
DRAFTPERSON:
MB
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PREPARED FOR :
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LOCATION :
CHICAGO, ILLINOIS
JOB NUMBER :
C2014071
SHEET NUMBER :



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Cassidy Tire
712 Northwest Highway
Arlington Heights, IL

Brick:	Medium Velour Iron Spot Endicott Clay Products
Split Face Block Base:	Illinois Brick Premium White
Fascia & Soffit:	White Aluminum
Roof:	Weather Wood by GAF
Glass	Clear PPG
	Canvas Awning (Cassidy Red)