

STAFF DESIGN COMMISSION REPORT

PROJECT INFORMATION:

Project Name: Dunkin'/Baskin Robbins - Sign Variation
Project Address: 105 W. Dundee Road
Prepared By: Steve Hautzinger

PETITION INFORMATION:

DC Number: 19-007
Petitioner Name: Jennifer Thorstenson
Petitioner Address: MRV Architects
5105 Tollview Dr., Suite 197
Rolling Meadows, IL 60008
Meeting Date: February 26, 2019

Date Prepared: February 18, 2019

Requested Action(s):

1. A variation from Chapter 30, section 30-402.a Number, to allow two wall signs on the north elevation, Dundee Road frontage, where only one wall sign is allowed.
2. A variation from Chapter 30, section 30-403.a Dimensions, to allow a second 5.7 sf wall sign on the north elevation, Dundee Road frontage, where 0 sf is allowed.
3. A variation from Chapter 30, section 30-402.a Number, to allow one wall sign on the west elevation, where zero wall signs are allowed.
4. A variation from Chapter 30, section 30-403.a Dimensions, to allow a 17.28 sf wall sign on the west elevation, where zero sf is allowed.

ANALYSIS:

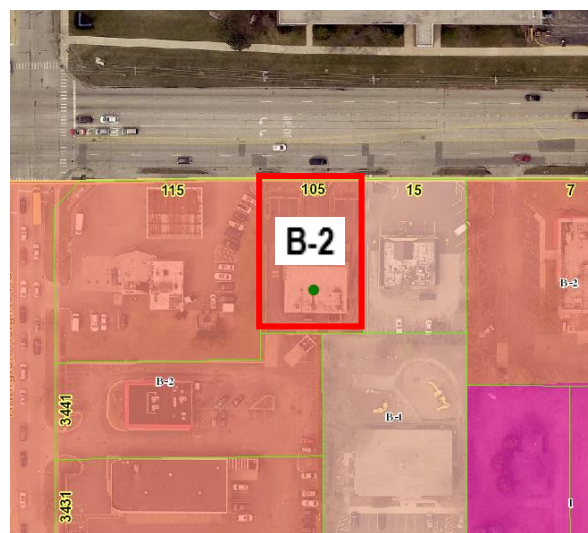
Summary

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 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 adding Baskin Robbins ice cream to an existing Dunkin' Donuts restaurant. The exterior design of the building is being changed to include branding for both Baskin Robbins and Dunkin Donuts. As part of the exterior remodel, new wall signage is proposed. The new signage includes a code compliant combined "DUNKIN' baskinBRobbins" wall sign above the main entrance facing Dundee Road. The petitioner is requesting sign variations to allow an additional Baskin Robbins logo sign facing Dundee Road, and an additional Dunkin' logo sign on the west side of the building.



Aerial of Property



Zoning Map of Property

Ground Sign:

In addition to the proposed wall signs, the petitioner is proposing to keep an existing ground sign facing Dundee Road. The existing ground sign will be updated with a new combined "DUNKIN' baskinBRobbins" panel to match the new wall signs. It is recommended that the petitioner consider replacing the ground sign with a new decorative monument style ground sign to enhance the overall appearance of the property.

Surrounding Land Uses:

Direction	Existing Zoning	Existing Use
Subject Property	B-2, General Business District	Dunkin Donuts
North	Outside of Village boundary (Buffalo Grove)	Buffalo Grove High School
South	B-2, General Business District	Spunky Dunkers Donuts
East	B-1, Business District Limited Retail	Pizza Hut
West	B-2, General Business District	Marathon gas station

WALL SIGN PROPOSAL:

Table 1: Proposed Wall Signs for Dunkin' / Baskin Robbins

SIGN	ELEVATION / FRONTAGE One wall sign allowed per street frontage.	SIGNABLE AREA	25% ALLOWED BY CODE	PROPOSED SIZE	REMARKS
Combined "DUNKIN' baskinBRobbins" sign	North / Dundee	170 sf	42.5 sf	38 sf	Complies with code.
"BR baskin robbins" logo sign	North / Dundee	155 sf	0 sf	5.7 sf	Variation required for number. Variation required for size. (Note: If the proposed sign were approved, it would comply with the 25% signable area.)
"DD" logo sign	West / (no frontage)	129 sf	0 sf	17.28 sf	Variation required for number. Variation required for size. (Note: If the proposed sign were approved, it would comply with the 25% signable area.)
TOTAL		454 sf	42.5 sf	60.98 sf	

Preliminary Design Commission Review:

The proposed signage received preliminary Design Commission feedback during the review of the new exterior architectural design on January 8, 2019. At that time, Staff encouraged the petitioner to have only one combined wall sign above the main entrance door to comply with code, which is consistent with other Dunkin'/Baskin Robbins restaurants in Arlington Heights. However, the Design Commission expressed their support for the two additional wall signs because they were important to the overall appearance and balance of the building façade.

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, stating that the proposed signage is required based on current national prototype standards and to help with visibility since the existing building is set back behind the adjacent buildings.

Staff does not object to the proposed wall signs due to the unique circumstance of having two separate business brands in the same building, as well as the hardships of working within the design constraints of an existing building and the existing building setback.

RECOMMENDATION

It is recommended that the Design Commission recommend **approval** to the Village Board of the following sign variations for Dunkin' / Baskin Robbins at 105 W. Dundee Road:

1. A variation from Chapter 30, section 30-402.a Number, to allow two wall signs on the north elevation, Dundee Road frontage, where only one wall sign is allowed.
2. A variation from Chapter 30, section 30-403.a Dimensions, to allow a second 5.7 sf wall sign on the north elevation, Dundee Road frontage, where 0 sf is allowed.
3. A variation from Chapter 30, section 30-402.a Number, to allow one wall sign on the west elevation, where zero wall signs are allowed.
4. A variation from Chapter 30, section 30-403.a Dimensions, to allow a 17.28 sf wall sign on the west elevation, where zero sf is allowed.

This recommendation is subject to compliance with the plans received 1/23/19, Federal, State, and Village Codes, regulations, and policies, and the issuance of all required permits, and the following conditions:

1. A recommendation to consider replacing the existing pole-mounted ground sign with a new decorative monument style ground sign to enhance the overall appearance of the property.
2. This review deals with architectural design only and should not be construed to be an approval of, or to have any other impact on, 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.

February 19, 2019

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

c: Charles Witherington-Perkins, Director of Planning and Community Development, Petitioner, DC File 19-007