

APPROVED

MINUTES OF  
THE VILLAGE OF ARLINGTON HEIGHTS  
DESIGN COMMISSION MEETING  
HELD AT THE ARLINGTON HEIGHTS MUNICIPAL BUILDING  
33 S. ARLINGTON HEIGHTS RD.  
DECEMBER 11, 2018

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

Members Present: John Fitzgerald, Chair  
Ted Eckhardt  
Kirsten Kingsley  
Scott Seyer

Members Absent: Jonathan Kubow

Also Present: John Sorenson, U.S. Shelter Homes for *534 W. Ridge Ct.*  
Jim Sutphen, Abbell Associates for *Arlington Town Square*  
Earl Mager, Shive Hattery for *Arlington Town Square*  
Robert Losselyoung, Tinaglia Architects for *Arlington 425*  
Kelle Bruckbauer, Tinaglia Architects for *Arlington 425*  
Mike Firsell, Firsell Ross for *Arlington 425*  
Steve Hautzinger, Staff Liaison

REVIEW OF MEETING MINUTES FROM NOVEMBER 27, 2018

A MOTION WAS MADE BY COMMISSIONER ECKHARDT, SECONDED BY COMMISSIONER KINGSLEY, TO APPROVE THE MEETING MINUTES OF NOVEMBER 27, 2018. ALL WERE IN FAVOR. MOTION CARRIED.

## ITEM 2. SIGN VARIATION

### DC#18-103 – Arlington Town Square – 70 S. Arlington Heights Rd.

Jim Sutphen, representing *Abbell Associates*, and Earl Mager, representing *Shive Hattery*, were present on behalf of the project.

Mr. Hautzinger presented Staff comments. Arlington Town Square is an existing multi-tenant shopping center in the Downtown. It includes approximately 66,000 sf of retail space on the ground level, and an additional 34,000 sf of office space on the second floor. The petitioner is proposing multiple new signs throughout the shopping center to improve their branding and exposure, as well as to improve wayfinding. Most of the signs require sign variation(s), but some of the signs do comply with code and are included in the packet as part of the overall proposal.

1. **Development Identification Canopy Sign at Evergreen Avenue.** The petitioner is proposing a new canopy above the entrance ramp to the underground public parking garage with signage as follows:
  - a. "ARLINGTON TOWN SQUARE" development identification signage is proposed on the top of the canopy, which complies with the 20% sign size allowed by code for canopies.
  - b. The canopy will also include new internally illuminated "PUBLIC PARKING" signage. The signage font and color is designed to complement other new "public parking" signage planned by the Village to be installed at public parking surface lots and garages throughout the Downtown. The proposed 53 sf of signage is comparable in size to the existing 33 sf "ARLINGTON HEIGHTS" sign that spans above the parking garage entrance on Vail Avenue. However, the proposed sign will be internally illuminated, whereas the Vail garage sign is externally illuminated.
  - c. Two new 9 sf blade signs mounted perpendicular to the walls on each side of the ramp will replace the existing flush mounted signs.

Per Chapter 30, Section 30-103.d, public parking signs are exempt as non-advertising signs designed for public safety and convenience as approved by the Village Manager. Therefore, variations are not required, but final Village Manager approval and sign permits are required. Staff has received preliminary approval of these two ground signs from the Village Manager.

2. **Entrance Identity Signage on Arlington Heights Road.** There are two existing raised planters flanking the entrance driveway from Arlington Heights Road. Two new ground signs are proposed to be installed within these planters to highlight the entrance to the shopping center. Variations are required to allow two ground signs, where only one ground sign is allowed per street frontage, as well as to allow 40 feet separation between the signs, where 800 feet is required.
3. **Courtyard Shops Entrance Sign.** There is an existing "COURTYARD" sign above the entrance to the south courtyard that was approved by variation in 2004. The sign is proposed to be upgraded with a new painted perforated metal screen and new metal "COURTYARD SHOPS" signage. The proposed upgrades will be a nice enhancement to the existing sign, and they are substantially compliant with the previously approved variation. New variations are not required.
4. **Courtyard Shops Directory Signage.** There is an existing 13 sf wall-mounted "COURTYARD" directory sign at the entrance to the south courtyard that was approved by variation in 2004. A new internally illuminated larger 67 sf directory sign is proposed to replace the existing sign, so the existing variation

needs to be amended to allow the proposed larger sign.

5. **Courtyard Artwork Installation.** The petitioner is proposing to enhance the courtyard with overhead strings of lights and a large artwork piece mounted on the back wall. The petitioner has indicated that the final artwork design will not be used to promote or advertise Arlington Town Square or any of the businesses. The final artwork piece is required to be submitted for Design Commission approval, which is consistent with past practice. A variation is not required.
6. **Town Square Fountain.** A 45 sf "ARLINGTON TOWN SQUARE" development identification sign is proposed to be added to the existing fountain feature that is located along the internal drive aisle in the middle of the shopping center. A painted perforated metal screen is proposed to be added between the existing brick piers. A variation is required to allow the 45 sf development identification sign.
7. **Office Center Signage.** Arlington Town Square has office tenants located on the second floor. The existing entrance to the office lobby is understated with a small green canvas awning. The petitioner is proposing to enhance the prominence of the office lobby with new dark gray fiber cement wall cladding. Additionally, a new black metal canopy with "OFFICE CENTER" signage is proposed to highlight the office entry door. Variations are required to allow signage on top of the canopy, where lettering is not allowed to project above or beyond the physical dimensions of an awning, as well as to allow signage that exceeds 20% of the canopy face.

The petitioner has submitted a letter stating their need for proper signage, and that the existing lack of signage has caused hardships for leasing as well as for the success of some existing tenants.

**Mr. Hautzinger** stated that Staff agrees that this development needs better branding and wayfinding signage. The need for signage is not self-created, it is due to the unique layout of the shopping center. Overall, the proposed signage package is very nicely designed, and it will be a nice enhancement to the property.

Staff comments include the following:

- The ground signs facing Arlington Heights Road will help to guide customers into the development, and the request for two signs is justified based on the existing layout of the entrance drive and planters. The signs are small and tastefully designed. Consider adding external illumination so the signs will be visible in the evening.
- The larger directory sign is justified to improve wayfinding to the courtyard shops which lack visibility from the internal drive and surrounding roads.
- The new development identification sign at the existing fountain will be a nice focal point, further reinforcing "Arlington Town Square" as the name of the shopping center. The size of the proposed sign fits well with the existing structure, and the sign is internal to the site. If the letters are intended to be backlit, then it is recommended that the portion of the panel behind the letters be solid instead of perforated.
- The proposed office entry signage is also nicely designed, and it is needed to guide visitors to the office lobby. Consider adding lighting to the signage.

Overall, Staff has no objections to the proposed sign variation requests and recommends the Design Commission recommend approval to the Village Board.

Commissioner Seyer arrived at the meeting.

The petitioner had no comments at this time.

**Commissioner Kingsley** felt the proposed signage changes were a nice addition to the existing shopping center. In general, the updates look really nice and she had no issues with the variations being requested. She asked if the circle design on the existing sign structure in the courtyard would be removed, and the petitioner explained that the new perforated metal sign panel would cover the existing sign structure, allowing a slight visibility of the existing circle design. **Commissioner Kingsley** had concerns about how the size of the letters on the new sign would be associated with the background of the existing sign design still visible; this would not bother her if the existing details were no longer visible with the new signage. The petitioner stated that this portion of the sign could be adjusted when finalizing the details of the new sign.

**Commissioner Kingsley** agreed with Staff's suggestion to add lighting to the two planter signs, and she liked that the current light fixtures on the columns were being replaced, although she cautioned the petitioner that the source of the new lighting should not be visible to either pedestrians or cars. She also agreed with Staff's recommendation that if the fountain signage is backlit, the portion of the panel behind the letters should be solid instead of perforated.

**Commissioner Eckhardt** had no issues with the new identification sign at Evergreen Avenue, or the two new blade signs, which he felt were appropriate. He would make it a requirement to light the two new ground signs in the existing raised planters on Arlington Heights Road, and he suggested using the LED strip underneath the light box on top of the framing, which would nicely wash the new sign and not be a distraction. He was okay with the proposed upgrade to the existing 'Courtyard Shops' entrance sign, which is substantially compliant with the previously approved variation, and he was in support of amending the previous variation to allow a new, larger Courtyard Shops Directory sign.

**Commissioner Eckhardt** asked if the existing movie posters in the courtyard would be eliminated and replaced with the new artwork, and **Mr. Mager** replied that the existing posters would remain and the new artwork would be located above the posters. **Mr. Sutphen** added that their mission is to find a local artist that could create a canvas of artwork for the area above the posters, that would not include marketing or tenant advertising. The new artwork would remain all year or be rotated with other artwork throughout the year; this is yet to be decided. **Mr. Sutphen** added that four gooseneck lights are proposed above the new artwork to illuminate it at night. **Commissioner Eckhardt** completely endorsed the idea of this new artwork concept, as well as the crisscross lighting in the courtyard.

With regards to the new 'Courtyard Shops' sign, **Commissioner Eckhardt** reiterated and agreed with Commissioner Kingsley's concerns that the design of the existing sign structure would be visible through the new sign, and whether that would be visually disturbing, as well as how it would affect the letters of the new sign. He suggested the new sign panels be put on both sides of the existing sign to be successful as a new applied element onto an old geometry. **Commissioner Eckhardt** was in support of the variations required for the new 'Arlington Town Square' fountain sign and the office center signage.

**Commissioner Seyer** was in favor of the overall signage package being proposed for the development and liked that all the signage has a monochromatic appearance. He was unclear about where the perforated metal would be located on the new 'Courtyard Shops' sign; is it behind the actual letters, and **Mr. Mager** replied that the perforated metal would be the entire panel behind the letters. **Commissioner Seyer** asked if the petitioner had experience with this type of signage, and if a mock-up would be done to ensure the sign design is successful. **Mr. Sutphen** clarified that the rendering of the proposed sign at the fountain shows the

new panel going all the way down into the fountain, but in reality it will be above it, with the panel replacing the existing aircraft cabling.

**Commissioner Seyer** also asked how the new artwork would be supported, and what the guidelines are for approving the artwork. **Mr. Hautzinger** explained that the new artwork would be wall mounted above the poster boxes, and once the petitioner finalizes the design, Staff will confirm if the artwork will be reviewed and approved by the Design Commission. **Commissioner Seyer** was in support of the Design Commission reviewing and approving the artwork, and **Mr. Sutphen** said that ownership did not have any issue with a courtesy review with the commissioners. **Commissioner Seyer** concluded that he loved the lighting and had no issues with the variations.

**Chair Fitzgerald** agreed with everything said so far, and was in favor of the Village approving the new courtyard artwork. He asked for clarification on the placement and height of the black sign material presented with the holes in it, which **Mr. Sutphen** explained would be part of the 'Arlington Town Square' fountain sign. **Chair Fitzgerald** pointed out that when entering the lower level parking garage, the back of the fountain sign would be visible and look like a big brown wall, and he was okay with light coming through the sign. **Mr. Mager** clarified that the type of illumination being proposed for the letters on this sign would be face lit individually channeled letters, not backlit.

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

**A MOTION WAS MADE BY COMMISSIONER ECKHARDT, SECONDED BY COMMISSIONER SEYER, TO RECOMMEND APPROVAL TO THE VILLAGE BOARD OF TRUSTEES, OF THE FOLLOWING SIGN VARIATION REQUEST FOR ARLINGTON TOWN SQUARE LOCATED AT 70 S. ARLINGTON HEIGHTS ROAD:**

**ENTRANCE IDENTITY SIGNAGE ON ARLINGTON HEIGHTS ROAD:**

1. A VARIATION FROM CHAPTER 30, SECTION 30-302 NUMBER, TO ALLOW TWO GROUND SIGNS, WHERE ONLY ONE GROUND SIGN IS ALLOWED PER STREET FRONTAGE.
2. A VARIATION FROM CHAPTER 30, SECTION 30-302 NUMBER, TO ALLOW GROUND SIGNS WITH A SEPARATION DISTANCE OF 40-FEET, WHERE 800-FEET OF SEPARATION IS REQUIRED.

**COURTYARD SHOPS DIRECTORY SIGNAGE:**

3. A VARIATION FROM CHAPTER 30, SECTION 30-201.h.3.a, TO AMEND A PREVIOUS VARIATION TO ALLOW AN INCREASE IN SIZE FOR A DIRECTORY SIGN FROM 13 SF TO 67 SF.

**TOWN SQUARE FOUNTAIN:**

4. A VARIATION FROM CHAPTER 30, SECTION 30-201, TO ALLOW A 45 SF DEVELOPMENT IDENTIFICATION SIGN, WHERE NO DEVELOPMENT IDENTIFICATION SIGN IS ALLOWED.

**OFFICE CENTER SIGNAGE:**

5. A VARIATION FROM CHAPTER 30, SECTION 30-201.h.2.b, TO ALLOW 30 SF OF CANOPY SIGNAGE, WHERE 4.4 SF IS THE MAXIMUM ALLOWED.
6. A VARIATION FROM CHAPTER 30, SECTION 30-201.h.2.b, TO ALLOW SIGNAGE TO BE LOCATED ON TOP OF A CANOPY, WHERE LETTERING IS NOT ALLOWED TO PROJECT ABOVE OR BEYOND THE PHYSICAL DIMENSIONS OF THE AWNING.

THIS RECOMMENDATION IS BASED ON THE PLANS DATED 11/28/18 AND RECEIVED 12/3/18, COMPLIANCE WITH ALL APPLICABLE FEDERAL, STATE, AND VILLAGE CODES, REGULATIONS, AND POLICIES, THE ISSUANCE OF ALL REQUIRED PERMITS, AND THE FOLLOWING CONDITIONS:

1. A REQUIREMENT THAT THE TWO GROUND SIGNS BEING ADDED TO THE EXISTING RAISED PLANTERS FACING ARLINGTON HEIGHTS ROAD BE ILLUMINATED WITH PREFERABLY LED LIGHT TO BE MOUNTED TO THE TOP OF THE FRAME OF THE SIGN THAT WILL NOT RESULT IN GLARE TO PEDESTRIANS OR CARS. STAFF SHOULD REVIEW THE LED COLOR TEMPERATURE OF THE LIGHT.
2. A RECOMMENDATION THAT A SMALL MOCK-UP BE DONE TO ASSURE THE WORKABILITY OF THE SIGNAGE ON THE BLACK PERFORATED METAL PANEL MOUNTED OVER THE EXISTING DECORATIVE SIGN STRUCTURE.
3. A REQUIREMENT THAT THE DESIGN OF THE COURTYARD ARTWORK BE SUBMITTED TO STAFF FOR REVIEW, AND IF DETERMINED NECESSARY, COME BACK TO THE DESIGN COMMISSION FOR REVIEW, WITH AN UNDERSTANDING THAT THE ARTWORK WILL NOT BE USED FOR ADVERTISING.
4. THIS REVIEW DEALS WITH ARCHITECTURAL DESIGN ONLY AND SHOULD NOT BE CONSTRUED TO BE AN APPROVAL OF, OR TO HAVE ANY OTHER IMPACT ON, NOR REPRESENT ANY TACIT APPROVAL OR SUPPORT FOR THE PROPOSED LAND USE OR ANY OTHER ZONING AND/OR LAND USE ISSUES OR DECISIONS THAT STEM FROM ZONING, BUILDING, SIGNAGE OR ANY OTHER REVIEWS. IN ADDITION TO THE NORMAL TECHNICAL REVIEW, PERMIT DRAWINGS WILL BE REVIEWED FOR CONSISTENCY WITH THE DESIGN COMMISSION AND ANY OTHER COMMISSION OR BOARD APPROVAL CONDITIONS. IT IS THE PETITIONER'S RESPONSIBILITY TO INCORPORATE ALL REQUIREMENTS LISTED ON THE CERTIFICATE OF APPROPRIATENESS INTO THE PERMIT DRAWINGS, AND TO ENSURE THAT BUILDING PERMIT PLANS AND SIGN PERMIT PLANS COMPLY WITH ALL ZONING CODE, BUILDING CODE AND SIGN CODE REQUIREMENTS.

**Commissioner Kingsley** agreed that a sign mock-up was a good idea because she still had hesitations of how the lettering would fit with the existing arch in both the 'Arlington Town Square' fountain sign and the 'Courtyard Shops' sign. **Commissioner Eckhardt** suggested a mock-up be brought to the site and hung up to determine whether it is acceptable, and possibly include Staff in that process. **Commissioner Seyer** reiterated that a mock-up would help everyone see how the new sign would look from both sides of the sign. **Mr. Sutphen** was not opposed to doing a partial mock-up of the smaller 'Courtyard Shops' sign, which generally has the same frame issue as the fountain sign. **Commissioner Eckhardt** said that he was more concerned about the 'Courtyard Shops' sign. **Commissioner Kingsley** disagreed and pointed out that the top of the existing decorative arch on the fountain is not coordinated with the placement of the new signage and perforated panel. She also pointed out that the proposed new horizontal silver band bows out and may block the view of the new signage from the ground. She encouraged a mock-up of this sign to show how these conditions will look. **Mr. Sutphen** suggested putting the sign letters on the edge of the silver band, and **Chair Fitzgerald** and **Commissioner Eckhardt** preferred the letters where they are currently proposed, versus on the metal.

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

2. A REQUIREMENT THAT A SMALL MOCK-UP BE DONE TO ASSURE THE WORKABILITY OF THE SIGNAGE ON THE BLACK PERFORATED METAL PANEL MOUNTED OVER THE EXISTING DECORATIVE SIGN STRUCTURE.

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